

**QUESTIONNAIRE – OFCOM MEDIA LITERACY AUDIT, ALL UK ADULTS AGED 16+**

**SCREENING QUESTIONNAIRE**

S1 Do you work either full-time or part-time?  
CODE RESPONDENT'S GENDER AND WORKING STATUS

- Male, working full-time ..... 1
- Male, working part-time ..... 2
- Male, not working..... 3
- Female, working full-time..... 4
- Female, working part-time ..... 5
- Female, not working ..... 6

S2 WRITE IN AND CODE EXACT AGE

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- 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
- Refused ..... 10

S3 **SHOWCARD SA** Could you tell me which of these, if any, limit your daily activities or the work you can do? Just read out the letter or letters that apply to you?

MULTICODE OK

- 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. Limited ability to reach ..... 7
- H. Mental health problems or difficulties..... 8
- I. Dyslexia ..... 9
- J. Other illnesses/ health problems which limit your daily activities/ work you can do ..... 10

(WRITE IN) \_\_\_\_\_

None ..... 11

- S4 **SHOWCARD SB** Could you please take a look through this list, and read out any letters shown next to any types of **physical** difficulties that you have?  
MULTICODE OK – OR CODE 21 IF ‘NONE OF THESE’

	<b>TELEVISIONS</b>	
A	Picking up the remote control	1
B	Holding the remote control	2
C	Seeing the buttons on the remote control	3
D	Pressing the buttons on the remote control	4
E	Hearing the television at a volume other people find acceptable	5
F	Seeing the picture on the TV screen	6
G	Using the interactive services on your television	7
	<b>COMPUTERS</b>	
H	Using the mouse or control pad	8
I	Using the keyboard	9
J	Reading the monitor display	10
K	Seeing the letters and symbols on the keyboard	11
	<b>MOBILE PHONES</b>	
L	Picking up the handset when your mobile phone rings	12
M	Holding the mobile phone to your ear	13
N	Seeing and being able to read the digital display	14
O	Seeing the numbers used to dial with	15
P	Pressing the buttons on your mobile phone	16
Q	Hearing the phone ring, even with the volume turned up	17
R	Hearing the person on the other end of the line in a conversation, even with the volume turned up	18
S	Using buttons on the phone's menu system to use the different features on your phone	19
T	Using the buttons on the phone to write text messages	20
	NONE OF THESE DIFFICULTIES	21

S5 SHOWCARD SC Which of these groups best describes you?  
SINGLE CODE

<u>WHITE</u>	
A. British .....	1
B. English.....	2
C. Scottish .....	3
D. Welsh .....	4
E. Irish.....	5
F. Any other white background (WRITE IN) .....	6
<hr/>	
<u>MIXED</u>	
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
<hr/>	
<u>ASIAN AND BRITISH ASIAN</u>	
K. Indian.....	11
L. Pakistani .....	12
M. Bangladeshi.....	13
N. Any other Asian background (WRITE IN) .....	14
<hr/>	
<u>BLACK AND BLACK BRITISH</u>	
O. Caribbean .....	15
P. African .....	16
Q. Any other black background (WRITE IN).....	17
<hr/>	
<u>MIDDLE EAST AND ARABIC ORIGIN</u>	
R. Middle Eastern, including Arabic origin .....	18
S. Iranian .....	19
<u>CHINESE OR OTHER ETHNIC GROUP</u>	
T. Chinese .....	20
U. Any other background (WRITE IN) .....	21
<hr/>	
Refused .....	22

**MAIN QUESTIONNAIRE**

**SAY TO RESPONDENT** – I'd like to ask you some questions about how you feel towards new technology generally and some particular types of technology.

A1 **SHOWCARD AA** Could you 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?

ROTATE ORDER OF STATEMENTS - SINGLE CODE FOR EACH

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	I'm interested in new technology	1	2	3	4	5	6
B	I try to keep up with technology	1	2	3	4	5	6
C	I prefer to wait until new technology products have become cheaper and better before thinking about buying them	1	2	3	4	5	6
D	People rely too much on technology nowadays	1	2	3	4	5	6
E	Listening to music is a key part of my life	1	2	3	4	5	6

A2 **SHOWCARD AB** Which, if any, of the terms on this card relating to communication services have you heard of before today?

MULTICODE OK

A3 **ASK IF HEARD OF ANY AT A2 (CODES 1-4) – OTHERS SKIP TO A4**

And which, if any, of these do you think you could describe to a friend to explain what it is?

MULTICODE OK FOR ANY CODED AT A2

	A2	A3
Broadband.....	1.....	1
Digital radio.....	2.....	2
Digital TV.....	3.....	3
3G.....	4.....	4
None of these (SINGLE CODE) .....	5.....	5

**ASK ALL**

A4 **SHOWCARD AC** Which of the following do you regularly do?  
MULTICODE OK

A5 **ASK IF ANY CODED 1-9 AT A4 – OTHERS SKIP TO A7**

Which **one** of these would you miss doing the most?  
SINGLE CODE ONE RESPONSE GIVEN AT A4

A6 And which **one** of these could you most easily give up?

SINGLE CODE ONE RESPONSE GIVEN AT A4

	A4	A5	A6
Watch television .....	1	1	1
Listen to the radio .....	2	2	2
Use a mobile phone.....	3	3	3
Use the internet via a computer/ laptop.....	4	4	4
Read newspapers/ magazines .....	5	5	5
Watch videos/ DVDs.....	6	6	6
Play console/computer games .....	7	7	7
Listen to a portable music device/ MP3 player .....	8	8	8
Listen to music on hi-fi/ CD or tape player.....	9	9	9
None of these (SINGLE CODE) .....	10	10	10
Don't know.....		11	11

A7 **ASK ALL**

**SHOWCARD AD** Which, if any, of these do you regularly do when you're travelling – whether by car, train or another type of transport?

Listen to radio .....	1
Read newspaper .....	2
Read magazine .....	3
Use a mobile phone.....	4
Use the internet via a laptop or palmtop/ PDA .....	5
Listen to portable music player .....	6
Watch videos/ DVDs.....	7
Play console/ computer games .....	8
Watch television .....	9
None of these (SINGLE CODE) .....	10

A8 Could you please complete the information on this sheet to show which of the types of electronic equipment you have in your household, whether you ever use each type, and how often you tend to use each of them?  
**HAND TO RESPONDENT TO COMPLETE (OR READ OUT TO RESPONDENT IF NECESSARY) – CIRCLE ONE ANSWER FOR EACH ROW**

		Do not have in my household	Have and I use	Have, but I don't use	Don't know
A	Digital camera	1	2	3	4
B	Digital camcorder	1	2	3	4
C	Palmtop computer/ Personal Digital Assistant/ PDA (e.g. iPAQ/ XDA/ Clié/ Blackberry)	1	2	3	4
D	MP3 player (e.g. iPod/ MuVo/ iRiver)	1	2	3	4
E	CD player	1	2	3	4
F	Games console (e.g. PlayStation/ Xbox/ Nintendo)	1	2	3	4
G	Video cassette recorder	1	2	3	4
H	DVD player	1	2	3	4
I	DVD recorder	1	2	3	4
J	Personal Video Recorder/ PVR (e.g. Sky Plus/ TiVo)	1	2	3	4

A9 **ASK IF HAVE PERSONAL VIDEO RECORDER/ PVR AT A8J (CODES 2-3) – OTHERS SKIP TO A12**

How long ago did you first get Sky Plus/ TiVo/ Personal Video Recorder?

IF NECESSARY – At any address you've lived at.

PROMPT IF NECESSARY

- In the last year .....1
- In the last 2 years .....2
- In the last 3-5 years .....3
- Can't remember .....4

A10 **ASK IF HAVE PERSONAL VIDEO RECORDER/ PVR**

Have you noticed any difference in the amount of recorded TV you personally watch since you've had Sky Plus/ TiVo/ Personal Video Recorder?

IF INCREASED/ DECREASED – How many hours more/ less than before in a typical week?

SINGLE CODE

- Yes, increased .....1 A11
- Yes, decreased .....2 A11
- No difference .....3 A12
- Don't know .....4 A12

A11 **ENTER IF INCREASE/ DECREASED AT A10**

NUMBER OF HOURS INCREASED/ DECREASED – ROUND UP TO NEAREST HALF HOUR \_\_\_\_\_

A12 ASK ALL

SHOWCARD AE In a typical week, how much of your leisure time is spent in your home?

INTERVIEWER – WE MEAN INSIDE NOT OUTSIDE THE HOME

SINGLE CODE

- Almost all/ all..... 1
- Most..... 2
- About half..... 3
- Less than half ..... 4
- Almost none/ none..... 5
- Don't know ..... 6

**TELEVISION**

**SAY TO RESPONDENTS** – I'd like to ask you some questions now about television, and some of the different ways of receiving a TV service at home.

**T1 ASK ALL** How many TV sets that are used at all do you have in your household?  
SINGLE CODE

One .....	1
Two .....	2
Three .....	3
Four .....	4
Five .....	5
Six or more .....	6
None .....	7

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T11

**T2 ASK THOSE WITH ANY TV'S AT T1 – OTHERS SKIP TO T11**

Can any of your TV sets receive additional channels other than BBC, ITV, Channel 4/ S4C and (where available) Channel 5?

IF 'NO' – CODE 1 ONLY AND SKIP TO T5

IF 'YES' - Is this via satellite, cable, a set-top box or digital TV set such as Freeview or via a broadband DSL line?

IF 'CABLE' - Can you receive the additional BBC channels such as BBC3 and CBeebies? - CODE 3 IF 'YES' OR CODE 4 IF 'NO'

MULTICODE OK FOR CODES 2-6 – IF RESPONDENT IS UNSURE WHETHER THEY RECEIVE ADDITIONAL CHANNELS, PLEASE CODE 1

Terrestrial TV only (SINGLE CODE).....	1	T5
Digital satellite TV (such as through Sky) .....	2	
Digital cable (through NTL or Telewest) WITH BBC3 AND CBeebies.....	3	
Non-digital cable (through NTL or Telewest) DO NOT HAVE BBC3 AND CBeebies.....	4	
Freeview (through a set-top box or digital TV set).....	5	
Digital TV via broadband DSL line (through HomeChoice or Kingston Communications).....	6	

**T3 ASK IF MULTI-CHANNEL TV AT T2 (CODES 2-6) – OTHERS SKIP TO T5**

How many TV's in your household receive a service with additional channels?

IF NECESSARY – That is channels received through (CHOOSE AS APPROPRIATE FROM T2) Sky/ NTL/ Telewest/ Freeview/ Home Choice/ Kingston Communications?

SINGLE CODE

One .....	1
Two .....	2
Three .....	3
Four .....	4
Five .....	5
Six or more .....	6
Don't know .....	7

**T4 ASK IF MULTI-CHANNEL TV AT T2**

How long ago did you first get "multi-channel" TV?

IF NECESSARY – At any address you've lived at.

