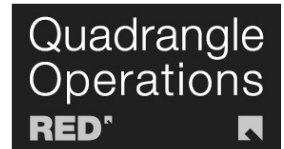


Quadrangle Operations  
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**SERIAL NO:**



MRS - Sam Day  
DIR - Kay Rossiter-Base  
Private & Confidential  
September/ October 2015

## QUESTIONNAIRE – ADULTS AGED 16 AND OVER

JN 10849

**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*

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

**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.

**IF INTERVIEWING IN WALES, ONCE RESPONDENT AGREES TO TAKE PART SAY:** The interview will be conducted in English. If you would prefer to conduct the interview in Welsh I can arrange for a colleague to re-contact you to come back at an agreed time. What would you prefer?

**CONTINUE IF RESPONDENT IS HAPPY WITH BEING INTERVIEWED IN ENGLISH. IF RESPONDENT WOULD PREFER TO BE INTERVIEWED IN WELSH – NOTE THEIR NAME, TELEPHONE NUMBER AND FULL ADDRESS AND PASS THIS INFORMATION BACK TO YOUR AREA SUPERVISOR.**

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

S4 IF AGE ENTERED 75+  
IS THIS AN ADDITIONAL/ BOOST INTERVIEW WITH AN INTERNET USER AGED 75+.

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

S5 IF S4 YES (CODE 1)  
WAS THIS ADDITIONAL/ BOOST INTERVIEW THE LAST INTERVIEW YOU DID IN THIS SAMPLE POINT WITH A  
RESPONDENT AGED 75+

Yes.....1  
No .....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  
MULTICODE OK FOR CODES 1-16

A1 SHOWCARD A1  
Which of the following do you have at home?

Please choose as many as apply

ASK OF ALL OWNED AT A1 (Codes 1 – 16) – others skip to INTRO AHEAD OF T1  
MULTICODE OK FOR CODES 1-16

A2 SHOWCARD A1 AGAIN  
And which of the following do you personally use?  
PROMPT IF NECESSARY

ASK IF MORE THAN ONE RESPONSE AT A2– IF ONLY ONE RESPONSE AT A2 AUTOPUNCH A3 AND SKIP TO FILTER AT A4

A3 SHOWCARD A1 AGAIN  
Which **one** of the things you use would you **miss the most** if it got taken away?  
PROMPT IF NECESSARY

	A1	A2	A3
Standard TV set .....	1	1	1
Smart TV set (a TV set that connects directly to the internet).....	2	2	2
DVR/ Digital Video Recorder (like Sky Plus, TiVo/ V Plus or Freeview Plus).....	3	3	3
DVD/ Blu ray player .....	4	4	4
Radio set (either DAB or AM/ FM) .....	5	5	5
Desktop computer (PC or Mac) .....	6	6	6
Laptop or netbook computer .....	7	7	7
Tablet computer (like an iPad, Kindle Fire or Google Nexus).....	8	8	8
Mobile phone .....	9	9	9
Portable media player (like an iPod Touch).....	10	10	10
Games console connected to a TV (like a Playstation/ Xbox/ Wii) .....	11	11	11
Portable or handheld games player (like a Nintendo DS./ Sony PS Vita).....	12	12	12
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV stick, Chromecast, Roku).....	13	13	13
Paper copies of books, magazines, newspapers.....	14	14	14
E- book reader/ e- reader (like a standard Kindle or Kobo eReader or Nook eReader) .....	15	15	15
Wearable technology like a smartwatch (like an Apple Watch) .....	16	16	16
None of these (SINGLE CODE).....	17	17	NA
Don't know (SINGLE CODE) .....	NA	NA	18

A4 ASK ALL THAT USE A MOBILE PHONE AT A2 (CODE 9) SINGLE CODE  
SHOWCARD A4

You said you use a mobile phone. Which of these options best describes the type of mobile phone you use most frequently?

