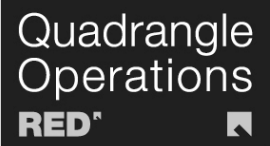


Quadrangle Operations  
The Butlers Wharf Building  
36 Shad Thames  
London SE1 2YE  
Tel No: 020 7357 8522

**SERIAL NO:**



MRS - Sam Day  
DIR - Kay Rossiter-Base  
Private & Confidential  
W2 2014

## QUESTIONNAIRE – ADULTS AGED 16 AND OVER

JN10097

### 2-DIGIT RESPONDENT ID NUMBER:

(to be found on the respondent list)

**Interviewer Note:**

For backchecking purposes please note down the respondent address **directly** onto your blue respondent list.

To link the questionnaire to a set of personal details, please write the relevant 2-digit Respondent ID from the respondent list in these two boxes.

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

### Interviewers Declaration:

This interview was conducted by me with the respondent under the Code of Conduct laid down by the Market Research Society and according to the instructions I was given.

Date of Interview: \_\_\_/\_\_\_/\_\_\_ Start time: \_\_\_\_\_ Finish Time: \_\_\_\_\_

Signed: \_\_\_\_\_

Interviewer Name: \_\_\_\_\_ Interviewer No.

Signed off by: \_\_\_\_\_ Client

Signed off by: \_\_\_\_\_ FieldWorks

Signed off by: \_\_\_\_\_ DP

### FULL POSTCODE FOR PUNCHING:

### PLEASE ENSURE YOU COMPLETE FULLY

Sample point number

Region:

England	1
Scotland	2
Wales	3
Northern Ireland	4



## INTRODUCTION

Good morning/afternoon/evening. My name is ... I am here on behalf of Quadrangle Operations, the market research company. We are conducting a special survey on behalf of Ofcom, the regulator for the UK communications industry. Ofcom is very interested in hearing your views on a variety of things including mobile phones, home phones, internet and TV. The interview will take about 30 minutes.

**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.**

**Additional information if needed by interviewer – “Ofcom (the Office of Communications) became the new regulator for the UK communications industry on 29 December 2003. Ofcom inherited the duties of the five previous communications regulators - the Broadcasting Standards Commission (BSC), the Independent Television Commission (ITC), Ofjel, the Radio Authority and the Radio communications Agency.”**

## 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

--	--

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 wage earner in your household?

Position/ Rank/ Grade: \_\_\_\_\_ Industry/ type of company: \_\_\_\_\_

Qual's/ degree/ apprenticeship: \_\_\_\_\_ Number of staff responsible for \_\_\_\_\_

### CODE SOCIAL GRADE BELOW

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

SL **ASK THOSE WITH CHILDREN AGED UNDER 18 IN THE HOUSEHOLD AT SJ – OTHERS**  
**SKIP TO FIXED LINE SECTION (Next page)**

And are you the parent or guardian of any of the children in the household?

SINGLE CODE

- Yes.....1
- No.....2
- Refused.....3

## 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 <u>and</u> 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

### QC2A **ASK IF HAVE A LANDLINE PHONE AT HOME (QC1 CODES 1-3) – OTHERS SKIP TO QC7A** **(Next page)**

Do you ever use this landline phone at home yourself to make or receive calls, for internet access or both?  
MULTI CODE OK

Yes to make calls.....	1
Yes to receive calls.....	2
Yes for internet access .....	3
No do not use landline at home (SINGLE CODE) .....	4
Don't know (SINGLE CODE) .....	5

### QC30 **ASK IF HAVE A LANDLINE PHONE AT HOME THAT CAN BE USED TO MAKE AND RECEIVE CALLS (QC1 CODE 1) - OTHERS SKIP TO QC21B** **SHOWCARD**

How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs.  
SINGLE CODE

On a monthly or quarterly basis, alongside calls charges and other costs.....	1
12 months in advance (a lump sum of around £120-£140 for the year) and then pay monthly or quarterly for call charges and other costs.....	2
Don't know .....	3

QC21B **ASK IF HAVE A HOME LANDLINE PHONE AT QC1 (CODES 1-3)**

**SHOWCARD C21**

Which of these do you consider is your main supplier?

SINGLE CODE

BT .....	1
EE/ Everything Everywhere .....	2
Homecall .....	3
Kingston Communications .....	4
Post Office .....	5
Plusnet .....	6
Primus .....	7
Sky .....	8
Spacotel .....	9
Superline .....	10
Swiftcall .....	11
TalkTalk/ AOL .....	12
Tesco Telecom .....	13
Tiscali .....	14
Toucan .....	15
Virgin Media (including NTL and Telewest) .....	16
Other (WRITE IN) .....	17
Don't know .....	18

QC7A **ASK ALL WITHOUT A LANDLINE PHONE AT HOME (QC1 CODE 4) – OTHERS SKIP TO QC6 (Next page)**

**SHOWCARD X** How likely is it that your household will get a landline phone at home in the next 12 months?

SINGLE CODE

Certain to.....	1	QC6
Very likely .....	2	QC6
Likely .....	3	QC6
Unlikely.....	4	
Very unlikely.....	5	
Certain not to.....	6	
Don't know .....	7	QC6

QC7B **ASK ALL WHO ARE UNLIKELY TO GET A LANDLINE PHONE IN NEXT 12 MONTHS AT QC7A (CODES 4-6) – OTHERS SKIP TO QC6 (Below)**

Why are you unlikely to get a landline phone at home in the next 12 months?

DO NOT PROMPT MULTI CODE OK

No need .....	1
Happy to use mobile phone instead.....	2
Line rental is too expensive .....	3
Call charges are too expensive.....	4
Too expensive generally .....	5
Outstanding debt to landline supplier/ won't reconnect .....	6
Can't afford it.....	7
Satisfied with using landline at work .....	8
Satisfied with using payphones.....	9
Have no need to make telephone calls.....	10
Connection charge is too expensive .....	11
Do not want to be contactable .....	12
To avoid unsolicited calls .....	13
Complicated billing.....	14
Inconvenient/would never be at home to use it.....	15
Other (WRITE IN AND CODE 16) .....	16
<hr/>	
Don't know .....	17

QC6 **ASK ALL SHOWCARD X**

Thinking about landline phones, do you ever have difficulties with any of the following?

[IF DON'T HAVE A LANDLINE PHONE] Do you think you might have any of these difficulties?

CODE ALL THAT APPLY – Just read out the letter/s that apply

MULTICODE OK FOR CODES 1-9

A. Picking up the handset when the phone rings .....	1
B. Holding the handset to your ear .....	2
C. Seeing a digital display .....	3
D. Seeing the numbers used to dial with .....	4
E. Pressing the buttons on the phone .....	5
F. Hearing the phone ring, even with the volume turned up.....	6
G. Hearing the person on the other end of the line in a conversation even with the volume turned up .....	7
H. Hearing the dialling tone when you hold the handset to your ear .....	8
Any other difficulties (WRITE IN AND CODE 9) .....	9
<hr/>	
No, none (SINGLE CODE) .....	10
Don't know (SINGLE CODE).....	11





## 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 QD6 (Pg XX)**

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

**QD10 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4) – OTHERS SKIP TO QD6 (Pg XX)**

SHOWCARD D3

Which mobile network do you use most often?