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

- T5 **ASK ALL WITH ANY TV'S AT T1 (CODES 1-6)**  
Please think about the hours that you watch television in a typical week – so both weekdays and at the weekend...
- T5A How many hours in a typical week would you say you spend watching TV programmes **as they are broadcast** – so not a recording of a TV programme?
- T5B How many hours in a typical week would you say you spend watching TV programmes that have been **recorded** – so those **previously** shown live?
- T5C And how many pre-recorded DVDs or videos would you say you watch in a typical week?  
INTERVIEWER – WE MEAN THE NUMBER WATCHED NOT THE NUMBER OF HOURS WATCHED

	T5A	T5B	T5C
	TV programmes <b>as they are broadcast</b> – so not a recording of a TV programme	Recorded TV programmes – so those <b>previously</b> shown live	Pre-recorded <b>DVDs or videos</b> – <b>number watched</b> please
Number of <b>hours watched</b> in a typical week – Please enter 0.5 if less than 1 hour per week – Round up to nearest half hour			

- T6 **ASK ALL WITH ANY TV'S AT T1**  
**SHOWCARD TA** Which of these ways apply to you in terms of how you usually find out what to watch on television?  
MULTICODE OK

- A. Guide in newspaper or newspaper supplement..... 1
- B. Radio Times/ What's On TV/ any other listings magazine ... 2
- C. Electronic Programme Guide/schedule on TV screen ..... 3
- D. Now and next display at the bottom of the TV screen ..... 4
- E. Internet websites ..... 5
- F. Teletext/ Ceefax ..... 6
- G. Promotions/ Ads/ Trailers on TV or in press ..... 7
- H. I know when my programmes are on..... 8
- I. Don't find out, just watch what's on ..... 9
- J. From other people/ by word of mouth..... 10
- K. Someone else usually decides..... 11
- L. Other (WRITE IN) \_\_\_\_\_ 12

- T7 **ASK ALL WITH ANY TV'S AT T1**  
**SHOWCARD TB** In relation to how you usually find out what to watch on television, which of the options on the card apply to you – you can choose more than one?  
MULTICODE OK

- I usually watch the same channels..... 1
- I usually plan my viewing well in advance ..... 2
- I tend to make my choice from what's on when I switch on the television..... 3
- I tend to choose when I see what is on that day..... 4
- I tend to switch around a lot when I am watching..... 5
- I tend to watch what other people have decided what to watch ..... 6
- I have my favourite regular programmes and don't watch much else ..... 7
- Don't know..... 8

**T8 ASK ALL WITH ANY TV'S AT T1**

**SHOWCARD TC** Have you ever done any of the things shown on this card as a result of seeing something on television?

MULTICODE OK

- Sent a text message to the programme or TV channel ..... 1
- Made a phone call to the programme or TV channel ..... 2
- Sent an e-mail to the programme or TV channel..... 3
- Visited a programme's website..... 4
- Pressed the red button on your remote control ..... 5
- Sent a letter through the post to the programme or TV channel ..... 6
- Other (WRITE IN) \_\_\_\_\_ 7

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No, have not (SINGLE CODE) \_\_\_\_\_ 8 T10

**T9 ASK IF CODES 1-7 AT T8 – OTHERS SKIP TO T10**

What were your reasons for this?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- To donate to a charity (e.g. Red Nose Day) ..... 1
- To enter a competition ..... 2
- To vote/ nominate ..... 3
- To respond to a feature on the programme ..... 4
- To speak 'on air' to the programme presenter ..... 5
- To take part in a quiz ..... 6
- To complain about a programme ..... 7
- To purchase items ..... 8
- To find out more about something featured on TV ..... 9
- Other (WRITE IN) \_\_\_\_\_ 10

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Can't remember ..... 11

**T10 ASK IF HAVE DIGITAL TV (CODES 2-3, 5-6 AT T2) – OTHERS SKIP TO T11**

You mentioned earlier that your household can receive additional channels via (CHECK RESPONSE/S AT T2) satellite/ cable/ Freeview/ DSL line...

What would you say were your reasons for getting a digital TV service at home?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- Needed to buy a new TV set ..... 1
- To get the extra BBC channels ..... 2
- To get more TV channels ..... 3
- For better picture quality ..... 4
- Not enough choice on main four/ five channels ..... 5
- Friends/ family recommend it ..... 6
- For the children in the household ..... 7
- For the football ..... 8
- For the (other) sports coverage ..... 9
- To keep up with new technology ..... 10
- Prices have come down/ more affordable ..... 11
- Will have to have digital TV once terrestrial signal is shut off ... 12
- Not my decision ..... 13
- Given to me/ gift ..... 14
- Other (WRITE IN) ..... 15

\_\_\_\_\_

\_\_\_\_\_

Can't remember ..... 16

**T11 ASK IF DO NOT HAVE DIGITAL TV (CODE 7 AT T1 OR CODE 1 OR 4 AT T2 – AND NOT CODES 2-3, 5-6 AT T2) – OTHERS SKIP TO T14**

As you may know, some people receive their TV service through a satellite dish, cable or set-top box such as Freeview, or perhaps a digital television set with Freeview built in.

Do you intend to get a digital TV service at home in the next year or so?

- Yes ..... 1 T12
- No ..... 2 T13
- Don't know ..... 3 T14

**T12 ASK IF INTEND TO GET DIGITAL TV AT T11 (CODE 1) – OTHERS SKIP TO T13**

What are your reasons for getting a digital TV service at home?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- Need to buy a new TV set ..... 1
- To get the extra BBC channels ..... 2
- To get more TV channels ..... 3
- For better picture quality ..... 4
- Not enough choice on main four/ five channels ..... 5
- Friends/ family recommend it ..... 6
- For the children in the household ..... 7
- For the football ..... 8
- For the (other) sports coverage ..... 9
- To keep up with new technology ..... 10
- Prices have come down/ more affordable ..... 11
- Will have to have digital TV once terrestrial signal is shut off ... 12
- Not my decision ..... 13
- Other (WRITE IN) ..... 14

T13 ASK IF DO NOT INTEND TO GET DIGITAL TV AT T11 (CODE 2) – OTHERS SKIP TO T14

And can you tell me why that is?

DO NOT READ OUT PROBE FULLY MULTICODE OK

IF 'TOO EXPENSIVE'/'CAN'T AFFORD IT'/'COSTS TOO MUCH – PROBE TO CODES 2 AND 3

Happy with current TV channels.....	1
Equipment is too expensive.....	2
Monthly fee is too expensive .....	3
Can't receive digital signal in this area.....	4
Too complicated to use.....	5
Don't understand enough about it.....	6
Don't know anything about it.....	7
Wait for cost of equipment to come down.....	8
Wait for cost of channels to come down .....	9
Poor programmes/ nothing to watch.....	10
May watch too much TV .....	11
Not enough choice of how to pay .....	12
Not enough time to watch more TV channels.....	13
Don't want more technology in the home .....	14
Just repeats .....	15
Don't follow football/ sports.....	16
Other(WRITE IN) .....	17

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Refused .....	18
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## T14 ASK ALL

**SHOWCARD TD** Please look at the options shown on this card. I'm going to read out some different types of benefits that can come with digital television, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Interested and aware digital TV has this	Interested, not aware digital TV has this	Not interested	Don't know
A	A crystal clear picture	1	2	3	4
B	More than five channels to choose programmes from	1	2	3	4
C	Channels where you can buy things directly through your TV	1	2	3	4
D	24 hour news channels	1	2	3	4
E	More radio stations than through an AM/ FM radio	1	2	3	4
F	More information about a programme or advert as it's showing by using the interactive button on your remote control	1	2	3	4
G	Ability to pause live TV while you make a cup of tea or answer the phone	1	2	3	4
H	Possible to select different viewing angles or different matches for sports events such as Wimbledon and the Olympics	1	2	3	4
I	Possible to set up a menu of your favourite channels rather than looking through all the channels	1	2	3	4
J	Channels that are dedicated to particular hobbies or interests	1	2	3	4

**T15 ASK ALL WITH ANY TV'S AT T1 (CODES 1-6) – OTHERS SKIP TO T19**

**SHOWCARD TE** Please look at the options shown on this card. I'm going to read out some different types of tasks associated with television, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

INTERVIEWER – IF RESPONDENT IS UNSURE HOW TO RESPOND BECAUSE THEY DO THE TASK CONCERNED BUT ARE NOT 'INTERESTED' IN THIS TASK – PROBE TO CODE AS 2 OR 3

		Interested and...							
		Not interested in doing this/ no need for this	I can do this with confidence	I can do this with some difficulty	Someone else tends to do this for me	No-one does this, but we have the right equipment	We don't have the right equipment to do this	I don't know if we have the right equipment to do this	Don't know
A	Set up a one-off recording on a video cassette recorder in advance of a programme being broadcast	1	2	3	4	5	6	7	8
B	Use Teletext/ Ceefax for news/ weather/ share prices etc.	1	2	3	4	5	6	7	8
C	Change the language settings on a DVD you're watching	1	2	3	4	5	6	7	8
D	Show subtitles for a programme you're watching on TV	1	2	3	4	5	6	7	8

**T16 IF RESPONDED 'SOMEONE ELSE DOES THIS' (CODE 4) FOR ANY AT T15 – OTHERS SKIP TO T17**

Who in your household tends to do this?

PROMPT IF NECESSARY MULTICODE OK

- Another adult in the household .....1
- Child aged 16 or over in the household .....2
- Children aged under 16 in the household .....3
- Another family member .....4
- Friend.....5
- Other person (WRITE IN) \_\_\_\_\_6

**T17 ASK ALL WITH DIGITAL TV AT T2 (CODES 2-3 OR 5-6) – OTHERS SKIP TO T19**

**SHOWCARD TE AGAIN** Please look at the options shown on this card. I'm going to read out some different types of things you can do with some types of digital television, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

INTERVIEWER – IF RESPONDENT IS UNSURE HOW TO RESPOND BECAUSE THEY DO THE TASK CONCERNED BUT ARE NOT 'INTERESTED' IN THIS TASK – PROBE TO CODE AS 2 OR 3

		Interested and...							
		Not interested in doing this/ no need for this	I can do this with confidence	I can do this with some difficulty	Someone else tends to do this for me	No-one does this, but we have the right equipment	We don't have the right equipment to do this	I don't know if we have the right equipment to do this	Don't know
A	Find out more about a programme or advert as it's showing by using the interactive button on your remote control	1	2	3	4	5	6	7	8
B	Pause live TV while you make a cup of tea or answer the phone	1	2	3	4	5	6	7	8
C	Select different viewing angles or different matches for sports events such as Wimbledon and the Olympics	1	2	3	4	5	6	7	8
D	Set up a menu of your favourite channels rather than looking through all the channels	1	2	3	4	5	6	7	8

**T18 IF RESPONDED 'SOMEONE ELSE DOES THIS' (CODE 4) FOR ANY AT T17 – OTHERS SKIP TO T19**

Who in your household tends to do this?

PROMPT IF NECESSARY MULTICODE OK

- Another adult in the household ..... 1
- Child aged 16 or over in the household ..... 2
- Children aged under 16 in the household ..... 3
- Another family member ..... 4
- Friend ..... 5
- Other person (WRITE IN) \_\_\_\_\_ 6

T19 **ASK ALL**  
 How would you say BBC TV programmes are **mainly** funded?  
 DO NOT READ OUT SINGLE CODE

T20 **ASK ALL**  
 How would you say programmes are **mainly** funded on ITV, Channel 4/ S4C and Five?  
 DO NOT READ OUT SINGLE CODE

	T19	T20
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) _____	7	7
Don't know .....	8	8

T21 **ASK ALL**  
 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 FULLY MULTICODE OK

No, do not have any concerns (SINGLE CODE).....	1
Cult of celebrity.....	2
Racism .....	3
Anti-Islamic .....	4
Encouraging selfish society/ bad role models .....	5
Bad language - spoken .....	6
Bad language – song lyrics .....	7
Sex .....	8
Violence (in general) .....	9
Disrespectful/ intrusive/ confrontational.....	10
Disrespectful behaviour (e.g. towards elderly, religious, dead/ bereaved, women, disabled etc.) .....	11
Sexism/ stereotyping women .....	12
People/ young people behaving badly .....	13
Nakedness/ naked bodies/ body parts .....	14
Patronising .....	15
Bad taste/ shock tactics content .....	16
Ratings driven/ lowest common denominator/ dumbing down .....	17
Political bias .....	18
Product placement .....	19
Too many advertising breaks/ adverts .....	20
Too many American programmes .....	21
Other (WRITE IN) _____	22
Don't know.....	23

T22 **ASK ALL**  
 Overall, how concerned are you about what is on TV?  
 READ OUT IF NECESSARY

Very concerned.....	1	
Fairly concerned .....	2	
Neither concerned nor not concerned .....	3	
Not very concerned.....	4	
Not at all concerned.....	5	
Don't know .....	6	

T23 **ASK ALL**  
 As far as you know, are TV programmes regulated?  
 IF NECESSARY – Is there a watchdog that sets guidelines about programmes?

