

**Adult Core survey 2022**

**Introduction - panel**

This study is being carried out with adults aged 16 and over for Ofcom, the regulator for the UK communications industry.

We are looking to understand people’s use of and opinions about different sorts of media.

The survey is being conducted for research purposes only and we rely on your consent. You can refuse to participate or stop the survey at any point. Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy at the bottom right of the screen which explains your rights.

Please be assured this is genuine research being conducted for Ofcom. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

**Introduction for CAPI respondents only**

**ALL CAPI SURVEY RESPONDENTS**

**I6.**

Good morning./ afternoon/ evening. My name is ..... and I’m conducting a survey about people’s use and opinions about different sorts of media, like TV, the internet and gaming.

The survey is being conducted for Ofcom – the communications regulator in the UK. The questions should take around 25-30 minutes to complete in your home or – if that’s not possible – on your doorstep.

Before I go into any more detail, would you be **happy in principle** to take part in your home?

Yes – in my home	1	GO TO I15
Yes – on my doorstep	2	
No, not happy to take part	3	SKIP TO CLOSE FOR ALL NOT HAPPY TO TAKE PART

**ALL CAPI RESPONDENTS TAKING PART IN HOME/ ON THE DOORSTEP AT 16 CODES 1-2**

**I15.**

Thanks very much for that. Before we begin, I need to let you know that you can refuse to participate or stop at any point. The data is for research purposes only and relies on your consent to process the data.

Our Privacy Policy explains your rights following GDPR legislation. All our surveys are conducted under the Code of Conduct of the UK Market Research Society whose contact number is in our Privacy Policy. All information will be treated in the strictest confidence and will not be passed on to a third party or connected to your answers in any way.

First, a few questions about yourself to see whether you qualify to complete the full survey.

Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

*ALL RESPONDENTS*

**S1.** Please think about how much **time you spend online** across a typical week.

Please think about the time **you spend** using social media or messaging, watching films, TV programmes or videos **online**, playing games **online**, on video calls, searching for information online or working from home.

This could be **going online** using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home, your workplace or place of education or anywhere else.

How many **hours** in a typical **week** would you say you spend online?

Please enter the number of hours per week \_\_\_\_\_

Don't know \_\_\_\_\_

*TYPE IN AND AUTO CODE AS:*

*IF DON'T KNOW AT S1:*

Would you say your time spent online in a typical week would be...

**Please select one option**

None	1
Up to 2 hours	2
3 to 5 hours	3
6 to 8 hours	4
9 to 11 hours	5
12 to 15 hours	6
16 to 22 hours	7
23 to 30 hours	8
Over 30 hours	9
Don't know/ unsure	10

ALL RESPONDENTS

**S2. Which of these best describes the chief income earner in your household?**

If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.

If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.

Please select one option

<b>Very senior management;</b> high managerial, administrative or professional (e.g. surgeon; partner in a law firm; company director of 50+ people; judge, school headmaster)	1
<b>Senior or middle management;</b> intermediate managerial, administrative or professional (e.g. junior doctor; lawyer; office manager; school teacher; police inspector; accountant; owner of small business with 20+ people)	2
<b>Junior management or professional or administrative;</b> (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse; owner of small business with <20 people)	3
<b>Skilled manual worker;</b> (e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.)	4
<b>Semi-skilled or unskilled manual worker;</b> (e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.)	5
<b>Housewife/ househusband</b>	6
<b>Unemployed</b>	7
<b>Student</b>	8
<b>Retired <u>and</u> on state pension ONLY</b> (If retired but not only on state pension, please indicate the occupation just before retirement)	9
Don't know	10

ALL RESPONDENTS

**S3. What is your age?**

Please enter your age in years \_\_\_\_\_

TYPE IN AND AUTO CODE AS:

Under 16 (Close)	x
16-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7

*ALL RESPONDENTS*

**S4.** Which of the following are you?

**Please select one option**

Man	1
Woman	2
Non-binary	3
Prefer to use another term (please specify - optional)	4
Prefer not to say	5

*ALL PANEL RESPONDENTS*

**S5.** And where do you normally live? By this we mean the place that you live for most of the year.

**Please select one option**

England	1
Wales	2
Scotland	3
Northern Ireland	4

*ALL PANEL RESPONDENTS*

**S6.** What is your postcode, please?

This will not be used to contact you or to identify you – it will be used to see which TV and radio stations are available in the area where you live and to classify your area as rural or urban.

