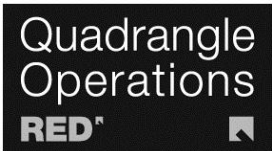


Quadrangle Operations  
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**SERIAL NO:**



MRS - Sam Day  
DIR - Kay Rossiter-Base  
Private & Confidential  
October/ November 2014

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## QUESTIONNAIRE – ADULTS AGED 16 AND OVER

JN 10106

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**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.

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

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**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:**   

<b>Region:</b>	
England	1
Scotland	2
Wales	3
Northern Ireland	4

<b>Sample point number</b>		

**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 55 minutes. This is a very important survey for Ofcom and your opinions really will count.

We operate under the Code of Conduct of the Market Research Society and I can assure you that your 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.

**ASK ALL READ OUT MULTICODE OK FOR CODES 1-9**

A1

**SHOWCARD A1**

Which of the following do you use almost every day?  
Please choose as many as apply

**ASK IF MORE THAN ONE RESPONSE AT A1**

A2

**SHOWCARD A1 AGAIN**

Which **one** of the things you use almost every day would you **miss the most** if it got taken away?  
PROMPT IF NECESSARY

	<b>A1</b>	<b>A2</b>
TV set .....	1	1
Radio .....	2	2
PC/ laptop computer .....	3	3
Tablet computer (like an iPad).....	4	4
Mobile phone .....	5	5
Games console/ player .....	6	6
Books, magazines, newspapers .....	7	7
DVD/ Blu ray player .....	8	8
MP3 player (like an iPod) .....	9	9
None of these ( <b>SINGLE CODE</b> ) .....	10	10
Don't know ( <b>SINGLE CODE</b> ).....	NA	11

**TELEVISION**

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

T1

**ASK ALL**

**SHOWCARD T1**

Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household.

MULTICODE OK FOR CODES 1-8

INTERVIEWER – IF RESPONDENT HAS THE 'YOUVIEW' SERVICE, CHECK FIRST IF THIS IS FROM BT (CODE 7) OR TALKTALK – (CODE 8)

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 TV (formerly BT Vision) .....	7
Talk Talk TV .....	8
No TV in the household (SINGLE CODE).....	9
Don't know (SINGLE CODE) .....	10

T2 **ASK IF HAVE A TV IN THE HOUSEHOLD AT T1 (CODES 1-8) – OTHERS SKIP TO T3**

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
Other (WRITE IN) T4: _____		
Don't know _____	8	8

T5 **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
<b>OFFENSIVE CONTENT</b>	
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
<b>DIVERSITY OF CONTENT</b>	
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
<b>QUALITY CONTENT/ REPEATS</b>	
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
<b>ADVERTISING/ SPONSORSHIP</b>	
Irritating/ annoying sponsorship messages.....	26
Product placement.....	27
Too many/ too long advertising breaks.....	28
<b>DON'T TRUST/ FIXED/ FAKE/ BIASED</b>	
Don't trust the broadcasters/ broadcasters not respecting audiences.....	29
Phone-in competitions that are fixed/ faked.....	30
<b>OTHER CONCERNS</b>	
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

**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**

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
<b>OFFENSIVE CONTENT</b>	
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
<b>QUALITY OF CONTENT/ REPEATS</b>	
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
<b>ADVERTISING/ SPONSORSHIP</b>	
Irritating/ annoying sponsorship messages.....	12
Too many advertising breaks.....	13
<b>DON'T TRUST/ FIXED/ FAKED/ BIASED</b>	
Don't trust the broadcasters/ broadcasters not respecting audiences.....	14
Phone-in competitions that are fixed/ faked.....	15
<b>OTHER CONCERNS</b>	
Pirate radio stations taking over channels.....	16
Other (WRITE IN).....	17
<hr/>	
Don't know (SINGLE CODE).....	18

R4 **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

**INTERNET**

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

**IN1 ASK ALL**

Do you or does anyone in your household have access to the internet at home through a desktop 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 THAT USE THE INTERNET AT HOME THROUGH PC/LAPTOP/ NETBOOK (CODE 1 AT IN1) – OTHERS SKIP TO IN3**

And which of these devices do you use to go online at home? Please say all that apply

READ OUT

MULTICODE OK FOR CODES 1 AND 2

- A desktop computer or PC ..... 1
- A laptop or netbook ..... 2
- Don't know (SINGLE CODE) ..... 3

**IN3A ASK ALL**

**SHOWCARD IN3**

Wording if IN1 /1

You mentioned that you use the internet at home through a computer, laptop or netbook. Here is a list of other devices that can be used to go online. Do you **have and use** any of the items shown on this card to go online at home? Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online.

