

# QUESTIONNAIRE – ADULTS AGED 16+

## SCREENING QUESTIONNAIRE

Good morning/ afternoon, my name is ..... I'm from Quadrangle Operations, an independent research company. We are conducting a survey on behalf of Ofcom, the regulator for the UK communications industry.

The purpose of the survey is to understand people's use of and opinions about different sorts of media.

Just to reassure you, this research is being conducted in accordance with the Market Research Society code of conduct. It should take about 55 minutes to complete. Would you be interested in taking part?

Could I please ask you a few questions to check whether we can conduct this research with you? Where we ask for or hold any personal details about you this is for the purposes of the research.

We rely on your consent to collect, hold and use your personal information and you are free to withdraw your consent at any time.

For more information on your rights and how we use personal data appropriately and securely please read our privacy notice. (INTERVIEWER TO OFFER A HARD COPY OF THE PRIVACY NOTICE TO RESPONDENT).

Your answers to this questionnaire will remain completely confidential and anonymous unless you give us specific permission later in the survey.

Please confirm you are happy to proceed

**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:

### CODE SOCIAL GRADE BELOW

A .....1  
B .....2  
C1 .....3  
C2 .....4  
D .....5  
E .....6

IF REFUSED CLOSE

S2 WRITE IN AND CODE EXACT AGE

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- 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

ASK IF AGE ENTERED 75+ AT S2 (CODE 8 OR 9 AT S2)

S4 Is this an additional/ boost interview with an internet user aged 75+?

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

**MAIN QUESTIONNAIRE**

**READ OUT** I'd like to ask you some questions about the things that you do.

**ASK ALL**

MULTICODE OK FOR CODES 1-9

**A1 SHOWCARD A1**

Can you please look at this list and tell me which of these you have at home?

Please read right down to the bottom of the list and choose as many as apply. You can just tell me the numbers that apply.

If there are any you are unsure about or you don't know what they are please do let me know.

**READ OUT:** Please choose as many as apply

**IF NECESSARY:** This could be owned by you or anyone in the household

- Smart TV set (a TV set that connects directly to the internet)..... 1
- Standard TV set.....2
- Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus) .....3
- Radio set (either DAB or AM/ FM) .....4
- Tablet (like an iPad, Kindle Fire or Google Nexus).....5
- Computer - Laptop, desktop or netbook computer (PC or Mac) .....6
- Games console or handheld games player .....7
- Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit) .....8
- Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod).....9
- None of these..... 10

**ASK ALL WHO CODED AT LEAST ONE RESPONSE AT A1 (CODES 1-9) – OTHERS SKIP TO A3**

MULTICODE OK FOR CODES 1-9

**A2 SHOWCARD A1**

And which of these devices that you just said you had at home do you personally ever use, for any purpose? Again, please read right down to the bottom of the list and choose as many as apply.

**NOTE TO INTERVIEWER:** If respondent mentions a device here that does not appear in your list below, check with them and go back and amend the previous question as necessary or proceed

**READ OUT:** Please choose as many as apply

PROMPT IF NECESSARY

- Smart TV set (a TV set that connects directly to the internet)..... 1
- Standard TV set..... 2
- Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus) ..... 3
- Radio set (either DAB or AM/ FM) ..... 4
- Tablet (like an iPad, Kindle Fire or Google Nexus)..... 5
- Computer - Laptop, desktop or netbook computer (PC or Mac) ..... 6
- Games console or handheld games player ..... 7
- Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit) ..... 8
- Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)..... 9
- None of these..... 10

**ASK ALL**

**A3** Do you personally use a mobile phone?

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

**ASK ALL THAT USE A MOBILE PHONE AT A3 (CODE 1) – OTHERS SKIP TO A5**

**A4** Is this a smartphone?

**IF NECESSARY:** Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

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

**ASK ALL THAT MULTIPUNCH AT A2**

**ASK ALL THAT SINGLE PUNCH AT A2 (CODES 1 TO 9) AND A3 IS CODE 1**

SINGLE CODE ONE ANSWER SHOWN

**A5 SHOWCARD A5 (PLEASE ENSURE RESPONDENT IS LOOKING AT THIS SHOWCARD AND NOT SHOWCARD A1)**

**Now using this next card, labelled SHOWCARD A5, which one of the things you use would you miss the most if it was taken away?**

**NOTE TO INTERVIEWER:** If respondent mentions a device here that does not appear in your list below, check with them and go back and amend the earlier questions (A2 OR A3) as necessary. If the device is also missing at A2 then go back to A1 and amend the responses here.

PROMPT IF NECESSARY

Smart TV set (a TV set that connects directly to the internet).....	1
Standard TV set.....	2
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus) .....	3
Radio set (either DAB or AM/ FM) .....	4
Tablet (like an iPad, Kindle Fire or Google Nexus).....	5
Computer - Laptop, desktop or netbook computer (PC or Mac) .....	6
Mobile phone or Smartphone.....	7
Games console or handheld games player .....	8
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit) .....	9
Smart speakers which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod).....	10
None of these.....	11
Don't know .....	12

**TELEVISION SECTION**

**READ OUT** I'd like to ask you some questions now about television.

**ASK ALL**

SINGLE CODE

T1 Do you ever watch TV programmes or films via on-demand or streaming services? By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime Video, Sky Go and so on.

IF NECESSARY: This could be through your television service or on any device you use to go online

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

**ASK ALL WHO WATCH TV PROGRAMMES OR FILMS ON DEMAND/ THROUGH STREAMING SERVICES AT T1 (CODE 1)**

MULTICODE OK FOR CODES 1-10

T2 **SHOWCARD T2**

How do you choose what TV programmes or films to watch via on-demand or streaming services?

IF NECESSARY By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime Video, Sky Go and so on

**READ OUT:** Please choose as many as apply

I have specific programmes I watch regularly ..... 1  
I like to watch a specific type of show or film (e.g, horror, comedies, drama and so on) ..... 2  
I browse through the service to see what's available ..... 3  
If it's something I missed when it was shown/ originally broadcast ..... 4  
I see it promoted in trailers or adverts ..... 5  
I see it recommended or highlighted by the service (newly added / most popular / you might enjoy sections) ..... 6  
Friends or family tell me about them/ recommend them ..... 7  
Somebody mentions it on social media ..... 8  
It's discussed or reviewed on TV, radio or in newspapers or magazines ..... 9  
Other (WRITE IN) ..... 10  
Don't know ..... 11

**T3 – DELIBERATELY LEFT BLANK**

**ASK ALL**

SINGLE CODE

T4 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**

- Licence fee/ by the public ..... 1
- Sales of programmes and/ or services to other channels/ countries ..... 2
- By the government ..... 3
- Advertising ..... 4
- Programme sponsorship ..... 5
- Magazine/ book/ video/ DVD sales ..... 6
- Other (WRITE IN) \_\_\_\_\_ 7
  
- Don't know ..... 8

**ASK ALL**

SINGLE CODE

T5 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**

- Licence fee/ by the public ..... 1
- Sales of programmes and/ or services to other channels/ countries ..... 2
- By the government ..... 3
- Advertising ..... 4
- Programme sponsorship ..... 5
- Magazine/ book/ video/ DVD sales ..... 6
- Other (WRITE IN) \_\_\_\_\_ 7
  
- Don't know ..... 8

**ASK ALL**

SINGLE CODE

T6 How is the Sky or Virgin Media TV service mainly funded?

