

CODE NATION

England	1
Scotland	2
Wales	3
Northern Ireland	4

ENTER FULL POSTCODE

ENTER SAMPLE POINT NUMBER FROM SAMPLE

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.

Yes	1	GO TO SE
No	2	CLOSE

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

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16 - 17 1
 18 - 24 2
 25 - 34 3
 35 - 44 4
 45 - 54 5
 55 - 64 6
 65 - 74 7
 75+ 8

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

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

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

BT	1
EE	2
KCOM	3
NOW TV	4
The Phone Co-op/ The Co-operative	5
Post Office	6
Plusnet	7
Primus	8
Sky	9
SSE	10
TalkTalk	11
Tesco	12
Virgin Media	13
Vodafone	14
Fuel Broadband	15
Utility Warehouse	16
Other (WRITE IN) _____	17
Don't know	18

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?

SINGLE CODE

EE/ Orange/ T-Mobile	1
O2	2
Vodafone.....	3
'3'.....	4
Virgin Media/ Any Virgin.....	5
TalkTalk.....	6
Talk Mobile.....	7
Tesco	8
Giffgaff.....	9
Lebara.....	10
Lyca Mobile.....	11
Asda Mobile	12
BT.....	13
iD Mobile (Carphone Warehouse).....	14
Plusnet	15
Utility Warehouse	16
Sky Mobile.....	17
Voxi	18
Smarty.....	19
Other (WRITE IN)	20
<hr/>	
Don't know	21

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

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

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.

IF RESPONDENT SAYS THEY HAVE A 5G SERVICE – EXPLAIN WE WILL ALSO BE ASKING ABOUT 5G

SINGLE CODE

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

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

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

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

		QD28A EVER USED	QD28B USED IN LAST WEEK
PHONE FEATURES			
A	Listen to radio	1	1
B	Listen to music (not radio)	2	2
C	Listen to podcasts	3	3
D	Play games	4	4
E	Take photos	5	5
F	Record video clips	6	6
G	Listen to or read an e-book	7	7
MESSAGING/ CALLS			
H	Send / receive text messages	8	8
I	Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	9	9
J	Make calls	10	10
MOBILE WEB			
K	Send/ receive emails	11	11
L	General browsing/ surfing the internet	12	12
M	Making <u>voice calls</u> using a VoIP service e.g. Viber, Skype or WhatsApp	13	13
N	Making <u>video calls</u> e.g. via FaceTime, Skype or WhatsApp	14	14
O	Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	15	15
P	Watching TV programmes/ film content online e.g. Netflix, BBC iPlayer, Sky Go	16	16
Q	Accessing/ receiving news	17	17
R	Accessing/ receiving sports/ team news/ scores	18	18
S	Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	19	19
T	Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	20	20
U	Use your phone for Sat Nav or directions	21	21
	Other (WRITE IN)	22	22
	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 home1
- I mainly use in the home2
- I use equally in the home and outside the home.....3
- I mainly use outside the home4
- I only use outside the home5
- Don't know6

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
<hr/>	
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

QE40 **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 BOX BELOW**

SHOWCARD X

Which is the most important device you use to connect to the internet, at home or elsewhere?

SINGLE CODE

Desktop PC	1
Laptop	2
Netbook	3
Tablet computer (e.g. iPad)	4
Smartphone	5
E-reader (e.g. Kindle)	6
TV set	7
Games console	8
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	9
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	10
Smart speaker (e.g. Amazon Echo, Google Home)	11
Other device (SPECIFY)	12

None	13
Don't know	14

CONTINUE IF HAVE ACCESS TO THE INTERNET AT HOME AT QE2 (CODE 1 OR 2, Pg 12)

CONTINUE IF USE THE INTERNET ANYWHERE ELSE AT IN6 (CODES 1-13, Pg 12)

THOSE WITHOUT ACCESS AT HOME AND WHO DO NOT USE THE INTERNET ANYWHERE ELSE SKIP TO QE24 (Pg 18)

QE9 **ASK IF HAVE ACCESS TO THE INTERNET AT HOME AT QE2 (CODE 1 OR 2, Pg 12) – THOSE WITHOUT ACCESS AT HOME SKIP TO QE5A (Pg 16)**

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

QE7 ASK IF HAVE ACCESS TO THE INTERNET AT HOME AT QE2 (CODE 1-2, Pg 12) – OTHERS SKIP TO QE5A (Pg 16)
SHOWCARD E7

Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?

