

**DEVICES**

**SMART SPEAKER / SMART DISPLAY**

**MOBILE**

**LANDLINE**

**INTERNET**

**ONLINE ACTIVITIES**

**TV**

**RADIO (including CARS)**

**DEMOGRAPHY (PART 2)**

## INTRODUCTION

This study is being carried out with people aged 16 and above by Ipsos, an independent research company, on behalf of Ofcom, the regulator for the UK communications industry.

We are looking to understand people's access and usage of various technology services and devices such as mobile phones, home phones, the internet, TV and radio. Depending on your answers the survey should take around 20 minutes to complete.

The survey is being conducted for research purposes only and we rely on your consent. You can refuse to participate or stop the survey at any point. Ipsos 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, I can provide you with the link [\(PROVIDE LINK IF REQUESTED\)](#).

Please be assured this is genuine research being conducted by 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 - CONTINUE

No – THANK FOR THEIR TIME

## DEMOGRAPHY (PART 1)

Type: Quota

Base: All respondents

Routing: N/A

Code: Single / Fixed

### **Region / Nation:**

1. England
  - a. East Midlands
  - b. East of England
  - c. London
  - d. North East
  - e. North West
  - f. South East
  - g. South West
  - h. West Midlands
  - i. Yorkshire and The Humber
2. Scotland
3. Northern Ireland
4. Wales

Type: Quota

Base: All respondents

Routing: N/A

Code: Single / Fixed

**Urban / Rural:**

1. Urban
  - a. Large City
  - b. Smaller City or Large Town
  - c. Medium Town
  - d. Small Town within 10 miles from a settlement with 15K+ pop
  - e. Small Town more than 10 miles from a settlement with 15K+ pop
2. Rural
  - a. Rural Area within 10 miles from a settlement with 15K+ pop
  - b. Rural Area more than 10 miles from a settlement with 15K+ pop

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ1. Which of the following are you?**

[\[SHOW SCREEN – ALLOW PARTICIPANT TO SELECT RESPONSE\]](#)

1. Man
2. Woman
3. Non-binary
4. Prefer to use my own term [Open: “Please specify”]
5. Prefer not to say

Type: Question

Base: All respondents

Routing: N/A

Code: Singe / Fixed

**QZ2. What is your age?**

1. [Insert # 1-120]
2. Prefer not to say

*Group responses:*

1. 1-15 {Screen}
2. 16-17
3. 18+
4. *Prefer not to say*

Type: Question

Base: Respondents who prefer not to give their exact age

Routing: (QZ2 = Group 4)

Code: Single / Fixed

**QZ3. Which of the following age bands do you fall into?**

[\[SHOW SCREEN – ALLOW PARTICIPANT TO SELECT RESPONSE\]](#)

1. Under 16 {Screen}
2. 16-17
3. 18-19
4. 20-24
5. 25-29
6. 30-34
7. 35-39
8. 40-44
9. 45-49
10. 50-54
11. 55-59
12. 60-64
13. 65-69
14. 70-74
15. 75-79
16. 80-84
17. 85+
18. Prefer not to say {Screen}

[SEG]

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ4. Which of the following best describes the main income earner in your home?**

[SHOW SCREEN OR SHOWCARD – ALLOW PARTICIPANT TO SELECT RESPONSE]

IMPORTANT INTERVIEWER INSTRUCTION – ALWAYS READ OUT AND ENSURE RESPONDENT UNDERSTANDS THIS EXPLANATION:

*If the main income earner in your home has retired or has been unemployed for six months or less, please choose the description that best describes your or their most recent occupation before retirement or unemployment.*

*If you live in shared accommodation, please choose the description that best describes your own current / most recent occupation.*

IF THEY ANSWER “RETIRED”, ASK: Can I just check – is the main income earner’s **only** source of income a **state** pension, or do they have another source of income, such as a private pension or other investments? IF THEY HAVE ANOTHER SOURCE OF INCOME - RE-ASK/CODE THEIR MOST RECENT OCCUPATION.

1. Very senior management: doctor, lawyer, company director (50+ people), judge, surgeon, school headteacher, etc
2. Senior or middle management in a large organisation: schoolteacher, office manager, junior doctor, bank manager, police inspector, accountant, etc
3. Junior management or professional: administrative supervisor, clerical, police officer, nurse, secretary, clerk, self-employed (5+ people), etc
4. Skilled manual worker: mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc
5. Semi-skilled or unskilled manual worker: baggage handler, restaurant server, factory worker, receptionist, labourer, gardener, etc
6. Housewife / househusband
7. Unemployed
8. Student
9. Retired and receiving a state pension only (NB: If the main income earner is retired but does not receive a state pension only, please choose the description that best describes your / their most recent occupation before retirement)
10. Prefer not to say {Screen}

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ5. What is the total number of people living in your home, including yourself and any children?**

1. [Insert # 1-20]

*Group responses:*

1. 1 (*One occupant*)
2. 2+ (*More than one occupant*)

Type: Question

Base: Respondents who have at least one other person living with them in their home

Routing: (QZ5 = Group 2)

Code: Single / Fixed

**READ OUT NOTE IF THE PARTICIPANT CODED THEY WERE UNDER 18**

**QZ6. What is the total number of children living in your home, that is people under the age of 18?**

*[IF (QZ2 = Group 2) or (QZ3 = 2)] NOTE: Please include yourself in this total.*

1. [Insert # 0-20]

*Group responses:*

1. 0 (*None*)
2. 1+ (*Any*)

## DEVICES

Type: Question

Base: All respondents

Routing: N/A

Code: Multi / Fixed

**QD1. Which of the following devices do you have in your home, and do you personally use them?**

*NOTE: These could belong to you or to anyone else who lives with you in your home.*

[\[SHOW SCREEN\]](#)

**QD1\_1. PC / desktop**

**QD1\_2. Laptop**

**QD1\_3. Tablet (EXAMPLES INCLUDE: iPad, Amazon Fire and Samsung Galaxy Tab)**

**QD1\_4. Games console / handheld console (EXAMPLES INCLUDE: PlayStation, Xbox and Nintendo)**

**QD1\_5. TV**

**QD1\_6. Smart watch / fitness tracker (NOTE: A smart watch / fitness tracker is a device worn on the wrist with digital features and sensors and which may also have a touchscreen. EXAMPLES INCLUDE: Apple Watch, Samsung Galaxy Watch, FitBit, Garmin, Hume and Whoop)**

**QD1\_7. Smart ring (NOTE: A smart ring is a device worn on the finger with sensors for sleep and fitness tracking. EXAMPLES INCLUDE: OURA and Samsung Galaxy Ring)**

**QD1\_8. Smart speaker / smart display (NOTE: A smart speaker is a voice-controlled speaker that can respond to commands like “Alexa”, “Hey Google”, “Hey Portal” or “Hey Siri”. EXAMPLES INCLUDE: Amazon Echo, Google Home and Apple HomePod. NOTE: A smart display has the same features as a smart speaker but also has a touchscreen. EXAMPLES INCLUDE: Amazon Echo Show, Amazon Echo Spot, Facebook / Meta Portal and Google Nest Hub)**

**QD1\_9. Virtual reality (VR) headset (NOTE: A virtual reality headset is worn on the head and is designed to immerse the user in a computer-generated 3D environment. EXAMPLES INCLUDE: Meta Quest, PS VR and Apple Vision Pro)**

**QD1\_10. Smart glasses** (*NOTE: Smart glasses are a pair of glasses with built-in cameras, speakers, microphones and voice-command technology. EXAMPLES INCLUDE: Meta Ray-Bans*)

**QD1\_11. Radio set**

1. Yes – I have this device in my home and I personally use it
2. Yes – I have this device in my home but I do not personally use it
3. No – I do not have this device in my home
4. Don't know

Type: Question

Base: Respondents who have a games console / handheld console in their home

Routing: (QD1 = 4 CODES 1-2)

Code: Multi / Fixed

**QD3. Which of the following games consoles / handheld consoles do you have in your home? These could belong to you or to anyone else who lives in your home.**

[\[SHOW SCREEN\]](#)

1. PlayStation
  - a. PlayStation 5 Disc Edition
  - b. PlayStation 5 Digital Edition
  - c. PlayStation 5 Pro
  - d. PlayStation 3 or PlayStation 4
  - e. PlayStation 1 or PlayStation 2
  - f. Don't know the specific model(s) of PlayStation [Single within 1]
2. Xbox
  - a. Xbox Series X
  - b. Xbox Series S
  - c. Xbox One or Xbox 360
  - d. Xbox (first generation)
  - e. Don't know the specific model(s) of Xbox [Single within 2]
3. Nintendo
  - a. Nintendo Switch 2
  - b. Nintendo Switch / Nintendo Switch OLED / Nintendo Switch Lite
  - c. Nintendo Wii / Wii U
  - d. Don't know the specific model(s) of Nintendo [Single within 3]
4. Steam Deck
5. Retro or older games console model (*EXAMPLES INCLUDE: Nintendo 64, Evercade and Hyper Mega Tech Super Pocket*)
6. Other [Open: "Please specify"]
7. Don't know [Single]

Type: Question

Base: All respondents

Routing: N/A

Code: Multi / Random, FIX 13-15 AT BOTTOM

[READ OUT NOTE](#)

**QD4. Which of the following smart home technologies do you have in your home?**

*NOTE: Smart home technologies are internet-connected devices found in the home.*

[\[SHOW SCREEN OR SHOW CARD\]](#)

