2020 Adult MLA questionnaire - FINAL

PUNCHED AT OUTSET

INT1.   SURVEY TYPE

POST TO WEB	1
POST TO PAPER	2
PANEL INTERVIEW	3

SCREENING QUESTIONNAIRE

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

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

It should take approximately 20 minutes to complete, depending on your answers. You can refuse to participate or stop the survey at any point. The data we are collecting is for research purposes only and we rely on your consent to process the data.

Your answers to this questionnaire will remain completely confidential and anonymous unless you give us specific permission. The combined findings from everyone we talk to for this research will be published in February 2021 followed by a report in Spring 2021.

This is genuine research, no selling is involved at any stage, we simply want your opinions for our survey. Any information that you give us will be treated in the strictest confidence and your identity will not be passed on to a third party or connected to your answers in any way.

Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy (see the link at the bottom right of the screen) which explains your rights. All our surveys are conducted under the Code of Conduct of the UK Market Research Society and their contact number is in our Privacy Policy. Critical Research is an independent market research agency based in London.

First, we will ask you a few questions about yourself and the media you use. This will only take a few minutes and will allow us to see whether you qualify to complete the full survey.

Please confirm you are happy to proceed.

Yes... 1   CONTINUE
No 2   CLOSE

ASK ALL
SINGLE CODE

S1. 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 note - if currently 'on furlough' please respond based on the usual employment status
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 administrativ**e** (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 <u>and</u> on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	9
Don't know	10

ASK ALL
SINGLE CODE

S2. What is your age?
Please enter your age in years

Under 16 ....CLOSE
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

ASK ALL
SINGLE CODE
S3   Which one of these options best describes your gender?

Please select one option

Male 1
Female 2
Other/ prefer to use my own term – Please specify this term below if you would like to 3
Prefer not to say..4

ASK ALL PANEL RESPONDENTS
SINGLE CODE
S4a.   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

ASK ALL PANEL RESPONDENTS THAT LIVE IN ENGLAND (CODE 1 AT S4A) – OTHERS SKIP TO S5
SINGLE CODE
S4b.   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

ASK ALL PANEL RESPONDENTS
S5.   What is your postcode?

        This will not be used to contact you or to identify you – it will simply 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
SINGLE CODE

S5.   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

MAIN QUESTIONNAIRE

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

ASK ALL
SINGLE CODE
A3   Do you personally use a mobile phone?

Please select one option

Yes 1
No..2
Don't know 3

ASK ALL THAT USE A MOBILE PHONE AT A3 (CODE 1) – OTHERS SKIP TO T4
SINGLE CODE
A4   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

We'd like to now ask you some questions about television.

ASK ALL
SINGLE CODE

T4   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

ASK ALL
SINGLE CODE

T5   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

ASK ALL
SINGLE CODE

T6   How is the Sky or Virgin Media TV service **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

We'd like to ask you some questions about your use of the internet.

ASK ALL

MULTICODE OK FOR CODES 1-8

IN2A   Do you go online using any of these devices?

Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online; for example, social media, news or online video apps such as YouTube.

Please select all that apply

Smartphone (like an iPhone or Samsung Galaxy)..1
Tablet (like an iPad, Kindle Fire or Google Nexus)..2
Computer - Laptop, desktop or netbook computer (PC or Mac) 3
Games console or handheld games player 4
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)...5
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit) 6
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)..7
Other type of device used to go online - (please type in below) 8

ASK ALL (NB – IN2B LABELLED AS IN5 IN DATA TABLES)

IN2B.   Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV.

How many **HOURS** in a typical **WEEK** would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally.

Please enter the number of hours per week_____

Don't know_____**ASK ALL THAT SAY DON'T KNOW**
Would you say your time spent online in a typical week would be…

Please select one option

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

ASK ALL
SINGLE CODE
IN3   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

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

ASK ALL
MULTICODE OK FOR CODES 1-10
IN6   Which, if any of these things do you or someone in your household do at home?

