INTRODUCTION

Good morning/ afternoon/ evening. My name is……, I’m from Critical Research, 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 views on a variety of things including mobile phones, home phones, internet, TV and radio. It should take approximately 30 minutes to complete. Would you be interested in taking part?

You can refuse to participate or stop the survey at any point. The data we are collecting is for research purposes only and we rely on your consent to process the data.

Your answers to this questionnaire will remain completely confidential and anonymous unless you give us specific permission. The combined findings from everyone we talk to for this research will be published in the Spring of this year.

This is genuine research, no selling is involved at any stage, we simply want your opinions for our survey.

Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy leaflet which explains your rights

IF REQUIRED: All our surveys are conducted under the Code of Conduct of the UK Market Research Society and their contact number is in the Privacy Policy leaflet we have provided. Critical Research is an independent market research agency based in London.

Could you 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.
COMPLETE FOR ALL RESPONDENTS

SE  CODE GENDER (DO NOT ASK)

Male  ..................................................................................... 1
Female ................................................................. 2

SF  ASK ALL

What is your age?
WRITE IN AND CODE EXACT AGE

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>16 - 17</td>
</tr>
<tr>
<td>18 - 24</td>
</tr>
<tr>
<td>25 - 34</td>
</tr>
<tr>
<td>35 - 44</td>
</tr>
<tr>
<td>45 - 54</td>
</tr>
<tr>
<td>55 - 64</td>
</tr>
<tr>
<td>65 - 74</td>
</tr>
<tr>
<td>75+</td>
</tr>
</tbody>
</table>

QZ8  ASK ALL

What is the occupation of the main income 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
Refused.......................................................... 7
SI  **ASK ALL**
What is the **total** number of people in the household (including respondent and **any children**)?
WRITE IN

SK  **CODE HOUSEHOLD SIZE (FROM SI)**
SINGLE CODE
Small (1-2 people) ................................................................. 1
Medium (3-4 people) ............................................................... 2
Large (5+ people) ................................................................. 3

SJ  **ASK ALL**
And what is the total number of **children** in the household (Under 18), including respondent (if respondent is under 18)
WRITE IN

SM  **ASK IN WALES ONLY – OTHERS SKIP TO DEVICES OWNED SECTION (Pg 4)**
Can you speak or write in Welsh at all? IF YES – Would you say you are fluent?
SINGLE CODE
Yes, and fluent ................................................................. 1
Yes, but not fluent ............................................................... 2
No ...................................................................................... 3

SN  **ASK IF CAN SPEAK OR WRITE IN WELSH AT SM (CODES 1-2) – OTHERS SKIP TO DEVICES OWNED SECTION (Pg 4)**
What is your preferred language?
SINGLE CODE – READ OUT IF NECESSARY
English ................................................................. 1
Welsh ............................................................... 2
Other language – SPECIFY ........................................... 3

Don’t know ........................................................................ 4
DEVICES OWNED SECTION

SAY TO RESPONDENT - Firstly I’d like to ask you about the types of devices you have in your home.

QB1 ASK ALL
SHOWCARD B1
Which of the following do you, or does anyone in your household, have in your home at the moment? Just read out the letter or letters that apply.
MULTICODE OK FOR CODES 1-10

QB2 IF HAS ITEM AT QB1, ASK QB2 STRAIGHT AFTER – OTHERS SKIP TO FIXED LINE PHONE SECTION (Pg 5)
SHOWCARD B1 AGAIN
And do you personally use [item at QB1]?
MULTICODE OK FOR CODES 1-6

<table>
<thead>
<tr>
<th></th>
<th>QB1 AT HOME</th>
<th>QB2 USE PERSONALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)</td>
<td>1</td>
</tr>
<tr>
<td>B</td>
<td>Handheld/ portable games player (e.g. Nintendo Switch)</td>
<td>2</td>
</tr>
<tr>
<td>C</td>
<td>An MP3 player/ iPod</td>
<td>3</td>
</tr>
<tr>
<td>D</td>
<td>E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>A DVD player- standard, Blu Ray or HD DVD</td>
<td>5</td>
</tr>
<tr>
<td>F</td>
<td>VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>None of these (SINGLE CODE)</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Don’t know (SINGLE CODE)</td>
<td>8</td>
</tr>
</tbody>
</table>
FIXED LINE PHONE SECTION

SAY TO RESPONDENT – I’d like to ask you some questions about landline telephone services in your home. By landline, I mean the phone line that comes into your home, not a mobile phone or internet voice service.

QC1  ASK ALL
    Is there a landline phone in your home that can be used to make and receive calls? IF NECESSARY: Not a mobile phone or internet voice service.
    IF YES, ASK: Can this phone be used to make and receive calls?
    SINGLE CODE – IF HAVE LINE/ PHONE BUT CAN’T USE PROBE TO PRECODE REASON(S)

    Can use to make and receive calls.................................................................1
    Can receive but not make calls/ incoming only..................................................2
    Line not working properly/ needs to be repaired..................................................3
    No, do not have landline phone .............................................................................4
    Don’t know ..............................................................................................................5

QC32  ASK IF DO NOT HAVE A LANDLINE PHONE THAT CAN BE USED AT QC1 (CODES 4-5) – OTHERS SKIP TO QC2

    Does your household have a landline which you use to receive a fixed broadband service?
    SINGLE CODE

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

QC2  ASK IF HAVE A LANDLINE PHONE AT HOME (QC1 CODES 1-3) – OTHERS SKIP TO MOBILE PHONE SECTION (Pg 7)

    Do you ever use this landline phone handset at home yourself to make calls?
    SINGLE CODE

    Yes ....................................................................................................................1
    No ....................................................................................................................4
    Don’t know ......................................................................................................5
**QC21B**  
ASK IF HAVE A HOME LANDLINE PHONE AT QC1 (CODES 1-3) OR AT QC32 (CODE 1) – OTHERS SKIP TO MOBILE PHONE SECTION (Pg 7)  
SHOWCARD C21

Which of these do you consider is your main supplier for your landline?

**SINGLE CODE**

<table>
<thead>
<tr>
<th>Supplier</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>BT</td>
<td>1</td>
</tr>
<tr>
<td>EE</td>
<td>2</td>
</tr>
<tr>
<td>KCOM</td>
<td>3</td>
</tr>
<tr>
<td>NOW TV</td>
<td>4</td>
</tr>
<tr>
<td>The Phone Co-op/ The Co-operative</td>
<td>5</td>
</tr>
<tr>
<td>Post Office</td>
<td>6</td>
</tr>
<tr>
<td>Plusnet</td>
<td>7</td>
</tr>
<tr>
<td>Primus</td>
<td>8</td>
</tr>
<tr>
<td>Sky</td>
<td>9</td>
</tr>
<tr>
<td>SSE</td>
<td>10</td>
</tr>
<tr>
<td>TalkTalk</td>
<td>11</td>
</tr>
<tr>
<td>Tesco</td>
<td>12</td>
</tr>
<tr>
<td>Virgin Media</td>
<td>13</td>
</tr>
<tr>
<td>Vodafone</td>
<td>14</td>
</tr>
<tr>
<td>Fuel Broadband</td>
<td>15</td>
</tr>
<tr>
<td>Utility Warehouse</td>
<td>16</td>
</tr>
<tr>
<td>Other (WRITE IN)</td>
<td>17</td>
</tr>
<tr>
<td>Don’t know</td>
<td>18</td>
</tr>
</tbody>
</table>
MOBILE PHONE SECTION

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

QD1  ASK ALL
How many mobile phones in total do you and members of your household use?
SINGLE CODE

One..................................................1
Two...................................................2
Three...............................................3
Four or more.....................................4
None................................................5
Don't know.......................................6

QD2  ASK IF HAVE ANY MOBILE PHONES IN HOUSEHOLD AT QD1 (CODES 1-4) – OTHERS SKIP TO INTERNET SECTION (Pg 12)
Do you personally use a mobile phone?
IF YES, ASK: How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes.
SINGLE CODE

1..................................................1
2...................................................2
3...............................................3
4 or more.....................................4
None.............................................5

QD46 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4) – OTHERS SKIP TO INTERNET SECTION (Pg 12)
SHOWCARD
Which of these describes how you acquired your mobile phone?
SINGLE CODE

It was bought as a brand new phone (as part of a contract including calls, texts and data) ..........1
It was bought as a brand new phone (not as part of a contract, just the phone itself) ..............2
It was bought as a refurbished/ used phone .................................................................3
It was passed on to me/ hand me down...........................................................................4
Something else - SPECIFY ...........................................................................................5
Don't know....................................................................................................................6
### QD10 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4)

**SHOWCARD D3**

Which mobile network do you use most often?

<table>
<thead>
<tr>
<th>Single Code</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>EE/ Orange/ T-Mobile</td>
</tr>
<tr>
<td>2</td>
<td>O2</td>
</tr>
<tr>
<td>3</td>
<td>Vodafone</td>
</tr>
<tr>
<td>4</td>
<td>‘3’</td>
</tr>
<tr>
<td>5</td>
<td>Virgin Media/ Any Virgin</td>
</tr>
<tr>
<td>6</td>
<td>TalkTalk</td>
</tr>
<tr>
<td>7</td>
<td>Talk Mobile</td>
</tr>
<tr>
<td>8</td>
<td>Tesco</td>
</tr>
<tr>
<td>9</td>
<td>Giffgaff</td>
</tr>
<tr>
<td>10</td>
<td>Lebara</td>
</tr>
<tr>
<td>11</td>
<td>Lyca Mobile</td>
</tr>
<tr>
<td>12</td>
<td>Asda Mobile</td>
</tr>
<tr>
<td>13</td>
<td>BT</td>
</tr>
<tr>
<td>14</td>
<td>iD Mobile (Carphone Warehouse)</td>
</tr>
<tr>
<td>15</td>
<td>Plusnet</td>
</tr>
<tr>
<td>16</td>
<td>Utility Warehouse</td>
</tr>
<tr>
<td>17</td>
<td>Sky Mobile</td>
</tr>
<tr>
<td>18</td>
<td>Voix</td>
</tr>
<tr>
<td>19</td>
<td>Smarty</td>
</tr>
<tr>
<td>20</td>
<td>Other (WRITE IN)</td>
</tr>
<tr>
<td>21</td>
<td>Don't know</td>
</tr>
</tbody>
</table>

### QD24B ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4)

Do you personally use a smartphone? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy.