TYPE IN:

ALLOW REFUSED

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*ASK ALL PANEL RESPONDENTS THAT LIVE IN ENGLAND AT S5 (CODE 1)*

- S7.** Which region of England do you live in?  
**Please select one option**

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
East of England	6
South West	7
South East	8
Greater London	9

*ASK ALL PANEL RESPONDENTS.*

- S8.** Which one of these best describes where you live?  
**Please select one option**

Large city	1
Smaller city or large town	2
Medium town	3
Small town	4
Rural area	5

*ALL RESPONDENTS*

**S9.** Which of these best describes your current situation?

**Please select one option**

In full-time employment	1
In part-time employment	2
Unemployed	3
A student	4
Full-time responsibility for home/ family	5
Retired	6
Other	7
Prefer not to say	8

**C1.** How many people are there in your household in total (including yourself)?

**Please type in below**

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**ALLOW REFUSED/ PREFER NOT TO SAY – SCREEN OUT IF SELECTED**

*SHOWSCREEN*

Thank you very much for your answers so far. You qualify for the main survey.

*ASK IF MORE THAN 01 PERSON AT C1*

**C2.** Do you have any children aged under 18 who live at home with you – where you are their parent or guardian?

**Please select one option**

Yes	1
No	2
Prefer not to say	3

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ASK IF YES AT C2 (CODE 1)

**C3.** How many of your children aged under 18 live at home with you?

Please type in below

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ASK IF ONE OR MORE CHILDREN AT HOME AT C3

**C4.** IF C3 is >1: And what ages are these children?  
IF C3 is 1: And what age is this child?

0-2 years old	1
3-4 years old	2
5-7 years old	3
8-11 years old	4
12-15 years old	5
16-17 years old	6
Prefer not to say	7



*ASK ALL WHO HAVE CHILDREN AT C4 (CODES 1-6) – OTHERS SKIP TO INTRO AHEAD OF A1*

**Q08.** And how many children in your household are currently in each of the following stages of their education?

<b>ASK FOR EACH EDUCATION STAGE NUMERIC 0-10</b>	Enter number of children
1. Early childcare or not yet at school	
2. Primary	
3. Secondary/ Sixth form	
4. No longer at school	

*ASK ALL WITH CHILDREN IN THE HOUSEHOLD IN PRIMARY SCHOOL (Q08 = CODE 2)*

**Q09.** To what extent does the child/ do the children in your household **at primary school** have **access to appropriate devices** at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework?

**Please select one option**

All of the time	1
Some of the time	2
Rarely	3
Never	4
Not applicable – my child/ my children at primary school do not need to do any school work at home online	5

*ASK ALL WITH CHILDREN IN THE HOUSEHOLD IN SECONDARY SCHOOL (Q08= CODE 3)*

**Q010.** To what extent does the child/ do the children in your household **at secondary school** have **access to appropriate devices** at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework?

**Please select one option**

All of the time	1
Some of the time	2
Rarely	3
Never	4
Not applicable – my child/ my children at secondary school do not need to do any school work at home online	5

*ASK ALL WHO DO NOT HAVE ACCESS TO APPROPRIATE DEVICES ALL OF THE TIME CODED 2-4 AT Q09 OR Q010*

**Q011.** And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed?

**Please select all that apply**

School work is postponed until a device is available	1
Device access is shared with others in the household	2
School work/ online learning is not possible/ is not done	3
A less appropriate device is used	4
Device is borrowed from school or another organisation	5
An alternative education activity is carried out (e.g. watching an educational programme)	6
Some other way – (please type in below)	7

*SHOWSCREEN*

Now some questions about mobile phones.

*ALL RESPONDENTS*

**A1A.** Do you personally use a mobile phone?

**Please select one option**

Yes	1
No	2
Don't know	3

*ASK ALL THAT USE A MOBILE PHONE AT A1A (CODE 1)*

**A1B.** Is this a smartphone?

A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

**Please select one option**

Yes	1
No	2
Don't know	3

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Now some questions about the funding of television and online services.