SINGLE CODE

- Orange ..... 1
  - TMobile ..... 2
  - Vodafone ..... 3
  - O2 ..... 4
  - '3' ..... 5
  - Virgin Media/ Any Virgin ..... 6
  - Tesco ..... 7
  - Everything Everywhere ..... 8
  - Other (WRITE IN) \_\_\_\_\_ 9
- 
- Don't know ..... 10

**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 ..... 1
  - Postpay/ monthly contract ..... 2
  - Other (WRITE IN) \_\_\_\_\_ 3
- 
- Don't know ..... 4

**QD11A ASK IF HAVE A POSTPAY/ CONTRACT PHONE AT QD11 (CODE 2) – OTHERS SKIP TO QD24B**

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

**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 surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S4.

SINGLE CODE

- Yes ..... 1 QD28A
- No ..... 2
- Don't know ..... 3 QD28A

**QD27 ASK ALL WITHOUT A SMARTPHONE (QD24B CODE 2) – OTHERS SKIP TO QD28A (Next page)**

**SHOWCARD X** How likely is it that you will get a smartphone in the next 12 months?

IF NECESSARY - A Smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy.

SINGLE CODE

- Certain to ..... 1 QD28A
- Very likely ..... 2 QD28A
- Likely ..... 3 QD28A
- Unlikely ..... 4
- Very unlikely ..... 5
- Certain not to ..... 6
- Don't know ..... 7 QD28A

**QD38 ASK ALL WHO ARE UNLIKELY TO GET A SMARTPHONE IN NEXT 12 MONTHS (QD27 CODES 4-6) – OTHERS SKIP TO QD28A (Next page)**

Why are you unlikely to get a smartphone at home in the next 12 months?

DO NOT PROMPT MULTICODE OK

- No need ..... 1
- Can't afford it ..... 2
- Too expensive to set up/ buy ..... 3
- Contracts are too expensive ..... 4
- Calls are too expensive ..... 5
- Sending text messages are too expensive ..... 6
- Don't know how you use smartphones ..... 7
- Satisfied with using home phones/ other mobile phones ..... 8
- No reception where I live ..... 9
- Don't like being contactable/ lack of privacy ..... 10
- Health risks associated with using mobile phones ..... 11
- Difficulties using due to sight/ hearing issues/ other health problems ..... 12
- Other (WRITE IN AND CODE 13) ..... 13

- 
- Don't know ..... 14

QD28A **ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4)**

**SHOWCARD D28**

Which, if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? Just read out the letter or letters that apply. MULTICODE OK FOR CODES 1-27

QD28B **ASK IF MENTION ANY ACTIVITY AT QD28A (CODES 1-27) – OTHERS SKIP TO ROUTING AT**

**QD28G (Pg XX) 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
<b>PHONE FEATURES</b>			
A	Listen to FM radio	1	1
B	Listen to music using MP3 function	2	2
C	Listen to Podcasts	3	3
D	Play games	4	4
E	Take photos	5	5
F	Record video clips using the phone	6	6
<b>SMS</b>			
G	Send / receive text messages (SMS)	7	7
H	Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook messenger)	8	8
<b>MMS MESSAGING</b>			
I	Send / receive messages with pictures/ images	9	9
J	Send / receive video clips	10	10
<b>MOBILE WEB</b>			
K	Download apps or programs directly to your phone	11	11
L	Send / receive emails (not SMS)	12	12
M	General browsing/ surfing the internet	13	13
N	Making voice calls using a VoIP service e.g. Viber, Skype	14	14
O	Making video calls e.g. via Facetime, Skype	15	15
P	Watching short video clips (e.g. on YouTube or Dailymotion)	16	16
Q	Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	17	17
R	Watching live TV on the internet at the same time as it is broadcast	18	18
S	Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Instant)	19	19
T	Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	20	20
U	Accessing/ receiving news	21	21
V	Accessing/ receiving sports/ team news/ scores	22	22
W	Using social networking sites e.g. Facebook, Twitter, LinkedIn	23	23
X	Sending a tweet on Twitter (through a text, an app, the browser, or phone's built in feature)	24	24
Y	'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	25	25
Z	Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	26	26
	Other (WRITE IN)	27	27
	None of these (SINGLE CODE)	28	28
	Don't know (SINGLE CODE)	29	29

QD6

**ASK ALL  
SHOWCARD X**

Thinking about mobile phones, do you ever have difficulties with any of the following?  
[IF DON'T HAVE A MOBILE PHONE] Do you think you might have any of these difficulties?  
CODE ALL THAT APPLY – Just read out the letter/s that apply  
MULTICODE OK FOR CODES 1-13

A: Picking up the handset when your mobile rings.....	1
B: Holding the mobile phone to your ear .....	2
C: Seeing and being able to read the digital display.....	3
D: Seeing the numbers used to dial with .....	4
E: Pressing the buttons on your mobile phone.....	5
F: Hearing the phone ring, even with the volume turned up .....	6
G: Hearing the person on the other end of the line in a conversation, even with the volume turned up .....	7
H: Navigating the phone's menu system to use the different features on your phone .....	8
I: Writing text messages .....	9
J. Using touch to open, close or move within the screen.....	10
K. Using the letters displayed on the on-screen keyboard .....	11
L. Seeing the letters and symbols on the on-screen keyboard.....	12
Any other difficulties (WRITE IN AND CODE 13).....	13
<hr/>	
No, none (SINGLE CODE) .....	14
Don't know (SINGLE CODE).....	15

## INTERNET SECTION

**INTERVIEWER NOTE** - PLEASE PAY PARTICULAR ATTENTION TO THE ROUTING IN THIS SECTION AND ENSURE YOU COMPLETE ALL RELEVANT QUESTIONS. THERE ARE QUESTIONS TO BE ANSWERED EVEN BY RESPONDENTS WHO NEVER USE THE INTERNET

**SAY TO RESPONDENT** – I'd now like to ask you some questions about the internet at home or elsewhere

### QE1 **ASK ALL**

Does your household have a desktop PC, laptop, netbook or tablet computer?

MULTICODE OK FOR CODES 1-4 ONLY

Yes – desktop PC .....	1
Yes – laptop .....	2
Yes – netbook .....	3
Yes – tablet computer – e.g. iPad .....	4 <b>QE35</b>
No (SINGLE CODE).....	5
Don't know (SINGLE CODE) .....	6

### QE35 **ASK WITH TABLET COMPUTER IN THEIR HOUSEHOLD AT QE1 (CODE 4) – OTHERS SKIP TO QE2 (Next page)**

How many tablet computers do you have in your household?