Smartphone (like an iPhone or Samsung Galaxy or Blackberry).....	1
A normal mobile phone (not a smartphone) <u>with</u> internet access .....	2
A normal mobile phone (not a smartphone) <u>without</u> internet access.....	3
Don't know .....	4

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 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

T3 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

	T2	T3
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) T2: _____	7	7
Other (WRITE IN) T3: _____		
Don't know _____	8	8

T4 **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

T5 **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

**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?

IF NECESSARY: This could be through using a fixed broadband connection, perhaps WiFi, or through a 3G or 4G mobile network signal

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 <u>use</u> at home.....	1
Yes – have access, but <u>don't use</u> at home.....	2
No, do not have internet access at home .....	3
Don't know .....	4

IN2 **ASK ALL THAT USE THE INTERNET AT HOME (IN1 CODE 1) - OTHERS SKIP TO FILTER AT IN3 SHOWCARD IN2**

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, for example, social media, news or online video apps such as YouTube.

MULTICODE OK FOR CODES 1-13

Desktop computer (PC or Mac).....	1
Laptop or netbook.....	2
Smartphone (like an iPhone or Samsung Galaxy or Blackberry) .....	3
Tablet computer (like an iPad, Kindle Fire or Google Nexus) .....	4
Games console connected to a TV (like a Playstation/ Xbox/ Wii) .....	5
Portable or handheld games player (like a Nintendo DS/ Sony PS Vita) .....	6
Portable media player (like an iPod Touch).....	7
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
DVR/ Digital Video Recorder (like Sky Plus, TiVo/ V Plus or Freeview Plus).....	9
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV stick, Chromecast, Roku) .....	10
E-book reader/ e-reader (like a standard Kindle or Kobo eReader or Nook eReader).....	11
Wearable technology like a smartwatch (like an Apple Watch) .....	12
Other type of device (WRITE IN).....	13

**IN3 ASK ALL**

**SHOWCARD IN3**

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 1-13**

Desktop computer (PC or Mac).....	1
Laptop or netbook.....	2
Smartphone (like an iPhone or Samsung Galaxy or Blackberry) .....	3
Tablet computer (like an iPad, Kindle Fire or Google Nexus) .....	4
Games console connected to a TV (like a Playstation/ Xbox/ Wii).....	5
Portable or handheld games player (like a Nintendo DS/ Sony PS Vita) .....	6
Portable media player (like an iPod Touch).....	7
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
DVR/ Digital Video Recorder (like Sky Plus, TiVo/ V Plus or Freeview Plus).....	9
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV stick, Chromecast, Roku) .....	10
E-book reader/ e-reader (like a standard Kindle or Kobo eReader or Nook eReader).....	11
Wearable technology like a smartwatch (like an Apple Watch) .....	12
Other type of device (WRITE IN).....	13
None of these/ DO NOT GO ONLINE OUTSIDE THE HOME (SINGLE CODE) .....	14

**IN4 DELIBERATELY LEFT BLANK**

**IN5 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) OTHERS SKIP TO FILTER AT 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. Your best estimate will be fine.

**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 1-13) OTHERS SKIP TO FILTER AT 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 AT IN1 (CODE 1) OR IN3 (CODE 1-13) OTHERS SKIP TO FILTER AT IN10**

**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 1-7

**IN8 ASK IF USE INTERNET AT HOME AT IN1 (CODE 1) OR IN3 (CODE 1-13) AND AWARE OF ANY FEATURES AT IN7 (CODES 1-7) – 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 1-7 – YOU CAN ONLY CODE THOSE ALSO CODED AT IN7

		IN6	IN7
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
G	Ad blocking software	7	7
	None of these (SINGLE CODE)	8	8

**IN9 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13)  
OTHERS SKIP TO FILTER AT 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 1-10

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
Been 'trolled' online – an anonymous person making hurtful or harmful comments to you .....	10
None of these (SINGLE CODE).....	11

**IN10 ASK IF DO NOT USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODES 2-4) AND AT IN3 (CODE 14)– OTHERS SKIP TO FILTER AT IN13**

In the past year, have you asked someone else to send an email for you, get information from the internet for you, or buy something online 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 14) – OTHERS SKIP TO FILTER AT 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 14) – OTHERS SKIP TO FILTER AT 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

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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 1-13) OTHERS SKIP TO FILTER AT IN21**

**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 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 AT IN1 (CODE 1) OR IN3 (CODE 1-13)  
OTHERS SKIP TO FILTER AT IN21

In most weeks, when you go online, do you usually...

