QUESTIONNAIRE – ADULTS AGED 16 AND OVER
JN 7142

2-DIGIT RESPONDENT ID NUMBER:
(to be found on the respondent list)

Interviewer Note:
For backchecking purposes please note down the respondent address directly onto your blue respondent list.

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

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

Interviewers Declaration:

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

Date of Interview: __/__/____  Start time_________________ Finish Time:_________________

Signed: __________________________________________________

Interviewer Name:____________________________________ Interviewer No. [ ] [ ] [ ] [ ] [ ]

FULL POSTCODE FOR PUNCHING:

PLEASE ENSURE YOU COMPLETE FULLY

Region:

England  1
Scotland  2
Wales    3
Northern Ireland  4

Sample point number

[ ] [ ] [ ]
SCREENING QUESTIONNAIRE

Good morning/ afternoon, my name is .......... I’m from a company called FieldWorks, an independent market research company based in London. We are conducting research on behalf of Ofcom to understand people’s usage of and opinions about different sorts of media. The questions will take about 45 minutes. This is a very important survey for Ofcom and your opinions really will count.

We operate under the Code of Conduct of the Market Research Society and I can assure you that your answers will be treated with confidence and that you will not receive a follow-up call to try to sell you anything.

S1 What is the occupation of the main wage earner in your household?
Position/ Rank/ Grade:____________________________   Industry/ type of company:_______________________________
Qual’s/ degree/ apprenticeship:_____________________   Number of staff responsible for________________

CODE SOCIAL GRADE BELOW

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

S2 WRITE IN AND CODE EXACT AGE

16-17........................................................................................... 1
18 - 24.......................................................................................... 2
25 - 34.......................................................................................... 3
35 - 44.......................................................................................... 4
45 - 54.......................................................................................... 5
55 - 64.......................................................................................... 6
65 - 74.......................................................................................... 7
75-79........................................................................................... 8
80+.............................................................................................. 9

S3 ENTER GENDER OF RESPONDENT TO BE INTERVIEWED

Male............................................................................................ 1
Female.......................................................................................... 2

INTERVIEWER INSTRUCTION - CHECK QUOTAS FOR SOCIAL GRADE, AGE AND GENDER AND CONTINUE TO MAIN QUESTIONNAIRE
SAY TO RESPONDENT – I’d like to ask you some questions about the things that you do.

A1  **ASK ALL**

**SHOWCARD A**
Which of the following do you regularly do?
MULTICODE OK FOR CODES 1-10

A2  **ASK IF MORE THAN ONE CODED 1-10 AT A1**

**IF ONE RESPONSE CODED AT A1 – ALSO CODE AT A2 THEN SKIP TO T1**

**SHOWCARD A AGAIN**
Which one of these would you miss doing the most?
SINGLE CODE ONE RESPONSE GIVEN AT A1

<table>
<thead>
<tr>
<th>Activity</th>
<th>A1</th>
<th>A2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch television</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Listen to the radio</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Use a mobile phone (or BlackBerry/ smartphone)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Go online via a computer/ laptop/ netbook/ tablet computer</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Read newspapers/ magazines</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Watch videos/ DVDs</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Play console/ computer games</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Listen to a portable music device/ MP3 player (like an iPod)</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Listen to music on hi-fi/ CD or tape player</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Use a portable media player (like an iPod Touch or Archos)</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>None of these (SINGLE CODE)</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>
TELEVISION

SAY TO RESPONDENT – I’d like to ask you some questions now about television.

T1  ASK ALL
Do you have any TV sets that are used at all in your household?
IF NO – CODE 7 AND SKIP TO T3
SHOWCARD B – Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 or S4C and Five, through any of these types of TV services, or do you only have terrestrial TV?
MULTICODE OK FOR CODES 2-6
CODE 1 IF RESPONDENT IS UNSURE WHETHER THEY RECEIVE EXTRA CHANNELS

| Terrestrial TV only (SINGLE CODE) | 1 |
| Satellite TV with a monthly subscription (such as through Sky) | 2 |
| Satellite TV with no monthly subscription (such as through Freesat) | 3 |
| Cable TV (through Virgin Media/ NTL/ Telewest) | 4 |
| Freeview (through a set-top box or digital TV set) | 5 |
| Digital TV via broadband DSL line (through BT Vision or Tiscali TV) | 6 |
| No TVs in the household | 7 |

T2  ASK IF HAVE DIGITAL TELEVISION SERVICES AT T1 (CODES 2-6)– OTHERS SKIP TO T3
Do you have a DVR system such as Sky Plus, V Plus, Freeview Plus, or any other similar system?
IF NECESSARY – By ‘DVR’ I mean a recorder for your TV service which can record and store TV programmes onto a hard drive.
On some DVRs you can also pause and rewind live TV. There are many DVR systems. Digital Video Recorders may also be known as Personal Video Recorders, or PVRs.
SINGLE CODE

| Yes | 1 |
| No | 2 |
| Don’t know | 3 |

T3  ASK ALL
How would you say BBC TV programmes are mainly funded?
IF ‘SPONSORS/ SPONSORED’, CHECK – Do you mean advertising or where a particular programme is sponsored by an advertiser?
DO NOT READ OUT SINGLE CODE

| Licence fee/ by the public | 1 |
| Programme sales to other countries | 2 |
| By the government | 3 |
| Advertising | 4 |
| Programme sponsorship | 5 |
| Magazine/ book/ video/ DVD sales | 6 |
| Other (WRITE IN) | 7 |

T4  ASK ALL
How would you say programmes are mainly funded on ITV, Channel 4 and Five?
IF ‘SPONSORS/ SPONSORED’, CHECK – Do you mean advertising or where a particular programme is sponsored by an advertiser?
DO NOT READ OUT SINGLE CODE

| Licence fee/ by the public | 1 |
| Programme sales to other countries | 2 |
| By the government | 3 |
| Advertising | 4 |
| Programme sponsorship | 5 |
| Magazine/ book/ video/ DVD sales | 6 |
| Other (WRITE IN) | 7 |

T3 Other: _________________________________________ 7

T4 Other: _________________________________________ 7

Don’t know _________________________________________ 8
Can you tell me if you have any concerns about what is on TV?
IF YES – What sorts of things are you concerned about?
DO NOT READ OUT PROBE ‘Any other concerns?’
MULTICODE OK FOR CODES 2-33

No, do not have any concerns (SINGLE CODE).................................................................1

OFFENSIVE CONTENT
Bad language (spoken or song lyrics) .................................................................................2
Bad taste/ shock tactics ........................................................................................................2
Drug use/ drug references ....................................................................................................3
Inappropriate programmes shown before the watershed ....................................................4
Intrusive/ confrontational .....................................................................................................5
People behaving badly .......................................................................................................6
Sex/ nakedness (in general) ...............................................................................................7
Violence (in general) ..........................................................................................................8

DIVERSITY IN CONTENT
Age – Discriminatory treatment or portrayal of people based on age .............................10
Disability – Discriminatory treatment or portrayal of people based on disability ..........11
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism) ..12
Race – Discriminatory treatment or portrayal of people based on race .......................13
Religion – Discriminatory treatment or portrayal of people based on religion .............14
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion ........................................................................................................15
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation ..................................................................................................................16
Not enough racial diversity .............................................................................................17
Not enough programmes for my age group ..................................................................18

QUALITY CONTENT/ REPEATS
Lack of originality/ programmes are too similar ..............................................................19
Poor quality programmes ..............................................................................................20
Too many American programmes ...............................................................................21
Too many programmes with celebrities ........................................................................22
Too many reality TV programmes ................................................................................23
Too much sport ..............................................................................................................24
Too many repeats ..........................................................................................................25

ADVERTISING/ SPONSORSHIP
Irritating/ annoying sponsorship messages ...................................................................26
Product placement ..........................................................................................................27
Too many advertising breaks ......................................................................................28

DON'T TRUST/ FIXED/ FAKE/ BIASED
Don't trust the broadcasters/ broadcasters not respecting audiences .......................29
Phone-in competitions that are fixed/ faked ..................................................................30

OTHER CONCERNS
Programmes cancelled by the broadcasters to save money ........................................31
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme .........................................................32
Other (WRITE IN) .........................................................................................................33

Don't know (SINGLE CODE)..........................................................................................34
T6  **ASK ALL**

As far as you know, are TV programmes regulated?

IF NECESSARY – A regulator is often called a “watchdog” – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate – perhaps because it was offensive, harmful, inaccurate or unfair.