Yes.....	1	T24
No .....	2	T25
Don't know .....	3	T25

T24 **ASK IF 'YES' AT T23 (CODE 1) – OTHERS SKIP TO T25**  
 Who do you think is responsible for regulating TV programmes?  
 DO NOT READ OUT PROBE FULLY MULTICODE OK

Ofcom/ Office of Communications.....	1	
The (Westminster) government .....	2	
Scottish Executive/ Parliament .....	3	
Welsh Executive/ Assembly.....	4	
ITC/ Independent Television Commission .....	5	
BSC/ Broadcasting Standards Commission .....	6	
BBC .....	7	
The TV channels themselves .....	8	
ASA/ Advertising Standards Authority .....	9	
BBFC/ British Board of Film Censors .....	10	
Other (WRITE IN) _____	11	
Don't know .....	12	

T25 **ASK ALL**  
 Is there a time of day after which programmes on the main TV channels that are considered unsuitable for children can be shown? What time is this?  
 DO NOT READ OUT

Yes – 9pm.....	1	
Yes – Other time (WRITE IN) _____	2	
Yes – but don't know what time .....	3	
No .....	4	
Don't know .....	5	

T26 **ASK ALL**  
 Have you personally ever made a complaint about something on TV that you found offensive?

Yes.....	1	
No .....	2	

T27 **ASK ALL**  
**SHOWCARD TF** Could you 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 television?  
**ROTATE ORDER OF STATEMENTS**  
**READ OUT AND CODE ONE RESPONSE FOR EACH**

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	TV programmes must be free to be expressive and creative	1	2	3	4	5	6
B	TV viewers must be protected from seeing inappropriate or offensive programmes	1	2	3	4	5	6
C	As long as TV provides good programmes it doesn't really matter who owns the channels or how they're funded	1	2	3	4	5	6

**RADIO**

**SAY TO RESPONDENTS** – I'd like to ask you some questions now about radio, and some of the different ways of listening to a radio service at home.

**R1 SHOWCARD RA** In which of these ways, if any, can you or anyone else in your household listen to radio at home?  
 IF NECESSARY – Please think of what **could** be used rather than what's actually used to listen to radio.  
 MULTICODE OK

**R2 ASK IF CODES 1-4 AT R1 – OTHERS SKIP TO R5**  
 Which of these ways do **you** ever listen to the radio in your home?  
 MULTICODE OK

	R1	R2
Though a traditional radio set (including portable sets, radio alarms, etc.).....	1	1
Though your satellite or cable TV service or Freeview.....	2	2
Over the internet using a computer .....	3	3
Through a DAB digital radio set (not an FM/ AM radio with a digital display – DAB radio has a mix of existing and new stations not available on FM/ AM in digital sound quality, with sets costing £50 or more).....	4	4
None of these .....	5	5

**R3 ASK THOSE WHO LISTEN TO DIGITAL RADIO – CODES 2-4 AT R2 – OTHERS SKIP TO R5**  
**SAY TO RESPONDENT** - The term 'digital radio' refers to listening to radio using a DAB digital radio set, listening to radio through your satellite, cable or Freeview service, or listening to radio over the internet using a computer.  
 How long ago did you first start listening to digital radio?  
 READ OUT IF NECESSARY

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

**R4 ASK IF LISTEN TO DIGITAL RADIO AT R2**  
 Have you noticed any difference in the number of different radio stations you listen to since you've had digital radio?  
 PROMPT IF NECESSARY

Yes, more stations .....	1
Yes, fewer stations .....	2
No difference .....	3
Don't know .....	4

R5 **ASK ALL**  
Please think about the hours that you listen to radio in a typical week – so both weekdays and at the weekend...

R5A How many hours in a typical week would you say you spend listening to radio **at home**?

R5B How many hours in a typical week would you say you listen to radio **in the car**?

R5C How many hours in a typical week would you say you listen to radio when you're out and about – using a **personal radio**?

R5D How many hours in a typical week would you say you listen to radio when you're out and about – using a **mobile phone**?

R5E How many hours in a typical week would you say you listen to radio when you're **at your workplace or place of education**?

	R5A	R5B	R5C	R5D	R5E
	At home	In the car	Out and about – using a personal radio	Out and about – using a mobile phone	At work/ school/ college
Number of <b>hours listen</b> in a typical week – Please enter 0.5 if less than 1 hour per week – Round up to nearest half hour					

R6 **ASK THOSE WHO LISTEN TO RADIO AT ALL AT R2 (CODES 1-4) OR WHO ENTER ANY HOURS AT R5B-R57E – OTHERS SKIP TO R11**

**SHOWCARD RB** Which of these ways apply to you in terms of how you tend to make decisions about what to listen to on radio?

MULTICODE OK

- A. Guide in newspaper or newspaper supplement..... 1
- B. Radio Times/ What's On TV/ any other listings magazine ...2
- C. Electronic Programme Guide/schedule on TV screen ..... 3
- D. Now and next display at the bottom of the TV screen ..... 4
- E. Internet websites ..... 5
- F. Teletext/ Ceefax ..... 6
- G. Promotions/ Ads/ Trailers on radio, TV or in press ..... 7
- H. I know when my programmes are on..... 8
- I. Don't choose – listen to the same stations/programme..... 9
- J. Don't find out, just listen to what's on ..... 10
- K. From other people/ by word of mouth ..... 11
- L. By tuning through the stations once I switch on ..... 12
- M. Someone else decides ..... 13
- N. Other (WRITE IN) \_\_\_\_\_ 14

\_\_\_\_\_

Don't know..... 15

R7 **ASK THOSE WHO LISTEN TO RADIO AT ALL AT R2 (CODES 1-4) OR WHO ENTER ANY HOURS LISTEN AT R5B-R5E**

**SHOWCARD RC** In relation to how you usually find out what to listen to on radio, which of the options on the card apply to you – you can choose more than one?

MULTICODE OK

- I usually listen to the same stations ..... 1
- I usually plan my listening well in advance ..... 2
- I tend to choose when I see what is on that day ..... 3
- I tend to switch around a lot when I am listening ..... 4
- I tend to listen to what other people have decided what to listen to ..... 5
- I have my favourite regular programmes and don't listen to much else ..... 6
- Don't know ..... 7

R8 **ASK THOSE WHO LISTEN TO RADIO AT ALL AT R2 (CODES 1-4) OR WHO ENTER ANY HOURS LISTEN AT R5B-R5E**

**SHOWCARD RD** Have you done any of these things as a result of hearing something on the radio?

MULTICODE OK

- Sent a text message to the programme or radio station ..... 1
- Made a phone call to the programme or radio station ..... 2
- Sent an e-mail to the programme or radio station ..... 3
- Visited a programme's website ..... 4
- Attended an event sponsored by a radio station ..... 5 R10
- Sent a letter through the post to the programme or radio station ..... 6
- Other (WRITE IN) \_\_\_\_\_ 7

\_\_\_\_\_  
 No, have not (SINGLE CODE) ..... 8 R10

R9 **ASK THOSE RESPONDING/ TAKING PART AT R8 (CODES 1-4 OR 6-7) – OTHERS SKIP TO R10**

What were your reasons for this?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- To donate to charity ..... 1
- To enter a competition ..... 2
- To vote/ nominate ..... 3
- To respond to a feature on the programme ..... 4
- To speak 'on air' to the programme presenter ..... 5
- To take part in a quiz ..... 6
- To complain about a programme ..... 7
- Other (WRITE IN) \_\_\_\_\_ 8

\_\_\_\_\_  
 Can't remember ..... 9

R10 ASK IF LISTEN TO DIGITAL RADIO AT ALL (CODES 2-4 AT R2) – OTHERS SKIP TO R11

What would you say were your reasons for listening to digital radio?  
DO NOT READ OUT PROBE FULLY MULTICODE OK

- To get more radio stations ..... 1
  - To get the extra BBC radio stations..... 2
  - Part of digital TV ..... 3
  - Available on the Internet ..... 4
  - For better sound quality ..... 5
  - Convenient to listen when I want ..... 6
  - Friends/ family recommend it..... 7
  - Want more information about programmes/ music as they are playing ..... 8
  - For the sports coverage..... 9
  - To keep up with new technology ..... 10
  - Prices have come down..... 11
  - Not my decision ..... 12
  - Other(WRITE IN) ..... 13
- 
- Can't remember ..... 14

R11 IF LISTEN TO DIGITAL RADIO AT ALL (CODES 2-4 AT R2) – SKIP TO R14

ASK THOSE WHO DO NOT LISTEN TO DIGITAL RADIO

SAY TO RESPONDENT - The term 'digital radio' refers to listening to radio using a DAB digital radio set, listening to radio through your satellite, cable or Freeview service, or listening to radio over the internet using a computer.

Do you intend to start listening to digital radio in the next year or so?

IF YES – How will you do this?

MULTICODE OK FOR CODES 2-5

- No, do not (SINGLE CODE) ..... 1 R13
- Yes – DAB radio set ..... 2 R12
- Yes – through digital TV service ..... 3 R12
- Yes – through the internet ..... 4 R12
- Yes – other way(WRITE IN) ..... 5 R12
- Yes – but not sure how ..... 6 R12
- Don't know ..... 7 R14

R12 ASK IF INTEND TO START LISTENING AT R11 (CODES 2-6) – OTHERS SKIP TO R13

What are your reasons for listening to digital radio?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- To get more radio stations ..... 1
  - To get the extra BBC stations..... 2
  - For better sound quality/ reception ..... 3
  - Convenient to listen when I want ..... 4
  - Friends/ family recommend it..... 5
  - Want more information about programmes/ music as they are playing ..... 6
  - For the sports coverage..... 7
  - To keep up with new technology ..... 8
  - Prices have come down..... 9
  - Not my decision ..... 10
  - Other(WRITE IN) ..... 11
-

R13 **ASK IF DON'T INTEND TO START LISTENING AT R11 (CODE 1) – OTHERS SKIP TO R14**

And can you tell me why that is?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- Happy with current radio stations ..... 1
- Equipment is too expensive..... 2
- Can't receive digital signal in this area..... 3
- Too complicated to use..... 4
- Don't understand enough about it..... 5
- Don't know anything about it..... 6
- Wait for cost of equipment to come down..... 7
- Poor programmes/ nothing to listen to..... 8
- Not interested in extra digital stations..... 9
- Not enough time to listen to more radio stations ..... 10
- Don't want more technology in the home ..... 11
- Other(WRITE IN) \_\_\_\_\_ 12

Refused ..... 13

R14 **ASK ALL**

**SHOWCARD RE** Please look at the options shown on this card. I'm going to read out some different types of benefits that can come with some kinds of digital radio, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Interested and aware digital radio has this	Interested, not aware digital radio has this	Not interested	Don't know
A	Crystal clear reception	1	2	3	4
B	Access to radio stations from around the world	1	2	3	4
C	Extra BBC radio stations	1	2	3	4
D	Information about the programme or music being given as it's broadcast	1	2	3	4
E	Pause and rewind live radio	1	2	3	4

R15 **ASK ALL WITH DIGITAL RADIO AT R1 (CODES 2-4) – OTHERS SKIP TO R17**

**SHOWCARD RF** Please look at the options shown on this card. I'm going to read out some different types of things you can do with some kinds of digital radio, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

INTERVIEWER – IF RESPONDENT IS UNSURE HOW TO RESPOND BECAUSE THEY DO THE TASK CONCERNED BUT ARE NOT 'INTERESTED' IN THIS TASK – PROBE TO CODE AS 2 OR 3

		Interested and...							
		Not interested in doing this/ no need for this	I can do this with confidence	I can do this with some difficulty	Someone else tends to do this for me	No-one does this, but we have the right equipment	We don't have the right equipment to do this	I don't know if we have the right equipment to do this	Don't know
A	Record a programme as it is being broadcast	1	2	3	4	5	6	7	8
B	See details of which music is being played while you listen	1	2	3	4	5	6	7	8
C	Set favourite stations to get to them quickly	1	2	3	4	5	6	7	8
D	Pause and rewind live radio	1	2	3	4	5	6	7	8

R16 **ASK IF RESPONDED 'SOMEONE ELSE DOES THIS' (CODE 4) FOR ANY AT R15 – OTHERS SKIP TO R17**

Who in your household tends to do this?

