

ONLINE INTRODUCTION

Welcome to the Ofcom Tech Survey 2023. This study is being carried out with people aged 16 and over by BMG Research, an independent research company, on behalf of Ofcom, the regulator for the UK communications industry.

We are looking to understand people's views on a variety of things including mobile phones, home phones, internet, TV and radio.

Depending on your answers the survey should take around 30 minutes to complete.

In this survey we would like to ask some questions that may be perceived as sensitive such as gender identity, age, employment status, ethnic origin, education level, income, number of household occupants, and whether you have any long-term conditions or impairments. Apart from age, which is required, providing information in response to these questions is entirely voluntary and you may withdraw your consent at any time. The answers that you provide will be used only for market research analysis purposes.

BMG Research abides by the Market Research Society Code of Conduct and GDPR legislation at all times. You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website www.bmgresearch.co.uk/privacy

Please be assured this is genuine research being conducted for Ofcom, and all responses will be treated anonymously. 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	GO TO QZ1
No	2	CLOSE

CAPI INTRODUCTION

READ OUT

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Could you please confirm you are happy to proceed?

Yes	3	GO TO QZ1
No	4	CLOSE

QZ1 **ASK ALL, SINGLE CODE**, SHOWCARD 1

How do you describe your gender?

Man	1
Woman	2
Non-Binary	3
Prefer to use my own term – please specify	4
	1

Prefer not to say 5

QZ2 ASK ALL, NUMERIC, WHOLE NUMBERS ONLY, MIN 1, MAX 120

What is your age?

- Under 16 CLOSE
- 16 – 17 years 1
- 18 – 24 years 2
- 25 – 34 years 3
- 35 – 44 years 4
- 45 – 54 years 5
- 55 – 64 years 6
- 65 – 74 years 7
- 75 – 84 years 8
- 85 years or over 9
- Prefer not to say CLOSE

QZ3 ASK ALL, SINGLE CODE- SHOWCARD 2

Which of these best describes the main 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

		<i>Social Grade</i>
Very senior management; doctor, lawyer, company director (50+ people), judge, surgeon, school headmaster etc	1	A
Senior or middle management in large organisation; school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc	2	B
Junior management or professional; or administrative supervisor, clerical, policeman, nurse, secretary, clerk, self-employed (5+ people), etc	3	C1
Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	4	C2
Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	5	D
Housewife/househusband	6	E
Unemployed	7	E
Student	8	C1
Retired and on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	9	E
Prefer not to say	10	X

QZ4 ASK ALL, NUMERIC, WHOLE NUMBERS ONLY, MIN 1, MAX 30

What is the **total** number of people in the household - **including yourself and any children?**

QZ6 ASK ALL, NUMERIC, WHOLE NUMBERS ONLY, MIN 0, MAX 30. DO NOT ALLOW TO EXCEED NUMBER OF PEOPLE GIVEN AT QZ4.

And what is the total number of **children** in the household (Under 18). [IF RESPONDENT IS UNDER 18 AT QZ2] If **you** are aged 18 or under, please include yourself in this total

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QZ7 ASK IF ANSWER TO QZ6 IS >0, NUMERIC, WHOLE NUMBERS ONLY, MIN 0, MAX 17
CHECK COLUMN RESPONSES ADD TO ANSWER GIVEN AT QZ6. ENSURE AGES ARE GIVEN FROM LARGEST TO SMALLEST EG. AGE FOR CHILD 2 CANNOT BE GREATER THAN AGE FOR CHILD 1.

What ages are your children?

CAPI READ OUT: Please tell me the exact age of each child, from the oldest first going down in age. If you have more than five children under 18, please prioritise telling me the ages of older children.

	Age
Child 1	
Child 2	
Child 3	
Child 4	
Child 5	

Prefer not to say 6

QZ7A ASK IF CODE 6 AT QZ7, SINGLE CODE PER COLUMN. CHECK RESPONSES ADD TO NUMBER GIVEN AT QZ6. ENSURE AGES ARE GIVEN FROM LARGEST TO SMALLEST.

To which age band do your children belong? If you have more than five children under 18, please prioritise telling me the ages of older children.

	Child 1	Child 2	Child 3	Child 4	Child 5
0-3					
4-6					
7-9					
10-12					
13-15					
16-18					

Prefer not to say.....6

DEVICES OWNED SECTION

READ OUT: This section is about access to and use of different devices in your home, such as computers, games consoles and smart speakers.

QD1 ASK ALL

Which of the following do you, or does anyone in your household, have in your home at the moment? **SHOWCARD 3**
 MULTICODE OK FOR CODES 1-10

QD2 ASK FOR EACH ITEM HAS AT QD1 – OTHERS SKIP TO S1- SHOWCARD 3

And which, if any, do you personally use?
 MULTICODE OK FOR CODES 1-5

QD1 AT HOME	QD2 USE PERSONALLY
----------------	--------------------------

PC (a desktop computer)	1	1
Laptop	2	2
Tablet	3	3
A games console (e.g. PlayStation, Xbox, Nintendo Switch)	4	4
Smart TV	5	5
An iPod or other portable media player	6	6
E-reader – digital book reader (e.g. Kindle, Kobo eReader, Nook eReader)	7	7
A DVD or Blu Ray player	8	8
Smart watch	9	9
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	10	10
None of these (SINGLE CODE)	11	11
Don't know (SINGLE CODE)	12	12

QD3 ASK THOSE SAYING YES TO CODE 4 on QD1- SHOWCARD 4

What games consoles do you or members of your household actively use?

