

QAA. Is there a landline phone in your home that can be used to make and receive calls?

1. Yes
2. No

If = 2, set '1' to question 'QUOTA1'

If ??SampleType?? Has 2 or ??QAA?? Has 1, Only ask 'QAB'

If = 1, set '1' to question 'Q29Filter'

QAB. Do you have broadband/internet at home?

1. Yes
2. No

If = 2, set '2' to question 'QUOTA1'

If = 1, Goto 'End23' and mark as incomplete

Quota 1.

(3 maximum responses)

1. Phone interview calling mobile phones and screening for mobile only
2. Phone interview calling landline phone and screening for offline consumers
3. Online panel interview

Q1. Do you or any of your family or close friends work in any of the following industries?

(10 maximum responses)

1. Market research
2. Marketing/advertising
3. Financial services
4. Retail/wholesale
5. Legal, accountancy and professions
6. Food and drink
7. Travel and tourism
8. Telecoms/mobile phones
9. Car manufacturers
10. Others

If = 1, 2, 8, Goto 'End23' and mark as incomplete

Q2. Do you personally use any of these?

(9 maximum responses)

1. A mobile phone
2. Local buses to travel to work
3. SatNav/GPS
4. A local doctors surgery
5. Life insurance
6. An iPad/tablet
7. A games console (Xbox, Playstation, Wii, Nintendo etc)
8. Kindle
9. No none

If = 1, 2, 3, 4, 5, 6, 7, 8, set '??Q2hIDE??+??Q2??' to question 'Q2hIDE'

Q3. Do you personally have any of these at your home address?

(6 maximum responses)

1. A dishwasher
2. A landline that can be used to make or receive calls (not a mobile)
3. An American style fridge
4. A Plasma TV
5. A Dab/Digital radio
6. No none

If ??Q2hIDE??Has1 and ??Q3??Has2, Only ask 'Q23'

If <> 2, ignore responses " of question 'RQ3841'

If = 2, set '1' to question 'Q29Filter'

Q4. What is your age?

1. 17 or younger
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. Older

If = 1, Goto 'End23' and mark as incomplete

If = 2, set '1' to question 'QUOTA2'

If = 3, set '2' to question 'QUOTA2'

If = 4, 5, set '3' to question 'QUOTA2'

If = 6, 7, 8, set '4' to question 'QUOTA2'

Q5. Are you?

1. Male
2. Female
3. Refused

If = 3, Goto 'End23' and mark as incomplete

Q6A. Which of these best describes the occupation of the chief income earner in your household?

1. Full time student
2. Retired on a state pension only
3. Retired with a private pension
4. Skilled manual work
5. Semi and unskilled manual work
6. Not working
7. Senior management or professional in an organisation with over 250 employees
8. Senior / middle management or professional in an organisation with less than 250 employees
9. Middle management or professional in an organisation with over 250 employees
10. Supervisory or clerical and junior managerial, administrative or professional
11. None of these/refused
12. If = 3, Only ask 'Q6B'

Q6B. Which of these best describes the occupation of the chief income earner before retirement?

1. Skilled manual work
2. Semi and unskilled manual work
3. Senior management or professional in an organisation with over 250 employees
4. Senior / middle management or professional in an organisation with less than 250 employees
5. Middle management or professional in an organisation with over 250 employees
6. Supervisory or clerical and junior managerial, administrative or professional
7. None of these/refused

If ??Q6A?? Has 11, Goto 'End23' and mark as incomplete

If ??Q6A?? Has 4 or ??Q6B?? Has 1, set '3' to question 'QUOTA3'

If ??Q6A?? Has 2;5;6 or ??Q6B?? Has 2, set '4' to question 'QUOTA3'

If ??Q6A?? Has 7;8;9 or ??Q6B?? Has 3;4;5, set '1' to question 'QUOTA3'

If ??Q6A?? Has 1;10 OR ??Q6B?? Has 6, set '2' to question 'QUOTA3'

Q7. In which of these regions do you live?

1. Scotland
2. Wales
3. Northern Ireland
4. North West
5. North East
6. Yorkshire and The Humber
7. East Midlands
8. West Midlands
9. East of England
10. London
11. South East
12. South West

If = 3, Goto 'End23' and mark as incomplete
If = 4, 5, 6, set '1' to question 'QUOTA4'
If = 7, 8, 9, set '2' to question 'QUOTA4'
If = 10, 11, 12, set '3' to question 'QUOTA4'
If = 1, 2, set '4' to question 'QUOTA4'

Q8. Is your mobile?

1. A smartphone that lets you do things like email, access the internet, connect to wifi (e.g. iPhone, Blackberry, Galaxy etc)
 2. A more basic mobile phone
 3. Not sure
- If ??Q8?? HASNONE 1, set ??RQ2631HIDE?? + 2' to question 'RQ2631HIDE' else set ??RQ2631HIDE?? - 2'

Q9A. Do you ever do any of these on your mobile phone?