PROMPT IF NECESSARY SINGLE CODE

One.....	1
Two.....	2
Three .....	3
Four .....	4
Five or more.....	5
Don't know .....	6

### QE36 **ASK WITH TABLET COMPUTER IN THEIR HOUSEHOLD AT QE1 (CODE 4)**

Do you personally use this/ any of these tablet computer/s?

SINGLE CODE

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

### QE46 **ASK IF PERSONALLY USE TABLET COMPUTER AT QE36 (CODE 1) – OTHERS SKIP TO QE2 (Pg XX)**

**SHOWCARD X**

Which one of these best describes where you use your tablet computer?

NOTE – IF RESPOND WITH CODES 1-4 AT QE22C, CHECK THAT RESPONDENT HAS CODED 'YES' (CODE 1) AT QE2. OTHERWISE QUERY THE RESPONSE AT QE2 – IF NECESSARY RECODE QE2 AS YES

I always 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 always use outside the home.....	5
Don't know .....	6

QE47 **ASK IF USE TABLET COMPUTER OUTSIDE THE HOME AT QE46 (CODES 2-5) – OTHERS SKIP TO QE37 (Below)**

**SHOWCARD X**

In which of these places do you use your tablet computer outside of the home?

MULTICODE OK FOR CODES 1-6

When travelling (e.g. on a train or in a car) .....	1
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre) .....	2
Outdoors.....	3
At your workplace.....	4
In other people's homes (e.g. friends/ family).....	5
Other (WRITE IN).....	6

---

Don't know (SINGLE CODE).....	7
-------------------------------	---

QE37 **ASK IF PERSONALLY USE TABLET COMPUTER AT QE36 (CODE 1)**

Is your tablet computer 3G or 4G enabled? This means that the tablet could be used – with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection.

SINGLE CODE

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

QE38 **ASK IF TABLET IS 3G OR 4G ENABLED AT QE37 (CODE 1) – OTHERS SKIP TO QE2 (Next page)**

And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection?

INTERVIEWER - IF RESPONDENT CAN GO ONLINE ANYWHERE WITH A 4G SIGNAL, CODE 1

SINGLE CODE

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

QE2 **ASK ALL**

Do you or does anyone in your household have access to the Internet/ Worldwide Web 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 O**

Do you ever access the internet anywhere other than in your home at all? **IF YES:** Where is that?

MULTICODE OK FOR CODES 1-8

- Your workplace..... 1
- School/ college ..... 2
- University..... 3
- Library ..... 4
- UK culture centre/ Learn Direct/ other online learning centres..... 5
- Internet café ..... 6
- In someone else's home ..... 7
- Other (WRITE IN) \_\_\_\_\_ 8

---

- No, do not (SINGLE CODE)..... 9

QE23 **ASK IF USE INTERNET AT HOME AT QE2 (CODE 1) OR ELSEWHERE AT IN6 (CODES 1-8) – OTHERS SKIP TO ROUTING AHEAD OF QE9**

**SHOWCARD E4**

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

**CONTINUE IF HAVE ACCESS TO THE INTERNET AT HOME AT QE2 (CODE 1 OR 2, Above)  
CONTINUE IF USE THE INTERNET ANYWHERE ELSE AT IN6 (CODES 1-8, Above)**

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

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

**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 1-7

- A – **Ordinary phone line** – dial-up access.....1 **Narrowband**
- B – Fixed **Broadband** ADSL through a phone line or cable service – perhaps using a Wi-Fi router. This would include superfast broadband services.....2 **Fixed Broadband**
- C – Mobile Broadband from a mobile network – connecting via a **USB stick or dongle, 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** – through a Wi-Fi network or your phone’s 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**
- F – Accessing the internet through a **MiFi** mobile broadband wireless router – which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal.....6 **MiFi**
- Other (WRITE IN) .....7 **Unknown**
- Don’t know (SINGLE CODE) .....8 **Unknown**

QE22B **ASK IF ANYONE USES MOBILE BROADBAND AT QE9 (CODE 3, Pg XX) – OTHERS SKIP TO QE7 (Next page)**

You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built in connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

SINGLE CODE

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

QE22D **ASK IF USE MOBILE BROADBAND AT QE22B (CODE 1) – OTHERS SKIP TO QE7 (Next page)**

**SHOWCARD X**

Which of these best describe what you use to connect to your mobile broadband service (connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device)?

MULTICODE OK FOR CODES 1-3

- We have a dongle or USB stick that plugs into a computer or tablet to connect to mobile broadband.....1
- Our computer or tablet has a SIM card built in that connects to mobile broadband.....2
- We have a standalone mobile broadband modem (MiFi).....3
- Don’t know.....4



QE7 **ASK IF HAVE ACCESS TO THE INTERNET AT HOME AT QE2 (CODE 1-2)**

**SHOWCARD E7**

Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home?

SINGLE CODE

AOL.....	1
BT Total Broadband/ BT Yahoo/ BT Openworld.....	2
BT Infinity.....	3
BT (other/ unspecified).....	4
Demon Internet.....	5
Eclipse Internet.....	6
IC24.....	7
Orange.....	8
Plusnet.....	9
Supanet.....	10
Sky.....	11
TalkTalk (Carphone Warehouse).....	12
Tesco.net.....	13
Virgin Media (NTL/ Telewest/ Blueyonder).....	14
O2.....	15
'3'.....	16
T-Mobile.....	17
Post Office.....	18
Vodafone.....	19
Other (WRITE IN) _____	20
<hr/>	
Don't know.....	21

QE3B **ASK IF HAVE FIXED BROADBAND AT HOME (QE9 CODE 2, Pg XX) AND MORE THAN ONE PERSON IN HOUSEHOLD (2 OR MORE CODED AT SI, Pg X)**

How many people aged 16 or over in your household (including yourself) could access the fixed Broadband connection in your home if they wanted to?

WRITE NUMBER IN BOX

QE3A **ASK IF HAVE MOBILE BROADBAND AT HOME (QE9 CODE 3, Pg XX) AND MORE THAN ONE PERSON IN HOUSEHOLD (2 OR MORE CODED AT SI, Pg X)**

How many people aged 16 or over in your household (including yourself) could access the mobile Broadband connection in your home if they wanted to?

WRITE NUMBER IN BOX

QE5A ASK IF USE INTERNET AT HOME AT QE2 (CODE 1, Pg XX) OR ELSEWHERE AT IN6 (CODES 1-8, Pg XX) – OTHERS SKIP TO ROUTING AT QENEW11 (Pg XX)

SHOWCARD E5

Which, if any, of these do you use the internet for?