SINGLE CODE

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

T7  **ASK IF ANY TV'S AT T1 (CODES 1-6) – OTHERS SKIP TO R1**

**SHOWCARD C**

Please use this card to tell me the extent to which you agree or disagree with some things that other people have said about television.

**ROTATE ORDER OF STATEMENTS**

**READ OUT AND CODE ONE RESPONSE FOR EACH ROW**

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Slightly disagree</th>
<th>Neither agree nor disagree</th>
<th>Slightly agree</th>
<th>Strongly agree</th>
<th>Don't know</th>
<th>Not applicable (i.e. don't watch TV news)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV viewers must be protected from seeing inappropriate or offensive programmes</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>When I watch TV news I tend to trust what I see</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>As long as TV provides good programmes it doesn't really matter who owns the channels or how they're funded</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>
RADIO

SAY TO RESPONDENT – I’d like to ask you some questions now about radio.

R1  ASK ALL
Do you ever listen to radio at home, in any way?
IF NECESSARY – This may be using a traditional or DAB radio, through your digital TV service, over the internet, listening to podcasts, or any other way of listening to radio at home.
SINGLE CODE

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

R1A  ASK ALL
Do you ever listen to radio elsewhere, in any way? For example in the car, at work, at a friend's house, whilst travelling...
SINGLE CODE

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

R2  ASK ALL
How would you say BBC radio stations are mainly funded?
IF ‘SPONSORS/ SPONSORED’, CHECK – Do you mean advertising or where a particular programme is sponsored by an advertiser?
DO NOT READ OUT SINGLE CODE

R3  ASK ALL
How would you say the other main radio stations are mainly funded?
IF ‘SPONSORS/ SPONSORED’, CHECK – Do you mean advertising or where a particular programme is sponsored by an advertiser?
DO NOT READ OUT SINGLE CODE

R2 R3
Licence fee/ by the public ......................................................... 1 .......... 1
Programme sales to other countries ......................................... 2 .......... 2
By the government ................................................................... 3 .......... 3
Advertising ................................................................................ 4 .......... 4
Programme sponsorship .......................................................... 5 .......... 5
Magazine/ book/ video/ DVD sales ........................................... 6 .......... 6
Other (WRITE IN) ................................................................. R2 Other: ................................................................. 7
R3 Other: ............................................................................... R3 Other: 7
Don't know ............................................................................... 8 .......... 8
R4  ASK ALL
Can you tell me if you have any concerns about what is on radio?
IF YES – What sorts of things are you concerned about?
DO NOT READ OUT PROBE What else?
MULTICODE OK FOR CODES 2-17

No, do not have any concerns (SINGLE CODE) ................................................................. 1

OFFENSIVE CONTENT
Bad language (spoken or song lyrics) ................................................................. 2
Bad taste/ shock tactics ....................................................................................... 3
Drug references ....................................................................................................... 4
Inappropriate programmes broadcast before the watershed ......................... 5
Intrusive/ confrontational ...................................................................................... 6

QUALITY OF CONTENT/ REPEATS
Lack of originality/ programmes are too similar ..................................................... 7
Not enough programmes for my age group .......................................................... 8
Poor quality programmes ...................................................................................... 9
Too many phone-in programmes ......................................................................... 10
Too much sport ........................................................................................................ 11

ADVERTISING/ SPONSORSHIP
Irritating/ annoying sponsorship messages ......................................................... 12
Too many advertising breaks ............................................................................... 13

DON'T TRUST/ FIXED/ FAKE/D BIASED
Don't trust the broadcasters/ broadcasters not respecting audiences .................. 14
Phone-in competitions that are fixed/ faked ........................................................... 15

OTHER CONCERNS
Pirate radio stations taking over channels ............................................................. 16
Other (WRITE IN) ................................................................................................... 17

Don't know (SINGLE CODE) .................................................................................. 18

R5  ASK ALL
As far as you know, is radio regulated in terms of what can be broadcast?
IF NECESSARY – A regulator is often called a “watchdog” – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate - perhaps because it was offensive, harmful, inaccurate or unfair.

SINGLE CODE

Yes ......................................................................................................................... 1
No ......................................................................................................................... 2
Don't know .......................................................................................................... 3
ASK IF LISTEN TO RADIO AT HOME AT R1 (CODE 1) – OTHERS SKIP TO IN1

SHOWCARD D

Please use the options on this card to tell me the extent to which you agree or disagree with some things that other people have said about radio.

ROTATE ORDER OF STATEMENTS

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Slightly disagree</th>
<th>Neither agree nor disagree</th>
<th>Slightly agree</th>
<th>Strongly agree</th>
<th>Don't know</th>
<th>Not applicable (i.e. don't listen to radio news)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Radio listeners must be protected from hearing inappropriate or offensive content</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>B</td>
<td>When I listen to radio news I tend to trust what I hear</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>C</td>
<td>As long as radio provides good programmes it doesn't really matter who owns the stations or how they're funded</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>
INTERNET

SAY TO RESPONDENT – I’d like to ask you some questions about the internet at home and elsewhere.

IN1  ASK ALL
Do you or does anyone in your household have access to the internet at home through a computer, laptop or netbook?
IF ‘NO’ CODE 3
IF YES – And do you personally use the internet at home?
CODE 1 IF RESPONDENT DOES USE, CODE 2 IF RESPONDENT DOES NOT USE
SINGLE CODE
Yes – have access and use at home..............................................................1
Yes – have access, but don’t use at home......................................................2
No, do not have internet access at home through a PC/ laptop/ netbook..........................3
Don’t know....................................................................................................4

IN2  ASK ALL
SHOWCARD E
Do you have and use any of the items shown on this card to go online? Please bear in mind that certain Apps that you may use on your mobile phone or on your Tablet computer may require you to go online.
MULTICODE OK FOR CODES 1-5

Mobile phone/ BlackBerry/ smartphone ..........................................................1
Games console or handheld games player.........................................................2
Portable media player (like an iPod Touch or Archos) .......................................3
A tablet computer (like an iPad) ......................................................................4
An e-book reader/ e-reader (like a Kindle or Sony Reader).................................5
None of these (SINGLE CODE) ....................................................................6

IN3  ASK ALL
SHOWCARD F
Do you ever go online anywhere other than in your home at all, using any type of device? Where is that?
MULTICODE OK FOR CODES 1-10

Your workplace .............................................................................................1
School/ college .............................................................................................2
University .....................................................................................................3
Library .........................................................................................................4
UK online centre/ Learn Direct/ other online learning centres .........................5
Internet café ................................................................................................6
Friend’s house ............................................................................................7
Anywhere - using a mobile phone/ smartphone ...............................................8
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ games player........9
Other (WRITE IN) ......................................................................................10

No, do not (SINGLE CODE) .........................................................................11
How long ago did you first start using the internet?

IF NECESSARY – Wherever you first used the internet – perhaps at home, work, school, college, or anywhere else using any type of device.

SINGLE CODE

In the last year .....................................1
In the last 2 years ................................2
In the last 3-4 years .............................3
In the last 5-9 years .............................4
10 years ago or more...........................5
Can’t remember .................................6

And how often do you personally go online nowadays either at home or elsewhere? This could be when going online through any type of device such as a PC, laptop, netbook, a tablet computer, like an iPad, a mobile phone or through a games console or media player.

SINGLE CODE

Every day .................................................................1
Several times a week ........................................2
At least once a week .........................................3
At least once a month ....................................4
About every three months ..........................5
Less than once a year ....................................6
Never .................................................................7
Don’t know .....................................................8

Please think about the hours that you use the internet in a typical week – so both weekdays and at the weekend...

IN6A How many HOURS in a typical WEEK would you say you go online at home?

IN6B How many HOURS in a typical WEEK would you say you go online at your workplace or place of education?

IN6C And how many HOURS in a typical WEEK would you say you go online anywhere else?