(4 maximum responses)

1. Email
2. Connect to the internet with wifi / a hot spot
3. Connect to the internet using your mobile phone network and not wifi
4. None of the above

If = 1, 2, 3, Only ask 'Q9B'

If = 1, 2, 3, Only ask 'Q19'

If = 1, 2, 3, set ??Q11TXT??+1' to question 'Q11TXT' else set ??Q11TXT??-1'

If = 4, Only ask 'Q18'

Q9B. Do you have a mobile phone package?

1. That includes some data usage in the tariff/bundle
2. Or do you pay as you go for data usage

Q10. Do you ever use a dongle (a USB stick that can be plugged into a PC or laptop to connect to mobile broadband)?

(4 maximum responses)

1. No
2. Yes for email
3. Yes for internet with wifi / a hot spot
4. Yes for internet using your mobile phone network and not wifi

If = 2, 3, 4, set ??Q11TXT??+2' to question 'Q11TXT' else set ??Q11TXT??-2'

If ??Q9A?? Hasnone 1 AND ??Q9A?? Hasnone 2 AND ??Q9A?? hasnone 3 AND ??Q10?? Hasnone 2 and ??Q10?? Hasnone 3 and ??Q10?? Hasnone 4, ignore responses " of question 'Q36'

If (??Q2hIDE?? HAS 1 AND ??Q9A?? HASNONE 1) OR (??Q2hIDE?? HASNONE 1 AND ??Q10?? HAS 1), set ??RQ2631HIDE?? + 3' to question 'RQ2631HIDE' else set ??RQ2631HIDE?? - 3'

If ??Q9A?? Has 1;2;3 AND ??Q10?? Has 1, set '1' to question 'Q41TXT'

If ??Q9A?? Has 4 AND ??Q10?? Has 2;3;4, set '2' to question 'Q41TXT'

If ??Q9A?? Has 1;2;3 AND ??Q10?? Has 2;3;4, set '3' to question 'Q41TXT'

Q11. In an average week, how long do you spend on your for email or internet?

1. 1 hour a day or more
2. Several hours a week
3. At least one hour a week
4. At least half an hour a week
5. At least 15 minutes a week
6. Less than 15 minutes a week

Q12. Do you have internet at home that is not through a dongle or mobile – that is home broadband /internet?

1. Yes
2. No

If = 1, Only ask 'Q13'

If = 1, Only ask 'Q20'

If = 1, Only ask 'Q15'

If ??Q12?? HASNONE 1, set '??RQ2631HIDE?? + 5' to question 'RQ2631HIDE' else set '??RQ2631HIDE?? - 5'

If <> 1, ignore responses " of question 'Q34'

If <> 1, ignore responses " of question 'RQ3841'

Q13. What type of home internet access do you have?

1. Standard speed broadband (ADSL)
2. Fast fibre / superfast broadband e.g. BT infinity or fast Virgin service
3. Narrowband / dial up
4. Not sure

If = 1, 2, Only ask 'Q14'

If = 1, 2, 3, Only ask 'Q48B'

If ??Q13?? HASNONE 2, set '??RQ2631HIDE?? + 6' to question 'RQ2631HIDE' else set '??RQ2631HIDE?? - 6'

If = 1, 2, 3, Only ask 'RQ4953'

Q14. Is your home broadband/ internet package, one ...?

1. With unlimited usage
2. With a usage limit
3. Not sure

Q15. In an average week, how long do you spend on your home broadband/internet for email or internet?

1. 1 hour a day or more
2. Several hours a week
3. At least one hour a week
4. At least half an hour a week
5. At least 15 minutes a week
6. Less than 15 minutes a week

Q16. Can you get a good mobile phone signal at home?

1. Yes
2. No

Q17. Do you ever get frustrated with your mobile phone signal when out and about?

1. All the time
2. Sometimes
3. No

Q18. Has any past experience of email or internet on your mobile put you off it or made you want it?

1. Yes put me off a lot
2. Put me off a bit
3. Made me want it
4. No past experience

Q19. Do you do any of these at least once a week via the internet on your mobile phone?

(10 maximum responses)

1. Play games against others online
2. Download videos or music or other large files

3. Watch live TV
4. Use TV iPlayers / watch streamed content e.g. TV shows, films, etc
5. Upload content to the internet e.g. photos, videos, blog posts
6. For social networks like facebook and Twitter
7. Use for work
8. Youtube
9. Spotify, Deezer, Last.fm and other music services
10. None of these

Q20. Do you do any of these at least a few times a week using the internet on your home broadband/internet?

