

Adult Media Literacy Tracker 2021- Core survey

Adult Core survey 2021

Introduction

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

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

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

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

Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

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ALL RESPONDENTS

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

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

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

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

Please enter the number of hours per week _____

Don't know _____

TYPE IN AND AUTO CODE AS:

IF DON'T KNOW AT S1:

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

Please select one option

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

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

S1a. What number from 1 to 10 best describes you, where:

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

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

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

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

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

Please select one option

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

ALL RESPONDENTS

S3. What is your age?

Please enter your age in years _____

TYPE IN AND AUTO CODE AS:

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

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ALL RESPONDENTS

S4. Which of the following are you?

Please select one option

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

ALL PANEL RESPONDENTS

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

Please select one option

England	1
Wales	2
Scotland	3
Northern Ireland	4

ALL PANEL RESPONDENTS

S6. What is your postcode?

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

TYPE IN:

ALLOW REFUSED

ASK ALL PANEL RESPONDENTS THAT LIVE IN ENGLAND AT S5 (CODE 1)

S7. Which region of England do you live in?

Please select one option

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

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ASK ALL PANEL RESPONDENTS.

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

Please select one option

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

ALL RESPONDENTS

S9. Which of these best describes your current situation?

Please select one option

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

SHOWSCREEN

Thank you very much for your answers so far. You qualify for the main survey.

ALL RESPONDENTS

A1. Do you personally use a mobile phone?

Please select one option

Yes	1
No	2
Don't know	3

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ASK ALL THAT USE A MOBILE PHONE AT A1 (CODE 1)

A2. Is this a smartphone?

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

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS

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

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

Please select one option

Yes	1
No	2
Don't know	3

We'd like to now ask you some questions about the funding of television and online services.

ALL RESPONDENTS

F1. How would you say BBC TV programmes are mainly funded?

Please select one option

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes and services to other channels or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – please type in below	8
Don't know	9

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ALL RESPONDENTS

F2. How would you say programmes are **mainly** funded on ITV, Channel 4 and Five?

Please select one option

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes and services to other channels or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – please type in below	8
Don't know	9

ALL RESPONDENTS

F3. How do you think the Sky or Virgin Media TV service is **mainly** funded?

Please select one option

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes and services to other channels or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – please type in below	8
Don't know	9

ALL RESPONDENTS

F4. How do you think the Netflix or Disney+ service is **mainly** funded ?

Please select one option

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes and services to other channels or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – please type in below	8
Haven't heard of it	9
Don't know	10

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ALL RESPONDENTS

F5. How do you think the BBC's iPlayer service is **mainly** funded?

Please select one option

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes and services to other channels or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – please type in below	8
Haven't heard of it	9
Don't know	10

ALL RESPONDENTS

F6. How do you think the BBC's website is **mainly** funded?

Please select one option

The TV Licence fee	1
By the Government	2
By those that choose to pay a subscription to use the service	3
Advertising on the website	4
Advertisers pay to prioritise their entry on the list/ to be first on the list	5
Advertisers pay when users click through from sponsored links to their website	6
Some other way – (please type in below)	7
Haven't heard of it	8
Don't know	9

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ALL RESPONDENTS

F7. How do you think search engine websites such as Google or Bing are **mainly** funded?

Please select one option

The TV Licence fee	1
By the Government	2
By those that choose to pay a subscription to use the service	3
Advertising on the website	4
Advertisers pay to prioritise their entry on the list/ to be first on the list	5
Advertisers pay when users click through from sponsored links to their website	6
Some other way – (please type in below)	7
Haven't heard of it	8
Don't know	9

ALL RESPONDENTS

F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are **mainly** funded?

Please select one option

The TV Licence fee	1
By the Government	2
By those that choose to pay a subscription to use the service	3
Advertising on the website/ app	4
Advertisers pay to prioritise their entry on the list/ to be first on the list	5
Advertisers pay when users click through from sponsored links to their website/ app	6
Some other way – (please type in below)	7
Haven't heard of it	8
Don't know	9

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SHOWSCREEN

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

ALL RESPONDENTS

AC1. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?

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

Please select one option

I have access to the internet and use it at home	1
I have access to the internet, but I don't use it at home	2
I do not have internet access at home	3
Don't know	4

ALL RESPONDENTS

AC2. Do you ever access the internet anywhere other than in your home at all?