MULTICODE OK

- Another adult in the household ..... 1
- Child aged 16 or over in the household ..... 2
- Children aged under 16 in the household ..... 3
- Another family member ..... 4
- Friend ..... 5
- Other person (WRITE IN) ..... 6

R17 **ASK ALL**

How would you say BBC radio stations are **mainly** funded?

DO NOT READ OUT SINGLE CODE

R18 **ASK ALL**

How would you say other radio stations such as Classic FM, Virgin and Talk Sport are **mainly** funded?

DO NOT READ OUT SINGLE CODE

	R17	R18
Licence fee/ by the public .....	1	1
Programme sales to other countries.....	2	2
By the government .....	3	3
TV advertising.....	4	4
Radio advertising.....	5	5
Programme sponsorship .....	6	6
Magazine/ book/ video/ DVD sales.....	7	7
Other (WRITE IN) .....	8	8
Don't know .....	9	9

R19 **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 FULLY MULTICODE OK

No, do not have any concerns (SINGLE CODE).....	1
Cult of celebrity.....	2
Racism .....	3
Anti-Islamic.....	4
Encouraging selfish society/ bad role models .....	5
Bad language – spoken.....	6
Bad language – song lyrics .....	7
Disrespectful/ intrusive/ confrontational.....	8
Disrespectful behaviour (e.g. towards elderly, religious, dead/ bereaved, women, disabled etc.) .....	9
Sexism/ stereotyping women .....	10
People/ young people behaving badly .....	11
Patronising .....	12
Bad taste/ shock tactics content.....	13
Ratings driven/ lowest common denominator/ dumbing down .....	14
Political bias .....	15
Too many advertising breaks/ adverts .....	16
Other (WRITE IN).....	17
<hr/>	
Don't know.....	18

R20 **ASK ALL**

Overall, how concerned are you about what is on radio?  
 READ OUT IF NECESSARY

Very concerned.....	1
Fairly concerned .....	2
Neither concerned nor not concerned .....	3
Not very concerned.....	4
Not at all concerned.....	5
Don't know .....	6

R21 **ASK ALL**

As far as you know, is radio regulated in terms of what can be broadcast?  
 IF NECESSARY – Is there a watchdog that sets guidelines?

Yes.....	1	<u>R22</u>
No .....	2	R23
Don't know .....	3	R23

R22 **ASK IF 'YES' AT R21 – OTHERS SKIP TO R23**  
 Who do you think is responsible for regulating radio?  
 DO NOT READ OUT PROBE FULLY MULTICODE OK

Ofcom/ Office of Communications .....	1
The (Westminster) government .....	2
Scottish Executive/ Parliament .....	3
Welsh Executive/ Assembly .....	4
ITC/ Independent Television Commission .....	5
BSC/ Broadcasting Standards Commission .....	6
Radio Authority .....	7
Oftel/ Office of Telecommunications .....	8
BBC .....	9
The radio stations themselves .....	10
ASA/ Advertising Standards Authority .....	11
Other (WRITE IN) .....	12
<hr/>	
<hr/>	
Don't know .....	13

R23 **ASK ALL**  
 Do you think there is a time of day after which radio programmes that are considered unsuitable for children can be broadcast?  
 IF YES - What time is this?  
 DO NOT READ OUT

Yes – 9pm.....	1
Yes – Other time (WRITE IN) .....	2
<hr/>	
Yes – but don't know what time .....	3
No .....	4
Don't know .....	5

R24 **ASK ALL**  
 Have you personally ever made a complaint about something on radio that you found offensive?

Yes.....	1
No .....	2

R25 ASK ALL

**SHOWCARD RG** Could you 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 AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	Radio broadcasts must be free to be expressive and creative	1	2	3	4	5	6
B	Radio listeners must be protected from hearing inappropriate or offensive content	1	2	3	4	5	6
C	As long as radio provides good programmes it doesn't really matter who owns the stations or how they're funded	1	2	3	4	5	6

**INTERNET**

**SAY TO RESPONDENT** – I'd like to ask you some questions about computers at home and the internet.

**I1 ASK ALL**

Do you have any computers in your household? How many computers are used in your household?  
(INTERVIEWER – INCLUDES ANY LAPTOPS THAT ARE USED)

One .....	1
Two .....	2
Three .....	3
Four .....	4
Five .....	5
Six or more .....	6
None .....	7
	13

**I2 ASK IF ANY COMPUTERS/ LAPTOPS AT I1 – OTHERS SKIP TO I3**

Where are the computers in your home?  
IF 'WIRELESS/ WI-FI' – Where do they tend to be used?  
MULTICODE OK

Living room/ lounge/ sitting room .....	1
Child's bedroom .....	2
Adult's bedroom .....	3
Dining room .....	4
Kitchen .....	5
Playroom/ family room .....	6
Den/ gamesroom .....	7
Office/ study .....	8
Hallway .....	9
Dining room .....	10
Other(WRITE IN) .....	11
_____	
_____	

**I3 ASK ALL**

Do you or does anyone in your household have access to the internet at home through a computer or laptop?  
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	14
Yes – have access, but don't use at home .....	2	14
No, do not have internet access at home .....	3	19
Don't know .....	4	19

**I4 ASK THOSE WITH INTERNET AT HOME (CODES 1-2 AT I3) – OTHERS SKIP TO I9**

**SHOWCARD IA** And what type of internet access do you have at home through a computer or laptop?  
MULTICODE OK

Ordinary phone line – dial-up access .....	1
Broadband – always on, high-speed access, allows you to make voice calls at the same time as using the internet .....	2
ISDN line – mid speed access, allows you to make voice calls at the same time as using the internet ...	3
Other (WRITE IN) .....	4
Don't know .....	5

15 **ASK THOSE WITH INTERNET AT HOME (CODES 1-2 AT I3)**  
Do you have a wireless connection to the internet from your computer at home?

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

16 **ASK THOSE WITH INTERNET AT HOME (CODES 1-2 AT I3)**  
How old is the computer that you use for internet access?  
IF MORE THAN ONE USED BY RESPONDENT – Please think of the one you personally use most often?

ENTER NUMBER OF YEARS

--	--

17 **ASK THOSE WITH INTERNET AT HOME (CODES 1-2 AT I3)**  
How long ago did you first get internet access at home?  
IF NECESSARY – At any address you've lived at.

18 **ASK THOSE WITH BROADBAND ACCESS (CODE 2 AT I4) – OTHERS SKIP TO I9**  
How long ago did you first get broadband access at home?  
IF NECESSARY – At any address you've lived at.

- |                             |        |    |
|-----------------------------|--------|----|
|                             | 17     | 18 |
| In the last year .....      | 1..... | 1  |
| In the last 2 years .....   | 2..... | 2  |
| In the last 3-4 years ..... | 3..... | 3  |
| In the last 5-9 years ..... | 4..... | 4  |
| 10 years ago or more .....  | 5..... | 5  |
| Can't remember .....        | 6..... | 6  |

19 **ASK ALL**  
**SHOWCARD I8** Do you ever access the internet anywhere other than in your home at all? Where is that?  
MULTICODE OK

- Your workplace ..... 1
- School/ college ..... 2
- University ..... 3
- Library ..... 4
- UK culture centre/Learn Direct/other online learning centres ..... 5
- Internet café..... 6
- Friend's house ..... 7
- Wi-Fi hotspot/ wireless access area ..... 8
- Other (WRITE IN) \_\_\_\_\_ 9

\_\_\_\_\_  
No, do not (SINGLE CODE) ..... 10

- I10 **ASK ALL WHO USE THE INTERNET (CODE 1 AT I3) – OTHERS SKIP TO I17**  
 Please think about the hours that you use the internet in a typical week – so both weekdays and at the weekend...
- I10A How many hours in a typical week would you say you use the internet **at home**?
- I10B How many hours in a typical week would you say you use the internet **at your workplace or place of education**?
- I10C And how many hours in a typical week would you say you use the internet **anywhere else**?

	I10A	I10B	I10C
	At home	Workplace/ School/ College etc.	Elsewhere
Number of <b>hours use the internet</b> in a typical week – Please enter 0.5 if less than 1 hour per week – Round up to nearest half hour			

## I11 ASK ALL WHO USE THE INTERNET (CODE 1 AT I3)

Could you please complete this table to show the types of things you currently do using the internet, and how often you do each?

**HAND TO RESPONDENT TO COMPLETE (OR READ OUT TO RESPONDENT IF NECESSARY)- CIRCLE ONE ANSWER CODED 1-4 FOR EACH ROW**

## I12 And which are your main uses – please choose up to three already mentioned at I11?

**MULTICODE OK FROM I11**

		Never do this	Daily	Weekly	Less often	I12 Main uses (choose up to three)
A	Sending and receiving e-mails	1	2	3	4	1
B	Using on-line chat rooms	1	2	3	4	2
C	Using Instant Messaging - MSN Messenger, AOL Messenger, etc.	1	2	3	4	3
D	Following latest scores/ sports results as they happen	1	2	3	4	4
E	Finding information for your work/ job/ your studies/ homework	1	2	3	4	5
F	Finding information for your leisure time or holidays	1	2	3	4	6
G	Finding information on health issues	1	2	3	4	7
H	Finding information about football/ rugby/ cricket/ other sports information	1	2	3	4	8
I	Finding information about cinema/ theatre/ live music	1	2	3	4	9
J	Making bookings – travel, accommodation, concert tickets, etc.	1	2	3	4	10
K	Shopping	1	2	3	4	11
L	Banking and paying bills	1	2	3	4	12
M	Gaming	1	2	3	4	13
N	Gambling	1	2	3	4	14
O	Buying and selling on auction sites – eBay, QXL, etc.	1	2	3	4	15
P	Downloading music/ videos/ software	1	2	3	4	16
Q	Maintaining a website or weblog/ blog	1	2	3	4	17
R	Finding out about public services	1	2	3	4	18
S	Looking at local/ regional/ national/ international news	1	2	3	4	19
T	Listening to radio stations	1	2	3	4	20
U	Looking at adult-only websites	1	2	3	4	21
V	Renting DVDs	1	2	3	4	22
W	Looking at political/ campaign/ issues websites	1	2	3	4	23
X	Looking at local community websites	1	2	3	4	24
Y	Other uses – PLEASE WRITE IN	1	2	3	4	25

- 113 **ASK THOSE WHO USE THE INTERNET (CODE 1 AT I3) – OTHERS SKIP TO I16**  
**SHOWCARD IC** When you go to a website you haven't heard of or been to before, do you do any of these things?  
 MULTICODE OK FOR CODES 1-3
- Check how up to date the information is ..... 1
  - Check certain information across a number of websites to be sure it's correct ..... 2
  - Check who has produced the web page and for what reason ..... 3
  - None of these (SINGLE CODE)..... 4
  - Not applicable – do not visit new websites (SINGLE CODE)..... 5