MULTICODE OK FOR CODES 1-9

**IN3B Wording if IN1 2-4**

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

MULTICODE OK FOR CODES 1-9

- A smartphone (like an iPhone or Samsung Galaxy or Blackberry) ..... 1
- A tablet computer (like an iPad, Kindle Fire or Google Nexus 7 or 10) ..... 2
- Games console connected to a TV (like a Playstation/ Xbox/ Wii) ..... 3
- A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita) ..... 4
- Portable media player (like an iPod Touch)..... 5
- A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set –top box or games console to go online)..... 6
- An e-book reader/ e-reader (like a standard Kindle or Kobo eReader or Nook eReader)..... 7
- Wearable technology like a smartwatch (e.g Pebble, Samsung, Sony etc) or Google Glass ..... 8
- Other type of device (WRITE IN) ..... 9
- None of these (SINGLE CODE) ..... 10



IN4 **ASK ALL**

**SHOWCARD IN4**

I'm now going to show you a slightly different list of devices that can be used to go online. Do you ever use any of these devices to go online when you are **not at home?** This could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about? Please think of any devices you may use to go online anywhere outside of the home?

IF NECESSARY : You don't need to own the device

MULTICODE OK FOR CODES 1-11

A desktop computer/ PC.....	1
A laptop/ netbook.....	2
A smartphone (like an iPhone or Samsung Galaxy or Blackberry) .....	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7 or 10) .....	4
Games console connected to a TV (like a Playstation/ Xbox/ Wii) .....	5
A portable or handheld games player (like a Nintendo DS/ Sony PSP/ PS Vita) .....	6
Portable media player (like an iPod Touch).....	7
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online).....	8
An e-book reader/ e-reader (like a standard Kindle or Kobo eReader or Nook eReader).....	9
Wearable technology like a smartwatch (e.g Pebble, Samsung, Sony etc) or Google Glass .....	10
Other type of device (WRITE IN) .....	11
None of these (SINGLE CODE) .....	12

IN5 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN10**

**SHOWCARD IN5**

How long ago did you first start going online?

IF NECESSARY – Wherever you first started going online– perhaps at home, work, school, college, or anywhere else using any type of device.

SINGLE CODE

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

**IN6 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN10**

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 IN7**

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 AT IN1 (CODE 1) OR IN3 (CODE 1-9) AND AWARE OF ANY FEATURES AT IN7 (CODES 1-6) – OTHERS SKIP TO IN9**

**SHOWCARD IN7 AGAIN**

And which, if any, of those measures or features do you have or use on any of the devices you use to go online at home that are owned by you or a member of your household?

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 AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN10**

**SHOWCARD IN9**

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

Getting 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 sending you to a 'phishing' site i.e. 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 media account (such as Facebook, Twitter, LinkedIn, YouTube Instagram, Tumblr or Pinterest) without your permission .....	4
Emails being sent from your email address or social media account without your permission .....	5
Your credit card details or bank details been stolen after using them online.....	6
Someone using any of your personal information online without your permission or knowledge i.e.online identity theft .....	7
Buying something online which wasn't what it was supposed to be (i.e it was misrepresented/ got scammed or ripped off) .....	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 AT IN1 (CODES 2-4) AND AT IN3 (CODE 10) AND IN4 (CODE 12) – OTHERS SKIP TO IN13**

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

**IN11 ASK IF DO NOT USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODES 2-4) AND AT IN3 (CODE 10) AND IN4 (CODE 12) – OTHERS SKIP TO IN13**

You said that you don't go online at the moment either at home or elsewhere using any type of device. Can you tell me if you think this will change in the next year or so? In other words that you will use the internet on a regular basis.