IF 'SPONSORS/ SPONSORED', CHECK – Do you mean advertising or where a particular programme is sponsored by an advertiser?

**DO NOT READ OUT**

**NOTE TO INTERVIEWER:** Please code any mention of 'consumers pay' or 'direct debit, or 'subscribers' as code 6

Licence fee/ by the public.....	1
Sales of programmes and/or services to other channels/countries .....	2
By the government .....	3
Advertising .....	4
Programme sponsorship .....	5
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin .....	6
Other (WRITE IN) .....	7
Don't know.....	8



**ASK ALL**

MULTICODE OK FOR CODES 2-30

T7 Can you tell me if you have any concerns about what is on TV?

IF YES – What sorts of things are you concerned about?

**PROBE:** What else?

**DO NOT READ OUT**

MULTICODE OK FOR CODES 2-30

No, do not have any concerns ..... 1

**HARMFUL/OFFENSIVE CONTENT**

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

People behaving badly ..... 6

Sex/ nakedness (in general) ..... 7

Violence (in general) ..... 8

**DIVERSITY OF CONTENT**

Age – Discriminatory treatment or portrayal of people based on age ..... 9

Disability – Discriminatory treatment or portrayal of people based on disability ..... 10

Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism) ..... 11

Race – Discriminatory treatment or portrayal of people based on race ..... 12

Religion – Discriminatory treatment or portrayal of people based on religion ..... 13

Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation ..... 14

Not enough racial diversity ..... 15

Not enough programmes for my age group ..... 16

Not enough gender diversity in programmes ..... 17

**QUALITY CONTENT/ REPEATS**

Lack of originality/ programmes are too similar ..... 18

Poor quality programmes ..... 19

Too many American programmes ..... 20

Too many programmes with celebrities ..... 21

Too many reality TV programmes ..... 22

Too many repeats ..... 23

**ADVERTISING/ SPONSORSHIP**

Irritating/ annoying sponsorship messages ..... 24

Product placement ..... 25

Too many/ too long advertising breaks ..... 26

**DON'T TRUST/ FIXED/ FAKE/ BIASED/INACCURATE**

Inaccurate/ biased/ unreliable information broadcast/ reported ..... 27

Phone-in competitions that are fixed/ faked ..... 28

**OTHER CONCERNS**

Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme ..... 29

Other (WRITE IN) ..... 30

Don't know ..... 31

**INTERNET SECTION**

**READ OUT** – I'd like to ask you some questions about your use of the internet.

NEW SCREEN

**ASK ALL**

SINGLE CODE

IN1 Do you ever go online? Please think about any reason you may have for going online – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails.

IF NECESSARY: This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal.

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

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8A**

MULTICODE OK FOR CODES 1-7

IN2 **SHOWCARD IN2**

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.

**READ OUT:** Please choose as many as 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 (like an Apple Watch) ..... 6  
Other type of device (WRITE IN)..... 7

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8A**

SINGLE CODE

IN3

**SHOWCARD IN3**

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.

- 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 WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8A**

MULTICODE OK FOR CODES 1-10

IN4

**SHOWCARD IN4**

Which, if any of the following would you do if you got stuck or were unsure about how to do something online?

**READ OUT:** Please choose as many as apply

- Ask a friend or family member to help .....1
- Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC .....2
- Watch 'how to' videos on websites like YouTube or the BBC .....3
- Phone a helpline to get someone to talk me through it .....4
- Go to the local library for help .....5
- Go to my bank branch for help .....6
- Ask a colleague/ someone at work .....7
- Figure it out myself .....8
- Give up or get someone else to do it for me .....9
- Other (WRITE IN) .....10
- None of these/ I don't tend to get stuck when online .....11
- Don't know .....12

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8A**

IN5 Please think about the hours that you spend 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 or video clip, play games online or check emails.

IN5A How many HOURS in a typical WEEK would you say you spend online at home?

Enter Number of hours spent online in this location – enter zero if none  
 Please enter 0.5 hours if less than 1 hour per week  
 Please round up to nearest half hour

IN5B How many HOURS in a typical WEEK would you say you spend online at your workplace or place of education?

Enter Number of hours spent online in this location– enter zero if none  
 Please enter 0.5 hours if less than 1 hour per week  
 Please round up to nearest half hour

IN5C And how many HOURS in a typical WEEK would you say you spend online anywhere else. Please include the time spent going online when you are commuting, travelling or are out and about, more generally?

Enter Number of hours spent online in this location– enter zero if none  
 Please enter 0.5 hours if less than 1 hour per week  
 Please round up to nearest half hour

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8A**

MULTICODE OK FOR CODES 1-9

IN6 **SHOWCARD IN6**

Which, if any of these things do you or someone in your household do at home?

**READ OUT:** Please choose as many as apply and just read out the numbers on the card

IF NECESSARY: Code 4: 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.

IF NECESSARY: Code 7: **‘strong’ passwords** are those that use combinations of uppercase and lowercase letters, numbers and other symbols

Use a firewall.....	1
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky) .....	2
Use email filters or software that can block unwanted or spam emails .....	3
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.) .....	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) to hide your location online .....	8
Use fingerprint or facial recognition technology to access a device or app or to make purchases online .....	9
None of these .....	10
Don't know .....	11

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8A**

MULTICODE OK FOR CODES 1-7

**IN7 SHOWCARD IN7**

Have you personally experienced any of the following issues in the past 12 months?

**READ OUT:** Please choose as many as apply and just read out the numbers on the card

**NOTE TO INTERVIEWER:** At code 5- 'trolling' refers to an anonymous person making hurtful or harmful comments to you

**NOTE TO INTERVIEWER:** At code 6- 'online stalking' may include false accusations, defamation, slanderous or libellous comments that are made online

A computer virus on any device you use to go online.....	1
Your email or social media account being hacked (someone accessing your account without your permission).....	2
Your financial or other personal information being stolen and/ or used online without your permission or knowledge.....	3
Lost money online (i.e. got scammed or ripped off).....	4
Any form of online bullying/ harassment/ trolling.....	5
Been threatened or stalked online.....	6
Online contact from someone who was pretending to be someone else.....	7
None of these.....	8
Don't know.....	9

**ASK IF DO NOT GO ONLINE AT IN1 (CODE 2) – OTHERS SKIP TO FILTER AT IN11**

MULTICODE OK FOR CODES 1-14

**IN8A SHOWCARD IN8**

Which of these reasons describe why you don't go online?