Definition of a **'cookie'**: When you go online through a browser (like Google Chrome/ Internet Explorer/ Firefox and so on) small text files known as **cookies** are retained on your computer or mobile phone which contain information about a specific visit to a website or app.

Definition: **'strong' passwords** are those that use combinations of uppercase and lowercase letters, numbers and other symbols

Please select all that apply

Use a firewall...1
Use security software such as an anti-virus or anti-spyware package..2
Use email filters or software that can block unwanted or spam emails 3
Delete cookies* from your web browser 4
Download the latest software updates onto devices when prompted 5
Routinely back-up the information on your devices 6
Use strong passwords* online or on devices used to go online...7
Use a virtual private network (VPN)..8
Use fingerprint or facial recognition technology to access a device or app or to make purchases online 9
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation 10
None of these...11
Don't know 12

ASK ALL
SINGLE CODE
IN11A   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

SINGLE CODE

IN11C   How confident are you in knowing how to manage who has access to your personal data online?

By this we mean knowing how to stop some companies from getting access to information like your personal details (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

ASK ALL

SINGLE CODE

IN11D   When you see or read things online, how confident are you in recognising what is advertising and what is not?

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

SINGLE CODE

IN12   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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ASK ALL

At the next four questions we would like to show you some lists of activities that some people say they do online.
MULTICODE OK FOR CODES 1-5

IN13A   Which if any of these activities have you **ever** done online?

Please select all that apply

		IN13A EVER USED
	Online shopping (purchasing goods/services/ tickets etc.)	1
	Online banking (e.g. transferring money between accounts, managing mortgage or other payments)	2
	Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	3
	Pay bills or check bills online	4
	Complete a tax return online (whether personal or for business)	5
	None of these (SINGLE CODE)	6

ASK ALL

MULTICODE OK FOR CODES 1-2

IN13B   Which if any of these activities have you **ever** done online?

Please select all that apply

		IN13B EVER USED
	Send/ receive e-mails	1
	Make voice or video calls using a VoIP service e.g. via FaceTime, Skype, WhatsApp	2
	Neither of these	3

ASK ALL

MULTICODE OK FOR CODES 1-6

IN13C   Which if any of these activities have you **ever** done online?

Please select all that apply

		IN13C EVER USED
	Access news websites or websites about politics or current affairs	1
	Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	2
	Look at job opportunities or apply for a job online	3
	Complete government processes online - such as update Universal Credit, renew a driving licence or passport etc.	4
	Find information for your leisure time including cinema, live music, theatre, museums etc	5
	Sign an online petition or use a campaigning website such as change.org	6
	None of these	7

ASK ALL

MULTICODE OK FOR CODES 1-4

IN13D   Which if any of these activities have you <u>**ever**</u> done online?

Please select all that apply

	IN13D EVER USED
Watch TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	2
Use streamed audio services e.g. Spotify or Deezer or Apple Music	3
Watch short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	4
None of these	5

ASK ALL

SINGLE CODE

IN21A   Do you have **a social media profile or account** on sites or apps like Facebook, Twitter, Instagram, Snapchat, and YouTube?

Social media is where you connect with others through activities such as 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.

Please select one option

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

ASK ALL

SINGLE CODE

IN21B   Do you ever use **chat or messaging sites or apps** like WhatsApp or Facebook Messenger?

Messaging apps like WhatsApp or Facebook Messenger allow you to send messages instantly to individuals or groups of people and are mostly used on smartphones once you have downloaded the relevant app. As they are a form of instant message they tend to have more features available to users and are cheaper than sending a standard text message.

Please select one option

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

ASK ALL THAT HAVE A PROFILE ON A CHAT OR MESSAGING SITE OR APP AT IN21B (CODE 1) – OTHERS SKIP TO IN22

MULTICODE OKAY FOR CODES 1-14

IN21C   Which chat or messaging sites or apps do you use?