READ OUT

SINGLE CODE

- Only use websites or apps that you've used before..... 1
- Use maybe **one or two** websites or apps that you haven't used before .....2
- Use **lots** of websites or apps that you haven't used before .....3
- Don't know .....4

**IN15 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13)  
OTHERS SKIP TO FILTER AT IN21**

**SHOWCARD IN15**

When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following?

I will read out the letters shown from A to R, 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 R 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
IN15A	Send or receive emails	1	2	3	4
IN15B	Use Instant Messaging such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat	1	2	3	4
IN15C	Set up or maintain a website or blog	1	2	3	4
IN15D	Look at social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	1	2	3	4
IN15E	Upload or share videos or photos online	1	2	3	4
IN15F	Contribute comments to a website or blog	1	2	3	4
IN15G	Make or receive telephone or video calls, using services like Skype or FaceTime	1	2	3	4
IN15H	Sign an online petition	1	2	3	4
IN15I	Contact a local councillor or your MP online	1	2	3	4
IN15J	Share links to websites or online articles – perhaps on Twitter, Facebook, Reddit or Pinterest	1	2	3	4
IN15K	Buy things online	1	2	3	4
IN15L	Sell things online	1	2	3	4
IN15M	Bank and pay bills online	1	2	3	4
IN15N	Download software	1	2	3	4
IN15O	Complete government processes online – such as register for tax credits, renew driving licence, car tax or passport, complete tax return	1	2	3	4
IN15P	Online gambling	1	2	3	4
IN15Q	Do an online course to achieve a qualification	1	2	3	4
IN15R	Fill in a job application online	1	2	3	4

IN16 **ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13)  
OTHERS SKIP TO FILTER AT IN21**

**SHOWCARD IN16**

Please also tell me from this list how often, if at all, you do any of the following?.

I will read out the letters shown from A to Q, 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 Q 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
IN16A	Play games online	1	2	3	4
IN16B	Listen to radio stations online	1	2	3	4
IN16C	Listen to streamed music online (such as Spotify or Apple Music)	1	2	3	4
IN16D	Watch short video clips online (such as on YouTube)	1	2	3	4
IN16E	Watch TV programmes or films online through services such as BBC iPlayer, ITV Player or All4	1	2	3	4
IN16F	Look at adult-only websites	1	2	3	4
IN16G	Access files through a cloud service, such as iCloud, Dropbox, Google Drive or One Drive	1	2	3	4
IN16H	<b>General surfing/ browsing the internet</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
IN16I	Find information for your work or your job or your studies	1	2	3	4
IN16J	Find information for your leisure time including cinema and live music	1	2	3	4
IN16K	Find information about health related issues	1	2	3	4
IN16L	<b>Look at news websites or apps</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
IN16M	Look at political or campaigning websites	1	2	3	4
IN16N	Look at job opportunities	1	2	3	4
IN16O	Look for news about, or events in, your local area	1	2	3	4
IN16P	Look for public services information on government sites such as gov.uk and HMRC	1	2	3	4
IN16Q	Look for information on public services provided by your local council	1	2	3	4

**IN17 ASK IF NEVER COMPLETE GOVERNMENT PROCESSES ONLINE AT IN150 (CODE 4) – OTHERS SKIP TO FILTER AT 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 EVER WATCH ONLINE VIDEO CLIPS AT IN16D (CODES 1 TO 3) – OTHERS SKIP TO FILTER AT IN20**

**SINGLE CODE**

You said that you watch online video clips. Do you ever watch videos on YouTube?

IF NECESSARY: On any devices you use to go online?

