

ASK ALL. SINGLE CODE ONLY.**A1****Where do you live?**

Please select one option

	Country: UK		
1	East Midlands		
2	West Midlands		
3	East of England		
4	London		
5	North East		
6	North West		
7	Yorkshire and Humberside		
8	South East (excluding London)		
9	South West		
10	Wales		
11	Scotland		
12	Northern Ireland		

ASK ALL. SINGLE CODE ONLY.**A2****What is your average household income?**

Please select one option

	Country		
1	Under £10K		
2	£10-24K		
3	£ 25-34K		
4	£ 35-44K		
5	£ 45-49K		
6	£ 50-59K		
7	£ 60-79K		
8	£ 80-99K		
9	£ 100K and above		
10	I'd prefer not to say		

ASK ALL. SINGLE CODE ONLY.**A3****What is the employment status of the chief income earner in your household?**

Please select one option

	Country	EMBEDDED CODING
1	Senior management, administrative or professional	A
2	Intermediate managerial, administrative or professional	B
3	Junior managerial, administrative or professional; office worker, supervisor	C1
4	Student	C1
5	Skilled manual worker with industry qualifications (e.g. carpenter, bricklayer, plumber, bus/tram driver, fitness instructor, etc.)	C2
6	Semi or unskilled manual worker without qualifications (traffic warden, checkout operator, dustman, trainee hairdresser, etc.)	D

7	Unemployed	E
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ASK ALL. SINGLE CODE ONLY.

A4
Do you have a child or children who live at home with you all/the majority of the time?
Please select one option.

1	Yes	
2	No	THANK & CLOSE

ASK ALL WHO SAID YES IN A4. MULTI CODE.

A5
What is the age of your child or children who live at home with you all/the majority of the time?
Please select all that apply.

1	Under 3 years old	
2	3 to 6 years old	
3	7 to 15 years old	NEED TO SELECT THIS OPTION TO PROCEED
4	16 to 18 years old	

ASK ALL WITH AT LEAST ONE CHILD AGED 7 - 15. SINGLE CODE ONLY.

A6
Would your child, or one of your children aged between 7 and 15, be available and happy to conduct this survey and do you give formal consent that you are happy for them to do so?
Please select one option

1	Yes	
2	No	THANK & CLOSE

ASK ALL. SINGLE CODE ONLY.

A7
Please select the gender of your child who is happy to take part in this survey:
Please select one option

1	Male	CHECK QUOTA
2	Female	CHECK QUOTA
3	Prefer not to say	

ASK ALL. SINGLE CODE ONLY.

A8
What is the exact age of the child who will complete the survey?
Select exact age

1	7	
2	8	
3	9	
4	10	
5	11	
6	12	
7	13	
8	14	
9	15	

ASK ALL. SINGLE CODE ONLY.

A9
Does the child taking this survey have any conditions that reduce their ability to carry out day-to-day activities? These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.
Please select one option.

1	Yes	
2	No	

ASK ALL. SINGLE CODE ONLY.

A10

How would you describe your child's ethnicity?

This question is not compulsory, you do not have to answer this (please select Prefer Not to Answer if you wish not to). We are collecting the data to understand more about the UK population. Please remember all your data will remain private and anonymous.

1	White
2	Mixed heritage
3	Asian/British Asian
4	Black/African/Caribbean/Black British
5	Middle Eastern or North African
6	Other, please specify
7	Prefer not to answer

SHOW TO ALL ON ITS OWN SCREEN

THANKS FOR YOUR TIME SO FAR.

THE NEXT PART OF THE SURVEY IS FOR YOUR CHILD TO COMPLETE.

Please stay with your child, especially the younger ones, and provide any help or explanation as required. We will also ask you to complete a few final questions on smart speakers at the end if you own any.

SHOW TO ALL ON ITS OWN SCREEN TO AGES 7-9. INCLUDE IMAGE OF WAVING.

Hi!

The rest of the survey is designed to be answered by YOU.

Your parents will be nearby so please ask them to help you out if you don't understand or you're stuck on anything.

Have fun!

SHOW TO ALL ON ITS OWN SCREEN TO AGES 10-15. INCLUDE IMAGE OF WAVING.

Hi!

The rest of the survey is designed to be answered by YOU.

Please ask an adult to help you if you are unsure about anything at all.

Have fun!

B. BEHAVIOURS

SHOW TO ALL ON ITS OWN SCREEN

The next few questions are all about audio (e.g. music, radio, podcasts) and the types of things you like to listen to.

ASK ALL. MULTI. RANDOMISE.

B1

Up first, please look at the list below and tell us how often you listen to each of the following?