1. Smart home video doorbell / camera (*EXAMPLES INCLUDE: Ring, Nest*)
2. Smart home security alarm (*EXAMPLES INCLUDE: Verisure, ADT and Sky Protect*)
3. Smart tracker (*NOTE: A smart tracker is a small location-tracking device that is attached to an item, enabling the user to see where that item is at all times. EXAMPLES INCLUDE: Airtag and Tile*)
4. Smart bathroom scales (*NOTE: Smart bathroom scales are sets of digital scales that can be connected to an app to record measurements and set goals*)
5. Smart baby monitors
6. Smart utility controls (*NOTE: Smart utility controls are devices or attachments that enable users to remotely monitor and adjust the utilities used in their home such as lighting, heating and hot water*)
7. Smart energy meters (*NOTE: Smart energy meters are devices that are often supplied by utility providers to help customers track their household energy or water consumption*)
8. Smart smoke alarms
9. Smart home appliances (*EXAMPLES INCLUDE: Fridge-freezers and washing machines*)
10. Smart robots (*EXAMPLES INCLUDE: Lawnmowers, mops and vacuum cleaners*)
11. Smart plug sockets (*NOTE: Smart plug sockets enable users to switch plug sockets on and off or set timers remotely*)
12. Smart fitness equipment (*EXAMPLES INCLUDE: Peloton and Zwift*)
13. Other [Open: "Please specify"]
14. None of the above [Single]
15. Don't know [Single]

## SMART SPEAKERS / SMART DISPLAYS

Type: Question

Base: Respondents who have a smart speaker / smart display in their home

Routing: (QD1\_8 = 1-2)

Code: Single / Fixed

READ OUT NOTE AND EXAMPLES IF NECESSARY

### QS1. How many smart speakers do you have in your home, and how many of those smart speakers are smart displays?

*NOTE: Please think about standalone speakers i.e. not including a smart phone*

*A smart speaker is a voice-controlled speaker that can respond to commands like “Alexa”, “Hey Google”, “Hey Portal” or “Hey Siri” (EXAMPLES INCLUDE: Amazon Echo, Google Home and Apple HomePod).*

*A smart display has the same features as a smart speaker but also has a touchscreen (EXAMPLES INCLUDE: Amazon Echo Show, Amazon Echo Spot, Facebook / Meta Portal and Google Nest Hub).*

#### QS1\_1. Smart speakers (any)

1. [Insert # 1-20]
2. Don't know

#### QS1\_2. Smart displays (smart speakers with a touchscreen)

1. [Insert # 0-20 (<# at QS1\_1)]
2. Don't know

#### Group responses:

1. (QS1\_1 = 1-20) and (QS1\_2 = 0 or Don't know) Smart speakers only (no smart displays)
2. (QS1\_1 = 1-20 or Don't know) and (QS1\_2 = > 0) Smart speakers and smart displays
3. (QS1\_1 = 1-20) and (QS1\_2 = QS1\_1) Smart displays only
4. (QS1\_1 = Don't know) and (QS1\_2 = Don't know) Don't know

Type: Question

Base: Respondents who have a smart speaker / smart display in their home

Routing: (QD1\_8 = 1-2)

Code: Multi / Random [FIX 9-10 AT BOTTOM]

[READ OUT ANSWER OPTIONS](#)

**[DO NOT SHOW IF QS1 = Group 3] QS3\_1. Which of the following brands of smart speaker without a touch screen do you have in your home?**

**[IF QS1 = Group 2-3] QS3\_2. Which of the following brands of smart display do you have in your home?**

1. [QS3\_1 / QS3\_2] Amazon (with Alexa voice assistant)
2. [QS3\_1] Apple (with Siri voice assistant)
3. [QS3\_1] Bose (with Google Assistant / Alexa voice assistant)
4. [QS3\_1 / QS3\_2] Facebook / Meta (with Alexa voice assistant)
5. [QS3\_1 / QS3\_2] Google (with Google Assistant voice assistant)
6. [QS3\_1 / QS3\_2] Samsung (with Bixby voice assistant)
7. [QS3\_1] Sonos (with Alexa voice assistant)
8. [QS3\_1] Sony (with Google Assistant / Alexa voice assistant)
9. Other [Open: "Please specify"]
10. Don't know [Single]

Type: Question

Base: Respondents who personally use a smart speaker / smart display in their home

Routing: (QD1\_8 = 1)

Code: Multi / Fixed

**QS4. What do you use your smart speakers or smart displays for?**

**SHOW SCREEN**

1. Listen to live radio (*NOTE: By “live”, we mean while a radio show is being broadcast*)
2. Listen to catch-up radio (*NOTE: by “catch-up”, we mean after a radio show has been broadcast*)
3. Listen to music via a streaming service (*EXAMPLES INCLUDE: Spotify, Apple Music and Amazon Music*)
4. Listen to a podcast
5. Listen to an audiobook
6. Get news reports
7. Get information / updates / reports on weather or travel conditions
8. Search for information online / ask general questions
9. As an alarm, as a personal schedule reminder or to make shopping lists
10. Operate smart home devices such as a smart TV or heating / lighting controls
11. Make calls, send text messages or send emails (including pairing with a mobile phone)
12. [IF QS1 = Group 2 - 3] Watch videos
13. Other [Open: “Please specify”]
14. Don’t know [Single]

## MOBILE

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

[READ OUT NOTE IF NECESSARY](#)

**QM1. Are there any working mobile phones in your home and, if so, do you personally use one?**

*NOTE: These could belong to you or to anyone else who lives with you in your home and may include mobile phones used for work or other purposes.*

1. Yes, and I personally use one
2. Yes, but I do not personally use one
3. No
4. Don't know

Type: Question

Base: Respondents who have a working mobile phone in their home

Routing: (QM1 = 1-2)

Code: Single / Fixed

[READ OUT NOTE IF NECESSARY](#)

**QM2. Are any of the mobile phones in your home smartphones and, if so, do you personally use one?**

*NOTE: These could belong to you or to anyone else who lives with you in your home and may include smartphones used for work or other purposes.*

1. [IF QM1 = 1] Yes, and I personally use one
2. Yes, but I do not personally use one
3. No
4. Don't know

Type: Question

Base: Respondents who do not personally use a mobile phone, or who personally use a mobile phone but do not have a smartphone

Routing: (QM1 = 2-3) or (QM1 = 1 and QM2 = 2-3)

Code: Single / Reverse order

[\[SHOW CARD\]](#)

**QM3. How likely or unlikely is that you will get a smartphone for your own personal use in the next 12 months?**

1. Very likely
2. Fairly likely
3. Fairly unlikely
4. Very unlikely
5. Don't know

Type: Question

Base: Respondents who do not personally use a mobile phone, or who personally use a mobile phone but do not have a smartphone

Routing: (QM1 = 2-3) or (QM1 = 1 and QM2 = 2-3)

Code: Multi / Random

**QM4. Why do you not use a smartphone?**

[\[SHOW SCREEN\]](#)

1. [IF QM1 = 2-3] I have no need for a mobile phone / I am not interested in using a mobile phone
2. [IF QM1 = 1 and QM2 = 2-3] I am happy with my current mobile phone / I have no need for a smartphone
3. The cost of a smartphone handset is too high
4. [IF QM1 = 2-3] The costs of using a mobile phone (such as data, text and call charges) are too high
5. Using a smartphone is too complicated
6. There is poor or no mobile phone signal where I live
7. I am concerned about security / fraud / privacy
8. I am concerned about harmful / offensive content
9. I have poor eyesight or another type of condition which makes it difficult for me to operate a smartphone
10. Other [Fixed] [Open: "Please specify"]
11. Don't know [Fixed] [Single]

Type: Instruction

Base: Respondents who personally use a mobile phone

Routing: (QM1 = 1)

**READ OUT:** *If you have more than one mobile phone, for the following questions please only think about the mobile phone you use most often for personal purposes.*

Type: Question

Base: Respondents who personally use a mobile phone

Routing: (QM1 = 1)

Code: Single / Fixed

**READ OUT ANSWERS IF NEEDED OR CODE SPONTANEOUS ANSWER**

**QM6. How long have you had your current mobile phone handset?**

1. Less than 1 year
2. 1-2 years
3. 3-4 years
4. 5+ years
5. Don't know

Type: Question

Base: Respondents who personally use a mobile phone

Routing: (QM1 = 1)

Code: Single / Fixed

**QM7. Which of the following is the provider for your mobile phone service?**

[\[SHOW SCREEN IF RESPONDENT IS UNSURE\]](#)

*NOTE: If you use more than one provider for your mobile phone services, please select the provider you use most often.*

1. Asda Mobile
- 2.
3. BT
- 4.
5. EE
- 6.
- 7.
- 8.
- 9.
10. giffgaff
- 11.
12. iD Mobile / Currys
- 13.
14. Lebara
15. Lyca Mobile
- 16.
17. O2
- 18.
19. Sky Mobile
20. SMARTY
- 21.
22. Talkmobile
23. TalkTalk

24. Tesco Mobile
25. Three
26. Utility Warehouse / 1p Mobile
- 27.
28. Vodafone
29. VOXI Mobile
- 30.
- 31.
- 32.
33. Other [Open: "Please specify"]
34. Don't know

Group responses:

1. 1-32 (Provider identified from list)
2. 33 or 34 (Provider not identified from list)
3. 35 (No Mobile)

|   |                 | Mobile      | Landline        | Broadband       | Pay TV         |
|---|-----------------|-------------|-----------------|-----------------|----------------|
| 1 | Asda            | Asda Mobile |                 |                 |                |
| 2 | Brsk            |             | Brsk            | Brsk            |                |
| 3 | BT              | BT          | BT              | BT              | EE TV (via BT) |
| 4 | Community Fibre |             | Community Fibre | Community Fibre |                |
| 5 | EE              | EE          | EE              | EE              | EE TV (via EE) |
| 6 | Freeview        |             |                 |                 |                |
| 7 | Freely          |             |                 |                 |                |
| 8 | Freesat / Sky   |             |                 |                 |                |
| 9 | Gigaclear       |             | Gigaclear       | Gigaclear       |                |

|    |                   |                                  |                   |                   |              |
|----|-------------------|----------------------------------|-------------------|-------------------|--------------|
| 10 | giffgaff          | giffgaff                         |                   |                   |              |
| 11 | Hyperoptic        |                                  | Hyperoptic        | Hyperoptic        |              |
| 12 | iD Mobile         | iD Mobile / Currys               |                   |                   |              |
| 13 | KCOM              |                                  | KCOM              | KCOM              |              |
| 14 | Lebara            | Lebara                           |                   |                   |              |
| 15 | Lyca Mobile       | Lyca Mobile                      |                   |                   |              |
| 16 | NOW               |                                  | NOW               | NOW               |              |
| 17 | O2                | O2                               |                   |                   |              |
| 18 | Plusnet           |                                  | Plusnet           | Plusnet           |              |
| 19 | Sky               | Sky Mobile                       | Sky               | Sky               | Sky TV       |
| 20 | SMARTY            | SMARTY                           |                   |                   |              |
| 21 | Starlink          |                                  |                   | Starlink          |              |
| 22 | Talkmobile        | Talkmobile                       |                   |                   |              |
| 23 | TalkTalk          | TalkTalk                         | TalkTalk          | TalkTalk          | TalkTalk TV  |
| 24 | Tesco             | Tesco Mobile                     |                   |                   |              |
| 25 | Three             | Three                            |                   | Three Broadband   |              |
| 26 | Utility Warehouse | Utility Warehouse /<br>1p Mobile | Utility Warehouse | Utility Warehouse |              |
| 27 | Virgin            |                                  | Virgin Media      | Virgin Media      | Virgin Media |
| 28 | Vodafone          | Vodafone                         | Vodafone          | Vodafone          |              |
| 29 | VOXI              | VOXI Mobile                      |                   |                   |              |
| 30 | YouFibre          |                                  | YouFibre          | YouFibre          |              |

|    |     |  |     |     |                                    |
|----|-----|--|-----|-----|------------------------------------|
| 31 | Zen |  | Zen | Zen |                                    |
| 32 |     |  |     |     | EE (don't know who purchased from) |

Type: Question

Base: Respondents who personally use a mobile phone

Routing: (QM1 = 1)

Code: Single / Fixed

[READ OUT ANSWER OPTIONS. READ OUT NOTE IF NECESSARY](#)

**QM10. Which of the following best describes your mobile package?**

*NOTE: By “mobile package”, we mean the way you pay for the mobile phone services you use. If you have more than one mobile package for your mobile phone service, please select the mobile package you use most often.*

1. Prepay / pay-as-you-go (PAYG)
2. Monthly contract
3. Other [Open: “Please specify”]
4. Don’t know

Type: Question

Base: Respondents who have a monthly contract

Routing: (QM10 = 2)

Code: Single / Fixed

[READ OUT ANSWERS IF NEEDED OR CODE SPONTANEOUS ANSWER](#)

**QM11. When you signed up to your current mobile contract, was a handset included as part of that contract?**

1. Yes
2. No
3. Don’t know

Type: Question

Base: Respondents who personally use a smartphone

Routing: (QM2 = 1)

Code: Single / Fixed

READ OUT ANSWER OPTIONS. READ OUT NOTE IF NECESSARY

**QM12. Which operating system does your smartphone use?**

*NOTE: An operating system (also known as an OS) is the technology that powers smartphones. iPhones use an Apple system (also known as iOS) whilst other smartphones such as Google Pixel and Samsung Galaxy typically use an Android system – however, your smartphone may be powered by another operating system such as HarmonyOS and KaiOS (NOTE: Pronounced to rhyme with "High-O S.").*

1. Apple (iOS)
2. Android
3. Other [Open: "Please specify"]
4. Don't know [Single]

Type: Question

Base: Respondents who personally use a mobile phone

Routing: (QM1 = 1)

Code: Multi / Fixed

[SHOW CARD OR SHOWSCREEN](#)

**QM14. Which of the following have you used your mobile phone for in the past three months?**

1. Sending text messages via your mobile network (*NOTE: This does not include chat messages sent / received using communications services such as WhatsApp*)
2. Receiving text messages via your mobile network (*NOTE: This does not include chat messages sent / received using communications services such as WhatsApp*)
3. Making voice calls via your mobile network (*NOTE: This does not include video calls, or voice calls made using a Wi-Fi network or voice calls made using communications services such as WhatsApp*)
4. Receiving voice calls via your mobile network (*NOTE: This does not include video calls, or voice calls made using a Wi-Fi network or voice calls made using communications services such as WhatsApp*)
5. None of the above [Single]
6. Don't know [Single]

Type: Question

Base: Respondents who have received text messages on their mobile phone in the past three months

Routing: (QM14 = 2)

Code: Single / Fixed

READ OUT ANSWERS IF NEEDED OR CODE SPONTANEOUS ANSWER. READ OUT NOTE IF NECESSARY

**QM15. In the past three months, have you received any text messages from organisations or businesses?**

*NOTE: This does not include chat messages received using communications services such as WhatsApp, or via any other communications service such as email or by post. EXAMPLES INCLUDE: One-time passcodes, appointment confirmations, reminders, delivery updates, marketing, promotions and mobile number verification.*

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

## LANDLINE

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

### READ OUT NOTE

{SHOW SCREEN FOR ANSWER OPTIONS}

#### QL1. Do you have a landline service in your home?

*NOTE: The landline service could be used for calls on a handset, or it may only be required for you to receive broadband in your home, or it may not currently be used for anything at all*

**IF NECESSARY** And does it have a handset connected?

*NOTE: If you have a handset connected to your landline service but do not use it, please tell us what it **could** be used for if you wanted to use it.*

**IF NECESSARY** And could it make **and** receive calls, or only receive them?

1. Yes, and it has a handset connected and can be used to make and receive calls
2. Yes, and it has a handset connected but can only be used to **receive** calls (i.e. it cannot be used to make calls)
3. Yes, but it does not have a handset connected to it
4. No, I do not have a landline service in my home
5. Don't know

Type: Question

Base: Respondents who have a landline phone in their home that can be used to make calls

Routing: (QL1= 1)

Code: Single / Fixed

**QL3. In the past three months, have you used the landline phone in your home to make calls (i.e. not including any calls you may have received) and, if so, how often do you typically use the landline phone in your home to make calls?**

[\[SHOW SCREEN\]](#)

1. Yes, I always use my landline phone to make calls
2. Yes, I often use my landline phone to make calls
3. Yes, I occasionally use my landline phone to make calls
4. No, I never use my landline phone to make calls
5. Don't know

Type: Question

Base: Respondents who have a landline service in their home

Routing: (QL1 = 1-3)

Code: Single / Fixed

**QL4. Which of the following is the provider for your landline service in your home?**

[\[SHOW SCREEN IF RESPONDENT IS UNSURE\]](#)

2. Brsk
3. BT
4. Community Fibre
5. EE
- 6.
- 7.

- 8.
9. Gigaclear
- 10.
11. Hyperoptic
- 12.
13. KCOM
- 14.
- 15.
16. NOW
- 17.
18. Plusnet
19. Sky
- 20.
- 21.
- 22.
23. TalkTalk
- 24.
- 25.
26. Utility Warehouse
27. Virgin Media
28. Vodafone
- 29.
30. YouFibre
31. Zen
- 32.
33. Other [Open: "Please specify"]
34. Don't know

*Group responses:*

1. 1-32 (*Provider identified from list*)
2. 33 or 34 (*Provider not identified from list*)

|    |                 | Mobile             | Landline        | Broadband       | Pay TV         |
|----|-----------------|--------------------|-----------------|-----------------|----------------|
| 1  | Asda            | Asda Mobile        |                 |                 |                |
| 2  | Brsk            |                    | Brsk            | Brsk            |                |
| 3  | BT              | BT                 | BT              | BT              | EE TV (via BT) |
| 4  | Community Fibre |                    | Community Fibre | Community Fibre |                |
| 5  | EE              | EE                 | EE              | EE              | EE TV (via EE) |
| 6  | Freeview        |                    |                 |                 |                |
| 7  | Freely          |                    |                 |                 |                |
| 8  | Freesat / Sky   |                    |                 |                 |                |
| 9  | Gigaclear       |                    | Gigaclear       | Gigaclear       |                |
| 10 | giffgaff        | giffgaff           |                 |                 |                |
| 11 | Hyperoptic      |                    | Hyperoptic      | Hyperoptic      |                |
| 12 | iD Mobile       | iD Mobile / Currys |                 |                 |                |
| 13 | KCOM            |                    | KCOM            | KCOM            |                |
| 14 | Lebara          | Lebara             |                 |                 |                |
| 15 | Lyca Mobile     | Lyca Mobile        |                 |                 |                |
| 16 | NOW             |                    | NOW             | NOW             |                |
| 17 | O2              | O2                 |                 |                 |                |
| 18 | Plusnet         |                    | Plusnet         | Plusnet         |                |
| 19 | Sky             | Sky Mobile         | Sky             | Sky             | Sky TV         |
| 20 | SMARTY          | SMARTY             |                 |                 |                |

|    |                   |                                  |                   |                   |                                       |
|----|-------------------|----------------------------------|-------------------|-------------------|---------------------------------------|
| 21 | Starlink          |                                  |                   | Starlink          |                                       |
| 22 | Talkmobile        | Talkmobile                       |                   |                   |                                       |
| 23 | TalkTalk          | TalkTalk                         | TalkTalk          | TalkTalk          | TalkTalk TV                           |
| 24 | Tesco             | Tesco Mobile                     |                   |                   |                                       |
| 25 | Three             | Three                            |                   | Three Broadband   |                                       |
| 26 | Utility Warehouse | Utility Warehouse /<br>1p Mobile | Utility Warehouse | Utility Warehouse |                                       |
| 27 | Virgin            |                                  | Virgin Media      | Virgin Media      | Virgin Media                          |
| 28 | Vodafone          | Vodafone                         | Vodafone          | Vodafone          |                                       |
| 29 | VOXI              | VOXI Mobile                      |                   |                   |                                       |
| 30 | YouFibre          |                                  | YouFibre          | YouFibre          |                                       |
| 31 | Zen               |                                  | Zen               | Zen               |                                       |
| 32 |                   |                                  |                   |                   | EE (don't know who<br>purchased from) |