**SINGLE CODE**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
</tr>
<tr>
<td>3</td>
<td>Don't know</td>
</tr>
</tbody>
</table>

### QD41 ASK ALL WHO PERSONALLY USE A SMARTPHONE AT QD24B (CODE 1) – OTHERS SKIP TO QD11 (Pg 9)

Do you have a 4G service? This is a service that enables faster mobile internet access.

**SINGLE CODE**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
</tr>
<tr>
<td>3</td>
<td>Don't know</td>
</tr>
</tbody>
</table>

### QD47 ASK ALL WHO PERSONALLY USE A SMARTPHONE AT QD24B (CODE 1)

Do you have a 5G service? This is the latest generation of mobile access which is being rolled out across UK towns and cities.

**SINGLE CODE**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
</tr>
<tr>
<td>3</td>
<td>Don't know</td>
</tr>
</tbody>
</table>
QD11  ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4)
SHOWCARD D11
Which of these best describes the mobile package you personally use most often?
SINGLE CODE

Prepay/ pay as you go – using top-ups.......................... 1
Monthly contract/ SIM-only – paying monthly ................. 2
Other (WRITE IN) ....................................................... 3

_____________________________________________________

Don’t know..................................................................... 4

QD11A ASK IF HAVE A PAY MONTHLY/ CONTRACT PHONE AT QD11 (CODE 2) – OTHERS SKIP TO QD28A (Pg 10)
When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card?
SINGLE CODE

Handset and contract.................................................... 1
SIM card only............................................................... 2
Don’t know................................................................. 3
**QD28A**  ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4)
**SHOWCARD D28**
Which, if any, of the following activities do you use your mobile for? Please read through the full list of possible uses and – as you do so - read out the number or numbers that apply to how you use your mobile.
MULTICODE OK FOR CODES 1-22

**QD28B**  ASK IF MENTION ANY ACTIVITY AT QD28A (CODES 1-22) – OTHERS SKIP TO QD28G (Pg 11)
**SHOWCARD D28 AGAIN**
And which of these activities have you used your mobile for in the last week?
MULTICODE OK – ONLY ALLOW RESPONSES ALREADY GIVEN AT QD28A

<table>
<thead>
<tr>
<th>PHONE FEATURES</th>
<th>QD28A EVER USED</th>
<th>QD28B USED IN LAST WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Listen to radio</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>B  Listen to music (not radio)</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>C  Listen to podcasts</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>D  Play games</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>E  Take photos</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>F  Record video clips</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>G  Listen to or read an e-book</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MESSAGING/ CALLS</th>
<th>QD28A EVER USED</th>
<th>QD28B USED IN LAST WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>H  Send / receive text messages</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>I  Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>J  Make calls</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MOBILE WEB</th>
<th>QD28A EVER USED</th>
<th>QD28B USED IN LAST WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>K  Send/ receive emails</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>L  General browsing/ surfing the internet</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>M  Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>N  Making video calls e.g. via FaceTime, Skype or WhatsApp</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>O  Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>P  Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Q  Accessing/ receiving news</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>R  Accessing/ receiving sports/ team news/ scores</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>S  Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>T  Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>U  Use your phone for Sat Nav or directions</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Other (WRITE IN)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

None of these (SINGLE CODE) | 23             | 23                     |
Don’t know (SINGLE CODE) | 24             | 24                     |
QD28C  ASK IF USE MOBILE PHONE FOR ANY TASKS WHICH ACCESS THE INTERNET AT QD28A (CODES 11-21) – OTHERS SKIP TO QD28G (Below)

SHOWCARD X
You said that you use your mobile phone to access the internet… Which one of these best describes where you use your mobile phone to access the internet?

SINGLE CODE

- I only use in the home .......................................................... 1
- I mainly use in the home ......................................................... 2
- I use equally in the home and outside the home .................... 3
- I mainly use outside the home ................................................. 4
- I only use outside the home ................................................... 5
- Don’t know .............................................................................. 6

QD28G  ASK IF HAVE A SMARTPHONE AT QD24B (CODE 1, Pg 8) – OTHERS SKIP TO INTERNET SECTION (Pg 12)

SHOWCARD XX
Do you use any of the following types of apps or applications on your smartphone?
MULTICODE OK FOR CODES 1 TO 13

- Banking ...................................................................................... 1
- Food delivery (e.g. Deliveroo, Uber Eats, Just Eat) ..................... 2
- Games .......................................................................................... 3
- Music ............................................................................................ 4
- Navigation/ Maps ........................................................................ 5
- News/ newspapers ....................................................................... 6
- Payment services (e.g. Apple Pay, PayPal) ................................... 7
- Shopping (e.g. Amazon, Ocado, eBay) ........................................ 8
- Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn) ........................................... 9
- Taxi booking (e.g. Uber, Ola) ..................................................... 10
- TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube) .. 11
- Messaging apps (e.g. WhatsApp, Facebook Messenger) ............ 12
- Record TV programmes remotely ............................................ 13
- NONE OF THESE (SINGLE CODE) ........................................ 14
- Don’t know (SINGLE CODE) ..................................................... 15
INTERNET SECTION

SAY TO RESPONDENT – I’d now like to ask you some questions about the internet. This could be at home, at work or when you’re out and about. It could be to check emails, use social media, to browse or buy things online, look at news online, using a smart speaker or watch a TV programme or video clip online.

QE1  ASK ALL
Does your household have any type of PC, laptop, netbook or tablet computer?
MULTICODE OK FOR CODES 1-4 ONLY

Yes - PC...........................................................................1
Yes - laptop ......................................................................2
Yes - netbook ..................................................................3
Yes – tablet computer – e.g. iPad .....................................4
No (SINGLE CODE)..........................................................5
Don’t know (SINGLE CODE)..............................................6

QE2  ASK ALL
Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?
IF YES, ASK: And do you personally use the internet at home?
SINGLE CODE

Yes – have access and use at home .....................................1
Yes – have access but don’t use at home ............................2
No do not have access at home..........................................3
Don’t know .......................................................................4

IN6  ASK ALL
SHOWCARD IN6
Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that?
MULTICODE OK FOR CODES 1-13

Your workplace....................................................................1
School/ college/ University .....................................................2
Library ..................................................................................3
UK culture centre/ Learn Direct/ other online learning centres..4
Internet café ..........................................................................5
In someone else’s home ........................................................6
While travelling......................................................................7
In cafes/ restaurants/ pubs/ bars ............................................8
In shops or shopping centres ..................................................9
On public transport ................................................................10
In leisure centres/ gyms/ sports grounds .................................11
Outdoor areas such as parks ................................................12
Other (WRITE IN)................................................................13

No, do not (SINGLE CODE)..................................................14
**QE23**  ASK IF USE INTERNET AT HOME AT QE2 (CODE 1, Pg 12) OR ELSEWHERE AT IN6 (CODES 1-13, Pg 12) – OTHERS SKIP TO QE36 (Below)

SHOWCARD E23

And how often do you personally use the internet nowadays either at home or elsewhere?

SINGLE CODE

Every day  .................................................................................................................. 1
Several times a week ............................................. 2
At least once a week ............................................. 3
At least once a month ............................................. 4
A few times a year ............................................. 5
Less than once a year ............................................. 6
Never ...................................................................................................................... 7
Don't know ........................................................................................................... 8

---

**QE36**  ASK WITH TABLET COMPUTER IN THEIR HOUSEHOLD AT QE1 (CODE 4, Pg 12)

Do you personally use the tablet computer?

SINGLE CODE

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

---

**QE54**  ASK THOSE WITH PC IN THEIR HOUSEHOLD AT QE1 (CODE 1, Pg 12)

Do you personally use the PC or desktop computer?

SINGLE CODE

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

---

**QE55**  ASK THOSE WITH LAPTOP IN THEIR HOUSEHOLD AT QE1 (CODE 2, Pg 12)

Do you personally use the laptop computer?

SINGLE CODE

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

---

**QE56**  ASK THOSE WITH NETBOOK COMPUTER IN THEIR HOUSEHOLD AT QE1 (CODE 3, Pg 12)

Do you personally use the netbook?

SINGLE CODE

Yes ............................................. 1
No ............................................. 2
Don't know ............................................. 3
THOSE WITHOUT ACCESS AT HOME AND WHO DO NOT USE THE INTERNET ANYWHERE ELSE SKIP TO QE24 (Pg 18)

SHOWCARD E9
Which of these methods does your household use to connect to the internet at home? Just read out the letter or letters that apply.
MULTICODE OK FOR CODES 1-6

A – Ordinary phone line – dial-up access..........................................................1 Narrowband
B – Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to
go online, via any device......................................................................................2 Fixed Broadband
C – Mobile Broadband from a mobile network – connecting via a USB stick or dongle or
Mobile Wi-Fi router, or built in connectivity in a laptop or netbook or tablet computer with a
SIM card...................................................................................................................3 Mobile Broadband
D – Access to the internet using a mobile phone or smartphone – using your phone’s 3G or
4G or 5G mobile network .....................................................................................4 Mobile Internet
E – Accessing the internet on a device such as a laptop or tablet using your mobile phone’s
internet connection – known as tethering............................................................5 Tethering

Other (WRITE IN) ..................................................................................................6 Unknown
Don’t know (SINGLE CODE) ..................................................................................7 Unknown
Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?

