

Cross Platform Media Tracker 2024 – Adults questionnaire

ALL RESPONDENTS – TO BE AUTOCODED

I1 WAVE OF INTERVIEWING

WAVE 1	1
WAVE 2	2

ALL RESPONDENTS – TO BE AUTOCODED

I2 INTERVIEW METHOD

POST TO ONLINE	1
POST TO PAPER	2
PANEL	3

ALL POSTAL APPROACH RESPONDENTS – READ IN FROM SAMPLE

I3 POSTAL APPROACH SAMPLE TYPE FOR TRIAL

A - UK RANDOM SAMPLE	1
B – OLDER/ DE SAMPLE IN HIGHER IMD AREAS	2
D – YOUNGEST ADULTS SAMPLE	3
E – OLDEST ADULTS SAMPLE	4
F – BLACK ADULTS SAMPLE	5

ALL POSTAL APPROACH RESPONDENTS – READ IN FROM SAMPLE

I4 REFERENCE NUMBER FROM LETTER

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ALL POSTAL APPROACH RESPONDENTS – READ IN FROM SAMPLE

I5 URBANITY

A	1
B	2
C	3
D	4
E	5
F	6
G	7

INTRODUCTION – ALL ONLINE RESPONDENTS

We are conducting a study looking at people’s attitudes to television and radio services in the UK. This study is being carried out for Ofcom, which is responsible for overseeing broadcast services in the UK. It should take around 20-25 minutes to complete.

You can refuse to participate or stop the survey at any point. The data that we are collecting is for research purposes only and we rely on your consent to process the data. Once the full year of interviewing has been completed, the combined findings will be published in the summer of 2025.

Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy which explains your rights. All our surveys are conducted under the Code of Conduct of the UK Market Research Society and their contact number is in our Privacy Policy. All information that you give us will be treated in the strictest confidence and your identity will not be passed on to a third party or connected to your answers in any way.

Could you please confirm you are happy to proceed?

Yes	1	GO TO S1
No	2	CLOSE

ASK ALL

S1 How old are you?

Please enter your age in years _____

TYPE IN AND AUTO CODE AS:

Under 16 (Close)	x
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 years or over	8

ASK ALL

S2 Which of the following describes how you think of yourself?

Please select one option

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

ASK ALL PANEL RESPONDENTS – AUTOPUNCH FROM POSTAL SAMPLE

S3 Where do you normally live – so the place that you live for most of the year?

Please select one option

England	1
Scotland	2
Wales	3
Northern Ireland	4

ASK ALL PANEL RESPONDENTS THAT LIVE IN ENGLAND AT S3 (CODE 1) – AUTOPUNCH FROM POSTAL SAMPLE

S4 What 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
London	9

ASK ALL PANEL RESPONDENTS

S5 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

ASK ALL

S6 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

Very senior management; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm).	1	A
Senior or middle management in large organisation; owner of small business; principal officer in civil service/ local government	2	B
Junior management or professional; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)	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
Don't know	10	X

ASK ALL

S7 What is the total number of people in the household (including yourself and any children)?

Type in

ASK ALL IN A HOUSEHOLD WITH 2+ PEOPLE AT S7

S8 Do any children aged under 16 live in your household?

Please select all that apply

Yes, aged 0-2	1
Yes, aged 3-4	2
Yes, aged 5-10	3
Yes, aged 11-15	4
No children aged under 16 (SINGLE CODE)	5
Don't know (SINGLE CODE)	6
Prefer not to say (SINGLE CODE)	7

ASK ALL WITH ANY UNDER 16S AT HOME AT S8 (1-4)

S9 Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Please select one option

Yes	1
No	2
Prefer not to say	3

SHOWSCREEN FOR PANEL RESPONDENTS

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

TV - SECTION A

ASK ALL

QA1 Which of the following ways of watching broadcast TV channels like **BBC, ITV, Channel 4 or Channel 5** are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device?

We will ask you later about watching streaming services like Netflix or Amazon Prime Video.

Please select all that apply

MULTICODE OK FOR CODES 1-14

ASK ALL WITH MORE THAN ONE SERVICE AT QA1 – OTHERS SKIP TO QA3

QA2 And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5?

Please select one option

	QA1	QA2
Freeview or Freeview Play (free TV via an aerial or set top box)	1	1
Virgin Media (cable TV subscription)	2	2
Sky (satellite TV with a monthly subscription)	3	3
Freesat (satellite TV with no subscription)	4	4
Other satellite TV	5	5
BT TV	6	6
TalkTalk TV	7	7
YouView	8	8
NOW	9	9
Amazon Fire TV (plug in stick, plug in box or cube)	10	10
Google Chromecast	11	11
Roku	12	12
Apps for broadcaster catch-up services like BBC iPlayer, ITVX, Channel 4 streaming service and My5	13	13
Other – please say	14	14
No one watches broadcast TV channels	15	15
Don't know	16	16

ASK ALL

QA3 Does anyone in your household **ever** use any of these to watch **television programmes or films at home or elsewhere?**

Please include **all types of viewing** – so watching television programmes or films **as they are broadcast**, anything **recorded from the TV** to view later, any use of **catch-up services** (such as BBC iPlayer or ITVX or other **paid-for streaming services** (such as Netflix or Amazon Prime Video).