### ALL RESPONDENTS

**F1.** How would you say BBC TV programmes are **mainly** funded?

**Please select one option**

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes to other channels/ services or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – (please type in below)	8
Don't know	9

### ALL RESPONDENTS

**F2.** How would you say programmes are **mainly** funded on ITV, Channel 4 and Five?

**Please select one option**

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes to other channels/ services or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – (please type in below)	8
Don't know	9

*ALL RESPONDENTS*

**F3.** How do you think the Sky or Virgin Media TV service is **mainly** funded?

**Please select one option**

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes to other channels/ services or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – (please type in below)	8
Don't know	9

*ALL RESPONDENTS*

**F4.** How do you think the Netflix or Disney+ service is **mainly** funded ?

**Please select one option**

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes to other channels/ services or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – (please type in below)	8
Haven't heard of it	9
Don't know	10

ALL RESPONDENTS

F5. How do you think the BBC's iPlayer service is **mainly** funded?

Please select one option

The TV Licence fee	1
By the Government	2
Advertising	3
By those that choose to pay a subscription to watch the service	4
Sponsorship of specific TV programmes	5
Sales of programmes to other channels/ services or countries	6
Magazine/ book/ video/ DVD sales	7
Some other way – (please type in below)	8
Haven't heard of it	9
Don't know	10

ALL RESPONDENTS

F6. How do you think the BBC's website is **mainly** funded?

Please select one option

The TV Licence fee	1
By the Government	2
By those that choose to pay a subscription to use the service	3
Advertising on the website	4
Advertisers pay to prioritise their entry on the list/ to be first on the list	5
Advertisers pay when users click through from sponsored links to their website	6
Some other way – (please type in below)	7
Haven't heard of it	8
Don't know	9

*ALL RESPONDENTS*

**F7.** How do you think search engine websites such as Google or Bing are **mainly** funded?

**Please select one option**

The TV Licence fee	1
By the Government	2
By those that choose to pay a subscription to use the service	3
Advertising on the website	4
Advertisers pay to prioritise their entry on the list/ to be first on the list	5
Advertisers pay when users click through from sponsored links to their website	6
Some other way – (please type in below)	7
Haven't heard of it	8
Don't know	9

*ALL RESPONDENTS*

**F8.** How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are **mainly** funded?

**Please select one option**

The TV Licence fee	1
By the Government	2
By those that choose to pay a subscription to use the service	3
Advertising on the website/ app	4
Advertisers pay to prioritise their entry on the list/ to be first on the list	5
Advertisers pay when users click through from sponsored links to their website/ app	6
Some other way – (please type in below)	7
Haven't heard of it	8
Don't know	9

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*SHOWSCREEN*

Now some questions about your use of the internet and being online.

*ALL RESPONDENTS*

**AC1.** 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: And do you personally use the internet at home?

**Please select one option**

I have access to the internet and <b>use</b> it at home	1
I have access to the internet, but I <b>don't use</b> it at home	2
I <b>do not</b> have internet <b>access</b> at home	3
Don't know	4

*ALL WITH INTERNET ACCESS AT HOME AT AC1 (CODES 1-2)*

**A2.** Which of these methods does your household use to connect to the internet **at home**?

**Please select all that apply**

<b>Fixed Broadband</b> through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	1
Access to the internet using a <b>mobile network</b> – using your phone's <b>3G or 4G or 5G mobile network, or a device such as a dongle or USB stick</b>	2
Don't know	3

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## ALL RESPONDENTS

**AC2.** Do you ever access the internet anywhere other than in your home at all?

IF YES: Where is that?