Type: Question

Base: Respondents who have a landline service in their home

Routing: (QL1 = 1-3)

Code: Single / Fixed

READ OUT ANSWERS IF NEEDED OR CODE SPONTANEOUS ANSWER

**QL6. If you made a landline call to another UK landline number, would you typically be charged per minute by your landline provider or do you have a call allowance (i.e. you would not be charged per minute)?**

*NOTE: Even if you do not have a landline phone, you may still have a call allowance with your landline service provider.*

1. I would be charged per minute
2. I have a call allowance (i.e. I would not be charged per minute)
3. Don't know

## INTERNET

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

READ OUT ANSWER OPTIONS. READ OUT NOTE IF NECESSARY

**QE1. Are you able to access the internet in your home and, if so, do you personally use the internet in your home?**

*NOTE: By “access” we mean having the ability to connect to the internet if desired. This includes any way of accessing the internet (EXAMPLES INCLUDE: Fixed broadband, satellite broadband, mobile broadband and mobile phone network data) and using any device (EXAMPLES INCLUDE: PC / desktop, laptop, tablet, smartphone and TV).*

1. Yes, and I personally use the internet in my home
2. Yes, but I do not personally use the internet in my home
3. No, I do not have access to the internet in my home
4. Don't know

Type: Question

Base: Respondents who do not personally have access to the internet in their home and who have at least one other person living with them in their home

Routing: (QE1 = 3) and (QZ5 = Group 2)

Code: Single / Fixed

READ OUT ANSWERS IF NEEDED OR CODE SPONTANEOUS ANSWER. READ OUT NOTE IF NECESSARY

**QE2. Is anyone else who lives with you in your home able to access the internet in your home?**

*NOTE: By “access” we mean being having the ability to connect to the internet if desired. This includes any way of accessing the internet (EXAMPLES INCLUDE: Broadband, mobile phone network data and mobile broadband) and using any device (EXAMPLES INCLUDE: PC / desktop, laptop, tablet, smartphone and TV).*

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

Type: Question

Base: Respondents who have access to the internet in their home, or who do not personally have access but live with someone who is able to access the internet in their home

Routing: (QE1 = 1-2) or (QE2 = 1)

Code: Multi / Fixed

**QE3. Which of the following types of internet connection do you, or anyone else who lives with you in your home, have access to in your home?**

[\[SHOW SCREEN OR SHOW CARD\]](#)

*NOTE: By “access” we mean being having the ability to connect to the internet if desired. Your internet connection(s) may be the source of your home Wi-Fi, and may be used by you or by anyone who lives with you in your home.*

1. IF QM1 = 1-2] **Mobile phone network data** *using the 3G / 4G / 5G connection from a mobile phone to access the internet in your home either on the mobile phone itself or on another device using the mobile phone’s hotspotting / tethering capability*
- 2a. Fixed broadband** delivered via a fixed phone line, cable or fibre optic network to a broadband router in your home
- 2b. Satellite broadband** delivered via satellite to your home (NOTE: Satellite broadband does not require a fixed phone line, cable or fibre optic service to operate, but a satellite dish or antenna will have been fixed to your home. EXAMPLES INCLUDE: Starlink and Amazon LEO)
- 2c. Wireless mobile broadband hub** such as Three Home Broadband and Vodafone Gigacube (NOTE: A wireless mobile broadband hub does not require a fixed phone line, cable or fibre optic service to operate, but you can only use it in a fixed location and not on the go.)
- 2d. Portable mobile broadband** delivered via mobile network to a portable device such as a USB stick, dongle or portable Wi-Fi router, or via a SIM card built into a laptop or tablet. Portable mobile broadband can be used anywhere (NOTE: This doesn’t include using your mobile phone’s network data.)
3. Other [Open: “Please specify”]
4. Don’t know [Single]

Type: Question

Base: Respondents who do not have access to the internet in their home and do not live with anyone else who is able to access the internet in their home

Routing: (QE1 = 3) or (QE2 = 2)

Code: Single / Reverse order

[\[SHOW CARD\]](#)

**QE5. How likely or unlikely is it that you will get access to the internet in your home in the next 12 months?**

1. Very likely
2. Fairly likely
3. Fairly unlikely
4. Very unlikely
5. Don't know

Type: Question

Base: Respondents who are fairly unlikely or very unlikely to get access to the internet in their home in the next 12 months

Routing: (QE5 = 3-4)

Code: Multi / Random

**QE6. Why are you unlikely to get access to the internet in your home in the next 12 months?**

DO NOT READ OUT ANSWER OPTIONS.

PROBE Why else?

CODE ALL THAT APPLY.

1. I have no need to use the internet in my home / I am not interested in using the internet in my home
2. The cost of getting broadband set up in my home is too high
3. [IF QD1 ≠ 1 or 2 or 3] The cost of purchasing a PC / desktop, laptop or tablet to use the internet in my home is too high
4. [IF QM1 = 2-3] The cost of purchasing a mobile phone to use the internet in my home is too high
5. The monthly cost of a broadband service is too high
6. [IF QM1 = 2-3] The monthly cost of a mobile phone service is too high
7. Getting online / getting connected to the internet is too complicated
8. Using the internet is too complicated
9. I am happy to use the internet at work or elsewhere (i.e. not in my home)
10. Someone else can use the internet on my behalf
11. A broadband connection is not available where I live
12. Broadband is too slow where I live
13. I am concerned about security / fraud / privacy
14. I am concerned about harmful / offensive content
15. I have poor eyesight or another type of condition which makes it difficult for me to operate a device
16. Other [Fixed] [Open: "Please specify"]
17. Don't know [Fixed] [Single]

Type: Question

Base: Respondents who have access to the internet in their home but who do not have access to a broadband connection

Routing: (QE1 = 1-2 or QE2 = 1) and (QE3 ≠ 2a – 2d)

Code: Single / Reverse order

[\[SHOW CARD\]](#)

**QE7. How likely or unlikely is that you will get broadband installed in your home in the next 12 months?**

1. Very likely
2. Fairly likely
3. Fairly unlikely
4. Very unlikely
5. Don't know

Type: Question

Base: Respondents who are fairly unlikely or very unlikely to get broadband in their home in the next 12 months

Routing: (QE7 = 3-4)

Code: Multi / Random

DO NOT READ OUT ANSWER OPTIONS.

PROBE Why else?

CODE ALL THAT APPLY

**QE8. Why do you not have broadband installed in your home?**

1. I have no need to get broadband installed in my home / I am not interested in having broadband installed in my home
2. The cost of getting broadband installed in my home is too high
3. [IF QD1 ≠ 1 AND 2 AND 3] The cost of purchasing a PC / desktop, laptop or tablet to use broadband in my home is too high
4. The monthly cost of a broadband service is too high
5. Getting broadband set up is too complicated
6. I am happy to use the internet at work or elsewhere (i.e. not in my home)
7. [IF QM1 = 1 and QE2 = 2] I am happy to use the internet on my mobile phone in my home
8. A broadband connection is not available where I live
9. Broadband is too slow where I live
10. I do not want to commit to a broadband contract
11. I do not want to pay for services that come with broadband that I will not use
12. Other reason [Fixed] [Open: "Please specify"]
13. Don't know [Fixed] [Single]

Type: Question

Base: Respondents who have a broadband service in their home (at QE3)

Routing: (QE3 = 2a-2d)

Code: Single / Fixed

**QE9. Which of the following is the provider for your broadband service in your home?**

[\[SHOW SCREEN IF RESPONDENT UNSURE\]](#)

*NOTE: If you use more than one provider for your broadband services, please select the provider you use most often in your home.*

- 1.
2. Brsk
3. BT
4. Community Fibre
5. EE
- 6.
- 7.
- 8.
9. Gigaclear
- 10.
11. Hyperoptic
- 12.
13. KCOM
- 14.
- 15.
16. NOW
- 17.
18. Plusnet
19. Sky
- 20.
21. [IF QE3 = 1b] Starlink

- 22.
23. TalkTalk
- 24.
25. Three Broadband
26. Utility Warehouse
27. Virgin Media
28. Vodafone
- 29.
30. YouFibre
31. Zen
- 32.
33. Other [Open: "Please specify"]
34. Don't know

