

ONLINE COPYRIGHT TRACKER – MASTER QUESTIONNAIRE

Methodology (All Omnibus)	Description	Approx Sample
Online (CAWI) adults	16-64 year olds who use the internet at least once a day	2,500
Face-to-face (CAPI) adults	16-64 year olds who use the internet less than once a day OR 16-64 year olds without internet access OR 65+ years old	1,746
Online (CAWI) 12-15s	All 12-15 year olds with internet access	1,000
TOTAL	All 12+ year olds in UK	5,246

COLOUR KEY

BLACK – UNIVERSAL (CAWI AND CAPI)

RED – CAPI ONLY

SCRIPTERS – A LOT OF THE QUESTIONNAIRE IS SELF COMPLETETION AND WON'T HAVE "SHOW SCREENS. THIS IS ON PURPOSE. EVEN THOUGH THEY DON'T HAVE SHOW SCREENS PLEASE INVERT & ROTATE RELEVANT QUESTION AS YOU WOULD NORMALLY DO. ALSO THESE SHOULD BE CENTRED ON SCREEN AS IF THEY WERE SHOW SCREENS.

SCRIPTERS – THERE ARE VARIOUS SECTIONS TO THIS JOB, MOST OF THE SECTIONS ARE THE SAME BUT WITH DIFFERENT FILTERING & SLIGHT TEXT CHANGES, WITH THIS IN MIND BE CAREFUL TO SET UP IN THE SAME WAY. TO EXPLAIN:

SECTION A – EXTRA DEMOGRAPHICS

SECTION B - MOST SECTIONS FILTER FROM THIS

SECTION B1 – MUSIC (Q1A, Q1B, Q2A, Q2B, Q2C, Q3A, Q3B, Q3C, Q3D, Q4, DUMMY QUESTION A, Q5, Q6, Q7, Q8A&Q8B

SECTION B2 – VIDEO GAMES (Q1A, Q1B, Q2A, Q2B, Q2C, Q3A, Q3B, Q3C, Q3D, Q4, DUMMY QUESTION B, Q5, Q6 & Q7

SECTION B3 – COMPUTER SOFTWARE (Q1A, Q1B, Q2A, Q2B, Q2C, Q3A, Q3B, Q3C, Q3D, Q4, DUMMY QUESTION C, Q5, Q6 & Q7

SECTION B4 – FILMS (Q1A, Q1B, Q2A, Q2B, Q2C, Q3A, Q3B, Q3C, Q3D, Q4, DUMMY QUESTION D, Q5, Q6, Q7, Q8A & Q8B

SECTION B5 – TV PROGRAMMES (Q1A, Q2A, Q2B, Q2C, Q3A, Q3B, Q3C, Q3D, Q4, DUMMY QUESTION E, Q5, Q6 & Q7

SECTION B6 – BOOKS (Q1A,Q2A, Q2B, Q2C, Q3A, Q3B, Q3C, Q3D, Q4, DUMMY QUESTION F, Q5, Q6, Q7, Q8A & Q8B

SECTION C - ATTITUDES

SECTION A

F1	All Adults in UK	All
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SHOW SCREEN – MULTI CHOICE

Q.A Do you have any of the following?

- 1: Access to the Internet at home on a computer\laptop
- 2: Access to the Internet at work on a computer\laptop
- 9: Access to the Internet at home on a games console
- 10: Internet at home through your TV screen via a computer
- 16: Internet at home directly through your TV set i.e. Smart\Connected TV)
- 5: Access to the Internet via a mobile phone
- 17: Access to the internet on a tablet computer e.g. Ipad
- 13: Access to the Internet on a Palmtop or Personal digital Assistant (PDA)\Pocket PC

- 8: Access to the Internet at school\college\university on a computer
- 11: Internet access from a library on a computer
- 12: Internet access in a café\bar on a computer
- 14: Internet access at a friends or relatives house on a computer
- 6: Other Internet access

- 3: An e-mail address at home
- 4: An e-mail address at work
- 7: Other e-mail address

DK-BUTTON

F1	All Adults in UK	All
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SHOW SCREEN - MULTI CHOICE

Q.C Do you PERSONALLY use any of the following devices?

- 1: A Smartphone e.g. iPhone, Blackberry, HTC, etc
- 2: A mobile phone (not a Smartphone) with internet access
- 3: A mobile phone without internet access
- 4: A computer – either laptop, desktop, or netbook
- 5: A tablet PC e.g. iPad, Samsung Galaxy
- 6: An e-book reader e.g. Kindle, Kobo
- 7: A games console e.g. Xbox 360, PS3, Nintendo Wii
- 8: A mobile gaming device e.g. SonyPSP\Vita, Nintendo DS
- 9: Other mobile device – WRITE IN
- 10: None of these

DK-BUTTON

F2	All Adults in UK with access to internet	[QA\NOT DK OR NONE]
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SHOW SCREEN

Q.D Thinking of all the things you use the internet for, and regardless of where and how you access it, please tell me overall how often you personally access the internet?...

DO NOT INVERT

- 1: Several times a day
- 2: Once a day
- 3: 5-6 days a week
- 4: 2-4 days a week
- 5: Once a week
- 6: 2-3 times a month
- 7: Once a month
- 8: Less often

DK-BUTTON

F1	All Adults in UK	ALL
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QE. Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household?

- 1: Digital Satellite TV through Sky for a monthly subscription
- 2: Free-Sat TV through any satellite dish WITHOUT a monthly subscription
- 3: Cable through Virgin Media (Previously ntl\Telewest)
- 4: Freeview TV through TV aerial and set-top box WITHOUT a monthly subscription
- 5: Top-Up TV through a TV aerial and set-top box for a monthly subscription
- 6: TV which has Freeview channels built in (IDTV using TV aerial, without a separate set-top box)
- 7: TV from Tiscali\Homechoice
- 8: TV from BT Vision
- 9: TV from Talk Talk
- 10: TV through a normal aerial but receiving 4 or 5 channels only
- 11: Other – WRITE IN
- 12: No TV – FIX AND MUTUALLY EXCLUSIVE

DK-BUTTON

SECTION B

Throughout this section we will ask you about three types of online activity. To clarify the terminology:

Streamed or Accessed – By this we mean that you viewed, listened or played content directly through the internet without downloading a copy. For example, watching videos on YouTube or TV programmes on BBC iPlayer.

Downloaded – By this we mean that you transferred a copy of the file to your device. For example, downloading a music track to your computer through iTunes or Amazon.

Shared – By this we mean that you made the file publicly available, or sent or uploaded it online for someone else to download or stream\access. For example, sharing files on your computer through an online service. This does not include sharing links online.

SCRIPTER – PLEASE ORDER THE FOLLOWING QUESTIONS (INCLUDING THEIR FILTERS) SO IT RUNS AS FOLLOWS:
Q1B, Q2B, Q3B, Q1A, Q2A, Q3A, Q1C, Q2C, Q3C

2	All Adults in UK with access to internet	[QA\NOT DK OR NONE]
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SHOW SCREEN-MULTI CHOICE

Q.1A Have you ever downloaded any of the following through the internet?

By downloaded we mean that you transferred a copy of the file to your device.

PROBE: Any other ways?

- 1: Yes – music tracks or albums (excluding online radio stations)
- 2: Yes – music videos
- 3: Yes - video games (excluding patches and upgrades)
- 4: Yes – computer software (excluding mobile phone apps, and patches\upgrades to software already owned)
- 5: Yes - films
- 6: Yes - TV programmes
- 7: Yes – Short video clips
- 8: Yes – e-books
- 9: Yes - other type of file – TYPE IN BOX
- 10: No - MUTUALLY EXCLUSIVE

DK - BUTTON

F2	All Adults in UK with access to internet	[QA\NOT DK OR NONE]
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SHOW SCREEN-MULTI CHOICE

Q.1B Have you ever streamed or accessed any of the following through the internet?