Please select all that apply

Discord	1
Facebook Messenger	2
Google Hangouts	3
HouseParty	4
Kik	5
Line	6
Skype	7
Threads (from Instagram)	8
Viber	9
WeChat	10
WhatsApp	11
Other chat/ messaging site or app 1 – (please type in below)	12
Other chat/ messaging site or app 2 – (please type in below)	13
Other chat/ messaging site or app 3 – (please type in below)	14
Don't know	15

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21A (CODE 1) – OTHERS SKIP TO IN31

MULTICODE OKAY FOR CODES 1-14

IN22   You said you had a profile or account on a **social media site or app**.

Which **social media sites or apps** do you have a profile or account on that you still use?

Please select all that apply

Facebook	1
Instagram	2
LinkedIn	3
Pinterest	4
Reddit	5
Snapchat	6
TikTok	7
Tumblr	8
Twitch	9
Twitter	10
YouTube	11
Other social media site or app 1 – (please type in below)	12
Other social media site or app 2 – (please type in below)	13
Other social media site or app 3 – (please type in below)	14
Don't know	15

ASK THOSE WITH MORE THAN ONE PROFILE AT IN22 (CODES 1-14) – OTHERS SKIP TO FILTER AT IN24

SINGLE CODE

IN23   And which **one** would you say is your **main** social media site or app – the one you **use most often**?

Please select one option

Facebook 1
Instagram 2
LinkedIn 3
Pinterest... 4
Reddit 5
Snapchat... 6
TikTok 7
Tumblr... 8
Twitch... 9
Twitter 10
YouTube 11
Other social media site or app 1 – (pipped in from IN22) 12
Other social media site or app 2 – (pipped in from IN22) 13
Other social media site or app 3 – (pipped in from IN22) 14
Don't know 15

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21A (CODE 1) – OTHERS SKIP TO FILTER AT IN31

SINGLE CODE

IN24   Thinking now about all the social media sites or apps you use, which **one** of these statements best describes your use of these sites or apps?

Please select one option

I often share, post or comment on social media sites or apps 1
I sometimes share, post or comment on social media sites or apps..2
I usually just 'like' things on social media sites or apps 3
I tend to only read things on these sites or apps and rarely like or post anything 4
Don't know 5

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21A (CODE 1) – OTHERS SKIP TO FILTER AT IN31

SINGLE CODE

IN27   To what extent do you agree or disagree with the following statement...

"**I am confident in using the settings on my social media account to control who sees the photos and videos I share**"

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 SOCIAL MEDIA PROFILE AT IN21A (CODE 1) – OTHERS SKIP TO FILTER AT IN31

SINGLE CODE

IN28   When you use social media, which **one** of these best applies?

Please select one option

I often see views that I disagree with. 1
I sometimes see views that I disagree with...2
I rarely see views that I disagree with 3
Don't know 4

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21A (CODE 1) – OTHERS SKIP TO FILTER AT IN31

MULTICODE OK FOR CODES 1-9

IN29   When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true?

For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media

Please select all that apply

Check if it was by an organisation I had heard of..1
Check if it was by an organisation I thought was trustworthy 2
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality...3
Think about what the article is about to assess how likely it is to be true.....................4
Check to see if the same information in the article appears anywhere else.................5
Think about whether the person who shared it was someone I trusted 6
Look at the comments/ what people have said about the article..................................7
Check to see if it is by someone who was there when it happened/ saw it for themselves..........8
Some other check – (please type in below)..9
I wouldn't tend to check the information in the article to see if it was true............ 10
I don't see news stories/ articles on social media 11
Don't know...12

ASK ALL

SINGLE CODE

IN31   How do you think the BBC's website is **mainly** funded?

Please select one option

The TV licence fee..1
By the Government..2
Sales of programmes and services to other channels or countries 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

ASK ALL

SINGLE CODE

IN32   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
Sales of programmes and services to other channels or countries 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

ASK ALL

SINGLE CODE

IN33   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
Sales of programmes and services to other channels or countries 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

ASK ALL

SINGLE CODE

IN34   How do you think YouTube is **mainly** funded?