*Group responses:*

1. 1-32 (Provider identified from list)
2. 33 or 34 (Provider not identified from list)

|   |                 | Mobile      | Landline        | Broadband       | Pay TV         |
|---|-----------------|-------------|-----------------|-----------------|----------------|
| 1 | Asda            | Asda Mobile |                 |                 |                |
| 2 | Brsk            |             | Brsk            | Brsk            |                |
| 3 | BT              | BT          | BT              | BT              | EE TV (via BT) |
| 4 | Community Fibre |             | Community Fibre | Community Fibre |                |
| 5 | EE              | EE          | EE              | EE              | EE TV (via EE) |
| 6 | Freeview        |             |                 |                 |                |
| 7 | Freely          |             |                 |                 |                |
| 8 | Freesat / Sky   |             |                 |                 |                |

|    |                   |                                  |                   |                   |              |
|----|-------------------|----------------------------------|-------------------|-------------------|--------------|
| 9  | Gigaclear         |                                  | Gigaclear         | Gigaclear         |              |
| 10 | giffgaff          | giffgaff                         |                   |                   |              |
| 11 | Hyperoptic        |                                  | Hyperoptic        | Hyperoptic        |              |
| 12 | iD Mobile         | iD Mobile / Currys               |                   |                   |              |
| 13 | KCOM              |                                  | KCOM              | KCOM              |              |
| 14 | Lebara            | Lebara                           |                   |                   |              |
| 15 | Lyca Mobile       | Lyca Mobile                      |                   |                   |              |
| 16 | NOW               |                                  | NOW               | NOW               |              |
| 17 | O2                | O2                               |                   |                   |              |
| 18 | Plusnet           |                                  | Plusnet           | Plusnet           |              |
| 19 | Sky               | Sky Mobile                       | Sky               | Sky               | Sky TV       |
| 20 | SMARTY            | SMARTY                           |                   |                   |              |
| 21 | Starlink          |                                  |                   | Starlink          |              |
| 22 | Talkmobile        | Talkmobile                       |                   |                   |              |
| 23 | TalkTalk          | TalkTalk                         | TalkTalk          | TalkTalk          | TalkTalk TV  |
| 24 | Tesco             | Tesco Mobile                     |                   |                   |              |
| 25 | Three             | Three                            |                   | Three Broadband   |              |
| 26 | Utility Warehouse | Utility Warehouse /<br>1p Mobile | Utility Warehouse | Utility Warehouse |              |
| 27 | Virgin            |                                  | Virgin Media      | Virgin Media      | Virgin Media |
| 28 | Vodafone          | Vodafone                         | Vodafone          | Vodafone          |              |
| 29 | VOXI              | VOXI Mobile                      |                   |                   |              |

|    |          |  |          |          |                                    |
|----|----------|--|----------|----------|------------------------------------|
| 30 | YouFibre |  | YouFibre | YouFibre |                                    |
| 31 | Zen      |  | Zen      | Zen      |                                    |
| 32 |          |  |          |          | EE (don't know who purchased from) |

Type: Question

Base: Respondents who personally use the internet in their home

Routing: (QE1 = 1)

Code: Multi / Fixed

[READ OUT ANSWER OPTIONS](#)

**QE11. Which of the following statements about home internet use apply to you?**

*Please select all that apply.*

1. I use the internet at home to help me do my job (i.e. working from home)
2. I use the internet at home to help me complete assignments for school / college / university or to attend lessons / lectures / seminars
3. None of the above [Single]

Type: Question

Base: All respondents

Routing: N/A

Code: Multi / Random

**QE13. Where, if at all, do you use the internet outside of your home?**

[SHOW SCREEN OR SHOWCARD](#)

*Please select all that apply.*

1. Your workplace
2. School, college or university
3. Local library
4. UK culture centre, Learn Direct or another online learning centre
5. Café/ Internet cafe
6. Someone else's home
7. While travelling (*EXAMPLES INCLUDE: On a train or in an airport departure lounge*)
8. Restaurant, pub or bar
9. Shop or a shopping centre
10. Leisure centre, gym or sports ground
11. Outdoor public area (*EXAMPLES INCLUDE: In a park or in a city centre*)
12. Other [Open: "Please specify"]
13. I do not use the internet outside of my home [Single]

*Group responses:*

1. 1-12 (*Uses internet outside of home*)
2. 13 (*Does not use internet outside of home*)

## ONLINE ACTIVITIES

Type: Question

Base: Respondents who personally use the internet in their home or outside of their home

Routing: (QE1 = 1) and / or (QE13 = Group 1)

Code: Multi / Rotate

**QE14. In the past three months, which of the following activities, if any, have you done online?**

[\[SHOW SCREEN OR SHOWCARD\]](#)

*NOTE: This could be on any device (EXAMPLES INCLUDE: PC / desktop, laptop, tablet and smartphone).*

1. Shopping
2. Managing personal or household finances (*EXAMPLES INCLUDE: Using online banking, paying bills and setting up direct debits*)
3. Sending and / or receiving emails
4. Communicating via an instant messaging service (*EXAMPLES INCLUDE: Facebook Messenger and WhatsApp*)
5. Making and / or receiving voice calls using an online communications service (*NOTE: This does not include voice calls made via your mobile network. EXAMPLES INCLUDE: Microsoft Teams, WhatsApp and Zoom*)
6. Making and / or receiving video calls using an online communications service (*EXAMPLES INCLUDE: FaceTime, Microsoft Teams, WhatsApp and Zoom*)
7. Finding or downloading information for work, school or university
8. Using local council or government sites (*EXAMPLES INCLUDE: Contacting your local council, or finding information about or completing government processes such as passport applications and voter registration*)
9. Using apps or websites to book and / or access healthcare services (*EXAMPLES INCLUDE: Booking a consultation with your local GP*)
10. Finding information about or applying for benefits, tax credits or other governmental / charitable supports
11. Watching or downloading TV, films and sport programming (*EXAMPLES INCLUDE: Netflix, BBC iPlayer and Sky Go*)
12. Watching, downloading or posting video clips or livestreamed video (*EXAMPLES INCLUDE: YouTube, TikTok, Dailymotion, Vimeo and Facebook*)
13. Listening to live, catch-up or on-demand radio
14. Listening to or downloading music / podcasts / audiobooks via a streaming service (*EXAMPLES INCLUDE: Spotify, Apple Music and Amazon Music*)
15. Playing or downloading games
16. Using social media sites or apps to post, comment or interact with content or other users (*EXAMPLES INCLUDE: Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok and Snapchat*)
17. Looking for job opportunities or applying for jobs online
18. Other [Open: "Please specify"]
19. None of the above [Single]

Type: Question

Base: Respondents who personally use the internet in their home or outside of their home

Routing: (QE1 = 1) and / or (QE13 = Group 1)

Code: Multi / Rotate

**QE19. Which (if any) of the following cloud storage services have you used in the past three months to store or send or receive data?**

[\[SHOW SCREEN\]](#)

*NOTE: Cloud storage is an online service that enables users to store and send / receive data or files digitally, eliminating the need for physical storage devices such as USB sticks or flash drives. Some devices (such as smartphones) can be set to automatically upload data such as photos and videos to a cloud storage service. Cloud storage services can be free or may be paid for monthly / annually.*

1. Amazon Photos
2. Apple iCloud
3. Box
4. BT Cloud
5. Dropbox
6. Google Drive
7. Mega
8. Microsoft OneDrive
9. Other [Open: "Please specify"]
10. None of the above [Single]
11. Don't know [Single]

Type: Question

Base: Respondents who personally use the internet in their home or outside of their home

Routing: (QE1 = 1) and / or (QE13 = Group 1)

Code: Single / Fixed

READ OUT ANSWERS IF NEEDED OR CODE SPONTANEOUS ANSWER. READ OUT NOTE IF NECESSARY

**QE20. Have you, or anyone living with you in your home, used a gaming subscription service in the past three months, and, if so, have you personally used one?**

*NOTE: A gaming subscription service allows users to pay a monthly or annual fee to access a library of games without the need to purchase titles individually.*

1. Yes, and I have personally used a gaming subscription service
2. Yes, but I have not personally used a gaming subscription service
3. No
4. Don't know [Single]

Type: Question

Base: Respondents who have used a gaming subscription service in the past three months

Routing: (QE20 = 1-2)

Code: Multi / Rotate

**QE21. Which of the following gaming subscription services have been used in the past three months by you or anyone else living with you in your home?**

[\[SHOW SCREEN\]](#)

1. Antstream
2. Apple Arcade
3. EA Play (for Xbox / PlayStation)
4. Game Club
5. Google Play Pass
6. Netflix Games
7. Nintendo Switch Online
8. PlayStation Plus (Essential / Extra / Premium)
9. Prime Gaming
10. Ubisoft+
11. Xbox GamePass (Core / Console / Standard / Ultimate / PC)
12. A game streaming service (*EXAMPLES INCLUDE: GeForce NOW*)
13. Other [Open: "Please specify"]
14. Don't know [Single]

Type: Question

Base: Respondents who have used the internet to send communications via instant messaging and / or make video calls and / or make voice calls (at QE14) in the past three months

Routing: (QE14 = 4-6)

Code: Multi / Random

**QE22. Which of the following communications services have you used in the past 3 months?**

*NOTE: These services may have been used to make / receive personal communications or to send / receive communications from organisations or businesses.*

[\[SHOW SCREEN\]](#)