By this we mean that you viewed, listened or played them directly through the internet without downloading a copy. PROBE: Any other ways?

LIST AS Q1A

F2	All Adults in UK with access to internet	[QA\NOT DK OR NONE]
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SHOW SCREEN-MULTI CHOICE

Q.1C Have you ever shared any of the following through the internet?

By shared we mean that you made the file publicly available, or sent or uploaded it online for someone else to download or stream\access. PROBE: Any other ways?

LIST AS Q1A

F3	All Adults in UK who have ever downloaded any files online	Q1A\1-9
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SHOW SCREEN-MULTI CHOICE

Q.2A Have you [downloaded] any of the following through the internet in the past three months?

Please select all that apply

INSERT ANSWERS GIVEN AT Q1A INCLUDING N & DK

F4	All Adults in UK who have ever accessed any files online	Q1B\1-9
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SHOW SCREEN-MULTI CHOICE

Q.2B Have you [streamed or accessed (without downloading)] any of the following through the internet in the past three months?

Please select all that apply

INSERT ANSWERS GIVEN AT Q1B INCLUDING N & DK

F5	All Adults in UK who have ever shared any files online	Q1C\1-9
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SHOW SCREEN-MULTI CHOICE

Q.2C Have you [shared] any of the following through the internet in the past three months?

Please select all that apply

INSERT ANSWERS GIVEN AT Q1C INCLUDING N & DK

F6	All Adults in UK who have downloaded any files online in the last 3 months	Q2A\1-9
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SHOW SCREEN-MULTI CHOICE

Q.3A From which of the following locations, and through which types of connections, have you [downloaded] in the past 3 months?

- 2: In home via fixed broadband internet access, through a telephone line e.g. BT, Sky, Talk Talk
- 1: In home via fixed broadband internet access, through cable / Virgin Media
- 2: In home via Wi-Fi (using a router or hub)
- 3: In home via a mobile network e.g. using 3G on a smartphone\ tablet \dongle

- 4: Out of home via fixed broadband internet access (e.g. in a cafe, library or other public place)
- 5: Out of home via a Wi-Fi (wireless) network (e.g. in a cafe, library or other public place)
- 6: Out of home via a mobile network e.g. using 3G on a smartphone\ tablet \dongle (e.g. in a cafe, library or other public place)

N – BUTTON

F7	All Adults in UK who have accessed any files online in the last 3 months	Q2B\1-9
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SHOW SCREEN-MULTI CHOICE

Q.3B From which of the following locations, and through which types of connections, have you [streamed or accessed (without downloading)] in the past 3 months?

- 2: In home via fixed broadband internet access, through a telephone line e.g. BT, Sky, Talk Talk
- 1: In home via fixed broadband internet access, through cable / Virgin Media
- 2: In home via Wi-Fi (using a router or hub)
- 3: In home via a mobile network e.g. using 3G on a smartphone\ tablet \dongle

- 4: Out of home via fixed broadband internet access (e.g. in a cafe, library or other public place)
- 5: Out of home via a Wi-Fi (wireless) network (e.g. in a cafe, library or other public place)
- 6: Out of home via a mobile network e.g. using 3G on a smartphone\ tablet \dongle (e.g. in a cafe, library or other public place)

N -BUTTON

F8	All Adults in UK who have shared any files online in the last 3 months	Q2C\1-9
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SHOW SCREEN-MULTI CHOICE

Q.3C From which of the following locations, and through which types of connections, have you [shared] in the past 3 months?

- 2: In home via fixed broadband internet access, through a telephone line e.g. BT, Sky, Talk Talk
- 1: In home via fixed broadband internet access, through cable / Virgin Media
- 2: In home via Wi-Fi (using a router or hub)
- 3: In home via a mobile network e.g. using 3G on a smartphone\ tablet \dongle

- 4: Out of home via fixed broadband internet access (e.g. in a cafe, library or other public place)
- 5: Out of home via a Wi-Fi (wireless) network (e.g. in a cafe, library or other public place)
- 6: Out of home via a mobile network e.g. using 3G on a smartphone\ tablet \dongle (e.g. in a cafe, library or other public place)

N -BUTTON

F1	All Adults in UK	All
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READ OUT

The next section of the questionnaire is self-completion. We would like you to fill out the next few questions of this questionnaire yourself, as we feel it is more appropriate for you to do so. The next two questions are just practice questions so you can see how the questionnaire works, then I will pass you the lap-top, so you can fill in your own answers.

All the answers you give will be treated in the strictest confidence, and will in no way be connected back to you personally. The data will only be analysed on an overall level. For example, 90% of adults in the UK watch TV.

ENCOURAGE RESPONDENTS TO BE AS HONEST AS POSSIBLE AND CLARIFY THAT ALL RESPONSES WILL BE COMPLETELY CONFIDENTIAL, AND WILL NEVER BE RELATED BACK TO THEM PERSONALLY.

ALSO MAKE IT CLEAR THAT IF THERE ARE ANY QUESTIONS OR TERMINOLOGY THEY ARE UNSURE ABOUT TO ASK FOR CLARIFICATION

HAND CAPI MACHINE TO RESPONDENT AND ASK THEM TO READ THE NEXT SCREEN THEMSELVES

Here is a practice question just so that you can be sure you are comfortable using the machine. Ask the interviewer if you need help at this point. Otherwise tap your answer then tap the OK button to go to the first question.

MULTI CHOICE

Q.B How often does the weather person get the weather forecast correct? Please select a code from 1-5. Remember to tap OK when you have selected your answer.

- 1: Very often
- 2: Quite often
- 3: Hardly ever
- 4: Never
- 5: Other answer – WRITE IN
- 6: Don't Know

Now it's over to you. Please read the questions and instructions as they appear and remember to press OK when you have finished each question. If at any point you need help please ask the interviewer.

SPECIFIC ORDER OF FOLLOWING SECTIONS (B1-B5) RANDOMISED IF MORE THAN ONE ASKED OF A PARTICULAR RESPONDENT

SECTION B1 MUSIC

F1	All Adults in UK	All
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Q.B1_1A Approximately how much have you spent on the following in the past 3 months? Please include money spent on other people, where they haven't paid you back
 Enter your best estimate in pounds and pence.
 If you haven't spent anything make sure you type in 0 (Zero) in the pence box before you continue.
 Remember to tap OK to continue.

Music concerts or gigs

Music merchandise e.g. T-Shirts, Mugs, Posters

Music tracks or albums on CD or vinyl

Individually purchased music tracks or albums downloaded or streamed or accessed online –
 SCRIPTERS ONLY ASK IF Q2A\1 or Q2B\1)

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ __ __ . __ __ P

F9	All Adults in UK who have downloaded or accessed music tracks or albums in the last 3 months	Q2A\1 or Q2B\1
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Q.B1_1B And approximately how much do you spend each month on music tracks or albums downloaded or streamed or accessed online via a monthly subscription service.
 If you haven't spent anything or do not have a monthly subscription service just type in 0 (Zero) in the pence box before you continue.
 Remember to tap OK to continue.

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ __ __ . __ __ P

F10	All Adults in UK who have downloaded, shared or accessed music online in the last 3 months	Q2A\1 or Q2B\1 or Q2C\1
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Thinking specifically about music tracks or albums available on the internet –excluding music listened to on radio stations online.....