Please select all that apply

A television set – including Smart TV sets	1
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	2
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	3
A desktop computer/ laptop/ netbook	4
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch)	5
Any other type of device – please say	6
None of these/ no one watches TV programmes or films	7
Don't know	8

ASK ALL

QA4 We'd like to ask you about different ways of watching TV and films...
Which, if any, of these have **you** done in the last 12 months?

Please select all that apply

Watch TV programmes or films at the time they are shown on scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include watching 'live' through broadcaster services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5.	1
Watch TV programmes or films that you or someone in your household has set up to record from scheduled TV and watch later	2
Catch up on TV programmes or films that have already been shown on scheduled TV using broadcaster catch-up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5	3
Watch TV programmes or films from a paid-for on-demand service such as Netflix, Amazon Prime, Disney+ or Apple TV+	4
[ONLY SHOW IF CODE 2 OR 3 AT QA1] Watch programmes or films that are available 'on demand' from [Sky TV/ Virgin Media TV]. For example, this could include binge watching a series of 'Game of Thrones'.	5
Watch a 'pay per view' sporting or music event, pay to buy or rent a film from home	6
None of these (SINGLE CODE)	7
Don't know (SINGLE CODE)	8

ASK ALL

QA5 Which, if any, of these TV channels have **you personally** watched in the past 12 months?

Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX, Channel 4 streaming service, and My5.

Please include watching on any device.

Please select all that apply

Any BBC Channel (e.g. BBC One, BBC Two, BBC Three, BBC Four, BBC News)	1
Any ITV Channel (e.g. ITV, ITV2, ITV Be, STV, UTV)	2
Any Channel 4 Channel (e.g. Channel 4, E4, Film4, More4, 4Seven)	3
Any Channel 5 Channel (e.g. Channel 5, 5USA, 5Star)	4
Any UKTV channel (e.g. Dave, Yesterday, Drama)	5
Any Sky channel (e.g. Sky Atlantic, Sky Sports, Sky News, Sky Showcase)	6
S4C (Welsh)	7
Discovery Channel	8
Al Jazeera	9
GB News	10
Any other broadcast TV channels – please say	11
None (SINGLE CODE)	12

ASK ALL

QA6 Which, if any, of these TV catch-up or on-demand services have **you personally** watched in the past 12 months?

Please include watching programmes or films as they are broadcast, to catch-up or on-demand.

Please include watching on any device.

Please select all that apply

BBC iPlayer	1
ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)	2
STV Player or STV Player VIP (Scotland)	3
S4C Clic (Welsh language)	4
Channel 4 or Channel 4+ streaming service (previously All/All 4+)	5
My5 (previously Demand 5)	6
Sky On Demand or Sky Go	7
UKTV Play	8
Discovery+	9
Virgin TV Catch-up or Virgin TV Go	10
Any other TV catch-up or on-demand service – please say	11
None of these (SINGLE CODE)	12

ASK ALL

QA7 Which, if any, of these **paid-for** on-demand services have **you personally** watched in the past 12 months?

Please include watching on any device.

Please select all that apply

Netflix	1
Amazon Prime Video	2
NOW	3
Disney+	4
Apple TV+	5
BritBox	6
Hayu	7
Starzplay	8
Paramount+	
Any other paid-for on-demand services – please say	9
None (SINGLE CODE)	10

SHOWSCREEN FOR ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2) – OTHERS SKIP TO TV BROADCAST REGULATION - SECTION D

TV PROGRAMMES – SECTION B

You said earlier that you:

[IF QA4 CODE 1] Watch TV programmes or films **at the time they are shown on** scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include **watching ‘live’** through broadcaster services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5

(And ...)

[IF QA4 CODE 2] Watch TV programmes or films that you or someone in your household has set up to **record** from scheduled TV and watch later

For this next section of questions can you please think about the TV programmes that you watch in this way? We will ask you later about anything that you watch through catch-up or streaming services.

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QB1 Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same?

Please select one option

Improved	1
Got worse	2
Stayed about the same	3
Don't know	4

ASK IF ‘IMPROVED’ AT QB1 (CODE 1) – OTHERS SKIP TO ROUTING AT QB3

QB2 In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

OPEN ENDED

ASK IF ‘GOT WORSE’ AT QB1 (CODE 2) – OTHERS SKIP TO TV ADVERTISING - SECTION C

QB3 In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

OPEN ENDED

SHOWSCREEN FOR ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

TV ADVERTISING – SECTION C

SAY TO RESPONDENT – The next few questions are about advertising, programme sponsorship, and trailers on television.

So we'd still like you to think about when you ...

[IF QA4 CODE 1] Watch TV programmes or films **at the time they are shown on** scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include **watching 'live'** through broadcaster services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5

(And ...)

[IF QA4 CODE 2] Watch TV programmes or films that you or someone in your household has set up to **record** from scheduled TV and watch later

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QC1 Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?



Please select one option

- | | | |
|-----|---|-----------|
| YES | 1 | GO TO QC2 |
| NO | 2 | GO TO QC3 |

ASK IF YES AT QC1 (CODE 1) – OTHERS SKIP TO QC3

QC2 Do you know what this symbol is used for?

Please select all that apply

RANDOMISE CODES 1-3

- Product placement/ company has paid for product to be featured in the programme 1
- Protected content – it can't be copied or shared 2
- Previously shown - it's a repeat 3
- Other (please specify) 4
- Don't know 5

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QC3 Which of the following, if any, are you aware of on television?