MULTICODE OK FOR 1-10 KEEPING BRANDS TOGETHER

- Playstation 5 Disk Edition 1
- Playstation 5 Digital Edition 2
- Other/previous Playstation models (e.g. PS4 or PS3) 3
- XBox Series X 4
- XBox Series S 5
- Other/previous Xbox models (e.g. Xbox One or 360) 6
- Nintendo Switch/Switch OLED (can connect to TV) 7
- Nintendo Wii/Wii U 8
- Handheld console (e.g. Switch Lite, Steam Deck) 9
- Retro console (e.g. Nintendo 64) 10
- Other (please specify) 11

QS1 ASK ALL

Do you or does anyone in your household have a **smart speaker** or **smart display** which can respond to voice commands like “Alexa”, “Hey Google”, “Sir” or “Hey Portal”?

Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod.

Smart displays are a smart speaker with a screen.

SINGLE CODE

- Yes – There is a smart speaker/display in my household and I personally use it1
- Yes – There is a smart speaker/display in my household but I do not personally use it2
- No, there is no smart speaker/smart display in my household3
- Don't know4

QS2 ASK THOSE ANSWERING 1-2 ON QS1. OTHERS SKIP TO QS8, NUMERIC, WHOLE NUMBERS ONLY, MIN 1, MAX 30

How many smart speakers or smart displays are in your household?

[WRITE IN NUMBER]

Don't know2

QS3 ASK THOSE ANSWERING 1-2 ON QS1, SINGLE CODE

Are any of your smart speakers in your household a smart display?

Smart displays are a smart speaker with a screen. Popular brands include Amazon Echo Show, Facebook/Meta Portal, Google

Nest Hub

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

QS4 ASK THOSE ANSWERING 1-2 ON QS1 and WHO HAVE CHILDREN FROM QZ6. PULL CHILD AGES FROM QZ7.

Do any of the children in your household use a smart speaker?

READ OUT: Please tell me for each child

SINGLE CODE FOR EACH CHILD. [ONLINE SHOW AGES SELECTED AT QZ7 OR QZ7A]

	1. Yes	2. No
Child 1	1	2
Child 2	1	2
Child 3	1	2
Child 4	1	2
Child 5	1	2

Prefer not to say.....3

QS5 ASK THOSE ANSWERING 1-2 ON QS1- SHOWCARD 5

In which rooms in your house do you have a smart speaker or smart display?

MULTICODE OK FOR 1-9 RANDOMISE ORDER

- Living room/lounge 1
- Kitchen/kitchen-diner/dining room 2
- Hallway/landing 3
- Bathroom/shower room 4
- Bedroom 5
- Garage/shed 6
- Study/home office 7
- Move around as needed/portable 8
- Other (please specify) 9

QS6 ASK IF HOUSEHOLD HAS A SMART SPEAKER AT QS1 (CODE 1-2) – OTHERS SKIP TO QS8- SHOWCARD 6

Which brands or types of smart speakers/smart display do you have in your household?

MULTICODE OK FOR CODES 1-9

- Amazon Echo (with Alexa voice assistant) 1
- Apple HomePod..... 2
- Bose..... 3
- Google Home/ Google Nest..... 4
- Facebook/Meta Portal..... 5
- Samsung..... 6
- Sonos..... 7
- Sony..... 8
- Other (please specify)..... 9
- Don't know (SINGLE CODE) 10

QS7 **ASK ALL WHO USE A SMART SPEAKER AT QS1 (CODE 1) – OTHERS SKIP TO QS8- SHOWCARD 7**

Thinking of your household's smart speaker, which of the following functions do you personally use your smart speaker for?

MULTICODE OK FOR CODES 1-15 RANDOMISE ORDER

	QS7 EVER USE
Listen to live radio (so at the same time as the show is broadcast)	1
Listen to catch-up radio (so after the show was originally broadcast)	2
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	3
Listen to a podcast	4
Listen to an audiobook	5
Play an interactive audio game	6
Get news reports	7
Get weather reports	8
Get travel information or updates	9
Searching for information online or asking general questions	10
As an alarm, personal schedule reminder or to make a shopping list	11
To control smart home devices, such as smart TV, heating or lighting	12
To make calls, send texts or emails (including pairing with mobile phone)	13
To watch videos	14
Other (please specify)	15

QS8 **ASK ALL**

Which of the following smart home technologies, if any, do you, or does anyone in your household, have in your home at the moment? – **SHOWCARD 8**

MULTICODE OK FOR CODES 1-9 RANDOMISE ORDER

	QS8 AT HOME
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	1
Smart trackers such as Airtag/tile	2
Smart bathroom scales which work with an app to keep a record of measurements and set goals	3
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	4
Smart lighting/heating/hot water controls (using an app on your mobile phone or smart speaker)	5
Smart smoke alarms which send an alert to your phone	6
Smart home appliances (e.g. fridge freezer, washing machine, tumble dryer, dishwasher)	7
Smart robots (e.g. lawnmower, vacuum cleaner, mopper)	8
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	9
Other (please specify)	10
None of these (SINGLE CODE)	11
Don't know (SINGLE CODE)	12

QV1 ASK ALL, SINGLE CODE

Does anyone in your household have a car, and if so, do you use it as a driver or passenger?
 Yes - and I use it as a driver or passenger 1
 Yes – but I don't use it as a driver or passenger 2
 No 3

ASK THOSE ANSWERING CODE 1 AT QV1- SHOWCARD 9

QV2 Does any car used by someone in your household have any of these features?
 MULTICODE OK FOR CODES 1-10 RANDOMISE ORDER

- A DAB digital radio 1
- The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard..... 2
- An in-built 'infotainment system' with a touchscreen..... 3
- Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring 4
- The ability to stream music and other audio content from a phone via the car's dashboard (e.g. Apple Carplay, Android Auto)..... 5
- The ability to stream other apps (e.g. navigation) by connecting your phone to the car's dashboard..... 6
- In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online 7
- Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked 8
- A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead 9
- Built-in satellite navigation with a screen in the car's dashboard 10
- Voice assistant for e.g. making calls, playing music or navigation 11
- None of these (SINGLE CODE) 12
- Don't know (SINGLE CODE)..... 13

QD3 ASK ALL CODED HAVING CHILDREN IN THE HOUSEHOLD AGED 4 TO 18 YEARS (QZ7) . PULL CHILD AGES FROM QZ7.