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

IN12 **ASK IF DO NOT USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODES 2-4) AND AT IN3 (CODE 10) AND IN4 (CODE 12) – OTHERS SKIP TO IN13**

**SHOWCARD IN12**

Which, if any, of the following do you think would be the main advantages to you of being online?

PROBE: Can you think of any other advantages for you personally in being online?

MULTICODE OKAY FOR CODES 1-8

Finding information quickly (for example about news, weather, sport, hobbies health etc) .....	1
Finding out about and applying for social services or completing government processes (e.g applying for benefits renewing car tax, passport, etc) .....	2
Getting the best deals and saving money.....	3
Staying in touch with people, making free phone / video calls, sharing photos .....	4
Watching TV programmes or films or playing games online .....	5
Being more independent / Being less dependent on other people to do things for you like booking things, ordering things) .....	6
Finding a job or a course to do .....	7
Other reasons – SPECIFY .....	8
<hr/>	
None of these/ I don't think there are any advantages to me being online (SINGLE CODE) .....	9
Don't know .....	10

IN13 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN32**

**SHOWCARD IN13**

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 – DO NOT ROTATE STATEMENT A – ALWAYS ASK THIS FIRST

ROTATE STATEMENTS B TO E

		Very confident	Fairly confident	Neither confident nor not confident	Not very confident	Not at all confident	Don't know
A	Overall, how confident are you as an internet user?	1	2	3	4	5	6
B	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
C	How confident are you that you can find the information you want online?	1	2	3	4	5	6
D	How confident are you that you can stay safe online?	1	2	3	4	5	6
E	When you see or read things online, how confident are you in knowing what is advertising and what is not?	1	2	3	4	5	6

IN14 **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/apps that you've visited before ..... 1
- Use maybe **one or two** sites / apps that you haven't visited before..... 2
- Use **lots** of websites/apps that you haven't visited before..... 3
- Don't know ..... 4

IN15 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

**SHOWCARD IN15**

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 P, 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 P 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	<b>Buying things online</b>	1	2	3	4
D	Selling things online	1	2	3	4
E	Playing games online	1	2	3	4
F	<b>Banking and paying bills online</b>	1	2	3	4
G	Downloading software	1	2	3	4
H	Setting up or maintaining a website or blog/weblog	1	2	3	4
I	Listening to radio stations online	1	2	3	4
J	<b>Looking at social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)</b>	1	2	3	4
K	Listen to or download music online	1	2	3	4
L	Watch online or download short video clips such as music videos or comedy clips (such as on YouTube)	1	2	3	4
M	<b>Watch online or download TV programmes or films (such as BBC iPlayer, 4OD, ITV Player, Sky Player etc.)</b>	1	2	3	4
N	<b>Complete government processes online – such as register for tax credits, renew driving licence, car tax or passport, complete tax return</b>	1	2	3	4
O	Upload or share videos or photos online	1	2	3	4
P	<b>General surfing/ browsing the internet</b>	1	2	3	4

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

**SHOWCARD IN16**

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 P, 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 P 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	Contributed comments to a website or blog	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	<b>Looking at news websites or apps</b>	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	Sign an online petition	1	2	3	4
M	Contact a local councillor or your MP online	1	2	3	4
N	Looking at websites or apps for news about, or events in, your local area/ the local community	1	2	3	4
O	Sharing links to websites or online articles – perhaps on Twitter, Facebook, Reddit or LinkedIn	1	2	3	4
P	Filling in a form or application online	1	2	3	4

IN17 **ASK IF NEVER COMPLETE GOVERNMENT PROCESSES ONLINE AT IN15N (CODE 4) – OTHERS  
SKIP TO IN18**

**SHOWCARD IN17**

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 1-10

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
I prefer to use pen and paper / fill out a form / use the post .....	9
Other reasons – SPECIFY .....	10
<hr/>	
Don't know .....	11



**IN18 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN32 - see additional routing instructions below**

NOTE TO SCRIPTWRITER:

IF ALL OF THE FOLLOWING CONDITIONS APPLY THEN SKIP STRAIGHT TO FILTER AT IN19:

IN15C CODE 4 AND IF IN15F CODE 4 AND IF IN15J CODE 4 AND IF IN15M CODE 4 AND IF IN15N CODE 4 AND

IF IN15P CODE 4 AND IF IN16F CODE 4

**SHOWCARD IN18**

Please take a look at this list of devices that can be used to go online.