- 114 **ASK ALL WHO USE THE INTERNET**  
**SHOWCARD ID** Please tell me if you have any of these shown on the card?  
 MULTICODE OK
- One e-mail address ..... 1
  - More than one e-mail addresses..... 2
  - One family/ household e-mail address ..... 3
  - More than one family/ household e-mail addresses..... 4
  - Your own web-log/ blog/ on-line diary ..... 5
  - Your own website ..... 6
  - None of these ..... 7

- 115 **ASK IF MORE THAN ONE E-MAIL ADDRESS AT I14 (CODES 2 OR 4) – OTHERS SKIP TO I16**  
 And do you use different e-mail addresses for different purposes?
- Yes ..... 1
  - No ..... 2
  - Refused ..... 3

- 116 **ASK IF HAVE INTERNET ACCESS AT I3 (CODES 1-2) – OTHERS SKIP TO I17**  
 Thinking about when you got internet access at home, what were your reasons for getting it?  
 DO NOT READ OUT PROBE FULLY MULTICODE OK
- Friends/ family recommend it ..... 1
  - For the children in the household..... 2
  - To keep in touch with friends/ family by e-mail/ Instant Messaging / chat room ..... 3
  - For shopping/ booking/ bill payments (i.e. transactions) ..... 4
  - The content – information/ news ..... 5
  - The content – entertainment/ leisure/ hobbies ..... 6
  - To keep up with new technology ..... 7
  - Prices have come down ..... 8
  - Have it at work & got used to it ..... 9
  - To be able to work from home ..... 10
  - For schoolwork/ studies ..... 11
  - Not my decision..... 12
  - Other (WRITE IN) \_\_\_\_\_ 13
- 
- 
- Can't remember ..... 14

117 **ASK THOSE WHO DO NOT HAVE INTERNET ACCESS AT I3 (CODES 3-4) – OTHERS SKIP TO I20**

Can you tell me if you intend to get internet access at home in the next year or so?  
IF YES – Will this be broadband access?

Yes, broadband access .....	1	I18
Yes, but not broadband access .....	2	I18
Yes, don't know what type of access .....	3	<u>I18</u>
No .....	4	<u>I19</u>
Don't know .....	5	I23

118 **ASK IF INTEND TO GET INTERNET ACCESS AT I17 (CODES 1-3) – OTHERS SKIP TO I19**

And can you tell me what your reasons are for getting internet access at home?  
DO NOT READ OUT PROBE FULLY MULTICODE OK

Friends/ family recommend it .....	1
For the children in the household .....	2
To keep in touch with friends/ family by e-mail/ Instant Messaging / chat room .....	3
For shopping/ booking/ bill payments (i.e. transactions) .....	4
The content – information/ news .....	5
The content – entertainment/ leisure/ hobbies .....	6
To keep up with new technology .....	7
Prices have come down .....	8
Have it at work & got used to it .....	9
To be able to work from home .....	10
For schoolwork/ studies .....	11
Not my decision .....	12
Other (WRITE IN) _____	13

119 **ASK THOSE WHO DON'T INTEND TO GET ACCESS (CODE 4 AT I17) – OTHERS SKIP TO I20**

And can you tell me why that is?  
DO NOT READ OUT PROBE FULLY MULTICODE OK  
IF 'TOO EXPENSIVE'/'CAN'T AFFORD IT'/'COSTS TOO MUCH' – PROBE TO CODES 2 AND 3

Not interested/ no need .....	1
Monthly payment is too expensive .....	2
Dial-up/ call charges are too expensive .....	3
Too expensive generally .....	4
PC/ laptop computer too expensive .....	5
Don't know enough about it .....	6
Concerned about sexual content/ pornography .....	7
Government monitoring/ Big Brother .....	8
Concerned about others accessing my details .....	9
Concern for my children if they went on-line .....	10
General security concerns .....	11
Other (WRITE IN) _____	12
Refused .....	13

I20 **ASK THOSE WITH DIAL-UP ACCESS NOT BROADBAND ACCESS (CODES 1 OR 3-5 AT I4, NOT CODE 2 AT I4) – OTHERS SKIP TO I23**

Do you intend to get **broadband** access to the internet at home in the next year or so?

Yes.....	1	<u>I21</u>
No .....	2	<u>I22</u>
Don't know .....	3	I23

I21 **ASK IF INTEND TO GET BROADBAND ACCESS AT I20 (CODES 1) – OTHERS SKIP TO I22**

And can you tell me what your reasons are for getting broadband access at home?

DO NOT READ OUT PROBE FULLY MULTICODE OK

Faster access.....	1
Always on/ no need to dial-up/ instant .....	2
Set monthly price/ unlimited usage .....	3
Access your e-mail at any time .....	4
Able to watch live news, sports and film previews .....	5
Live on-line gaming.....	6
Set up a closed chat room for family and friends .....	7
Use MSN/ AOL Messenger/ Instant Messaging.....	8
Other (WRITE IN) _____	9

I22 **ASK IF DON'T INTEND TO GET BROADBAND AT I20 (CODE 2) – OTHERS SKIP TO I23**

And can you tell me why that is?

DO NOT READ OUT PROBE FULLY MULTICODE OK

IF 'TOO EXPENSIVE'/'CAN'T AFFORD IT'/'COSTS TOO MUCH – PROBE TO CODES 2 AND 3

Not interested/ no need .....	1
Not available where I live.....	2
Monthly payment is too expensive.....	3
Happy with dial-up service.....	4
Too expensive generally.....	5
Don't understand enough about it .....	6
Don't know anything about it.....	7
Other (WRITE IN) _____	8

Refused .....	9
---------------	---

I23 **ASK ALL**

**SHOWCARD IE** Please look at the options shown on this card. I'm going to read out some different types of benefits that can come with the internet, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Interested and aware this is possible with the internet	Interested, not aware this is possible with the internet	Not interested	Don't know
A	Research your family tree	1	2	3	4
B	Have full access for adults and restricted access for children in the household	1	2	3	4
C	Find out lots of background information about where you're going on holiday	1	2	3	4
D	Send and receive photos from family and friends	1	2	3	4
E	Compare prices of different products from different shops	1	2	3	4
F	Listen to radio programmes you missed earlier in the week	1	2	3	4
G	Find out what old friends or people you used to know from childhood are doing, and get in touch with them	1	2	3	4

**I24 ASK ALL WITH INTERNET ACCESS AT I3 (CODES 1-2) – OTHERS SKIP TO I30**

**SHOWCARD IF** Please look at the options shown on this card. I'm going to read out some different types of tasks associated with the internet, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

INTERVIEWER – IF RESPONDENT IS UNSURE HOW TO RESPOND BECAUSE THEY DO THE TASK CONCERNED BUT ARE NOT 'INTERESTED' IN THIS TASK – PROBE TO CODE AS 2 OR 3

		Interested and...							
		Not interested in doing this/ no need for this	I can do this with confidence	I can do this with some difficulty	Someone else tends to do this for me	No-one does this, but we have the right equipment	We don't have the right equipment to do this	I don't know if we have the right equipment to do this	Don't know
A	Use e-mail to contact friends and relatives	1	2	3	4	5	6	7	8
B	Visit websites to find the latest news	1	2	3	4	5	6	7	8
C	Listen to live radio over a computer	1	2	3	4	5	6	7	8
D	Listen at a later date to a radio programme that has already been broadcast	1	2	3	4	5	6	7	8
E	Edit and organise photos on a computer for viewing	1	2	3	4	5	6	7	8
F	Block computer viruses	1	2	3	4	5	6	7	8
G	Block e-mail spam/ unwanted e-mail messages	1	2	3	4	5	6	7	8

**I25 ASK IF RESPONDED 'SOMEONE ELSE DOES THIS' (CODE 4) FOR ANY AT I24 – OTHERS SKIP TO I26**

Who in your household tends to do this?

MULTICODE OK

- Another adult in the household .....1
- Child aged 16 or over in the household .....2
- Children aged under 16 in the household .....3
- Another family member .....4
- Friend .....5
- Other person (WRITE IN) .....6

**I26 ASK THOSE WHO USE THE INTERNET AT ALL (I3 CODE 1) – OTHERS SKIP TO I30**

**SHOWCARD IG** Do you ever use the internet to find out more about any of these?

MULTICODE OK FOR CODES 1-3

- A place to go on holiday .....1
- An illness .....2
- A new product .....3
- None of these .....4

127 **ASK IF USE FOR PLACE TO GO ON HOLIDAY (I26 CODE 1) – OTHERS SKIP TO I28**

**SHOWCARD IH** Which of those types of websites do you tend to look at to find out more about the resort or area you've decided to go on holiday to?

INTERVIEWER – IF RESPONDENT SAYS 'Google' OR OTHER INTERNET SEARCH ENGINE – PLEASE PROBE FOR THE TYPE OF SITE THEY'RE SEARCHING FOR/ END UP LOOKING AT

MULTICODE OK

- High street travel agent – e.g. Thomas Cook.....1
  - On-line travel agent – e.g. Expedia, Opodo.....2
  - Individual/ holiday maker's diary or account .....3
  - Websites that have reviews and recommendations from travellers.....4
  - Guidebook websites like Michelin, Rough Guide, Lonely Planet .....5
  - Local tourist information website.....6
  - Website of the hotel/ place you're going to .....7
  - Local community site.....8
  - Other (WRITE IN) \_\_\_\_\_9
- 

128 **ASK IF USE FOR AN ILLNESS (I26 CODE 2) – OTHERS SKIP TO I29**

**SHOWCARD II** Which of the following types of websites do you tend to look at to find out more about an illness?

INTERVIEWER – IF RESPONDENT SAYS 'Google' OR OTHER INTERNET SEARCH ENGINE – PLEASE PROBE FOR THE TYPE OF SITE THEY'RE SEARCHING FOR/ END UP LOOKING AT

MULTICODE OK

- A public site such as NHS Direct/ NHS 24.....1
  - High street chemist such as Boots.co.uk .....2
  - Individual/ patient's diary or account.....3
  - Support group sites for particular illnesses .....4
  - Other (WRITE IN) \_\_\_\_\_5
- 

129 **ASK IF USE FOR NEW PRODUCT (I26 CODE 3) – OTHERS SKIP TO I30**

**SHOWCARD IJ** Which of the following types of websites do you tend to look at to find out more about a new product?

INTERVIEWER – IF RESPONDENT SAYS 'Google' OR OTHER INTERNET SEARCH ENGINE – PLEASE PROBE FOR THE TYPE OF SITE THEY'RE SEARCHING FOR/ END UP LOOKING AT

MULTICODE OK

- Consumer group websites such as Which?.....1
  - High street websites such as Dixons .....2
  - Manufacturer/ supplier's websites such as Sony, Samsung etc. ....3
  - Individual's reviews or comments .....4
  - Review website .....5
  - Other (WRITE IN) \_\_\_\_\_6
-

130 **ASK ALL**  
 How do you think the BBC website is **mainly** funded?  
 DO NOT READ OUT SINGLE CODE

131 **ASK ALL**  
 How do you think search engine websites such as Google or Ask Jeeves are **mainly** funded?  
 DO NOT READ OUT SINGLE CODE

	130	131
Licence fee/ by the public .....	1	1
Programme sales to other countries.....	2	2
By the government .....	3	3
TV advertising.....	4	4
Radio advertising.....	5	5
Programme sponsorship .....	6	6
Advertising on the website.....	7	7
Advertisers pay to prioritise their entry/ be first on the list .....	8	8
Advertisers pay when users click through to their website .....	9	9
Magazine/ book/ video/ DVD sales.....	10	10
Other (WRITE IN) _____	11	11
<hr/>		
Never heard of it.....	12	12
Don't know.....	13	13