**SINGLE CODE**

<table>
<thead>
<tr>
<th>ISP</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>BT</td>
<td>1</td>
</tr>
<tr>
<td>EE/ Orange/ T-Mobile</td>
<td>2</td>
</tr>
<tr>
<td>Plusnet</td>
<td>3</td>
</tr>
<tr>
<td>Sky</td>
<td>4</td>
</tr>
<tr>
<td>TalkTalk</td>
<td>5</td>
</tr>
<tr>
<td>Tesco</td>
<td>6</td>
</tr>
<tr>
<td>Virgin Media</td>
<td>7</td>
</tr>
<tr>
<td>O2</td>
<td>8</td>
</tr>
<tr>
<td>‘3’</td>
<td>9</td>
</tr>
<tr>
<td>Post Office</td>
<td>10</td>
</tr>
<tr>
<td>Vodafone</td>
<td>11</td>
</tr>
<tr>
<td>NOW TV/ NOW Broadband</td>
<td>12</td>
</tr>
<tr>
<td>KCOM</td>
<td>13</td>
</tr>
<tr>
<td>Fuel Broadband</td>
<td>14</td>
</tr>
<tr>
<td>GiffGaff</td>
<td>15</td>
</tr>
<tr>
<td>Utility Warehouse</td>
<td>16</td>
</tr>
<tr>
<td>First Utility</td>
<td>17</td>
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<tr>
<td>Zen</td>
<td>18</td>
</tr>
<tr>
<td>Hyperoptic</td>
<td>19</td>
</tr>
<tr>
<td>SSE</td>
<td>20</td>
</tr>
<tr>
<td>Gigaclear</td>
<td>21</td>
</tr>
<tr>
<td>Boundless Networks</td>
<td>22</td>
</tr>
<tr>
<td>Relish</td>
<td>23</td>
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<tr>
<td>Quickline</td>
<td>24</td>
</tr>
<tr>
<td>Lothian Broadband</td>
<td>25</td>
</tr>
<tr>
<td>Airband</td>
<td>26</td>
</tr>
<tr>
<td>Other (WRITE IN)</td>
<td>27</td>
</tr>
<tr>
<td>Don’t know</td>
<td>28</td>
</tr>
</tbody>
</table>
ASK IF USE INTERNET AT HOME AT QE2 (CODE 1, Pg 12) OR ELSEWHERE AT IN6 (CODES 1-13, Pg 12) – OTHERS SKIP TO ROUTING AT QE51 (Pg 16)

SHOWCARD E5

Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smartwatch, using broadband, through Wi-Fi or a mobile phone signal.

Which, if any, of these do you do online? Please read through the full list of possible uses and – as you do so - read out the number or numbers that apply to what you do online. MULTICODE OK FOR CODES 1-24

ASK IF MENTION ANY ACTIVITY AT QE5A (CODES 1-24) – OR SKIP TO ROUTING AT QE51 (Pg 16)

SHOWCARD E5 AGAIN

And, which, if any, of these activities have you done online in the last week?

MULTICODE OK FOR CODES 1-24 – ONLY ALLOW RESPONSES ALREADY GIVEN AT QE5A

<table>
<thead>
<tr>
<th>PURCHASING/ FINANCES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Online shopping (purchasing goods/services/ tickets etc.)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>B Banking/ paying bills</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>C Trading/ auctions e.g. eBay</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMUNICATION</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>D Send/ receive e-mails</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>E Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>F Making voice calls using a VoIP service e.g. Skype</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>G Making video calls e.g. via FaceTime, Skype</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INFORMATION</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>H General searching/ surfing/ browsing the internet</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>I Finding/ downloading information for work/ business/ school/ college/ university/ homework</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>J Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>K To find information on health related issues</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>L Accessing news</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>M Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENTERTAINMENT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>O Listening to live radio through a website or app</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>P Listening to catch-up or on-demand radio through a website or app</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Q Streaming audio services e.g. Spotify or Deezer or Apple Music</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>R Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>S Playing games online/ interactively</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>T Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player</td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>U Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>V Uploading/ adding content to the internet e.g. photos, videos, blog posts</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>W Online dating sites/ apps</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Other (WRITE IN)</td>
<td>24</td>
</tr>
</tbody>
</table>

| None of these (SINGLE CODE) | 25 | 25 |
| Don't know (SINGLE CODE) | 26 | 26 |
QE51 ASK IF HAVE FIXED BROADBAND AT HOME (QE9 CODE 2, Pg 14) – OTHERS SKIP TO ROUTING AT QE11C (Below)
SHOWCARD X
Which of these fixed broadband services does your household have?
SINGLE CODE

Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the
download speed is less than 30MB/second................................................................. 1
Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable
service – so the download speed is 30MB/second or higher........................................ 2
Ultrafast broadband – the download speed is 100MB/second or higher ............................ 3
Don’t know .................................................................................................................. 4

QE11C ASK ALL WITH BROADBAND AT HOME AT QE9 (CODES 2 OR 3, Pg 14) – OTHERS SKIP TO ROUTING AT QE57 (Pg 18)
Do you know how to find out what speeds you are getting through your fixed broadband?
SINGLE CODE

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

QE12 ASK ALL WITH FIXED BROADBAND AT HOME AT QE9 (CODE 2, Pg 14) – OTHERS SKIP TO ROUTING AT QE57 (Pg 18)
SHOWCARD E12
Thinking about the speed of your household’s fixed broadband internet, is this faster, slower or about the same as you
expected it to be when you first got it?
SINGLE CODE

A lot faster................................................................. 1
A little faster............................................................. 2
About the same....................................................... 3
A little slower.......................................................... 4
A lot slower............................................................. 5
Don’t know .............................................................................................................. 6

QE35 ASK ALL WITH FIXED BROADBAND AT HOME AT QE9 (CODE 2, Pg 14)

READ OUT - A wireless router allows you to have a wireless broadband connection throughout the house (also known as
Wi-Fi), without needing cables running from your PC, laptop or other device to your telephone socket

Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? [FOR THOSE WITH BOTH
FIXED AND MOBILE BB PLEASE READ – Please do not count your mobile broadband. In this case I am only talking about
your broadband access which is connected to your fixed line]
SINGLE CODE

Yes................................................................. 1
No ................................................................. 2
Don’t know ......................................................... 3
QE11D ASK IF USE WIRELESS CONNECTION AT QE35 (CODE 1, Pg 17) – OTHERS SKIP TO QE57 (Below)
SHOWCARD X
Which of these devices use your household’s Wi-Fi connection?
MULTICODE OK FOR CODES 1-12

Desktop PC ................................................................. 1
Laptop ........................................................................... 2
Netbook ........................................................................ 3
Tablet computer (e.g. iPad) ........................................... 4
Smartphone/ mobile phone ............................................. 5
E-reader (e.g. Kindle) ..................................................... 6
TV set ........................................................................... 7
Games console ............................................................. 8
Smart speaker (e.g. Amazon Echo, Google Home) .......... 9
Smart home technology – such as for heating, lighting or video doorbell .............. 10
Other portable/ handheld device (e.g. portable games console/ iPod Touch) .......... 11
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony) .................................. 12
None of these (SINGLE CODE) ......................................... 13
Don’t know (SINGLE CODE) .............................................. 14

QE57 ASK IF USE INTERNET AT HOME AT QE2 (CODE 1, Pg 12) OR ELSEWHERE AT IN6 (CODES 1-13, Pg 12) – OTHERS SKIP TO ROUTING AT QE24 (Next page)
SHOWCARD X
Do you ever use free public Wi-Fi services outside the home in any of these situations? Some of these may require you to register or to log in to gain access to the public Wi-Fi
MULTICODE OK FOR CODES 1-12

On trains/ buses/ trams ....................................................... 1
On aeroplanes .................................................................. 2
In rail stations/ bus stations/ tram stops ......................... 3
In airports ....................................................................... 4
In shops or shopping centres ........................................... 5
In cafes, restaurants, pubs or bars .................................. 6
In hotels ......................................................................... 7
In libraries ...................................................................... 8
In leisure centres/ gyms/ sports grounds ......................... 9
In hospitals/ doctors’ surgeries/ dentists ......................... 10
Internet café ................................................................... 11
Other public Wi-Fi services (WRITE IN) ......................... 12

No, never use public Wi-Fi services (SINGLE CODE) ................. 13
Don’t know (SINGLE CODE) .............................................. 14
QE24  ASK ALL WITHOUT INTERNET AT HOME (QE2 CODE 3, Pg 12) – OTHERS SKIP TO TEXT AT QE29 ON NEXT PAGE
SHOWCARD E24
How likely are you to get internet access at home in the next 12 months?
SINGLE CODE

| Certain to | ........................ | 1  QE29 |
| Very likely | ........................ | 2  QE29 |
| Likely | ........................ | 3  QE29 |
| Unlikely | ........................ | 4 |
| Very unlikely | ........................ | 5 |
| Certain not to | ........................ | 6 |
| Don’t know | ........................ | 7  QE29 |

QE25A  ASK ALL WHO ARE UNLIKELY TO GET INTERNET ACCESS IN NEXT 12 MONTHS AT QE24 (CODES 4-6) – OTHERS SKIP TO TEXT AHEAD OF QE29 (Pg 20)
Why are you unlikely to get internet access at home in the next 12 months?
DO NOT PROMPT MULTICODE OK FOR CODES 1-11

QE25B  ASK IF GIVE MORE THAN ONE REASON AT QE25A (CODES 1-11) – OTHERS SKIP TO TEXT AHEAD OF QE29 (Pg 20)
And, which one of these reasons is your MAIN reason for not getting internet access at home?
SINGLE CODE – ONLY ALLOW RESPONSE GIVEN AT QE25A

<table>
<thead>
<tr>
<th>QE25A ANY REASONS</th>
<th>QE25B MAIN REASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>No need to go online/ not interested</td>
<td>1</td>
</tr>
<tr>
<td>Equipment/service is too expensive</td>
<td>2</td>
</tr>
<tr>
<td>Don’t know how to use a computer/how to use the internet</td>
<td>3</td>
</tr>
<tr>
<td>Happy to use the internet at work/elsewhere</td>
<td>4</td>
</tr>
<tr>
<td>Someone else can go online for me if necessary</td>
<td>5</td>
</tr>
<tr>
<td>Don’t have broadband where I live</td>
<td>6</td>
</tr>
<tr>
<td>Broadband is too slow where I live</td>
<td>7</td>
</tr>
<tr>
<td>Concerned about security/fraud/privacy</td>
<td>8</td>
</tr>
<tr>
<td>Concerned about harmful/offensive content</td>
<td>9</td>
</tr>
<tr>
<td>Poor eyesight</td>
<td>10</td>
</tr>
<tr>
<td>Other (WRITE IN)</td>
<td>11</td>
</tr>
<tr>
<td>Don’t know (SINGLE CODE)</td>
<td>12</td>
</tr>
</tbody>
</table>
READ OUT TO ALL - In addition to landlines and mobile phones it is possible to make phone calls using the internet, using services such as Skype, FaceTime, WhatsApp or Facebook Messenger.