**READ OUT:** Please choose as many as apply and just read out the numbers on the card

The equipment needed to go online is too expensive/ not worth the money.....	1
Being connected to the internet is too expensive/ not worth the money.....	2
Getting online/ getting connected to the internet is too complicated.....	3
Using the internet, finding your way around on the internet is too complicated.....	4
I don't have the right equipment.....	5
I don't have the right help to know how to start.....	6
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this.....	7
I don't trust the internet/ being online is not safe/secure/ data privacy issues.....	8
Someone else goes online for me.....	9
Other 1 (WRITE IN).....	10
Other 2 (WRITE IN).....	11
Other 3 (WRITE IN).....	12
Other 4 (WRITE IN).....	13
Other 5 (WRITE IN).....	14
Don't know.....	15

**ASK IF DO NOT GO ONLINE AT IN1 (CODE 2) THAT DO NOT SAY DON'T KNOW AT IN8A (CODES 1-14) – OTHERS SKIP TO FILTER AT IN9**

SINGLE CODE

IN8B **SHOWCARD IN8 AGAIN**

Which one of the following best describes the main reason why you don't go online?

- The equipment needed to go online is too expensive/ not worth the money ..... 1
- Being connected to the internet is too expensive/ not worth the money ..... 2
- Getting online/ getting connected to the internet is too complicated ..... 3
- Using the internet, finding your way around on the internet is too complicated ..... 4
- I don't have the right equipment ..... 5
- I don't have the right help to know how to start..... 6
- It's just not for people for like me/ I don't see the need/ I'm not interested in doing this ..... 7
- I don't trust the internet/ being online is not safe/secure/ data privacy issues ..... 8
- Someone else goes online for me ..... 9
- Other 1 (pipped in from IN8A)..... 10
- Other 2 (pipped in from IN8A)..... 11
- Other 3 (pipped in from IN8A)..... 12
- Other 4 (pipped in from IN8A)..... 13
- Other 5 (pipped in from IN8A)..... 14
- Don't know ..... 15

**ASK IF DO NOT GO ONLINE AT IN1 (CODE 2) – OTHERS SKIP TO FILTER AT IN11**

MULTICODE FOR CODES 1 -6

IN9 In the past year, have you asked someone else to do something for you on the internet?

IF NO – CODE 7

IF YES – **SHOWCARD IN9** And was it to do any of the following or to do something else?

**READ OUT:** Please choose as many as apply

- To buy something/ for shopping..... 1
- To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.) ..... 2
- To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.) ..... 3
- To access other information..... 4
- To get in touch with someone ..... 5
- Other (WRITE IN) ..... 6
- No ..... 7
- Don't know ..... 8

**ASK IF DO NOT GO ONLINE AT IN1 (CODE 2) – OTHERS SKIP TO FILTER AT IN11**

MULTICODE OK FOR CODES 1-12

IN10 **SHOWCARD IN10**

And would any of these reasons prompt you to go online in the next 12 months?

**READ OUT:** Please choose as many as apply

To buy something/ for shopping.....	1
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.) .....	2
To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.) .....	3
To access other information.....	4
To get in touch with someone .....	5
If I had better equipment or better access to the internet .....	6
If I had someone to help me or to show me how to do it .....	7
If my job required me to go online.....	8
To watch TV shows on catch up or on demand services like Netflix, Now TV or ITV Hub, BBC iPlayer or All 4 .....	9
To specifically use BBC online services such as the BBC iPlayer or the BBC website .....	10
To use social media or messaging apps like Facebook, WhatsApp, Twitter or Snapchat etc.....	11
Other (WRITE IN) .....	12
Nothing would prompt me to go online in the next 12 months .....	13
Don't know .....	14

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN17**

IN11 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.

SINGLE CODE

IN11A **SHOWCARD IN11**

Overall, how confident are you as an internet user?

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

**IN11B – deliberately left blank**

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN17**

SINGLE CODE

IN11C **SHOWCARD IN11**

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

- 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 WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN17**

SINGLE CODE

IN11D **SHOWCARD IN11**

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

- 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 WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN17**

SINGLE CODE

IN12 In the last month, when you have gone online, have you....

**READ OUT CODES 1 TO 3**

- 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



**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN17**

MULTICODE OK FOR CODES 1-10

IN13 **SHOWCARD IN13**

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

**READ OUT:** Please choose as many as apply and just read out the numbers on the card

Access news websites or websites about politics or current affairs .....	1
Sign an online petition or used a campaigning website such as change.org .....	2
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc. ....	3
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.) .....	4
Look online for public services information on government sites such as gov.uk or HMRC .....	5v1
Look online for public service information on government sites such as ni.direct or HMRC .....	5v2
Look online at job opportunities or apply for a job online.....	6
Find information online for your leisure time including cinema and live music .....	7
Compare products or services online such as looking at reviews or doing price comparison searches .....	8
Find information online about cultural activities such as museums or theatre.....	9
Pay bills or check bills online .....	10
None of these .....	11
Don't know .....	12

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) THAT DO NOT CODE 11 OR 12 AT IN13 - OTHERS SKIP TO FILTER AT IN15**

MULTICODE OK FOR CODES 1-10

IN14 **SHOWCARD IN14**

And which if any of these activities have you used the internet for in **the last week**?

**READ OUT:** Please choose as many as apply and just read out the numbers on the card

Access news websites or websites about politics or current affairs .....	1
Sign an online petition or used a campaigning website such as change.org .....	2
Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc. ....	3
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.) .....	4
Look online for public services information on government sites such as gov.uk or HMRC .....	5v1
Look online for public service information on government sites such as ni.direct or HMRC .....	5v2
Look online at job opportunities or apply for a job online.....	6
Find information online for your leisure time including cinema and live music .....	7
Compare products or services online such as looking at reviews or doing price comparison searches .....	8
Find information online about cultural activities such as museums or theatre.....	9
Pay bills or check bills online .....	10
None of these .....	11
Don't know .....	12

**ASK IF HAVE NEVER COMPLETE GOVERNMENT PROCESSES ONLINE AT IN13 (CODE 3 IS NOT SELECTED) – OTHERS SKIP TO FILTER AT IN17**

MULTICODE OK FOR CODES 1-9

**IN15 SHOWCARD IN15**

You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport).

Which of these are reasons why you don't do this online?

**READ OUT:** Please choose as many as apply.

- I wasn't aware you could do this online..... 1
- The websites or apps are difficult to use or take too long to use ..... 2
- It's only possible to do these things in person or by phone, they can't be done online..... 3
- I prefer to make a phone call to do these things ..... 4
- I prefer to talk with someone in person to do these things ..... 5
- I don't believe it is safe to give my information online to do these things ..... 6
- I don't need to complete these government processes..... 7
- I prefer to use pen and paper / fill out a form / use the post..... 8
- Other reasons (WRITE IN) ..... 9
- Don't know ..... 10

**IN16 DELIBERATLY LEFT BLANK**

**ASK ALL**

MULTICODE OK FOR CODES 2-35

IN17 Can you tell me if you have any concerns about the internet?