Please select all that apply

- Programme sponsorship announcements 1
- Trailers or promotions for particular TV programmes 2
- Trailers or promotions for particular TV channels 3
- Trailers or promotions for websites or other online services provided by TV channels 4
- Product placement (where companies pay for their products to be used or featured in a TV programme or film) 5
- None of these (SINGLE CODE) 6
- Don't know (SINGLE CODE) 7

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QC4 Do you have any concerns about advertising on television?

Please select one option

- | | | |
|-----|---|-----------|
| YES | 1 | GO TO QC5 |
| NO | 2 | GO TO QC6 |

ASK IF YES AT QC4 – OTHERS SKIP TO QC6

QC5 What do you have concerns about?

OPEN ENDED

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QC6 Do you have any concerns about any of these **types** of advertising on television?

Please include any you may have already mentioned.

RANDOMISE CODES 1-11

Please select all that apply

- Adverts for credit cards 1
- Adverts for charities/ refugee appeals 2
- Adverts for alcohol 3
- Adverts for foods that are high in fat, salt or sugar 4
- Adverts for children's toys 5
- Adverts for gambling/ bookmakers/ gambling websites 6
- Adverts for public health campaigns 7
- Adverts that make claims to be environmentally friendly 8
- Adverts during children's programming or when children could be watching 9
- None of these 10
- Don't know (SINGLE CODE) 11

ASK ALL WITH CONCERNS ABOUT ADVERTS DURING CHILDREN'S PROGRAMMING AT QC6 (CODE 9)

QC7 What specifically concerns you about advertising in children's programming or when children could be watching?

OPEN ENDED

ASK ALL WITH CONCERNS ABOUT ADVERTS FOR ALCOHOL AT QC6 (CODE 3)

QC8 And what specifically concerns you about TV advertising for alcohol?

OPEN ENDED

ASK ALL WITH CONCERNS ABOUT ADVERTS FOR FOODS THAT ARE HFSS AT QC6 (CODE 4)

QC9 And what specifically concerns you about TV advertising for foods that are high in fat, salt or sugar?

OPEN ENDED

ASK ALL WITH CONCERNS ABOUT ADVERTS FOR GAMBLING AT QC6 (CODE 6)

QC10 And what specifically concerns you about TV advertising for gambling?

OPEN ENDED

ASK ALL WITH CONCERNS ABOUT ADVERTS THAT MAKE CLAIMS TO BE ENVIRONMENTALLY FRIENDLY AT QC6 (CODE 8)

QC11 And what specifically concerns you about TV advertising that makes claims to be environmentally friendly?

OPEN ENDED

SHOWSCREEN FOR ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

Advertising, product placement and sponsorship provide income for commercial TV channels– so channels other than BBC channels. Without this income, free-to-air channels like ITV1 or Channel 5 may not exist, while other channels like Sky Atlantic or More4 might have fewer new programmes.

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QC12 Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?

Please select one option

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QC13 And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?

‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic.

Please select one option

	QC12	QC13
There could be quite a few more advertising breaks before it bothered me	1	1
A small increase in advertising breaks would not bother me	2	2
The present number doesn't bother me, but I would not want any more	3	3
There are already more advertising breaks than I am happy with	4	4
Don't know	5	5

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QC14 Please think about the total number of minutes of advertising within an hour of programmes on commercial channels.

Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?

Please select one option

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QC15 And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels?

‘Other commercial channels’ are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV.

Please select one option

	QC14	QC15
There could be quite a few more minutes of advertising before it bothered me	1	1
A small increase in the number of minutes of advertising would not bother me	2	2
The present number of minutes of advertising doesn't bother me, but I would not want any more	3	3
There are already more minutes of advertising than I am really happy with.....	4	4
Don't know	5	5

TV BROADCAST REGULATION - SECTION D

SHOWSCREEN FOR ALL

We're interested in your views on the **regulation of TV** – meaning any rules or guidelines that should be followed in terms of what can and can't be shown on TV.

TEXT FOR THOSE WHO WATCH LIVE TV AT QA4 – CODES 1-2

You said earlier that you:

[IF QA4 CODE 1] Watch TV programmes or films **at the time they are shown on** scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include **watching 'live'** through broadcaster services such as BBC iPlayer, ITVX, Channel 4 streaming service, or My5.

(And ...)

[IF QA4 CODE 2] Watch TV programmes or films that you or someone in your household has set up to **record** from scheduled TV and watch later

For this next section of questions can you please think about the TV programmes that you watch in this way? We will ask you later about anything that you watch through catch-up or streaming services.

TEXT FOR THOSE WHO DO NOT WATCH LIVE TV AT QA4 – NOT CODES 1-2

Please think about TV programmes that people can watch 'live' at the time they are shown on scheduled TV or record to watch later.

We'll ask you later about programmes shown on broadcaster catch- up services, or streaming services like Netflix, Amazon Prime Video or Disney+.

ASK ALL

QD1 As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV?

Please select one option

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

ASK IF 'YES' AT QD1 (CODE 1) – OTHERS SKIP TO QD3

QD2 Who do you think is responsible for regulating TV programmes?