MULTICODE OK FOR CODES 1-29

QE5B ASK IF MENTION ANY ACTIVITY AT QE5A (CODES 1-29) – OTHERS SKIP TO ROUTING AT QENEW11 (Pg XX)

SHOWCARD E5

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

MULTICODE OK FOR CODES 1-29 – ONLY ALLOW RESPONSES ALREADY GIVEN AT QE5A

		QE5A EVER USED	QE5B USED IN LAST WEEK
A	Playing games online/ interactively	1	1
B	Purchasing goods/services/ tickets etc	2	2
C	Banking	3	3
D	Real time gambling	4	4
E	Trading/ auctions	5	5
F	Sending and receiving e-mail	6	6
G	Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	7	7
H	Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	8	8
I	Making voice calls using a VoIP service e.g. Skype	9	9
J	General surfing/ browsing the internet	10	10
K	Finding/ downloading information for work/ business	11	11
L	Finding/ downloading information for school/ college/ university/ homework	12	12
M	Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	13	13
N	To find information on health related issues e.g. NHS Direct/ NHS 24	14	14
O	Downloading music files	15	15
P	Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	16	16
Q	Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	17	17
R	Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	18	18
S	Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, Amazon Prime Instant)	19	19
T	Listening to radio	20	21
U	Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	21	22
V	Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	22	23
W	Watching short video clips (e.g. YouTube, Dailymotion)	23	24
X	Using social networking sites (such as Facebook, LinkedIn or Bebo)	24	25
Y	Using Twitter (browsing/ reading site)	25	26
Z	Using Twitter (account holder, posting on site)	26	27
AA	Uploading/ adding content to the internet e.g. photos, videos, blog posts	27	28
AB	Accessing news	28	29
AC	Other (WRITE IN)	29	30
	None of these (SINGLE CODE)	30	31
	Don't know (SINGLE CODE)	31	29

QE24 **ASK ALL WITHOUT INTERNET AT HOME (QE2 CODE 3, Pg XX) – OTHERS SKIP TO QE17 (Next page)**

**SHOWCARD X** How likely are you to get internet access at home in the next 12 months?

SINGLE CODE

Certain to .....	1	QE17
Very likely.....	2	QE17
Likely.....	3	QE17
Unlikely .....	4	
Very unlikely.....	5	
Certain not to .....	6	
Don't know .....	7	QE17

QE25A **ASK ALL WHO ARE UNLIKELY TO GET INTERNET ACCESS IN NEXT 12 MONTHS (QE24 CODES 4-6) – OTHERS SKIP TO QE17 (Next page)**

Why are you unlikely to get Internet access at home in the next 12 months?

DO NOT PROMPT MULTICODE OK

QE25B **ASK IF GIVE MORE THAN ONE REASON AT QE25A CODES 1-15 – OTHERS SKIP TO QE17 (Next page)**

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	1	1
Too expensive to set up	2	2
Charges are too expensive	3	3
Don't know how you use computers	4	4
My computer is out of date	5	5
Satisfied with using the Internet at work	6	6
Satisfied with using the Internet elsewhere	7	7
Don't have a phone line	8	8
Computer is too expensive to buy	9	9
Don't want a computer	10	10
Too old to use the internet	11	11
Concerned about security/ fraud	12	12
Worries/ concerns about privacy issues	13	13
Friends/family member checks things on the internet for me	14	14
Other (WRITE IN)	15	15
Don't know (SINGLE CODE)	16	16

QE17 **ASK ALL**  
**SHOWCARD X**

Thinking about **personal computers or desktop PCs or laptops**, do you ever have difficulties doing any of the following?  
[IF DON'T HAVE A PERSONAL COMPUTER/ DESKTOP PC/ LAPTOP] Do you think you might have any of these difficulties?

CODE ALL THAT APPLY – Just read out the letter/s that apply  
MULTICODE OK FOR CODES 1-5

- A. Using the mouse..... 1
  - B. Using the keyboard..... 2
  - C. Seeing the monitor display ..... 3
  - D. Seeing the letters and symbols on the keyboard ..... 4
  - Any other difficulties (WRITE IN AND CODE 5) \_\_\_\_\_ 5
- 
- None of these (SINGLE CODE)..... 6
  - Don't know (SINGLE CODE) ..... 7

QE41 **ASK ALL**  
**SHOWCARD X**

Thinking about **tablet computers** (like an iPad), do you ever have difficulties doing any of the following?  
[IF DON'T HAVE A TABLET COMPUTER] Do you think you might have any of these difficulties?

CODE ALL THAT APPLY – Just read out the letter/s that apply  
MULTICODE OK FOR CODES 1-5

- A. Using touch to open, close or move within the screen ..... 1
  - B. Using the letters displayed on the on-screen keyboard..... 2
  - C. Seeing the screen display ..... 3
  - D. Seeing the letters and symbols on the on-screen keyboard ..... 4
  - Any other difficulties (WRITE IN AND CODE 5) \_\_\_\_\_ 5
- 
- None of these (SINGLE CODE)..... 6
  - Don't know (SINGLE CODE) ..... 7

**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.

QE29 **ASK ALL**

Before now, were you aware that you could make voice calls using the internet?  
SINGLE CODE

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

QE30 **ASK ALL**  
**SHOWCARD X**

Have you or anyone in your household ever used one of these services to make voice calls using the Internet at home?  
SINGLE CODE

- Yes & currently using ..... 1      QE31
- Yes but stopped using ..... 2      QE31
- No never used ..... 3      QB1
- Don't know ..... 4      QB1

QE31 **ASK IF 'YES' AT QE30 (CODES 1-2) – OTHERS SKIP TO DEVICES OWNED SECTION (Pg XX)**

**SHOWCARD X**

Which supplier does/ did your household use to make voice calls using the internet?

MULTICODE OK FOR CODES 1-12

Skype .....	1
Vonage .....	2
BT Communicator .....	3
BT Broadband voice/Home Hub.....	4
Orange broadband/ Wanadoo/ Livebox .....	5
MSN Messenger.....	6
056me .....	7
AOL .....	8
Bulldog .....	9
Voipfone .....	10
Plusnet (Plustalk) .....	11
Other (WRITE IN).....	12
<hr/>	
Don't know (SINGLE CODE).....	13

QE33 **ASK IF 'YES' AT QE30 (CODES 1-2)**

**SHOWCARD X**

Which device or devices does your household use to make voice calls using the internet?

MULTICODE OK FOR CODES 1-9

Desktop PC .....	1
Laptop .....	2
Netbook.....	3
Tablet computer (e.g. iPad).....	4
Smartphone.....	5
Standard landline phone .....	6
Dedicated handset .....	7
TV set .....	8
Other (WRITE IN).....	9
<hr/>	
Don't know (SINGLE CODE).....	10

QE34 **ASK IF 'YES' AT QE30 (CODES 1-2)**

Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones or any equipment or software you needed to purchase solely to be able to make calls using the internet.

SINGLE CODE

Yes, pay for any elements.....	1
No, do not pay for any elements .....	2
Don't know.....	3

## DEVICES OWNED SECTION

SAY TO RESPONDENT - I'd like to ask you about a type of device you may have in your home.

QB1 **ASK ALL**

**SHOWCARD X**

Do you or does anyone in your household have an e-reader, or digital book reader in your home at the moment?

SINGLE CODE

QB2 **IF HAS ITEM AT QB1, ASK QB2 STRAIGHT AFTER – OTHERS SKIP TO TELEVISION SECTION (Pg XX)**

**SHOWCARD X AGAIN**

And do you personally use this e-reader or digital book reader?