IF YES – What sorts of things are you concerned about?

**PROBE:** What else?

**DO NOT READ OUT**

MULTICODE OK FOR CODES 2-35

No, do not have any concerns ..... 1

**RISKS TO OTHER PEOPLE/ TO SOCIETY**

Illegal goods for sale online ..... 2

People gambling online ..... 3

People masquerading as younger people online ..... 4

Content promoting radicalisation/ instructing how to be a terrorist ..... 5

Content instructing how to commit suicide/ self-harm ..... 6

Content relating to body image/ excessive dieting/ eating disorders ..... 7

Strangers contacting children ..... 8

Online bullying /harassment/ trolling ..... 9

Stalking or threats/ threatening behaviour online ..... 10

**OFFENSIVE CONTENT**

Homophobic material/ content ..... 11

Racist/ far right content ..... 12

Religious hate material content ..... 13

Sexual content/ pornography ..... 14

Strong/ offensive language/ swearing ..... 15

Children being able to access unsuitable content ..... 16

Violent content ..... 17

Content showing indecent images of children/ children being abused ..... 18

Content encouraging violence or crime ..... 19

**SECURITY/ FRAUD/ PRIVACY**

Claims for money/ phishing emails ..... 20

Viruses/ trojans/ worms/ spyware/ malicious software ..... 21

Identity theft ..... 22

Fraud ..... 23

Unsecure websites or apps ..... 24

Personal information that companies or the government may hold about me ..... 25

Spam/ unwanted emails ..... 26

Third parties having access to/ using your personal data without informing you ..... 27

My behaviour online being recorded/ tracked by websites/ apps ..... 28

Receiving advertising that is personally targeted ..... 29

General concerns about online privacy (unspecified) ..... 30

**OTHER CONCERNS**

Inappropriate advertising/ selling/ lack of clarity about what content is advertising ..... 31

Not controlled/ regulated/ anything can be shown on it/ fake news/ mis-information ..... 32

Pop-up adverts/ too many adverts ..... 33

Spending too much time online/ anti -social/ addictive ..... 34

Other (WRITE IN) ..... 35

Don't know ..... 36

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN31**  
SINGLE CODE

IN18A **SHOWCARD IN18A**

In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity?

Examples of these sorts of things might be cruel or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube.

Which of these options best describes whether you have seen things like this online in the past year?

- I have never seen things like this..... 1
- I sometimes see things like this ..... 2
- I often see things like this ..... 3
- Don't know ..... 4

**ASK IF EVER SEEN AT IN18A (CODES 2-3) – OTHERS SKIP TO FILTER AT IN19A**  
MULTICODE OK FOR CODES 2-9. CODE 1 TO BE SINGLE CODED

IN18B **SHOWCARD IN18B**

What if anything did you do after you saw the most recent example of something hateful online?

**READ OUT:** Please choose as many as apply

- I ignored it/ didn't do anything..... 1
- I commented on it to say I thought it was wrong..... 2
- I shared it with my friends to say I thought it was wrong ..... 3
- I reported it to the website/ app ..... 4
- I reported it somewhere else (i.e. police, Ofcom etc) ..... 5
- I blocked the person who shared or made the comments ..... 6
- I responded by 'disliking' the post/ comment/ video ..... 7
- I didn't visit the website/ app again ..... 8
- Something else – (WRITE IN) ..... 9
- Don't know ..... 10

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN31**  
SINGLE CODE

IN19A Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook?

IF NECESSARY: By 'videos' I mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people

IF NECESSARY: On any devices you use to go online

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

**ASK IF EVER WATCH VIDEOS AT IN19A (CODE 1) – OTHERS SKIP TO FILTER AT IN21**

MULTICODE OK FOR CODES 1-13

**IN19B SHOWCARD IN19B**

And what types of videos do you tend to watch on these sites and apps?

**READ OUT:** Please choose as many as apply and just read out the numbers on the card

'How- to' videos, tips or tutorials about things that I want to do .....	1
Reviews about things I may want to buy .....	2
Funny videos / jokes / pranks / challenges .....	3
Music videos .....	4
Short entertainment videos (film trailers, clips from TV programmes or highlights). .....	5
Whole TV programmes or films .....	6
News / current affairs / documentaries .....	7
Sports/ football clips or videos .....	8
Vlogs from vloggers/ influencers (like Zoella or Thatcher Joe).....	9
Game tutorials, walk-throughs, watching other people play games .....	10
Political speeches or campaigns .....	11
Religious speeches or events .....	12
Other types of videos (WRITE IN) .....	13
Don't know .....	14

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN31**

SINGLE CODE

IN21 I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube.  
Do you have a social media profile or account on any of these types of 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.

**IF NECESSARY:** Messaging apps like WhatsApp, Facebook Messenger, Viber or Telegram 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.

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

**ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN31**

MULTICODE OK FOR CODES 1-18

IN22 **SHOWCARD IN22**

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

**READ OUT:** Please choose as many as apply

**IF NECESSARY** - You said you had a profile or account on a social media or messaging site or app

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

- Facebook ..... 1
- Google+ (inc. Google Hangouts) ..... 2
- Instagram ..... 3
- LinkedIn ..... 4
- Musical.ly ..... 5
- Pinterest..... 6
- Reddit ..... 7
- Snapchat..... 8
- Tumblr..... 9
- Twitch..... 10
- Twitter ..... 11
- WhatsApp ..... 12
- YouTube ..... 13
- Other 1 (WRITE IN) ..... 14
- Other 2 (WRITE IN) ..... 15
- Other 3 (WRITE IN) ..... 16
- Other 4 (WRITE IN) ..... 17
- Other 5 (WRITE IN) ..... 18
- Don't know ..... 19

**ASK THOSE WITH MORE THAN ONE PROFILE AT IN22 (CODES 1-18) – OTHERS SKIP TO FILTER AT IN27**

SINGLE CODE

**IN23 SHOWCARD IN22 AGAIN**

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

Facebook .....	1
Google+ (inc. Google Hangouts) .....	2
Instagram .....	3
LinkedIn .....	4
Musical.ly .....	5
Pinterest.....	6
Reddit .....	7
Snapchat.....	8
Tumblr.....	9
Twitch.....	10
Twitter .....	11
WhatsApp .....	12
YouTube .....	13
Other 1 (pipped in from IN22) .....	14
Other 2 (pipped in from IN22) .....	15
Other 3 (pipped in from IN22) .....	16
Other 4 (pipped in from IN22) .....	17
Other 5 (pipped in from IN22) .....	18
Don't know .....	19

**IN24/ 25/ 26 – DELIBERATELY LEFT BLANK**

**ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN31**

SINGLE CODE

IN27 **SHOWCARD IN27**

To what extent do you agree with the following statement...