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

**IN19 ASK IF EVER WATCH YOUTUBE VIDEOS AT IN18 (CODE 1) – OTHERS SKIP TO FILTER AT IN20**

**SHOWCARD IN19**

And which if any of these describe the types of YouTube videos that you tend to watch?

MULTICODE OKAY FOR CODES 1-9

'How- to' videos or tutorials about hobbies/ things I'm interested in .....	1
Educational videos that teach me new things .....	2
Reviews of products I may want to buy .....	3
Music videos .....	4
Clips from TV programmes or films .....	5
Full length TV programmes or films.....	6
News.....	7
Vloggers (like Zoella or PewDiePie) .....	8
Something else (specify) .....	9
Don't know .....	10

**IN20 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO FILTER AT IN21**

- see additional routing instructions below

**NOTE TO SCRIPTWRITER:**

IF ALL OF THE FOLLOWING CONDITIONS APPLY THEN SKIP STRAIGHT TO FILTER AT IN21:

IN145 CODE 4 AND IF IN15M CODE 4 AND IF IN15D CODE 4 AND IF IN16E CODE 4 AND IF IN15O CODE 4 AND IF IN16H CODE 4 AND IF IN16L CODE 4 AND IF IN16C CODE 4 AND IF IN16D CODE 4

**SHOWCARD IN20**

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 or Mac) (IF IN2 CODE 1 OR IN3 CODE 1)

A laptop or netbook (IF IN2 CODE 2 OR IN3 CODE 2)

A smartphone (IF IN2 CODE 3 OR IN3 CODE 3)

A tablet computer (IF IN2 CODE 4 OR IN3 CODE 4)

A games console or handheld games player (IF IN2 CODES 5-6 OR IN3 CODES 5-6)

A Smart TV or streaming media player (IF IN2 CODE 8 OR 10 OR IN3 CODE 8 OR 10)

Some other device (IF IN2 CODES 7 or 9 OR 11-13 OR IN3 CODES 7 or 9 OR 11-13)

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 AUTOPUNCH RESPONSE TO THIS ONE DEVICE FOR EACH RELEVANT STATEMENT BELOW AND CONTINUE TO FILTER AT IN21

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-I)?

ASK STATEMENT A – IF IN15K CODE 1-3

ASK STATEMENT B – IF IN15M CODE 1-3

ASK STATEMENT C – IF IN15D CODE 1-3

ASK STATEMENT D – IF IN16E CODE 1-3

ASK STATEMENT E – IF IN15O CODE 1-3

ASK STATEMENT F – IF IN16H CODE 1-3

ASK STATEMENT G – IF IN16L CODE 1-3

ASK STATEMENT H – IF IN16C CODE 1-3

ASK STATEMENT I – IF IN16D CODE 1-3



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

		1	2	3	4	5	6	7	
		Desktop computer (PC or Mac)	Laptop or netbook	Smart-phone	Tablet computer	Games console or handheld games player	Smart TV or streaming media player	Some other device	Don't know
A	Buying things online	1	2	3	4	5	6	7	8
B	Banking online	1	2	3	4	5	6	7	8
C	Social media (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	1	2	3	4	5	6	7	8
D	Watching TV programmes or films online through services such as BBC iPlayer, ITV Player or All4	1	2	3	4	5	6	7	8
E	Completing government processes online	1	2	3	4	5	6	7	8
F	Surfing/ browsing the internet	1	2	3	4	5	6	7	8
G	Looking at news websites or apps	1	2	3	4	5	6	7	8
H	Listening to streamed music online (such as Spotify or Apple Music)	1	2	3	4	5	6	7	8
I	Watching short video clips online (such as on YouTube)	1	2	3	4	5	6	7	8

IN21 **ASK ALL**

**SHOWCARD IN21**

Which, if any, of the following devices do you use apps on?