SINGLE CODE

		QB1 AT HOME	QB2 USE PERSONALLY
D	E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	4	4
	None of these (SINGLE CODE)	7	7
	Don't know (SINGLE CODE)	8	8

## MULTI-CHANNEL TV SECTION

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

INTERVIEWER NOTE – DIGITAL SWITCHOVER (TURNING OFF THE ANALOGUE TV SIGNAL) IS NOW COMPLETE, SO ALL HOUSEHOLDS MUST USE ONE OR MORE OF THE DIGITAL SERVICES SHOWN AT QH1A TO RECEIVE A TV SIGNAL.

### QH1A ASK ALL

#### SHOWCARD H1

Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household.

MULTICODE OK FOR CODES 1-8

SINGLE CODE FOR CODES 9-10

INTERVIEWER – IF RESPONDENT HAS THE 'YOUVIEW' SERVICE, CHECK IF THIS IS WITH BT - CODE 7

IF RESPONDENT HAS THE 'YOUVIEW' SERVICE, CHECK IF THIS IS WITH TALKTALK – CODE 8

IF RESPONDENT HAS THE 'YOUVIEW' AS A STANDALONE BOX – CODE 5 OR 6 DEPENDING ON WHETHER THEY PAY FOR EXTRA CHANNELS

### QH1B SHOWCARD H1 AGAIN

And which of these do you consider is your main type of television?

SINGLE CODE

	QH1A ALL PLATFORMS	QH1B MAIN PLATFORM
Virgin Media (Cable TV)	1	1
Sky Satellite TV	2	2
Freesat Satellite TV	3	3
Other Satellite TV	4	4
Freeview (through a set-top box or television set) with ONLY free channels	5	5
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films)	6	6
BT TV (formerly BT Vision)	7	7
TalkTalk TV	8	8
No TV in household (SINGLE CODE)	9	N/A
Don't know (SINGLE CODE)	10	N/A

### QH66 ASK ALL WITH NO TV IN THE HOUSEHOLD AT QH1A (CODE 9) – OTHERS SKIP TO QH53 (Next page)

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 1-9

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
Watch online instead .....	5
Can't afford to replace broken TV set.....	6
Too expensive to buy and install .....	7
Recently moved home.....	8
Other (WRITE IN).....	9
.....	
Don't know.....	10

QH3 **ASK ALL WITH SATELLITE TV AT QH1A (CODES 2-4, Pg XX) – OTHERS SKIP TO ROUTING AT QH5 SHOWCARD H3**

Which of the following best describes your satellite TV service/s?  
MULTICODE OK

Sky satellite dish to receive subscription channels – you pay a monthly subscription fee .....	1
Sky satellite dish for free to air services only – you pay no monthly subscription fee.....	2
Freesat standard package with a dish and standard set top box – you do not pay a subscription fee .....	3
Freesat HD package with a dish and high definition (HD) set top box – you do not pay a subscription fee .....	4
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee.....	5
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee.....	6
Broadband satellite – satellite provided for the use of broadband internet access but used to access free to air satellite programmes.....	7
Don't know .....	8

Q5 **ASK IF HAVE PAID FOR SKY SATELLITE SERVICES AT QH3 (CODE 1 OR 5) SHOWCARD Q5**

Which, if any, of these channels do you subscribe to through your Sky satellite service?  
MULTICODE OK FOR CODES 1-7

Sky Sports 1 only.....	1
Sky Sports 2 only.....	2
Sky Sports Pack (Sky Sports 1, 2, 3 and 4).....	3
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance) .....	4
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure).....	5
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere & Disney Cinemagic) .....	6
Sky+ HD (High Definition channels through Sky+ HD box) .....	7
Basic package only (SINGLE CODE).....	8
None of these (SINGLE CODE) .....	9
Don't know (SINGLE CODE) .....	10

QH5 **ASK IF HAVE CABLE TV AT QH1A (CODE 1, Pg XX) – OTHERS SKIP TO QH23 SHOWCARD H5**

Which, if any, of these channels do you subscribe to through your Cable TV service?  
MULTICODE OK FOR CODES 1-3

Sky Sports channels.....	1
Sky Movies channels.....	2
High Definition channels through V+ HD box .....	3
Basic package only (SINGLE CODE).....	4
None of these (SINGLE CODE) .....	5
Don't know (SINGLE CODE) .....	6



QH67 **ASK IF HAVE A TV AT QH1A (CODES 1-8,10) – OTHERS SKIP TO QH23**

**SHOWCARD**

At the same time as watching TV on your TV set, how frequently – if at all – do you also do any of the following activities?

READ OUT EACH OF QH67A-H IN TURN

**SINGLE CODE ONE ANSWER PER ROW**

		Every day	Several times a week	At least once a month	Several times a year	Less often	Never	Don't know
A	Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching	1	2	3	4	5	6	7
B	Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else	1	2	3	4	5	6	7
C	Use a desktop computer, laptop or tablet computer, without going online							
D	Listen to the radio	1	2	3	4	5	6	7
E	Use a mobile phone, without going online	1	2	3	4	5	6	7
F	Use a landline phone	1	2	3	4	5	6	7
G	Play games on a games console	1	2	3	4	5	6	7
H	Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)	1	2	3	4	5	6	7

QH62 **ASK IF HAVE A TV AT QH1A (CODES 1-8,10)**

Are any of your TV sets "Smart TVs"? These are newer 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.

SINGLE CODE

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

QH23 **ASK ALL**  
**SHOWCARD X**

Thinking about televisions, do you have any difficulties doing any of the following?  
[IF DON'T HAVE A TELEVISION] Do you think you might have any of these difficulties?  
CODE ALL THAT APPLY – Just read out the letter/s that apply  
MULTICODE OK FOR CODES 1-12

A - Picking up the remote control .....	1
B - Holding the remote control.....	2
C - Seeing the buttons on the remote control.....	3
D - Pressing the buttons on the remote control.....	4
E - Hearing the television at a volume other people find acceptable .....	5
F - Seeing the picture on the TV screen.....	6
G - Using the interactive services on your television.....	7
H - Difficulty hearing quiet parts of programmes .....	8
I - Hearing quiet voices.....	9
J - Seeing small details on screen.....	10
K – Using the on-screen Electronic Programme Guide (EPG).....	11
Any other difficulties (WRITE IN AND CODE 12).....	12
<hr/>	
No, none (SINGLE CODE).....	13
Don't know (SINGLE CODE).....	14

## **BUNDLING SECTION**

### **QCHECK READ OUT TO ALL RESPONDENTS**

Can I just check that you have the following services?  
MULTICODE OK FOR CODES 1-6

### **QDM ASK ALL WITH ANY SERVICES AT QCHECK (CODES 1-6) – OTHERS SKIP TO QG5 (Pg X)**

And which, if any, of these services are you primarily or jointly RESPONSIBLE FOR - in terms of deciding which supplier or network to use?