IF NO: Please select the last answer in the list

**Please select all that apply**

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
Some other way – (please type in below)	13
No - I do not access the internet away from home	14



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*ASK ALL RESPONDENTS THAT HAVE ACCESS TO THE INTERNET AT HOME THAT DO NOT USE IT OR THAT DO NOT HAVE ACCESS AT AC1 (CODES 2 OR 3)*

**AC3.** In the past year, have you asked someone else to do something for you on the internet?

**Please select one option**

Yes	1
No	2

*ASK ALL RESPONDENTS THAT HAVE ASKED SOMEONE TO MAKE A PROXY USE OF THE INTERNET FOR THEM IN THE LAST 12 MONTHS AT AC3 (CODE 1)*

**AC4.** And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else?

**Please select all that apply**

To buy something/ for shopping	1
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	2
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	3
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	4
To get help with banking/ access to finance or money	5
To access other information	6
To get in touch with someone	7
Something else – (please type in below)	8
Don't know	9

*ASK ALL RESPONDENTS THAT DO HAVE INTERNET ACCESS AT HOME AT AC1 (CODE 3)*

**AC5.** Which of these are reasons that you don't have internet access at home?

**Please select all that apply**

No need to go online/ not interested	1
Broadband set up costs are too high	2
Cost of a desktop, tablet or laptop computer to use the internet is too high	3
Cost of a mobile phone handset to use the internet is too high	4
Monthly cost of a fixed broadband service is too high	5
Monthly cost of a mobile phone service is too high	6
Getting online/ getting connected to the internet is too complicated	7
Using the internet is too complicated	8
Happy to use the internet at work/ elsewhere	9
Someone else can go online for me if necessary	10
Don't have broadband where I live	11
Broadband is too slow where I live	12
Concerned about security/ fraud / privacy	13
Concerned about harmful/ offensive content	14
Poor eyesight	15
Some other reason – (please type in below)	16
Don't know	17

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*ASK ALL RESPONDENTS THAT HAVE ACCESS TO THE INTERNET AT HOME THAT DO NOT USE IT OR THAT DO NOT HAVE ACCESS AT AC1 (CODES 2 OR 3)*

**AC6.** Would any of these reasons prompt you to go online at home in the next 12 months?

**Please select all that apply**

To buy something/ for shopping	1
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	2
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	3
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	4
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, Twitter, Snapchat etc.	5
If I had better equipment or better access to the internet	6
If I had someone to help me or to show me how to do it	7
If my job required me to go online	8
To watch TV shows on catch up or on demand services like Netflix, NOW, BBC iPlayer, or ITV Hub	9
To get help with banking/ access to finance or money	10
If I no longer had someone I could ask to do things online for me	11
Some other reason – (please type in below)	12
Nothing would prompt me to go online in the next 12 months	13
Don't know	14

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN1.** Which of these devices do you use to go online?

**Please select all that apply**

Smartphone (like an iPhone or Samsung Galaxy)	1
Tablet (like an iPad or Kindle Fire)	2
Laptop or netbook	3
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	4
Games console or handheld games player	5
Other type of device used to go online - (please type in below)	6

ASK ALL THAT ONLY GO ONLINE ON A SMARTPHONE AT IN1 (CODE 1 IS ONLY SELECTED)

**M6D.** You said that you only go online using a smartphone.

Which one of these statements best applies to how frequently, if at all, you feel **disadvantaged** by relying only on a smartphone to go online?

I <b>never</b> feel disadvantaged by this	1
I <b>sometimes</b> feel disadvantaged by this	2
I <b>often</b> feel disadvantaged by this	3
I <b>always</b> feel disadvantaged by this	4
Don't know	5

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

**IN2.** How long ago did you first start going online?

Please think about wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device.

**Please select one option**

Ten years ago or more	1
In the past 5-9 years	2
In the past 3-4 years	3
In the past 2 years	4
In the past year	5
Can't remember	6

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN60.** Which, if any, of the following would you do if you got stuck or were unsure about how to do something online?

**Please select all that apply**

Ask a friend or family member to help	1
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	2
Look online for help / "Google it"	3
Watch 'how to' videos on websites like YouTube or the BBC	4
Phone a helpline to get someone to talk me through it	5
Go to the local library for help	6
Go to my bank branch for help	7
Go to an adult learning venue or local community centre for help	8
Ask a colleague/ someone at work	9
Figure it out myself	10
Get someone else to do it for me	11
Something else – (please type in below)	12
I would just give up (SINGLE CODE)	13
None of these/ I don't tend to get stuck when online (SINGLE CODE)	14
Don't know	15

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN61.** In the past 12 months have you helped anyone to do something online that they were unable to do for themselves?