You told me earlier that you use the following devices on this list to go online (READ OUT LIST BELOW IF QUALIFY)

A desktop computer/ PC (IF IN2 CODE 1 OR IN4 CODE 1)

A laptop or netbook (IF IN2 CODE 2 OR IN4 CODE 2)

A smartphone (IF IN3 CODE 1 OR IN4 CODE 3)

A tablet computer (IF IN3 CODE 2 OR IN4 CODE 4)

A games console or handheld games player (IF IN3 CODES 3-4 OR IN4 CODES 5-6)

Some other device (IF IN3 CODES 5-9 OR IN4 CODES 7-11)

NOTE TO SCRIPTWRITER: RESTRICT DEVICES IN RESPONSE LIST TO THOSE ABOVE- IF RESPONSE LIST CONSISTS ONLY OF ONE OF THESE DEVICES (INCLUDING 'SOME OTHER DEVICE') THEN SET RESPONSE TO THIS ONE DEVICE FOR EACH RELEVANT STATEMENT BELOW AND CONTINUE TO FILTER AT IN19

NB- We don't need to know what this other device is if 'some other device' so this does not need to be a specify question

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

ASK STATEMENT A – IF IN15C CODE 1-3/ ASK STATEMENT B – IF IN15F CODE 1-3/ ASK STATEMENT C – IF IN15J CODE 1-3/ ASK STATEMENT D – IF IN15M CODE 1-3/ ASK STATEMENT E – IF IN15N CODE 1-3/ ASK STATEMENT F – IF IN15P CODE 1-3/ ASK STATEMENT G – IF IN16F CODE 1-3

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

		1	2	3	4	5	6	
		Desktop computer/ PC	Laptop or netbook	Smartphone	A tablet computer	Games console or handheld games player	Other device	Don't know
A	Buying things online	1	2	3	4	5	6	7
B	Banking online	1	2	3	4	5	6	7
C	Social media (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	1	2	3	4	5	6	7
D	Watching TV programmes or films online	1	2	3	4	5	6	7
E	Completing government processes	1	2	3	4	5	6	7
F	Surfing/ browsing the internet	1	2	3	4	5	6	7
G	Looking at news websites or apps	1	2	3	4	5	6	7

**IN19 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN32**

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

Note to interviewer: This question does not include apps

- 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

**IN20A ASK ALL WHO USE A SMARTPHONE TO GO ONLINE AT HOME OR ELSEWHERE (IN3 CODE 1 OR IN4 CODE 3) – OTHERS SKIP TO IN20B**

**SHOWCARD IN20A**

You told me earlier that you use a smartphone to go online. Do you use apps on the smartphone?

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

**IN20B ASK ALL WHO USE A TABLET TO GO ONLINE AT HOME OR ELSEWHERE (IN3 CODE 2 OR IN4 CODE 4) – OTHERS SKIP TO IN20C**

**SHOWCARD IN20B**

You told me earlier that you use a tablet computer to go online. Do you use apps on the tablet computer?

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

**IN20C ASK ALL WHO USE A SMART TV TO GO ONLINE AT HOME OR ELSEWHERE (IN3 CODE 6 OR IN4 CODE 8) – OTHERS SKIP TO IN21**

**SHOWCARD IN20C**

You told me earlier that you use a smart TV to go online. Do you use apps on the smart TV?