Tick one option per row.		
1	A radio station (e.g. BBC Radio 1, Heart)	I listen daily
2	Online music streamed via a service like Spotify or Amazon Music	I listen weekly
3	Music which is downloaded on a device such as a smartphone or mp3 player (music which is not streamed)	I listen monthly
4	A physical music collection on CD, vinyl records or cassette tapes	I haven't listened in months
5	A podcast	I have never listened to this (Exclusive)
6	An audiobook (digital/online and physical)	
7	YouTube music videos for background listening	
8	Music TV channel for background listening (e.g. 4music or MTV music channel)	
9	Other type of audio content (e.g. story time, nursery rhymes)	

CARRY FORWARD RESPONSES FROM B1. ONLY SHOW TO RESPONDENTS WHO SELECT MORE THAN ONE OPTION IN B1. DO NOT SHOW THE "I HAVE NEVER LISTENED" RESPONSES FROM B1. SINGLE CODE. RANDOMISE.

B2

And which of these is your favourite to listen to?

Please select one option.

1	Carry forward list from B1	
2		
3		
4		
5		
6		
7		
8		
9		
10		
99	None of these	EXCLUSIVE

CARRY FORWARD RESPONSES FROM B1. DO NOT SHOW THE "I HAVE NEVER LISTENED" RESPONSES FROM B1. MULTI CODE PER ROW. USE GRAPHICS FOR DEVICES. RANDOMISE.

B3

Now, we'd like you to think about how you normally listen to the following (i.e. on what sort of device)?

Show images of each in columns (i.e. smart speaker)

1	Carry forward list from B1	Smart speaker (e.g. Amazon Alexa, Google home hub)
2		Radio set in your house
3		Car radio
4		TV set
5		Smartphone
6		Tablet/laptop/computer
7		On your games console
8		Other
		None of these (EXCLUSIVE)

ASK WHO SELECTED OTHER WAY IN B3. CARRY FORWARD RESPONSES WHERE "OTHER" IS SELECTED IN B3.

B3b

You said you listen to [pipe text from responses at B3] in another way. Please tell us how you normally listen to these?

Select one option per row.

1	Other, please specify (text box)	Same list as B3 where other is selected
2	Other, please specify (text box)	
3	Other, please specify (text box)	

4		
5		
6		
7		
8		

CARRY FORWARD RESPONSES FROM B1. DO NOT SHOW THE "I HAVE NEVER LISTENED" RESPONSES FROM B1. MULTI CODE. RANDOMISE.

B4

And when do you normally listen to these?

Please pick all the times that are relevant to you.

1	SAME LIST AS B1	On the way to/from school
2		During breakfast
3		During lunch
4		During dinner
5		At other times of the day (weekday)
6		At the weekends
7		In the evening
8		None of these (EXCLUSIVE)

ASK TO ALL. SCALE DRAG QUESTION. RANDOMISE.

B5

Thinking about when you're listening to different content, which of the is true?

Please move the scale to indicate the extent to which you agree or disagree with the opposing statements.

1	My parents monitor what I listen to	Use agreement scale drag from I really agree to I really don't agree (use smiley faces)
2	My parents tend to choose how I access music and other audio	
3	My parents tend to choose what stations and music genres I listen to	
4	I listen to whatever I want to	
5	I tend to choose how I access music and other audio	
6	I tend to choose what stations and music genres I listen to	

C. RADIO SECTION

ASK ALL WHO SELECTED A RADIO STATION ON B1 (EXCEPT I HAVE NEVER LISTENED TO THIS). MULTI. SPLIT INTO 4 COLUMNS. RANDOMISE.

C1

Which of these radio stations do you listen to?

If you don't know, please ask you parents/guardian for help.

1	BBC Radio 1	
2	BBC Radio 2	
3	BBC Radio 3	
4	BBC Radio 4	
5	BBC Radio 5 live	
6	Any other BBC Radio station	
7	Fun Kids	

8	CBeebies Radio	
9	Takeover Radio	
10	talkRADIO / talkSPORT	
11	Classic FM	
12	Any Absolute Radio station	
13	Any Capital radio station	
14	Any Heart radio station	
15	Any Smooth Radio station	
16	Any Kiss radio station	
17	Any Magic radio station	
18	Any Hits radio station	
19	Any Greatest Hits radio station	
20	Any other commercial radio station, please specify (text box)	
21	Other, please specify (text box)	
22	None of these (Exclusive)	

ASK ALL WHO SELECTED A RADIO STATION ON C1 (SKIP IF NONE OF THESE IS SELECTED). MULTI. CARRY FORWARD RESPONSES FROM C1 EXCEPT NONE OF THESE. RANDOMISE. USE LOGOS FOR OPTIONS CARRIED FORWARD

C2

Why do you listen to these radio stations?

Select all that apply.

1	CARRY FORWARD LIST FROM C2	I only listen because someone else puts it on the radio
2		It is fun
3		I like the music
4		It is interesting
5		I like the presenter or people on the station
6		Other
7		None of these (Exclusive)

ASK WHO SELECTED OTHER IN C2. CARRY FORWARD RESPONSES WHERE OTHER IS SELECTED IN B2. SINGLE CODE PER ROW.