1. **Discord**
2. **Facebook Messenger**
3. **FaceTime**
4. **Google Chat / Google Meet**
5. **Instagram**
6. **Microsoft Teams**
7. **Signal**
8. **Slack**
9. **Snapchat**
10. **Telegram**
11. **TikTok**
12. **WhatsApp**
13. **Zoom**
14. **Other (Open: "Please specify")**
15. **Don't know (Single)**

Type: Question

Base: Respondents who have a communication service in the past 3 months

Routing: (QE22 = 1-13)

Code: Multi / Random

[READ OUT](#)

**QE23: Which of these types of communications did you use each of these for? (INSERT COMMUNICATION SERVICE USED AT QE22 – REPEAT FOR ALL USED**

1. [SHOW FOR ALL EXCEPT Q22\_3] Sending or receiving instant messages
2. Making or receiving video calls
3. Making or receiving voice calls
4. None of the above [Single]

Type: Question

Base: Respondents who have sent / received instant messages using any communications service(s) listed (at QE23\_1) in the past three months

Routing: (QE23\_1) Code: Multi / Fixed

**READ OUT. READ OUT EXAMPLES IF NECESSARY**

**QE24. In the past three months, through which of these communications services have you received any correspondence from organisations or businesses?**

*EXAMPLES INCLUDE: One-time passcodes, appointment confirmations, reminders, delivery updates, marketing, promotions and mobile number verification.*

**[IF QE22 = 1=5] QE24\_1. Discord**

**[IF QE22 = 2=5] QE24\_2. Facebook Messenger**

**[IF QE22 = 3=5] QE24\_3. FaceTime**

**[IF QE22 = 4=5] QE24\_4. Google Chat / Google Meet**

**[IF QE22 = 5=5] QE24\_5. Instagram**

**[IF QE22 = 6=5] QE24\_6. Microsoft Teams**

**[IF QE22 = 7=5] QE24\_7. Signal**

**[IF QE22 = 8=5] QE24\_8. Slack**

**[IF QE22 = 9=5] QE24\_9. Snapchat**

**[IF QE22 = 10=5] QE24\_10. Telegram**

**[IF QE22 = 11=5] QE24\_11. TikTok**

**[IF QE22 = 12=5] QE24\_12. WhatsApp**

**[IF QE22 = 13=5] QE24\_13. Zoom**

1. Don't know

2. None of these

Type: Question

Base: Respondents who personally use the internet in their home or outside of their home

Routing: (QE1 = 1) and / or (QE13 = 1-12)

Code: Multi / Rotate

**QE25. Which of the following web browsers have you personally used in the past three months?**

[\[SHOW SCREEN\]](#)

*NOTE: A web browser is an application used to access and view websites on the internet. Internet-enabled devices such as computers and smartphones often have a default web browser pre-installed, but other web browsers can be download and used instead. Safari is the default browser on iPhones*

*Please select all that apply.*

1. Brave
2. ChatGPT Atlas
3. Comet
4. Google Chrome
5. Konqueror
6. Lynx
7. Microsoft Edge
8. Mozilla Firefox
9. Opera
10. Safari
11. Zen
12. Other [Open: "Please specify"] [Fixed]
13. Don't know [Single] [Fixed]
14. I have not used a web browser in the past three months [Single] [Fixed]

Type: Question

Base: Respondents who personally use the internet in their home or outside of their home

Routing: (QE1 = 1) and / or (QE13 = 1-12)

Code: Multi / Fixed

READ OUT ANSWER OPTIONS. READ OUT NOTES AND EXAMPLES IF NECESSARY

**QX1. Which of the following interactions have you had with AI (artificial intelligence) services in the past 12 months?**

*NOTE: By “AI (artificial intelligence)” we mean computer systems that can perform tasks that typically require human intelligence (such as recognising speech, making decisions, solving problems and identifying patterns). Common uses of AI include the creation of original content using a generative AI (GenAI) tool such as ChatGPT, or as a chatbot for organisations and businesses (such as banks and retailers) to support their customers and handle queries.*

*Please select all that apply.*

1. A generative AI (GenAI) tool such as ChatGPT, Meta AI, Google Gemini and Microsoft CoPilot
2. A chatbot used by an organisation or business for customer service queries, issue troubleshooting and appointment booking (*NOTE: A chatbot is an AI service that is designed to understand normal human language, simulate human conversation and run simple automated tasks. Chatbots are often used by organisations and businesses as a way of engaging and supporting customers online.*)
3. None of the above [Single]
4. Don't know [Single]

Type: Question

Base: Respondents who have used a generative AI tool in the past 12 months

Routing: (QX1 = 1)

Code: Multi / Rotate

**QX2. Which of the following AI tools have you used in the past 12 months?**

[\[SHOW SCREEN\]](#)

*NOTE: A generative AI tool, also known as a virtual assistant, is an artificial intelligence service that is able to create original content (such as text, images and audio) and answer general queries based on user commands.*

*Please select all that apply.*

1. Apple Intelligence
2. Candy AI
3. Character.AI
4. ChatGPT
5. Claude
6. DeepSeek
7. Google Gemini
8. Grok
9. Meta AI
10. Microsoft Copilot
11. Perplexity
12. Snapchat My AI
13. Sora
14. Other [Open: "Please specify"]
15. Don't know [Single]

Type: Question

Base: Respondents who have used a chatbot in the past 12 months

Routing: (QX1 = 2)

Code: Multi / Rotate

[READ OUT ANSWER OPTIONS. READ OUT NOTE AND EXAMPLES IF NECESSARY](#)

**QX3. Which of the following types of organisations or businesses have used a chatbot to interact with you?**

*NOTE: A chatbot is an AI service that is designed to understand normal human language, simulate human conversation and run simple automated tasks. Chatbots are often used by organisations and businesses as a way of engaging and supporting customers online.*

*Please select all that apply.*

1. Telecoms services (*EXAMPLES INCLUDE: Mobile, landline, broadband and Pay TV services*)
2. Postal services
3. Local council / Government
4. Finance (*EXAMPLES INCLUDE: Banks, insurance companies and other financial services*)
5. Utilities (*EXAMPLES INCLUDE: Gas, water and electricity suppliers*)
6. Retail
7. Other [Open: "Please specify"]
8. Don't know

Type: Question

Base: Respondents who have used a generative AI tool and / or a chatbot in the past 12 months

Routing: (QX1 = 1-2)

Code: Multi / Randomise

**QX4. In the past 12 months, what have you used the generative AI tool(s) or chatbot(s) for?**

[\[SHOW SCREEN\]](#)

1. Finding information / content
2. Seeking advice
3. Making price / product / service comparisons
4. Making a complaint
5. Resolving an issue
6. Planning
7. Completing tasks (EXAMPLES INCLUDE: Booking flights, organising diaries and generating research reports)
8. General chatting
9. Emotional support or therapy
10. Coding
11. Creating images / audio / video
12. As an experiment / to test it out (i.e. just to explore the technology)
13. Creating text (*EXAMPLES INCLUDE: Poems, stories, CVs and document drafting*)
14. Summarising, proofreading or editing existing text
15. Translation
16. Work
17. Other [Open: "Please specify"]
18. Don't know [Single]

Type: Question

Base: Respondents who have used a generative AI tool and / or a chatbot in the past 12 months to make product / service comparisons, make a complaint or resolve an issue

Routing: (QX4 = 3-5)

Code: Single / Fixed

[READ OUT OPTIONS AND CODE ANSWER](#)

**QX5. Thinking about when you used a generative AI tool or chatbot in the past 12 months to make product or service comparisons, make a complaint or resolve an issue, was this in regard to your telecoms services (i.e. broadband, mobile, landline) or Pay TV?**

**[IF QX4 = 3] QX5\_1. Making price / product / service comparisons**

**[IF QX4 = 4] QX5\_2. Making a complaint**

**[IF QX4 = 5] QX5\_3. Resolving an issue**

- 1) Yes
- 2) No

Type: Question

Base: Respondents who have used a generative AI tool and / or a chatbot in the past 12 months

Routing: (QX1 = 1-2)

Code: Multi / Reverse scale

[READ OUT STATEMENTS AND SHOW SCALE ON SHOW CARD](#)

**QX6. Thinking about the last time you used a generative AI tool or chatbot, how much do you agree or disagree with the following statements?**

**QX6\_1. It gave me what I needed**

**QX6\_3. I found it easy to use**

**QX6\_4. I trusted the results**

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

## TV

Type: Question

Base: Respondents who have a TV in their home

Routing: (QD1 = 5 CODES 1-2)

Code: Single / Fixed

[READ OUT NOTE IF NECESSARY](#)

### **QT1. How many working TV sets are currently in use in your home?**

*NOTE: By “in use” we mean TV sets that have been used at least once in the last 12 months.*

1. [Insert # 1-10]
2. Don't know

Type: Question

Base: Respondents who have a TV in their home

Routing: (QD1 = 5 CODES 1-2)

Code: Single / Fixed

[READ OUT NOTE](#)

### **QT1B. Are any of the working TV sets Smart TVs?**

*NOTE: A smart TV can be connected to the internet and offers a number of interactive features including the usage of apps, web browsing and screen mirroring / casting but you may not use these functions yourself*

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

Type: Question

Base: Respondents who have a TV in their home

Routing: (QD1-5=1-2 ~~=5 CODES 1-2~~)

Code: Multi / Fixed

**QT2. Do you receive a Pay TV service at home from any of these Pay TV providers?**

[\[SHOW SCREEN IF RESPONDENT UNSURE\]](#)

*READ OUT NOTE: By “Pay TV service” we mean a package of TV channels that you pay for. Pay TV services may include additional movie, sports and entertainment channels and contracts for Pay TV services are typically 18-24 months.*