ASK FOR EACH SERVICE CODED AT QCHECK, MULTICODE OK FOR CODES 1-6

	QCHECK	QDM
Landline phone (QC1 CODES 1-3, Pg X) .....	1	1
Mobile phone (QD2 CODES 1-4, Pg X) .....	2	2
Fixed broadband internet access (QE9 CODE 2, Pg X) .....	3	3
Mobile broadband internet access (QE9 CODE 3, Pg X).....	4	4
Narrowband internet access (QE9 CODE 1, Pg X) .....	5	5
TV service with additional channels you pay to receive (QH1A CODES 1,7,8 Pg X OR QH3 CODES 1,5 Pg X)....	6	6
No, none of these (SINGLE CODE) .....	7	7

### **QG1 ASK THOSE WHO HAVE 2 OR MORE SERVICES AT QCHECK – OTHERS SKIP TO QG5 (Next page)**

Do you receive more than one of these services as part of an overall deal or package from the same supplier?

SINGLE CODE

Yes .....	1	QG2
No .....	2	QG5
Don't know.....	3	QG5

### **QG2 ASK IF RECEIVE A DEAL/ PACKAGE AT QG1 (CODE 1) – OTHERS SKIP TO QG5 (Next page)**

Is this ONE deal or package, or more than one?

**IF MORE THAN ONE, ASK:** Are they from the SAME supplier, or different ones?

SINGLE CODE

One deal or package .....	1
Two packages from one supplier.....	2
Two packages from different suppliers.....	3
Three or more packages .....	4
Don't know .....	5

### **QG3A ASK IF RECEIVE A DEAL/ PACKAGE AT QG1 (CODE 1)**

**SHOWCARD G3A**

**INTERVIEWER NOTE:** FOR THOSE WHO HAVE MORE THAN ONE DEAL OR PACKAGE - ASK ABOUT THEIR **MAIN** PACKAGE AT THIS QUESTION

Please could you tell me which services are part of this deal or package you have with the same supplier?

COMPLETE FOR MAIN DEAL OR PACKAGE RECEIVED

MUST MULTI CODE 1-7

Landline phone .....	1
One mobile phone .....	2
More than one mobile phone.....	3
Internet – fixed broadband access .....	4
Internet – mobile broadband access .....	5
Internet – not broadband access .....	6
TV service.....	7
Don't know (SINGLE CODE).....	8

QG3B **ASK IF RECEIVE A DEAL/ PACKAGE AT QG1 (CODE 1)**

Do you receive a discount or special deal for subscribing to this package of services?

**IF RESPONDENT IS UNSURE, CHECK:** Do you think that you pay less than you would if you had the services individually?

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

QG3D **ASK IF RECEIVE A DEAL/ PACKAGE AT QG1 (CODE 1)**

**SHOWCARD G3D**

Which supplier do you use for this package of services?

AOL .....	1
BT .....	2
Be .....	3
Orange.....	4
Plusnet.....	5
Sky.....	6
TalkTalk/ Carphone Warehouse .....	7
Tesco.....	8
Virgin Media (previously NTL / Telewest) .....	9
Vodafone .....	10
O2.....	11
3.....	12
T-Mobile.....	13
Post-Office.....	14
Other (WRITE IN) _____	15
<hr/>	
Don't know.....	16

**RADIO SECTION**

SAY TO RESPONDENT – I'd now like to ask you some questions about your use of radio.

**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, personal stereo)?

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

**QP11 ASK ALL WHO LISTEN TO RADIO AT QP1 (CODES 1-6) – OTHERS SKIP TO DESCRIPTION TO READ OUT BEFORE Q3 (Top of next page)**

**SHOWCARD P11**

How often, if at all, do you access the radio via...READ OUT

SINGLE CODE PER ROW

		Every day	At least weekly	At least monthly	Have tried it once	Never	Do not have access to device
A	Radio set with AM Stereo – either at home or on portable radio	1	2	3	4	5	6
B	Radio set with FM stereo – either at home or on portable radio	1	2	3	4	5	6
C	Mobile phone	1	2	3	4	5	6
D	Digital radio through TV	1	2	3	4	5	6
E	Digital radio through the internet	1	2	3	4	5	6
F	DAB radio set	1	2	3	4	5	6
G	A car radio (FM)	1	2	3	4	5	6
H	A car radio (AM)	1	2	3	4	5	6
I	A car radio (DAB)	1	2	3	4	5	6

**QP16 ASK ALL WHO LISTEN TO RADIO VIA A MOBILE PHONE AT QP11C (CODES 1-4) – OTHERS SKIP TO DESCRIPTION TO READ OUT AHEAD OF Q3 (Top of next page)**

**SHOWCARD X**

In which of these ways do you listen to radio on your mobile phone?

MULTICODE OK FOR CODES 1-5

- Live via a station website ..... 1
- Live via a built in FM radio app..... 2
- Via a downloaded app such as RadioPlayer, BBC Radio iPlayer, TuneIn or apps ..... 3
- downloaded for specific radio stations..... 3
- Via podcasts ..... 4
- Other ways - SPECIFY \_\_\_\_\_ 5
- \_\_\_\_\_
- Don't know (SINGLE CODE)..... 6

**READ OUT TO ALL** - Digital radio is a transmission system, not just an FM/ AM radio with a digital display. Digital radios can receive more radio stations (such as Absolute Radio 80s, BBC Radio 4 Extra, Radio 5 Live Sports Extra.) and have a clear signal with no interference. Digital radio can be listened to in a number of ways including a DAB set and via digital TV or broadband internet.

(INTERVIEWER NOTE: "DAB" is pronounced "D", "A", "B")

**Q3 ASK ALL**

**SHOWCARD P3**

Before today, had you heard of digital radio?

Digital radios are sometimes called D-A-B radios and may have ones of these logos (SHOWCARD X). They can receive more radio stations such as Absolute 80s, Radio 4 Extra, Radio 5 Live Sports Extra, and have a clear signal with no interference. It doesn't simply refer to a radio with a digital display panel.

Yes, had heard.....	1
No, had not heard .....	2
Unsure.....	3

**QP3 ASK ALL**

Do you, or does anyone in your household, have digital radio channels in your home at the moment – whether through a specialist DAB radio receiver, through a digital television or over the Internet?

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

**QP4 ASK ALL**

I'm now going to ask about any radio sets that you have at home. Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones.

**SHOWCARD X**

In which of these rooms at home do you have any radios?