– SHOWCARD 10

To what extent does the child in your household [IF ONE CHILD]/do the children in your household [IF MULTIPLE CHILDREN] have access at home to appropriate devices based on their schooling requirement? By this we mean equipment to enable them to connect to the internet for online schooling or online learning as needed (including homework)

IF MORE THAN ONE CHILD IN HOUSEHOLD:

Please answer for each of the children in your household in order of their age, starting with the oldest first.

SINGLE CODE FOR EACH CHILD. [ONLINE SHOW AGES SELECTED AT QZ7 OR QZ7A]

	1. All the time	2. Some of the time	3. Rarely	4. Never	5. Not applicable – my child is not at school
Child 1	1	2	3	4	5
Child 2	1	2	3	4	5
Child 3	1	2	3	4	5

Child 4	1	2	3	4	5
Child 5	1	2	3	4	5

LANDLINE PHONE SECTION

READ OUT – The next few questions are about landline telephone services in your home – so the phone line that comes into your home, not a mobile phone or internet voice service such as Skype or WhatsApp.

QL1 ASK ALL, SINGLE CODE

Is there a landline phone in your home, and if there is, what can it be used for?
Not a mobile phone or internet voice service.

- Yes – can use to make and receive calls..... 1
- Yes – can receive but not make calls/ incoming only 2
- Yes, but line not working properly/ needs to be repaired 3
- No, do not have landline phone 4
- Don't know 5

QL2 ASK IF HAVE A LANDLINE PHONE AT HOME THAT CAN BE USED TO MAKE CALLS (QL1 CODE 1) – OTHERS SKIP TO QL3

How often do you use this landline phone handset at home yourself to make calls?

SINGLE CODE

- I use the landline phone to make all my calls 1
- I often use the landline phone to make calls 2
- I occasionally use the landline phone to make calls 3
- Never 4
- Don't know 5

QL3 ASK IF HAVE A HOME LANDLINE PHONE AT QL1 (CODES 1-3)– OTHERS SKIP TO QM1 – SHOWCARD 11

Which of these is your main supplier for your landline?

SINGLE CODE

- BT 1
- EE 2
- KCOM 3
- NOW 4
- Plusnet 5
- Post Office/Shell Energy 6
- Sky 7
- TalkTalk 8
- Hyperoptic..... 9
- Utility Warehouse..... 10
- Virgin Media 11
- Vodafone..... 12
- Gigaclear..... 13
- Community Fibre..... 14
- Other (please specify) 15
- Don't know 16

MOBILE PHONE SECTION

READ OUT: Now some questions about mobile phones.

QM1 ASK ALL

Is there a mobile phone in your household which is used to make and receive calls? Please include any phones used for work or other purposes.

SINGLE CODE

- Yes, and I personally use one 1
- Yes, but I don't personally use one 2
- No 3
- Don't know 4

QM2 ASK ALL WITH A MOBILE PHONE IN THE HOUSEHOLD AT QM1 (CODES 1-2)

Are any of the mobile phones in your household a smartphone? A smartphone is a phone on which you can easily access emails, download files and apps, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy.

SINGLE CODE

- Yes, and I personally use one 1
- Yes, but I don't personally use one 2
- No 3
- Don't know 4

QM3 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QM1 (CODE 1) – OTHERS SKIP TO QE1 – SHOWCARD 12

Which of these describes how you acquired your main mobile phone?

SINGLE CODE

- It was bought as a brand new phone - as part of a contract including calls, texts and data 1
- It was bought as a brand new phone - not as part of a contract, just the phone itself 2
- It was bought as a refurbished/ used phone 3
- It was passed on to me/ hand me down 4
- Something else – (please specify) 5
- Don't know 6

QM4 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QM1 (CODE 1) – SHOWCARD 13

Which mobile network do you use most often?

SINGLE CODE

- Asda Mobile 1
- BT 2
- EE 3
- Giffgaff 4
- iD Mobile (Carphone Warehouse) 5
- Lebara 6
- Lycamobile 7
- O2 8
- Plusnet 9
- Sky Mobile 10
- Smarty 11
- Talk Mobile 12
- TalkTalk 13
- Tesco 14
- Three/3 15
- Utility Warehouse 16
- Virgin Mobile/ Any Virgin 17
- Vodafone 18
- Voxi 19

Other (please specify) _____ 20
 Don't know 21

QM5 ASK ALL WHO PERSONALLY USE A SMARTPHONE AT QM2 (CODE 1) – OTHERS SKIP TO QM6

Can you access a 4G or 5G service on your smartphone?

If you can access 5G on your smartphone, please **do not also select 4G**.

SINGLE CODE

Yes – 5G 1
 Yes – 4G 2
 No, neither 3
 Don't know 4

QM6 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QM1 (CODE 1) – OTHERS SKIP TO INTERNET SECTION

Which of these best describes the mobile package you personally use most often?

SINGLE CODE

Prepay/ pay as you go – using top-ups 1
 Monthly contract/ SIM-only – paying monthly 2
 Other (please specify) _____ 3
 Don't know 4

QM7 ASK IF HAVE A PAY MONTHLY/ CONTRACT PHONE AT QM6 (CODE 2) – OTHERS SKIP TO QM9

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

QM8 ASK ALL WHO HAVE 4G or 5G SERVICE AT QM5 (CODES 1-2) AND WHO PAY THROUGH A CONTRACT AT QM6 (CODE 2)- SHOWCARD 14

How much data allowance do you get included with your mobile phone contract?