MULTICODE OKAY FOR CODES 1-8

- Desktop computer (PC or Mac) .....1
- Laptop or netbook.....2
- Smartphone (like an iPhone or Samsung Galaxy or Blackberry).....3
- Tablet computer (like an iPad or Kindle Fire or Google Nexus).....4
- Games console or handheld games player .....5
- Smart TV.....6
- Streaming media player (like Apple TV, Now TV box, Amazon Fire TV stick, Chromecast, Roku).....7
- Some other device .....8
- None of these/ Do not use apps .....9
- Don't know .....10

IF IN21 CODES 9 OR 10 THEN SKIP TO FILTER AT IN24

**IN22A ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) AND WHO DO THIS ONLINE AT IN16C (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN22B SHOWCARD IN22**

You said earlier you listen to streamed music online (such as Spotify or Apple Music). Do you prefer to do this through an app or through a web browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites.

- Prefer to use an app .....1
- Prefer to use a browser.....2
- No preference .....3
- Don't know .....4

**IN22B ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) AND WHO DO THIS ONLINE AT IN16D (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN22C SHOWCARD IN22**

You said earlier you watch short video clips online (such as on YouTube). Do you prefer to do this through an app or through a web browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites.

- Prefer to use an app .....1
- Prefer to use a browser.....2
- No preference .....3
- Don't know .....4

**IN22C ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) AND WHO DO THIS ONLINE AT IN16E (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN22D SHOWCARD IN22**

You said earlier you watch TV programmes or films online through services such as BBC iPlayer, ITV Player or All4. Do you prefer to do this through an app or through a web browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites.

- Prefer to use an app .....1
- Prefer to use a browser.....2
- No preference .....3
- Don't know .....4

**IN22D ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) AND WHO DO THIS ONLINE AT IN15D (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN22E SHOWCARD IN22**

You said earlier you look at social media sites or apps. Do you prefer to do this through an app or through a web browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites.

- Prefer to use an app .....1
- Prefer to use a browser.....2
- No preference .....3
- Don't know .....4

**IN22E ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) AND WHO DO THIS ONLINE AT IN15A (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN22F SHOWCARD IN22**

You said earlier you send or receive emails. Do you prefer to do this through an app (including Outlook or other software) or through a web browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites.

- Prefer to use an app .....1
- Prefer to use a browser.....2
- No preference .....3
- Don't know .....4

**IN22F ASK ALL USING APPS ON ANY DEVICE AT IN20 (CODES 1-8) AND WHO DO THIS ONLINE AT IN15K (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN22G SHOWCARD IN22**

You said earlier you buy things online. Do you prefer to do this through an app or through a web browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites.

- Prefer to use an app .....1
- Prefer to use a browser.....2
- No preference .....3
- Don't know .....4

**IN22G ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) AND WHO DO THIS ONLINE AT IN15M (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN22H SHOWCARD IN22**

You said earlier you bank and pay bills online. Do you prefer to do this through an app or through a web browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites.

- Prefer to use an app .....1
- Prefer to use a browser.....2
- No preference .....3
- Don't know .....4

**IN22H ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) AND WHO DO THIS ONLINE AT IN16G (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN22I SHOWCARD IN22**

You said earlier you access files though a cloud service. Do you prefer to do this through an app or through a web or file browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites. Use of a file browser includes accessing files on your computer's hard drive through file managers such as Windows Explorer or Finder

- Prefer to use an app .....1
- Prefer to use a web or file browser .....2
- No preference .....3
- Don't know .....4

**IN22I ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) AND WHO DO THIS ONLINE AT IN16L (CODES 1 TO 3) - OTHERS SKIP TO FILTER AT IN23 SHOWCARD IN22**

You said earlier you look at news online. Do you prefer to do this through an app or through a web browser?

IF NECESSARY: Use of a web browser means accessing websites through a search engine, directly typing in the website address or through bookmarks or Favourites.

- Prefer to use an app .....1
- Prefer to use a web browser .....2
- No preference .....3
- Don't know .....4

IN23 **ASK ALL USING APPS ON ANY DEVICE AT IN21 (CODES 1-8) - OTHERS SKIP TO FILTER AT 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 1-13) – OTHERS SKIP TO FILTER AT 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.