Please select one option

ALPHABETICAL ORDER

- ASA/ Advertising Standards Authority 1
- BBC 2
- BBFC/ British Board of Film Classification 3
- BSC/ Broadcasting Standards Commission 4
- ITC/ Independent Television Commission 5
- Ofcom/ Office of Communications 6
- The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly) 7
- TV channels themselves 8
- Other response – TYPE IN 9
- Don't know 10

ASK ALL

QD3 Still thinking about TV programmes that people can watch 'live' at the time they are shown on scheduled TV or record to watch later and any regulation of TV in terms of what can and can't be shown...

Do you think the **amount of regulation** is too much, too little, or about the right amount for each of these programme types?

Please select one option

		Too much	Too little	About the right amount	Don't know
A	Television programmes as a whole	1	2	3	4
B	BBC television	1	2	3	4
C	ITV1 [if in England/Wales] / STV [if in Scotland] / UTV [if in Northern Ireland] / Channel 4/ Channel 5 television	1	2	3	4
D	All other TV channels	1	2	3	4

ASK ALL

QD4 TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

OPEN ENDED

TV PROTECTION OF CHILDREN - SECTION E

SHOWSCREEN FOR ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2) – OTHERS SKIP TO SECTION H

The next section is about when television programmes are shown and the content of those programmes.

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QE1 Still thinking about TV programmes that that people can watch ‘live’ on scheduled TV or record to watch later...

Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don’t see unsuitable programmes?

Please select one option

- Mainly parents/ guardians.....1
- Mainly broadcasters2
- Both equally3
- Don’t know.....4

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QE2 Thinking of the types of TV programmes which are **not** suitable for children...

Broadcasters are required to only show television programmes which are **not** suitable for children after a certain time in the evening. Before today, were you aware of this?

Please select one option

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

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QE3 As far as you know, from what time in the evening can TV channels show programmes that are **not** suitable for children?

Please select one option

- Before 6pm1
- 6pm2
- 6.30pm3
- 7pm4
- 7.30pm5
- 8pm6
- 8.30pm7
- 9pm8
- 9.30pm9
- 10pm10
- 10.30pm11
- 11pm12
- After 11pm13
- There isn’t a time14
- Other (please specify)15
- Don’t know.....16

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2) AND WHO ARE AGED 18 OR OVER AT S1 (CODES 2-8) – OTHERS SKIP TO TV HARM AND OFFENCE – SECTION F

QE4 Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o’clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes.

When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18?

Please select one option

- Much earlier than 9pm1
- A bit earlier than 9pm2
- About 9pm3
- A bit later than 9pm4
- Much later than 9pm5
- Don’t know.....6

**SHOWSCREEN FOR ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2) – OTHERS SKIP TO SECTION H
TV HARM AND OFFENCE - SECTION F**

This next section of questions is about offensive content on television – so anything which has offended you or which you thought was inappropriate.

Later on we will ask about content on television which could cause harm.

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QF1 Still thinking about TV programmes that you have **watched ‘live’ at the time they are shown** on scheduled TV or that you have **recorded to watch later...**

In the last 12 months, have **you personally** seen anything on television that you found to be offensive?

Please select one option

- Yes1
- No.....2
- Don't know.....3

ASK ALL WHO HAVE SEEN SOMETHING OFFENSIVE AT QF1 (CODE 1) – OTHERS SKIP TO QF6

QF2 What type of programme showed something that offended you?

Please select all that apply

ALPHABETICAL ORDER

- News or current affairs programme1
- Documentary2
- Sports3
- Children's TV4
- Reality TV5
- Talent show.....6
- Comedy7
- General entertainment8
- Game/ quiz show9
- Soap or drama.....10
- Film11
- Music video (on music channel or general channels) .12
- Religious programming13
- Other types of programme – TYPE IN14

- Don't know (SINGLE CODE).....15

ASK ALL WHO HAVE SEEN SOMETHING OFFENSIVE AT QF1 (CODE 1)

QF3 What kind of things in the programme offended you?

OPEN ENDED

ASK ALL WHO HAVE SEEN SOMETHING OFFENSIVE AT QF1 (CODE 1)

QF4 What did you do when you were offended by what you saw?

Please select all that apply

- Continued watching/ did nothing..... 1
- Stopped watching 2
- Watched something else 3
- Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)..... 4
- Complained to the regulator (via letter/ phone/ email/ online) 5
- Discussed it with other people 6
- Other – TYPE IN..... 7
- Don't know (SINGLE CODE)..... 8

ASK ALL WHO HAVE SEEN SOMETHING OFFENSIVE AT QF1 (CODE 1)

QF5 Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months?

Please select one option

- These things should not have been shown 1
- Although I was offended, I accept that others should be allowed to see these things 2
- I think that these things should only be shown when viewers are likely to expect them – for example after a clear warning to viewers, or late at night, or on a specific type of channel or programme 3
- Don't know 4

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QF6 Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later ...

Do you think, in general, that there is too much, too little, or an acceptable amount of << insert >> on television?

Please select one option

		Too much	Too little	An acceptable amount	Don't know
A	Sex	1	2	3	4
B	Violence	1	2	3	4
C	Swearing	1	2	3	4

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QF7 The next few questions are about violent programmes on television.

Which **one** of these statements do you agree with most about programmes which show scenes which some people might find particularly violent?

Please select one option

1. Particularly violent programmes should be available on any channel after 9pm
2. Particularly violent programmes should only be allowed, on paid-for TV services which restrict access to viewers aged over 18
3. Particularly violent programmes should never be shown on television
4. Don't know

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QF8 Which **one** of these statements do you agree with most about programmes which show scenes of sexual violence?