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

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

**ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN31**

SINGLE CODE

IN28 **SHOWCARD IN28**

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

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 IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN31**

MULTICODE OK FOR CODES 1-9

IN29 **SHOWCARD IN29**

When you read or see a news story or article on social media site 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?

**READ OUT:** Please choose as many as apply

**IF NECESSARY:** 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

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 see 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
Something else – (WRITE IN) .....	9
OR	
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 WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN31**

SINGLE CODE

IN30A Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use?  
IF YES: PROBE TO CODES 1 OR 2 OR 3

- Yes, often ..... 1
- Yes, sometimes ..... 2
- Yes, rarely ..... 3
- No, never ..... 4
- Don't know ..... 5

**ASK ALL WHO SAY THEY HAVE SEEN SOMETHING UPSETTING OR OFFENSIVE AT IN30A (CODE 1 OR 2 OR 3) – OTHERS SKIP TO FILTER AT IN31**

MULTICODE OK FOR CODES 1 -6

IN30B **SHOWCARD IN30B**

Did you take any of the following actions as a result of seeing this upsetting or offensive content?

**READ OUT:** Please choose as many as apply and just read out the numbers on the card

- I reported it through the report function or the block content function on the website. .... 1
- I blocked the person who shared the content or made the comments ..... 2
- I responded publicly to the person who shared the content or made the comments ..... 3
- I responded privately to the person who shared the content or made the comments ..... 4
- I stopped using that social media site ..... 5
- I shared it to highlight the issue to others ..... 6
- I didn't take any of these actions ..... 7
- Don't know ..... 8

**ASK ALL**

SINGLE CODE

IN31 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**

- Licence fee/ by the public ..... 1
- Sales of programmes and services to other channels/countries ..... 2
- By the government ..... 3
- Advertising on the website ..... 4
- Advertisers pay to prioritise their entry on the list/ be first on the list ..... 5
- Advertisers pay when users click through from sponsored links to their website ..... 6
- Other (WRITE IN) ..... 7
- Never 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?

IF 'ADVERTISING' – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

**DO NOT READ OUT**

Licence fee/ by the public ..... 1  
Selling content to other channels or countries ..... 2  
By the government ..... 3  
Advertising on the website ..... 4  
Advertisers pay to prioritise their entry on the list/ be first on the list ..... 5  
Advertisers pay when users click through from sponsored links to their website ..... 6  
Other (WRITE IN) ..... 7  
Never 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?

IF 'ADVERTISING' – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

**DO NOT READ OUT**

Licence fee/ by the public ..... 1  
Sales of programmes and services to other channels/countries ..... 2  
By the government ..... 3  
Advertising on the website ..... 4  
Advertisers pay to prioritise their entry on the list/ be first on the list ..... 5  
Advertisers pay when users click through from sponsored links to their website ..... 6  
Other (WRITE IN) ..... 7  
Never heard of it ..... 8  
Don't know ..... 9

**ASK ALL**

SINGLE CODE

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

IF 'ADVERTISING' – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

**DO NOT READ OUT**

- Licence fee/ by the public ..... 1
- Selling content to other channels or countries .....2
- By the government .....3
- Advertising on the website .....4
- Advertisers pay to prioritise their entry on the list/ be first on the list .....5
- Advertisers pay when users click through from sponsored links to their website .....6
- Other (WRITE IN) .....7
- Never heard of it .....8
- Don't know .....9

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

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.

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

SINGLE CODE

IN35A **SHOWCARD IN35**

**READ OUT:** Internet users must be protected from seeing inappropriate or offensive content

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

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

SINGLE CODE

IN35B **SHOWCARD IN35**

**READ OUT:** As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded

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

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

SINGLE CODE

IN35C **SHOWCARD IN35**

**READ OUT:** I think people should have the right to hide their identity online in order to express their views anonymously

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

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

SINGLE CODE

IN35D **SHOWCARD IN35**

**READ OUT:** I think it is important that people can say what they want online even if it is controversial or hurtful to others

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

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

SINGLE CODE

IN35E **SHOWCARD IN35**

**READ OUT:** When I visit websites or apps I usually accept the terms & conditions without reading them.

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

**ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN37**

SINGLE CODE

IN36 **SHOWCARD IN36**

And now thinking specifically about your use of **social media or messaging sites or apps**, please use this card to tell me the extent to which you agree or disagree with this next statement.

**READ OUT:** When I use **social media and messaging sites** I usually accept the terms & conditions without reading them.

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

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

SINGLE CODE

IN37 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?

IF NO - CODE 5

IF YES – **SHOWCARD IN37:** Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful?

- All is truthful ..... 1
- Most is truthful ..... 2
- Some is truthful..... 3
- Don't know ..... 4
- Don't think about whether the information is truthful ..... 5

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) THAT CONSIDER WHETHER THE INFORMATION THEY FIND ONLINE IS TRUTHFUL (IN37 – CODES 1-3) - OTHERS SKIP TO FILTER AT IN39**

MULTICODE OK FOR CODES 1-7

IN38 **SHOWCARD IN38**

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

**READ OUT:** Please choose 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 – (WRITE IN) .....7
- OR
- I don't make any checks ..... 8
- Don't know ..... 9

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

MULTICODE OK FOR CODES 1-8

**IN39 SHOWCARD IN39**

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

**READ OUT:** Please choose as many as 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
- Other (WRITE IN)..... 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 WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

MULTICODE OK FOR CODES 1-8

**IN40 SHOWCARD IN40**

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

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

**READ OUT:** Please choose as many as 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
- Other (WRITE IN) .....8
  
- I register my details online whenever they are required .....9
- Don't know ..... 10

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**  
 MULTICODE OK FOR CODES 1-9

**IN41 SHOWCARD IN41**

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?

**READ OUT:** Please choose as many as apply

Search engines – such as Google .....	1
The Wikipedia website .....	2
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable .....	3
Social media websites or apps (like Facebook, Twitter, Instagram) .....	4
The BBC website .....	5
The YouTube website .....	6
Newspaper websites/apps like theguardian.com or <a href="http://www.dailymail.co.uk">www.dailymail.co.uk</a> etc.....	7
Online articles on sites/ apps like Buzzfeed.com or huffingtonpost.co.uk etc.....	8
A Government or local council website .....	9
None of these.....	10

**IN42/43/44 – DELIBERATEY LEFT BLANK**

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**  
 SINGLE CODE

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

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 FILTER AT IN48**

SINGLE CODE

**IN46 SHOWCARD 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?

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 FILTER AT IN48**

MULTI CODE OK FOR CODES 1-4

**IN47 SHOWCARDS IN47A AND IN47B**

Here's an image from a Google search for 'walking boots' (**SHOWCARD IN47A**).