SINGLE CODE

BT	1
EE/ Orange/ T-Mobile	2
Plusnet	3
Sky	4
TalkTalk	5
Tesco	6
Virgin Media	7
O2	8
'3'	9
Post Office	10
Vodafone	11
NOW TV/ NOW Broadband	12
KCOM	13
Fuel Broadband	14
GiffGaff	15
Utility Warehouse	16
First Utility	17
Zen	18
Hyperoptic	19
SSE	20
Gigaclear	21
Boundless Networks	22
Relish	23
Quickline	24
Lothian Broadband	25
Airband	26
Other (WRITE IN) _____	27
<hr/>	
Don't know	28

QE5A **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

QE5B **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

		QE5A EVER USED	QE5B USED IN LAST WEEK
	PURCHASING/ FINANCES		
A	Online shopping (purchasing goods/services/ tickets etc.)	1	1
B	Banking/ paying bills	2	2
C	Trading/ auctions e.g. eBay	3	3
	COMMUNICATION		
D	Send/ receive e-mails	4	4
E	Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	5	5
F	Making <u>voice</u> calls using a VoIP service e.g. Skype	6	6
G	Making <u>video calls</u> e.g. via FaceTime, Skype	7	7
	INFORMATION		
H	General searching/ surfing/ browsing the internet	8	8
I	Finding/ downloading information for work/ business/ school/ college/ university/ homework	9	9
J	Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	10	10
K	To find information on health related issues	11	11
L	Accessing news	12	12
M	Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	13	13
	ENTERTAINMENT		
N	Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)	14	14
O	Listening to live radio through a website or app	15	15
P	Listening to catch-up or on-demand radio through a website or app	16	16
Q	Streamed audio services e.g. Spotify or Deezer or Apple Music	17	17
R	Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)	18	18
S	Playing games online/ interactively	19	19
T	Watching live sports content on a streaming service such as SkyGo, NOW TV or Eurosport Player	20	20
	SOCIAL		
U	Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	21	21
V	Uploading/ adding content to the internet e.g. photos, videos, blog posts	22	22
W	Online dating sites/ apps	23	23
	Other (WRITE IN)	24	24
	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
<hr/>	
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 likely2 QE29
- Likely3 QE29
- Unlikely.....4
- Very unlikely.....5
- Certain not to.....6
- Don't know7 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

	QE25A ANY REASONS	QE25B MAIN REASON
No need to go online/ not interested	1	1
Equipment/ service is too expensive	2	2
Don't know how to use a computer/ how to use the internet	3	3
Happy to use the internet at work/ elsewhere	4	4
Someone else can go online for me if necessary	5	5
Don't have broadband where I live	6	6
Broadband is too slow where I live	7	7
Concerned about security/ fraud/ privacy	8	8
Concerned about harmful/ offensive content	9	9
Poor eyesight	10	10
Other (WRITE IN)	11	11
Don't know (SINGLE CODE)	12	12

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

QE50 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

QE33 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 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
<hr/>	
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

		QV1 AT HOME	QV2 USE PERSONALLY
A	A smart watch or wearable tech such as fitness trackers. Brands include Apple Watch, Pebble, Fitbit and Garmin	1	1
B	Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	2	2
C	Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	3	3
D	Smart bathroom scales which work with an app to keep a record of measurements and set goals	4	4
E	Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	5	5
F	Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	6	6
G	Smart heating which you can control remotely using an app on your mobile phone or smart speaker	7	7
H	Smart smoke alarms which send an alert to your phone	8	8
I	Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	9	9
J	Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	10	10
K	Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	11	11
	None of these (SINGLE CODE)	12	12
	Don't know (SINGLE CODE)	13	13

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

		QV4 EVER USE	QV5 USED IN LAST WEEK
A	Listen to a live radio station	1	1
B	Listen to music via a streaming service – like Spotify, Apple Music or Deezer	2	2
C	Listen to a podcast	3	3
D	Play an interactive audio game	4	4
E	Get news reports	5	5
F	Get weather reports	6	6
G	Get travel information or updates	7	7
H	Searching for information online or asking general questions	8	8
I	Purchase a product from a retailer	9	9
J	As an alarm, personal schedule reminder or to make a shopping list	10	10
K	To control a household device, such as the TV or set top box	11	11
L	To control smart home devices such as heating or lighting	12	12
M	To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	13	13
N	To call other people’s smart speakers	14	14
O	To search for health advice from the NHS	15	15
	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

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

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

Child aged under 5	1
Child aged 5-7	2
Child aged 8-11	3
Child aged 12-15	4
Adult aged 16-24	5
Adult aged 25-44	6
Adult aged 45-64	7
Adult aged 65-74	8
Adult aged 75 and over.....	9
Don't know (SINGLE CODE)	10
Refused (SINGLE CODE)	11