<table>
<thead>
<tr>
<th>IN6A</th>
<th>IN6B</th>
<th>IN6C</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home</td>
<td>Workplace/ School/ College etc.</td>
<td>Elsewhere</td>
</tr>
<tr>
<td>Number of HOURS go online in a typical WEEK – Please enter 0.5 if less than 1 hour per week – Round up to nearest half hour</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Before today, which, if any, of the following online security measures or safety features had you heard of? Please just read out the letter or letters of those features that you are aware of.
MULTICODE OK FOR CODES 1-6

For each of those measures or features you had heard of, could you please choose one option from the card to say whether or not you have or use this on the PC, laptop or netbook that you use at home? Please just read out the number that applies for each one.
READ OUT EACH FEATURE AWARE OF AT IN7 IN TURN AND CODE ONE RESPONSE PER ROW AT IN8

<table>
<thead>
<tr>
<th>Feature</th>
<th>IN7</th>
<th>1 – I have this/ use this on the PC/ laptop I use at home</th>
<th>2 – I don’t have or use this because I don’t know how this works/ how to use this/ how to install this</th>
<th>3 – I don’t have or use this – for some other reason</th>
<th>4 – I don’t know whether I have or use this</th>
<th>5 – No wireless/ Wi-Fi connection</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Firewall</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>B Anti-virus software</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>C Anti spyware</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>D Email filters that can block unwanted or spam emails</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>E Protecting your home wireless (Wi-Fi) connection to prevent other people outside your home from using it</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>F Deleting cookies from your web browser (Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera/ Google Chrome etc.)</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>None of these (SINGLE CODE)</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ASK IF USE INTERNET AT HOME AT IN1 (CODE 1) OR AT IN2 (CODES 1-5) OR IF USE ELSEWHERE AT IN3 (CODES 1-10) - OTHERS SKIP TO IN10
SHOWCARD J
Which, if any, of the following have you personally experienced in the last 12 months? Please just read out any of the numbers that apply.
MULTICODE OK FOR CODES 1-9

A computer virus on your home PC, laptop or netbook ................................................................. 1
Received spam or unwanted emails ............................................................................................... 2
Received unsolicited email or instant messages directing you to a website which asked for your personal details (e.g. bank details, user name, password, etc.) .......................................................... 3
Someone accessing your email account without authorisation ...................................................... 4
Emails being sent from your email address without your consent ................................................ 5
Your credit card details being stolen as a result of an online transaction .................................... 6
Being a victim of online identity theft ............................................................................................ 7
Bought something online which was misrepresented/ got scammed/ 'ripped off' through an online transaction ................................................................................................................................. 8
Seen something online that you consider to be nasty or offensive ............................................. 9
None of these (SINGLE CODE) .................................................................................................... 10
Please look at the options shown on this card. I'm going to read out some different types of tasks associated with the internet, PCs, laptops or netbooks, and for each one I'd like you to say which of the options on the card applies to you.

**IN10**

**SHOWCARD K**

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use e-mail to contact friends and relatives</td>
<td>Transfer photos from a digital camera or mobile phone to a computer</td>
<td>Buy things over the internet</td>
<td>Find out about local services such as cinemas or restaurants</td>
<td>Find out information from your local government or local council such as health services, recycling, local libraries</td>
<td>Complete government processes online – such as register for tax credits, renew driving licence, car tax or passport, complete tax return</td>
<td>Watch online or download TV programmes or films (e.g. BBC iPlayer, 4OD, ITV Player, Sky Player etc.)</td>
<td>Look at information on hobbies or interests</td>
<td>Make phone calls over the internet for free using services like Skype</td>
<td>Use price comparison websites to find cheaper deals or offers</td>
<td>Use social networking sites like Facebook</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
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<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

**IN11**

In the past year, have you asked someone else to send an email for you, get information from the internet for you, or make a purchase from the internet on your behalf?

**IF YES –** How many times would you say you have asked someone else to do any of these types of things for you in the past year?

**PROMPT WITH CODES 1-4 IF NECESSARY**

**SINGLE CODE**

| Yes - once ................................................................................... 1 |
| Yes - 2-3 times............................................................................ 2 |
| Yes - 4-5 times.......................................................................... 3 |
| Yes – more than 5 times ............................................................. 4 |
| No ............................................................................................... 5 |
| Don’t know .................................................................................. 6 |
IN12  ASK IF USE INTERNET AT HOME AT IN1 (CODE 1) OR AT IN2 (CODES 1-5) OR IF USE ELSEWHERE AT IN3 (CODES 1-10) - OTHERS SKIP TO IN16
SHOWCARD L
I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you.
READ OUT AND CODE ONE RESPONSE FOR EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>Very confident</th>
<th>Fairly confident</th>
<th>Neither confident nor not confident</th>
<th>Not very confident</th>
<th>Not at all confident</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>How confident are you using the internet to do creative things – like making blogs, sharing photos online, or uploading short videos to the internet?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B</td>
<td>How confident are you in judging whether or not you can trust what you read or see on a website that you use?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>C</td>
<td>Overall, how confident are you as an internet user?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

IN13  ASK IF USE INTERNET AT HOME AT IN1 (CODE 1) OR AT IN2 (CODES 1-5) OR IF USE ELSEWHERE AT IN3 (CODES 1-10) - OTHERS SKIP TO IN16
In most weeks when you go online using any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games console or a media player, would you say that you...
READ OUT SINGLE CODE

**A** Only visit websites that you've visited before ................................................................. 1
Visit maybe one or two sites that you haven't visited before ................................................. 2
Visit lots of websites that you haven't visited before ............................................................ 3
Don't know ............................................................................................................................ 4
ASK IF USE INTERNET AT HOME AT IN1 (CODE 1) OR AT IN2 (CODES 1-5) OR IF USE ELSEWHERE AT IN3 (CODES 1-10) - OTHERS SKIP TO IN16

SHOWCARD M

Please tell me from this list the types of things you currently do online, and how often you do each.
I will read out the letters shown from A to P, and for each one please say either 1, 2, 3 or 4 for how often you do this online.

READ OUT EACH LETTER FROM A TO P ONE AT A TIME, AND CODE ONE RESPONSE FOR EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>Do this at least once a week</th>
<th>Do this at least every 3 months</th>
<th>Do this, but less often</th>
<th>Never do this</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Sending and receiving e-mails</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>B</td>
<td>Using online chat rooms or Instant Messaging</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>C</td>
<td>Buying and selling things online</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>D</td>
<td>Playing games online</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>E</td>
<td>Online gambling</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>F</td>
<td>Banking and paying bills online</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>G</td>
<td>Downloading software</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>H</td>
<td>Maintaining a website or blog/weblog</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>I</td>
<td>Listening to radio stations online</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>J</td>
<td>Looking at social networking sites such as Facebook, MySpace, Piczo, Bebo, or hi5</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>K</td>
<td>Listen to or download music online</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>L</td>
<td>Watch online or download short video clips such as music videos or comedy clips (e.g. on YouTube)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>M</td>
<td>Watch online or download TV programmes or films (e.g. BBC iPlayer, 4OD, ITV Player, Sky Player etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>N</td>
<td>Complete government processes online – such as register for tax credits, renew driving licence, car tax or passport, complete tax return</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>O</td>
<td>Send or receive Twitter updates</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>P</td>
<td>General surfing/browsing the internet</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
Please also tell me from this list the types of things you currently do online, and how often you do each.

I will read out the letters shown from A to O, and for each one please say either 1, 2, 3 or 4 for how often you do this online.

**READ OUT EACH LETTER FROM A TO O AT A TIME, AND CODE ONE RESPONSE FOR EACH ROW**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Finding information for your work or your job or your studies</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>B</td>
<td>Finding information for booking holidays</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>C</td>
<td>Finding information for your leisure time including cinema and live music</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>D</td>
<td>Finding information about public services provided by local or national government</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>E</td>
<td>Finding information about health related issues</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>F</td>
<td>Looking at news websites</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>G</td>
<td>Looking at political or campaign or issues websites</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>H</td>
<td>Looking at adult-only websites</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I</td>
<td>Making or receiving calls over the internet (e.g. Skype)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>J</td>
<td>Doing an online course to achieve a qualification</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>K</td>
<td>Looking at job opportunities</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>L</td>
<td>Visiting dating websites (like match.com, Dating Direct or eHarmony etc.)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>M</td>
<td>Sign an online petition</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>N</td>
<td>Contact a local councillor or your MP online</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>O</td>
<td>Looking at websites for news about, or events in, your local area/ the local community</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Thinking now about all the different websites that you visit in a typical week for whatever purpose, whether that’s at work, at home or elsewhere? How many different websites would you say you visit in a typical week?

IF NECESSARY – Your best guess will be fine.