Please select one option

1. Programmes showing sexual violence should be available on any channel after 9pm
2. Programmes showing sexual violence should only be allowed on paid-for TV services which restrict access to viewers aged over 18
3. Programmes showing sexual violence should never be shown on television
4. Don't know

SHOWSCREEN FOR ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

This next section of questions is about harmful or damaging content on television – so anything which could cause harm financially, physically, mentally or some other way.

Harmful content on television could include:

Physical harm – such as promoting dangerous behaviour, wrong health advice or the promotion of self-harm.

Financial harm – such as through mis-selling or mis-promoting products.

Emotional or mental harm – such as through showing disturbing or upsetting content.

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QF9 Still thinking about TV programmes that you have watched ‘live’ at the time they are shown on scheduled TV or that you have recorded to watch later ...

In the last 12 months, have **you personally** seen anything on television which you thought was harmful or damaging either to you, other adults, or children?

Please select all that apply

Yes – harmful to me.....	1
Yes – harmful to other adults	2
Yes – harmful to children.....	3
No (SINGLE CODE).....	4
Don't know (SINGLE CODE).....	5

ASK ALL WHO HAVE SEEN SOMETHING HARMFUL AT QF9 (CODES 1-3) – OTHERS SKIP TO QF13

QF10 What type of programme showed something harmful or damaging?

Please select all that apply

ALPHABETICAL ORDER

News or current affairs programme	1
Documentary	2
Sports	3
Children's TV	4
Reality TV	5
Talent show.....	6
Comedy	7
General entertainment	8
Game/ quiz show	9
Soap or drama.....	10
Film	11
Music video (on music channel or general channels)	12
Religious programming	13
Other types of programme – TYPE IN	14
Don't know (SINGLE CODE).....	15

ASK ALL WHO HAVE SEEN SOMETHING HARMFUL AT QF9 (CODES 1-3)

QF11 What kind of things in the programme were harmful or damaging?

OPEN ENDED

ASK ALL WHO HAVE SEEN SOMETHING HARMFUL AT QF9 (CODES 1-3)

QF12 What did you do when you saw something harmful or damaging?

Please select all that apply

- Continued watching/ did nothing..... 1
- Stopped watching2
- Watched something else3
- Complained to the broadcaster showing the programme (via letter/ phone/ email/
online).....4
- Complained to the regulator (via letter/ phone/ email/ online)5
- Discussed it with other people 6
- Other – TYPE IN.....7
- Don't know (SINGLE CODE).....8

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QF13 As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television.

Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later...

In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme?

Please select one option

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

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2)

QF14 Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later...

Have you seen anything on television where you were concerned about the adults taking part in the programme in the last 12 months?

Please select one option

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

ASK ALL WHO HAVE SEEN SOMETHING OF CONCERN AT QF13 (CODE 1) OR AT QF14 (CODE 1) – OTHERS SKIP TO ROUTING AT TV CONCERNS OF PARENTS AND GUARDIANS - SECTION G

QF15 What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part?

Please select all that apply

ALPHABETICAL ORDER

News or current affairs programme	1
Documentary	2
Sports	3
Children’s TV	4
Reality TV	5
Talent show	6
Comedy	7
General entertainment	8
Game/ quiz show	9
Soap or drama.....	10
Film	11
Music video (on music channel or general channels)	12
Religious programming	13
Other types of programme – TYPE IN	14
Don’t know (SINGLE CODE).....	15

TV CONCERNS OF PARENTS AND GUARDIANS - SECTION G

ASK ALL WHO WATCH LIVE BROADCAST TV AT QA4 (CODES 1-2) AND WHO ARE PARENTS/ GUARDIANS AT S9 (CODE 1) – OTHERS SKIP TO RADIO – SECTION H

QG1 Please think about the types of programmes your child watches ‘live’ at the time they are shown on scheduled TV or which have been recorded for them to watch later – thinking specifically about TV programmes that are on during the day and evening up until 9pm.

How concerned are you, if at all, by the types of things your child has seen ‘live’ on scheduled TV before 9pm in the last 12 months?

Please select one option

- Very concerned1
- Fairly concerned2
- Not very concerned3
- Not at all concerned4
- Don’t know5
- NOT APPLICABLE - MY CHILD DOES NOT WATCH PROGRAMMES ON SCHEDULED TV6

ASK IF CONCERNED AT QG1 (CODES 1-2) – OTHERS SKIP TO RADIO – SECTION H

QG2 What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months?

Please select all that apply

RANDOMISE ORDER

- Bad language 1
- Sex or sexually explicit content..... 2
- Sexualised performances (i.e. could be through acting or dancing in music videos etc) 3
- Nudity 4
- Unsuitable content aired too early/ pre-watershed..... 5
- Makes me feel embarrassed or uncomfortable watching with my child/ children..... 6
- Negative portrayal or objectification of women 7
- Glamorisation of certain lifestyles 8
- Portrayal of anti-social behaviour 9
- Violence 10
- Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)11
- Invasion of privacy 12
- Lack of respect towards adults 13
- Other (please specify) 14
- Don’t know 15

RADIO - SECTION H

ASK ALL

QH1 Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer.

Which, if any, of these different types of radio stations have you listened to in the last 12 months?