QE29 ASK ALL WHO HAVE NOT SAID THEY USE VOICE OR VIDEO CALLS ONLINE AT QD28A (NOT CODES 13-14, Pg 10) OR AT QE5A (NOT CODES 6-7, Pg 16) – OTHERS SKIP TO QE31 (Below)
Before now, were you aware that you could make voice calls or video calls using the internet?
SINGLE CODE

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

QE30 ASK ALL WHO HAVE NOT SAID THEY USE VOICE OR VIDEO CALLS ONLINE AT QD28A (NOT CODES 13-14, Pg 10) OR AT QE5A (NOT CODES 6-7, Pg 16)
Have you or anyone in your household ever used one of these services to make voice or video calls using the internet at home?
SINGLE CODE

Yes ................................................................................................................. 1
No never used .................................................................................................. 2
Don’t know .................................................................................................... 3

QE31 ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE30 (CODE 1) OR AT QD28A (CODES 13-14, Pg 10) OR AT QE5A (CODES 6-7, Pg 16) – OTHERS SKIP TO SMART TECHNOLOGY SECTION (Pg 22)
SHOWCARD X
TEXT FOR THOSE WHO USE AT QD28A (CODES 13-14, Pg 10) OR WHO USE AT QE5A (CODES 6-7, Pg 16) – You said earlier that you make voice or video calls using an online service…

Which supplier or service does/ did your household use to make voice calls using the internet?
MULTICODE OK FOR CODES 1-11

Skype ............................................................................................................ 1
Vonage .......................................................................................................... 2
BT .................................................................................................................... 3
Voipfone ....................................................................................................... 4
Plusnet ......................................................................................................... 5
Facebook Messenger .................................................................................. 6
WhatsApp .................................................................................................... 7
FaceTime ...................................................................................................... 8
Viber ............................................................................................................. 9
Google Hangouts ....................................................................................... 10
Other (WRITE IN) ...................................................................................... 11

Don’t know (SINGLE CODE) ....................................................................... 12
ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE30 (CODE 1) OR AT QD28A (CODES 13-14, Pg 10)
OR AT QE5A (CODES 6-7, Pg 16)

SHOWCARD E50
How often do you or does anyone in your household use these services to make or receive voice or video calls?

SINGLE CODE

Every day ............................................................................................................................................. 1
At least once a week ............................................................................................................................ 2
At least once a month .......................................................................................................................... 3
A few times a year ............................................................................................................................... 4
Less than once a year .......................................................................................................................... 5
Don’t know ........................................................................................................................................... 6

SHOWCARD X
Which devices does your household use to make voice calls using the internet?
MULTICODE OK FOR CODES 1-10

Desktop PC ............................................................................................................................................. 1
Laptop .................................................................................................................................................... 2
Netbook ................................................................................................................................................... 3
Tablet computer (e.g. iPad) .................................................................................................................. 4
Smartphone ........................................................................................................................................... 5
Standard landline phone ..................................................................................................................... 6
TV set .................................................................................................................................................... 7
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony) ................................................................. 8
Smart speaker (e.g. Amazon Echo, Google Home, Apple HomePod) ............................................... 9
Other (WRITE IN) ............................................................................................................................... 10

Don’t know (SINGLE CODE) ............................................................................................................. 11
SMART TECHNOLOGY SECTION

SAY TO RESPONDENT

This section of questions is about ‘smart devices’ which are becoming common in our homes with the aim of making our lives easier. These would include smart watches or fitness trackers and smart speakers which respond to voice commands like ‘Alexa’ or ‘Hey Google’.

QV1  ASK ALL
SHOWCARD

Could you please look through all of the options shown here. Which of these do you, or does anyone in your household, have in your home at the moment? Just read out the letters that apply.
MULTICODE OK FOR CODES 1-11

QV2  ASK ALL WITH ANY SMART DEVICES AT QV1 (CODES 1-11) – OTHERS SKIP TO QV3 (Pg 23)
SHOWCARD

And do you personally use [item at QV1]?
MULTICODE OK FOR CODES 1-11

<table>
<thead>
<tr>
<th></th>
<th>QV1 AT HOME</th>
<th>QV2 USE PERSONALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>B</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>C</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>D</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>5</td>
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</tr>
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<td>F</td>
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<td>6</td>
</tr>
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<td>G</td>
<td>7</td>
<td>7</td>
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<td>8</td>
<td>8</td>
</tr>
<tr>
<td>I</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>J</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>K</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>None of these (SINGLE CODE)</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Don’t know (SINGLE CODE)</td>
<td>13</td>
</tr>
</tbody>
</table>
QV10  ASK ALL WITH ANY SMART DEVICES AT QV1 (CODES 1-11)
SHOWCARD
Which of these reasons describe why this/these [smart device or technology/ these smart devices or technology] were purchased, rather than a non-internet connected option?
For example – buying a smart watch or smart smoke alarm rather than buying a standard watch or standard smoke alarm.
MULTICODE OK FOR CODES 1-9

- It offers more/ better features than a non-internet connected option .......... 1
- It makes it easier to control devices in the home ................................ 2
- It’s more convenient and so makes life easier ................................. 3
- It was the same price or cheaper than a non-internet connected option .... 4
- There weren’t any non-internet connected options available .............. 5
- Thought it would be fun to use .................................................. 6
- Enjoy trying new technology ..................................................... 7
- It was a gift ................................................................................ 8
- Other - SPECIFY .................................................................. 9
- Don’t know (SINGLE CODE) ................................................. 10

QV3  ASK IF HOUSEHOLD HAS A SMART SPEAKER AT QV1 (CODE 2, Pg 22) – OTHERS SKIP TO QV6 (Pg 24)
SHOWCARD
Which brands or types of smart speakers do you have in your household?
If ‘Alexa’ – is that the Amazon Echo or a different brand of smart speaker?
MULTICODE OK FOR CODES 1-10

- Amazon Echo ........................................................................... 1
- Apple HomePod ....................................................................... 2
- Bose ......................................................................................... 3
- Google Home/ Google Nest ................................................... 4
- Pure .......................................................................................... 5
- Samsung .................................................................................. 6
- Sonos ......................................................................................... 7
- Sony .......................................................................................... 8
- Zolo ............................................................................................ 9
- Other - SPECIFY .................................................................. 10
- Don’t know (SINGLE CODE) ................................................. 11
QV4 **ASK ALL WHO USE A SMART SPEAKER AT QV2 (CODE 2, Pg 22) – OTHERS SKIP TO QV6 SHOWCARD**

Thinking of your household’s smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod…
Which of these do you use your smart speaker for? Just read out the letter or letters that apply.
MULTICODE OK FOR CODES 1-15

QV5 **IF MENTION ANY USES AT QV4 (CODES 1-15, Pg 24) – OTHERS SKIP TO QV6 SHOWCARD**

And which of these have you used your smart speaker for in the last week?
MULTICODE OK FOR CODES 1-15

<table>
<thead>
<tr>
<th>QV4 EVER USE</th>
<th>QV5 USED IN LAST WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Listen to a live radio station</td>
</tr>
<tr>
<td>B</td>
<td>Listen to music via a streaming service – like Spotify, Apple Music or Deezer</td>
</tr>
<tr>
<td>C</td>
<td>Listen to a podcast</td>
</tr>
<tr>
<td>D</td>
<td>Play an interactive audio game</td>
</tr>
<tr>
<td>E</td>
<td>Get news reports</td>
</tr>
<tr>
<td>F</td>
<td>Get weather reports</td>
</tr>
<tr>
<td>G</td>
<td>Get travel information or updates</td>
</tr>
<tr>
<td>H</td>
<td>Searching for information online or asking general questions</td>
</tr>
<tr>
<td>I</td>
<td>Purchase a product from a retailer</td>
</tr>
<tr>
<td>J</td>
<td>As an alarm, personal schedule reminder or to make a shopping list</td>
</tr>
<tr>
<td>K</td>
<td>To control a household device, such as the TV or set top box</td>
</tr>
<tr>
<td>L</td>
<td>To control smart home devices such as heating or lighting</td>
</tr>
<tr>
<td>M</td>
<td>To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone</td>
</tr>
<tr>
<td>N</td>
<td>To call other people's smart speakers</td>
</tr>
<tr>
<td>O</td>
<td>To search for health advice from the NHS</td>
</tr>
</tbody>
</table>

None of these (SINGLE CODE) | 16 | 16 |

Don’t know (SINGLE CODE) | 17 | 17 |

QV6 **ASK ALL**

Does anyone in your household ever use voice controls—perhaps to search for information, to control devices or to set alarms or reminders?
This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question.
SINGLE CODE

Yes ........................................................................................................... 1
No ............................................................................................................ 2
Don’t know .......................................................................................... 3
**QV7**  
ASK IF ANYONE USES VOICE CONTROLS AT QV6 (CODE 1, Pg 24) – OTHERS SKIP TO QV9 (Pg 26)  
SHOWCARD  
Which of these types of information or tasks are achieved using voice controls in your household?  
MULTICODE OK FOR CODES 1 TO 15  

<table>
<thead>
<tr>
<th>Task</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather information</td>
<td>1</td>
</tr>
<tr>
<td>Travel information</td>
<td>2</td>
</tr>
<tr>
<td>Playing games</td>
<td>3</td>
</tr>
<tr>
<td>Playing music – e.g. Spotify</td>
<td>4</td>
</tr>
<tr>
<td>Starting/ opening up a podcast</td>
<td>5</td>
</tr>
<tr>
<td>Starting/ opening up a radio station</td>
<td>6</td>
</tr>
<tr>
<td>Starting/ opening up a TV programme</td>
<td>7</td>
</tr>
<tr>
<td>Starting/ opening up an on-demand service like Netflix</td>
<td>8</td>
</tr>
<tr>
<td>Controlling lighting or heating in your home</td>
<td>9</td>
</tr>
<tr>
<td>Getting the news headlines</td>
<td>10</td>
</tr>
<tr>
<td>Getting ‘how to’ instructions</td>
<td>11</td>
</tr>
<tr>
<td>Setting a reminder or alarm for a specific time</td>
<td>12</td>
</tr>
<tr>
<td>Finding out which music is being played</td>
<td>13</td>
</tr>
<tr>
<td>Finding a TV programme or channel or on-demand service</td>
<td>14</td>
</tr>
<tr>
<td>Anything else – SPECIFY</td>
<td>15</td>
</tr>
<tr>
<td>Don’t know</td>
<td>16</td>
</tr>
</tbody>
</table>

**QV8**  
ASK IF ANYONE USES VOICE CONTROLS AT QV6 (CODE 1)  
SHOWCARD  
Who in your household uses voice controls?  
MULTICODE OK FOR CODES 1 TO 9  