WRITE IN AND SINGLE CODE NUMBER OF WEBSITES INTO CODEFRAME BELOW

PROMPT WITH CODES 1-8 IF RESPONDENT CANNOT ESTIMATE – AND ENTER AN ‘X’ IN THE BOX

<table>
<thead>
<tr>
<th>Code</th>
<th>Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Up to 10</td>
</tr>
<tr>
<td>2</td>
<td>11 to 20</td>
</tr>
<tr>
<td>3</td>
<td>21 to 30</td>
</tr>
<tr>
<td>4</td>
<td>31 to 50</td>
</tr>
<tr>
<td>5</td>
<td>51 to 75</td>
</tr>
<tr>
<td>6</td>
<td>76 to 100</td>
</tr>
<tr>
<td>7</td>
<td>100-200</td>
</tr>
<tr>
<td>8</td>
<td>201+</td>
</tr>
<tr>
<td>9</td>
<td>Don't know</td>
</tr>
</tbody>
</table>
IN16  ASK IF DO NOT HAVE INTERNET ACCESS AT HOME AT IN1 (CODES 3-4) – OTHERS SKIP TO IN19
Can you tell me if you intend to get internet access at home, through a computer, laptop or netbook in the next year or so?

Yes .................................................................................................................. 1 IN19
No .................................................................................................................... 2 IN17
Don’t know ..................................................................................................... 3 IN19

IN17  ASK IF DON’T INTEND TO GET ACCESS AT IN16 (CODE 2) – OTHERS SKIP TO IN19
And can you tell me what your reasons are for not getting internet access at home?
DO NOT READ OUT PROBE: What else?
MULTICODE OK
NOTE TO INTERVIEWER: IF RESPONDENT SAYS IT IS BECAUSE THEY USE A MOBILE PHONE OR OTHER DEVICE TO GO ONLINE AT HOME, PLEASE CODE 10.

IN18  ASK IF MORE THAN ONE REASON AT IN17 – OTHERS SKIP TO IN19
And what is your main reason for not getting internet access at home?
SINGLE CODE

IN17  IN18

COST
I can’t afford a computer ............................................................................ 1 .......... 1
I can’t justify the cost/ I need other things more ...................................... 2 .......... 2
I don’t want to sign a 12/24 month contract ......................................... 3 .......... 3
It’s too expensive ........................................................................................... 4 .......... 4

ACCESS
I don’t have a computer ............................................................................. 5 .......... 5
I don’t have a landline telephone ............................................................... 6 .......... 6
I’m not sure it’s available in my area ......................................................... 7 .......... 7
I’m planning on moving house ................................................................. 8 .......... 8
I’m satisfied with using the internet at work/ elsewhere .......................... 9 .......... 9
I’m satisfied with using the internet on other devices ............................ 10 .......... 10

INTEREST & USAGE
I don’t have time to use it/ I’m too busy ...................................................... 11 ........ 11
I don’t need it ............................................................................................... 12 ........ 12
I’m not interested in the internet .............................................................. 13 ........ 13
It’s not for people of my age ................................................................. 14 ........ 14
I would not use it enough .......................................................................... 15 ........ 15

KNOWLEDGE & CONCERNS
I am worried about security/ ID theft/ Bank fraud/ privacy issues .......... 16 ........ 16
I don’t know how to use a computer ....................................................... 17 ........ 17
I don’t know where to get it from ............................................................. 18 ........ 18
I don’t really know what it does .............................................................. 19 ........ 19
I don’t want the children to access the internet ..................................... 20 ........ 20
I’m not sure what I would do if it breaks ............................................... 21 ........ 21
There is too much immoral content on the internet ............................. 22 ........ 22

OTHER REASONS
Other (WRITE IN) ________________________________________ 23 ........ 23

Refused ............................................................................................................ 24 ........ 24
I'm going to read out a number of things people might do online. Please tell me for each one I read out if you've done it, you'd be interested in doing it, or not interested?

READ OUT EACH IN TURN AND CODE ONE RESPONSE PER ROW

ROTATE ORDER OF STATEMENTS

INTERVIEWER: CODE A MEANS A SOCIAL NETWORKING WEBSITE, CODE D MEANS THEIR OWN WEBSITE

<table>
<thead>
<tr>
<th></th>
<th>Done this</th>
<th>Interested in doing this</th>
<th>Not interested in doing this</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>B</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>C</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>D</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>F</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>G</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
ASK ALL WITH SOCIAL NETWORKING SITE PROFILE AT IN19A(CODE 1) – OTHERS SKIP TO IN25

If necessary – You said you had a page or profile on a social networking site...
Which different sites like this do you have a page or profile on?
PROMPT IF NECESSARY – MULTICODE OK FOR CODES 1-24
IF NECESSARY – This would be a page or profile that you created and which still exists.

<table>
<thead>
<tr>
<th>Social Networking Site</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bebo</td>
<td>1</td>
</tr>
<tr>
<td>Delicious</td>
<td>2</td>
</tr>
<tr>
<td>Facebook</td>
<td>3</td>
</tr>
<tr>
<td>Flickr</td>
<td>4</td>
</tr>
<tr>
<td>Flixster</td>
<td>5</td>
</tr>
<tr>
<td>Foursquare</td>
<td>6</td>
</tr>
<tr>
<td>Friends Reunited</td>
<td>7</td>
</tr>
<tr>
<td>Google+ (Google Plus)</td>
<td>8</td>
</tr>
<tr>
<td>Habbo</td>
<td>9</td>
</tr>
<tr>
<td>Hi5</td>
<td>10</td>
</tr>
<tr>
<td>Last.fm</td>
<td>11</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>12</td>
</tr>
<tr>
<td>Mixx It</td>
<td>13</td>
</tr>
<tr>
<td>MySpace</td>
<td>14</td>
</tr>
<tr>
<td>Ning</td>
<td>15</td>
</tr>
<tr>
<td>Piczo</td>
<td>16</td>
</tr>
<tr>
<td>Pinterest</td>
<td>17</td>
</tr>
<tr>
<td>Reddit</td>
<td>18</td>
</tr>
<tr>
<td>Spotify</td>
<td>19</td>
</tr>
<tr>
<td>StumbleUpon</td>
<td>20</td>
</tr>
<tr>
<td>Tumblr</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>22</td>
</tr>
<tr>
<td>YouTube</td>
<td>23</td>
</tr>
<tr>
<td>Other (WRITE IN)</td>
<td>24</td>
</tr>
</tbody>
</table>

Don’t have any current pages/profiles (SINGLE CODE) ........................................ 25
ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE AT IN20 (CODES 1-24) - OTHERS SKIP TO IN25

Thinking now about your MAIN social networking site profile, how many people do you have listed as ‘friends’ or contacts? IF NECESSARY – Your best guess will be fine.

WRITE IN AND SINGLE CODE NUMBER OF ‘FRIENDS’ / CONTACTS INTO CODEFRAME BELOW

PROMPT WITH CODES 1-10 IF RESPONDENT CANNOT ESTIMATE – AND ENTER AN ‘X’ IN THE BOX

Up to 10......................................................... 1
11 to 20 ......................................................... 2
21 to 30 ......................................................... 3
31 to 40 ......................................................... 4
41 to 50 ......................................................... 5
51 to 100 ....................................................... 6
101 to 200 ..................................................... 7
201 to 300 ..................................................... 8
301 to 500 ..................................................... 9
501+ .............................................................. 10
Don’t know..................................................... 11

ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE AT IN20 (CODES 1-24) - OTHERS SKIP TO IN25

IF RESPONDENT GIVES MORE THAN ONE ANSWER AT IN20 SAY: Please think about your main social networking site profile, so the one you use most often.

SHOWCARD P

ASK ALL: Which of these options apply in terms of who can see different types of information on your social networking site profile that I am going to read out?