132 **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 FULLY MULTICODE OK

No, do not have any concerns (SINGLE CODE).....	1
Sexual content.....	2
Violent content .....	3
Bad language.....	4
Pop-up adverts .....	5
Insecure sites.....	6
Paedophiles/ perverts masquerading as younger people.....	7
Giving out personal details .....	8
Government monitoring/ Big Brother .....	9
Websites showing abuse of children .....	10
Websites showing abuse of animals.....	11
Websites showing other abuse/ cruelty .....	12
Websites advising how to commit suicide.....	13
Websites advising how to commit terrorist offences.....	14
Spam/ unwanted e-mails .....	15
Claims for money/ Phishing e-mails .....	16
Illegal availability of copyright material.....	17
Internet diallers/ others getting access to my phone line.....	18
Racist/ far right websites.....	19
Computer viruses/ bugs.....	20
Unsuitable for children .....	21
Other (WRITE IN) .....	22
<hr/>	
Don't know .....	23

I33 **ASK ALL**  
 Overall, how concerned are you about what is on the internet?  
 READ OUT IF NECESSARY

Very concerned.....	1
Fairly concerned .....	2
Neither concerned nor not concerned .....	3
Not very concerned.....	4
Not at all concerned.....	5
Don't know .....	6

I34 **ASK THOSE WHO USE THE INTERNET AT ALL (I3 CODE 1) – OTHERS SKIP TO I35**  
 Have you ever come across anything that you found inappropriate or offensive on the internet?  
 IF YES – When did this last happen?  
 PROMPT IF NECESSARY

No, never .....	1
Within the last week .....	2
Within the last few weeks .....	3
Within the last month .....	4
Within the last few months.....	5
Within the last six months .....	6
Within the last year .....	7
Longer ago.....	8
Don't know .....	9

I35 **ASK ALL**  
 As far as you know, is the internet regulated in terms of what can be shown and written?  
 IF NECESSARY – Is there a watchdog that sets guidelines?

Yes.....	1	I36
No .....	2	I37
Don't know .....	3	I37

I36 **ASK IF 'YES' AT I35 (CODE 1) – OTHERS SKIP TO I37**  
 And who do you think is responsible for regulating the internet?  
 DO NOT READ OUT PROBE FULLY MULTICODE OK

Ofcom/ Office of Communications.....	1
Oftel/ Office of Telecommunications.....	2
ICSTIS .....	3
Otello/ Office of Telecoms Ombudsman.....	4
CISAS/ Comms and Internet Services Adjudication Scheme .....	5
The (Westminster) government .....	6
Scottish Executive/ Parliament .....	7
Welsh Executive/ Assembly.....	8
The US government.....	9
ITC/ Independent Television Commission .....	10
BSC/ Broadcasting Standards Commission .....	11
BBC .....	12
The internet sites themselves .....	13
The internet service providers (e.g. Wanadoo, AOL) .....	14
Internet Watch Foundation (IWF) .....	15
Other (WRITE IN) _____	16
_____	
_____	
Don't know .....	17

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**ASK THOSE WHO USE THE INTERNET AT ALL (I3 CODE 1) – OTHERS SKIP TO I41**

**SHOWCARD IK** Please look at the options shown on this card. I'm going to read out some types of personal details you could be asked to enter when you're on the internet, and for each one I'd like you to say how you would feel about doing this in terms of any **security concerns**.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

INTERVIEWER – IF 'DEPENDS ON THE TYPE OF SITE' PLEASE PROBE FOR AN OVERALL FEELING FOR EACH

		Happy to do this	Have some concerns about doing this	Would never do this	Not applicable to me	Don't know
A	Paying by entering your credit card details	1	2	3	4	5
B	Paying by entering your debit card details	1	2	3	4	5
C	Entering your home address details	1	2	3	4	5
D	Entering your home phone number	1	2	3	4	5
E	Entering your mobile phone number	1	2	3	4	5
F	Entering your personal e-mail address	1	2	3	4	5

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**ASK THOSE WHO USE THE INTERNET AT ALL (I3 CODE 1)**

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

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

DO NOT READ OUT PROBE FULLY MULTICODE OK

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

- 
- Would not trust any site to be secure in this way ..... 13
  - Don't know ..... 14

139 **ASK THOSE WHO USE THE INTERNET AT ALL (I3 CODE 1)**

Were you aware that there are illegal as well as legal ways to access films, music and computer software on the internet?

Yes.....1 140  
 No .....2 141

140 **ASK AWARE AT I39 (CODE 1) – OTHERS SKIP TO I41**

Do you think that accessing films, music and software in these ways **should** be illegal?

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

141 **ASK ALL**

Have you personally ever made a complaint about something on the internet that you found offensive?

Yes.....1  
 No .....2

142 **ASK ALL**

**SHOWCARD IL** Could you please use the options on this card to tell me the extent to which you agree or disagree some things that other people have said about the internet?

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	Internet sites must be free to be expressive and creative	1	2	3	4	5	6
B	Internet users must be protected from seeing inappropriate or offensive content	1	2	3	4	5	6

**MOBILE PHONE**

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

**M1 ASK ALL**

Do you have any mobile phones in your household? How many mobile phones that are used at all do you have in your household?

- One ..... 1
- Two ..... 2
- Three ..... 3
- Four ..... 4
- Five ..... 5
- Six or more ..... 6
- None ..... 7            M14

**M2 ASK IF ANY MOBILE PHONES AT M1 (CODES 1-6) – OTHERS SKIP TO M14**

And do you personally use a mobile phone?

- Yes ..... 1            M3
- No ..... 2            M14

**M3 ASK IF USE MOBILE PHONE AT M2 (CODE 1) – OTHERS SKIP TO M14**

Is it a pay as you go phone, or a contract phone with a monthly bill?

- Pay as you go ..... 1
- Monthly contract ..... 2
- All-in-one ..... 3
- Don't know ..... 4

**M4 ASK IF USE MOBILE PHONE AT M2**

Is yours a 3G phone – which allows you to make and receive video calls with other 3G users?

- Yes, 3G ..... 1
- No, not 3G ..... 2
- Unsure ..... 3

**M5 ASK IF USE MOBILE PHONE AT M2**

Do you use more than one SIM card in this phone?

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

**M6 ASK IF USE MOBILE PHONE AT M2**

How long ago did you first get a mobile phone?  
PROMPT IF NECESSARY

- 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

M7 **ASK IF USE MOBILE PHONE AT M2**

How often do you change your mobile phone?  
PROMPT IF NECESSARY

- Every six months or more often ..... 1
- Every 7-12 months..... 2
- Every 13-18 months..... 3
- Every 19-24 months..... 4
- Less often than every 24 months..... 5
- Never changed/ only had this current handset ..... 6

M8 **ASK IF USE MOBILE PHONE AT M2**

How many calls do you make using your mobile phone in a typical week?

ENTER NUMBER \_\_\_\_\_

M9 **ASK IF USE MOBILE PHONE AT M2**

How many text messages do you send using your mobile phone in a typical week?

ENTER NUMBER \_\_\_\_\_

## M10 ASK IF USE MOBILE PHONE AT M2

Could you please complete this table to show the types of things you ever use your mobile phone for, and how often you use your phone for each?

**HAND TO RESPONDENT TO COMPLETE (OR READ OUT TO RESPONDENT IF NECESSARY) – CIRCLE ONE ANSWER FOR EACH ROW**

## M11 And which are your main uses – please choose up to three already mentioned at M10?

MULTICODE OK FROM M10

		Never do this/ not applicable	Daily	Weekly	Less often	M11 Main uses (choose up to three)
A	Making Personal calls	1	2	3	4	1
B	Making Business/ work calls	1	2	3	4	2
C	Sending Personal text messages	1	2	3	4	3
D	Sending Business/ work text messages	1	2	3	4	4
E	Sending photos to others using your phone	1	2	3	4	5
F	Sending video messages to others using your phone	1	2	3	4	6
G	Playing games by yourself using your phone	1	2	3	4	7
H	Playing games with others using your phone	1	2	3	4	8
I	Accessing the internet	1	2	3	4	9
J	Accessing network content (e.g. O2 Active, Vodafone Live, Orange World, T-zones)	1	2	3	4	10
K	Taking photos using the phone	1	2	3	4	11
L	Taking moving pictures using the phone	1	2	3	4	12
M	Watching videos	1	2	3	4	13
N	Making video calls	1	2	3	4	14
O	Organising your <u>electronic</u> diary/ schedule	1	2	3	4	15
P	Sending or receiving e-mail	1	2	3	4	16
Q	Receiving news alerts	1	2	3	4	17
R	Getting sports/ team news/ score alerts	1	2	3	4	18
S	Looking back at stored photos on your phone	1	2	3	4	19
T	Looking back at stored text messages on your phone	1	2	3	4	20
U	Accessing adult content	1	2	3	4	21
V	Using location services – find the nearest cinema, traffic information	1	2	3	4	22
W	Other uses (WRITE IN)	1	2	3	4	23

**M12 ASK IF USE MOBILE PHONE AT M2**

Were you aware that the mobile phone networks have introduced age verification systems?

(IF NECESSARY – The latest mobile phones can access video clips, and any commercial content unsuitable for customers aged under 18 will be classified as “18”. This type of content will not be available to customers unless the mobile phone network has verified they are aged at least 18.)

Were you aware you can apply filters to mobile phones to prevent access to inappropriate websites using the phone?

YOU CAN MULTICODE CODES 1 & 2

- Yes, aware of age verification systems ..... 1
- Yes, aware of pre-installed security & filtering ..... 2
- No, not aware of either (SINGLE CODE) ..... 3

**M13 ASK IF USE MOBILE PHONE AT M2**

Thinking about why you have a mobile phone, what were your reasons for getting one?

DO NOT READ OUT PROBE FULLY MULTICODE OK

- For emergencies ..... 1
  - For texting ..... 2
  - No fixed telephone line where I live ..... 3
  - For contact when travelling/ on holiday ..... 4
  - To keep in touch with my friends & family ..... 5
  - Bought by my employer ..... 6
  - For my work/ for work use ..... 7
  - Had a mobile phone for work & wanted one for my own personal use ..... 8
  - Prices have come down/ more affordable ..... 9
  - Interesting content available through the phone ..... 10
  - Don't want to feel left out ..... 11
  - Not my decision ..... 12
  - Given to me/ a gift ..... 13
  - Other(WRITE IN) \_\_\_\_\_ 14
- 
- Can't remember ..... 15

**M14 ASK IF DO NOT HAVE MOBILE PHONE AT M2 (CODE 2) OR NO MOBILE PHONES AT M1 (CODE 7) – OTHERS  
SKIP TO M17**

Do you intend to get a mobile phone in the next year or so?