Please select all that apply

<u>BBC national</u> radio stations - such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music	1
<u>BBC local</u> radio stations for your local area – services such as BBC Radio Leeds or BBC Three Counties Radio	2
<u>National commercial</u> radio stations - so those with advertisements, such as Classic FM, talkSPORT, Absolute or Kiss	3
<u>Local commercial</u> radio stations - so those with advertisements such as Clyde 1, Key 103, Heart or Hallam FM	4
<u>Community radio stations</u> Not-for-profit stations which provide services to specific small local areas or groups of people	5
None of these (SINGLE CODE)	6
Don't know (SINGLE CODE)	7

ASK ALL WHO LISTEN TO COMMERCIAL RADIO STATIONS AT QH1 (CODES 3-4) – OTHERS SKIP TO ROUTING AT QH3

QH2 Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist.

Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations?

Please select one option

- It could **go up quite a bit** before it bothered me1
- A **little more** would not bother me2
- The **present levels** don't bother me, but I would not want any more.....3
- There is **already more** than I am happy with4
- Don't know5

ASK ALL WHO LISTEN TO RADIO AT QH1 (CODES 1-5) – OTHERS SKIP TO REGULATION OF RADIO – SECTION J

QH3 This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate.

In the last 12 months, have **you personally** heard anything on the radio you found offensive?

Please select one option

- Yes1
- No.....2
- Don't know.....3

ASK ALL WHO HAVE HEARD SOMETHING OFFENSIVE AT QH3 (CODE 1) – OTHERS SKIP TO OTHERS SKIP TO REGULATION OF RADIO – SECTION J

QH4 What type of radio programme broadcast something that offended you?

Please select all that apply

ALPHABETICAL ORDER

- News or current affairs programme1
- Talk show/ phone-in2
- Documentary/ history.....3
- Sports programme4
- Children's programme5
- Comedy6
- General entertainment7
- Game/ quiz show8
- Drama9
- Arts/ music.....10
- Religious programming.....11
- Other types of programme – TYPE IN12
- Don't know (SINGLE CODE).....13

ASK ALL WHO HAVE HEARD SOMETHING OFFENSIVE AT QH3 (CODE 1)

QH5 What kind of things in the programme offended you?

OPEN ENDED

ASK ALL WHO HAVE HEARD SOMETHING OFFENSIVE AT QH3 (CODE 1)

QH6 What did you do when you were offended by what you heard on the radio?

Please select all that apply

- Continued listening/ did nothing..... 1
- Stopped listening 2
- Listened to something else 3
- Complained to the broadcaster (via letter/ phone/ email/ online)..... 4
- Complained to the regulator (via letter/ phone/ email/ online) 5
- Discussed it with other people 6
- Other – TYPE IN..... 7
- Don't know (SINGLE CODE)..... 8

REGULATION OF RADIO – SECTION J

ASK ALL

QJ1 We’re interested in your views on the regulation of radio – meaning any rules or guidelines that should be followed in terms of what can and what can’t be broadcast on radio.

As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can’t be broadcast on radio?

Please select one option

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

ASK ALL SAYING ‘YES’ AT QJ1 (CODE 1) – OTHERS SKIP TO QJ3

QJ2 Who do you think is responsible for regulating radio?

Please select one option

ALPHABETICAL ORDER

- ASA/ Advertising Standards Authority.....1
- BBC.....2
- Radiocentre.....3
- BSC/ Broadcasting Standards Commission 4
- Ofcom/ Office of Communications5
- The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)..... 6
- Radio stations themselves7
- Other response – TYPE IN8
- Don’t know.....9

ASK ALL

QJ3 Do you think the amount of regulation for radio shows is too much, too little, or about the right amount?

Please select one option

	Too much	Too little	About the right amount	Don’t know
Radio	1	2	3	4

ODO HARM AND OFFENCE - SECTION K

SHOWSCREEN FOR ALL WHO HAVE WATCHED ANYTHING ONLINE OR ON-DEMAND AT QA4 (CODES 3-4) - OTHERS SKIP TO ODO REGULATION OF SERVICES – SECTION L

You said earlier that you:

[IF QA4 CODE 3] Catch up on TV programmes or films that have **already been shown** on scheduled TV using **broadcaster catch-up services** such as BBC iPlayer, ITVX, Channel 4 streaming service or My5

(And ...)

[IF QA4 CODE 4] Watch TV programmes or films from a **paid-for** on-demand service such as Netflix, Amazon Prime, Disney+ or Apple TV+

For this next section of questions can you please think about the programmes you can watch on these catch-up and on-demand services?

The particular services you mentioned watching earlier are [SHOW LOGOS OF SERVICES FROM QA6 AND QA7].

ASK ALL WHO HAVE WATCHED ANYTHING ONLINE OR ON-DEMAND AT QA4 (CODES 3-4)

QK1 Thinking just about programmes you have watched on these catch-up and on-demand services...

In the last 12 months have **you personally** seen anything on any of these services that you thought caused any concern to you, to other adults, or to children?