READ OUT EACH OF A-D IN TURN AND CODE ONE RESPONSE PER ROW

<table>
<thead>
<tr>
<th>Can only be seen by my friends</th>
<th>Can be seen by my friends plus friends of friends</th>
<th>Can be seen by anyone</th>
<th>Can’t be seen/totally private</th>
<th>Don’t have this on my page</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Your personal information – such as your relationship status, date of birth, hometown, and so on</td>
<td>1 2 3 4 5 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B Photographs that you have posted on the site</td>
<td>1 2 3 4 5 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C Your contact details – such as your email address, home address, telephone number, and so on</td>
<td>1 2 3 4 5 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D Your current location when you ‘check-in’ through an app like FourSquare</td>
<td>1 2 3 4 5 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
IN23  ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE AT IN20 (CODES 1-24) – OTHERS SKIP TO IN25

How often do you visit any social networking sites (like Facebook, Piczo, Bebo, hi5, Twitter or MySpace)?
Please also include any times you access these social networking sites through a mobile phone app or an app on a tablet computer

NOTE TO INTERVIEWER: If respondent says ‘Every day’ – probe to precodes 1 to 3

DO NOT READ OUT SINGLE CODE

More than 10 times a day ................................................................. 1
2-10 times a day ................................................................. 2
Once a day ........................................................................ 3
Every other day ........................................................................... 4
A couple of times a week .......................................................... 5
Once a week ........................................................................ 6
Less often ........................................................................ 7
Don’t know ........................................................................ 8

IN24  ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE AT IN20 (CODES 1-24) – OTHERS SKIP TO IN25

SHOWCARD Q

Do you regularly use these social networking sites for any of the things shown on this card?
MULTICODE OK

Talk to friends/ family I see a lot ............................................................ 1
Talk to friends/ family I rarely see ......................................................... 2
Talk to people I don’t know/ people I’ve never met in person .................. 3
Talk to people who are friends of friends ............................................. 4
Look at other people’s pages or sites without leaving a message ............ 5
Listen to music/ find out about bands ................................................... 6
Look for old friends/ people I’ve lost touch with ................................. 7
Look at campaigns and petitions .......................................................... 8
Organise social events/ invite people to events e.g. parties .................... 9
Network with business or professional contacts .................................. 10
Find out about local events happening in the neighbourhood .................. 11
Find out about issues affecting my local community ......................... 12
Advertise or promote my own business ............................................. 13
Find out about breaking news stories ................................................. 14
For dating purposes ........................................................................ 15
For entertainment or sporting news and information e.g. celebrity gossip, sports news 16
Post your location online/ “checking into” a location ............................. 17
Share video clips/content .................................................................. 18
Click on the ‘like’ button for products or services ................................. 19
Any other uses - SPECIFY ............................................................. 20
**IN25**

**ASK ALL**

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

IF ‘ADVERTISING’ – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

DO NOT READ OUT SINGLE CODE

<table>
<thead>
<tr>
<th>Option</th>
<th>IN25</th>
<th>IN26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licence fee/ by the public</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Programme sales to other countries</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>By the government</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>TV/ Radio advertising</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Programme sponsorship</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Advertising on the website</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Advertisers pay to prioritise their entry on the list/ be first on the list</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Advertisers pay when users click through from sponsored links to their website</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Other (WRITE IN)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN25 Other:</td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>

**IN26**

**ASK ALL**

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

IF ‘ADVERTISING’ – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

DO NOT READ OUT SINGLE CODE

<table>
<thead>
<tr>
<th>Option</th>
<th>IN25</th>
<th>IN26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licence fee/ by the public</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programme sales to other countries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>By the government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV/ Radio advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programme sponsorship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising on the website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisers pay to prioritise their entry on the list/ be first on the list</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisers pay when users click through from sponsored links to their website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (WRITE IN)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN25 Other:</td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>

Never heard of it                                                    | 10   | 10   |

Don't' know                                                          | 11   | 11   |
ASK ALL
Can you tell me if you have any concerns about what is on the internet?
IF YES – What sorts of things are you concerned about?
DO NOT READ OUT PROBE What else?
MULTICODE OK FOR CODES 2-32

No, do not have any concerns (SINGLE CODE) ................................................................. 1

RISKS TO OTHER PEOPLE/ TO SOCIETY
Illegal goods for sale online ................................................................................................. 2
People gambling online ........................................................................................................ 3
People masquerading as younger people online ................................................................. 4
Websites instructing how to be a terrorist ............................................................................... 5
Websites instructing how to commit suicide/ self-harm .......................................................... 6
Body image/websites with information about excessive dieting/ eating disorders ............... 7
Strangers contacting children ............................................................................................... 8

OFFENSIVE CONTENT
Homophobic material/ websites ............................................................................................ 9
Racist/ far right websites ....................................................................................................... 10
Religious hate material/ websites .......................................................................................... 11
Sexual content/ pornography ................................................................................................ 12
Strong language/ swearing ................................................................................................... 13
Unsuitable for children .......................................................................................................... 14
Violent content ..................................................................................................................... 15
Websites showing abuse of children ..................................................................................... 16

SECURITY/ FRAUD/ PRIVACY
Claims for money/ phishing emails ..................................................................................... 17
Viruses/Trojans/Worms/Spyware/Malicious software ......................................................... 18
Identity theft ......................................................................................................................... 19
Fraud ..................................................................................................................................... 20
Others getting access to my personal details ....................................................................... 21
Insecure sites ........................................................................................................................ 22
Personal information that companies may hold about me .................................................. 23
Personal information that the government may hold about me ........................................... 24
Spam/ unwanted e-mails ....................................................................................................... 25
Third parties having access to/ using your personal data without informing you ............... 26
My behaviour online being recorded/ tracked by websites ................................................ 27
Receiving advertising that is personally targeted .................................................................. 28
General concerns about online privacy (unspecified) ......................................................... 29

OTHER CONCERNS
Inappropriate advertising/ selling ........................................................................................ 30
Not controlled/ regulated/ anything can be shown on it ....................................................... 31
Pop-up adverts/ too many adverts ........................................................................................ 32
Other (WRITE IN) ................................................................................................................ 33
Don’t know .......................................................................................................................... 34
**IN28**  
**ASK ALL**  
As far as you know, is the internet regulated in terms of what can be shown and written?  
IF NECESSARY – A regulator is often called a “watchdog” – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate - perhaps because it was offensive, harmful, inaccurate or unfair.  
SINGLE CODE  

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
</tr>
</tbody>
</table>

**IN29**  
**ASK ALL**  
SHOWCARD R  
Which, if any, of the following do you think are regulated in terms of what can be shown on the internet?  
MULTICODE OK FOR CODES 1-4  

<table>
<thead>
<tr>
<th>Programme Type</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programmes or clips of programmes shown on broadcaster’s own website – e.g. the BBC website, the ITV website etc.</td>
<td>1</td>
</tr>
<tr>
<td>Programmes or clips of programmes shown on sites such as YouTube</td>
<td>2</td>
</tr>
<tr>
<td>Programmes or clips shown on news websites</td>
<td>3</td>
</tr>
<tr>
<td>Home-made videos made by the general public shown on sites such as YouTube</td>
<td>4</td>
</tr>
<tr>
<td>NONE OF THESE(SINGLE CODE)</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6</td>
</tr>
</tbody>
</table>
I’m going to read out some types of information that people could share online through social networking sites, blogs or on their own web pages, and for each one I’d like you to say how you would feel about putting this information online in terms of any privacy concerns.

**ROTATE ORDER OF STATEMENTS**

**READ OUT AND CODE ONE RESPONSE FOR EACH ROW**

**INTERVIEWER – IF 'DEPENDS ON THE TYPE/ SECURITY OF SITE', PROBE FOR AN OVERALL FEELING**

<table>
<thead>
<tr>
<th></th>
<th>Would not want anyone to see this</th>
<th>Would only want my friends to see this and nobody else</th>
<th>Would only want my friends and their friends to see this</th>
<th>Would be happy for anyone to see this</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Information about how you are feeling or what you’re doing in general</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>B</td>
<td>Information about how you are feeling about work or college</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>C</td>
<td>Photos from your holidays or an evening out</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>D</td>
<td>Your date of birth</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>Your home address/ where you live</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>F</td>
<td>Your current location</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>G</td>
<td>Your email address</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>H</td>
<td>Your mobile or home phone number</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>I</td>
<td>Information about the products or services that you like through clicking on the “Like” button</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you would feel about doing this in terms of any security concerns.

<table>
<thead>
<tr>
<th>Happy to do this</th>
<th>Have some security concerns about doing this, but would do it</th>
<th>Would never do this because I have security concerns</th>
<th>Not applicable (I don't have this)</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> Paying by entering your credit or debit card details</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>B</strong> Entering your home address details</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td><strong>C</strong> Entering your home phone number</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>D</strong> Entering your mobile phone number</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>E</strong> Entering your personal e-mail address</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Could you tell me whether you would make a judgement about a website before entering these types of details?

**IF NECESSARY** – Your home address or phone number, your credit or debit card details, and so on.

**IF YES** - How would you judge whether a website is secure to enter these types of details?

DO NOT READ OUT  PROBE What else?