F11	All Adults in UK who have downloaded music online in the last 3 months	Q2A\1
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Q.B1_2A Generally, how often do you [download music tracks or albums] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't know

F12	All Adults in UK who have streamed or accessed (without downloading) music online in the last 3 months	Q2B\1
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Q.B1_2B Generally, how often do you [stream/access] music tracks or albums] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't know

F13	All Adults in UK who have shared music online in the last 3 months	Q2C\1
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Q.B1_2C Generally, how often do you [share music tracks or albums] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't know

F11	All Adults in UK who have downloaded music online in the last 3 months	Q2A\1
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Q.B1_3A How many music tracks do you think you have [downloaded online] in the past 3 months?
Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks .
If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F12	All Adults in UK who have streamed or accessed (without downloading) music online in the last 3 months	Q2B\1
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Q.B1_3B How many music tracks do you think you have [streamed/accessed online] in the past 3 months?
Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks.
Also, if you have accessed an individual track more than once only include it once within the calculation.

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F13	All Adults in UK who have shared music online in the last 3 months	Q2C\1
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QB1_3C1 Approximately how many tracks do you own in a digital format e.g. mp3, AAC, etc ?
Please count tracks on an album individually - if you don't know how many were on it count an album as ten tracks.

4 DIGIT BOX

F13	All Adults in UK who have shared music online in the last 3 months	Q2C\1
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Q.B1_3C2 You indicated you own [INSERT NUMBER FROM Qb1_3C21] music tracks in digital format How many of these do you think you have [shared online] in the past 3 months?
Please count tracks on an album individually - if you don't know how many were on it count it as ten tracks.
If you share your whole digital music collection or a specific folder please estimate the number of tracks in that collection/folder.

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F14	All Adults in UK who have bought music on CD or vinyl in the last 3 months	QB1_1A – STATEMENT 3\NOT 0
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Q.B1_3D How many music tracks do you think you have [bought on CD or vinyl] in the past 3 months? Please count tracks on an album individually - if you don't know how many were on it count an album as ten tracks.

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F10	All Adults in UK who have downloaded, shared or accessed music online in the last 3 months	Q2A\1 or Q2B\1 or Q2C\1
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MULTI CHOICE

Q.B1_4 Which sites or service have you used in the past 3 months to download, stream\access, or share music tracks or albums through the internet? Please read the list through carefully and indicate all that apply.

If there are others you use that aren't on the list please specify them by using the answer labelled Other and write in your answers using the pen. YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

FILTERED LIST PROVIDED IN EXCEL

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION A) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

- 1: MUSIC TOTAL DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB1_3A AND QB1_3B TOGETHER
- 2: MUSIC TOTAL= THIS IS BY ADDING THE ANSWERS AT QB1_3A AND QB1_3B AND QB1_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)
- 3: MUSIC PAID = THIS IS BY ADDING THE ANSWERS AT QB1_5A AND QB1_3D TOGETHER
- 4: MUSIC FREE = THIS IS BY ADDING THE ANSWERS AT QB1_3A AND QB1_3B TOGETHER THEN MINUS THE ANSWER FOR QB1_5A AWAY

F9	All Adults in UK who have downloaded or accessed music tracks or albums in the last 3 months	Q2A\1 or Q2B\1
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Q.B1_5 You indicated you have downloaded or streamed/accessed [INSERT DUMMY A CODE 1] music tracks in the past 3 months.

How many did you pay for, either as a one off or as part of a subscription?

How many did you already own on CD, vinyl or tape ?

SHOW FOR ALL CODES

If unsure please give me your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER FOR EACH CAN BE THE SAME OR LESS THAN THE INSERT 1

F15	All who paid for any music tracks or albums (any format) in the past 3 months	DUMMY QUESTION\INSERT 3
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Q.B1_6 You indicated you have paid for [INSERT DUMMY A CODE 3] music tracks in any format (digital or physical) in the past 3 months. How many of these had you previously downloaded or streamed or accessed online for free?

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

F16	All who downloaded or accessed any free music in the past 3 months	DUMMY QUESTION\INSERT 4
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Q.B1_7 You indicated that you have downloaded or streamed/accessed [INSERT DUMMY A CODE 4] music tracks for free in the past 3 months. How many of these do you think were done so legally?

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally

If unsure please give me your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

F67	All Adults in UK who have ever downloaded or accessed music tracks or albums	Q1A\1 or Q1B\1
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Q.B1_8A Assuming you saw a single music track on an online service that you wanted to own. The track would be high quality, and you knew it was a reputable and reliable service. How likely would you be to download it if it was the following prices?

REMEMBER TAP OK TO CONTINUE

DO NOT ROTATE STATEMENTS

INVERT THE ORDER OF STATEMENTS, SO 1\2 GET 39p, 59p, 79p, 99p & £1.19 & THE OTHER 1\2 GET £1.19, 99P,79P,59P & 39P

IF THEY SAY VERY UNLIKELY AT 39p THEN STOP AND MOVE TO NEXT QUESTION

IF THEY SAY VERY LIKELY AT £1.19p THEN STOP AND MOVE TO NEXT QUESTION

CODES 5 & 6 ONLY TO BE SHOWN ON FIRST STATEMENT. IF THEY SAY 5 OR 6 THEN SKIP THE OTHER 4 PRICES AND GOTO Q8B

So how likely would you be to download it if it was ...?

REMEMBER TAP OK TO CONTINUE

39p
59p
79p
99p
£1.19

1: Very likely
2: Likely
3: Unlikely
4: Very Unlikely

F67	All Adults in UK who have ever downloaded or accessed music tracks or albums	Q1A\1 or Q1B\1
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Q.B1_8B Assume that the following online service became available...

A monthly subscription service allowing you to stream\access unlimited music from any internet connected device. All the music you want would be available in high quality. The service would allow you to access the files offline. You would be allowed to cancel the service at any time

How likely would you be to subscribe at the following prices per month?
REMEMBER TAP OK TO CONTINUE

DO NOT ROTATE STATEMENTS

INVERT THE ORDER OF STATEMENTS, SO 1\2 GET £3,£5, £7.50, £10 & £12.50 & THE OTHER 1\2 GET £12.50, £10,£7.50, £5 & £3

IF THEY SAY VERY UNLIKELY AT £3 THEN STOP AND MOVE TO NEXT QUESTION

IF THEY SAY VERY LIKELY AT £12.50 THEN STOP AND MOVE TO NEXT QUESTION

CODES 5 & 6 ONLY TO BE SHOWN ON FIRST STATEMENT. IF THEY SAY 5 OR 6 THEN SKIP THE OTHER 4 PRICES AND GOTO NEXT SECTION

So how likely would you be to subscribe at ... per month?
REMEMBER TAP OK TO CONTINUE

£3

£5

£7.50

£10

£12.50

1: Very likely

2: Likely

3: Unlikely

4: Very Unlikely

SECTION B2 VIDEO GAMES

F1	All Adults in UK	All
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Q.B2_1A Approximately, how much have you spent on [video games on disc or cartridge] in the past 3 months? Please include money spent on other people, where they haven't paid you back.

Enter your best estimate in pounds and pence.

If you haven't spent anything make sure you type in 0 (Zero) in the pence box before you continue. Remember to tap OK to continue.

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ ____ . __ P

F17	All Adults in UK who have downloaded or accessed video games in the last 3 months	Q2A\3 or Q2B\3
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Q.B2_1B Approximately, how much have you spent on [video games downloaded or accessed online] in the past 3 months?

Please enter your best estimate in pounds and pence.

If you haven't spent anything make sure you type in 0 (Zero) in the pence box before you continue. Remember to tap OK to continue.

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ ____ . __ P

F18	All Adults in UK who have downloaded, accessed or shared video games in the last 3 months	Q2A\3 or Q2B\3 or Q2C\3
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Thinking specifically about video games available through the internet - excluding patches and upgrades...