*NOTE: If you use more than one provider for your Pay TV services, please select the provider you use most often in your home.*

*NOTE: If you use EE TV in your home, please note that this service can be purchased from either EE or from BT. If you purchased your EE TV service from BT, please select “EE TV (purchased via BT)”. If you purchased your EE TV service from EE, please select “EE TV (purchased via EE)”, if you are unsure please select EE (don’t know who purchased from).*

- 1.
2. EE TV (purchased via BT)
- 3.
4. EE TV (purchased via EE)
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

- 15.
- 16.
- 17.
18. Sky TV
- 19.
- 20.
- 21.
22. TalkTalk TV
- 23.
- 24.
- 25.
26. Virgin Media
- 27.
- 28.
- 29.
- 30.
31. Zen
32. EE (don't know who purchased from)
33. Other [Open: "Please specify"]
34. Don't know
35. I do not have a Pay TV service in my home

*Group responses:*

1. 1-32 (Provider identified from list)
2. 33 or 34 (Provider not identified from list)
3. 35 (No Pay TV)

|   |      | Mobile      | Landline | Broadband | Pay TV |
|---|------|-------------|----------|-----------|--------|
| 1 | Asda | Asda Mobile |          |           |        |
| 2 | Brsk |             | Brsk     | Brsk      |        |

|    |                 |                    |                 |                 |                |
|----|-----------------|--------------------|-----------------|-----------------|----------------|
| 3  | BT              | BT                 | BT              | BT              | EE TV (via BT) |
| 4  | Community Fibre |                    | Community Fibre | Community Fibre |                |
| 5  | EE              | EE                 | EE              | EE              | EE TV (via EE) |
| 6  | Freeview        |                    |                 |                 |                |
| 7  | Freely          |                    |                 |                 |                |
| 8  | Freesat / Sky   |                    |                 |                 |                |
| 9  | Gigaclear       |                    | Gigaclear       | Gigaclear       |                |
| 10 | giffgaff        | giffgaff           |                 |                 |                |
| 11 | Hyperoptic      |                    | Hyperoptic      | Hyperoptic      |                |
| 12 | iD Mobile       | iD Mobile / Currys |                 |                 |                |
| 13 | KCOM            |                    | KCOM            | KCOM            |                |
| 14 | Lebara          | Lebara             |                 |                 |                |
| 15 | Lyca Mobile     | Lyca Mobile        |                 |                 |                |
| 16 | NOW             |                    | NOW             | NOW             |                |
| 17 | O2              | O2                 |                 |                 |                |
| 18 | Plusnet         |                    | Plusnet         | Plusnet         |                |
| 19 | Sky             | Sky Mobile         | Sky             | Sky             | Sky TV         |
| 20 | SMARTY          | SMARTY             |                 |                 |                |
| 21 | Starlink        |                    |                 | Starlink        |                |
| 22 | Talkmobile      | Talkmobile         |                 |                 |                |
| 23 | TalkTalk        | TalkTalk           | TalkTalk        | TalkTalk        | TalkTalk TV    |

|    |                   |                               |                   |                   |                                    |
|----|-------------------|-------------------------------|-------------------|-------------------|------------------------------------|
| 24 | Tesco             | Tesco Mobile                  |                   |                   |                                    |
| 25 | Three             | Three                         |                   | Three Broadband   |                                    |
| 26 | Utility Warehouse | Utility Warehouse / 1p Mobile | Utility Warehouse | Utility Warehouse |                                    |
| 27 | Virgin            |                               | Virgin Media      | Virgin Media      | Virgin Media                       |
| 28 | Vodafone          | Vodafone                      | Vodafone          | Vodafone          |                                    |
| 29 | VOXI              | VOXI Mobile                   |                   |                   |                                    |
| 30 | YouFibre          |                               | YouFibre          | YouFibre          |                                    |
| 31 | Zen               |                               | Zen               | Zen               |                                    |
| 32 |                   |                               |                   |                   | EE (don't know who purchased from) |

Type: Question

Base: Respondents who are able to identify their Mobile, Landline, Broadband and/ or Pay TV provider(s)

Routing: (QM7 = Group 1 and/ or QL4 = Group 1 and/ or QE9 = Group 1 and/ or QT2 = Group 1) – only show options where respondent can identify the provider

**QT3. Were you responsible for choosing the provider for each of these services?**

[\[SHOW SCREEN\]](#)

|            | Mobile service provider | Landline service provider | Broadband Provider | Pay TV Provider |
|------------|-------------------------|---------------------------|--------------------|-----------------|
| Yes        |                         |                           |                    |                 |
| No         |                         |                           |                    |                 |
| Don't know |                         |                           |                    |                 |

Type: Question

Base: Respondents who have a Sky TV monthly subscription service

Routing: (QT2 = 19)

Code: Multi / Randomise

[READ OUT ANSWER OPTIONS](#)

**QT4. Which Sky TV service(s) do you have in your home?**

1. Sky+ / Sky+ HD
2. Sky Q
3. Sky Stream
4. Sky Glass
5. Don't know [Single]

Type: Question

Base: Respondents who have a TV in their home

Routing: (QD1-5=1-2)

Code: Multi / Randomise

[READ OUT ANSWER OPTIONS. READ OUT NOTE IF NECESSARY](#)

**QT5. Which of the following free TV services are used in your home to watch live programmes, shows or films?**

*NOTE: These are TV services that are freely available – you do not have to pay anything to watch them. These services could be used by you or by anyone else who lives with you in your home and may already be built into your TV. Please note that this does not include platforms such as BBC iPlayer and ITVX.*

1. Freeview / Freeview Play
2. Freely
3. Freesat
4. Sky (no subscription)
5. Other [Open: "Please specify"]
6. Don't know [Single]
7. Free TV services are not used in my home [Single]

Type: Question

Base: Respondents who have a TV set in their home and who have access to the internet in their home

Routing: (QD1-5=1-2) and (QE1 = 1-2 or QE2 = 1)

Code: Multi / Fixed

**QT6. Which of the following ways do you, or anyone who lives with you in your home, use the internet to watch content on your TV set?**

[\[SHOW SCREEN\]](#)

1. [IF QT1B = 1] Streaming TV apps or services on your smart TV (*NOTE: These can often be found on the menu or home screen. EXAMPLES INCLUDE: Netflix, Disney+ and Amazon Prime Video*)
2. Streaming services via a set-top box connected to your TV (*EXAMPLES INCLUDE: Sky Q, Virgin TV 360, EE TV and YouView*)
3. Streaming box or stick connected to your TV (*EXAMPLES INCLUDE: Amazon Fire TV, Sky Stream, Google Chromecast, Roku and Apple TV*)
4. A button on your TV remote to access streaming services (*EXAMPLES INCLUDE: Netflix, BBC iPlayer and Rakuten*)
5. Voice control through your TV remote
6. [IF QD1-1=1-2] Laptop or PC / desktop connected to your TV
7. [IF QD1-3=1-2] Tablet / iPad connected to your TV
8. [IF QM2= 1-2] Smartphone connected to your TV
9. [IF QD1-4=1-2] Games console connected to your TV
10. Connecting TV to on-demand or streaming services via another method [Open: "Please specify"]
11. None of the above [Single]
12. Don't know [Single]

Type: Question

Base: Respondents who use a streaming box or stick in their home to watch content on their TV set

Routing: (QT6 = 3)

Code: Multi / Fixed

SHOW CARD

**QT7. Which of the following streaming boxes or sticks do you, or anyone who lives with you in your home, use the internet to watch content on your TV set?**

1. Amazon Fire TV
2. Google Chromecast
3. Google TV Streamer
4. Roku
5. Apple TV
6. NOW
7. Virgin Media Stream
8. Sky Stream
9. Other [Open: "Please specify"]
10. Don't know

Type: Question

Base: Respondents who have a working TV set in their home and who live in Northern Ireland

Routing: (QD1 = 5 CODES 1-2) and living in Northern Ireland

Code: Single / Fixed

**QT8. How frequently do you watch each of the following channels?**

*NOTE: Please only think about when you watch these channels live on broadcast TV – this does not include any catch-up services or online clips.*

[READ OUT CHANNEL AND SHOW CARD OF ANSWERS](#)

**QT8\_1. RTÉ 1**

**QT8\_2. RTÉ 2**

**QT8\_3. Virgin Media One**

**QT8\_4. TG4**

1. Every day
2. At least weekly
3. At least monthly
4. Less than once a month
5. Never
6. Don't know

## RADIO

Type: Question

Base: Respondents who have a radio set in their home

Routing: (QD1 = 11 CODES 1-2)

Code: Single / Fixed

[READ OUT NOTE IF NECESSARY](#)

**QR1. How many working radio sets do you have in your home?**

*NOTE: Please don't include phones or other devices that only get radio via the internet.*

1. [Insert # 1-20]
2. Don't know

*Group responses:*

1. 1 (One)
2. 2+ (More than one)

Type: Question

Base: Respondents who have a radio set in their home

Routing: (QD1 = 11 CODES 1-2)

Code: Single / Fixed

READ OUT NOTE IF NECESSARY

**QR2. Do you have any working DAB or DAB+ radio sets in your home and, if so, how many do you have?**

*NOTE: DAB / DAB+ radio sets receive signal digitally rather than via AM / FM frequencies. Many stations broadcast via both digital and AM / FM, but examples of digital-only radio stations include Absolute 80s, BBC 6 Music and Radio 5Live Sports Extra.*