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child aged under 5</td>
<td>1</td>
</tr>
<tr>
<td>Child aged 5-7</td>
<td>2</td>
</tr>
<tr>
<td>Child aged 8-11</td>
<td>3</td>
</tr>
<tr>
<td>Child aged 12-15</td>
<td>4</td>
</tr>
<tr>
<td>Adult aged 16-24</td>
<td>5</td>
</tr>
<tr>
<td>Adult aged 25-44</td>
<td>6</td>
</tr>
<tr>
<td>Adult aged 45-64</td>
<td>7</td>
</tr>
<tr>
<td>Adult aged 65-74</td>
<td>8</td>
</tr>
<tr>
<td>Adult aged 75 and over</td>
<td>9</td>
</tr>
<tr>
<td>Don’t know (SINGLE CODE)</td>
<td>10</td>
</tr>
<tr>
<td>Refused (SINGLE CODE)</td>
<td>11</td>
</tr>
</tbody>
</table>
ASK ALL
Does anyone in your household have a car? IF NO CAR – CODE 13, SKIP TO RADIO SECTION (Pg 27)

SHOWCARD
Does any car used by someone in your household have any of these features?
MULTICODE OK FOR CODES 1-10

A DAB digital radio ............................................................... 1
The ability to make and receive calls ‘hands free’ on a mobile phone via the
car’s dashboard using bluetooth ........................................ 2
An in-built ‘infotainment system’ with a touchscreen to control this in the
dashboard of the car ............................................................. 3
Automated driving features such as adaptive cruise control, collision avoidance,
assisted parking or lane centring ........................................... 4
The ability to stream music and other audio content from a phone through the
car’s audio system ............................................................... 5
The ability to stream apps from a smartphone by connecting your phone to the
car’s dashboard – using software such as Apple CarPlay or Android Auto ......... 6
In-built Wi-Fi ‘hotspot’ – so you and others can use the car’s own
data connection to go online ................................................ 7
Remote monitoring of the car using a smartphone – for example enabling you to
lock or unlock the car, check fuel levels, monitor the car’s performance,
identify faults or remind you where you parked .......................... 8
A dash cam (dashboard camera) mounted on the car windscreen to record the
road ahead ............................................................................. 9
Built-in satellite navigation with a screen in the car’s dashboard .............. 10
None of these (SINGLE CODE) .................................................. 11
Don’t know (SINGLE CODE) ...................................................... 12
No car used by someone in the household (SINGLE CODE) .................... 13
RADIO SECTION

INTRO TEXT — I’m now going to ask you about radio, including digital radio.

QP24 ASK ALL SHOWCARD
Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.
SHOWCARD - Before today, which of these ways of listening to digital radio were you aware of?
MULTICODE OK FOR CODES 1-4

- DAB radio
- On TV via Freeview, cable or satellite TV services
- Online via an app or web browser on a smartphone, tablet or computer
- On a smart speaker such as Amazon Echo, Google Home
- I wasn’t aware of digital radio before today (SINGLE CODE)

QP4 ASK ALL
I’m now going to ask you about any types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems. For now, please don’t include car radios, and don’t include any radio listening through computers, smart speakers, TVs or phones.

SHOWCARD P4
In which of these rooms at home do you have any radios?
MULTICODE OK FOR CODES 1-9

- Living room/ lounge
- Kitchen/ kitchen diner/ dining room
- Hallway/ landing
- Bathroom/ shower room
- Bedroom
- Garage/ shed
- Study/ home office
- Move around as needed/ portable
- Other (WRITE IN)

None – do not have any radios at home (SINGLE CODE)

QP5 ASK ALL WITH ONE OR MORE RADIOS AT QP4 (CODES 1-9, Pg 27) – OTHERS SKIP TO QP1 (Pg 28)
How many radios do you have in your home that you, or someone in your household, listen to in most weeks?
WRITE IN NUMBER AND CIRCLE IN CODEFRAME

None
1-2
2-3
3-4
4-5
5-10
11 or more
Don’t know
QP7  ASK ALL WHO HAVE AT LEAST ONE ACTIVE RADIO AT QP5 (CODES 2-6, Pg 27) – OTHERS SKIP TO QP1 (Below)
SHOWCARD P3 AGAIN
You said that you have [READ OUT NUMBER IN BOX AT QP5] radios in your home that someone in the household listens to in most weeks. How many of these [NUMBER AT QP5] radios are DAB radio sets?

WRITE IN NUMBER AND CIRCLE IN CODEFRAME

None .................................................................................. 1
1 .................................................................................... 2
2-3 .................................................................................... 3
4-5 .................................................................................... 4
6-10 ................................................................................. 5
11 or more ........................................................................ 6
Don't know ......................................................................... 7

QP1  ASK ALL
SHOWCARD P1
During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, on a smart speaker or any other way)?
SINGLE CODE

7 days a week ................................................................. 1
6 days a week ................................................................. 2
5 days a week ................................................................. 3
3 or 4 days a week ........................................................ 4
1 or 2 days a week ........................................................ 5
Less often ........................................................................ 6
Never/ do not listen to the radio ........................................ 7
Don't know ......................................................................... 8
**QP25 ASK ALL SHOWCARD**

How often, if at all, do you do each of these types of activities…

READ OUT

SINGLE CODE PER ROW

<table>
<thead>
<tr>
<th></th>
<th>At least daily</th>
<th>At least weekly</th>
<th>At least monthly</th>
<th>Less than once a month</th>
<th>Never</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Listen to live radio (so at the same time as the show is broadcast)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B</td>
<td>Listen to catch-up radio (so after the show was originally broadcast)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>C</td>
<td>Listen to podcasts – audio shows available online</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>D</td>
<td>Listen to a paid-for or subscription music streaming service – e.g. Spotify Premium or Apple Music</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>E</td>
<td>Listen to a free music streaming service – e.g. Spotify Free</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>F</td>
<td>Listen to an audiobook – perhaps from apps like Audible</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>G</td>
<td>Listen to music videos online or through music TV channels as background listening</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>H</td>
<td>Play an interactive audio game using only your voice – such as The Inspection Chamber or Jeopardy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
ASK ALL WHO EVER DO EACH ACTIVITY AT QP25 (CODES 1-4 EACH ROW, Pg 29)

SHOWCARD

Which devices do you ever use to…

READ OUT
MULTICODE CODES 1-9 OK FOR EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>FM/AM radio</th>
<th>DAB radio</th>
<th>Internet/WiFi radio set</th>
<th>TV set</th>
<th>Smart speaker</th>
<th>Mobile phone</th>
<th>Tablet computer</th>
<th>Laptop/desktop computer</th>
<th>Other device(s)</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Listen to live radio (so at the same time as the show is broadcast)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>B</td>
<td>Listen to catch-up radio (so after the show was originally broadcast)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>C</td>
<td>Listen to podcasts – audio shows available online</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>D</td>
<td>Listen to a paid-for or subscription music streaming service – e.g. Spotify Premium or Apple Music</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>E</td>
<td>Listen to a free music streaming service – e.g. Spotify Free</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>F</td>
<td>Listen to an audiobook – perhaps from apps like Audible</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>G</td>
<td>Listen to music videos online or through music TV channels as background listening</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>H</td>
<td>Play an interactive audio game using only your voice – such as The Inspection Chamber or Jeopardy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>
QP22  ASK ALL WHO LISTEN TO RADIO AT QP1 (CODES 1-6, Pg 28) – OTHERS SKIP TO QP12 (Pg 32)
SHOWCARD
Do you personally use a car at all – as a driver or passenger?
IF NO CODE 10 AND SKIP TO QP14
IF YES - Which of these ways do you listen to audio content in a car?
MULTICODE OK FOR CODES 1-8

Listen to live radio on an in-car FM or AM radio ................................................. 1
Listen to live radio on an in-car DAB radio ............................................................. 2
Listen to digital radio on a mobile phone via an app such as RadioPlayer or Tuneln .... 3
Listen to live FM radio on a mobile phone ............................................................. 4
Listen to music on an in-car CD, tape or minidisc player ........................................ 5
Listen to music using a streaming service like Spotify, Apple Music or Deezer ......... 6
Listen to music stored on a phone .......................................................................... 7
Listen to a podcast via a mobile phone ................................................................. 8
None of these (SINGLE CODE) ................................................................................ 9
Don’t use a car (SINGLE CODE) ............................................................................. 10

QP14  ASK ALL WHO LISTEN TO RADIO AT QP1 (CODES 1-6, Pg 28)
SHOWCARD P14
I’m now going to ask you about digital radio. Which, if any, of these features did you associate with digital radio before today?
MULTICODE OK FOR CODES 1-8

A wider choice of radio stations/ digital-only radio stations ........................................ 1
Clear and high quality sound .................................................................................... 2
Interference free/ no dropped signal ......................................................................... 3
Extra features (including ability to pause and rewind live radio, programme guides) ........ 4
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) ................................................................. 5
Ease of use (e.g. find your station by name, not frequency) ....................................... 6
Future-proof/ ready for switchover .......................................................................... 7
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device ............................................................................................... 8
None of these (SINGLE CODE) ................................................................................ 9
QP12  ASK ALL WITH NO DAB SETS IN THEIR HOUSEHOLD AT QP7 (CODE 1, Pg 28) – OTHERS SKIP TO QP27 (Pg 33)
SHOWCARD P12
How likely is it that your household will get a DAB radio in the next 12 months?
SINGLE CODE

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certain to</td>
<td>1</td>
</tr>
<tr>
<td>Very likely</td>
<td>2</td>
</tr>
<tr>
<td>Likely</td>
<td>3</td>
</tr>
<tr>
<td>Unlikely</td>
<td>4</td>
</tr>
<tr>
<td>Very unlikely</td>
<td>5</td>
</tr>
<tr>
<td>Certain not to</td>
<td>6</td>
</tr>
<tr>
<td>Don’t know</td>
<td>7</td>
</tr>
</tbody>
</table>

QP14A  ASK ALL UNLIKELY TO GET DAB SET IN NEXT 12 MONTHS AT QP12 (CODES 4-6) – OTHERS SKIP TO QP27 (Pg 33)
Why are you unlikely to get a DAB radio in the next 12 months?
DO NOT PROMPT MULTICODE OK FOR CODES 1-12