F19	All Adults in UK who have downloaded video games online in the last 3 months	Q2A\3
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Q.B2_2A Generally, how often do you [download video games] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F20	All Adults in UK who have accessed (without downloading) video games online in the last 3 months	Q2B\3
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Q.B2_2B Generally, how often do you [access video games] through the internet?
DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F21	All Adults in UK who have shared video games online in the last 3 months	Q2C\3
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Q.B2_2C Generally, how often do you [share video games] through the internet?
DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F19	All Adults in UK who have downloaded video games online in the last 3 months	Q2A\3
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Q.B2_3A How many video games do you think you have [downloaded online] in the past 3 months?
If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F20	All Adults in UK who have accessed (without downloading) video games online in the last 3 months	Q2B\3
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Q.B2_3B How many video games do you think you have [accessed online] in the past 3 months?
If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F21	All Adults in UK who have shared video games online in the last 3 months	Q2C\3
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Q.B2_3C How many video games do you think you have [shared online] in the past 3 months?
If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F22	All Adults in UK who have bought on disc or cartridge in the last 3 months	QB2_1A\NOT ZERO
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Q.B2_3D How many video games do you think you have [bought on disc or cartridge] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F18	All Adults in UK who have downloaded, accessed or shared video games in the last 3 months	Q2A\3 or Q2B\3 or Q2C\3
-----	---	-------------------------

MULTI CHOICE

Q.B2_4 Which sites or services have you used in the past 3 months to download, access, or share video games through the internet?

If there are others you use that aren't on the list please specify them by using the answer labelled Other and write in your answers using the pen. YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

FILTERED LIST PROVIDED

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION B) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

- 1: VIDEO GAMES DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB2_3A AND QB2_3B TOGETHER
- 2: VIDEO GAMES = THIS IS BY ADDING THE ANSWERS AT QB2_3A AND QB2_3B AND QB2_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)
- 3: VIDEO GAMES PAID = THIS IS BY ADDING THE ANSWERS AT QB2_5A AND QB2_3D TOGETHER
- 4: VIDEO GAMES FREE = THIS IS BY ADDING THE ANSWERS AT QB2_3A AND QB2_3B TOGETHER THEN MINUS THE ANSWER FOR QB2_5A AWAY

F17	All Adults in UK who have downloaded or accessed video games in the last 3 months	Q2A\3 or Q2B\3
-----	---	----------------

Q.B2_5 You indicated you have downloaded or accessed [INSERT DUMMY B CODE 1] video games in the past 3 months.

How many did you pay for?

How many did you already own on disc or cartridge?

SHOW FOR ALL CODES

If unsure please give me your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 1

F23	All who paid for any video games (any format) in the past 3 months	DUMMY QUESTION B\INSERT 3
-----	--	---------------------------

Q.B2_6. You indicated you have paid for [INSERT DUMMY B CODE 3] video games in any format (digital or disc/cartridge) in the past 3 months. How many of these had you previously downloaded or accessed online for free?

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

F24	All who downloaded or accessed any free video games in the past 3 months	DUMMY QUESTION B\INSERT 4
-----	--	---------------------------

Q.B2_7 You indicated that you have downloaded or accessed [INSERT DUMMY B CODE 4] video games for free in the past 3 months. How many of these do you think were done so legally?

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

SECTION B3 COMPUTER SOFTWARE

F1	All Adults in UK	All
----	------------------	-----

Q.B3_1A Approximately, how much have you spent on [Computer software on discs] in the past 3 months? Please include money spent on other people, where they haven't paid you pack. Enter your best estimate in pounds and pence. If you haven't spent anything make sure you type in 0 (Zero) in the pence box before you continue. Remember to tap OK to continue.

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ _ _ _ . _ _ P

F25	All Adults in UK who have downloaded or accessed computer software in the last 3 months	Q2A\4 or Q2B\4
-----	---	----------------

Q.B3_1B Approximately, how much have you spent on [Computer software downloaded or accessed online] in the past 3 months? Please enter your best estimate in pounds and pence. If you haven't spent anything make sure you type in 0 (Zero) in the pence box before you continue. Remember to tap OK to continue.

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ _ _ _ . _ _ P

F26	All Adults in UK who have downloaded, accessed or shared computer software in the last 3 months	Q2A\4 or Q2B\4 or Q2C\4
-----	---	-------------------------

Thinking specifically about computer software available online - excluding mobile phone apps, and patches or upgrades to software already owned

F27	All Adults in UK who have downloaded computer software online in the last 3 months	Q2A\4
-----	--	-------

Q.B3_2A Generally, how often do you [download software products] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F28	All Adults in UK who have accessed (without downloading) computer software online in the last 3 months	Q2B\4
-----	--	-------

Q.B3_2B Generally, how often do you [access software products] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F29	All Adults in UK who have shared computer software online in the last 3 months	Q2C\4
-----	--	-------

Q.B3_2C Generally, how often do you [share software or applications] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F27	All Adults in UK who have downloaded computer software online in the last 3 months	Q2A\4
-----	--	-------

Q.B3_3A How many computer software products do you think you have [downloaded online] in the past 3 months?

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F28	All Adults in UK who have accessed (without downloading) computer software online in the last 3 months	Q2B\4
-----	--	-------

Q.B3_3B How many computer software products do you think you have [accessed online] in the past 3 months?

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F29	All Adults in UK who have shared computer software online in the last 3 months	Q2C\4
-----	--	-------

Q.B3_3C How many computer software products do you think you have [shared online] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F30	All Adults in UK who have bought computer software products on disc in the last 3 months	QB3_1A\NOT ZERO
-----	--	-----------------

Q.B3_3D How many computer software products do you think you have [bought on disc] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F26	All Adults in UK who have downloaded, accessed or shared computer software in the last 3 months	Q2A\4 or Q2B\4 or Q2C\4
-----	---	-------------------------

MULTI CHOICE

Q.B3_4 Which sites or services have you used in the past 3 months to download, access, or share computer software products or applications through the internet?

If there are others you use that aren't on the list please specify them by using the answer labelled Other and write in your answers using the pen. YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

FILTERED LIST PROVIDED

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION C) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

- 1: COMPUTER SOFTWARE DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB3_3A AND QB3_3B TOGETHER
- 2: COMPUTER SOFTWARE = THIS IS BY ADDING THE ANSWERS AT QB3_3A AND QB3_3B AND QB3_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)
- 3: COMPUTER SOFTWARE PAID = THIS IS BY ADDING THE ANSWERS AT QB3_5A AND QB3_3D TOGETHER
- 4: COMPUTER SOFTWARE FREE = THIS IS BY ADDING THE ANSWERS AT QB3_3A AND QB3_3B TOGETHER THEN MINUS THE ANSWER FOR QB3_5A AWAY

F25	All Adults in UK who have downloaded or accessed computer software in the last 3 months	Q2A\4 or Q2B\4
-----	---	----------------

Q.B3_5 You indicated you have downloaded or accessed [INSERT DUMMY C CODE 1] computer software products in the past 3 months. Please tell me for each how many you....If unsure please give me your best estimate. If the answer is None type in 0

How many did you pay for?

How many did you already own on disc?

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 1

F31	All who paid for any computer software (any format) in the past 3 months	DUMMY QUESTION C\INSERT 3
-----	--	---------------------------

Q.B3_6 You indicated you have paid for [INSERT DUMMY C CODE 3] computer software products in any format (digital or disc) in the past 3 months. How many of these had you previously downloaded or accessed online for free?

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

F32	All who downloaded or accessed any free computer software in the past 3 months	DUMMY QUESTION C\INSERT 4
-----	--	---------------------------

Q.B3_7 You indicated that you have downloaded or accessed [INSERT DUMMY C CODE 4] computer software products for free in the past 3 months. How many of these do you think were done so legally?

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

SECTION B4 FILMS

F1	All Adults in UK	All
----	------------------	-----

Q.B4_1A Approximately, how much have you spent on the following in the past - 3 months?
Please enter your best estimate in pounds and pence. If you haven't spent anything just type in 0
Remember to tap OK to continue.