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

IN21 **ASK IF USE APPS ON MORE THAN ONE DEVICE AT IN20A OR IN20B OR IN20C (CODES 1-3)  
IF USE APPS ON ONE DEVICE AT IN20A-C SET THE RESPONSE HERE – AND SKIP TO IN22  
IF DO NOT USE APPS AT IN20A (CODES 2-3) AND IN20B (CODES 2-3) AND IN20C (CODES 2-3)  
SKIP TO IN24**

Which one of these is your main device for using apps – so the one you would use most often when you use apps?  
READ OUT EACH DEVICE SHOWN  
SINGLE CODE ONE RESPONSE

NOTE TO SCRIPTER  
SHOW SMARTPHONE IF IN20A CODE 1  
SHOW TABLET IF IN20B CODE 1  
SHOW SMART TV IF IN20C CODE 1

- Smartphone .....1
- Tablet computer.....2
- Smart TV .....3

IN22 **ASK ALL USING APPS AT IN20A CODE1 OR IN20B CODE 1 OR IN20C CODE 1- OTHERS SKIP  
TO IN24**

**SHOWCARD IN22**

Please think about using your (MAIN DEVICE USED FOR APPS AT IN21). Some people when using their (MAIN DEVICE USED FOR APPS AT Q28IN21) use apps to get to the content that they want. Other people tend to get the content that they want by using a browser - such as Apple's Safari, Google Chrome, Microsoft Internet Explorer or Mozilla Firefox.

Which of the options on this card apply to you when you use your (MAIN DEVICE AT IN21) for each of the following uses that I'll read out.

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

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

**ASK ALL USING APPS AT IN20A CODE1 OR IN20B CODE 1 OR IN20C CODE 1- OTHERS SKIP TO IN24**

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

DO NOT READ OUT PROBE What else?

MULTICODE OK FOR CODES 2-26

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

IN24 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN32**

I'd now like to ask you some questions about social media – by which I mean using websites or apps to connect with other people. This would include sites and apps such as Facebook, Twitter, Instagram, Tumblr and some activities on YouTube and Google Plus.

Connecting with others using social media may be through posting and reading messages, using 'chat' functions within games, sharing photos or videos, reading or posting comments, or choosing to 'follow' or 'friend' other people. Social media sites or apps require users to create a profile or account to find and connect with other users.

Do you have a social media profile or account on any sites or apps?

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

IN25 **ASK ALL WITH SOCIAL MEDIA PROFILE AT IN24 (CODE 1) – OTHERS SKIP TO IN30**  
**SHOWCARD IN25**

IF NECESSARY – You said you had a page or profile on a social media site or app...

Which sites or apps do you have a page or profile on?

MULTICODE OK FOR CODES 1-21

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

IN26 **ASK THOSE WITH MORE THAN ONE SITE AT IN25 (CODES 1-20 – OTHERS SET RESPONSE FROM IN25 AND SKIP TO ROUTING AT IN27**

**SHOWCARD IN25 AGAIN**

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

SINGLE CODE – YOU CAN ONLY CODE A RESPONSE ALSO GIVEN AT IN25

	IN25	IN26
	Use	Main site/ app
Ask.FM .....	1	1
Bebo .....	2	2
Blogger .....	3	3
Facebook.....	4	4
Flickr.....	5	5
Google+ (inc. Google Hangouts).....	6	6
hi5.....	7	7
Instagram .....	8	8
Jabble.....	9	9
LinkedIn.....	10	11
MySpace .....	11	11
Piczo.....	12	12
Pinterest.....	13	13
SnapChat .....	14	14
Tumblr .....	15	15
Twitter.....	16	16
Vimeo .....	17	17
Vine .....	18	18
WhatsApp.....	19	19
YouTube.....	20	20
Other (WRITE IN).....	21	21

**IN27 ASK ALL WITH CURRENT SOCIAL MEDIA PROFILE (IN24 CODE 1) – OTHERS SKIP TO IN30 SHOWCARD IN27**

How often do you visit any social media 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 WITH A PROFILE ON FACEBOOK AT IN24 (CODE 4) – OTHERS SKIP TO IN29B SHOWCARD IN28**

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

READ OUT EACH OF A-D IN TURN

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

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

**IN29A ASK ALL WITH A PROFILE ON FACEBOOK AT IN24 (CODE 4) – OTHERS SKIP TO IN29B SHOWCARD IN29**

Have you changed the privacy settings to be more private from the original default setting for your Facebook profile?