Please select one option

The TV licence fee...1
By the Government..2
Sales of programmes and services to other channels or countries 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

ASK ALL

SINGLE CODE

IN35A   We're going to show 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

ASK ALL

SINGLE CODE

IN35B   We're going to show some things that other people have said about being online. To what extent do you agree or disagree with each statement.

"**As long as the internet provides good websites and apps it doesn't really matter who owns the websites or apps or how they're funded**"

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

SINGLE CODE

IN35C   We're going to show 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

 SINGLE CODE

IN35D   We're going to show 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

SINGLE CODE

IN35E   We're going to show some things that other people have said about being online. To what extent do you agree or disagree with each statement.

"When I visit websites or apps, I usually accept the terms & conditions without reading them"

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

SINGLE CODE

IN37A   Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful?

Please select one option

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

ASK ALL THAT SAY YES AT IN37A – OTHERS SKIP TO IN39

SINGLE CODE

IN37B   And do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful?

Please select one option

All is truthful 1
Most is truthful 2
Some is truthful... 3
Don't know... 4

ASK ALL WHO CONSIDER WHETHER THE INFORMATION THEY FIND ONLINE IS TRUTHFUL (IN37A – CODE 1) - OTHERS SKIP TO IN39

MULTICODE OK FOR CODES 1-7

IN38   When you find factual information online, perhaps through search engines like Google, do you check if the information is truthful in any of these ways?

Please select all that apply

Check different websites to see if the same information appears on them all 1
Check that the website address looks genuine...2
Check whether people I trust use the site or sites 3
Check the credibility of the information (authors name or link to original publication) 4
Check whether the site is regularly updated 5
Check whether the site looks professional...6
Make checks in other ways – (please type in below)...7
I don't make any checks 8
Don't know 9

ASK ALL
MULTICODE OK FOR CODES 1-8

IN39   When you buy things online, which if any of these things do you do before entering your credit or debit card details?

Please select all that apply

I look to see …….

If the site looks secure (has the padlock symbol or uses 'https') 1
If there is a guarantee my details won't be shared with anyone else.............................2
If there is a link to another reputable service like PayPal..3
If I'm familiar with the company or brand 4
If it's the only way to get the service or product I want..5
If the site is recommended by friends/ family 6
If the site is listed by a search engine such as Google or Bing 7
Something else – (please type in below) 8
I enter my credit or debit card details online whenever they are required.......................9
I don't buy things online 10
Don't know 11

ASK ALL
MULTICODE OK FOR CODES 1-8

IN40   Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online?

By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on.

Please select all that apply

I look to see……

If the site looks secure (has the padlock symbol or uses 'https')..1
If there is a guarantee my details won't be shared with anyone else. 2
If there is a link to another reputable service like PayPal 3
If I'm familiar with the company or brand...4
If it's the only way to get the service or product I want 5
If the site is recommended by friends/ family 6
If the site is listed by a search engine such as Google or Bing 7
Something else – (please type in below)..8
I register my details online whenever they are required 9
Don't know...10

ASK ALL
SINGLE CODE

IN45   Have you used search engines such as Google or Bing in the last year?

Please select one option

Yes..1
No 2
Don't know 3

ASK ALL WHO HAVE USED A SEARCH ENGINE IN THE LAST YEAR AT IN45 (CODE 1) – OTHERS SKIP TO IN48
SINGLE CODE

IN46   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?

Please select one answer

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

ASK ALL WHO USE A SEARCH ENGINE AT IN45 (CODE 1) – OTHERS SKIP TO IN48
MULTI CODE OK FOR CODES 1-4

IN47   Here's an image from a Google search for 'walking boots'.

Do any of these apply to the first four results that are listed on the left?

Please select those that you think apply

These are adverts/ sponsored links/ paid to appear here 1
These are the best results/ the most relevant results 2
These are most popular results used by other people 3
Something else - (please type in below) 4
Don't know 5

ASK ALL

SINGLE CODE

IN48   When someone in the same country as you visits the same website or app at the same time as you, which **one** of these things applies to any advertising you can see?

Please select one answer

Everyone will see exactly the same adverts as me..1
Some people might see different adverts from the ones that I see..2
Don't know 3

ASK ALL

MULTICODE OK FOR CODES 1-4

IN52   There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of?