- Yes ..... 1     M15
- No ..... 2     M16
- Don't know ..... 3     M17

M15 ASK IF INTEND TO GET A MOBILE PHONE AT M14 (CODE 1) – OTHERS SKIP TO M16

What are your reasons for getting a mobile phone?  
DO NOT READ OUT PROBE FULLY MULTICODE OK

- For emergencies ..... 1
  - For texting ..... 2
  - No fixed telephone line where I live ..... 3
  - For contact when travelling/ on holiday ..... 4
  - To keep in touch with my friends & family ..... 5
  - Bought by my employer ..... 6
  - For my work/ for work use ..... 7
  - Have a mobile phone for work & want one for my own personal use ..... 8
  - Prices have come down/ more affordable ..... 9
  - Interesting content available through the phone ..... 10
  - Don't want to feel left out ..... 11
  - Other (WRITE IN) ..... 12
- 

M16 ASK IF DO NOT INTEND TO GET MOBILE PHONE AT M14 (CODE 2) – OTHERS SKIP TO M17

And can you tell me why that is?  
DO NOT READ OUT PROBE FULLY MULTICODE OK

- No need ..... 1
  - Find them hard to use ..... 2
  - Happy to use landline instead ..... 3
  - Happy to use payphone/ phone box ..... 4
  - Monthly rental is too expensive ..... 5
  - Call charges are too expensive ..... 6
  - Too expensive generally ..... 7
  - Security/ privacy concerns ..... 8
  - Health concerns ..... 9
  - Not in contact with anyone else who has a mobile phone ..... 10
  - Other (WRITE IN) ..... 11
- 
- 

Refused ..... 12

## M17 ASK ALL

**SHOWCARD MA** Please look at the options shown on this card. I'm going to read out some different types of benefits that come with some types of mobile phones, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Interested and aware mobile phones can do this	Interested, not aware mobile phones can do this	Not interested	Don't know
A	Make and receive calls when abroad – to avoid using payphones or hotel phones	1	2	3	4
B	Take photos using a phone	1	2	3	4
C	Send text messages which people can read at their leisure rather than having to stop what they're doing	1	2	3	4
D	Get information about your location – such as local services or traffic problems	1	2	3	4
E	Access the internet or mobile operator's internet sites	1	2	3	4
F	Store all your phone numbers on the phone so you can make a call without having to dial the whole number each time	1	2	3	4
G	Watch live news and sport or film previews using a phone	1	2	3	4
H	Access to e-mails that's always on	1	2	3	4

**M18 ASK ALL WITH A MOBILE PHONE (M2 CODE 2) – OTHERS SKIP TO M20**

**SHOWCARD MB** Please look at the options shown on this card. I'm going to read out some different types of things that you can do with some kinds of mobile phones, and for each one I'd like you to say which of the options on the card applies to you.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

INTERVIEWER – IF RESPONDENT IS UNSURE HOW TO RESPOND BECAUSE THEY DO THE TASK CONCERNED BUT ARE NOT 'INTERESTED' IN THIS TASK – PROBE TO CODE AS 2 OR 3

		Interested and...							
		Not interested in doing this/ no need for this	I can do this with confidence	I can do this with some difficulty	Someone else tends to do this for me	No-one does this, but we have the right equipment	We don't have the right equipment to do this	I don't know if we have the right equipment to do this	Don't know
A	Send a text message	1	2	3	4	5	6	7	8
B	Change the ringtone to another one available on your phone	1	2	3	4	5	6	7	8
C	Listen back to voicemail messages	1	2	3	4	5	6	7	8
D	Access mobile operator's internet sites from your phone	1	2	3	4	5	6	7	8
E	Store a new contact on your mobile phone	1	2	3	4	5	6	7	8
F	Lock your phone so it doesn't dial numbers by mistake	1	2	3	4	5	6	7	8

**M19 IF RESPONDED 'SOMEONE ELSE DOES THIS' (CODE 4) FOR ANY AT M18 – OTHERS SKIP TO M20**

Who in your household tends to do this?

PROMPT IF NECESSARY MULTICODE OK

- Another adult in the household ..... 1
- Child aged 16 or over in the household ..... 2
- Children aged under 16 in the household ..... 3
- Another family member ..... 4
- Friend ..... 5
- Other person (WRITE IN) \_\_\_\_\_ 6

M20 **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 FULLY MULTICODE OK

No, do not have any concerns (SINGLE CODE).....	1
Cost of calls - generally .....	2
Cost of calls at peak time.....	3
Cost of calls when abroad .....	4
Junk/ spam text messages .....	5
Premium rate text messages .....	6
Access to inappropriate websites with 3G phone .....	7
Mis-use of camera phones .....	8
Cost of new handsets .....	9
Target for stealing mobile phone .....	10
Health concerns – using handset .....	11
Health concerns – masts .....	12
Privacy – others close by listening to calls.....	13
Privacy – remote listening-in to calls.....	14
Intrusion into other people’s space/ public space .....	15
Privacy of text messages .....	16
Privacy of data sent using the phone.....	17
Paedophiles contacting children .....	18
Advertising through the phone.....	19
Other (WRITE IN) .....	20

---

Don't know .....

---

21

M21 **ASK ALL**

Overall, how concerned are you about mobile phones?  
 READ OUT IF NECESSARY

Very concerned.....	1
Fairly concerned .....	2
Neither concerned nor not concerned .....	3
Not very concerned.....	4
Not at all concerned.....	5
Don't know .....	6

M22 **ASK ALL**

As far as you know, is the mobile phone service regulated at all?  
 IF NECESSARY – Is there a watchdog that sets guidelines?

Yes.....	1	M23
No .....	2	M24
Don't know .....	3	M24

**M23 ASK IF 'YES' AT M22 (CODE 1) – OTHERS SKIP TO M24**

Who do you think is responsible for regulating the mobile phone service?  
DO NOT READ OUT MULTICODE OK

- Ofcom/ Office of Communications ..... 1
  - Ofel ..... 2
  - ICSTIS ..... 3
  - Otello/ Office of Telecoms Ombudsman ..... 4
  - CISAS/ Comms and Internet Services Adjudication Scheme ..... 5
  - The (Westminster) government ..... 6
  - Scottish Executive/ Parliament ..... 7
  - Welsh Executive/ Assembly ..... 8
  - The mobile phone networks themselves ..... 9
  - The phone manufacturers ..... 10
  - Other (WRITE IN) \_\_\_\_\_ 11
- 
- 
- Don't know ..... 12

**M24 ASK ALL**

The latest mobile phones allow users to view video clips and to access the internet. Who do you think should take responsibility for regulating the content you can receive on mobile phones?  
DO NOT READ OUT PROBE FULLY MULTICODE OK

- Ofcom/ Office of Communications ..... 1
  - The (Westminster) government ..... 2
  - Scottish Executive/ Parliament ..... 3
  - Welsh Executive/ Assembly ..... 4
  - ICSTIS ..... 5
  - Otello/ Office of Telecoms Ombudsman ..... 6
  - CISAS/ Comms and Internet Services Adjudication Scheme ..... 7
  - The mobile phone networks ..... 8
  - The mobile phone manufacturers ..... 9
  - Broadcasters/ producers of the content ..... 10
  - The individual using the phone ..... 11
  - Other (WRITE IN) \_\_\_\_\_ 12
- 
- 
- No-one/ don't regulate (SINGLE CODE) ..... 13
  - Don't know ..... 14

**M25 ASK ALL**

Have you personally ever made a complaint about something related to mobile phones that you found offensive?

- Yes ..... 1
- No ..... 2

M26 ASK ALL

**SHOWCARD MC** Could you 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 mobile phones?

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	Content on mobile phones must be free to be expressive and creative	1	2	3	4	5	6
B	Mobile phone users must be protected from receiving inappropriate or offensive content	1	2	3	4	5	6

**SPEND AND MAKING CONTACT**

Z1 **SHOWCARD ZA** Could you please refer to the options shown on this card to estimate how much you or your household spends in a typical month on the types of things we've spoken about?

Z1A **ASK IF HAVE MULTI-CHANNEL TV AT T2 – OTHERS SKIP TO Z1B**  
How much does your household spend in a typical month on your TV service – in terms of the additional channels received?

Z1B **ASK IF HAVE INTERNET AT HOME AT I3 – OTHERS SKIP TO Z1C**  
How much does your household spend in a typical month on your internet service – in terms of any set fee or additional call charges on your phone bill?

Z1C **ASK IF HAVE MULTI-CHANNEL TV AT M2 – OTHERS SKIP TO Z2**  
How much do you personally spend in a typical month on your mobile phone – in terms of money spent on topping-up the phone or your monthly bill for the phone?  
SINGLE CODE - IF SOMEONE ELSE PAYS FOR PHONE TOP-UPS/ BILLS – About how much is that per month?

	Z1A	Z1B	Z1C
Up to £10.....	1.....	1.....	1
£11-£20.....	2.....	2.....	2
£21-£30.....	3.....	3.....	3
£31-£50.....	4.....	4.....	4
£51-£100.....	5.....	5.....	5
£101-£200.....	6.....	6.....	6
More than £200.....	7.....	7.....	7
Don't know – pay as part of package.....	8.....	8.....	8
Don't know.....	9.....	9.....	9

Z2 **ASK ALL**  
**SHOWCARD ZB** Please use this list to say which **one** way you would prefer to make contact for a number of different reasons that I'll read out.

READ OUT EACH IN TURN AND CODE ONE RESPONSE FOR EACH

		Text message	Mobile phone call	Home/landline phone call	Letter	e-mail/website	Meet in person	Don't know
A	Getting in touch with a friend to arrange to meet	1	2	3	4	5	NA	7
B	Contacting the local council	1	2	3	4	5	6	7
C	Booking a holiday	1	2	3	4	5	6	7
D	Checking your bank balance	1	2	3	4	5	6	7
E	Catching up with a friend's news	1	2	3	4	5	6	7
F	Ending a relationship with someone	1	2	3	4	5	6	7
G	Having an argument or disagreement	1	2	3	4	5	6	7
H	Catching up with friends or family living far away or abroad	1	2	3	4	5	6	7

Z3 **ASK ALL**

**SHOWCARD ZC** How would you describe your friends' and family's use of...  
 READ OUT EACH IN TURN AND CODE ONE RESPONSE FOR EACH

		Most of them use	Some of them use	A few of them use	None of them use	Don't know
A	Mobile phones	1	2	3	4	5
B	e-mail using a computer	1	2	3	4	5

Z4 **ASK ALL**

We have discussed digital television and radio, the internet and mobile phones...

**SHOWCARD ZD** Please tell me which of these are ways you prefer to learn about using such services or products?

MULTICODE OK

- Read the manual/ follow the instructions ..... 1
- Go to a class/ learn in a group ..... 2
- Find out from the supplier/ store ..... 3
- Ask friends/ family to show me ..... 4
- Through trial and error/ experiment on my own ..... 5
- None of these (SINGLE CODE) ..... 6

Z5 **SHOWCARD ZE** Could you 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 television, radio, the internet and mobile phones?

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	I'm quite happy to let someone else in the household take charge of these technologies	1	2	3	4	5	6
B	I like them to be simple and straightforward	1	2	3	4	5	6
C	I know I don't get the most out of the ones that I have	1	2	3	4	5	6
D	I'd like to learn more about them but I don't know where to go	1	2	3	4	5	6
E	I never get the chance to learn about these technologies because someone else in the household takes charge of them	1	2	3	4	5	6

NEWS

Z6 **ASK ALL**  
**SHOWCARD ZF** Please tell me which of these, if any, you use to keep up with national news?  
 MULTICODE OK

Z7 **ASK IF ANY GIVEN AT Z6 CODES 1-9 – OTHERS SKIP TO Z8**  
 And which ONE of these would you say you use the most for national news?  
 SINGLE CODE FROM RESPONSES GIVEN AT Z6

	Z6	Z7
Newspapers .....	1	1
Magazines.....	2	2
TV.....	3	3
Radio.....	4	4
Internet.....	5	5
Teletext .....	6	6
News alerts on your mobile phone.....	7	7
WAP services/ Internet access through your mobile phone.....	8	8
Other (WRITE IN) _____	9	9
Don't tend to follow national news (SINGLE CODE).....	10	
None (SINGLE CODE) .....		10

Z8

**ASK ALL**

Could you please complete the information on this sheet to show the extent to which you would trust the news from each of the outlets shown in the table?