(10 maximum responses)

1. Play games against others online
2. Download videos or music or other large files
3. Watch live TV
4. Use TV iPlayers / watch streamed content e.g. TV shows, films, etc
5. Upload content to the internet e.g. photos, videos, blog posts
6. For social networks like facebook and Twitter
7. Use for work
8. Youtube
9. Spotify, Deezer, Last.fm and other music services
10. None of these

Q23. Overall would you say you are more attached to?

1. Your mobile
2. Your home phone/landline
3. Both equally

Q24. Which do you consider your main way of making phone calls?

1. Your mobile
2. Your home phone/landline
3. Both equally

Q26 TO Q31. How likely are you to take up each of the following in the next year or so ? RQ2631

Q26 A mobile phone

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely
5. Not at all likely
6. Not sure

Q27. A mobile Smartphone that lets you do things like email, access the internet

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely
5. Not at all likely
6. Not sure

Q28. Using your mobile phone network for internet

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely

5. Not at all likely
6. Not sure

Q29. A landline at home for making and receiving calls

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely
5. Not at all likely
6. Not sure

Q30. Home broadband

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely
5. Not at all likely
6. Not sure

Q31. Fast fibre / superfast broadband at home

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely
5. Not at all likely
6. Not sure

Q32. Which, if any, of these describes why you are getting a mobile?

(8 maximum responses)

- For safety
- I want one / I like them
- I can afford it
- I want to be able to stay in contact on the move
- It's a necessity
- I want email access and internet on the move
- I might get rid of my landline
- Other – please write in

If = 8, Only ask 'Q32OTH'

Other

Q33. Which, if any, of these describes why you are getting a mobile Smartphone?

(7 maximum responses)

1. I need a new handset /old one needs replacing
2. I'm due an upgrade / will get it with my mobile package
3. I want one / I like them
4. I can afford it
5. It's a necessity
6. I want email access and internet on the move
7. Other – please write in

If = 7, Only ask 'Q33OTH'

Other

Q34. Which, if any, of these describes why you might use your mobile phone network to connect to the internet?

(8 maximum responses)

1. I want 4G / fast internet
2. To be faster than my home broadband / internet
3. I'm due an upgrade / will come with new handset
4. I want it / I like it
5. I can afford it
6. It's a necessity
7. I want email access and internet on the move
8. Other – please write in

If = 8, Only ask 'Q34OTH'

Other**Q35. Which, if any, of these describes why you are getting a landline?**

(8 maximum responses)

1. For home broadband/internet
2. For my work
3. I can afford it
4. Better call quality
5. It's a necessity
6. I might get rid of my mobile
7. I'm getting my own home
8. Other – please write in

If = 8, Only ask 'Q35OTH'

Other**Q36. Which, if any, of these describes why you are getting home broadband/internet?**

(8 maximum responses)

1. Mobile too slow
2. Mobile too unreliable
3. I need it for work
4. I need it for other things like TV, video (other high bandwidth applications)
5. I want it / I like it
6. I can afford it
7. It's a necessity
8. Other – please write in

If = 8, Only ask 'Q36OTH'

Other**Q37. Which, if any, of these describes why you might get fast fibre / superfast broadband at home?**

(7 maximum responses)

1. I want faster internet / current slow
2. I need it for work
3. I need it for other things like TV, video (other high bandwidth applications)
4. I want it / I like it
5. I can afford it
6. It's a necessity
7. Other – please write in

If = 7, Only ask 'Q37OTH'

Other

Q38 - Q41. How likely are you to get rid of each of the following in the next year or so ? RQ3841

	Very likely	Fairly likely	Neither likely / nor unlikely	Not very likely	Not at all likely	Not sure
Q38.Your landline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q39.Home broadband/ Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q40.Your mobile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q41. Internet on your !!ON(??Q41TXT??,"Mobile","Dongle","Mo bile and Dongle")!!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely
5. Not at all likely
6. Not sure

Q42. Which, if any, of these describes you why might get rid of your landline at home?

(4 maximum responses)

1. I don't use / need it
2. I cannot afford it
3. I prefer to use my mobile
4. Other – please write in

If = 4, Only ask 'Q42OTH'

Other**Q43. Which, if any, of these describes why you might get rid of your home broadband/internet?**

(7 maximum responses)

1. I don't use / need it
2. I cannot afford it
3. Home broadband too slow/frustrating
4. Mobile internet more convenient
5. Mobile internet faster
6. I prefer to use my mobile
7. Other – please write in

If = 7, Only ask 'Q43OTH'

Other**Q44. Which, if any, of these describes why you might get rid your mobile phone?**

(4 maximum responses)

1. I don't use / need it
2. I cannot afford it
3. I prefer to use my home landline
4. Other – please write in

If = 4, Only ask 'Q44OTH'

Other**Q45. Which, if any, of these describes why you might stop using internet on your mobile phone?**

(7 maximum responses)

1. I don't use / need it
2. I cannot afford it
3. Mobile internet too slow/frustrating
4. Home broadband more convenient
5. Home broadband internet faster
6. I prefer to use my mobile
7. Other – please write in

If = 7, Only ask 'Q45OTH'

Q45OTH. Other

Q46. Are you aware of 4G – this is a new mobile network service that offers higher internet speeds?