This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps.

Definition of a **"cookie":** When you go online through a browser (like Google Chrome/ Internet Explorer/ Firefox and so on) small text files known as **cookies** are retained on your computer or mobile phone which contain information about a specific visit to a website or app.

Please select all that apply

Using 'cookies'* to collect information about the websites people visit or what products and services interest them 1
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on 2
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners...3
Using apps on smartphones to collect data on users' locations or what products and services interest them...........................4
Not aware of any of these / Not aware that companies collect information about what people do online 5
Don't know 6

ASK ALL

MULTICODE OK FOR CODES 1-7

IN53   Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc).
If you agree with any of these statements, please just select them.

Please select all that apply

I am happy for companies to collect and use my personal information if ….

I get something like access to a free service in return - like access to their public WiFi network 1

I get a personalised service in return – like a weather update on my phone (based on my location)..2

They use it to show me adverts or information that might be more relevant to me 3

They use it to send me relevant special offers/ discounts for products/ services they think I might like....................................4

They are clear about how they will use my information 5

I can choose to opt-out at any point and they will stop using my data..6

They reassure me they will not share my information with other companies...7

I am not happy for companies to collect and use my personal information 8

Don't know 9

ASK ALL

MULTICODE OK FOR CODES 1-6

IN55   Now thinking specifically about price comparison websites.
Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services?

Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc.

Please select all that apply

Insurance (e.g. travel, life, home or car/ van) 1

Banking (e.g. loans, credit cards or mortgages) 2

Utilities (e.g. gas, electricity, water) 3

Household communications services (e.g. broadband, pay TV, mobile phone, landline, postal services)...............................4

Travel (e.g. flights, hotels, holidays) 5

Something else (please say)..6

Have never used a price comparison website 7

Don't know 8

ASK ALL THAT HAVE EVER USED A PRICE COMPARISON WEBSITE AT IN55 (CODES 1-6) – OTHERS SKIP TO FILTER AT IN64A

MULTI CODE OK FOR CODES 1-3

IN57   Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites or apps?

Please select those that you think apply

When I use a price comparison website, I think that the deal or deals that are listed first could be….

….the deals considered most suitable for my needs based on the information I provide...1

….the cheapest deals 2

…..there because companies may have paid for their deal to appear first 3

None of these...4

Don't know 5

ASK ALL THAT EVER SAY THEY PURCHASE ONLINE AT IN13A/ CODE 1 – OTHERS SKIP TO FILTER AT M6

IN64A   You said earlier you have shopped online before. When you are thinking about buying a product or service online, which, if any, of the following things would you consider before deciding whether to go ahead with the purchase?

Please select all that apply

The price of the product or service	1
The website or app selling the product or service	2
The number of ratings or reviews that I can find about the product or service	3
The number of five star ratings or reviews that I can find about the product or service	4
The positive and negative comments that are written as part of a review or rating	5
None of these	6
Don't know	7

ASK ALL THAT SAY THEY WOULD CONSIDER PRICE/ CODE AT IN64A (CODE 1)

IN65A   On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important how important are each of the following in your decision about whether to purchase a product or service online?

The price of the product or service

Please select one option

Not at all important	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely important	10
Don't know	11

ASK ALL THAT SAY THEY WOULD CONSIDER THE SITE OR APP SELLING THE PRODUCT/ SERVICE AT IN64A (CODE 2)

IN65B   On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important how important are each of the following in your decision about whether to purchase a product or service online?

The website or app selling the product or service

Please select one option

Not at all important	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely important	10
Don't know	11

ASK ALL THAT SAY THEY WOULD CONSIDER THE NUMBER OF REVIEWS AT IN64A (CODE 3)

IN65C   On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important how important are each of the following in your decision about whether to purchase a product or service online?