Do any of these (**SHOWCARD IN47B**) apply to the first four results that are listed on the left?

- 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 (WRITE IN) ..... 4
- Don't know ..... 5

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

SINGLE CODE

**IN48 SHOWCARD 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?

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

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

SINGLE CODE

**IN49 SHOWCARD IN49**

Which of the following statements best describes your feelings about online advertisements?

- I don't mind seeing any online ads..... 1
- I don't mind seeing online ads as long as they are for things I'm interested in ..... 2
- I dislike all online ads ..... 3
- Don't know ..... 4

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

MULTICODE OK FOR CODES 1-3

**IN50 SHOWCARD IN50**

Have you ever done any of the following?

**READ OUT:** Please choose as many as apply

- Used ad-blocking filters or software (software that prevents some types of ads appearing)..... 1
- Used false information when registering for things online to avoid spam/ junk email ..... 2
- Say no / don't tick the box allowing companies to send me "information on offers and news" ..... 3
- None of these ..... 4
- Don't know ..... 5



**ASK ALL WHO USE YOUTUBE/ VIMEO ETC AT IN19A (CODE 1) – OTHERS SKIP TO IN52**

MULTICODE OK FOR CODES 1-4

**IN51 SHOWCARD IN51**

On sites like YouTube, Snapchat or Vimeo some vloggers or influencers with lots of followers like Zoella or Thatcher Joe, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop.

Which, if any, of these are reasons why they might say good things about these products or brands?

**READ OUT:** Please choose as many as apply

- They are being paid by the company or brand to say this ..... 1
- They think this information will be of interest or use to their followers ..... 2
- They like to use those particular products or brands because of their quality or value..... 3
- Other (WRITE IN)..... 4
- Don't know ..... 5

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

MULTICODE OK FOR CODES 1-4

**IN52 SHOWCARD 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?

IF NECESSARY: This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the John Lewis or Tesco websites/ apps

IF NECESSARY: **Definition of a cookie (CODE 1):** 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.

**READ OUT:** Please choose as many as 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
- OR
- Not aware of any of these / Not aware that companies collect information about what people do online ..... 5
- Don't know ..... 6

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

MULTICODE OK FOR CODES 1-7

IN53

**SHOWCARD IN53**

Please read the full list of statements on this card about how people feel about online companies collecting and using their personal information. If you agree with any of these statements, please just tell me the number that corresponds with each.

**READ OUT:** Please choose as many as 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
- OR
- I am not happy for companies to collect and use my personal information ..... 8
- Don't know ..... 9

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

MULTICODE OK FOR CODES 1-10

IN54

**SHOWCARD IN54**

Which if any of the following things have you ever done online?

Please think about whether you have done any of these things on any of the devices you may use to go online.

So, this could be on a tablet, mobile phone, computer or other device.

**READ OUT:** Please choose as many as apply and just read out the numbers on the card

- Added filters to or edited a digital photo..... 1
- Made a video and shared it online .....2
- Made a meme or gif (an image, video or text that gets circulated online) ..... 3
- Made a blog or vlog (video blog).....4
- Made/ built/ modified a website or app ..... 5
- Made your own music online or changed/ edited somebody else's music (such as editing/ cutting or mixing tracks) .....6
- Live streamed videos on sites like Facebook Live, YouTube Live or 'Live' on Instagram Stories .....7
- Followed online tutorials (e.g. hair, make up, DIY, cookery, drawing, how to play a musical instrument etc.) .....8
- Created an online photo book, calendar, personalised birthday card .....9
- Created an online scrapbook of ideas, on sites like Pinterest ..... 10
- None of these..... 11
- Don't know ..... 12

**ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1**

MULTICODE OK FOR CODES 1-6

IN55 **SHOWCARD 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: MoneySuperMarket.com, PriceRunner, USwitch, CompareTheMarket.com, Go Compare, Kelkoo etc.

**READ OUT:** Please choose as many as 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 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 WHO GO ONLINE THAT HAVE EVER USED A PCW AT IN55 (CODES 1-6)**

MULTICODE OK FOR CODES 1-6

IN56 **SHOWCARD IN56**

And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months?

**READ OUT:** Please choose as many as 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 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 not used a price comparison website in the past 12 months.....	7
Don't know .....	8

**ASK ALL WHO GO ONLINE THAT HAVE EVER USED A PCW AT IN55 (CODES 1-6)**

MULTI CODE OK FOR CODES 1-3

**IN57 SHOWCARD IN57**

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

**READ OUT:** Please choose as many as 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 IF EVER WATCH VIDEOS AT IN19A (CODE 1) – OTHERS SKIP TO FILTER AT IN59A**

SINGLE CODE

**IN58A** You said earlier you ever watch videos on sites or apps like YouTube. Did you know there is a reporting button or flag on YouTube which can be used to report inappropriate content?

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

**ASK IF EVER WATCH VIDEOS AT IN19A (CODE 1) – OTHERS SKIP TO FILTER AT IN59A**

SINGLE CODE

**IN58B** Have you ever seen something on YouTube that you considered inappropriate?

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

**ASK IF EVER USE FACEBOOK AT IN22 (CODE 1) – OTHERS SKIP TO FILTER AT IN60A**

SINGLE CODE

**IN59A** You said earlier you used Facebook. Did you know there is a reporting button or flag on Facebook which can be used to report inappropriate content?

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

**ASK IF EVER USE FACEBOOK AT IN22 (CODE 1) – OTHERS SKIP TO FILTER AT IN60A**

SINGLE CODE

**IN59B** Have you ever seen something on Facebook that you considered inappropriate?

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

**ASK IF EVER USE TWITTER AT IN22 (CODE 11) – OTHERS SKIP TO FILTER AT IN61**

SINGLE CODE

IN60A You said earlier you used Twitter. Did you know there is a reporting button or flag on Twitter which can be used to report inappropriate content?

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

**ASK IF EVER USE TWITTER AT IN22 (CODE 11) – OTHERS SKIP TO FILTER AT IN61**

SINGLE CODE

IN60B Have you ever seen something on Twitter that you considered inappropriate?

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

**ASK IF EVER SEEN ANYTHING INAPPROPRIATE ON YOUTUBE AT IN58B (CODE 1) – OTHERS SKIP TO FILTER AT IN62**

MULTICODE OK FOR CODES 1-4

IN61 Have you ever reported inappropriate content to YouTube?

IF NO - CODE 6

IF YES - **SHOWCARD IN61** - How did you report this inappropriate content to YouTube

**READ OUT:** Please choose as many as apply

- I emailed/ sent a message to YouTube ..... 1
- I reported it through the reporting button/flag on YouTube ..... 2
- I posted a comment on the site/ app under the inappropriate content..... 3
- Something else – (WRITE IN) ..... 4
- Don't know ..... 5
- I have not reported something inappropriate to YouTube ..... 6

**ASK IF EVER SEEN ANYTHING INAPPROPRIATE ON FACEBOOK AT IN59B (CODE 1) – OTHERS SKIP TO FILTER AT IN63**

MULTICODE OK FOR CODES 1-4

IN62 Have you ever reported inappropriate content to Facebook?