Please select all that apply

- | | |
|--------------------------------------|---|
| Yes – caused concern to me | 1 |
| Yes – caused concern to other adults | 2 |
| Yes – caused concern to children | 3 |
| No (SINGLE CODE) | 4 |
| Don't know (SINGLE CODE) | 5 |

ASK ALL WHO HAVE SEEN SOMETHING OF CONCERN ON ANY ONLINE OR ON-DEMAND SERVICE AT QK1
(CODES 1-3) – OTHERS SKIP TO ROUTING AT QK7

QK2 What type of programme caused any concern?
ALPHABETICAL ORDER

Please select all that apply

News or current affairs programme	1
Documentary	2
Sports	3
Children’s TV	4
Reality TV	5
Talent show.....	6
Comedy	7
General entertainment	8
Game/ quiz show	9
Soap or drama.....	10
Film	11
Music video (on music channel or general channels)	12
Religious programming	13
Other types of programme – TYPE IN	14
Don’t know (SINGLE CODE).....	15

ASK ALL WHO HAVE SEEN SOMETHING OF CONCERN ON ANY ONLINE OR ON-DEMAND SERVICE AT QK1 (CODES 1-3)

QK3 Thinking about the things that caused any concern, which catch-up or on-demand service were you watching?

Please select all that apply

CODEFRAME TO SHOW SERVICES WATCHED AT QA6 AND QA7 PLUS OTHER

BBC iPlayer	1
ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)	2
STV Player/ STV Player VIP (Scotland)	3
S4C Clic (Welsh language)	4
Channel 4 or Channel 4+ streaming service (formerly All 4/All 4+)	5
My5 (previously Demand 5)	6
Sky On Demand or Sky Go	7
UKTV Play	8
Discovery+	9
Virgin TV Catch-up or Virgin TV Go	10
Netflix	11
Amazon Prime Video	12
NOW	13
Disney+	14
Apple TV+	15
BritBox	16
Hayu	17
Starzplay	18
Any other catch-up or on-demand services – please say	19
Can't remember (SINGLE CODE)	20

ASK ALL WHO HAVE SEEN SOMETHING OF CONCERN ON ANY ONLINE OR ON-DEMAND SERVICE AT QK1 (CODES 1-3)

QK4 What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

OPEN ENDED

ASK ALL WHO HAVE SEEN SOMETHING OF CONCERN ON ANY ONLINE OR ON-DEMAND SERVICE AT QK1 (CODES 1-3)

QK5 What did you do when you saw something of concern?

Please select all that apply

Continued watching/ did nothing	1
Stopped watching	2
Watched something else	3
Complained to the broadcaster/ service (via letter/ phone/ email/ online)	4
Complained to the regulator (via letter/ phone/ email/ online)	5
Discussed it with other people	6
Other – TYPE IN.....	7
Don't know (SINGLE CODE).....	8

ASK ALL WHO COMPLAINED TO A THIRD PARTY AT QK5 (CODES 4-5) – OTHERS SKIP TO ROUTING AT QK7

QK6 You said you complained to [the broadcaster or service/ the broadcaster or service and the regulator/ the regulator] about the content that caused concern. Who was this?

OPEN ENDED

ASK ALL WHO HAVE WATCHED ANYTHING ONLINE OR ON-DEMAND AT QA4 (CODES 3-4) AND WHO ARE PARENTS/ GUARDIANS AT S9 (CODE 1) - OTHERS SKIP TO ODO REGULATION OF SERVICES – SECTION L

QK7 Please think about the types of programmes your child watches on catch-up and on-demand services – such as (SERVICES FROM QA6 AND QA7).

How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months?

Please select one option

Very concerned	1
Fairly concerned	2
Not very concerned	3
Not at all concerned	4
Don't know	5
NOT APPLICABLE - MY CHILD DOES NOT WATCH PROGRAMMES ON CATCH-UP OR ON-DEMAND SERVICES	6

ASK IF CONCERNED AT QK7 (CODES 1-2) – OTHERS SKIP TO ODO REGULATION OF SERVICES – SECTION L

QK8 Still thinking specifically about what your child watches on online and on-demand services.

What types of things concern you about what your child has seen on these in the last 12 months?

Please select all that apply

RANDOMISE ORDER

Bad language	1
Sex or sexually explicit content.....	2
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	3
Nudity	4
Unsuitable content directed towards children.....	5
Makes me feel embarrassed or uncomfortable watching with my child/ children.....	6
Negative portrayal or objectification of women	7
Glamorisation of certain lifestyles	8
Portrayal of anti-social behaviour	9
Violence (in general).....	10
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	11
Invasion of privacy	12
Lack of respect towards adults	13
Other (please specify)	14
Don't know	15

SHOWSCREEN FOR ALL

ODO REGULATION OF SERVICES - SECTION L

We'd now like to ask you some questions about the regulation of the online and on-demand TV or video content we have been discussing.

By regulation we mean official rules and guidelines put in place about what can and cannot be shown.

ASK ALL

QL1 As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services?

Please select one option

		Yes – regulated	No – not regulated	Don't know
A	TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX Channel 4 streaming service or My5	1	2	3
B	TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+	1	2	3

ASK ALL WHO SAY THAT BVOD CONTENT IS REGULATED AT QL1A (CODE 1) – OTHERS SKIP TO ROUTING AT QL3

QL2 Who do you think is responsible for regulating

TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5?