C2b

You said there was another reason why you listen to [pipe text from those selected other at C2], what is this reason?

1	Other, please specify (text box)	Same list as C2 where other is selected
2	Other, please specify (text box)	
3	Other, please specify (text box)	
4		
5		

ASK ALL WHO SELECTED A RADIO STATION ON C1 (SKIP IF NONE OF THESE IS SELECTED). SINGLE CODE.

C3

When you listen to the radio, who normally chooses the radio station?

Please select one option.

1	I do	
2	My parents/carers	
3	My sister(s) or brother(s)	
4	Whoever is driving	
5	We all decide together	
99	I don't know	

ASK ALL WHO SELECTED CODES 1,2,5,6,7 AT B1. (SKIP IF NONE OF THESE IS SELECTED). MULTI CODE. RANDOMISE. SPLIT INTO 2 COLUMNS. USE LOGOS.

D1

Now, we'd like to know about online audio content.

By online audio content we mean activities like, when you listen to music online, when you catch up on radio or listen to podcasts.

So, thinking about this type of content, which of the services below do you use/listen to?

Please choose all of the ones you listen to.

1	BBC Sounds (website or app)	
2	Apple Music/Apple podcasts	
3	Global Player (website or app)	
4	YouTube Music	
5	Spotify	
6	Amazon Music	
7	Radio player	
8	Google podcasts	
9	TuneIn	
10	Soundcloud	
11	Deezer	
12	Tidal	
13	Other, please specify (text box)	
99	None of these (EXCLUSIVE)	

ASK ALL WHO ANSWERED D1 EXCEPT NONE OF THESE. CARRY FORWARD RESPONSES FROM D1. MULTI CODE. RANDOMISE.

D2

Why do you use/listen to these services?

Select all that apply.

1	CARRY FORWARD LIST FROM D1	The range of music choices
2		I can listen to different types of audio content (e.g. music and podcasts) in one place
3		It's easy to use
4		It's easy to find what I want to listen to
5		This service has music that I can't listen to anywhere else
6		It suggests new music based on music I already listen to
7		The cost of the service
8		The service doesn't have adverts
9		None of these (exclusive)

E. SMART SPEAKER SECTION

SHOW TO ALL. SHOW IMAGES OF EXAMPLES OF SMART SPEAKERS.

Now we want to talk about Smart speakers.

Smart speakers are devices which respond to voice commands like "Alexa" or "Hey Google".

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

ASK ALL. SINGLE CODE.

E1

How many smart speakers are there in your house? Please select one option.		
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	
7	More than 6	
99	There are no smart speakers in the house	

ASK ALL WHO HAVE A SMART SPEAKER IN E1 (codes 1-7). SINGLE CODE. SHOW IMAGES OF SMART SPEAKERS AS EXAMPLES IN THE QUESTION.		
E2		
Do any of your smart speakers have a smart display?		
Smart displays are a smart speaker with a screen.		
Popular brands include Amazon Echo Show, Facebook Portal, Google Nest Hub and Apple HomePod.		
Please select one option.		
1	Yes	
2	No	
3	Don't know	

ASK ALL WHO HAVE A SMART SPEAKER IN E1. SINGLE CODE.		
E3		
Do <u>you</u> ever use a smart speaker yourself?		
Please select one option.		
1	Yes, I use a smart speaker	
2	No, I do not use a smart speaker	

ASK ALL WHO SAY YES IN E3. MULTI CODE. RANDOMISE. LIST.		
E4		
What sorts of things do you use the smart speaker for?		
Please select all the things you use a smart speaker for.		
1	Check the weather	
2	Play games	
3	Listen to music	
4	Listen to the radio	
5	Listen to a podcast	
6	To control a household device such as the TV	
7	Get News headlines	
8	Set a reminder or alarm	
9	Searching for information or asking general questions	
10	Listen to bedtime stories or nursery rhymes	
11	To make calls, texts or emails	
12	Something else (please specify) (Text box)	
99	Don't know (Exclusive)	

ASK ALL WHO HAVE A SMART SPEAKER IN E1. MULTI CODE. RANDSOMISE.		
E4		
Where is the smart speaker(s) in your house?		
Please select everywhere you have a smart speaker.		
1	Kitchen	

2	Living room	
3	Bathroom	
4	Parent's bedroom	
5	Your bedroom	
6	Other bedroom	
7	Hallway	
8	The smart speaker(s) moves around the house (Exclusive)	
99	Don't know (Exclusive)	

E5

Your child has said there is a smart speaker in the house.

Are you aware if your child uses this device

Please select one option.

1	Yes	
2	No	
3	Don't know	

ASK ALL WHO ANSWERED YES TO E5

E6

Do you have any concerns about your child using this device?

Please select one option.

1	Yes	
2	No	
3	Don't know	

ASK ALL WHO ANSWERED YES TO E6

E7

If yes, what concerns (open)