Films watched at the cinema

Rented films on DVD, Bluray, or VHS

Films purchased on DVD, Blu-ray or VHS

Online films purchased individually SCRIPTERS ONLY ASK IF Q2A\5 or Q2B\5

Online film subscriptions SCRIPTERS ONLY ASK IF Q2A\5 or Q2B\5

Films purchased individually through your Pay TV service (Pay-per-view) SCRIPTERS ONLY ASK IF QE/1,3,5,7,8,9

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ ___ . __P

F33	All Adults in UK who have downloaded, shared or accessed films online in the last 3 months	Q2A\5 or Q2B\5 or Q2C\5
-----	--	-------------------------

Thinking specifically about films available online.....

F34	All Adults in UK who have downloaded films online in the last 3 months	Q2A\5
-----	--	-------

Q.B4_2A Generally, how often do you [download films] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F35	All Adults in UK who have streamed or accessed (without downloading) films online in the last 3 months	Q2B\5
-----	--	-------

Q.B4_2B Generally, how often do you [streamed/accessed films] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F36	All Adults in UK who have shared films online in the last 3 months	Q2C\5
-----	--	-------

Q.B4_2C Generally, how often do you [share films] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F34	All Adults in UK who have downloaded films online in the last 3 months	Q2A\5
-----	--	-------

Q.B4_3A How many films do you think you have [downloaded online] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F35	All Adults in UK who have streamed or accessed (without downloading) films online in the last 3 months	Q2B\5
-----	--	-------

Q.B4_3B How many films do you think you have [streamed/accessed online] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F36	All Adults in UK who have shared films online in the last 3 months	Q2C\5
-----	--	-------

Q.B4_3C How many films do you think you have [shared online] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F37	All Adults in UK who have bought films on DVD, Blu-ray or VHS in the last 3 months	QB4_1B \NOT 0
-----	--	---------------

Q.B4_3D How many films do you think you have [bought on DVD, Blu-ray or VHS tape] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F33	All Adults in UK who have downloaded, shared or accessed films online in the last 3 months	Q2A\5 or Q2B\5 or Q2C\5
-----	--	-------------------------

MULTI CHOICE

Q.B4_4 Which sites or services have you used in the past 3 months to download, stream\access, or share films through the internet? Please read the list through carefully and indicate all that apply.

If there are others you use that aren't on the list please specify them by using the answer labelled Other and write in your answers using the pen. YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

FILTERED LIST PROVIDED

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION D) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

- 1: FILMS TOTAL DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB4_3A AND QB4_3B TOGETHER
- 2: FILMS TOTAL = THIS IS BY ADDING THE ANSWERS AT QB4_3A AND QB4_3B AND QB4_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)
- 3: FILMS PAID = THIS IS BY ADDING THE ANSWERS AT QB4_5A AND QB4_3D TOGETHER
- 4: FILMS FREE = THIS IS BY ADDING THE ANSWERS AT QB4_3A AND QB4_3B TOGETHER THEN MINUS THE ANSWER FOR QB4_5A AWAY

F38	All Adults in UK who have downloaded or accessed films in the last 3 months	Q2A\5 or Q2B\5
-----	---	----------------

Q.B4_5 You indicated you have downloaded or streamed/accessed [INSERT DUMMY D CODE 1] films in the past 3 months.

How many did you pay for, either as a one off or as part of a subscription?

How many did you already own on DVD, Blu-ray or VHS?

How many had you already seen at the cinema or through your TV service?

SHOW FOR ALL CODES

If unsure please give me your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 1

F39	All who paid for any films (any format) in the past 3 months	DUMMY QUESTION D\INSERT 3
-----	--	---------------------------

Q.B4_6 You indicated you have paid for [INSERT DUMMY D CODE 3] films in any format (digital or disc) in the past 3 months. How many of these had you previously downloaded or streamed/ accessed online for free? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

F40	All who downloaded or accessed any free films in the past 3 months	DUMMY QUESTION A\INSERT 4
-----	--	---------------------------

Q.B4_7 You indicated that you have downloaded or streamed/accessed [INSERT DUMMY A CODE 4] films for free in the past 3 months. How many of these do you think were done so legally?

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally

If unsure please give me your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

F68	All Adults in UK who have ever downloaded or accessed films	Q1A\5 or Q1B\5
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Q.B4_8A Assuming you saw a newly released film on an online service that you wanted to own. The film would be near DVD quality, and you knew it was a reputable and reliable service. How likely would you be to download it if it was the following prices?

REMEMBER TAP OK TO CONTINUE

DO NOT ROTATE STATEMENTS

INVERT THE ORDER OF STATEMENTS, SO 1\2 GET £3, £5,£7.50,£10 & £12.50 & THE OTHER 1\2 GET £12.50, £10, £7.50, £5 & £3

IF THEY SAY VERY UNLIKELY AT £3 THEN STOP AND MOVE TO NEXT QUESTION

IF THEY SAY VERY LIKELY AT £12.50 THEN STOP AND MOVE TO NEXT QUESTION

CODES 5 ONLY TO BE SHOWN ON FIRST STATEMENT. IF THEY SAY 5 THEN SKIP THE OTHER 4 PRICES AND GOTO Q8B

So how likely would you be to download it if it was ...?

REMEMBER TAP OK TO CONTINUE

£3

£5

£7.50

£10

£12.50

1: Very likely

2: Likely

3: Unlikely

4: Very Unlikely

F68	All Adults in UK who have ever downloaded or accessed films	Q1A\5 or Q1B\5
-----	---	----------------

Q.B4_8B Assume that the following online service became available...

A monthly subscription service allowing you to stream\access unlimited films from any internet connected device. All the films you want would be available in near DVD quality. The service would allow you to access the files offline. You would be allowed to cancel the service at any time

How likely would you be to subscribe at the following prices per month?
REMEMBER TAP OK TO CONTINUE

DO NOT ROTATE STATEMENTS

INVERT THE ORDER OF STATEMENTS, SO 1\2 GET £4, £6, £8, £10 & £12 & THE OTHER 1\2 GET £12, £10, £8, £6 & £4

IF THEY SAY VERY UNLIKELY AT £4 THEN STOP AND MOVE TO NEXT QUESTION
IF THEY SAY VERY LIKELY AT £12 THEN STOP AND MOVE TO NEXT QUESTION
CODES 5 ONLY TO BE SHOWN ON FIRST STATEMENT. IF THEY SAY 5 THEN SKIP THE OTHER 4 PRICES AND GOTO NEXT SECTION

So how likely would you be to subscribe at ... per month?
REMEMBER TAP OK TO CONTINUE

£4
£6
£8
£10
£12

1: Very likely
2: Likely
3: Unlikely
4: Very Unlikely

SECTION B5 TV PROGRAMMES

F1	All Adults in UK	All
----	------------------	-----

Q.B5_1A Approximately, how much have you spent on the following in the past 3 months?
Please include money spent on other people, where you haven't received any money back.
Enter your best estimate in pounds and pence.
If you haven't spent anything make sure you type in 0 (Zero) in the pence box before you continue.
Remember to tap OK to continue.

TV programmes rented on DVD, Blu-ray or VHS

TV programmes purchased on DVD, Blu-ray or VHS

TV programmes downloaded or streamed using an internet connection SCRIPTERS ONLY ASK IF Q2A\6 or Q2B\6

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ ___ . __ P

F41	All Adults in UK who have downloaded, shared or accessed TV programmes online in the last 3 months	Q2A\6 or Q2B\6 or Q2C\6
-----	--	-------------------------

Thinking specifically about TV programmes available online...