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

IF NECESSARY: 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.

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

**IN25 ASK ALL WITH SOCIAL MEDIA PROFILE AT IN24 (CODE 1) – OTHERS SKIP TO FILTER AT 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 1-21 – OTHERS WITH ONLY ONE RESPONSE FROM IN25 AUTOPUNCH IT HERE AND SKIP TO FILTER 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 IN24

	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	10
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
<hr/>		
Don't know.....	22	22

**IN27 ASK ALL WITH A SOCIAL MEDIA PROFILE (IN24 CODE 1) – OTHERS SKIP TO FILTER AT 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 IN25 (CODE 4) – OTHERS SKIP TO FILTER AT 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 IN25 (CODE 4) – OTHERS SKIP TO FILTER AT 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 IN25 (CODE 8) – OTHERS SKIP TO FILTER AT 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 IN25 (CODE 10) – OTHERS SKIP TO FILTER AT 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 IN25 (CODE 16) – OTHERS SKIP TO FILTER AT 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 1-13) – OTHERS SKIP TO FILTER AT 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 FILTER AT 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 Bing 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 1-13) – OTHERS SKIP TO FILTER AT 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 IN34C-F

READ OUT EACH ROW IN TURN AND CODE ONE RESPONSE PER ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
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

		All of it	Most of it	Some of it	None of it	Don't know
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 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1**

**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 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1**

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/ A company I trust .....	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
<hr/>	
Would not trust any site to be secure in this way (SINGLE CODE).....	13
Don't know (SINGLE CODE) .....	14

**IN40 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1**

**SHOWCARD IN40**

Can you please say which option best applies to how you feel in general about using apps on a mobile phone or tablet to buy something online?

- Happy to do this ..... 1
- Have some security concerns about doing this but would do it ..... 2
- Would never do this because I have some security concerns ..... 3
- Not applicable/ I don't purchase through apps ..... 4
- Don't know ..... 5

**IN41A ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) AND DO THIS ONLINE AT IN16L (CODES 1-3) – OTHERS SKIP TO IN41B**

**SHOWCARD IN41**

Please tell me the extent to which you agree or disagree with some things that other people have said about the internet.

When I visit news websites or apps I tend to trust what I read or see

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

**IN41B ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) AND DO THIS ONLINE AT IN15D (CODES 1-3) – OTHERS SKIP TO IN42A**

**SHOWCARD IN41 AGAIN**

Please tell me the extent to which you agree or disagree with some things that other people have said about the internet.

When I visit social media websites or apps (like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest) I tend to trust what I read or see

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

**IN42A ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1  
SHOWCARD IN42**

Please tell me the extent to which you agree or disagree with some things that other people have said about the internet.

I trust Government/ council websites to hold my personal information securely

NOTE TO INTERVIEWER: If respondent does not have personal information held on government/ council websites then code 7 – Not applicable

- Strongly disagree .....1
- Slightly disagree.....2
- Neither agree nor disagree .....3
- Slightly agree .....4
- Strongly agree.....5
- Don't know .....6
- Not applicable .....7

**IN42B ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1  
SHOWCARD IN42 AGAIN**

Please tell me the extent to which you agree or disagree with some things that other people have said about the internet.

I trust websites or apps that I buy from to hold my personal information securely

NOTE TO INTERVIEWER: If respondent does not buy from websites then code 7 – Not applicable

- Strongly disagree .....1
- Slightly disagree.....2
- Neither agree nor disagree .....3
- Slightly agree .....4
- Strongly agree.....5
- Don't know .....6
- Not applicable .....7

**IN43 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1 SHOWCARD IN43**

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
- Don't know ..... 6

**IN44 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1 SHOWCARD IN44**

Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement.

READ OUT AND CODE ONE RESPONSE

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	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	6
B	I tend to give the minimum amount of personal information required	1	2	3	4	5	6
C	I am happy to provide personal information online to companies as long as I get what I want	1	2	3	4	5	6
D	I don't really think about the personal information I am providing to companies online	1	2	3	4	5	6
E	I tend to use the same passwords online	1	2	3	4	5	6
F	I tend to use easy to remember passwords like birthdays or names	1	2	3	4	5	6

**IN45 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1**

**SHOWCARD IN45**

Now, thinking about possible savings you might make by going on the internet...