IF YES: Where is that?

IF NO: Please select the last answer in the list

Please select all that apply

Your Workplace	1
School/ College/ University	2
Library	3
UK culture centre/ Learn Direct/ Other online learning centres	4
Internet café	5
In someone else's home	6
While travelling	7
In cafes/ restaurants/ pubs/ bars	8
In shops or shopping centres	9
On public transport	10
In leisure centres/ gyms/ sports grounds	11
Outdoor areas such as parks	12
Some other way – please type in below	13
No - I do not access the internet away from home	14

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ASK ALL RESPONDENTS THAT HAVE ACCESS TO THE INTERNET AT HOME THAT DO NOT USE IT OR THAT DO NOT HAVE ACCESS AT AC1 (CODES 2 OR 3)

AC3. In the past year, have you asked someone else to do something for you on the internet?

Please select one option

Yes	1
No	2

ASK ALL RESPONDENTS THAT HAVE ASKED SOMEONE TO MAKE A PROXY USE OF THE INTERNET FOR THEM IN THE LAST 12 MONTHS AT AC3 (CODE 1)

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else?

Please select all that apply

To buy something/ for shopping	1
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	2
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	3
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	4
To access other information	5
To get in touch with someone	6
Something else – please type in below	7
Don't know	8

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ASK ALL RESPONDENTS THAT DO HAVE INTERNET ACCESS AT HOME AT AC1 (CODE 3)

AC5. Which of these are reasons that you don't have internet access at home?

Please select all that apply

No need to go online/ not interested	1
Broadband set up costs are too high	2
Cost of a desktop, tablet or laptop computer to use the internet is too high	3
Cost of a mobile phone handset to use the internet is too high	4
Monthly cost of a fixed broadband service is too high	5
Monthly cost of a mobile phone service is too high	6
Getting online/ getting connected to the internet is too complicated	7
Using the internet is too complicated	8
Happy to use the internet at work/ elsewhere	9
Someone else can go online for me if necessary	10
Don't have broadband where I live	11
Broadband is too slow where I live	12
Concerned about security/ fraud / privacy	13
Concerned about harmful/ offensive content	14
Poor eyesight	15
Some other reason– please type in below	16
Don't know	17

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ASK ALL RESPONDENTS THAT HAVE ACCESS TO THE INTERNET AT HOME THAT DO NOT USE IT OR THAT DO NOT HAVE ACCESS AT AC1 (CODES 2 OR 3)

- AC6.** Would any of these reasons prompt you to go online at home in the next 12 months?
NB randomise responses 1-10

Please select all that apply

To buy something/ for shopping	1
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	2
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	3
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	4
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, Twitter, Snapchat etc.	5
If I had better equipment or better access to the internet	6
If I had someone to help me or to show me how to do it	7
If my job required me to go online	8
To watch TV shows on catch up or on demand services like Netflix, NOW TV, BBC iPlayer, or ITV Hub	9
If I no longer had someone I ask to do things online for me	10
Some other reason – please type in below	11
Nothing would prompt me to go online in the next 12 months	12
Don't know	13

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select all that apply

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

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ASK ALL THAT ONLY GO ONLINE ON A SMARTPHONE AT IN1 (CODE 1 IS ONLY SELECTED)

M6D. You said earlier that you only go online using a smartphone.

Do you feel disadvantaged by relying only on a smartphone to go online?

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

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

Please select one option

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

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ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online?

Please select all that apply

Ask a friend or family member to help	1
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	2
Look online for help / "Google it "	3
Watch 'how to' videos on websites like YouTube or the BBC	4
Phone a helpline to get someone to talk me through it	5
Go to the local library for help	6
Go to my bank branch for help	7
Go to an adult learning venue or local community centre for help	8
Ask a colleague/ someone at work	9
Figure it out myself	10
Get someone else to do it for me	11
Something else – please type in below	12
I would just give up (SINGLE CODE)	13
None of these/ I don't tend to get stuck when online (SINGLE CODE)	14
Don't know	15

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN7A. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves?

For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis.

Please select one option

Yes	1
No	2
Don't know	3

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ASK ALL RESPONDENTS THAT HAVE EVER DONE THIS AT IN7A (CODE 1)

IN7B. And how often do you tend to help other people with online tasks?