F42	All Adults in UK who have downloaded TV programmes online in the last 3 months	Q2A\6
-----	--	-------

Q.B5_2A Generally, how often do you [download TV programmes] through the internet?
DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F43	All Adults in UK who have streamed or accessed (without downloading) TV programmes online in the last 3 months	Q2B\6
-----	--	-------

Q.B5_2B Generally, how often do you [stream\access (without downloading) TV programmes] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F44	All Adults in UK who have shared TV programmes online in the last 3 months	Q2C\6
-----	--	-------

Q.B5_2C Generally, how often do you [share TV programmes] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F42	All Adults in UK who have downloaded TV programmes online in the last 3 months	Q2A\6
-----	--	-------

Q.B5_3A How many TV programmes do you think you have [downloaded online] in the past 3 months?

Please count each individual episode of a series as a single TV programme.

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F43	All Adults in UK who have streamed or accessed (without downloading) TV programmes online in the last 3 months	Q2B\6
-----	--	-------

Q.B5_3B How many TV programmes do you think you have [streamed or accessed (without downloading) online] in the past 3 months?

Please count each individual episode of a series as a single TV programme.

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F44	All Adults in UK who have shared TV programmes online in the last 3 months	Q2C\6
-----	--	-------

Q.B5_3C How many TV programmes do you think you have [shared online] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F45	All Adults in UK who have bought TV programmes on DVD, Blu-ray of VHS in the last 3 months	QB5_1A – Statement 2/NOT 0
-----	--	----------------------------

Q.B5_3D How many TV programmes do you think you have [bought on disc\tape] in the past 3 months? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F41	All Adults in UK who have downloaded, shared or accessed TV programmes online in the last 3 months	Q2A\6 or Q2B\6 or Q2C\6
-----	--	-------------------------

MULTI CHOICE

Q.B5_4 Which sites or services have you used in the past 3 months to download, stream\access, or share TV programmes through the internet?

If there are others you use that aren't on the list please specify them by using the answer labelled Other and write in your answers using the pen. YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

FILTERED LIST PROVIDED

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION E) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

- 1: TV PROGRAMMES DIGITAL = THIS IS BY ADDING THE ANSWERS AT QB5_3A AND QB5_3B TOGETHER
- 2: TV PROGRAMMES = THIS IS BY ADDING THE ANSWERS AT QB5_3A AND QB5_3B AND QB5_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)
- 3: TV PROGRAMMES PAID = THIS IS BY ADDING THE ANSWERS AT QB5_5A AND QB5_3D TOGETHER
- 4: TV PROGRAMMES FREE = THIS IS BY ADDING THE ANSWERS AT QB5_3A AND QB5_3B TOGETHER THEN MINUS THE ANSWER FOR QB5_5A AWAY

F46	All Adults in UK who have downloaded or accessed TV programmes in the last 3 months	Q2A\6 or Q2B\6
-----	---	----------------

Q.B5_5 You indicated you have downloaded or streamed/accessed [INSERT DUMMY E CODE 1] TV programmes in the past 3 months.

How many did you pay for?

How many did you already own on DVD, Blu-ray or VHS?

If unsure please give me your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 1

F47	All who paid for any TV programmes (any format) in the past 3 months	DUMMY QUESTION E\INSERT 3
-----	--	---------------------------

Q.B5_6.You indicated you have paid for [INSERT DUMMY E CODE 3] TV programmes in any format (digital or disc) in the past 3 months. How many of these had you previously downloaded or accessed online for free? If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

F48	All who downloaded or accessed any free TV programmes in the past 3 months	DUMMY QUESTION E\INSERT 4
-----	--	---------------------------

Q.B5_7 You indicated that you have downloaded or streamed/accessed [INSERT DUMMY E CODE 4] TV programmes for free in the past 3 months. How many of these do you think were done so legally?
Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

SECTION B6 BOOKS

F1	All Adults in UK	All
----	------------------	-----

Q.B6_1A Approximately how much have you spent on the following in the past 3 months?

Please include money spent on other people, where they haven't paid you back.

Enter your best estimate in pounds and pence.

If you haven't spent anything make sure you type in 0 (Zero) in the pence box before you continue.

Remember to tap OK to continue.

Books – paper copies including hardbacks and paperbacks)

e-books – digital copies downloaded SCRIPTERS ONLY ASK IF Q2A\6 or Q2B\6

5 DIGIT BOX TO BE ENTERED AS FOLLOWS:

£ ___ . __ P

F49	All Adults in UK who have downloaded, shared or accessed e-books online in the last 3 months	Q2A\8 or Q2B\8 or Q2C\8
-----	--	-------------------------

Thinking specifically about e-books available online.....

F50	All Adults in UK who have downloaded e-books online in the last 3 months	Q2A\8
-----	--	-------

Q.B6_2A Generally, how often do you [download e-books] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F51	All Adults in UK who have streamed or accessed (without downloading) e-books online in the last 3 months	Q2B\8
-----	--	-------

Q.B6_2B Generally, how often do you [access e-books] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F52	All Adults in UK who have shared e-books online in the last 3 months	Q2C\8
-----	--	-------

Q.B6_2C Generally, how often do you [share e-books] through the internet?

DO NOT INVERT

- 1: Most days
- 2: 2-3 times a week
- 3: About once a week
- 4: Every 2-3 weeks
- 5: About once a month
- 6: Less often
- 7: Don't Know

F50	All Adults in UK who have downloaded e-books online in the last 3 months	Q2A\8
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Q.B6_3A How many books do you think you have [downloaded online] in the past 3 months?

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F51	All Adults in UK who have streamed or accessed (without downloading) e-books online in the last 3 months	Q2B\8
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Q.B6_3B How many books do you think you have [accessed online] in the past 3 months?
If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F52	All Adults in UK who have shared e-books online in the last 3 months	Q2C\8
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Q.B6_3C How many books do you think you have [shared online] in the past 3 months. If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F53	All Adults in UK who have bought physical books in the last 3 months	QB6_1A – STATEMENT 1 \NOT 0
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Q.B6_3D How many books do you think you have [bought in a physical format such as hardback or paperback] in the past 3 months?
If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX

F49	All Adults in UK who have downloaded, shared or accessed e-books online in the last 3 months	Q2A\8 or Q2B\8 or Q2C\8
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MULTI CHOICE

Q.B6_4 Which sites or services have you used in the past 3 months to download, stream\access, or share e-books through the internet? Please read the list through carefully and indicate all that apply.

If there are others you use that aren't on the list please specify them by using the answer labelled Other and write in your answers using the pen. YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

FILTERED LIST PROVIDED

SCRIPTERS INSERT A DUMMY QUESTION HERE (LABEL AS DUMMY QUESTION F) WHICH IS NEEDED FOR THE INSERTS FOR LOTS OF QUESTIONS. AT THE QUESTIONS WHERE IT SAYS INSERT 1,2 ETC – THIS MEANS YOU INSERT THE ACTUAL NUMBER AND NOT THE TEXT.

- 1: **BOOKS TOTAL DIGITAL** = THIS IS BY ADDING THE ANSWERS AT QB6_3A AND QB6_3B TOGETHER
- 2: **BOOKS TOTAL** = THIS IS BY ADDING THE ANSWERS AT QB6_3A AND QB6_3B AND QB6_3D TOGETHER (THIS ISN'T USED AS A FILTER ANYWHERE BUT WILL BE USED FOR ANALYSIS)
- 3: **BOOKS PAID** = THIS IS BY ADDING THE ANSWERS AT QB6_5A AND QB6_3D TOGETHER
- 4: **BOOKS FREE** = THIS IS BY ADDING THE ANSWERS AT QB6_3A AND QB6_3B TOGETHER THEN MINUS THE ANSWER FOR QB6_5A AWAY

F54	All Adults in UK who have downloaded or accessed e-books in the last 3 months	Q2A\8 or Q2B\8
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Q.B6_5 You indicated you have downloaded or accessed [INSERT DUMMY F CODE 1] e-books in the past 3 months.