<table>
<thead>
<tr>
<th>Reason</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>No need</td>
<td>1</td>
</tr>
<tr>
<td>Happy to use existing service</td>
<td>2</td>
</tr>
<tr>
<td>Happy to use analogue radio service</td>
<td>3</td>
</tr>
<tr>
<td>Too expensive generally</td>
<td>4</td>
</tr>
<tr>
<td>Don’t know why I should</td>
<td>5</td>
</tr>
<tr>
<td>Can’t afford it</td>
<td>6</td>
</tr>
<tr>
<td>Would never listen</td>
<td>7</td>
</tr>
<tr>
<td>Will get it when I have to/when switchover</td>
<td>8</td>
</tr>
<tr>
<td>Poor reception in our area</td>
<td>9</td>
</tr>
<tr>
<td>Not available in our area</td>
<td>10</td>
</tr>
<tr>
<td>Can receive through digital TV service</td>
<td>11</td>
</tr>
<tr>
<td>Other (WRITE IN)</td>
<td>12</td>
</tr>
</tbody>
</table>

Don’t know (SINGLE CODE).......................... 13
QP27  ASK ALL WHO LISTEN TO PODCASTS AT QP25C (CODES 1-4, Pg 29) – OTHERS SKIP TO MULTICHANNEL TV SECTION (Pg 34)

SHOWCARD

You said earlier that you listen to podcasts.
How often, if at all, do you listen to the following types of podcasts?
READ OUT
SINGLE CODE PER ROW

<table>
<thead>
<tr>
<th></th>
<th>At least daily</th>
<th>At least weekly</th>
<th>At least monthly</th>
<th>Less than once a month</th>
<th>Never</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Podcasts that are catch-up versions of BBC radio programmes e.g. Desert Island Discs, The Archers, Kermode and Mayo’s Film Review</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B</td>
<td>Podcasts from non BBC radio stations e.g. The Frank Skinner Show, Heart Breakfast show</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>C</td>
<td>Podcasts made by newspapers or magazines e.g. The Guardian, The New York Times, The Economist</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>D</td>
<td>Podcasts linked to TV programmes e.g. Strictly Come Dancing, Love Island</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>E</td>
<td>Other podcasts from the BBC but not originally broadcast on radio and not linked to TV programmes e.g. That Peter Crouch Podcast and You’re Dead To Me</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>F</td>
<td>Podcasts that also have video versions e.g. TED Talks</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

QP28  ASK ALL WHO LISTEN TO PODCASTS AT QP25C (CODES 1-4)

SHOWCARD

Which of the following types of podcast do you listen to?
MULTICODE OK FOR CODES 1-21

- Arts or music discussion
- Business
- Comedy
- Education
- Entertainment
- Discussion and Talk Shows
- Fiction/ Drama
- Food
- Health and Wellbeing
- Hobbies
- Music
- News and Current Affairs
- Politics
- Professional Development
- Science and Technology
- Society and Culture
- Sports
- Travel
- True Crime
- TV and Film
- Other
- Don’t know (SINGLE CODE)
MULTI-CHANNEL TV SECTION

SAY TO RESPONDENT - Moving on, I'd now like to ask you some questions about your television service.

QH86  ASK ALL
How many TV sets are used by anyone in your household?
SINGLE CODE

| One TV set                                      | 1   |
| Two TV sets                                    | 2   |
| Three or more TV sets                          | 3   |
| None – no-one watches a TV set in the household | 4   |

QH66  ASK ALL WITH NO TV IN THE HOUSEHOLD AT QH86 (CODE 4) – OTHERS SKIP TO QH53 (Below)
What are the reasons why you don’t have a television set in your household?
DO NOT READ OUT PROBE FOR ALL REASONS – What other reasons?
MULTICODE OK FOR CODES 1-10

| Not interested in watching TV                  | 1   |
| Don’t want to pay the TV Licence              | 2   |
| Can’t afford to pay the TV Licence            | 3   |
| Busy with other interests                     | 4   |
| Have a paid subscription to an online TV or video streaming service (e.g. Netflix, Amazon Prime, NOW TV) which I watch on another device (not a TV set) | 5   |
| Watch other types of online TV/ video on another device (not a TV set) | 6   |
| Can’t afford to replace broken TV set         | 7   |
| Too expensive to buy and install              | 8   |
| Recently moved home                           | 9   |
| Other (WRITE IN)                              | 10  |
| Don’t know                                    | 11  |

QH53  ASK IF HAVE A TV AT QH86 (CODES 1-3) – OTHERS SKIP TO QH87A (Pg 35)
SHOWCARD X
Is the MAIN TV in your household a HDTV set or HD ready? IF NECESSARY – By this we mean that the TV can receive High Definition television that has a significantly higher resolution than traditional formats. It also offers picture quality with much more detail and vibrant colour than standard definition TV. You may have an HD ready TV even if you don’t watch HD programmes. TVs that can broadcast HDTV can sometimes have a logo on them like these on the card
SINGLE CODE

| Yes, the main TV in the household is an HDTV set or HD ready | 1 |
| No                                                          | 2 |
| Don’t know                                                   | 3 |

QH70  ASK IF HAVE HDTV AT QH53 (CODE 1) – OTHERS SKIP TO QH87A (Pg 35)
SHOWCARD X
You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready – also known as 4K TV?
IF NECESSARY – By this we mean that the TV can receive Ultra High Definition television which has four times as many pixels as previous high definition (or HD) TVs. This allows UHD TVs to produce more refined colour and an enhanced sense of depth and space in the image. You may have a UHD ready TV even if you don’t watch UHD programmes. TVs that can broadcast UHDTV can sometimes have a logo on them like this on the card
SINGLE CODE

| Yes, the main TV in the household is an UHDTV set or UHD ready | 1 |
| No                                                          | 2 |
| Don’t know                                                   | 3 |
QH87A  **ASK ALL**  
**SHOWCARD**

Please look at all the options shown here which includes traditional broadcast TV services like Sky and Freeview, as well as newer services like Netflix and Amazon Prime. I’m going to ask about these services in four groups.

- Firstly, please look at the services from 1 to 6 – which of these **TV services** are used in your household?
- Now please look at the services from 7 to 12 – which of these **catch-up services** are used in your household?
- Now please look at the services from 13 to 20 – which of these **on-demand services** are used in your household?
- And finally please look at the services from 21 to 23 – which of these **YouTube services** or any other TV, film or video services are used in your household?

MULTICODE OK FOR CODES 1-23

QH87B  **ASK ALL NAMING MORE THAN ONE TV SERVICE AT QH87A (CODE 1-23) – OTHERS SKIP TO QH93**  
**SHOWCARD**

And which of these TV services do you think you personally use the most?

<table>
<thead>
<tr>
<th>Service Description</th>
<th>QH87A</th>
<th>QH87B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky TV (with a monthly subscription)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Virgin Media (cable TV subscription)</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Freeview or Freeview Play</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>BT TV</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>TalkTalk TV/ EE TV/ YouView/ Plusnet TV</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Freesat/ Sky TV (free service, no subscription)</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>BBC iPlayer</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>ITV Hub or STV Player (free)</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>All 4 (free)</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>My5</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>ITV Hub+ (premium paid service with no ad’s)</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>All 4+ (premium paid service with no ad’s)</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>NOW TV</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Netflix</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Amazon Prime</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Eurosport Player</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Britbox</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Apple TV+</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Disney Life</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Hayu</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>YouTube (standard, no subscription charge)</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>YouTube Premium (monthly subscription, ad free)</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>Any other services - SPECIFY</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>None of these (SINGLE CODE)</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>Don’t know (SINGLE CODE)</td>
<td>25</td>
<td>25</td>
</tr>
</tbody>
</table>
ASK IF TV SETS AT QH86 (CODES 1-3) AND NONE OF CODES 1-6 USED AT QH87A

SHOWCARD
Can I check please – are any of the TV services labelled 1 to 6 used to receive and watch TV programmes or films on any TV sets in your home?
INTERVIEWER – PRESS ‘BACK’ TO CHANGE THE ANSWER AT QH87A OR PRESS ‘NEXT’ TO PROCEED

ASK ALL
Does your household pay to receive any sports channels from Sky Sports, BT Sport or any other paid sports channels?
IF NECESSARY – This would include NOW TV Sports passes and BT Sport Monthly Passes.
SINGLE CODE

QH93

QR1A
ASK ALL WITH SKY SATELLITE TV AT QH87A (CODE 1, Pg 35)
Does your household have Sky+? IF NECESSARY: This is available with the Sky digital system and allows you to record and store TV programmes, and also pause and rewind live TV programmes.
SINGLE CODE IF NECESSARY – Not Sky Q, which we’ll ask about at the next question

QR1H
ASK ALL WITH SKY SATELLITE TV AT QH87A (CODE 1, Pg 35)
Does your household have Sky Q? IF NECESSARY: This is Sky’s latest TV platform, giving users access to live and on-demand content across various devices. It also allows viewers to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.
SINGLE CODE

QR1B
ASK IF HAVE VIRGIN MEDIA (CABLE TV) AT QH87A (CODE 2, Pg 35)
Does your household have Virgin TiVo (pronounced tee-vo) or V+ or the Virgin V6 box?
IF NECESSARY: This is available with the Virgin Media cable TV system and allows you to record and store TV programmes, and also pause and rewind live TV programmes.
SINGLE CODE

QR1C
ASK ALL WITH FREESAT AT QH87A (CODE 6, Pg 35)
Does your Freesat or Sky set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes?
SINGLE CODE
QR1D  ASK ALL WITH FREEVIEW AT QH87A (CODE 3, Pg 35)
Does your Freeview box or Freeview TV set allow you to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback, Freeview Plus boxes or separate DVR boxes)?
SINGLE CODE
Yes................................................................. 1
No................................................................. 2
Don’t know.................................................... 3

QR1E  ASK ALL WITH BT TV, TALKTALK TV, EE TV, YOUVIEW OR PLUSNET TV AT QH87A (CODES 4 OR 5, Pg 35)
Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes?
IF NECESSARY – The TV service from (CHECK QH87A) BT TV, TalkTalk TV, EE TV, YouView or Plusnet
SINGLE CODE
Yes................................................................. 1
No................................................................. 2
Don’t know.................................................... 3

QH88  ASK IF HAVE BOTH SKY SATELLITE PAID AND NETFLIX AT QH87A (CODE 1 AND CODE 14, Pg 35) – OTHERS SKIP TO QH89 (Below)
SHOWCARD
You mentioned your household has Netflix and Sky TV.
How is Netflix paid for as far as you know?
SINGLE CODE
Pay Netflix direct........................................................................................................... 1
Pay Sky TV to receive Netflix ....................................................................................... 2
Pay mobile phone provider to receive Netflix ..................................................................... 3
Something else .................................................................................................................. 4
Don’t know ....................................................................................................................... 5

QH89  ASK IF HAVE BOTH VIRGIN CABLE TV AND NETFLIX AT QH87A (CODE 2 AND CODE 14, Pg 35) – OTHERS SKIP TO QH90 (Below)
SHOWCARD
You mentioned your household has Netflix and Virgin Media TV.
How is Netflix paid for as far as you know?
SINGLE CODE
Pay Netflix direct........................................................................................................... 1
Pay Virgin Media TV to receive Netflix ............................................................................. 2
Pay mobile phone provider to receive Netflix ..................................................................... 3
Something else .................................................................................................................. 4
Don’t know ....................................................................................................................... 5
ASK IF HAVE BOTH SKY SATELLITE PAID AND AMAZON PRIME AT QH87A (CODE 1 AND CODE 15, Pg 35) – OTHERS SKIP TO QH91 (Next page)

SHOWCARD
You mentioned your household has Amazon Prime and Sky TV. How is Amazon Prime paid for as far as you know?