1. Yes
  - a. [Insert # 1-20]
  - b. I don't know how many
2. No
3. Don't know

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

[READ OUT ANSWER OPTIONS. READ OUT NOTE IF NECESSARY](#)

**QV1. Do you, or anyone else who lives with you in your home, have or own a car that you personally use?**

*NOTE: If you personally use more than one car, please only think about the car you use most often (either as a driver or as a passenger).*

1. Yes, and I use it as a driver
2. Yes, but I only ever use it as a passenger
3. No

Type: Question

Base: Respondents who personally use a car as a driver or passenger

Routing: (QV1 = 1-2)

Code: Single / Fixed

**QV2. Does the car that you personally use have any of the following in-car features and, do you personally use them?**

*NOTE: Please only think about the car you use most often, either as a driver or as a passenger.*

[\[SHOW CARD\]](#)

**QV2\_1. DAB / DAB+ digital radio**

**QV2\_2. The ability to stream audio and make / receive calls hands-free on a mobile phone via Bluetooth**

**QV2\_3. Infotainment system** (*NOTE: An infotainment system includes a touchscreen built into the dashboard / console and the ability to connect to the internet without the use of a mobile phone. Infotainment systems can be used for activities such as streaming music and using satnav*)

[IF QV2\_3 = 1-2] **QV2\_3a. The ability to download new apps from an app store directly into the car's infotainment system**

**QV2\_4. Automated driving features such as adaptive cruise control, collision avoidance, assisted parking and lane centring**

**QV2\_5. The ability to watch videos on a screen built into the car**

**QV2\_6. The ability to stream audio and use other apps** (*EXAMPLES INCLUDE: Apple CarPlay and Android Auto*) by connecting your phone to the car's dashboard

**QV2\_7. In-built Wi-Fi hotspot** (*NOTE: In-built Wi-Fi hotspots give users the ability to connect to the internet using the car's own data connection with the use of a mobile phone*)

**QV2\_8. Remote monitoring of the car using a smartphone** (*EXAMPLES INCLUDE: identifying faults or reminding you where you parked*)

**QV2\_9. The ability to play videogames on a screen built into the car**

**QV2\_10. Voice assistance for making calls, playing audio or navigation**

1. Yes – the car I use has this feature and I personally use it

2. Yes – the car I use has this feature but I do not personally use it
3. No - the car I use does not have this feature
4. Don't know

Type: Question

Base: Respondents who personally use a car as a driver or passenger

Routing: (QV1 = 1-2)

Code: Multi / Fixed

**QR4. Which of the following types of audio do you listen to in your car, and how do you listen to it?**

[\[SHOW SCREEN\]](#)

1. Live radio
  - a. Via FM / AM radio
  - b. Via DAB / DAB+ radio
  - c. Via the internet (*EXAMPLES INCLUDE: On a mobile phone using a mobile phone network connection, through an in-car infotainment system with an in-built internet connection, or through a hybrid radio which switches between broadcast radio and radio streaming*)
  - d. I listen to radio in my car but I don't know how [Single within 1]
2. Music (other than live radio)
  - a. On a streaming service (*EXAMPLES INCLUDE: Spotify, Apple Music and Amazon Music*)
  - b. Downloaded on a mobile phone
  - c. On a CD / tape
  - d. I listen to music in my car but I don't know how [Single within 2]
3. Podcasts
  - a. On a streaming service (*EXAMPLES INCLUDE: Spotify, Apple Music, Amazon Music and BBC Sounds*)
  - b. Downloaded on a mobile phone
  - c. I listen to podcasts in my car but I don't know how [Single within 3]
4. Audiobooks
  - a. On a streaming service (*EXAMPLES INCLUDE: Spotify, Apple Music, Amazon Music and BBC Sounds*)
  - b. Downloaded on a mobile phone
  - c. I listen to audiobooks in my car but I don't know how [Single within 4]
5. None of these types of audio [Single]
6. Don't know [Single]

Type: Question

Base: All respondents

Routing: N/A

Code: Multi / Fixed

[SHOW CARD](#)

**QR5. Which of the following statements best describes your awareness of DAB+ radio sets before today?**

*NOTE: A DAB+ radio set uses upgraded technology to make a wider range of stations available than would be possible using a DAB radio set.*

1. I was aware of DAB+ radio sets
2. I was not aware of DAB+ radio sets, but I was aware of DAB radio sets
3. I was not aware of either DAB or DAB+ radio sets

Type: Question

Base: Respondents who have a DAB / DAB+ radio in their car (at QV2) and/ or in their home (at QR2) and who were aware of DAB+ radio before today

Routing: (QV2 = 1 and QR5 =1) and/ or (QR2 = 1 and QR5 = 1)

Code: Multi / Fixed

[READ OUT ANSWER OPTIONS](#)

**QR6. Are any of the DAB or DAB+ radio sets in your car or in your home DAB+ enabled radio sets?**

1. [IF QV2 = 1] Yes, I have a DAB+ radio set in my car
2. [IF QR2 = 1] Yes, I have a DAB+ radio set in my home
3. No, none of my DAB radio sets are DAB+ enabled [Single]
4. Don't know [Single]

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QP1. Which of the following have you sent in the last 3 months?**

1. *A letter/ card*
2. A parcel
3. Both a letter and a parcel
4. None
5. Don't know

## DEMOGRAPHICS (PART 2)

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ8. Which one of these groups best describes your ethnic group or background?**

[\[SHOW SCREEN – ALLOW PARTICIPANT TO SELECT RESPONSE\]](#)

1. WHITE
  - a. English / Welsh / Scottish / Northern Irish / British
  - b. Irish
  - c. Gypsy or Irish traveller
  - d. Roma
  - e. Any other White background [Open: “Please specify”]
2. MIXED / MULTIPLE ETHNIC GROUPS
  - a. White and Black Caribbean
  - b. White and Black African
  - c. White and Asian
  - d. Any other Mixed / multiple ethnic background [Open: “Please specify”]
3. BLACK OR BLACK BRITISH
  - a. Caribbean
  - b. African
  - c. Any other Black / Black British / African / Caribbean background [Open: “Please specify”]
4. ASIAN OR ASIAN BRITISH
  - a. Indian
  - b. Pakistani
  - c. Bangladeshi
  - d. Chinese
  - e. Any other Asian background [Open: “Please specify”]

5. OTHER ETHNIC GROUP
  - a. Arab
  - b. Any other background [Open: “Please specify”]
6. Prefer not to say

Type: Question

Base: All respondents

Routing: N/A

Code: Multi / Fixed

**QZ9. Which of these, if any, impact or limit daily activities or the work you can do?**

[\[SHOW SCREEN – ALLOW PARTICIPANT TO SELECT RESPONSE\]](#)

1. Hearing: Partial hearing, having tinnitus or are D/deaf
2. Eyesight: Colour blindness, partial sight, or are blind
3. Speech: Difficulty with speech, for example due to a stroke, stutter or stammer
4. Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty
5. Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard
6. Breathing: Breathlessness or chest pains
7. Other physical condition
8. Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
9. Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia, etc
10. Your mental health: such as Anxiety, depression, trauma-related conditions, etc
11. Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions, etc
12. Nothing – no conditions that impact or limit your daily activities or the work you can do [Single]
13. Prefer not to say [Single]

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ10. What is your working status?**

[\[SHOW SCREEN\]](#)

1. In full-time employment (including self-employment)
2. In part-time employment (including self-employment)
3. Retired
4. Unemployed
5. A student
6. Full-time responsibility for the home / family
7. Prefer not to say

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ15A. Which of the following, if any, is the highest educational or professional qualification that you currently have?**

[\[SHOW SCREEN\]](#)

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

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ11. Which of the following best describes your home?**

[\[SHOW SCREEN\]](#)

1. Being bought on mortgage
2. Owned outright by household
3. Rented from Local Authority / Housing Association / Trust
4. Rented from private landlord
5. Other [Open: "Please specify"]
6. Don't know
7. Prefer not to say

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ12. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions?**

[\[SHOW SCREEN - ALLOW PARTICIPANT TO SELECT RESPONSE\]](#)

1. Up to £199 per week (or up to £10,399 per year)
2. £200-£299 per week (or £10,400- £15,599 per year)
3. £300- £499 per week (or £15,600- £25,999 per year)
4. £500-£699 per week (or £26,000-£36,399 per year)
5. £700-£999 per week (or £36,400- £51,999 per year)
6. £1,000-£1,499 per week (or £52,000-£77,999 per year)
7. £1,500 and above per week (or £78,000 and above per year)
8. Don't know
9. Prefer not to say

Type: Question

Base: All respondents

Routing: N/A

Code: Multi / Fixed

**QZ13. Do you, or anyone in your home, receive any of the following benefits?**

[\[SHOW SCREEN – ALLOW PARTICIPANT TO SELECT RESPONSE\]](#)

1. Income Support
2. Income-based Jobseeker's Allowance
3. Pensions Credit
4. Employment and Support Allowance (ESA)
5. Universal Credit (and household has other earnings)
6. Universal Credit (and household does not have other earnings)
7. Personal Independence Payment (PIP)
8. Carer's Allowance
9. Disability Living Allowance
10. Something else [Open: "Please specify"]
11. None (do not receive any benefits) [Single]
12. Don't know [Single]
13. Prefer not to say [Single]

Type: Question

Base: All respondents

Routing: N/A

Code: Single / Fixed

**QZ14. Which of the following best describes how your household is manging financially at the moment?**

[\[SHOW SCREEN – ALLOW PARTICIPANT TO SELECT RESPONSE\]](#)

1. Doing well
2. Getting by
3. Struggling
4. Don't know / prefer not to say