1-2GB per month 1
 3-10GB per month 2
 11-50GB per month 3
 51-100GB per month 4
 101-250GB per month 5
 Unlimited data 6
 Don't know 7

QM9 IF HAVE SMARTPHONE AT QM2 (CODE 1)

Thinking of your main mobile phone, does it use an Apple or an Android operating system? iPhones are Apple, other phone brands use Android (e.g. Google Pixel, Samsung Galaxy)

SINGLE CODE

1. Apple
 2. Android
 3. Neither
 4. Don't know

QM10A IF CODE 1 IN QM9

Have you switched from an Android phone in the last five years?

SINGLE CODE

1. Yes, in the last year
2. Yes, 2-3 years ago
3. Yes, 4-5 years ago
4. No
5. Don't know

QM10B IF CODE 2 IN QM9

Have you switched from an Apple phone in the last five years?

SINGLE CODE

1. Yes, in the last year
2. Yes, 2-3 years ago
3. Yes, 4-5 years ago
4. No
5. Don't know

QM11 IF CODE 4 IN QM10A OR CODE 4 in QM10B -SHOWCARD 15

Why have you not switched operating system from Apple to Android or Android to Apple?

MULTICODE OK FOR 1-10

1. Too complicated to switch over
2. Too complicated to learn to use a new operating system
3. Cost
4. Didn't see any benefits to doing so
5. I have other devices linked to my current operating system (e.g. a smart TV, a smart watch)
6. Worried about losing data/photos/messages if I moved operating system
7. Strong preference for current operating system
8. Strong preference for current phone model (e.g. iPhone, Samsung Galaxy)
9. Data security/privacy reasons
10. Other
11. Don't know

QM12 IF CODE 2 AT QM6

What type of SIM does your main mobile phone use to connect your mobile and/or data plan to your network?

SINGLE CODE

1. Physical SIM card (i.e. one that can be inserted and removed by you)
2. eSIM (a digital sim card, first introduced to some phones in 2016)
3. Both physical and eSIM
4. Don't know

QM13 IF CODE 2 AT QM6 SHOWCARD 16

Thinking about your main mobile phone, do you currently have a second mobile plan for texts/calls/data in addition to your main plan? And if so, what is this primarily for?

MULTICODE OK 2-6

1. No
2. Yes – for international calls/data
3. Yes – for additional data in the UK
4. Yes – to give me better connectivity in busy or remote areas of the UK
5. Yes – for business purposes
6. Yes – other reason

7. Don't know

QM14 **ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QM1 (CODE 1) – SHOWCARD 17**

Which, if any, of the following activities do you use your mobile for? Please read through the full list of possible uses. MULTICODE OK FOR CODES 1-22, KEEP CODES WITHIN GROUPINGS, BUT ROTATE GROUP ORDER AND RESPONSES WITHIN THESE.

ENTERTAINMENT		
Listen to radio (LOCK WITH CODE 2)	1	
Listen to music (not radio) (LOCK WITH CODE 1)	2	
Listen to podcasts	3	
Play games	4	
Listen to or read an e-book	5	
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	6	
Watching TV programmes/ films online e.g. Netflix, BBC iPlayer, Sky Go	7	
Using social media e.g. Facebook, Twitter, Snapchat, Instagram	8	
COMMUNICATION		
Send / receive SMS text messages	9	
Make normal calls	10	
Use IM/ instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, iMessage)	11	
Making <u>voice calls</u> over the internet e.g. via WhatsApp, Facebook Messenger or Zoom (LOCK WITH CODE 13)	12	
Making <u>video calls</u> over the internet e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom (LOCK WITH CODE 12)	13	
Send/receive emails	14	
OTHER (LOCK AS LAST GROUP)		
General browsing/ surfing the internet	15	
Take photos or videos	16	
Accessing/ receiving news	17	
Accessing/ receiving sports/ team news/ scores	18	
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	19	
Use your phone for Sat Nav or directions	20	
Scanning a QR code (e.g. to order in a restaurant)	21	
Wallet to store and display tickets (e.g. Apple Wallet, Google Wallet)	22	
Use voice assistant (e.g. Siri, Google Assistant)	23	
Other (WRITE IN) (LOCK POSITION)	24	
None of these (SINGLE CODE) (LOCK POSITION)	25	
Don't know (SINGLE CODE) (LOCK POSITION)	26	

QM15 **ASK IF HAVE A SMARTPHONE AT QM2 (CODE 1) – OTHERS SKIP TO INTERNET SECTION – SHOWCARD 18**

Do you use any of the following types of apps on your smartphone?
MULTICODE OK FOR CODES 1 TO 16, RANDOMISE ORDER

Banking	1
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	2
Games	3
Music/Audio Streaming	4
Navigation/ Maps	5
News/ newspapers	6
Payment services (e.g. Apple Pay, PayPal)	7
Shopping (e.g. Amazon, Ocado, eBay)	8
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, TikTok)	9
Taxi booking or travel (e.g. Uber, Trainline)	10
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	11

Messaging apps (e.g. WhatsApp, Facebook Messenger)	12
Fitness or health apps (e.g. Strava, Apple Health app)	13
Review apps (e.g. Goodreads, Tripadvisor)	14
NONE OF THESE (SINGLE CODE)	15
Don't know (SINGLE CODE)	16

INTERNET SECTION

READ OUT: This section of questions is about the internet. This could be at home, at work or when you're out and about. It could be to check emails, use social media, to browse or buy things online, look at news online, or watch a TV programme or video clip online.

