



BMG
success decoded



Ofcom Tech Tracker 2025

Questionnaire



Survey introductions

CAPI INTRO

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

We are looking to understand people's views on a variety of things including mobile phones, landline phones, internet, TV and radio. Depending on your answers the survey should take around 30 minutes to complete.

The survey is being conducted for research purposes only and we rely on your consent. You can refuse to participate or stop the survey at any point. BMG Research abides by the Market Research Society Code of Conduct and GDPR legislation at all times. You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website: www.bmgresearch.co.uk/privacy **(CAWI version)**

Please be assured this is genuine research being conducted for Ofcom, and all responses will be treated anonymously. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

Could you please confirm you are happy to proceed?

Just to confirm, your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times. Please note consent is audio recorded.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website.

I can give you the website address (<https://www.bmgresearch.co.uk/privacy>). **(CAPI version)**

Ensure calling card provided if request more detail about BMG including about privacy notice

INTERVIEWER: Confirm respondent happy to proceed with the survey

✓ Informed consent provided **[TICK BOX, DO NOT ALLOW TO PROCEED WITHOUT TICKED]**



Screening & Profiling (Section S)

INTRO TEXT

Firstly, some questions about you ...

Base: All respondents

SINGLE CODE

QZ1. Which of the following are you?

Select one only, showcard 1

Code	Answer list	Scripting notes	Routing
1	Man		
2	Woman		
3	Non-binary		
4	Prefer to use my own term – please specify	ADD OPEN TEXT BOX	
5	Prefer not to say		

Base: All respondents

OPEN RESPONSE, NUMERIC, WHOLE NUMBERS ONLY MIN 1, MAX 120

QZ2. What is your age?

Please answer in box below

[_____]

Code	Answer list	Scripting notes	Routing
	Under 16	SCREENOUT	
1	16-17 years		
2	18-24 years		
3	25-34 years		
4	35-44 years		
5	45-54 years		
6	55-64 years		
7	65-74 years		
8	75-84 years		
9	85 years or over		
	Prefer not to say	SCREENOUT	

Base: All respondents

SINGLE CODE

QZ3. Which of these best describes the main income earner in your household?

If you/they are retired and living on a private pension, please choose your description based on what you/they did before you/they retired.

If you/they have been unemployed for six months or less, please choose your description based on your/their most recent main job.

Select one only, showcard 2

Code	Answer list	Social Grade	Routing
1	Very senior management: doctor, lawyer, company director (50+ people), judge, surgeon, school headteacher, etc	A	
2	Senior or middle management in large organisation: school teacher, office manager, junior doctor, bank manager, police inspector, accountant, etc	B	
3	Junior management or professional, or administrative supervisor, clerical, police officer, nurse, secretary, clerk, self-employed (5+ people), etc	C1	
4	Skilled manual worker, e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc	C2	
5	Semi-skilled or unskilled manual worker, e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener, etc	D	
6	Housewife/househusband	E	
7	Unemployed	E	
8	Student	C1	
9	Retired <u>and</u> on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	E	
10	Prefer not to say	X	

Base: All respondents

OPEN RESPONSE, NUMERIC, WHOLE NUMBERS ONLY, MIN 1, MAX 30

QZ4. What is the total number of people in the household – including yourself and any children?

Please type your response in the box below

Base: All respondents (UNLESS (QZ2 ≥ 18 AND QZ4 = 1 (AUTOFILL “1”)), NUMERIC, WHOLE NUMBERS ONLY, MIN 0, MAX 30. DO NOT ALLOW TO EXCEED NUMBER OF PEOPLE GIVEN AT QZ4.

OPEN RESPONSE, NUMERIC, WHOLE NUMBERS ONLY, MIN 1, MAX 30

QZ6. And what is the total number of children (under 18) living in your home. [If respondent is under 18 at QZ2] If you are aged under 18, please include yourself in this total.

Please type your response in the box below

Base: All respondents

MULTI RESPONSE, ASK IF ANSWER TO QZ6 IS >0

QZ7A. Which of the following age categories do the children in your household come under?

Please select any that apply, for example, if there are three children in your household (two children aged 3 and one child aged 7), you would select “0-3” and “7-9”.

[IF RESPONDENT NOT COMFORTABLE ANSWERING CODE PREFER NOT TO SAY]

Select all that apply

Code	Answer list	Scripting notes	Routing
1	0-3		
2	4-6		
3	7-9		
4	10-12		
5	13-15		
6	16-17		
7	Prefer not to say	SINGLE CODE	

Devices owned section

READ OUT: This section is about access to and use of different devices in your home such as computers, games consoles and smart speakers.