In the last six months, would you say you have saved money by doing any of these? Please just read out the letter or letters that apply to you.

MULTICODE OK FOR CODES 1-5

**IN46 ASK FOR EACH HAVE SAVED DOING AT IN45 (CODES 1-5) – OTHERS SKIP TO INTRO AHEAD OF IN47**

**SHOWCARD IN46**

Which of these best describes the savings you have made in the last six months by [ACTION AT IN45]? Please just read out the number that applies.

SINGLE CODE

		IN45 Which have saved	IN46 – Description of savings made at IN45					
			1 - Not at all significant	2	3	4	5 – Very significant	Don't know
A	Buying something online rather than in the shops	1	1	2	3	4	5	6
B	Booking travel online	2	1	2	3	4	5	6
C	Comparing prices online	3	1	2	3	4	5	6
D	Using a price comparison website such as Go Compare, pricerunner or uswitch	4	1	2	3	4	5	6
E	Using vouchers from websites or emails giving money off at shops, restaurants or other places	5	1	2	3	4	5	6
	None of these (SINGLE CODE)	6						



**IN47 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1  
SHOWCARD IN47**

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 IN47 (CODES 1-7) – OTHERS SKIP TO INTRO AHEAD OF IN49  
SHOWCARD IN48**

**IN48** 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

		IN47	IN48					
		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 Amazon, TripAdvisor or OpenTable	3	1	2	3	4	5	6
D	Twitter	4	1	2	3	4	5	6
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						

**IN49 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1**

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

**IN50 ASK IF USE INTERNET AT HOME OR ELSEWHERE AT IN1 (CODE 1) OR IN3 (CODE 1-13) – OTHERS SKIP TO INTRO AHEAD OF M1**

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

**IN51 ASK ALL WHO USE A SEARCH ENGINE AT IN47 (CODE 1) – OTHERS SKIP TO INTRO AHEAD OF M1**

**SHOWCARD IN51**

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

**IN52 ASK IF USE SEARCH ENGINES AT IN47 (CODE 1) - OTHERS SKIP TO INTRO AHEAD OF M1**  
**SHOWCARDS IN52A AND IN52B**

Here's an image from a Google search for 'walking boots' (SHOWCARD IN52A).

Do any of these (SHOWCARD IN52B) apply to the first three results that are listed?

MULTICODE OK FOR CODES 1-4

**READ OUT-** Please choose as many as 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 (specify)..... 4
- Don't know ..... 5

MOBILE PHONE

SAY TO RESPONDENTS – I'd like to ask you some questions now about mobile phones.

M1 **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
<b>HEALTH</b>	
Health concerns – masts .....	2
Health concerns – using handset .....	3
<b>AFFORDABILITY</b>	
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
<b>SECURITY/ FRAUD</b>	
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
<b>PRIVACY</b>	
Intrusion into other people's space/ public space .....	15
People using phones in quiet spaces .....	16
Receiving targeted advertising based on my location .....	17
<b>RISKS TO OTHER PEOPLE/ TO SOCIETY</b>	
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
<b>OTHER CONCERNS</b>	
Other (WRITE IN) .....	23
<hr/>	
Don't know .....	24

**M2 ASK ALL THAT USE A MOBILE PHONE AT A2 (CODE 9) – OTHERS SKIP TO INTRO AHEAD OF G1**

**SHOWCARD M2**

It has recently become possible to use some types of smartphones to make contactless payments to buy something in a shop or restaurant using services like Apple Pay. Users register a valid debit or credit card with the service and can then make a payment in places that offer this facility by touching their phone against a reader. The amount spent would then be debited from their debit or credit card.

Regardless of whether you currently do this, how secure do you feel that such payments would be?