- Yes ..... 1
- No ..... 2
- Don't know if have changed settings ..... 3
- Don't know how to change settings on this site/ app ..... 4

IN29B **ASK ALL WITH A PROFILE ON INSTAGRAM AT IN24 (CODE 8) – OTHERS SKIP TO IN29C  
SHOWCARD IN29**

Have you changed the privacy settings to be more private from the original default setting for your Instagram profile?

- Yes..... 1
- No .....2
- Don't know if have changed settings .....3
- Don't know how to change settings on this site/ app .....4

IN29C **ASK ALL WITH A PROFILE ON LINKEDIN AT IN24 (CODE 10) – OTHERS SKIP TO IN29D  
SHOWCARD IN29**

Have you changed the privacy settings to be more private from the original default setting for your LinkedIn profile?

- Yes..... 1
- No .....2
- Don't know if have changed settings .....3
- Don't know how to change settings on this site/ app .....4

IN29D **ASK ALL WITH A PROFILE ON TWITTER AT IN24 (CODE 16) – OTHERS SKIP TO IN30  
SHOWCARD IN29**

Have you changed the privacy settings to be more private from the original default setting for your Twitter profile?

- Yes..... 1
- No .....2
- Don't know if have changed settings .....3
- Don't know how to change settings on this site/ app .....4

IN30 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4  
(CODE 1-11) OTHERS SKIP TO IN32**

If you were to see something online that you found inappropriate or offensive, are you aware that many websites and apps have a function to report this to the website?

The report function could be a button, a link on a web page, or even an email address through which you can point out the inappropriate or offensive content.

SINGLE CODE

- Yes, aware of report function ..... 1
- No, not aware of report function.....2
- Don't know ..... 3

IN31 **ASK THOSE AWARE OF REPORT FUNCTION AT IN30 (CODE 1) – OTHERS SKIP TO IN32**

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

SINGLE CODE

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

IN32 **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

IN33 **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

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



IN34 **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
<b>RISKS TO OTHER PEOPLE/ TO SOCIETY</b>	
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
<b>OFFENSIVE CONTENT</b>	
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
<b>SECURITY/ FRAUD/ PRIVACY</b>	
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
<b>OTHER CONCERNS</b>	
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

**IN35 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN36 SHOWCARD IN35**

I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out.

ALWAYS ASK A AND B FIRST BUT THEN ROTATE ORDER OF IN35C-F  
 READ OUT EACH ROW IN TURN AND CODE ONE RESPONSE PER ROW

		<b>Strongly disagree</b>	<b>Slightly disagree</b>	<b>Neither agree nor disagree</b>	<b>Slightly agree</b>	<b>Strongly agree</b>	<b>Don't know</b>
A	I should be free to say and do what I want online	1	2	3	4	5	6
B	Everyone should be free to say and do what they want online	1	2	3	4	5	6
C	The internet needs to be regulated in terms of what can be shown and written online						
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

**IN36 ASK ALL**

**SHOWCARD IN36**

Thinking now about all the things that can be seen or read online. As far as you know, how much of what can be seen or read online is regulated? By regulation we mean rules and guidelines that must be followed when putting things online.

SINGLE CODE

		<b>All of it</b>	<b>Most of it</b>	<b>Some of it</b>	<b>None of it</b>	<b>Don't know</b>
A	As far as you know, how much of what can be seen or read online is regulated?	1	2	3	4	5

**IN37 ASK ALL**

**SHOWCARD IN37**

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

MULTICODE OK FOR CODES 1-4

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

IN38 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN40**  
**SHOWCARD IN38**

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

IN39 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) OTHERS SKIP TO IN40**

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
- 
- Would not trust any site to be secure in this way (SINGLE CODE) .....13
  - Don't know (SINGLE CODE) .....14

IN40 **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

IN41 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) - OTHERS SKIP TO M1**

**SHOWCARD IN41**

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 MEDIA 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 <b>news</b> websites or apps I tend to trust what I read or see	1	2	3	4	5	6	7
B	When I visit <b>social media websites</b> 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