MULTICODE OK FOR CODES 2-12

No, would not make a judgement (SINGLE CODE) ................................................................. 1
A company I've heard of .................................................................................................. 2
Approved site rating ....................................................................................................... 3
Links to the site from another trusted site ................................................................. 4
Look for padlock symbol in corner of the screen ...................................................... 5
Looks professional/ not dodgy ....................................................................................... 6
PayPal member ............................................................................................................... 7
Peer review/ looking at what other users/ purchasers have said about the site ............. 8
Recommendations from friends ....................................................................................... 9
Recommendations in press/ magazines ........................................................................... 10
System/ software messages about 'secure site' .......................................................... 11
Other (WRITE IN) ........................................................................................................... 12

Would not trust any site to be secure in this way (SINGLE CODE) ............................... 13
Don't know ..................................................................................................................... 14
I'd like you to think about visiting different types of websites which may ask you to enter personal details, such as your home address, credit card number or telephone number. For each of these types of websites that I am going to read out, please tell me which of the options on the card best describes how you feel about entering these personal details, in terms of any security concerns you may have.

READ OUT EACH IN TURN AND CODE ONE RESPONSE FOR EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>I do this and I am happy to enter my personal details</th>
<th>I do this but have some security concerns</th>
<th>I do not do this because I have security concerns</th>
<th>I do not do this because I’m not interested in using these sites</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Shopping online</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>B</td>
<td>Using government websites</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>C</td>
<td>Banking online</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Which one of the following statements is closest to your attitude about sharing your personal information online? This could be information such as your home address, telephone number or credit card details.

SINGLE CODE

I am happy to share my personal information online with any websites/ companies in order to access what I want .......... 1
I am happy to share my personal information but only with those websites/ companies that I trust ........................................... 2
I think very carefully about sharing my personal information with any website/ company, even if it is one I trust ............ 3
I never share any personal information with any websites/ companies ........................................................................ 4

When you want to buy something online, which of the following statements most closely applies?

SINGLE CODE

I only buy items from websites that I have previously bought from ......................................................................................... 1
I would buy an item from a website that I had never previously bought from, once I made certain checks and was satisfied the website was trustworthy ........................................................................................................ 2
I would buy an item from a website that I had never previously bought from as long as it sold what I wanted ........................ 3
Music and films can be downloaded from the internet in two main ways – by paying at an online shop like iTunes or Tesco.com, or by downloading for free from a site where someone else has shared their copy of the music or the film. Sharing content for free in this way is often illegal.

Do you think that downloading music and films for free in this way should be illegal?

SINGLE CODE

Yes ................................................................. 1
No .................................................................. 2
Don't know.................................................. 3
There are a number of ways you can control who has access to and what is done with your personal information online. One way is to read the company’s terms and conditions and/or privacy statements to inform your decision about whether to use a website or service.

READ OUT IF MORE DETAIL IS REQUIRED BY THE RESPONDENT - The terms and conditions or privacy statements would tell you – among other things - about the types of ways that your personal information may be used by them or by other companies. In order to proceed with using the site you would be required to tick a box to confirm you accept the terms.

Which of the following statements best describes what you do about website terms and conditions or privacy statements?

SINGLE CODE

1. I read them thoroughly
2. I skim through them without reading them thoroughly
3. I’m aware of them but don’t read them
4. I’m not aware of them
5. Don’t know

Do you ever use search engine websites like Google, Yahoo, Bing or Ask Jeeves to find out about other websites or to search for information?

SINGLE CODE

1. Yes
2. No
3. Don’t know

When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages.

Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages?

SINGLE CODE

1. I think that if they have been listed by the search engine, these websites will have accurate and unbiased information
2. I think that some of the websites will be accurate or unbiased and some won’t be
3. I don’t really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of
4. Don’t know
SHOWCARD AA

You may use a search engine to reach a website or company even when you know the web address of that particular website or company. You may also use a search engine to look for more general information online - such as a breaking news story, or information about an event or a product.

When you use a search engine to look for more general information, which one of the following most closely applies to what you tend to do once the search engine has listed the results?

SINGLE CODE

I tend to only look at the first few items listed by the search engine ..........................................................1
I tend to look at the first page of results and rarely look at the second page of results ...................................2
I tend to look beyond the first page of results .................................................................................................3
Don't know ..........................................................................................................................................................4

SHOWCARD AB

Here are some things that other people have said about online passwords. Which of these apply regarding the passwords that you use online? These might be passwords that you use for registering with websites, when making purchases online, or for logging into a website to gain access to particular content

MULTICODE OK

I use the same passwords for most, if not all websites ................................................................................1
I tend to have problems remembering my passwords ....................................................................................2
I tend to use easy to remember passwords like birthdays or names .............................................................3
MOBILE PHONE

SAY TO RESPONDENTS – I’d like to ask you some questions now about mobile phones.

M1  ASK ALL
Do you personally use a mobile phone?
INTERVIEWER – This would include a BlackBerry or an iPhone or any other mobile communications devices that can make and receive calls.

Yes.............................................................................................. 1 M2
No ............................................................................................... 2 M3

M2  ASK ALL THAT USE A MOBILE PHONE AT M1 (CODE 1) – OTHERS SKIP TO M3
Is this a smartphone? A smartphone is a phone on which you can easily access emails and download files as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and HTC.
SINGLE CODE

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

M3  ASK ALL
Can you tell me if you have any concerns about mobile phones?
IF YES – What sorts of things are you concerned about?
DO NOT READ OUT PROBE What else?
MULTICODE OK FOR CODES 2-23

No, do not have any concerns (SINGLE CODE).......................................................................... 1

HEALTH
Health concerns – masts .............................................................................................................. 2
Health concerns – using handset .................................................................................................. 3

AFFORDABILITY
Cost of calls - generally ................................................................................................................ 4
Cost of calls when abroad ............................................................................................................ 5
Cost of new handsets ................................................................................................................... 6
Cost of premium rate text messages ........................................................................................... 7
Cost of using the phone to get online/ visit websites .................................................................... 8
Incurring unexpected additional charges through using apps/ applications ................................. 9
Incurring unexpected costs due to exceeding the data plan/ going online too much ......................... 10

SECURITY/ FRAUD
Junk/ spam text messages ......................................................................................................... 11
Unsolicited text messages that charge a premium rate to respond ............................................ 12
App(s)/ applications being recalled by the provider due to security issues ................................. 13
Getting viruses, Trojans or Malware installed on the phone ....................................................... 14

PRIVACY
Intrusion into other people’s space/ public space ....................................................................... 15
People using phones in quiet spaces .......................................................................................... 16
Receiving targeted advertising based on my location .............................................................. 17

RISKS TO OTHER PEOPLE/ TO SOCIETY
Children having phones at a young age ..................................................................................... 18
Mis-use of camera phones/ ‘happy slapping’ ............................................................................... 19
People driving while using mobile phones ................................................................................ 20
Strangers contacting children ..................................................................................................... 21
Target for stealing mobile phone ............................................................................................... 22

OTHER CONCERNS
Other (WRITE IN) .................................................................................. 23

Don’t know................................................................................................................................. 24
**M4**

**ASK ALL THAT USE A MOBILE PHONE AT M1 (CODE 1) – OTHERS SKIP TO M7**

**SHOWCARD AC**

Which, if any, of the following things have happened to you as a result of using your mobile phone in the last 12 months? Please just read out any of the numbers that apply.

MULTICODE OK FOR CODES 1 TO 3

- Received targeted advertising to your phone based on your location ............................................................. 1
- Had an app/application recalled remotely by the provider due to security issues ............................................. 2
- Had a virus, Trojan or malware on your mobile phone .................................................................................... 3
- None of these (SINGLE CODE) ...................................................................................................................... 4

**M5**

**ASK ALL THAT USE A MOBILE PHONE AT M1 (CODE 1) – OTHERS SKIP TO M7**

**SHOWCARD AD**

Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? Please just read out the letter or letters of those features that you are aware of.

MULTICODE OK FOR CODES 1-3

**M6**

**ASK FOR EACH FEATURE AWARE OF AT M5 (CODES 1-3) – OTHERS SKIP TO M7**

**SHOWCARD AE**

For each of those measures or features you had heard of, could you please choose one option from the card to say whether or not you have or use this your mobile phone? Please just read out the number that applies for each one.