For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis.

**Please select one option**

Yes	1
No	2
Don't know	3

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*ASK ALL RESPONDENTS THAT HAVE EVER DONE THIS AT IN61 (CODE 1)*

**IN62.** And how often do you tend to help other people with online tasks?

**Please select one option**

Daily	1
2-3 times a week	2
Once a week	3
2-3 times a month	4
Monthly	5
2-3 times a year	6
Only once	7
Don't know	8

*ASK ALL RESPONDENTS THAT HAVE EVER DONE THIS AT IN61 (CODE 1)*

**IN63.** And who have you helped with online tasks in the past 12 months?

**Please select all that apply**

Parent	1
Grandparent	2
Husband/ wife/ partner	3
My child/ children aged under 16	4
My child/ children aged over 16	5
Other relative	6
Friend	7
Neighbour	8
Work colleague	9
Someone else – (please type in below)	10
Don't know	11

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN3A. Overall, how confident are you as an internet user?**

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN3B. How confident are you in knowing how to manage who has access to your personal data online?**

By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests.

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online?**

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN3D. How confident are you in judging whether the information you see or read online is true or false?**

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN3E. How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam?**

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6



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### SHOWSCREEN

Over the next few questions you will be shown lists of activities that some people say they do online.

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN5A.** Which, if any, of these activities do you do online?

**Please select all that apply**

<b>Online banking or paying bills online</b> (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	1
<b>Pay online for your council tax or for another local council service</b> (e.g. parking ticket, congestion charge etc.)	2
<b>Look online for public services information on government sites</b> (e.g. gov.uk/ ni.direct or HMRC)	3
<b>Finding/ downloading information</b> for work/ business/ school/ college/ university	4
<b>Look at job opportunities</b> or apply for a job online	5
<b>Find information for your leisure time</b> including cinema, live music, theatre, museums etc.	6
<b>Complete government processes online</b> (e.g. update Universal Credit, renew a driving licence or passport etc.)	7
<b>Sign an online petition or use a campaigning website</b> (e.g. change.org)	8
None of these	9

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN5B.** Which, if any, of these activities do you do online?

**Please select all that apply**

<b>Use streamed audio services</b> (e.g. Spotify, Deezer or Apple Music)	1
<b>Listen to live, catch-up or on-demand radio through a website or app</b> (e.g. BBC Sounds, RadioPlayer)	2
<b>Watch TV programmes/ films/ content online</b> (e.g. Netflix, BBC iPlayer, or Sky Go)	3
<b>Watch or post livestream videos</b> (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	4
None of these	5

*ASK ALL RESPONDENTS THAT HAVE NEVER COMPLETED GOVERNMENT PROCESSES ONLINE AT IN5A (CODE 7 NOT SELECTED)*

**IN5C.** You said earlier that you **don't** go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport).

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

**Please select all that apply**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27A.** You're now going to see some things that other people have said about **being online**. To what extent do you agree or disagree with each statement?

"Internet users must be protected from seeing inappropriate or offensive content"

**Please select one option**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27B.** You're now going to see some things that other people have said about **being online**.  
To what extent do you agree or disagree with each statement?

"I think people should have the right to hide their identity online in order to express their views anonymously"

**Please select one option**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27C.** You're now going to see some things that other people have said about **being online**.  
To what extent do you agree or disagree with each statement?

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

**Please select one option**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27D.** You're now going to see some things that other people have said about **being online**. To what extent do you agree or disagree with each statement?

"Websites and apps should be responsible for monitoring the content that is posted on their sites/apps"

**Please select one option**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27E.** You're now going to see some things that other people have said about **being online**. To what extent do you agree or disagree with each statement?

"I worry about whether something I say online could cause me problems in the future"

**Please select one option**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27F.** You're now going to see some things that other people have said about **being online**.  
To what extent do you agree or disagree with each statement?

"For me, the benefits of being online outweigh the risks"

**Please select one option**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27G.** You're now going to see some things that other people have said about **being online**.  
To what extent do you agree or disagree with each statement?