- Completely secure.....1
- Fairly secure.....2
- Not very secure .....3
- Not at all secure .....4
- Don't know.....5

**M3 ASK IF USE MOBILE PHONE AT A2 (CODE 9) – OTHERS SKIP TO INTRO AHEAD OF G1**

**SHOWCARD M3**

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 M, 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 M 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	Listen to music stored on the phone	1	2	3	4	5
G	Take photos	1	2	3	4	5
H	Take videos	1	2	3	4	5
I	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
J	Download apps/ applications (including games)	1	2	3	4	5
K	Using your phone to make a payment in a shop , by touching it against a contactless reader	1	2	3	4	5
L	Using your phone as a ticket or boarding pass or as an entry ticket to an event, either by touching it against a reader or by scanning a code using the phone	1	2	3	4	5
M	Use an app on your mobile to order taxis (e.g. Uber, Kabbee or Lyff)	1	2	3	4	5

ROTATE ORDER OF M4A TO M4K

**M4A ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN16A(CODES 1 TO 3) – OTHERS SKIP TO M4B**

**SHOWCARD M4**

You said earlier you play games online. Do you ever go online to do this using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4B ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN16E (CODES 1 TO 3) – OTHERS SKIP TO M4C**

**SHOWCARD M4**

You said earlier you watch TV programmes or films online through services such as BBC iPlayer, ITV Player or All4. Do you ever go online to do this using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone? ....

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4C ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15D (CODES 1 TO 3) – OTHERS SKIP TO M4E**

**SHOWCARD M4**

You said earlier you look at social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest). Do you ever go online to do this using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4D ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15D (CODES 1 TO 3) OTHERS SKIP TO M4E**

**SHOWCARD M4**

You said earlier you look at social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest). Do you ever send tweets through Twitter on your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4E ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15D (CODES 1 TO 3) – OTHERS SKIP TO M4F**  
**SHOWCARD M4**

You said earlier you watch short video clips online (such as on YouTube). Do you ever do this online using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4F ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15E (CODES 1 TO 3) – OTHERS SKIP TO M4G**  
**SHOWCARD M4**

You said earlier you upload or share videos or photos online. Do you ever do this online using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4G ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15A(CODES 1 TO 3) – OTHERS SKIP TO M4H**  
**SHOWCARD M4**

You said earlier you send or receive emails. Do you ever do this online using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4H ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15G (CODES 1 TO 3) – OTHERS SKIP TO M4I**  
**SHOWCARD M4**

You said earlier you make or receive telephone or video calls using services like Skype or FaceTime. Do you ever do this online using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4I ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15B(CODES 1 TO 3)  
 – OTHERS SKIP TO M4J**

**SHOWCARD M4**

You said earlier you use Instant Messaging services such as Facebook Messenger, Whats App, Windows Live Messenger or Skype Chat.. Do you ever do this online using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4J ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15K (CODES 1 TO 3)  
 – OTHERS SKIP TO M4K**

**SHOWCARD M4**

You said earlier you buy things online. Do you ever do this using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**M4K ASK IF USE MOBILE PHONE AT A2 (CODE 9) AND IF EVER DO THIS AT IN15M (CODES 1 TO 3)  
 – OTHERS SKIP TO INTRO AHEAD OF G1**

**SHOWCARD M4**

You said earlier you bank and pay bills online. Do you ever bank online using your mobile phone? IF NO code 5. IF YES: How often do you do this on your phone?

- Most days .....1
- Once or twice a week .....2
- At least every three months.....3
- Less often.....4
- Never/ do not use mobile phone for this.....5

**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 1-9

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
On a portable media player (such as an iPod Touch ) .....	6
Through an app on a Smart TV .....	7
On a streaming media player (like Apple TV, Now TV box, Amazon Fire TV stick, Chromecast, Roku) .....	8
Using wearable technology like a smart watch (such as Apple Watch) .....	9
No, never (SINGLE CODE) .....	10

**G2 ASK IF EVER PLAY GAMES AT HOME OR ELSEWHERE AT G1 (CODES 1-9) – 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

**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