QV9

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.....	1
On TV via Freeview, cable or satellite TV services.....	2
Online via an app or web browser on a smartphone, tablet or computer	3
On a smart speaker such as Amazon Echo, Google Home	4
I wasn’t aware of digital radio before today (SINGLE CODE).....	5

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.....	1
Kitchen/ kitchen diner/ dining room.....	2
Hallway/ landing.....	3
Bathroom/ shower room.....	4
Bedroom	5
Garage/ shed	6
Study/ home office	7
Move around as needed/ portable	8
Other (WRITE IN).....	9
<hr/>	
None – do not have any radios at home (SINGLE CODE).....	10

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	QP1
1.....	2	
2-3.....	3	
4-5.....	4	
6-10.....	5	
11 or more.....	6	
Don't know	7	QP1

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

		At least daily	At least weekly	At least monthly	Less than once a month	Never	Don't know
A	Listen to live radio (so at the same time as the show is broadcast)	1	2	3	4	5	6
B	Listen to catch-up radio (so after the show was originally broadcast)	1	2	3	4	5	6
C	Listen to podcasts – audio shows available online	1	2	3	4	5	6
D	Listen to a paid-for or subscription music streaming service – e.g. Spotify Premium or Apple Music	1	2	3	4	5	6
E	Listen to a free music streaming service – e.g. Spotify Free	1	2	3	4	5	6
F	Listen to an audiobook – perhaps from apps like Audible	1	2	3	4	5	6
G	Listen to music videos online or through music TV channels as background listening	1	2	3	4	5	6
H	Play an interactive audio game using only your voice – such as The Inspection Chamber or Jeopardy	1	2	3	4	5	6

QP26 **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

		FM/ AM radio	DAB radio	Internet / WiFi radio set	TV set	Smart speake r	Mobile phone	Tablet comput er	Laptop/ deskto p comput er	Other device/ s	Don't know
A	Listen to live radio (so at the same time as the show is broadcast)	1	2	3	4	5	6	7	8	9	10
B	Listen to catch-up radio (so after the show was originally broadcast)	1	2	3	4	5	6	7	8	9	10
C	Listen to podcasts – audio shows available online	1	2	3	4	5	6	7	8	9	10
D	Listen to a paid-for or subscription music streaming service – e.g. Spotify Premium or Apple Music	1	2	3	4	5	6	7	8	9	10
E	Listen to a free music streaming service – e.g. Spotify Free	1	2	3	4	5	6	7	8	9	10
F	Listen to an audiobook – perhaps from apps like Audible	1	2	3	4	5	6	7	8	9	10
G	Listen to music videos online or through music TV channels as background listening	1	2	3	4	5	6	7	8	9	10
H	Play an interactive audio game using only your voice – such as The Inspection Chamber or Jeopardy	1	2	3	4	5	6	7	8	9	10

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 TuneIn.....	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

Certain to	1	QP27
Very likely	2	QP27
Likely	3	QP27
Unlikely	4	
Very unlikely	5	
Certain not to	6	
Don't know	7	QP27

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

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

		At least daily	At least weekly	At least monthly	Less than once a month	Never	Don't know
A	Podcasts that are catch-up versions of BBC radio programmes e.g. Desert Island Discs, The Archers, Kermode and Mayo's Film Review	1	2	3	4	5	6
B	Podcasts from non BBC radio stations e.g. The Frank Skinner Show, Heart Breakfast show	1	2	3	4	5	6
C	Podcasts made by newspapers or magazines e.g. The Guardian, The New York Times, The Economist	1	2	3	4	5	6
D	Podcasts linked to TV programmes e.g. Strictly Come Dancing, Love Island	1	2	3	4	5	6
E	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	1	2	3	4	5	6
F	Podcasts that also have video versions e.g. TED Talks	1	2	3	4	5	6

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.....	1
Business.....	2
Comedy.....	3
Education.....	4
Entertainment.....	5
Discussion and Talk Shows.....	6
Fiction/ Drama.....	7
Food.....	8
Health and Wellbeing.....	9
Hobbies.....	10
Music.....	11
News and Current Affairs.....	12
Politics.....	13
Professional Development.....	14
Science and Technology.....	15
Society and Culture.....	16
Sports.....	17
Travel.....	18
True Crime.....	19
TV and Film.....	20
Other.....	21
Don't know (SINGLE CODE).....	22

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	QH53
Two TV sets	2	QH53
Three or more TV sets	3	QH53
None – no-one watches a TV set in the household	4	QH66

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 UHD TV can sometimes have a logo on them like this on the card

SINGLE CODE

Yes, the main TV in the household is an UHD TV set or UHD ready.....	1
No	2
Don't know.....	3

QH74 **ASK IF HAVE UHDTV/ 4K TV AT QH70 (CODE 1, Pg 34) – OTHERS SKIP TO QH87A (Below)**

Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are provided in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content..