Please select one option

Daily	1
2-3 times a week	2
Once a week	3
2-3 times a month	4
Monthly	5
2-3 times a year	6
Only once	7
Don't know	8

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

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

Please select one option

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

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ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select one option

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

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SHOWSCREEN

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select all that apply

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select all that apply

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

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ASK ALL RESPONDENTS THAT HAVE NEVER COMPLETED GOVERNMENT PROCESSES ONLINE AT IN5A (CODE 7 NOT SELECTED)

IN5C. You said earlier that you **don't** go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport).

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

Please select all that apply

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

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

Please select one option

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

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ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

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

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

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

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

"For me, the benefits of being online outweigh the risks"

Please select one option

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

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We'd now like to ask you some questions about your mobile phone.

ASK ALL WITH A SMARTPHONE AT A2 (CODE 1)

M6A. On the next few screens there are some things that other people have said about using their smartphone. To what extent do you agree or disagree with them?

“Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop”

Please select one option

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

ASK ALL WITH A SMARTPHONE AT A2 (CODE 1)

M6B. “When I go online on my smartphone to complete tasks I tend to do this as quickly as possible to avoid using up too much data”

Please select one option

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

ASK ALL WITH A SMARTPHONE AT A2 (CODE 1)

M6C. “Comparing products or services online is more difficult on my smartphone than on a laptop or desktop.”

Please select one option

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

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ASK ALL WITH A SMARTPHONE AT A2 (CODE 1)

M7. How often do you complete a form or an application for something on your mobile phone?

Please select one option

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

ASK ALL WITH A SMARTPHONE AT A2 (CODE 1)

M8. For each of the activities shown below please say whether you would prefer to do it on a smartphone or on a laptop or desktop computer or whether you have no preference.

If you don't currently do this activity please think about how you might prefer to.

Please select one option per row

		Prefer to use a laptop/ desktop computer	No preference	Prefer to use a smartphone	Don't know
A.	Watching TV programmes or films online				
B.	Using social media apps or sites				
C.	Shopping online				
D.	Making a video call				
E.	Completing a job application or filling in a form online				
F.	Playing games				
G.	Sending an email				
H.	Banking online (transferring money, managing mortgage or other payments etc)				
I.	Reading the news/ accessing news websites or apps				

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SHOWSCREEN

Now some questions about playing games.

ALL RESPONDENTS

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

Please select all that apply

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

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

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

Please select one option

Yes	1
No	2
Don't know	3

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ALL RESPONDENTS

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

“I try to keep up with technology”

Please select one option

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

ALL RESPONDENTS

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

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

Please select one option

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

ALL RESPONDENTS

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

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

Please select one option

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

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ALL RESPONDENTS

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

“Finding a cheaper deal is a priority for me”

Please select one option

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

ALL RESPONDENTS

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

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

Please select one option

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

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ALL RESPONDENTS

- A4.** Below is a list of devices. If you were told that **one** of them was going to be taken away from you, so you could not use it - which **one** do you think you would **miss the most**?

Please select one option

Television set	1
Radio set	2
Tablet (like an iPad, Kindle Fire or Google Nexus)	3
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	4
Laptop or netbook	5
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	6
Games console or handheld games player	7
Smart speaker (like Amazon Echo, Google Home, Facebook Portal and Apple HomePod)	8
Other device – please type in below	9
None/ I would not miss any device	10
Don't know	11

ALL RESPONDENTS

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

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

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

Please type in below

--	--

ASK IF MORE THAN 01 PERSON AT C1

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

Please select one option

Yes	1
No	2
Prefer not to say	3

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ASK IF YES AT C2 (CODE 1)

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

Please type in below

--	--

ASK IF ONE OR MORE CHILDREN AT HOME AT C3

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

Under 1 year old	1
1-4 years old	2
5-7 years old	3
8-11 years old	4
12-15 years old	5
16-17 years old	6
Prefer not to say	7

ALL RESPONDENTS

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

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

Please select one option

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

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ALL RESPONDENTS

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

Please select one option

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

ALL RESPONDENTS

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

Please select one option

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

ALL RESPONDENTS

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

Please select one option

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

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ALL RESPONDENTS

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

Please select all that apply

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

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ALL RESPONDENTS

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

Please select one option

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

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ALL RESPONDENTS

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

Please select all that apply

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

ALL RESPONDENTS

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

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

Please select one option

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

Thank and close

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