READ OUT EACH FEATURE AWARE OF AT M5 AND CODE ONE RESPONSE PER ROW AT M6

<table>
<thead>
<tr>
<th></th>
<th>M5</th>
<th>M6</th>
<th>M6</th>
<th>M6</th>
<th>M6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>None</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ASK ALL
As far as you know, is mobile phone content—such as the websites that you visit directly or through an App on your mobile phone or the videos you may download on your mobile—regulated at all?
IF NECESSARY – A regulator is often called a “watchdog” – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate - perhaps because it was offensive, harmful, inaccurate or unfair.
SINGLE CODE

Yes...........................................................................................1
No ..........................................................................................2
Don't know...............................................................................3
**ASK IF USE MOBILE PHONE AT M1 (CODE 1) – OTHERS SKIP TO G1**

SHOWCARD AF

Please tell me from this list the types of things you use your mobile phone for, and how often you do each.

I will read out the letters shown from A to U, and for each one please say either 1, 2, 3 or 4 for how often you do this using your mobile phone.

READ OUT EACH LETTER FROM A TO U ONE AT A TIME AND CODE ONE RESPONSE PER ROW

SINGLE CODE PER ROW. INTERVIEWER – IF ‘PHONE CAN’T DO THIS’ – CODE AS ‘NEVER’

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Most days</th>
<th>Once or twice a week</th>
<th>At least every 3 months</th>
<th>Less often</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Make or receive calls</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B</td>
<td>Send or receive text messages</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>C</td>
<td>Send or receive photo messages</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>D</td>
<td>Send or receive video clips</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>E</td>
<td>Play games that are loaded on the phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>F</td>
<td>Play games over the internet using your phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>G</td>
<td>Visit websites using your phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>H</td>
<td>Listen to music</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I</td>
<td>Take photos</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>J</td>
<td>Take videos</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>K</td>
<td>Watch TV programmes</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>L</td>
<td>Visit social networking sites like Facebook, Bebo, Piczo, MySpace, or Hi5</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>M</td>
<td>Visit sites like YouTube or Bebo to look at videos or clips posted by other people</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>N</td>
<td>Put photos or videos on sites like YouTube or Bebo for others to see</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>O</td>
<td>Send or receive Twitter updates using your phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>P</td>
<td>Send or receive email</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Q</td>
<td>Use your phone to make or receive calls over the internet (as opposed to over your mobile provider’s network)on services such as Skype</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>R</td>
<td>Use Instant Messaging (MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>S</td>
<td>Use a features such as Maps or satellite navigation to get to where you want to go/ plot a route to your destination</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>T</td>
<td>Check your bank balance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>U</td>
<td>Download apps/ applications (including games)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>V</td>
<td>Buy things from websites using your phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Please tell me the extent to which you agree or disagree with something that other people have said about mobile phones.

**SINGLE CODE**

<table>
<thead>
<tr>
<th>Agree/Disagree</th>
<th>Strongly disagree</th>
<th>Slightly disagree</th>
<th>Neither agree nor disagree</th>
<th>Slightly agree</th>
<th>Strongly agree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone users must be protected from receiving inappropriate or offensive content</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

ASK IF USE MOBILE PHONE AT M1 (CODE 1) – OTHERS SKIP TO G1
SHOWCARD AG
GAMING

SAY TO RESPONDENTS – I’d like to ask you some questions now about playing games.

G1  **ASK ALL**
Does your household have…
READ OUT
IF NECESSARY – Whether you use this or not.
MULTICODE OK FOR CODES 1-2

A hand held games console (e.g. Sony PSP/ Nintendo DS) ................................................................................. 1
A games console connected to a TV (e.g. Xbox/ PlayStation/ Wii) ....................................................................... 2
Neither of these (SINGLE CODE) ......................................................................................................................... 3

G2  **ASK ALL**
**SHOWCARD AH**
Do you ever play games at home or elsewhere in any of these ways?
MULTICODE OK FOR CODES 1-8

On a hand held games console (e.g. Sony PSP/ Nintendo DS) ............................................................................. 1
On a games console connected to a TV (e.g. Xbox/ PlayStation/ Wii) ................................................................. 2
On a computer, laptop, or netbook ........................................................................................................................ 3
On a mobile phone or smartphone (e.g. BlackBerry or iPhone) .......................................................................... 4
On a portable media player (e.g. iPod Touch/ Archos) ............................................................................................. 5
On a Personal Digital Assistant/ PDA .................................................................................................................... 6
On an MP3 player .................................................................................................................................................. 7
On a tablet computer (e.g. iPad) ........................................................................................................................... 8
No, never (SINGLE CODE) ................................................................................................................................... 9

G3  **ASK IF EVER PLAY GAMES AT G2 (CODES 1-8) – OTHERS SKIP TO G6**
Have you ever downloaded games from the internet to play on any of the devices you use for games playing?
SINGLE CODE

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

G4  **ASK IF EVER PLAY GAMES AT G2 (CODES 1-8) – OTHERS SKIP TO G6**
Do you ever play single or multiplayer games over the internet on any of these devices, which is often referred to as online game playing?
SINGLE CODE

Yes.................................................................................................................................................................... 1
No ..................................................................................................................................................................... 2
Don’t know ........................................................................................................................................................ 3
ASK IF EVER PLAY GAMES AT G2 (CODES 1-8) – OTHERS SKIP TO G6

Please think about the HOURS that you spend game playing in a typical WEEK – so both weekdays and at the weekend…

How many HOURS in a typical WEEK would you say you play games?

<table>
<thead>
<tr>
<th>Number of HOURS game playing in a typical WEEK –</th>
<th>G5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please enter 0.5 if less than 1 hour per week – Round up to nearest half hour</td>
<td></td>
</tr>
</tbody>
</table>

G6

ASK ALL

Can you tell me if you have any concerns about gaming?

IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices.

IF YES – What sorts of things are you concerned about?

DO NOT READ OUT PROBE What else?

MULTICODE OK FOR CODES 2-16

| No, do not have any concerns (SINGLE CODE) | 1 |
| OFFENSIVE CONTENT | |
| Bad language | 2 |
| Sexual content | 3 |
| Unsuitable for children | 4 |
| Violent content | 5 |
| RISKS TO OTHER PEOPLE/ TO SOCIETY | |
| Discourage creative play for children | 6 |
| Encourage children to stay indoors | 7 |
| Impact on social skills | 8 |
| HEALTH | |
| Contributes to obesity | 9 |
| Health issues | 10 |
| I could become addicted to playing games | 11 |
| Others could become addicted to playing games | 12 |
| AFFORDABILITY | |
| Cost of games consoles/ games players | 13 |
| Cost of games | 14 |
| OTHER CONCERNS | |
| Contact with people I don’t personally know/ I’ve never met in person | 15 |
| Other (WRITE IN) | 16 |

| Don’t know | 17 |

G7

ASK ALL

As far as you know, is gaming regulated at all?

IF NECESSARY – A regulator is often called a “watchdog” – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate – perhaps because it was offensive, harmful, inaccurate or unfair.

SINGLE CODE

| Yes | 1 |
| No | 2 |
| Don’t know | 3 |
**PREFERRED CONTACT METHOD**

**SAY TO RESPONDENTS** – Now some questions about the different ways you may prefer to make contact.

**NZ2**

**ASK ALL**

**SHOWCARD AI**

Please use this list to say which **one** way you would prefer to make contact for a few different reasons that I’ll read out.

**READ OUT EACH IN TURN AND CODE ONE RESPONSE FOR EACH**

<table>
<thead>
<tr>
<th></th>
<th>Text message</th>
<th>Mobile phone call</th>
<th>Home/landline phone call</th>
<th>Letter</th>
<th>E-mail/website</th>
<th>Meet in person</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Getting in touch with a friend to arrange to meet</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>B</td>
<td>Contacting the local council to find out about refuse collection</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>C</td>
<td>Booking a holiday</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>D</td>
<td>Checking your bank balance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>E</td>
<td>Completing government processes such as registering for tax credits, renewing driving licence, car tax or passport, complete tax return</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>
PRESS

SAY TO RESPONDENTS – Now some questions about newspapers.

Z1  ASK ALL
As far as you know, is the press regulated in terms of what they show and write?
IF NECESSARY – A regulator is often called a “watchdog” – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate – perhaps because it was offensive, harmful, inaccurate or unfair.
SINGLE CODE

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

Z2  ASK ALL
SHOWCARD AJ
Please tell me the extent to which you agree or disagree with something that other people have said about newspapers.
SINGLE CODE - IF RESPONDENT DOES NOT READ NEWSPAPERS – CODE 7 NOT APPLICABLE

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Slightly disagree</th>
<th>Neither agree nor disagree</th>
<th>Slightly agree</th>
<th>Strongly agree</th>
<th>Don’t know</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>When I read newspapers, I tend to trust what I read</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>B</td>
<td>As long as newspapers provide news it doesn’t really matter who owns them or how they’re funded</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

Z3  ASK ALL
SHOWCARD AJ AGAIN
Please use this card to tell me the extent to which you agree or disagree with some things that other people have said.