IN42 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) - OTHERS SKIP TO M1**

**SHOWCARD IN42**

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

**IN43 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) - OTHERS SKIP TO M1**

**SHOWCARD IN43**

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

		Never	Sometimes	Often	Always	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
B	I only give the minimum amount of personal information required	1	2	3	4	5
C	I am happy to provide personal information online to companies as long as I get what I want	1	2	3	4	5
D	I don't really think about the personal information I am providing to companies online	1	2	3	4	5

**IN44 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) - OTHERS SKIP TO M1**

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
- No .....2
- Don't know .....3

**IN45 ASK ALL WHO USE A SEARCH ENGINE AT IN44 (CODE 1) – OTHERS SKIP TO IN46**

**SHOWCARD IN45**

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

**IN46 ASK ALL WHO GO ONLINE AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-9) OR IN4 (CODE 1-11) - OTHERS SKIP TO M1**  
**SHOWCARD IN46**

Please think about when you want to look for information about something online.  
 Which, if any of these sources have you ever used to look for information online?  
 MULTICODE OKAY FOR CODES 1 TO 7

**ASK OF EACH SOURCE USED AT IN46 (CODES 1-7) – OTHERS SKIP TO IN48**  
**SHOWCARD IN47**

**IN47** Please use this card to say how important each of the following sources of information are to you, if at all.  
 READ OUT EACH ROW IN TURN AND CODE ONE RESPONSE PER ROW

		IN46A	IN46B					
		EVER USE	Very important	Fairly important	Neither important nor not important	Not very important	Not at all important	Don't know
A	Search engines – such as Google, Bing or Yahoo! Search	1	1	2	3	4	5	6
B	Wikipedia	2	1	2	3	4	5	6
C	Websites with user reviews, such as TripAdvisor or toptable	3	1	2	3	4	5	6
D	Twitter	4						
E	YouTube	5	1	2	3	4	5	6
F	Online recommendations from friends/ family/ colleagues – such as in emails or on social networking sites	6	1	2	3	4	5	6
G	Reviews by critics or journalists in articles in the wider media – such as newspapers, magazines , TV or radio	7	1	2	3	4	5	6
	None of these	8						

**IN48 ASK ALL WHO USE THE INTERNET AT HOME OR ELSEWHERE**

Before you decide to purchase a product or use a service, do you read reviews that other members of the public have written or posted online about that product or service?

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

**IN49 ASK ALL WHO USE THE INTERNET AT HOME OR ELSEWHERE**

After purchasing a product or using a service, do you write online reviews for other people to read about that product or service?

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

IN50 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

**SHOWCARD IN50**

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 websites .....1
- 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
- No .....2

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

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
- No .....2
- Don't know .....3

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) – OTHERS SKIP TO G1**

**SHOWCARD M4**

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 M5**

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**

**SHOWCARD M5 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 <sup>rd</sup> party databases e.g. police, insurance companies	6	6
	None of these (SINGLE CODE)	7	7

**ASK IF USE MOBILE PHONE AT M1 (CODE 1) – OTHERS SKIP TO G1****SHOWCARD M7**

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, 4 or 5 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 media 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

M8 **ASK IF USE MOBILE PHONE**

**SHOWCARD M8**

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

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**

**SHOWCARD G1**

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

MULTICODE OK FOR CODES 1-10

- 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 desktop computer, laptop, or netbook ..... 3
- On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy) ..... 4
- On a tablet computer (such as an iPad) ..... 5
- On a portable media player (such as an iPod Touch ) ..... 6
- On a Personal Digital Assistant/ PDA ..... 7
- On an MP3 player ..... 8
- Through an app on a Smart TV ..... 9
- Using wearable technology like a smart watch (eg Pebble, Samsung or Sony) or Google Glass ..... 10
- No, never (SINGLE CODE) ..... 11

G2 **ASK IF EVER PLAY GAMES AT HOME OR ELSEWHERE AT G1 (CODES 1-10) – OTHERS SKIP TO G3**

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?