How many did you pay for, either as a one off or as part of a subscription?

How many did you already own as a paper copy ?

If unsure please give me your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 1

F55	All who paid for any books(any format) in the past 3 months	DUMMY QUESTION F\INSERT 3
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Q.B6_6 You indicated you have paid for [INSERT DUMMY F CODE 3] books in any format (digital or physical) in the past 3 months. How many of these had you previously downloaded or accessed online for free?

If you are unsure just give your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 3

F56	All who downloaded or accessed any free books in the past 3 months	DUMMY QUESTION F\INSERT 4
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Q.B6_7 You indicated that you have downloaded or accessed [INSERT DUMMY F CODE 4] e-books for free in the past 3 months. How many of these do you think were done so legally?

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally

If unsure please give me your best estimate. If the answer is None type in 0

4 DIGIT BOX NUMBER CAN BE THE SAME OR LESS THAN THE INSERT 4

F69	All Adults in UK who have ever downloaded or accessed e-books	Q1A\8 or Q1B\8
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Q.B6_8A Assuming you saw a **new fiction e-book** on an online service that you wanted to own. It would be high quality, and you knew it was a reputable and reliable service. How likely would you be to download it if it was the following prices?

REMEMBER TAP OK TO CONTINUE

DO NOT ROTATE STATEMENTS

INVERT THE ORDER OF STATEMENTS, SO 1\2 GET £2,£4,£6,£8& £10& THE OTHER 1\2 GET £10,£8,£6,£4& £2

IF THEY SAY VERY UNLIKELY AT £2 THEN STOP AND MOVE TO NEXT QUESTION

IF THEY SAY VERY LIKELY AT £10 THEN STOP AND MOVE TO NEXT QUESTION

CODES 5 ONLY TO BE SHOWN ON FIRST STATEMENT. IF THEY SAY 5 THEN SKIP THE OTHER 4 PRICES AND GOTO Q8B

So how likely would you be to download it if it was ...?

REMEMBER TAP OK TO CONTINUE

£2

£4

£6

£8

£10

1: Very likely

2: Likely

3: Unlikely

4: Very Unlikely

F69	All Adults in UK who have ever downloaded or accessed e-books	Q1A\8 or Q1B\8
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Q.B6_8B Assume that the following online service became available...

A monthly subscription service allowing you to access 10 e-books at each month from any internet-connected device. You will be able to access the files offline but they could only be read through the service itself. You would be allowed to cancel the service at any time

How likely would you be to subscribe at the following prices per month?
REMEMBER TAP OK TO CONTINUE

DO NOT ROTATE STATEMENTS

INVERT THE ORDER OF STATEMENTS, SO 1\2 GET £5,£7.50,£10,£12.50 & £15 & THE OTHER 1\2 GET £15,£12.50,£10,£7.50 & £5

IF THEY SAY VERY UNLIKELY AT £5 THEN STOP AND MOVE TO NEXT QUESTION
IF THEY SAY VERY LIKELY AT £15 THEN STOP AND MOVE TO NEXT QUESTION
CODES 5 ONLY TO BE SHOWN ON FIRST STATEMENT. IF THEY SAY 5 OR 6 THEN SKIP THE OTHER 4 PRICES AND GOTO NEXT SECTION

So how likely would you be to subscribe at ... per month?
REMEMBER TAP OK TO CONTINUE

£5
£7.50
£10
£12.50
£15

1: Very likely
2: Likely
3: Unlikely
4: Very Unlikely

SECTION C - ATTITUDES

F2	All Adults in UK with access to internet	[QA\NOT DK OR NONE]
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MULTI CHOICE

Q.3 Are you aware of the following online services? YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

REMOVE ANSWERS GIVEN AT B1_4, B2_4, B3_4, B4_4, B5_4 & B6_4

DK-BUTTON

F2	All Adults in UK with access to internet	[QA\NOT DK OR NONE]
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Q.4 To what extent do you agree or disagree with each of the following statements? Please note, by 'content' we mean music, film, books, computer software, and TV files.

RANDOMISE

A: I think that you should be able to download or access the content you want for free from the internet

B: It is easy to find content on the internet for free that would usually be paid for

C: Content that you download or access online should be cheaper than the equivalent purchased in a physical format (e.g. a CD, DVD, Blu-ray, or VHS)

D: If you had paid for a digital file you should then be able to share it with others

E: The rules governing what you can and can't do with content you purchase should be the same for both physical (e.g. a CD, DVD, Blu-ray, or VHS) and online formats

F: It is wrong to access content online without the creators/artists permission

G: The price that you pay to download or access content online is generally about right

H: I find it difficult to find legal content online

- 1: Strongly agree
- 2: Slightly agree
- 3: Neither agree nor disagree
- 4: Slightly disagree
- 5: Strongly disagree
- 7: Don't Know

F57	All adults in UK who have downloaded specified type of files in the past 3 months	Q2A\1,3,4,5,6,8
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MULTI CHOICE

Q.5 You indicated you have downloaded [INSERT] in the past 3 months.

SCRIPTERS THE INSERTS ARE AS FOLLOWS, IF MULTI YOU NEED TO KEEP ADDING COMAS IN BETWEEN SO THEY APPEAR ON ONE LINE:

IF Q2A\1 music

IF Q2A\3 video games

IF Q2A\4 computer software

IF Q2A\5 films

IF Q2A\6 TV programmes

IF Q2A\8 e-books

Generally, what would you say are your personal reasons for downloading these types of files rather than buying a physical version such as a CD, DVD, Blu-ray, paper, etc?

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

1: It's easier\more convenient

2: It's quicker

3: It's cheaper

4: I can get them for free

5: The quality isn't noticeably different

6: It's more up-to-date

7: It's what everyone does

8: I can access them more easily on the devices I have

9: No physical version available

Other reason – WRITE IN

F58	All Adults in UK who have not downloaded any files in the last 3 months	Q2A\ NOT 1-9
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MULTI CHOICE

Q.6 What are the reasons that you haven't downloaded any files in the past 3 months?

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

1: I'm not interested

2: I prefer to have a physical copy

3: I prefer to stream\access (without downloading) files

4: They are too expensive

5: The quality is not as good

6: It is easier to buy physical copies

7: I do not have a credit\debit card

8: I fear that they could be illegal

9: I fear they may have viruses\ malware\ spyware

10: I'm unaware of the download services available

11: I'm not sure how to do it

12: I don't own a computer \ device capable of downloading

13: Physical copies are more flexible

Other reason - WRITE IN

F59	All Adults in UK who have paid for digital music in the past 3 months	[QB1_5A\ NOT ZERO] OR [QB2_5A\ NOT ZERO] OR [QB3_5A\ NOT ZERO] OR [QB4_5A\ NOT ZERO] OR [QB5_5A\ NOT ZERO] OR [QB6_5A\ NOT ZERO] OR
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MULTI CHOICE

Q.7 You indicated you have paid to download or stream/access [INSERT] in the past 3 months.

SCRIPTERS THE INSERTS ARE AS FOLLOWS, IF MULTI YOU NEED TO KEEP ADDING COMAS IN BETWEEN SO THEY APPEAR ON ONE LINE:

- IF QB1_5A NOT ZERO music
- IF QB2_5A NOT ZERO video games
- IF QB3_5A NOT ZERO computer software
- IF QB4_5A NOT ZERO films
- IF QB5_5A NOT ZERO TV programmes
- IF QB6_5A NOT ZERO e-books

What were your personal reasons for doing this rather than using services where you could have got them for free?