"Being online has helped me to learn a new skill"

**Please select one option**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27H.** You're now going to see some things that other people have said about **being online**.  
To what extent do you agree or disagree with each statement?

"Being online has helped me broaden my understanding or view of the world"

**Please select one option**

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

*ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)*

**IN27I.** You're now going to see some things that other people have said about **being online**.  
To what extent do you agree or disagree with each statement?

"When I visit websites or apps, I usually accept the terms and conditions without reading them"

**Please select one option**

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

## Adult Media Literacy Tracker 2022 - Core survey final

Now some questions about your mobile phone.

### ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

**M6A.** On the next few screens there are some things that other people have said about **using their smartphone**. To what extent do you agree or disagree with them?

“Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop”

**Please select one option**

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

### ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

**M6B.** “When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data”

**Please select one option**

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

### ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

**M6C.** “Comparing products or services online is more difficult on my smartphone than on a laptop or desktop”

**Please select one option**

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

ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

**M7.** How often do you complete a form or an application for something on your mobile phone?

**Please select one option**

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

ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

**M8.** For each of the activities shown below please say whether you would prefer to do it on a **smartphone** or on a **laptop or desktop computer** or whether you have no preference.

**If you don't currently do this activity please think about how you might prefer to.**

**Please select one option per row**

		Prefer to use a <b>laptop/ desktop computer</b>	No preference	Prefer to use a <b>smartphone</b>	Don't know
A.	Watching TV programmes or films online				
B.	Using social media apps or sites				
C.	Shopping online				
D.	Making a video call				
E.	Completing a job application or filling in a form online				
F.	Playing games				
G.	Sending an email				
H.	Banking online (transferring money, managing mortgage or other payments etc)				
I.	Reading the news/ accessing news websites or apps				



**SHOWSCREEN**

Now some questions about playing games.

**ALL RESPONDENTS**

**G1.** Do you play games at home or elsewhere in any of these ways?

**Please select all that apply**

On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1
On a laptop or netbook	2
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	3
On a mobile phone or smartphone	4
On a tablet	5
Through an app on a smart TV	6
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	7
Using wearable technology like a smartwatch (such as an Apple Watch)	8
No, I never play games in these ways	9

ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1 -8)

G2. Which of the following types of games do you play?

Please select all that apply

<b>Puzzles or quizzes</b> (e.g. Wordle, Sudoku, Candy Crush)	1
<b>Shooters</b> (e.g. Star Wars: Battlefront, Call of Duty)	2
<b>Battle Royale</b> (e.g. Fortnite, Fall Guys)	3
<b>Sports</b> (e.g. FIFA, NBA, Rocket League)	4
<b>Action/ adventure</b> (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	5
<b>Creative and building games</b> (e.g. Roblox, Minecraft etc.)	6
<b>Playing in a virtual world</b> (e.g. World of Warcraft, Animal Crossing, Sims etc.)	7
<b>Simulation experience</b> (e.g. flying a plane)	8
<b>Fitness and dance</b> (e.g. Wii Fit, Just Dance etc.)	9
<b>Online bingo/ casino/ slot type of games</b> (e.g. Mecca bingo, PokerStars, Casino etc.)	10
Other type of games – (please type in below)	11
Don't know	12

ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1-8)

G3A. Do you play games online?

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS THAT PLAY GAMES ONLINE AT G3A (CODE 1)

**G3B.** When you play games online, which of these describe how you play?

**Please select all that apply**

Playing on your own - against the games console/ computer or other device	1
Playing with or against one person you know/ that you have met in person	2
Playing with or against one person you do <b>not</b> know/ you have <b>not</b> met in person	3
Playing with or against multiple people you know/ that you have met in person	4
Playing with or against multiple people you do <b>not</b> know/ you have <b>not</b> met in person	5
Don't know	6

ALL RESPONDENTS

**A4.** Below is a list of devices. If you were told that **one** of them was going to be taken away from you - so you could not use it - which **one** do you think you would **miss the most**?