QE1 ASK ALL

Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc), and if so, 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

QE2 ASK ALL WITH INTERNET ACCESS AT HOME AT QE1 (CODES 1-2) WHO LIVE IN A HOUSEHOLD WITH 2+ PEOPLE AT QZ4. OTHERWISE SKIP TO QE4

Including yourself, how many people in your household share the internet connection?
(ANSWER CANNOT BE HIGHER THAN THE VALUE AT QZ4)

QE3 ASK ALL WITH INTERNET ACCESS AT HOME AT QE1 (CODES 1-2) – SHOWCARD 19

Which of these – if any – is your home internet connection used for?

MULTICODE OK FOR CODES 1-4

Working from home	1
Ordinary school work/ homework	2
University/college work	3
Virtual school lessons or university lectures/seminars	4
None of these (SINGLE CODE)	5

QE4 ASK ALL

Do you ever access the internet outside your home in any of the following locations? – **SHOWCARD 20**

MULTICODE OK FOR CODES 1-12, RANDOMISE ORDER

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

In leisure centres/ gyms/ sports grounds	10
Outdoor areas such as parks	11
Other (WRITE IN)	12
No, do not (SINGLE CODE)	13

QE5 ASK IF USE INTERNET AT HOME AT QE1 (CODE 1) OR ELSEWHERE AT QE4 (CODES 1-12) – OTHERS SKIP TO QE7

How often do you personally use the internet nowadays either at home or elsewhere? – **SHOWCARD 21**

This includes time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online and doing schoolwork.

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

SINGLE CODE

Several times a day	1
About once a day	2
Several times a week	3
At least once a week	4
Less often	5
Never	6
Don't know	7

QE6. ASK ALL WHO USE THE INTERNET AT HOME AT QE1 (CODE 1) OR ELSEWHERE AT QE4 (CODES 1-12) – SHOWCARD 22

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

None	1
Up to 7 hours	2
8 to 14 hours	3
15 to 22 hours	4
23 to 29 hours	5
30 to 39 hours	6
40 to 49 hours	7
Over 50 hours	8
Don't know/ unsure	9

CONTINUE IF HAVE ACCESS TO THE INTERNET AT HOME AT QE1 (CODE 1 OR 2)

CONTINUE IF USE THE INTERNET ANYWHERE ELSE AT QE4 (CODES 1-12)

THOSE WITHOUT ACCESS AT HOME AND WHO DO NOT USE THE INTERNET ANYWHERE ELSE SKIP TO QE17

QE7 ASK IF HAVE ACCESS TO THE INTERNET AT HOME AT QE1 (CODE 1 OR 2) – THOSE WITHOUT ACCESS AT HOME SKIP TO QE9- SHOWCARD 23

Which of these methods does your household use to connect to the internet at home?
MULTICODE OK FOR CODES 1-3

Fixed Broadband 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 **mobile network** – using your phone's **3G or 4G or 5G mobile network**,
or a device such as a dongle or USB stick.....2

Other (please specify)3
 Don't know (SINGLE CODE)4

QE8 ASK IF HAVE ACCESS TO THE INTERNET AT HOME AT QE1 (CODE 1-2) – OTHERS SKIP TO QE9 – SHOWCARD 24

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

- BT 1
- Community Fibre..... 2
- EE 3
- Gigaclear..... 4
- Hyperoptic..... 5
- KCOM 6
- John Lewis 7
- NOW 8
- Plusnet 9
- Shell Energy/Post Office 10
- Sky 11
- OVO 12
- TalkTalk 13
- Three Broadband 14
- Utility Warehouse 15
- Virgin Media 16
- Vodafone..... 17
- Zen..... 18
- Other (please specify) 19
- Don't know 20

QE9 ASK IF USE INTERNET AT HOME AT QE1 (CODE 1) OR ELSEWHERE AT QE4 (CODES 1-12) – OTHERS SKIP TO ROUTING AT QE12 – SHOWCARD 25

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

Which, if any, of these do you do online?

Please read through the full list of possible uses.

MULTICODE OK FOR CODES 1-25 KEEP CODES WITHIN GROUPINGS, BUT ROTATE GROUP ORDER AND RESPONSES WITHIN THESE

PURCHASING/ FINANCES		
Online shopping for goods (e.g. groceries, homeware, clothes)		1
Online shopping for services (e.g. holiday booking, travel booking, insurance)		2
Online food takeaway deliveries		3
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments		4
Trading/ auctions e.g. eBay, Facebook marketplace		5
COMMUNICATION		
Send/ receive e-mails		6
Communicating via instant messaging e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp		7
Make/receive <u>voice calls</u> over the internet e.g. Microsoft Teams, WhatsApp or Zoom (LOCK WITH CODE 10)		8
Make/receive <u>video calls</u> over the internet e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom (LOCK WITH CODE 9)		9
INFORMATION		
Finding/ downloading information for work/ school/ university/ general interest		10
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP		11
Accessing news		12
Maps/Directions		13
Accessing files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive		14

HEALTH		
	To find information on health-related issues	15
	Remote healthcare services e.g. video consultation with hospital or GP	16
	For health or fitness (e.g. online home workouts, monitoring running)	17
ENTERTAINMENT		
	Watching TV programmes/ films/ sport content online (e.g. Netflix, BBC iPlayer, or Sky Go)	18
	Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	19
	Listening to audio (e.g. music streaming, live radio, podcasts)	20
	Paid-for online gaming	21
	Free online gaming	22
SOCIAL (LOCK AS LAST GROUP)		
	Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	23
	Other (WRITE IN) (LOCK POSITION)	24
	None of these (SINGLE CODE) (LOCK POSITION)	25
	Don't know (SINGLE CODE) (LOCK POSITION)	26

QE10 ASK IF YES TO 22 or 23 on QE9 – OTHERS SKIP TO QE11 – SHOWCARD 26

In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services?
 MULTICODE OK FOR CODES 1 TO11, **RANDOMISE ORDER**