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

- 1: It's easier\more convenient
- 2: It's quicker
- 3: They are better quality
- 4: I don't want to use illegal sites
- 5: I think it's morally wrong to use illegal sites
- 6: I want to support creators\industry
- 7: I fear they may have viruses\ malware \ spyware
- 8: I fear I might be caught
- 9: I can afford to pay
- 10: I prefer to pay
- 11: I don't think it is right to get them for free
- 12: I'm unaware of the free services available
- 13: I don't know how to use the free services
- Other reason – WRITE IN

F60	All Adults in UK who streamed or accesses files	Q2B\1,3,4,5,6,8
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MULTI CHOICE

Q.8 You indicated you have accessed or streamed [INSERT] in the past 3 months.

SCRIPTERS THE INSERTS ARE AS FOLLOWS, IF MULTI YOU NEED TO KEEP ADDING COMAS IN BETWEEN SO THEY APPEAR ON ONE LINE:

IF Q2B/1 music

IF Q2B/3 video games

IF Q2B/4 computer software

IF Q2B/5 films

IF Q2B/6 TV programmes

IF Q2B/8 e-books

What are your personal reasons for doing this?

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

1: It's easy\convenient

2: It's quick

3: It's free

4: It's easy to do

5: It's quicker than downloading

6: It's cheaper than downloading

7: It means I don't have to download them

8: It means I can try something before I buy it

9: It's what everyone does

10: My friends cant access files themselves

14: My family cant access files themselves

11: Some types of files are too expensive to buy

12: For entertainment

13: Don't have a TV / radio

14: To watch programmes I have missed on TV

Other reason –WRITE IN

F61	All Adults in UK who share files	Q2C\1,3,4,5,6,8
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MULTI CHOICE

Q.9 You indicated you have shared [INSERT] in the past 3 months

SCRIPTERS THE INSERTS ARE AS FOLLOWS, IF MULTI YOU NEED TO KEEP ADDING COMAS IN BETWEEN SO THEY APPEAR ON ONE LINE:

IF Q2C/1 music

IF Q2C/3 video games

IF Q2C/4 computer software

IF Q2C/5 films

IF Q2C/6 TV programmes

IF Q2C/8 e-books

What are your personal reasons for doing this?

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

1: It's easy to do

2: It's only fair

3: It's what everyone does

4: I don't know how to share them

6: My friends\family cant access files themselves

7: I should be able to share my content with whomever I choose

8: Unless I share content, I can't download other files myself

Other reason – WRITE IN

F62	All Adults in UK who have downloaded or streamed files through an illegal service	QB1_7 LESS THAN DUMMY A CODE 4 OR QB1_7B LESS THAN DUMMY A CODE 3 OR QB2_7 LESS THAN DUMMY B CODE 4 OR QB3_7 LESS THAN DUMMY C CODE 4 OR QB4_7 LESS THAN DUMMY D CODE 4 OR QB5_7 LESS THAN DUMMY E CODE 4 OR QB6_7 LESS THAN DUMMY F CODE 4 OR
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MULTI CHOICE

Q.10A You indicated you have downloaded or streamed the following types of files in the past 3 months which you think may have been done so illegally [INSERT]

SCRIPTERS THE INSERTS ARE AS FOLLOWS, IF MULTI YOU NEED TO KEEP ADDING COMAS IN BETWEEN SO THEY APPEAR ON ONE LINE:

- IF QB1_7 LESS THAN DUMMY A CODE 4 OR QB1_7B LESS THAN DUMMY A CODE 3 music
- IF QB2_7 LESS THAN DUMMY B CODE 4 video games
- IF QB3_7 LESS THAN DUMMY C CODE 4 computer software
- IF QB4_7 LESS THAN DUMMY D CODE 4 films LESS THAN DUMMY A CODE 3 films
- IF QB5_7 LESS THAN DUMMY E CODE 4 programmes
- IF QB6_7 LESS THAN DUMMY F CODE 4 e-books

What are your personal reasons for doing this?

YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally

- 1: It's easy\convenient
- 2: It's quick
- 3: It's free
- 4: It means I can try something before I buy it
- 5: It's what my friends or family do
- 6: Because I can
- 7: I already owned content in another format
- 8: I've already paid to see it\them at the cinema\in concert, etc
- 9: I don't want to wait for content to become available on legal services
- 10: I can't afford to pay
- 11: I think legal content is too expensive
- 12: I think legal content is too poor quality
- 13: The files I want are not available on legal services
- 14: I don't think I should have to pay for files online?
- 15: The Industry makes too much money
- 16: I already spend enough on content
- 17: No one suffers
- 18: No one ever gets caught
- 19: It gives me status
- Other reason – WRITE IN

F62	All Adults in UK who have downloaded or streamed files through an illegal service	QB1_7 LESS THAN DUMMY A CODE 4 OR QB1_7B LESS THAN DUMMY A CODE 3 OR QB2_7 LESS THAN DUMMY B CODE 4 OR QB3_7 LESS THAN DUMMY C CODE 4 OR QB4_7 LESS THAN DUMMY D CODE 4 OR QB5_7 LESS THAN DUMMY E CODE 4 OR QB6_7 LESS THAN DUMMY F CODE 4 OR
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MULTI CHOICE

Q.10B And which, if any, of the following do you think would make you stop downloading or streaming files illegally? YOU MAY GIVE AS MANY OR AS FEW ANSWERS AS YOU FEEL APPLY

Note: your answers will be treated in the strictest confidence, and will in no way be connected back to you personally

RANDOMISE CODES 1-16

- 1: If everyone else stopped doing it
 - 2: If legal services were better
 - 3: If legal services were cheaper
 - 4: If legal services were more convenient\flexible
 - 5: If everything I wanted was available legally
 - 6: If I thought I might be caught
 - 7: If I thought I might be sued
 - 8: If my ISP sent me a letter informing me my account had been used to infringe
 - 9: If my ISP sent me a letter saying they would restrict my internet speed
 - 10: If my ISP sent me a letter saying they would suspend my internet access
 - 11: If friends or family were caught
 - 12: If there were articles in the media about people being caught
 - 13: If a subscription service I was interested in became available
 - 14: If everything I wanted was available legally online as soon as it was released elsewhere
 - 15: If it is clearer what is legal and what isn't
 - 16: If I knew where to go to see if something was illegal or not
- Other reason – WRITE IN
Nothing would make me stop – FIX AND MUTUALLY EXCLUSIVE

F63	All Adults in UK with access to internet	TAKEN FROM QUOTA QUESTION
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Q11A. How confident are you that you know what is legal and what isn't in terms of downloading, streaming/accessing, and sharing content through the internet?

- 1: Very confident
- 2: Slightly confident
- 3: Not particularly confident
- 4: Not at all confident

F63	All Adults in UK with access to internet	TAKEN FROM QUOTA QUESTION
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Q11B. And what aspects of an online service which allows you to either download, or stream/access content through the internet would make you trust it was legal? Please describe in as much detail as possible

OPEN ENDED

F1	All Adults in UK	All
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Q12. Finally...do you have any other opinions or would like to give any more details (on the topic of downloading, streaming, sharing content through the internet) that haven't been covered by this survey?

OPEN ENDED

Thank you for your help with this survey, we would again like to stress that this is completely confidential. Please help to ensure that this section remains confidential by not discussing the content of the questions with the person who has interviewed you.

TAP 'OK' AND THE ANSWERS THAT YOU HAVE GIVEN WILL NOT BE VIEWED BY THE INTERVIEWER. AS I MENTIONED EARLIER, THE ANSWERS YOU HAVE GIVEN WILL REMAIN COMPLETELY CONFIDENTIAL. NOW PLEASE HAND THE MACHINE BACK TO THE INTERVIEWER.

SCRIPTERS – REMOVE BACK BUTTON