Base: All respondents

MULTI RESPONSE

QD1. Which of the following do you or anyone in your household have in your home at the moment?

Select all that apply, showcard 3

Base: Ask for each item has at QD1 – others to skip to S1

MULTI RESPONSE

QD2. And which, if any, do you personally use?

Select all that apply, showcard 3

	QD1 AT HOME	QD2 USE PERSONALLY
Desktop computer (e.g. PC, iMac etc)	1	1
Laptop	2	2
Tablet (e.g. iPad, etc.)	3	3
A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc.)	4	4
Smart TV – an internet-connected TV that offers a range of online features, such as access to streaming services	5	5
E-reader – digital book reader (e.g. Kindle, Kobo eReader, Nook eReader, etc.)	7	7
Smart watch or fitness tracker (e.g. Apple Watch, Samsung Galaxy Watch, FitBit, Garmin, etc.)	9	9
Smart ring – a ring with digital features and sensors for sleep and fitness tracking	6	6
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or Apple Vision Pro, etc.)	10	10
None of these (SINGLE CODE)	11	11
Don't know (SINGLE CODE)	12	12

BASE: THOSE WHO HAVE A GAMES CONSOLE (QD1=4)

MULTI RESPONSE, MULTI CHOICE FOR CODES 1-10, KEEP BRANDS TOGETHER

QD3. What games console(s) do you or members of your household actively use?

Please select all that apply, showcard 4

Code	Answer list	Scripting notes	Routing
1	PlayStation 5 Disc Edition		
2	PlayStation 5 Digital Edition		
12	PlayStation 5 Pro		
3	PlayStation 3 or PlayStation 4		
4	Xbox Series X		
5	Xbox Series S		
6	Xbox One or Xbox 360		
7	Nintendo Switch/Switch OLED (can connect to TV)		
8	Nintendo Wii/Wii U		
9	Handheld console (e.g. SwitchLite, Steam Deck)		
10	Retro consoles/older console models (e.g. Nintendo 64, PlayStation 1, PlayStation 2, Xbox, Evercade, etc)		
11	Other, please specify	ADD OPEN TEXT BOX	

Base: All respondents

SINGLE RESPONSE

QS1. Do you or does anyone in your household have a **smart speaker** or **smart display**? These are devices that can respond to voice commands like “Alexa”, “Hey Google”, “Hey Portal” or “Siri”. Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod?

Smart displays are smart speakers with a screen **[IF NECESSARY]** (Please note that this does not include voice command featured on smartphones)

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes – there is a smart speaker/display in my home and I personally use it		
2	Yes – There is a smart speaker/display in my home but I do not personally use it		

3	No, there is no smart speaker/smart display in my home		
4	Don't know		

Base: Those answering 1-2 on QS1. Others skip to QS8

OPEN RESPONSE, NUMERIC, WHOLE NUMBERS ONLY, MIN 1, MAX 30

QS2. How many smart speakers are in your home?

Please type in the box below

[]

Fixed codes	Answer list	Scripting notes	Routing
2	Don't know	FIX, EXCLUSIVE	

Base: Ask those answering 1-2 on QS1

SINGLE RESPONSE

QS3. Are any of the smart speakers in your home a smart display? A smart display is a smart speaker with a screen. Popular brands include Amazon Echo Show, Amazon Echo Spot, Facebook/Meta Portal, Google Nest Hub

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
3	Don't know		

Base: Ask those answering 1-2 on QS1

MULTI RESPONSE FOR CODES 1-9, RANDOMISE

QS5. In which room(s) do you have a smart speaker or a smart display?

Please select all that apply, showcard 5

Code	Answer list	Scripting notes	Routing
1	Living room/lounge		
2	Kitchen/kitchen-diner/dining room		
3	Hallway/landing		
4	Bathroom/shower room		
5	Bedroom		

6	Garage/shed		
7	Study/home office		
8	Move around as needed/portable		
9	Other (please specify)	ADD OPEN TEXT BOX	

Base: Ask those answering 1-2 on QS1

MULTI RESPONSE FOR CODES 1-9

QS6. Which brands or types of smart speakers/smart display do you have in your home?

Please select all that apply, showcard 6

Code	Answer list	Scripting notes	Routing
1	Amazon Echo (with Alexa voice assistant)		
2	Apple HomePod		
3	Bose		
4	Google Home/Google Nest		
5	Facebook/Meta Portal		
6	Samsung		
7	Sonos		
8	Sony		
9	Other (please specify)	ADD OPEN TEXT BOX	
10	Don't know	SINGLE CODE	

Base: Ask all who use a smart speaker at QS1 (code 1), others to skip to QS8

MULTI RESPONSE FOR CODES 1-14, RANDOMISE

QS7. Thinking of the smart speaker(s) in your home, which of the following functions do you personally use your smart speaker(s) for?