1. Playstation plus
2. Nintendo switch online
3. Xbox live gold
4. Xbox games pass ultimate/console/PC
5. EA Play on Xbox or Playstation
6. Prime gaming
7. Apple arcade
8. Google play pass
9. Netflix games
10. Ubisoft
11. A game streaming service e.g. Google Stadia, GeForce now
12. Other, please state
13. Don't know
14. None of these

QE11 ASK IF USE INTERNET AT HOME AT QE1 (CODE 1) OR ELSEWHERE AT QE4 (CODES 1-12) – OTHERS SKIP TO ROUTING AT QE12 – SHOWCARD 27

Do you ever connect to the internet using a VPN (Virtual Private Network). A VPN is a secure and virtual connection, separate from your own internet connection. Often it will require you to log in to the network from your computer while already connected to your own internet connection

MULTICODE OK FOR CODES 1-3

- | | |
|---------------------------------|---|
| Yes, for work/business purposes | 1 |
| Yes, for education purposes | 2 |
| Yes, for other reasons | 3 |
| No | 4 |
| Don't know | 5 |

QE12 ASK IF HAVE FIXED BROADBAND AT HOME (QE7 CODE 1) – OTHERS SKIP TO ROUTING AT QE15- SHOWCARD 28

Which of these fixed broadband services does your household have?
 SINGLE CODE

- | | |
|--|---|
| Standard broadband – Broadband through a phone line or cable service - which is <u>not</u> superfast, so the download speed is less than 30Mbps..... | 1 |
| Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30Mbps or higher and less than 300Mbps..... | 2 |
| Ultrafast broadband – the download speed is 300Mbps or higher | 3 |
| Don't know | 4 |

QE13 ASK ALL WITH FIXED BROADBAND AT HOME AT QE7 (CODE 1)

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

Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi)?

[FOR THOSE WITH BOTH FIXED AND MOBILE BB – Please do not count your mobile broadband. In this case we are only talking about your broadband access which is connected to your fixed line]

SINGLE CODE

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

QE14 ASK ALL WITH WIFI (QE13 CODE 1),SHOWCARD 29

How often, if ever do you unplug or switch the power off on your WiFi router? Please select the statement(s) that best describes what you do in your home.

MULTICODE FOR CODES 1-5

- Switch it off whenever I/we are not using it.....1
- Switch it off at night.....2
- Switch it off when I/we go out.....3
- Switch if off when I /we are away from home overnight.....4
- Never or very rarely switch it off.....5
- Don't know.....6

QE15 ASK ALL WITHOUT INTERNET AT HOME (QE1 CODE 3) – OTHERS SKIP TO TEXT AHEAD OF QE17

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

SINGLE CODE

- Certain to.....1 QE17
- Likely to2 QE17
- Unlikely to3
- Certain not to.....4
- Don't know5 QE17

QE16 ASK ALL WHO ARE UNLIKELY TO GET INTERNET ACCESS IN NEXT 12 MONTHS AT QE15 (CODES 3-4) – OTHERS SKIP TO TEXT AHEAD OF QE17 OR QR1- SHOWCARD 30

Which of these are reasons why you are unlikely to get internet access at home in the next 12 months?

MULTICODE OK FOR CODES 1-16, RANDOMISE ORDER

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
Other (WRITE IN)	16
Don't know (SINGLE CODE)	17

QE17 ASK ALL WHO HAVE NOT SAID THEY USE VOICE OR VIDEO CALLS ONLINE AT QM14 (NOT CODES 12-13) OR AT QE9 (NOT CODES 9-10)

As well as using landlines and mobile phones it is possible to make phone calls using the internet, using services such as Microsoft Teams, FaceTime, WhatsApp, Zoom or Facebook Messenger.

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

SINGLE CODE

- Yes 1
- No never used 2
- Don't know 3

QE18 ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE17 (CODE 1) OR AT QM14 (CODES 12-13) OR AT QE9 (CODES 9-10) – OTHERS SKIP TO QR1- SHOWCARD 31

TEXT FOR THOSE WHO USE AT QM14 (CODES 12-13) OR WHO USE AT QE9 (CODES 9-10) – You said earlier that you make voice or video calls using an online service...

Which supplier or service does your household use to make voice or video calls using the internet?

MULTICODE OK FOR CODES 1-14, RANDOMISE ORDER

- Facebook Messenger 1
- FaceTime 2
- Google Chat 3
- Google Meet 4
- Instagram 5
- Microsoft Teams 6
- Skype 7
- Snapchat 8
- WhatsApp 9
- Zoom 10
- Telegram 11
- Signal 12
- Discord 13
- Other (WRITE IN) 14
- Don't know (SINGLE CODE) 15

QE19 ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE17 (CODE 1) OR AT QM14 (CODES 12-13) OR AT QE9 (CODES 9-10) - SHOWCARD 32

How often do you use these services to make or receive voice or video calls?

SINGLE CODE

- Every day 1
- At least once a week 2
- At least once a month 3
- A few times a year 4

Less than once a year	5
Don't know.....	6

QE20 **ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE17 (CODE 1) OR AT QM14 (CODES 12-13) OR AT QE9 (CODES 9-10) – SHOWCARD 33**

Which – if any – of these are the voice or video calls used for?

MULTICODE OK FOR CODES 1-5, RANDOMISE ORDER

Working from home	1
Distance/virtual learning (e.g. video lessons with a teacher)	2
Catching up with friends/ family.....	3
Medical calls with doctor or other healthcare professional	4
Other (please specify)	5
None of these (SINGLE CODE)	6

RADIO SECTION

READ OUT: This next section of questions is about radio and audio activities.