MULTICODE OK FOR CODES 1-13

Living Room/ Lounge .....	1
Dining room.....	2
Kitchen/ Kitchen diner .....	3
Hallway/ Landing.....	4
Bathroom/ Shower room/ WC .....	5
Adult's bedroom.....	6
Child's bedroom.....	7
Spare bedroom .....	8
Conservatory.....	9
Garage .....	10
Study/ Home office.....	11
Move around as needed/ portable .....	12
Other (WRITE IN) .....	13
<hr/>	
None – do not have any radio sets at home (SINGLE CODE) .....	14

QP19 **ASK ALL**

In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones.  
WRITE IN NUMBER AND CIRCLE IN CODEFRAME

None.....	1	QP8
1 .....	2	
2-3.....	3	
4-5.....	4	
6-10.....	5	
11 or more.....	6	
Don't know .....	7	QP8

QP5 **ASK ALL WITH ONE OR MORE RADIOS AT QP19 (CODES 2-6) – OTHERS SKIP TO QP8 (Next page)**

And, how many radio sets 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	QP8
1 .....	2	
2-3.....	3	
4-5.....	4	
6-10.....	5	
11 or more.....	6	
Don't know .....	7	QP8

QP7 **ASK ALL WHO HAVE AT LEAST ONE ACTIVE RADIO SET AT QP5 (CODES 2-6) – OTHERS SKIP TO QP8 (Next page)**

**SHOWCARD X AGAIN**

You said that you have [READ OUT NUMBER IN BOX AT QP5] radio sets in your home that someone in the household listens to in most weeks. How many of these [NUMBER AT QP5] radio sets are digital radios?

SAY TO RESPONDENT - Digital radios are sometimes called D-A-B radios and may have ones of these logos (SHOWCARD X). They can receive more radio stations such as Absolute 80s, Radio 4 Extra and Radio 5 Live Sports Extra, and have a clear signal with no interference. It doesn't simply refer to a radio with a digital display panel.

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

QP8 **ASK ALL**

In most weeks, how many motor vehicles do you personally use –as a driver or a passenger?  
WRITE IN NUMBER AND CIRCLE IN CODEFRAME

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

QP9 **ASK ALL WHO USE AT LEAST ONE CAR AT QP8 (CODES 2-5) – OTHERS SKIP TO QP13 (Next page)**

How many of these vehicles have a radio?  
WRITE IN NUMBER AND CIRCLE IN CODEFRAME

- None..... 1      QP13
- 1 ..... 2      QP10
- 2 ..... 3
- 3 ..... 4      QP11
- 4 or more..... 5
- Don't know ..... 6      QP13

QP10 **ASK ALL WITH 1 RADIO AT QP9 (CODE 2) – OTHERS SKIP TO INSTRUCTIONS AT QP11**  
**SHOWCARD X AGAIN**

Is the radio in this vehicle a digital radio? SAY TO RESPONDENT - Digital radios are sometimes called D-A-B radios and may have ones of these logos (SHOWCARD X). They can receive more radio stations such as Absolute 80s, Radio 4 Extra and Radio 5 Live Sports Extra, and have a clear signal with no interference. It doesn't simply refer to a radio with a digital display panel.  
IF NECESSARY – This would include radios using DAB adapters.

- Yes, a digital radio..... 1
- No, not a digital radio ..... 2
- Unsure..... 3

QP11 **ASK ALL WITH 2+ RADIOS AT QP9 (CODES 3-5) – OTHERS SKIP TO QP13**  
**SHOWCARD X AGAIN**

How many of the radios in those [READ OUT NUMBER IN BOX AT QP9] vehicles are digital radios?  
SAY TO RESPONDENT - Digital radios are sometimes called D-A-B radios and may have ones of these logos (SHOWCARD X). They can receive more radio stations such as Absolute 80s, Radio 4 Extra and Radio 5 Live Sports Extra, and have a clear signal with no interference. It doesn't simply refer to a radio with a digital display panel.  
IF NECESSARY – This would include radios using DAB adapters.  
WRITE IN NUMBER AND CIRCLE IN CODEFRAME

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



QP13 **ASK ALL**

**SHOWCARD X**

Here is a list of some other ways of listening to radio programmes as they are broadcast. Before today, were you aware that you can listen to radio programmes as they are broadcast in these other ways?

MULTICODE OK FOR CODES 1-5

Using a computer connected to the internet.....	1
Through a TV service – such as Freeview, Sky, Virgin, BT Vision .....	2
Using a smartphone – such as an iPhone or BlackBerry .....	3
Using an MP3 player – such as an iPod .....	4
Using a games console – such as a PlayStation or Wii .....	5
None of these (SINGLE CODE) .....	6

QP14 **ASK ALL AWARE OF DIGITAL RADIO AT Q3 (CODE 1, Pg XX) OR HAVE DIGITAL RADIO AT QP7 (CODES 2-6, Pg XX) OR QP10 (CODE 1, Pg XX) OR QP11 (CODES 2-5, Pg XX) OR AWARE OF ANY WAYS OF LISTENING AT QP13 (CODES 1, 2 OR 5, Above) – OTHERS SKIP TO QP17 (Next page)**

**SHOWCARD X**

Which, if any, of these features did you associate with digital radio before today?

MULTICODE OK FOR CODES 1-6

A wider choice of radio stations/ digital-only radio stations.....	1
Clear and high quality sound/ interference free.....	2
Extra features (including ability to pause and rewind live radio, programme guides) .....	3
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) .....	4
Ease of use (e.g. find your station by name, not frequency) .....	5
Future-proof/ ready for switchover .....	6
None of these (SINGLE CODE) .....	7

QP15 **ASK THOSE WITH DIGITAL RADIO AT QP7 (CODES 2-6, Pg XX) OR QP10 (CODE 1, Pg XX) OR QP11 (CODES 2-5, Pg XX) – OTHERS SKIP TO QP17**

**SHOWCARD X**

As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio?

MULTICODE OK FOR CODES 1-5

A wider choice of radio stations/ digital-only radio stations.....	1
Clear and high quality sound/ interference free.....	2
Extra features (including ability to pause and rewind live radio, programme guides) .....	3
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) .....	4
Ease of use (e.g. find your station by name, not frequency) .....	5
None of these (SINGLE CODE) .....	6
Don't know (SINGLE CODE).....	7

QP17 **ASK ALL**  
**SHOWCARD X**

Here is a list of some other ways of listening to radio programmes after they are broadcast. Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways?

MULTICODE OK FOR CODES 1-4

QP18 **ASK ALL AWARE OF ANY WAYS OF LISTENING AT QP17 (CODES 1-4) – OTHERS SKIP TO QP12**  
**SHOWCARD X**

And do you ever listen to radio programmes after they have been broadcast in any of these ways?

MULTICODE OK FOR CODES 1-4

	QP17	QP18
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio iPlayer.....	1.....	1
Via radio station websites .....	2.....	2
Via radio station apps .....	3.....	3
Via podcasts .....	4.....	4
None of these (SINGLE CODE) .....	5.....	5

QP12 **ASK ALL WITH NO DAB SETS IN THEIR HOUSEHOLD AT QP7 (CODE 1, Pg XX) – OTHERS SKIP TO COMPLAINTS SECTION (Next page)**

**SHOWCARD X**

How likely is it that your household will get a DAB radio in the next 12 months?