ROTATE AND TICK START
READ OUT AND CODE ONE RESPONSE FOR EACH ROW

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Slightly disagree</th>
<th>Neither agree nor disagree</th>
<th>Slightly agree</th>
<th>Strongly agree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>I consider myself to be involved in the local community</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B</td>
<td>I consider myself to be involved in political or campaigning issues</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
CLASSIFICATION

SAY TO ALL – I'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 this survey when we look at the results.

C1  ASK ALL

SHOWCARD AK

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

SINGLE CODE

A. Married/ Civil partnership ....................................................... 1
B. Co-habiting ............................................................................. 2
C. Single ..................................................................................... 3
D. Widowed, divorced or separated ............................................ 4
Refused ...................................................................................... 5

C2  ASK ALL

How many people are there in your household in total (including yourself)?
WRITE IN BELOW – USE LEADING ZEROS


C3  ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6

Do you have any children aged under 16 who live at home with you – where you are their parent or guardian?
IF YES – How many of your children aged under 16 live at home with you?
WRITE IN BELOW – USE LEADING ZEROS


C4  ASK IF ANY CHILDREN AT HOME AT C3 – OTHERS SKIP TO C5

And what ages are these children?
PROMPT IF NECESSARY – MULTICODE OK FOR CODES 1-5

Under 1 year old ................................................................. 1
1-4 years old ........................................................................ 2
5-7 years old ...................................................................... 3
8-11 years old ................................................................... 4
12-15 years old ................................................................. 5
Refused ............................................................................... 6
C5  ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6
SHOWCARD AL
Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?
Please just read out the letter or letters that apply to you.
MULTICODE OK FOR CODES 1-9

A. Husband/ Wife/ Partner ................................................................. 1
B. Mother/ Stepmother/ Partner of Father ............................................. 2
C. Father/ Stepfather/ Partner of Mother ............................................. 3
D. Brothers/ Sisters/ Stepbrothers/ Stepsisters ..................................... 4
E. Child/ children aged 16 and over .................................................... 5
F. Grandmother ................................................................................ 6
G. Grandfather ................................................................................ 7
H. Other relative aged 16 or over ....................................................... 8
I. Friend/ other person not related to you aged 16 or over .................... 9
J. None – I am the only adult in the household (SINGLE CODE) .......... 10
Refused ........................................................................................... 11

C6  ASK ALL
Are you currently working?
IF YES – Is that full-time or part-time?
IF NOT WORKING – Are you looking for work?
IF NOT LOOKING FOR WORK – PROBE TO ESTABLISH WHETHER IN FULL-TIME EDUCATION, RETIRED, NOT WORKING
SINGLE CODE

Working full-time (30 hours per week plus) ................................. 1
Working part-time (Under 30 hours per week) .............................. 2
Looking for work ................................................................. 3
In full-time education ................................................................. 4
Retired ...................................................................................... 5
Not working ............................................................................. 6
Refused .................................................................................... 7

C7  ASK ALL
At what age did you finish your education?
IF STILL IN EDUCATION - At what age do you expect to finish your education?
READ OUT IF NECESSARY – SINGLE CODE

Aged 16 or under ................................................................. 1
Aged 17-18 ........................................................................... 2
Aged 19-20 ........................................................................... 3
Aged 21 or over ....................................................................... 4
Don't know ............................................................................... 5
Refused ................................................................................... 6

C8  ASK ALL
SHOWCARD AM
Which of these options best describes how you feel about your ability to read and write?
READ OUT IF NECESSARY – SINGLE CODE

Very confident ................................................................. 1
Fairly confident ................................................................. 2
Neither confident nor not confident ........................................ 3
Not very confident ............................................................... 4
Not at all confident ............................................................. 5
Don't know ............................................................................... 6
Refused ................................................................................... 7
C9  **ASK ALL**  
Can you tell me if your annual household income before tax and other deductions is above or below £11,500?  
SINGLE CODE  
Below £11,500 ................................................................. 1  
Above £11,500 .................................................................. 2  
Don’t know ........................................................................ 3  
Refused ........................................................................... 4  

C10  **ASK ALL**  
**IF BELOW £11,500 AT C9 (CODE 1) THEN CODE 1 AT C10 AND SKIP TO C11**  
SHOWCARD AN  
Which of these options applies to your household for the total annual household income before tax and deductions? Please just tell me the letter that applies to your household.  
SINGLE CODE  
<table>
<thead>
<tr>
<th>Per month (approx)</th>
<th>Per Year</th>
<th>C10</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Up to £950</td>
<td>Under £11,500</td>
<td>1</td>
</tr>
<tr>
<td>B. £950 - £1,450</td>
<td>£11,500 - £17,499</td>
<td>2</td>
</tr>
<tr>
<td>C. £1,450 - £2,500</td>
<td>£17,500 - £29,999</td>
<td>3</td>
</tr>
<tr>
<td>D. £2,500 - £4,200</td>
<td>£30,000 - £49,999</td>
<td>4</td>
</tr>
<tr>
<td>E. £4,200 or over</td>
<td>£50,000 or over</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Refused</td>
<td></td>
<td>7</td>
</tr>
</tbody>
</table>

C11  **ASK ALL**  
Do you have any long-standing illness, disability or infirmity?  
**IF NECESSARY:** By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?  
SINGLE CODE  
Yes ................................................................. 1 C12  
No ...................................................................... 2 C14  
Don’t know .................................................. 3 C14  

C12  **ASK IF LONG STANDING ILLNESS/ DISABILITY OR INFIRMITY AT C11 (CODE 1) – OTHERS SKIP TO C14**  
Does this illness, disability or infirmity limit your activities in any way?  
SINGLE CODE  
Yes ...................................................................... 1 C13  
No ...................................................................... 2 C14  
Don’t know .................................................. 3 C14  

C13  **ASK IF LIMITS ACTIVITIES IN ANY WAY AT C12 (CODE 1) – OTHERS SKIP TO C14**  
SHOWCARD AO  
Which of these limit your activities? Please just read out the letter or letters that apply to you.  
MULTICODE OK FOR CODES 1-9  
A. Breathlessness or chest pains ................................................................. 1  
B. Poor vision, partial sight or blindness ......................................................... 2  
C. Difficulty in speaking or communicating .................................................. 3  
D. Poor hearing, partial hearing or deafness .................................................... 4  
E. Cannot walk at all/ use a wheelchair ......................................................... 5  
F. Cannot walk very far or manage stairs or can only do so with difficulty ........ 6  
G. Learning difficulties such as dyslexia, dyspraxia or dyscalculia ................. 7  
H. Mental health difficulties ........................................................................ 8  
I. Other illnesses/ health problems which limit daily activities(WRITE IN) ....... 9  
Refused (SINGLE CODE) ........................................................................... 10
C14  ASK ALL
SHOWCARD AP
Which of these options applies to your home?
SINGLE CODE

Being bought on mortgage ................................................................. 1
Owned outright by the household ....................................................... 2
Rented from Local Authority/ Housing Association/ Trust ................... 3
Rented from Private Landlord ............................................................. 4
Other (WRITE IN AND CODE 5) ....................................................... 5
Don't know ....................................................................................... 6

C15  ASK ALL
SHOWCARD AQ
Which of these groups best describes you? Please just read out the letter that applies to you.
SINGLE CODE

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

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

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

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

MIDDLE EAST AND ARABIC ORIGIN
R. Middle Eastern, including Arabic origin .................................. 18
S. Iranian ..................................................................................... 19

CHINESE OR OTHER ETHNIC GROUP
T. Chinese .................................................................................. 20
U. Any other background (WRITE IN) ....................................... 21

Refused .......................................................................................... 22
ASK ALL
If we wanted to contact you in the future for research purposes, would you be willing to be re-contacted?

Yes .........................................................................................................................1  C17
No ......................................................................................................................2  C18

ASK IF YES AT C16 (CODE 1) – OTHERS SKIP TO C18
Can I make a note of your phone number in case we need to contact you again?

Yes – ENTER HERE .....................................................................................1
No ..................................................................................................................2

THANK AND CLOSE

ALL
INTERVIEWER – ENTER LENGTH OF INTERVIEW IN MINUTES BELOW