**HAND TO RESPONDENT TO COMPLETE (OR READ OUT TO RESPONDENT IF NECESSARY) – CIRCLE ONE**

**ANSWER FOR EACH ROW**

		Would not trust at all	Would not trust very much	Neither/ nor	Would trust a lot	Would trust completely	Don't know
<b>TV NEWS</b>							
A	BBC News (on BBC 1 or BBC 2)	1	2	3	4	5	6
B	ITV News (on ITV 1)	1	2	3	4	5	6
C	Channel 4 News	1	2	3	4	5	6
D	Five News	1	2	3	4	5	6
E	Sky News	1	2	3	4	5	6
F	BBC News 24	1	2	3	4	5	6
H	ITV News channel	1	2	3	4	5	6
I	Al Jazeera	1	2	3	4	5	6
J	Fox News	1	2	3	4	5	6
K	Teletext	1	2	3	4	5	6
<b>NEWS WEBSITES</b>							
L	Yahoo News	1	2	3	4	5	6
M	MSN News	1	2	3	4	5	6
N	bbc.co.uk	1	2	3	4	5	6
<b>RADIO NEWS</b>							
O	BBC Radio 4	1	2	3	4	5	6
P	BBC World Service	1	2	3	4	5	6
Q	Virgin Radio	1	2	3	4	5	6
R	Local/ regional commercial stations	1	2	3	4	5	6
<b>NEWSPAPERS</b>							
S	The Sun	1	2	3	4	5	6
T	Daily Mirror	1	2	3	4	5	6
U	Daily Mail	1	2	3	4	5	6
V	The Times	1	2	3	4	5	6
W	The Guardian	1	2	3	4	5	6
X	Daily newspaper for your region/ local area/ nation	1	2	3	4	5	6
Y	Weekly newspaper for your region/ local area/ nation	1	2	3	4	5	6

PRINT

Z9 **ASK ALL**  
 How many hours would you say you spend reading newspapers in a typical week – so including daily and any weekend newspapers?

ENTER NUMBER OF HOURS (ENTER 0.5 IF LESS THAN ONE HOUR PER WEEK – ROUND UP TO NEAREST HALF HOUR) \_\_\_\_\_

Z10 **ASK ALL**  
 Do you read a daily newspaper at all? Which one/s?  
 MULTICODE OK

INTERVIEWER – IF THE RESPONDENT NAMES A NEWSPAPER NOT SHOWN IN THE LIST, PLEASE CHECK IF IT SHOULD BE CODED UNDER 23 OR 24 BEFORE USING OTHER (WRITE IN) CODE

No, do not read a daily newspaper (SINGLE CODE) .....	1
The Sun.....	2
(Scottish) The Sun .....	3
Daily Mirror.....	4
Daily Record (Scotland) .....	5
Glasgow Herald.....	6
Daily Mail.....	7
(Scottish) Daily Mail .....	8
Daily Express .....	9
(Scottish) Daily Express .....	10
Daily Star.....	11
The Sport .....	12
Morning Star.....	13
The Metro (free newspaper) .....	14
London Evening Standard.....	15
The Daily Telegraph.....	16
The Times .....	17
The Guardian .....	18
The Independent.....	19
The Scotsman.....	20
Financial Times .....	21
The Irish Times .....	22
The Irish News .....	23
Daily newspaper for my town/ city/ region – paid for.....	24
Daily newspaper for my town/ city/ region – free .....	25
Other daily newspapers (WRITE IN).....	26

Z11 **ASK ALL**  
 As far as you know, are newspapers regulated in terms of what they show and write?

Yes.....	1	<u>Z12</u>
No .....	2	Z13
Don't know .....	3	Z13

Z12 **ASK IF 'YES' AT Z11 – OTHERS SKIP TO Z13**

Who do you think is responsible for regulating newspapers?  
DO NOT READ OUT MULTICODE OK

- Ofcom/ Office of Communications ..... 1
- The (Westminster) government ..... 2
- Scottish Executive/ Parliament ..... 3
- Welsh Executive/ Assembly ..... 4
- Press Complaints Commission ..... 5
- The newspapers themselves ..... 6
- Other (WRITE IN) \_\_\_\_\_ 7

\_\_\_\_\_

Don't know ..... 8

Z13 **ASK IF READ NEWSPAPERS AT ALL AT Z9 – OTHERS SKIP TO Z14**

Have you personally ever made a complaint about something in a newspaper that you found offensive?

- Yes ..... 1
- No ..... 2

Z14 **ASK ALL**

**SHOWCARD ZE AGAIN** Could you 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 newspapers?

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	Newspapers must be free to be expressive and creative	1	2	3	4	5	6
B	Newspaper readers must be protected from seeing inappropriate or offensive material	1	2	3	4	5	6
C	As long as newspapers provide news it doesn't really matter who owns them or how they're funded	1	2	3	4	5	6

Z15 **ASK ALL**

And overall, how concerned are you about the content of newspapers?

READ OUT IF NECESSARY

- Very concerned ..... 1
- Fairly concerned ..... 2
- Neither concerned nor not concerned ..... 3
- Not very concerned ..... 4
- Not at all concerned ..... 5
- Don't know ..... 6

**EDUCATION/ TRAINING**

Z16 **ASK ALL**  
**SHOWCARD ZG** Thinking about the types of things you might learn about TV, the internet, mobile phones and so on...  
 Can you tell me which, if any, of these have you learned more about through classes or any other type of training?  
 MULTICODE OK

Z17 **ASK ALL**  
 And which, if any, of these would you be interested in learning more about?  
 MULTICODE OK

	Z16	Z17
A. Using the internet .....	1	1
B. Editing digital pictures or digital video.....	2	2
C. Setting security controls/ PIN numbers on your TV.....	3	3
D. Setting security controls/ filters on access to the internet.....	4	4
E. Setting parental controls on mobile phones .....	5	5
F. Creating a website .....	6	6
G. Community TV broadcasting.....	7	7
H. Community radio broadcasting.....	8	8
I. Sending photo's using a mobile phone .....	9	9
J. How TV services are funded.....	10	10
K. How newspapers/ the press are funded.....	11	11
L. How news programmes are put together.....	12	12
M. How TV dramas are made.....	13	13
None of these (SINGLE CODE).....	14	14

**LIBRARY**

Z18 **ASK ALL**  
**SHOWCARD ZH** Could you please look at the options on this card to say how many of these types of items you have in what you would consider to be **your** collection?  
 SINGLE CODE ONE RESPONSE PER COLUMN

	Video cassettes	DVD discs	CDs	Books	Computer games/ console games
None	1	1	1	1	1
Up to 10	2	2	2	2	2
11-50	3	3	3	3	3
51-100	4	4	4	4	4
101-200	5	5	5	5	5
Over 200	6	6	6	6	6
Don't know	7	7	7	7	7
Refused	8	8	8	8	8

**ATTITUDES**

Z19 **ASK ALL**  
**SHOWCARD ZI** In the last 12 months which, if any of these have you done?  
 MULTICODE OK

- Signed a petition .....1
- Attended a public meeting or rally.....2
- Taken part in a public demonstration or protest.....3
- Contacted a local council to complain about something affecting your neighbourhood...4
- Contacted a local councillor or MP/ MEP/ MSP/ Assembly Member .....5
- Stopped buying a product because of ethical or environmental concerns.....6
- None of these (SINGLE CODE).....7

Z20 **ASK ALL**  
 When you're completing a form which asks for personal information such as your home address, telephone number, and so on, do you tend to tick the box which says that this information should not be passed on to anyone else?

- Yes.....1
- No.....2
- Don't know .....3
- Not applicable/ don't complete forms.....4

Z21 **ASK ALL**  
**SHOWCARD ZE AGAIN** Could you 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?  
 ROTATE AND TICK START  
 READ OUT AND CODE ONE RESPONSE FOR EACH

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	I am concerned about the personal information and details that companies or the government may hold about me	1	2	3	4	5	6
B	I like to try out new things	1	2	3	4	5	6
C	I find most people to be friendly and helpful	1	2	3	4	5	6
D	Politicians are trustworthy	1	2	3	4	5	6
E	You can't trust anyone these days	1	2	3	4	5	6
F	I consider myself to be involved in the local community	1	2	3	4	5	6
G	I consider myself to be involved in political or campaigning issues	1	2	3	4	5	6

**CLASSIFICATION**

**C1 ASK ALL**

**SHOWCARD CA** To finish the interview, could you please take a look at the options shown on this card and let me know which applies to you?

SINGLE CODE

- Married/ living as married ..... 1
- Single.....2
- Widowed, divorced or separated ..... 3
- Refused ..... 4

**C2** How many people are there in your household in total (including yourself)?

WRITE IN BELOW – USE LEADING ZEROS

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**C3** Do you have any children who live at home with you?

IF NECESSARY – That is, children for whom you are their parent or guardian.

IF YES – How many of your children live at home with you?

WRITE IN BELOW – USE LEADING ZEROS

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**C4 ASK THOSE WITH CHILDREN AT HOME AT C3 – OTHERS SKIP TO C5**

And what ages are these children?

PROMPT IF NECESSARY – MULTICODE OK

- 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
- 16-17 years old ..... 6
- 18 years or older ..... 7
- Refused ..... 8

**C5 ASK ALL**

**SHOWCARD CB** Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?

MULTICODE OK

- 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 ..... 8
- I. Friend/ other person not related to you ..... 9
- J. None – I am the only adult in the household ..... 10
- Refused ..... 11

C6 Who in your household tends to do the following tasks?  
 READ OUT EACH TASK IN TURN - MULTICODE OK FOR CODES 1-6

		Respondent	Partner	Child	Parent	Friend/ flatmate	Someone else	No-one (SINGLE CODE)
A	Booking holidays	1	2	3	4	5	6	7
B	Arranging car insurance	1	2	3	4	5	6	7
C	Paying household bills	1	2	3	4	5	6	7
D	Household banking	1	2	3	4	5	6	7

C7 Did you vote in the recent General Election?  
 IF 'NO' – Were you eligible to vote, in terms of being aged 18 or over and on the electoral register?

- Yes, voted.....1
- No, and **not** eligible to vote.....2
- Not, but **eligible** to vote.....3
- Refused .....4

C8 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
- Refused .....7

C9 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

- Working full-time (30 hours per week plus) .....1 C11
- Working part-time (Under 30 hours per week).....2 C11
- Looking for work .....3 C11
- In full-time education.....4 C10
- Retired .....5 C11
- Not working.....6 C11
- Refused .....7 C11

C10 **ASK IF IN FULL-TIME EDUCATION AT C9 (CODE 4) – OTHERS SKIP TO C11**  
 What year are you in at school/ college/ university?

- School Year 11 (Fifth year).....1
- School Year 12 (Lower sixth).....2
- School Year 13 (Upper sixth).....3
- At college.....4
- At university.....5
- Refused .....6

C11 **ASK ALL**  
**IF IN FULL-TIME EDUCATION AT C9 (CODE 4) SAY** - At what age do you expect to finish your education?  
**SAY TO ALL OTHERS** - At what age did you finish your education?

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

C12 **SHOWCARD CC** Please could you tell me from this card the group which best describes your total annual household income from all sources before tax and deductions?

A. Under £7,500 ..... 1  
 B. £7,500 - £11,499 ..... 2  
 C. £11,500 - £17,499 ..... 3  
 D. £17,500 - £24,999 ..... 4  
 E. £25,000 - £39,999 ..... 5  
 F. £40,000 - £49,999 ..... 6  
 G. £50,000 - £74,999 ..... 7  
 H. £75,000 - £99,999 ..... 8  
 I. £100,000+ ..... 9  
 Don't know ..... 10  
 Refused ..... 11

C13 **ASK ALL**  
 Ofcom may wish to contact you in the future for research purposes. Would you be willing to be re-contacted?

Yes ..... 1  
 No ..... 2

C14 **IF YES AT C13**  
 Can I make a note of your phone number in case Ofcom needs to contact you again?

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

**THANK AND CLOSE**

C15 **ALL - INTERVIEWER – ENTER LENGTH OF INTERVIEW IN MINUTES BELOW**

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