The number of ratings or reviews that I can find about the product or service

Please select one option

Not at all important	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely important	10
Don't know	11

ASK ALL THAT SAY THEY WOULD CONSIDER THE NUMBER OF 5 STAR RATINGS AT IN64A (CODE 4)

IN65D   On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important how important are each of the following in your decision about whether to purchase a product or service online?

The number of five star ratings or reviews that I can find about the product or service

Please select one option

Not at all important	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely important	10
Don't know	11

ASK ALL THAT SAY THEY WOULD CONSIDER THE COMMENTS WRITTEN IN THE REVIEW AT IN64A (CODE 5)

IN65E   On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important how important are each of the following in your decision about whether to purchase a product or service online?

The positive and negative comments that are written as part of a review or rating

Please select one option

Not at all important	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely important	10
Don't know	11

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

ASK ALL WITH A SMARTPHONE AT A4 (CODE 1) – OTHERS SKIP TO G1
SINGLE CODE

M6   To what extent do you agree or disagree with the following statement.

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

Please select one answer

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 A4 (CODE 1) – OTHERS SKIP TO G1

SINGLE CODE

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

Please select one answer

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

We'd like to ask you some questions now about playing games.

ASK ALL

MULTICODE OK FOR CODES 1-8

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

Please select all that apply

On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)..1
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii) 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
Through an app on a smart TV 6
On a virtual reality gaming headset / device 7
Using wearable technology like a smartwatch (such as an Apple Watch) 8
No, I never play games 9

ASK IF EVER PLAY GAMES AT HOME OR ELSEWHERE AT G1 (CODES 1-8) – OTHERS SKIP TO NEXT QUESTION

SINGLE CODE

G3   Many games can be played online. Do you ever play games online with or against other people?

Please select one answer

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

We'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.

C2   How many people are there in your household in total (including yourself)?
          Please type in below

ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C5

C3A   Do you have any children aged under 18 who live at home with you – where you are their parent or guardian?

          Please select one answer

          Yes..1
          No 2

ASK IF YES AT C3A

C3B   How many of your children aged under 18 live at home with you?
          Please type in below

ASK IF 1+ CHILD AT HOME AT C3B – OTHERS SKIP TO C5A
MULTICODE OK FOR CODES 1-5 IF C3B>1. If C3 IS 1 THEN SINGLE CODE

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

ASK ALL

SINGLE CODE

C5.   What is your working status?

Please note - if currently 'on furlough' please respond based on your usual employment status

Please select one option

Working full time (30hrs/wk+) 1

Working part time (8-29 hrs/wk)..2

Not working (i.e. under 8hrs/wk) – retired...3

Not working (i.e. under 8hrs/wk) – unemployed (registered/ not registered but looking for work)...................................4

Not working (i.e. under 8hrs/wk) – student 5

Not working (i.e. under 8hrs/wk) – housewife/ disabled/ other 6

Don't know 7

ASK ALL

SINGLE CODE

C6.   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
Prefer not to say	14
Don't know	15

ASK ALL

SINGLE CODE

C7   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

ASK ALL

SINGLE CODE

C8   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

ASK ALL

SINGLE CODE

C9   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

ASK ALL

SINGLE CODE

C11   Do we have your permission to ask you a question about any issues that impact your daily activities or the work you can do?

Please select one option

Yes - I will answer this question...1
No – I would prefer not to answer this question..........................2

ASK ALL GIVING PERMISSION AT C11

MULTICODE OK FOR CODES 1-9

C12 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
Prefer not to say	11
Don't know	12

ASK ALL

SINGLE CODE

C13 At the next question we would like to you to choose from a list of options to describe your ethnic group or background.

Do we have your permission to ask you this question?

Please select one option

Yes - I will answer this question...1
No – I would prefer not to answer this question..........................2

ASK ALL GIVING PERMISSION AT C13

SINGLE CODE

C14.   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

ASK ALL

SINGLE CODE

C15   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
Personal Independence Payment (PIP)	7
Carer's allowance	8
Other - (please type in below)	9
None of these - Do not receive any of these benefits	10
Don't know	11
Prefer not to say	12

ASK ALL

SINGLE CODE

C16.   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.