IF NO - CODE 6

IF YES - **SHOWCARD IN62** - How did you report this inappropriate content to Facebook

**READ OUT:** Please choose as many as apply

- I emailed/ sent a message to Facebook ..... 1
- I reported it through the reporting button/flag on Facebook..... 2
- I posted a comment on the site/ app under the inappropriate content..... 3
- Something else – (WRITE IN) ..... 4
- Don't know ..... 5
- I have not reported something inappropriate to Facebook ..... 6

**ASK IF EVER SEEN ANYTHING INAPPROPRIATE ON TWITTER AT IN60B (CODE 1) – OTHERS SKIP TO FILTER AT IN64**

MULTICODE OK FOR CODES 1-4

IN63 Have you ever reported inappropriate content to Twitter?

IF NO - CODE 6

IF YES - **SHOWCARD IN63** - How did you report this inappropriate content to Twitter?

**READ OUT:** Please choose as many as apply

- I emailed/ sent a message to Twitter ..... 1
- I reported it through the reporting button/flag on Twitter..... 2
- I posted a comment on the site/ app under the inappropriate content..... 3
- Something else – (WRITE IN) ..... 4
- Don't know ..... 5
- I have not reported something inappropriate to Twitter ..... 6

**ASK IF HAVE EVER SEEN ANYTHING INAPPROPRIATE ON YOUTUBE BUT NOT REPORTED IT AT IN61 (CODE 6) – OTHERS SKIP TO FILTER AT IN65**

MULTICODE OK FOR CODES 1-7

IN64 Why did you not report the inappropriate content to YouTube?

**DO NOT PROMPT**

- Didn't think they would do anything about it ..... 1
- Expected other people to report it..... 2
- I didn't know how to report it ..... 3
- I couldn't be bothered ..... 4
- Asked someone else to do it for me ..... 5
- I didn't have time..... 6
- Something else – (WRITE IN) ..... 7
- Don't know ..... 8

**ASK IF HAVE EVER SEEN ANYTHING INAPPROPRIATE ON FACEBOOK BUT NOT REPORTED IT AT IN62 (CODE 6) – OTHERS SKIP TO FILTER AT IN66**

MULTICODE OK FOR CODES 1-7

IN65 Why did you not report the inappropriate content to Facebook?

**DO NOT PROMPT**

- Didn't think they would do anything about it ..... 1
- Expected other people to report it..... 2
- I didn't know how to report it ..... 3
- I couldn't be bothered ..... 4
- Asked someone else to do it for me ..... 5
- I didn't have time..... 6
- Something else – (WRITE IN) ..... 7
- Don't know ..... 8

**ASK IF HAVE EVER SEEN ANYTHING INAPPROPRIATE ON TWITTER BUT NOT REPORTED  
IT AT IN63 (CODE 6) – OTHERS SKIP TO FILTER AT M1**

MULTICODE OK FOR CODES 1-7

IN66 Why did you not report the inappropriate content to Twitter?

**DO NOT PROMPT**

- Didn't think they would do anything about it ..... 1
- Expected other people to report it..... 2
- I didn't know how to report it ..... 3
- I couldn't be bothered ..... 4
- Asked someone else to do it for me ..... 5
- I didn't have time..... 6
- Something else – (WRITE IN) ..... 7
- Don't know ..... 8

**MOBILE PHONE SECTION**

**READ OUT** – I'd like to ask you some questions now about mobile phones.

NEW SCREEN

**ASK ALL**

MULTICODE OK FOR CODES 2-22

M1 Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about?

**PROBE:** What else?

**DO NOT READ OUT**

MULTICODE OK FOR CODES 2-22

No, do not have any concerns .....1

**HEALTH**

Health concerns – masts .....2

Health concerns – using handset.....3

**AFFORDABILITY**

Cost of calls - generally.....4

Cost of calls when abroad.....5

Cost of new handsets .....6

Cost of premium rate text messages .....7

Cost of using the phone to get online/ visit websites / data usage .....8

Incurring unexpected additional charges through using apps/ applications.....9

Incurring unexpected costs due to exceeding the data plan/ going online too much.....10

**SECURITY/ FRAUD**

Junk/ spam text messages .....11

Unsolicited text messages that charge a premium rate to respond .....12

Getting viruses, trojans or malware installed on the phone .....13

**PRIVACY**

Intrusion into other people's space/ public space .....14

People using phones in quiet spaces .....15

Receiving targeted advertising based on my location.....16

**RISKS TO OTHER PEOPLE/ TO SOCIETY**

Children having phones at a young age .....17

Use of phone to film anti-social or inappropriate behaviour .....18

People driving while using mobile phones .....19

Strangers contacting children .....20

Target for stealing mobile phone .....21

**OTHER CONCERNS**

Other (WRITE IN) .....22

---

Don't know .....23



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

SINGLE CODE

M2A Do you know how to check your data allowance to see how much data you have left?

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

**ASK IF KNOW HOW TO CHECK AT M2A (CODE1) – OTHERS SKIP TO M3**

SINGLE CODE

M2B And do you ever check your data allowance to see how much data you have left?

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

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

SINGLE CODE

M3 Do you ever use up your data allowance on your mobile phone?

IF YES: PROBE TO PRECODES 1-3

- Yes, very often/ most months ..... 1
- Yes, often / not every month ..... 2
- Yes, sometimes / a couple of times a year ..... 3
- No, I never run out of data ..... 4
- Don't know ..... 5

**ASK ALL WHO USE UP THEIR DATA ALLOWANCE AT M3 (CODES 1-3) – OTHERS SKIP TO M5**

MULTICODE OK FOR CODES 1-7

M4 **SHOWCARD M4**

When you are at risk of running out of data do you ever do any of the following things?

READ OUT: Please choose as many as apply

- Use the phone less for going online so you can save your data ..... 1
- Only go online when you can use Wi-Fi ..... 2
- Turn off or restrict automatic downloads of upgrades or automatic updates for apps ..... 3
- Go to fewer sites or apps than you would usually/ use your browser less ..... 4
- Avoid doing 'data-hungry' activities like playing videos or playing games ..... 5
- Buy extra data ..... 6
- Other (WRITE IN) ..... 7
- Don't know ..... 8

**ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1**  
SINGLE CODE

M5 Do you ever use free public Wi-Fi?

IF NECESSARY Wi-Fi that is provided free of charge in public locations like coffee shops or hotels. Some of these may require you to register or to log in to gain access to the public Wi-Fi.