SINGLE CODE

Certain to .....	1	QM1
Very likely .....	2	QM1
Likely.....	3	QM1
Unlikely .....	4	
Very unlikely .....	5	
Certain not to .....	6	
Don't know .....	7	QM1

QJ14 **ASK ALL UNLIKELY TO GET DAB SET IN NEXT 12 MONTHS AT QP12 (CODES 4-6) – OTHERS SKIP TO COMPLAINTS SECTION (Next page)**

Why are you unlikely to get digital 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

Don't know (SINGLE CODE)..... 13

## COMPLAINTS SECTION

### Q12 **ASK ALL**

Have you personally had a reason to make a complaint about your landline, mobile, or internet service or supplier in the last 12 months?

IF INTERNET, PROMPT FOR FIXED BROADBAND/ NARROWBAND AND MOBILE BROADBAND TO CODE BELOW  
MULTICODE OK FOR CODES 1-4

Landline	1	CONTINUE
Mobile phone	2	CONTINUE
Internet – fixed broadband/ narrowband (QE9 codes 1 or 2)	3	CONTINUE
Internet – mobile broadband (QE9 code 3)	4	CONTINUE
No, none of these (SINGLE CODE)	5	SKIP TO DEMOGRAPHICS (Pg XX)

### Q14 **ASK IF 'LANDLINE' AT Q12 (CODE 1) – OTHERS SKIP TO INSTRUCTION AT Q17**

And did you go ahead and make a complaint about your landline service or supplier?

Yes.....1

No.....2

### Q17 **ASK IF 'MOBILE PHONE' AT Q12 (CODE 2) – OTHERS SKIP TO DEMOGRAPHICS SECTION**

And did you go ahead and make a complaint about your mobile service or supplier?

Yes.....1

No.....2



**DEMOGRAPHICS**

**COMPLETE THIS SECTION FOR ALL RESPONDENTS**

QZ1 **ASK ALL**

**SHOWCARD Z1**

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

SINGLE CODE

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

QZ10 **ASK ALL**

**SHOWCARD**

How would you describe your national identity?

SINGLE CODE

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

QZ2 **ASK ALL**

**SHOWCARD Z2**

Which of the groups on this card do you consider you belong to?

SINGLE CODE

WHITE

A. British .....	1
B. English.....	2
C. Scottish .....	3
D. Welsh .....	4
E. Irish.....	5
F. Any other white background (WRITE IN) _____	6

MIXED

G. White and Black Caribbean .....	7
H. White and Black African .....	8
I. White and Asian.....	9
J. Any other mixed/ multiple ethnic background (WRITE IN) _____	10

ASIAN AND BRITISH ASIAN

K. Indian.....	11
L. Pakistani .....	12
M. Bangladeshi .....	13
N. Any other Asian background (WRITE IN) _____	14

BLACK AND BLACK BRITISH

O. Caribbean .....	15
P. African .....	16
Q. Any other black background (WRITE IN) _____	17

MIDDLE EAST AND ARABIC ORIGIN

R. Middle Eastern, including Arabic origin .....	18
S. Iranian .....	19

CHINESE OR OTHER ETHNIC GROUP

T. Chinese .....	20
U. Any other background (WRITE IN) _____	21
Refused .....	22

C9

**ASK ALL**

**SHOWCARD BD**

Which of these, if any, **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 1-10

- A. Breathlessness or chest pains..... 1
- B. Poor vision, partial sight or blindness ..... 2
- C. Difficulty in speaking or communicating ..... 3
- D. Poor hearing, partial hearing or deafness ..... 4
- E. Cannot walk at all/ use a wheelchair ..... 5
- F. Cannot walk very far or manage stairs or can only do so with difficulty ..... 6
- G. Limited ability to reach ..... 7
- H. Mental health problems or difficulties ..... 8
- I. Dyslexia ..... 9
- J. Other illnesses/ health problems which limit your daily activities/ work you can do ..... 10

(WRITE IN) \_\_\_\_\_

None (SINGLE CODE) ..... 11

C10

**ASK IF POOR VISION AT C9 (CODE 2)**

**SHOWCARD BE** Which of these best describes your sight (with glasses or contact lenses if you normally use them)?

READ OUT – SINGLE CODE – SKIP TO NEXT QUESTION ONCE CHOSEN OPTION THAT BEST DESCRIBES SIGHT

- A. Cannot tell by the light where the windows are ..... 1
- B. Cannot see the shapes of furniture in the room ..... 2
- C. Cannot see well enough to recognise a friend if close to his or her face ..... 3
- D. Cannot see well enough to recognise a friend if he or she is at arm's length ..... 4
- E. Cannot see well enough to read a newspaper headline..... 5
- F. Cannot see well enough to read a large print book ..... 6
- G. Cannot see well enough to recognise a friend across a room ..... 7
- H. Cannot see well enough to recognise a friend across a road ..... 8
- I. Have difficulty seeing ordinary newspaper print ..... 9
- J. Other description of sight (WRITE IN) \_\_\_\_\_ 10

\_\_\_\_\_

Don't know ..... 11

C11

**ASK IF POOR HEARING AT C9 (CODE 4)**

**SHOWCARD BF** Which of these best describes your hearing (with a hearing aid if you normally use one)?

READ OUT – SINGLE CODE – SKIP TO NEXT QUESTION ONCE CHOSEN OPTION THAT BEST DESCRIBES HEARING

- A. Cannot hear sounds at all..... 1
- B. Cannot follow a TV programme with the volume turned up..... 2
- C. Have difficulty hearing someone talking in a loud voice in a quiet room ..... 3
- D. Cannot hear a doorbell, alarm clock or telephone bell ..... 4
- E. Cannot follow a TV programme at a volume others find acceptable ..... 5
- F. Difficulty hearing someone talking in a normal voice in a quiet room ..... 6
- G. Difficulty following a conversation against background noise ..... 7
- H. Other description of hearing (WRITE IN) \_\_\_\_\_ 8

\_\_\_\_\_

Don't know ..... 9

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

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
- \_\_\_\_\_ 6
- Don't know ..... 6

QZ9A **ASK ALL**

Can you tell me if your household income from all sources before tax and other deductions is above or below £11,500?

SINGLE CODE

- Under £11,500 ..... 1
- Above £11,500 ..... 2
- Don't know ..... 3
- Refused ..... 4

QZ9 **IF HOUSEHOLD INCOME UNDER £11,500 AT QZ9A (CODE 1), CODE THAT ANSWER HERE WITHOUT ASKING QUESTION**

**ASK ALL**

**SHOWCARD Z9**

Could you please give me the letter from this card for the group in which you would place your total household income from all sources, before tax and other deductions?

SINGLE CODE

	Per week	Per Year	
A	Up to £221	Under £11,500	1
B	£222 - £336	£11,500 - £17,499	2
C	£337 - £576	£17,500 - £29,999	3
D	£578 - £961	£30,000 - £49,999	4
E	£962 or over	£50,000+	5
		DK/ Refused	6

QZ10 **ASK ALL**

Finally, would it be okay for us to contact you if we have any further questions relating to this study?

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