ALPHABETICAL ORDER

Please select one option

- ASA/ Advertising Standards Authority..... 1
- BBC..... 2
- BBFC/ British Board of Film Classification 3
- BSC/ Broadcasting Standards Commission 4
- ITC/ Independent Television Commission 5
- Ofcom/ Office of Communications 6
- The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly) 7
- The broadcasters themselves..... 8
- Other response – TYPE IN 9
- Don't know..... 10

ASK ALL WHO SAY YES OR NO TO THE REGULATION OF BVOD CONTENT AT QL1A (CODES 1-2) – OTHERS SKIP TO ROUTING AT QL4

QL3

ASK ALL WHO SAY YES OR NO TO THE REGULATION OF SVOD CONTENT AT QL1B (CODES 1-2) – OTHERS SKIP TO ATTITUDES TO REGULATION – SECTION M

QL4

Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?

Please select one option

		Too much	Too little	About the right amount	Don't know
QL3	TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5	1	2	3	4
QL4	TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+	1	2	3	4

ATTITUDES TO REGULATION - SECTION M

ASK ALL

QM1 Please can you say how much regulation **there should be** on a scale of 1 to 5, where 5 is “this content should be highly regulated” and where 1 is “this content should not be regulated at all”.

By regulation, we mean official rules about what can and cannot be shown.

Please select one option

		1 – This type of content should not be regulated at all/ there shouldn’t be any official rules about what can be shown	2	3	4	5 – This type of content should be highly regulated/ there should be lots of official rules about what can be shown	I don’t have an opinion on this
A	TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5						
B	TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+						

ASK ALL

QM2 At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITVX (formerly ITV Hub), Netflix or Amazon Prime Video.

How do you feel about this difference?

Please select one option

1. Broadcast TV should be regulated more than catch-up and on-demand services
2. Broadcast TV and catch-up and on-demand services should be regulated to the same level
3. Catch-up and on-demand services should be regulated more than broadcast TV
4. Don’t know

PARENTAL CONTROLS - SECTION N

ASK ALL WHO HAVE A TV SERVICE AT QA1 (CODES 1-8) AND WHO ARE PARENTS/ GUARDIANS AT S9 (CODE 1) – OTHERS SKIP TO ROUTING AT QN3

QN1 Some TV services – like Freeview, Sky and Virgin – have settings for **parental controls** which restrict what can be watched. A PIN or password would need to be entered to watch something that’s been restricted.

Did you know about being able to set a PIN or password like this before today?

Please select one option

1. Yes
2. No

ASK ALL WHO HAVE A TV SERVICE AT QA1 (CODES 1-8) AND WHO ARE PARENTS/ GUARDIANS AT S9 (CODE 1) AND ARE AWARE OF PARENTAL CONTROLS AT QN1 (CODE 1) – OTHERS SKIP TO QN3

QN2 Do you have these parental controls in place on your home TV service?

Please select one option

1. Yes, parental controls are set
2. No, parental controls have not been set
3. Don’t know whether parental controls have been set
4. Don’t think our TV service has this function

ASK ALL WHO ARE PARENTS/ GUARDIANS AT S9 (CODE 1) – OTHERS SKIP TO DEMOGRAPHICS – SECTION P

QN3 Some programmes and films on TV catch-up services (like the BBC iPlayer, ITVX and Channel 4 streaming service) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences.

Did you know about guidance labels on these catch-up services before today?

Please select one option

1. Yes
2. No

ASK ALL WHO ARE PARENTS/ GUARDIANS AT S9 (CODE 1) AND AWARE OF GUIDANCE LABELS AT QN3 (CODE 1) – OTHERS SKIP TO DEMOGRAPHICS – SECTION P

QN4 Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITVX and Channel 4 streaming service) – so a PIN or password is needed to watch something with a guidance label or G rating?

Please select one option

1. Yes, any parental locks have been set
2. No, parental locks have not been set
3. Don’t know whether parental locks have been set

SHOWSCREEN FOR ALL
DEMOGRAPHICS – SECTION P

We’d now like to finish the interview by asking you some questions about you and your household. These questions are used to help us to group the different people we will speak with across the UK as part of the survey when we look at the results.

ASK ALL

QP1 Please think about the hours that you spend **doing things online in a typical week** – maybe using social media, looking for information, watching a TV programme, film or video clip, playing games online or checking emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV.

How many HOURS in a typical WEEK would you say you spend online – at home or anywhere else.

Please enter the number of hours per week _____

Don’t know _____

TYPE IN AND AUTO CODE AS:

IF DON’T KNOW AT QP1:

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

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
Over 22 hours	8
Don’t know/ unsure	9

ASK ALL

QP2 Which of these ways does **your household use** to connect to the internet at home?

Please select all that apply

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
Neither – Do not connect to the internet at home	3
Don’t know	4

ASK ALL**QP3** What is 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

ASK ALL**QP4** 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
Prefer not to say	14
Don't know	15

ASK ALL**QP5** Which one of these groups best describes your ethnic group or background?*Please select one option*

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

ASK ALL**QP6** 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 d/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, 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 (please specify)	10
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do (SINGLE CODE)	11
Prefer not to say (SINGLE CODE)	12
Don't know (SINGLE CODE)	13

ASK ALL**QP7** Which of these best describes you?*Please select one option*

Heterosexual or straight	1
Gay or lesbian	2
Bisexual	3
Prefer to use another term (please state)	4
Prefer not to say	5

ASK ALL

QP8 Is your current gender identity the same as that you were assigned at birth?

Please select one option

Yes	1
No	2
Prefer not to say	3

END OF QUESTIONNAIRE