SINGLE CODE

- Pay Amazon direct .................................................................................................................. 1
- Pay mobile phone provider to receive Amazon Prime ................................................................. 2
- Something else .......................................................................................................................... 3
- Don’t know ................................................................................................................................ 4

ASK IF HAVE BOTH VIRGIN CABLE TV AND AMAZON PRIME AT QH87A (CODE 2 AND CODE 15, Pg 35) – OTHERS SKIP TO QH92

SHOWCARD
You mentioned your household has Amazon Prime and Virgin Media TV. How is Amazon Prime paid for as far as you know?

SINGLE CODE

- Pay Amazon direct .................................................................................................................. 1
- Pay Virgin Media TV to receive Amazon Prime ........................................................................... 2
- Pay mobile phone provider to receive Amazon Prime ................................................................. 3
- Something else .......................................................................................................................... 4
- Don’t know ................................................................................................................................ 5

ASK ALL

SHOWCARD
In the past 12 months, has anyone in your household bought a NOW TV Sports Pass to watch Sky Sports coverage?

MULTICODE OK FOR CODES 1-4

- Yes - a day pass/ 24 hours ........................................................................................................... 1
- Yes - a week pass/ 7 days ........................................................................................................... 2
- Yes - a month pass ..................................................................................................................... 3
- Yes - a mobile month pass – available on smartphone only ....................................................... 4
- No, none of these (SINGLE CODE) .......................................................................................... 5
- Don’t know (SINGLE CODE) ..................................................................................................... 6

ASK ALL

In the past 12 months, has anyone in your household bought a BT Sport Monthly Pass to watch BT Sport coverage?

SINGLE CODE

- Yes ........................................................................................................................................... 1
- No ............................................................................................................................................ 2
- Don’t know ................................................................................................................................ 3
Here is a list of other services which can be used to view online TV programmes or films. Apart from the services you have already mentioned, do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

MULTICODE OK FOR CODES 1-6

Facebook/ Facebook Watch ............................................. 1
S4C Clic (online or via an app) ........................................ 2
Sky Go ............................................................................. 3
Twitter ............................................................................ 4
UKTV Play ........................................................................ 5
Any other services - SPECIFY ............................................ 6
None of these (SINGLE CODE) .......................................... 7
Don’t know (SINGLE CODE) ............................................. 8

And which of these services, if any, have you used in the past week?

MULTICODE OK FOR CODES 1-6 ONLY ALLOW RESPONSES GIVEN AT QH77

Facebook/ Facebook Watch ............................................. 1
S4C Clic (online or via an app) ........................................ 2
Sky Go ............................................................................. 3
Twitter ............................................................................ 4
UKTV Play ........................................................................ 5
Any other services – SPECIFY ............................................ 6
None of these (SINGLE CODE) .......................................... 7
Don’t know (SINGLE CODE) ............................................. 8

Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast?

MULTICODE OK FOR CODES 1-11 ONLY ALLOW RESPONSES GIVEN AT QH87A OR AT QH77

All 4 .................................................................................. 1
Amazon Prime Video ..................................................... 2
BBC iPlayer ....................................................................... 3
BT TV (including BT Sport) ............................................. 4
Facebook/ Facebook Watch ............................................. 5
ITV Hub or STV Player ....................................................... 6
NOW TV ........................................................................... 7
Sky Go ............................................................................. 8
Twitter ............................................................................ 9
YouTube (standard, no subscription charge) .................... 10
YouTube Premium (monthly subscription, ad free) .......... 11
None of these (SINGLE CODE) ........................................ 12
Don’t know (SINGLE CODE) ............................................. 13
ASK ALL WHO SUBSCRIBE TO MORE THAN ONE ONLINE ON-DEMAND SERVICES AT QH87A (TWO OR MORE CODES FROM CODES 11-20 OR 22) OTHERS SKIP TO FILTER AT QH84 (Next page)

SHOWCARD

You said earlier that your household subscribes to some online on-demand service to watch TV programmes and films – with subscriptions for [READ OUT NAME OF SERVICE AT QH87A CODES 11-20 OR 22].

Which one of these services does your household use the most?

SINGLE CODE

<table>
<thead>
<tr>
<th>Service</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOW TV</td>
<td>1</td>
</tr>
<tr>
<td>Netflix</td>
<td>2</td>
</tr>
<tr>
<td>Amazon Prime</td>
<td>3</td>
</tr>
<tr>
<td>Eurosport Player</td>
<td>4</td>
</tr>
<tr>
<td>Britbox</td>
<td>5</td>
</tr>
<tr>
<td>Apple TV+</td>
<td>6</td>
</tr>
<tr>
<td>Disney Life</td>
<td>7</td>
</tr>
<tr>
<td>YouTube Premium (monthly subscription, ad free)</td>
<td>8</td>
</tr>
<tr>
<td>Hayu</td>
<td>9</td>
</tr>
<tr>
<td>ITV Hub+ (premium paid service with no ad’s)</td>
<td>10</td>
</tr>
<tr>
<td>All 4+ (premium paid service with no ad’s)</td>
<td>11</td>
</tr>
<tr>
<td>All used the same amount (SINGLE CODE)</td>
<td>12</td>
</tr>
<tr>
<td>Don’t know (SINGLE CODE)</td>
<td>13</td>
</tr>
</tbody>
</table>
**SHOWCARD**
Which, if any, of these are reasons why your household took out a subscription to [NAME OF SERVICE]?
MULTICODE OK FOR CODES 1-18

<table>
<thead>
<tr>
<th>QH83 A</th>
<th>QH83 B</th>
<th>QH83 C</th>
<th>QH83 D</th>
<th>QH83 E</th>
<th>QH83 F</th>
<th>QH83 G</th>
<th>QH83 H</th>
<th>QH83 I</th>
<th>QH83 J</th>
<th>QH83 K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td>Amazon Prime Video</td>
<td>Disney Life</td>
<td>NOW TV</td>
<td>Eurosport Player</td>
<td>YouTube Premium</td>
<td>ITV Hub+</td>
<td>Britbox</td>
<td>All4+</td>
<td>Apple TV+</td>
<td></td>
</tr>
</tbody>
</table>

- To obtain free delivery: 1 1 1 1 1 1 1 1 1 1 1
- To take advantage of a free trial or promotional offer: 2 2 2 2 2 2 2 2 2 2 2
- To watch exclusive TV content not available elsewhere/original series made by the provider: 3 3 3 3 3 3 3 3 3 3 3
- To watch a specific programme/series: 4 4 4 4 4 4 4 4 4 4 4
- To access a back catalogue of TV programmes: 5 5 5 5 5 5 5 5 5 5 5
- To access a back catalogue of films: 6 6 6 6 6 6 6 6 6 6 6
- To watch new movie releases: 7 7 7 7 7 7 7 7 7 7 7
- To watch at a time that suits: 8 8 8 8 8 8 8 8 8 8 8
- To watch multiple episodes in a row/to watch box sets: 9 9 9 9 9 9 9 9 9 9 9
- To watch something different to the programmes on main TV/broadcast TV: 10 10 10 10 10 10 10 10 10 10 10
- Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV): 11 11 11 11 11 11 11 11 11 11 11
- Cheaper than renting/buying DVDs: 12 12 12 12 12 12 12 12 12 12 12
- I saw it advertised and it looked interesting: 13 13 13 13 13 13 13 13 13 13 13
- No advertising breaks in the programmes/shows: 14 14 14 14 14 14 14 14 14 14 14
- Can watch it when I’m away from home/abroad/on holiday: 15 15 15 15 15 15 15 15 15 15 15
- To replace a TV subscription that I/we cancelled: 16 16 16 16 16 16 16 16 16 16 16
- Recommendation from a friend/family member: 17 17 17 17 17 17 17 17 17 17 17
- Other reasons – SPECIFY: 18 18 18 18 18 18 18 18 18 18 18
- Don’t know (SINGLE CODE): 19 19 19 19 19 19 19 19 19 19 19
QH75  ASK ALL
SHOWCARD
Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do – using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play?
MULTICODE OK FOR CODES 1-6

More exclusive content .................................................................................................................. 1
More back catalogues of TV series ................................................................................................. 2
Faster broadband ............................................................................................................................ 3
Higher mobile data allowance .......................................................................................................... 4
Cheaper subscriptions/ cost of pay per view ................................................................................... 5
Something else – SPECIFY ........................................................................................................... 6
Nothing would encourage me (SINGLE CODE) ............................................................................ 7
Don’t know (SINGLE CODE) ........................................................................................................ 8

QH62  ASK IF HAVE A TV AT QH86 (CODES 1-3, Pg 34) – OTHERS SKIP TO DEMOGRAPHICS SECTION (Pg 44)
Are any of your TV sets “Smart TVs”? These are types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

IF NECESSARY – It’s a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

IF NECESSARY – For now we’re just interested in knowing whether any of your household’s TVs are Smart TVs, not whether they have been used to connect to the internet.
SINGLE CODE

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

QH80  ASK IF HAVE A SMART TV AT QH62 (CODE 1) – OTHERS SKIP TO QH45 (Below)
And are any of your Smart TV sets connected to your home broadband service?