	G2
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	

G3 **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 2-17

No, do not have any concerns (SINGLE CODE).....	1
<b>OFFENSIVE CONTENT</b>	
Bad/ offensive language.....	2
Sexual content.....	3
Unsuitable for children.....	4
Violent content.....	5
<b>RISKS TO OTHER PEOPLE/ TO SOCIETY</b>	
Discourage creative play for children .....	6
Encourage children to stay indoors .....	7
Impact on social skills.....	8
<b>HEALTH</b>	
Contributes to obesity.....	9
Health issues .....	10
I could become addicted to playing games .....	11
Others could become addicted to playing games .....	12
<b>AFFORDABILITY</b>	
Cost of games consoles/ games players.....	13
Cost of games .....	14
<b>OTHER CONCERNS</b>	
Contact with people I don't personally know/ I've never met in person .....	15
Waste too much time playing games .....	16
Other (WRITE IN).....	17
<hr/>	
Don't know.....	18

G4 **ASK ALL**

As far as you know, are there any rules or regulations in place about the content of computer games or online games and what age you have to be to buy them?

SINGLE CODE

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

Z1 **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
No .....	2
Don't know .....	3

**CLASSIFICATION**

**SAY TO ALL** – I’d now like to finish the interview by asking you some questions about you and your household. These questions are used to help us to group the different people we will speak with across the UK as part of this survey when we look at the results.

**C1 ASK ALL  
SHOWCARD C1**

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

- Married/ Civil partnership ..... 1
- Co-habiting ..... 2
- Single ..... 3
- 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

--	--

**C3 ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6**

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**

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**

**SHOWCARD C5**

Which of these adults **aged 16 and over** live in your household with you, in terms of their relationship to you?

Please just read out the number or numbers that apply to you.

MULTICODE OK FOR CODES 1-9

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

C6 **ASK ALL**

Are you currently working?

IF YES – Is that full-time or part-time? IF NOT WORKING – Are you looking for work?

IF NOT LOOKING FOR WORK – PROBE TO ESTABLISH WHETHER IN FULL-TIME EDUCATION, RETIRED, NOT WORKING  
SINGLE CODE

- Working full-time (30 hours per week plus) ..... 1
- Working part-time (Under 30 hours per week)..... 2
- Looking for work ..... 3
- In full-time education..... 4
- Retired ..... 5
- Not working ..... 6
- Refused ..... 7

C7 **ASK ALL**

At what age did you finish your education?

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

READ OUT IF NECESSARY – SINGLE CODE

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

C8 **ASK ALL**

**SHOWCARD C8**

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

READ OUT IF NECESSARY – SINGLE CODE

- Very confident ..... 1
- Fairly confident ..... 2
- Neither confident nor not confident ..... 3
- Not very confident ..... 4
- Not at all confident ..... 5
- Don't know ..... 6
- Refused ..... 7

C9 **ASK ALL**

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

SINGLE CODE

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

C10 **ASK ALL**

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

**SHOWCARD C10**

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

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

SINGLE CODE

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

Refused	7
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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
- No ..... 2
- Don't know ..... 3

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

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

SINGLE CODE

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

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

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

MULTICODE OK FOR CODES 1-10

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

C14 **ASK ALL**

**SHOWCARD C14**

Which of these options applies to your home?

SINGLE CODE

- Being bought on mortgage ..... 1
- Owned outright by the household ..... 2
- Rented from Local Authority/ Housing Association/ Trust..... 3
- Rented from Private Landlord ..... 4
- Other (WRITE IN AND CODE 5) ..... 5
- Don't know ..... 6

C15 **ASK ALL**  
**SHOWCARD C15**

How would you describe your national identity?  
SINGLE CODE

English.....	1
Scottish.....	2
Welsh.....	3
Northern Irish.....	4
British.....	5
Other (WRITE IN) _____	6

C16 **ASK ALL**  
**SHOWCARD C16**

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



C17 **ASK ALL**

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

Yes .....1  
No.....2

C18 **ASK IF YES AT C17 (CODE 1)**

Can I make a note of your phone number in case we need to contact you again?

Yes – ENTER HERE .....1  
No.....2

**THANK AND CLOSE**