**Please select one option**

Television set	1
Radio set	2
Tablet (like an iPad or Kindle Fire)	3
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	4
Laptop or netbook	5
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	6
Games console or handheld games player	7
Smart speaker (like Amazon Echo, Google Nest or Apple HomePod mini)	8
Smart watch (like Apple Watch, Samsung Galaxy Watch or Garmin)	9
Other device – (please type in below)	10
None/ I would not miss any device	11
Don't know	12

*ALL RESPONDENTS*

Now some questions about you and your household to help us compare different groups of people. Questions about your health and ethnicity are included in this section. Your answers will not be used to identify you in any way, they will only be used for analysis purposes.

If you would prefer not to answer please select the 'Prefer not to say' response

*ALL RESPONDENTS*

**C5.** Which one of these, if any, is the highest educational or professional qualification that **you** currently have?

Please choose the highest option on the list that applies to you.

**Please select one option**

I have no formal qualifications (and I am not still studying)	1
Entry level qualification such as ESOL, ELC or Skills for Life	2
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	3
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	4
Level 1-2 vocational qualification or intermediate apprenticeship	5
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	6
Level 3 vocational qualification or advanced apprenticeship	7
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	8
Level 4-5 vocational qualification or higher apprenticeship	9
University first degree (BA/ BSc/ Bed/ PGCE or equivalent)	10
Level 6 vocational qualification or degree apprenticeship	11
University higher degree (e.g. Masters, PhD or equivalent)	12
Still studying/ still at school	13
Don't know	14
Prefer not to say	15

*ALL RESPONDENTS*

**C6.** Which of these options best describes how you feel about your ability to read and write?

**Please select one option**

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6
Prefer not to say	7

*ALL RESPONDENTS*

**C7.** Do you consider English to be your first or main language?

**Please select one option**

Yes – (English is first/ main language)	1
No	2
Prefer not to say	3

*ALL RESPONDENTS*

**C8.** Which one of these options applies to your home?

**Please select one option**

Being bought on mortgage	1
Owned outright by the household	2
Rented from Local Authority/ Housing Association/ Trust	3
Rented from private landlord	4
Something else – (please type in below)	5
Don't know	6
Prefer not to say	7

ALL RESPONDENTS

C9. Which of these, if any, impact or limit your daily activities or the work you can do?

Please select all that apply

Hearing? Poor hearing, partial hearing, or are deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
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
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
Difficulty with speech? E.g. due to stroke, stutter or stammer	7
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	8
Your mental health? Anxiety, depression, or trauma-related conditions, for example	9
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	10
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	11
Don't know	12
Prefer not to say	13

ALL RESPONDENTS

**C10.** Which one of these groups best describes your ethnic group or background?

Please select one option

<b>WHITE</b>	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
<b>ASIAN AND BRITISH ASIAN</b>	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
<b>BLACK AND BLACK BRITISH</b>	
Caribbean	14
African	15
Any other Black/ African/ Caribbean background	16
<b>OTHER ETHNIC GROUP</b>	
Arab	17
Any other ethnic background	18
Prefer not to say	19

**ALL RESPONDENTS**

**C11.** Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

**Please select all that apply**

Income Support	1
Income-based Jobseeker's Allowance	2
Pensions Credit (Guaranteed Credit)	3
Pensions Credit (no Guaranteed Credit)	4
Employment and Support Allowance (ESA)	5
Universal Credit (and household has other earnings)	6
Universal Credit (and household has no other earnings)	7
Personal Independence Payment (PIP)	8
Carer's allowance	9
Other - (please type in below)	10
None of these - Do not receive any of these benefits	11
Don't know	12
Prefer not to say	13

**ALL RESPONDENTS**

**C12.** Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

**Please select one option**

	<b>Per week</b>	<b>Per Year</b>
1	Up to £199	Up to £10,399
2	From £200 to £299	From £10,400 to £15,599
3	From £300 to £499	From £15,600 to £25,999
4	From £500 to £699	From £26,000 to £36,399
5	From £700 to £999	From £36,400 to £51,999
6	From £1,000 to £1,499	From £52,000 to £77,999
7	£1,500 and above	£78,000 and above
8	Don't know	
9	Prefer not to say	

**Thank and close**

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.