IF NECESSARY – This would allow you to use the TV remote control to browse the web or watch programmes and videos on services like BBC iPlayer or YouTube without the TV being connected to a computer, set-top box, internet-connected dongle or games console.
SINGLE CODE

Yes, connected .............................................................................................................................. 1
No, not connected .......................................................................................................................... 2
Don’t know .................................................................................................................................... 3

QH45  ASK IF HAVE A TV AT QH86 (CODES 1-3, Pg 34)
SHOWCARD X
Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a ‘Smart TV’ set.
MULTICODE OK FOR CODES 1-5

Games console ............................................................................................................................... 1
Laptop/ desktop PC ......................................................................................................................... 2
Set top box with access to digital or cable TV broadcasts (such as Sky Plus, Virgin TiVo, BT TV, YouView) .............................................................................................................................. 3
Streaming stick (such as Roku, Google Chromecast, Amazon Fire TV Stick) ................................. 4
Internet-connected set-top box (such as NOW TV set-top box, Apple TV, Amazon Fire TV) ........ 5
None of these (SINGLE CODE) ..................................................................................................... 6
Don’t know (SINGLE CODE) ........................................................................................................ 7
QH65  ASK IN NORTHERN IRELAND ONLY – OTHERS SKIP TO QH85 (Below)
ASK IF HAVE A TV AT QH86 (CODES 1-3, Pg 34) – OTHERS SKIP TO DEMOGRAPHICS SECTION (Pg 44)
SHOWCARD X
How frequently, if at all, do you watch each of these channels?
SINGLE CODE PER ROW A-D

<table>
<thead>
<tr>
<th></th>
<th>Every day</th>
<th>At least weekly</th>
<th>At least monthly</th>
<th>Less often than monthly</th>
<th>Never</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>RTÉ 1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B</td>
<td>RTÉ 2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>C</td>
<td>Virgin Media One</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>D</td>
<td>TG4</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

QH85  ASK IF HAVE A TV AT QH86 (CODES 1-3, Pg 34) – OTHERS SKIP TO DEMOGRAPHICS SECTION (Pg 44)
SHOWCARD
Do you ever watch TV programmes or films at the time that they are broadcast?
IF NO - CODE 12
IF YES - How do you choose what TV programmes or films to watch via scheduled TV?
IF NECESSARY – so TV programmes that you watch at the time they are broadcast?

READ OUT: Please choose as many as apply
MULTICODE OK FOR CODES 1-10

I have specific programmes I watch regularly .................................................. 1
I like to watch a specific channel ............................................................... 2
I browse through the channels or listings to see what’s available .................... 3
I look in newspapers or magazines to see what’s available .............................. 4
I see it promoted in trailers or adverts ......................................................... 5
If it’s listed at the top of the page of the on-screen TV guide ....................... 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
I don’t watch scheduled TV ........................................................................... 12
DEMOGRAPHICS

COMPLETE THIS SECTION FOR ALL RESPONDENTS

SAY TO ALL

To finish the interview I would like to ask you some questions about yourself and your household – most of which use showcards for you to look at and then select your response. You are, of course, free to say that you would prefer not to answer each question.

ASK ALL
SHOWCARD Z1
QNATIONALIDENTITYCONSENT
Using this showcard, do I have your permission to ask you about your national identity for research purposes?

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

ASK IF GIVE CONSENT AT QNATIONALIDENTITYCONSENT (CODE 1) - OTHERS SKIP TO QETHNICITYCONSENT
SHOWCARD Z10
How would you describe your national identity?
MULTICODE OK FOR CODES 1-7

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

Refused............................................................................................................ 8
ASK ALL
SHOWCARD Z2
QETHNICITYCONSENT
Using this showcard, do I have your permission to ask you about your ethnicity for research purposes?

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

QZ2 ASK IF GIVE CONSENT QETHNICITYCONSENT (CODE 1) – OTHERS SKIP TO QHEALTHCONSENT
SHOWCARD Z2
Which of the groups on this card do you consider you belong to?
SINGLE CODE

<table>
<thead>
<tr>
<th>WHITE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A. English/ Welsh/ Scottish/ Northern Irish/ British Irish</td>
<td>1</td>
</tr>
<tr>
<td>B. Irish</td>
<td>2</td>
</tr>
<tr>
<td>C. Gypsy or Irish traveller</td>
<td>3</td>
</tr>
<tr>
<td>D. Roma</td>
<td>4</td>
</tr>
<tr>
<td>E. Any other White background (WRITE IN)</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MIXED</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>F. White and Black Caribbean</td>
<td>6</td>
</tr>
<tr>
<td>G. White and Black African</td>
<td>7</td>
</tr>
<tr>
<td>H. White and Asian</td>
<td>8</td>
</tr>
<tr>
<td>I. Any other Mixed background (WRITE IN)</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLACK OR BLACK BRITISH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Caribbean</td>
<td>10</td>
</tr>
<tr>
<td>K. African</td>
<td>11</td>
</tr>
<tr>
<td>L. Any other Black, Black British or Caribbean background (WRITE IN)</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ASIAN OR ASIAN BRITISH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>M. Indian</td>
<td>13</td>
</tr>
<tr>
<td>N. Pakistani</td>
<td>14</td>
</tr>
<tr>
<td>O. Bangladeshi</td>
<td>15</td>
</tr>
<tr>
<td>P. Chinese</td>
<td>16</td>
</tr>
<tr>
<td>Q. Any other Asian background (WRITE IN)</td>
<td>17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OTHER ETHNIC GROUP</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>R. Arab</td>
<td>18</td>
</tr>
<tr>
<td>S. Any other background (WRITE IN)</td>
<td>19</td>
</tr>
<tr>
<td>Prefer not to say/ Refused</td>
<td>20</td>
</tr>
</tbody>
</table>
ASK ALL
SHOWCARD Z3
QHEALTHCONSENT
Using this showcard, do I have your permission to ask you about any issues that impact your daily activities or the work you can do?

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

QZ16 ASK IF GIVE CONSENT AT QHEALTHCONSENT (CODE 1) – OTHERS GO TO SG (Below)
SHOWCARD
Which of these – if any – impact or limit your daily activities or the work you can do? Please just read out the letter or letters that apply to you.
MULTICODE OK FOR CODES 1-9

A. Hearing? Poor hearing, partial hearing, or are deaf........................................... 1
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind...................... 2
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty .......................................... 3
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. .................. 4
E. Breathing? Breathlessness or chest pains .......................................................... 5
F. Mental abilities? Such as learning, understanding, concentration, memory,
communicating, cognitive loss or deterioration ..................................................... 6
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger’s, etc. .......................................................... 7
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example ........ 8
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do.................................................................................................................................................................................. 9
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do (SINGLE CODE) ......................................................................................................................... 10
Prefer not to say (SINGLE CODE)........................................................................ 11
Don’t know (SINGLE CODE)................................................................................ 12

SG ASK ALL
What is your working status?
SINGLE CODE

Working full time (30hrs/wk+)................................................................................. 1
Working part time (8-29 hrs/wk)............................................................................. 2
Not working (i.e. under 8hrs/wk) – retired............................................................. 3
Not working (i.e. under 8hrs/wk) – unemployed (registered/ not registered but looking for work) ............................................................. 4
Not working (i.e. under 8hrs/wk) – student.................................................................. 5
Not working (i.e. under 8hrs/wk) – housewife/ disabled/ other ......................... 6
Don’t know.................................................................................................. 7

SGA ASK IF WORKING AT SG (CODES 1-2) – OTHERS SKIP TO QZ14 (Pg 47)
Do you ever work from home?
SINGLE CODE

Yes........................................................................................................... 1
No............................................................................................................. 2
QZ14  **ASK IF NOT WORKING AT SG (CODES 3-7, Pg 46) AND MORE THAN ONE ADULT IN THE HOUSEHOLD AT SI (CODED AS 2 OR MORE, Pg 3) – OTHERS SKIP TO QZ17**

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**

QZ17  **SHOWCARD**

Which one of these options best describes your gender?

**SINGLE CODE**

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

**SH**  **ASK ALL**

And is your home...?

**READ OUT**

**SINGLE CODE**

- Being bought on mortgage ............................................ 1
- Owned outright by household ...................................... 2
- Rented from Local Authority/ Housing Association/ Trust .... 3
- Rented from private landlord ...................................... 4
- Other (WRITE IN) ....................................................... 5
- Don’t know .................................................................... 6

QZ13  **ASK ALL**

**SHOWCARD Z13**

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

**SINGLE CODE**

<table>
<thead>
<tr>
<th></th>
<th>Per week</th>
<th>Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Up to £199</td>
<td>Up to £10,399</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>From £200 to £299</td>
<td>From £10,400 to £15,599</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>From £300 to £499</td>
<td>From £15,600 to £25,999</td>
</tr>
<tr>
<td><strong>D</strong></td>
<td>From £500 to £699</td>
<td>From £26,000 to £36,399</td>
</tr>
<tr>
<td><strong>E</strong></td>
<td>From £700 to £999</td>
<td>From £36,400 to £51,999</td>
</tr>
<tr>
<td><strong>F</strong></td>
<td>£1,000 and above</td>
<td>£52,000 and above</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>Refused</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Backchecking/ Validation section – respondent details

ASK ALL

SINGLE CODE

OUTRO  As part of our standard quality control procedures, Quadrangle randomly selects a proportion of people we have interviewed on each survey, to re-contact them and check that our interviewers have administered questions correctly. This requires us to collect name, address and telephone number details. We will retain your contact details in accordance with our privacy notice and for no longer than is strictly necessary. You can always contact us at any time and ask that we delete your details. Are you happy for us to collect your details so that we may re-contact you for verification purposes?

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

ASK IF CODE 1 AT OUTRO – OTHERS GO TO INTERVIEWER DECLARATION

PLEASE TAKE DOWN THE RESPONDENTS DETAILS FOR VALIDATION REASONS IF CODE 1 AT OUTRO

QPrma
Please can I record your name

Refused

QPrad
Please can I record your address

Refused

QPrtel
Please can I record your telephone number

Refused

SHOW ALL

THANK AND CLOSE

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.

Interviewer Name: ____________________________  Interviewer No: ______ ______ ______ ______

SHOW ALL

Interviewer comment

No Comment