1. Definitely
2. I think I'm aware of this
3. Not sure
4. Not aware

If = 1, Only ask 'Q47'

If = 1, Only ask 'Q48'

Q47. Do you know which mobile networks have already launched 4G – please mention all those that have?

(8 maximum responses)

1. Vodafone
2. Orange
3. 3
4. O2
5. Virgin
6. T-Mobile
7. Everything Everywhere
8. Other

If = 8, Only ask 'Q47OTH'

Other

Q48. How likely are you to subscribe to 4G?

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely
5. Not at all likely
6. Not sure

Q48B. Do you know the typical speed you get on your home broadband / internet service?

If DK, Only ask 'Q48C'

Q48C. Does the the typical speed you get on your home broadband / internet service fall into these bands?

1. Up to 2Mb
2. More than 2Mb less than 5Mb
3. At least 5Mb but less than 10Mb
4. At least 10Mb but less than 20Mb
5. At least 20Mb but less than 40Mb
6. 40Mb or more
7. Don't know

Q49 - Q53. For each of the scenarios how likely you would be to buy a mobile broadband service?
RQ4953

	Very likely	Fairly likely	Neither likely / nor unlikely	Not very likely	Not at all likely	Not sure
Q49. If mobile was slower than your home broadband but cheaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q50. If mobile was the same speed as your home broadband but £5 a month more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q51. If mobile was the same speed as your home broadband and the same price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q52. If mobile was faster than your home broadband but £5 a month more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q53. If mobile was faster than your home broadband but the same price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Very likely
2. Fairly likely
3. Neither likely / nor unlikely
4. Not very likely
5. Not at all likely
6. Not sure

Q54A. You indicated that you might consider buying a mobile broadband service. If the mobile broadband service met your needs, would get rid of your home broadband or pay for both services

1. Definitely get rid of home broadband
2. Fairly likely to get rid of home broadband
3. Not sure
4. Fairly likely to pay for both
5. Definitely keep both

If = 1, 2, Only ask 'Q54B'

Q54B. You might swap your home broadband service for mobile broadband - which of these would you consider major reasons for keeping your home broadband service?

(6 maximum responses)

1. Additional / high charges for data usage on mobile broadband
2. The reliability of the mobile network/signal
3. Not being able to get landline quality phone calls
4. Other – please write in
5. All of them
6. None of them

If = 4, Only ask 'Q54BOTH'

Other

Q55. How many people live in your household?

1. Just me
2. Two
3. Three
4. Four
5. Five
6. Six or more
7. Prefer not to say

*If = 2, 3, 4, 5, 6, ignore responses " of question 'Q57'
If = 1, ignore responses " of question 'Q57"*

Q56. Are there any children of these ages in your household?

(5 maximum responses)

1. Children under 12
2. Children 12-18
3. Older children
4. No children
5. Prefer not to say

Q57. Do you/your family own the house that you live in or is it rented?

1. Own – outright
2. Own with a mortgage
3. Rent
4. Rent with friends/non family
5. Rent with family members/partner
6. Prefer not to say

*If = 1, 2, 3, 4, 5, 6, do not ask 'End23'***Q58. Would you say you are more of a homebody or someone who likes to be out and about all the time?**

1. More of a home body
2. Out and about all the time
3. In between_
4. Prefer not to say

Q59. Thinking about facebook, twitter and other social networking sites, would you say you ...?

1. Love / are addicted to them
2. Like them
3. Are indifferent
4. Dislike them

Q60. When it comes to new gadgets, technology and toys, would you say you ...?

1. Are always the one to get them first
2. Like them but don't get them first
3. Tend to get them after every one else
4. None of the above !!on(??SampleType??,"","DO NOT READ OUT")!!

Q61. Do you run a business from home – that is to say you have no other premises?

1. Yes
2. No

*If = 1, Only ask 'Q62'**If = 1, 2, do not ask 'End23'**If = 1, 2, Only ask 'End1'***Q62. And do you spend most of your work time?**

1. Based at / working from home
2. Out and about
3. Both equally

For quality control purposes only please give your date of birth.

How many people excluding yourself are there in the household?

1. 0
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10
12. 11 or more
13. Prefer not to say

Online access

1. Have online access any method
2. Offline

Weight**Type**

1. Mobile only
2. Fixed only
3. Fixed and mobile voice
4. No fixed internet
5. Fixed internet only
6. Mobile internet only
7. Fixed and mobile internet
8. Smartphone users
9. Fibre / superfast users