QR1 **ASK ALL, NUMERIC, WHOLE NUMBERS ONLY, MIN 0, MAX 30**

How many radios do you have in your home that you, or someone in your household, listen to? Please do not include any other devices you use to listen to the radio e.g. smart speakers or TVs.

- None1
- 12
- 2-33
- 4-54
- 6-105
- 11 or more6
- Don't know7

QR2 **ASK ALL WHO HAVE AT LEAST ONE ACTIVE RADIO AT QR1 (CODES 2-6) – OTHERS SKIP TO QR3, NUMERIC, WHOLE NUMBERS ONLY, MIN 0, MAX 30, VALIDATION: CANNOT ENTER NUMBER HIGHER THAT RESPONSE AT QR1**

You said that you have [NUMBER IN BOX AT QR1] radios in your home that someone in the household listens to in most weeks. How many of these [NUMBER AT QR1] radios are DAB radio sets?

DAB radio sets are those that can receive digital radio signals rather than traditional AM/FM frequencies. Many stations broadcast on both, but examples of digital only radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

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

QR3 ASK ALL – SHOWCARD 34

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

SINGLE CODE PER ROW, RANDOMISE ORDER

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

QR4 ASK THOSE ANSWERING CODE 1 AT QV1- SHOWCARD 35

Which, if any of these ways do you listen to audio content in a car?

MULTICODE OK FOR CODES 1-8, RANDOMISE ORDER

Listen to live radio on an in-car FM or AM radio.....	1
Listen to live radio on an in-car DAB radio	2
Listen to radio on a mobile phone	3
Listen to music on an in-car CD or tape player	4
Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone.....	5
Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone)	6
Listen to music stored on a phone	7
Listen to a podcast via a mobile phone	8
None of these (SINGLE CODE)	9

QR5 **ASK ALL- SHOWCARD 36**

Some devices, as well as radio sets, can receive digital radio signals rather than traditional AM/FM frequencies. Many stations are broadcast on both, but examples of digital only radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Before today, which, if any, of these ways of listening to digital radio were you aware of?

MULTICODE OK FOR CODES 1-4, RANDOMISE ORDER

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

QR6 **ASK THOSE WHO ANSWERED 1-4 in QR5- SHOWCARD 37**

Before today, which, if any, of these features did you associate with digital radio versus FM and AM (manually tuned) radio?

MULTICODE OK FOR CODES 1-9, RANDOMISE ORDER

A wider choice of radio stations/ digital-only radio stations	1
Clear and high-quality sound.....	2
Interference free/ no dropped signal	3
Extra features (including ability to pause and rewind live radio, programme guides)	4
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	5
Ease of use (e.g. find your station by name, not frequency)	6
Future-proof.....	7
Ready for switchover.....	8
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	9
None of these (SINGLE CODE)	10
Don't know (SINGLE CODE).....	11

QR7 **ASK ALL**

Before today, were you aware of DAB+ radio sets? A DAB+ radio set uses upgraded technology to enable a wider range of stations to be available. The first DAB+ stations became available in the UK in 2016 and there are now over 180 DAB+ stations available including Fun Kids, JazzFM and Heart 90s.

SINGLE CODE

- Yes 1
- No 2

QR8 **ASK IF ANSWERED YES TO QR7 (CODE 1), AND HAVE DAB RADIO AT QV2 (CODE 1) OR DAB RADIO AT QR5 (CODE 1)**

Are any of your DAB radio sets a DAB+ enabled radio set?

MULTICODE OK FOR CODES 1 AND 2

- [THOSE YES TO QV2] Yes, I have a DAB+ radio in a car 1
- [THOSE YES TO QR5] Yes, I have a DAB+ radio at home 2
- [ALL] No 3

[ALL] Don't know 4

TV SECTION

READ OUT: This section of questions is about TV and video services.

QT1 ASK ALL

Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films?

SINGLE CODE

- Yes 1
- No 2

QT2 ASK IF HAVE A TV AT QT1 (CODE 1) – OTHERS SKIP TO QT3

Which of these best describes the main TV set in your household?

SINGLE CODE

- An HDTV set or HD ready TV – which can receive High Definition picture quality 1
- An Ultra High Definition (known as UHD) TV set or UHD ready TV – also known as 4K TV 2
- Neither of these 3
- Don't know 4

QT3 ASK ALL- SHOWCARD 38

Which – if any – of these TV services are used in your household to watch programmes, shows or films?

MULTICODE OK FOR CODES 1-7, RANDOMISE ORDER

- Sky TV (with a monthly subscription) 1
- Virgin Media (cable TV subscription) 2
- Freeview or Freeview Play (a free service often built into TV sets) 3
- BT TV 4
- TalkTalk TV/ EE TV/ Plusnet TV/ YouView 5
- Freesat/ Sky TV (free service, no subscription) 6
- None of these (SINGLE CODE) 7
- Don't know (SINGLE CODE) 8

QT4 ASK ALL WITH SKY TV AT QT3 (CODE 1)

Does your household have Sky Q, Sky+ or Sky Glass?

Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes.

Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.

Sky Glass was launched in October 2022 and is a streaming TV that does not require a satellite dish or box for it to work, only a home broadband connection

SINGLE CODE

- Yes – Sky + 1
- Yes – Sky Q 2
- Yes-Sky Glass 3
- Yes – multiple Sky systems 4
- Yes – not sure which 5
- No 6
- Don't know 7

QT5 ASK ALL- SHOWCARD 39

Do you have a subscription to any of these paid for services?

MULTICODE OK FOR CODES 1-8, RANDOMISE ORDER

Netflix	1
Amazon Prime Video	2
Disney+	3
NOW Cinema	4
NOW Entertainment	5
NOW Sports	6
Paramount+	7
ITV Hub+/ITV X/STV PlayerVIP	8
Britbox	9
All4+	10
AppleTV+	11
Discovery+	12
No, none of these	13

QT6 ASK ALL WHERE HAVE A WORKING TV AT QT1 AND USE HOUSEHOLD INTERNET ACCESS AT QE1(CODE 1) – SHOWCARD 40

Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?