For the main TV set, does your household have an Ultra HD or 4K service?

SINGLE CODE

Yes, the main TV in the household has a UHD/ 4K service	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?

SINGLE CODE FROM RESPONSES AT QH87A

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

QH87A_CHECK **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

QH93 **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

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

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

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

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

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

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

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

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

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

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

QH90 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

QH91 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

QH92 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

QH94 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

QH77 ASK ALL

SHOWCARD H77

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

QH78 ASK IF WATCHED ANY SERVICES AT QH77 (CODES 1-6, Pg 39) – OTHERS SKIP TO QH79 (Below)

SHOWCARD H77 AGAIN

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

QH79 ASK IF WATCHED ANY OF ALL4 (QH87A CODES 9 OR 12), AMAZON PRIME VIDEO (QH87A CODE 15), BBC IPLAYER (QH87A CODE 7), BT TV (QH87A CODE 4), FACEBOOK (QH77 CODE 1), ITV HUB OR STV PLAYER (QH87A CODE 8), NOW TV (QH87A CODE 13), SKY GO (QH77 CODE 3), TWITTER (QH77 CODE 4), YOUTUBE STANDARD (QH87A CODE 21) OR YOUTUBE PREMIUM (QH87A CODE 22) – OTHERS SKIP TO QH83 (Pg 40)

SHOWCARD H79

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

QH83 **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

NOW TV	1
Netflix	2
Amazon Prime.....	3
Eurosport Player	4
Britbox.....	5
Apple TV+	6
Disney Life	7
YouTube Premium (monthly subscription, ad free).....	8
Hayu.....	9
ITV Hub+ (premium paid service with no ad's)	10
All 4+ (premium paid service with no ad's)	11
All used the same amount (SINGLE CODE).....	12
Don't know (SINGLE CODE)	13

QH84 **ASK FOR THE MOST USED SVOD SERVICE AT QH83 (CODE 1-11, Pg 40) OR ASK QH84 FOR THE ONE SVOD SERVICE USED AT QH87A (CODE 11-20 OR 22, Pg 35) – OTHERS SKIP TO QH75 (Next page) 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

	QH83 A	QH83 B	QH83 C	QH83 D	QH83 E	QH83 F	QH83 G	QH83 H	QH83 I	QH83 J	QH83 K
	Netflix	Amazon Prime Video	Disney Life	Hayu	NOW TV	Eurosp ort Player	YouTu be Premiu m	ITV Hub+	Britbox	All4+	AppleT V+
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 access 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

		Every day	At least weekly	At least monthly	Less often than monthly	Never	Don't know
A	RTÉ 1	1	2	3	4	5	6
B	RTÉ 2	1	2	3	4	5	6
C	Virgin Media One	1	2	3	4	5	6
D	TG4	1	2	3	4	5	6

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

Q NATIONAL IDENTITY CONSENT

Using this showcard, do I have your permission to ask you about your national identity for research purposes?

- Yes 1
- No 2

QZ10 ASK IF GIVE CONSENT AT Q NATIONAL IDENTITY CONSENT (CODE 1) - OTHERS SKIP TO

Q ETHNICITY CONSENT

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

WHITE

A. English/ Welsh/ Scottish/ Northern Irish/ British Irish	1
B. Irish.....	2
C. Gypsy or Irish traveller	3
D. Roma.....	4
E. Any other White background (WRITE IN) _____	5

MIXED

F. White and Black Caribbean	6
G. White and Black African	7
H. White and Asian	8
I. Any other Mixed background (WRITE IN) _____	9

BLACK OR BLACK BRITISH

J. Caribbean	10
K. African	11
L. Any other Black, Black British or Caribbean background (WRITE IN) _____	12

ASIAN OR ASIAN BRITISH

M. Indian	13
N. Pakistani.....	14
O. Bangladeshi	15
P. Chinese	16
Q. Any other Asian background (WRITE IN) _____	17

OTHER ETHNIC GROUP

R. Arab.....	18
S. Any other background (WRITE IN) _____	19
Prefer not to say/ Refused	20

**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

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

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

QPrna

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