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

**ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1**  
SINGLE CODE

M6 **SHOWCARD M6**

Using this card, please tell me the extent to which you agree or disagree with the following statement

**READ OUT:** Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop

- 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 (CODE1) – OTHERS SKIP TO G1**  
SINGLE CODE

M7 **SHOWCARD M7**

Using this card please tell me how often you use your mobile phone to complete a form or an application for something on your phone

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

**GAMING SECTION**

**READ OUT** – I'd like to ask you some questions now about playing games.

**ASK ALL**

MULTICODE OK FOR CODES 1-8

G1

**SHOWCARD G1**

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

**READ OUT:** Please choose as many as 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 smart watch (such as Apple Watch) .....	8
No, never .....	9

**ASK ALL**

MULTICODE OK FOR CODES 2-19

G2 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?

**PROBE:** What else?

**DO NOT READ OUT**

MULTICODE OK FOR CODES 2-19

No, do not have any concerns.....	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
Encourages gambling style behaviour.....	9
<b>HEALTH</b>	
Contributes to obesity.....	10
Health issues.....	11
I could become addicted to playing games.....	12
Others could become addicted to playing games.....	13
<b>AFFORDABILITY</b>	
Cost of games consoles/ games players.....	14
Cost of games.....	15
Cost of in-game purchases.....	16
<b>OTHER CONCERNS</b>	
Contact with people I don't personally know/ I've never met in person.....	17
Waste too much time playing games.....	18
Other (WRITE IN).....	19
<hr/>	
Don't know.....	20

**ASK IF EVER PLAY GAMES AT HOME OR ELSEWHERE AT G1 (CODES 1-8) – OTHERS  
SKIP TO INTRO AHEAD OF C1**

SINGLE CODE

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

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.

**ASK ALL**  
SINGLE CODE

**C1 SHOWCARD C1**

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

- Married/ civil partnership..... 1
- Cohabiting.....2
- Single.....3
- Widowed, divorced or separated .....4
- Refused .....5

**ASK ALL**

**C2** How many people are there in your household in total (including yourself)?  
WRITE IN BELOW

--	--

**ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6A**

**C3** 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?  
IF NO - Code zero  
WRITE IN BELOW

--	--

**ASK IF 1+ CHILD AT HOME AT C3 – OTHERS SKIP TO C5**

MULTICODE OK FOR CODES 1-5 IF C3>1. If C3 IS 1 THEN SINGLE CODE

**C4** And what age is this child/ And what ages are these children?

PROMPT IF NECESSARY

- 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

**ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6A**

MULTICODE OK FOR CODES 1-9

C5 **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 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 .....	10
Refused .....	11

**ASK ALL**

SINGLE CODE

C6a 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

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

**ASK IF NOT WORKING AT C6A (CODES 3-7) AND MORE THAN ONE ADULT IN THE HOUSEHOLD  
BASED ON RESPONSE AT C2/C3 – OTHERS SKIP TO C7**

SINGLE CODE

C6b Are any other adults in the household working either full time or part time?

SINGLE CODE

Yes, somebody in the household is working.....	1
No members of the household are working .....	2
Don't know/ refused to say .....	3

**ASK ALL**

SINGLE CODE

C7 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

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

**ASK ALL**

SINGLE CODE

**C8 SHOWCARD C8**

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

- 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

**ASK ALL**

SINGLE CODE

**C9 SHOWCARD C9**

Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions?

	Per week	Per Year	
A	Up to £199	Up to £10,399	1
B	From £200 to £299	From £10,400 to £15,599	2
C	From £300 to £499	From £15,600 to £25,999	3
D	From £500 to £699	From £26,000 to £36,399	4
E	From £700 to £999	From £36,400 to £51,999	5
F	£1,000 and above	£52,000 and above	6
		Don't know	7
		Refused	8

**ASK ALL**

SINGLE CODE

**C10 SHOWCARD C10**

Which of these options applies to your home?

- 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

**ASK ALL**

SINGLE CODE

**QHealthConsent** Please confirm you are happy to proceed with us asking about your health in terms of any limits to your daily activities or the work you can do in light of the manner in which we collect, hold, and use your personal data.

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

**ASK IF CODE 1 AT QHEALTHCONSENT – OTHERS GO TO QETHNICITYCONSENT**

SINGLE CODE

C11 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?

- Yes ..... 1
- No ..... 2
- Don't know ..... 3
- Refused ..... 4

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

SINGLE CODE

C12 Does this illness, disability or infirmity limit your activities in any way?

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

**ASK IF LIMITS ACTIVITIES IN ANY AWAY AT C12 (CODE 1) – OTHERS SKIP TO QETHNICITYCONSENT**

MULTICODE OK FOR CODES 1-10

C13 **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 ..... 11

**C14 – DELIBERATELY LEFT BLANK**



**ASK ALL**

SINGLE CODE

**QEthnicityConsent**

Please confirm you are happy to proceed with us asking about your national identity, ethnic group or background in light of the manner in which we collect, hold, and use your personal data.

PLEASE PROBE TO PRECODES

- Yes (national identity only) ..... 1
- Yes (ethnicity only) ..... 2
- Yes (national identity AND ethnicity) ..... 3
- No to both ..... 4

**ASK IF CODE 1 OR CODE 3 AT QETHNICITYCONSENT – OTHERS GO TO FILTER ABOVE**

**C16**

SINGLE CODE

C15

**SHOWCARD C15**

How would you describe your national identity?

- English..... 1
- Scottish..... 2
- Welsh..... 3
- Northern Irish..... 4
- British..... 5
- Other (WRITE IN)..... 6
- Refused ..... 7

**ASK IF CODE 2 OR CODE 3 AT QETHNICITY CONSENT – OTHERS GO TO C17**

SINGLE CODE

**C16 SHOWCARD C16**

Which one of these groups best describes your ethnic group or background? Please just read out the number that applies to you.

<u>WHITE</u>	
British .....	1
English .....	2
Scottish .....	3
Welsh .....	4
Irish .....	5
Gypsy, Traveller or Irish Traveller .....	6
Any other white background (WRITE IN) .....	7
<hr/>	
<u>MIXED</u>	
White and Black Caribbean .....	8
White and Black African .....	9
White and Asian .....	10
Any other mixed background (WRITE IN) .....	11
<hr/>	
<u>ASIAN AND BRITISH ASIAN</u>	
Indian .....	12
Pakistani .....	13
Bangladeshi .....	14
Any other Asian background (WRITE IN) .....	15
<hr/>	
<u>BLACK AND BLACK BRITISH</u>	
Caribbean .....	16
African .....	17
Any other black background (WRITE IN) .....	18
<hr/>	
<u>MIDDLE EAST AND ARABIC ORIGIN</u>	
Middle Eastern, including Arabic origin .....	19
Iranian .....	20
<u>CHINESE OR OTHER ETHNIC GROUP</u>	
Chinese .....	21
Any other background (WRITE IN) .....	22
<hr/>	
Refused .....	23

**THANK AND CLOSE**