MULTICODE OK FOR CODES 1 TO 8, RANDOMISE ORDER

Using TV apps or services on your smart TV (often found on the menu or home screen) [IF CODE SMART TV AT QD1]	1
A set-top box connected to your TV (such as Sky+/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services	2
A streaming box or stick (such as Amazon Fire TV, NOW, Google Chromecast, Roku, Apple TV) connected to your TV	3
A laptop/ computer connected to your TV [IF CODES 1-2 AT QD2]	4
A tablet computer (e.g. iPad) connected to your TV [IF CODE 3 AT QD2]	5
A smartphone connected to your TV [IF CODE 1 AT QM2]	6
Games console connected to your TV.....	7
Connecting TV to on demand or streaming services via another method	8
None of these (SINGLE CODE).....	9
I do not watch any content on a TV set (SINGLE CODE).....	10
Don't know (SINGLE CODE)	11

QT7 ASK ALL WHO USE STREAMING BOXES/STICKS (CODE 3 in QT6) - OTHERS SKIP TO QT8- SHOWCARD 41

You said you or someone in your household uses a streaming box or stick to watch TV, films or other content on your TV set. Which – if any – of the following do they use to do this?

MULTICODE OK FOR CODES 1-6, RANDOMISE ORDER

Amazon Fire TV (plug in stick, plug in box or cube).....	1
Google Chromecast	2
Roku	3
Apple TV box	4
NOW Smart Stick or Box.....	5
Virgin Media Stream	6
Sky Stream.....	7
Other (please specify)	8

Don't know (SINGLE CODE) 9

**QT8 ASK IN NORTHERN IRELAND ONLY – OTHERS SKIP TO DEMOGRAPHICS
 ASK IF HAVE A TV AT QT1 (CODE 1) – OTHERS SKIP TO DEMOGRAPHICS- SHOWCARD 42**

How frequently, if at all, do you watch each of these channels? Please only include watching these channels live on broadcast TV, not including any catch-up services or clips online.

SINGLE CODE PER ROW A-D

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

DEMOGRAPHICS

READ OUT: The final few questions are to find out more about you personally, to help us to further compare different groups of people. They will not be used to attempt to identify you, but if you are uncomfortable answering any of these you have the option to select prefer not to answer to each question.

QZ8 ASK ALL – SHOWCARD 43

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

SINGLE CODE

<u>WHITE</u>	
A. English/ Welsh/ Scottish/ Northern Irish/ British	1
B. Irish.....	2
C. Gypsy or Irish traveller	3
D. Roma.....	4
E. Any other White background (WRITE IN) _____	5
<u>MIXED/ MULTIPLE ETHNIC GROUPS</u>	
F. White and Black Caribbean	6
G. White and Black African.....	7
H. White and Asian	8
I. Any other Mixed/ multiple ethnic background (WRITE IN) _____	9
<u>BLACK OR BLACK BRITISH</u>	
J. Caribbean	10
K. African	11
L. Any other Black/ Black British/ African/ Caribbean background (WRITE IN) _____	12
<u>ASIAN OR ASIAN BRITISH</u>	
M. Indian	13
N. Pakistani.....	14
O. Bangladeshi	15
P. Chinese	16
Q. Any other Asian background (WRITE IN) _____	17
<u>OTHER ETHNIC GROUP</u>	
R. Arab.....	18
S. Any other background (WRITE IN) _____	19
Prefer not to say/ Refused	20

QZ9 ASK ALL – SHOWCARD 44

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

MULTICODE OK FOR CODES 1-9

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
Social/ behavioural? Conditions associated with this such as autism, attention deficit	

disorder, Asperger's, etc.....	7
Your mental health? Anxiety, depression, or trauma-related conditions, for example.....	8
Other illnesses/ conditions which impact or limit your daily activities or the work you can do.....	9
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do (SINGLE CODE).....	10
Prefer not to say (SINGLE CODE).....	11

QZ10 ASK ALL – SHOWCARD 45

What is your working status?

SINGLE CODE

In full-time employment.....	1
In part-time employment.....	2
Retired.....	3
Unemployed.....	4
A student.....	5
Full-time responsibility for the home/ family.....	6
Refused.....	7

QZ11 ASK ALL – SHOWCARD 46

And is your home...?

SINGLE CODE

Being bought on mortgage.....	1
Owned outright by household.....	2
Rented from Local Authority/ Housing Association/ Trust.....	3
Rented from private landlord.....	4
Other (WRITE IN).....	5
Don't know.....	6
Prefer not to say.....	7

QZ12 ASK ALL – SHOWCARD 47

Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions?

SINGLE CODE

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

QZ13 ASK ALL – SHOWCARD 48

Does anyone in your household – including yourself – receive any of the following benefits?

MULTICODE OK FOR CODES 1-10

Income Support.....	1
Income-based Jobseeker's Allowance.....	2
Pensions Credit.....	3
Employment and Support Allowance (ESA).....	4
Universal Credit (and household has other earnings).....	5
Universal Credit (and household does not have other earnings).....	6
Personal Independence Payment (PIP).....	7
Carer's Allowance.....	8
Something else – Please say.....	9
None – do not receive any benefits (SINGLE CODE).....	10

Don't know (SINGLE CODE)	11
Prefer not to say (SINGLE CODE).....	12

QZ14 ASK ALL– SHOWCARD 49

How well would you say your household is managing financially at the moment? Would you say you are...?

SINGLE CODE

Doing well – 1

Getting by – 2

Struggling – 3

Don't know/prefer not to say - 4