Please select all that apply, showcard 7

Code	Answer list	Scripting notes	Routing
1	Listen to live radio (at the same time as the show is broadcast)		
2	Listen to catch-up radio (after the show was originally broadcast)		
3	Listen to music via a streaming service – e.g. Spotify, Apple Music or Deezer		
4	Listen to a podcast		

5	Listen to an audiobook		
6	Play an interactive audio game		
7	Get news reports		
8	Get weather/travel information/updates/reports		
10	Searching for information online or asking general questions		
11	As an alarm, personal schedule reminder or to make a shopping list		
12	To control smart home devices such as a smart TV, heating or lighting		
13	To make calls, send texts or emails (including pairing with a mobile phone)		
14	To watch videos	ONLY SHOW IF S3=1	
15	Other (please specify)	ADD OPEN TEXT BOX	

Base: All respondents

MULTI RESPONSE FOR CODES 1-10, RANDOMISE

QS8. Which of the following smart home technologies, if any, do you, or does anyone in your household have in your home at the moment?

Smart devices are electronic devices that can connect to the internet and that you can interact with or control remotely using voice commands or apps.

Please select all that apply, showcard 8

Code	Answer list	Scripting notes	Routing
1	Smart home video doorbells / smart security cameras (e.g. Ring, Nest, SimpliSafe)		
14	Smart home security alarms (e.g. Verisure, ADT, Sky Protect)		
2	Smart trackers which can be attached to items and allows you to track/find where they are (e.g. Airtag, Tile)		
3	Smart bathroom scales which work with an app to keep a record of measurements and set goals		
4	Smart baby monitors which you can view and talk through on your mobile phone or smart speaker		
5	Smart lighting/heating/hot water controls (using an app on your mobile phone or smart speaker)		

6	Smart smoke alarms which send an alert to your phone		
7	Smart home appliances (e.g. fridge freezer, washing machine, tumble dryer, dishwasher)		
8	Smart robots (e.g. lawnmower, vacuum cleaner, mopper)		
9	Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app		
10	Smart fitness equipment (e.g. bikes, treadmills etc) which allow you to exercise virtually with others and access courses and resources		
11	Other (please specify)	ADD OPEN TEXT BOX	
12	None of these	SINGLE CODE	
13	Don't know	SINGLE CODE	

Base: All respondents

SINGLE RESPONSE

QV1. Does anyone in your household have a car, and if so, do you personally use it as a driver or as a passenger?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes – and I use the car/cars as a driver		
2	Yes – but I only use the car/cars as a passenger		
3	Yes – but I don't use the car/cars as a driver or a passenger		
4	No		

Base: Ask those answering code 1 or 2 at QV1

MULTI RESPONSE

QV2A. Does any car used by someone in your household have any of these features?

Please select all that apply, showcard 9

Code	Answer list	Scripting notes	Routing
1	A DAB/DAB+ digital radio		
2	The ability to stream music and make/receive calls 'hands free' on a mobile phone via Bluetooth		

3	An in-built 'infotainment system' with a touchscreen that connects to the internet without a phone, and can be used for streaming music/satnav/ etc		
4	Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring		
5	The ability to stream music/ audio and use other apps such as sat nav by connecting your phone to the car's dashboard i.e. Apple CarPlay, Android Auto		
7	In-built WiFi 'hotspot' – so that you and others can use the car's own data connection to go online		
8	Remote monitoring of the car using a smartphone – for example enabling you to identify faults or remind you where you parked		
9	A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead		
10	Built-in satellite navigation with a screen in the car's dashboard, that uses GPS but does not otherwise connect to the internet		
11	Voice assistant for e.g. making calls, playing music or navigation		
12	None of these	SINGLE CODE	
13	Don't know	SINGLE CODE	

Base: Ask those answering code 1 or 2 at QV1

MULTI RESPONSE, ONLY SHOW STATEMENT IF CODED YES AT QV2A, RANDOMISE

QV2B. And do you ever use any of these features?

Please select all that apply, showcard 9

Code	Answer list	Scripting notes	Routing
1	A DAB/DAB+ digital radio		
2	The ability to stream music and make/receive calls 'hands free' on a mobile phone via Bluetooth		
3	An in-built 'infotainment system' with a touchscreen that connects to the internet without a phone, and can be used for streaming music/satnav/ etc		

4	Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring		
5	The ability to stream music/ audio and use other apps such as sat nav by connecting your phone to the car's dashboard i.e. Apple CarPlay, Android Auto		
7	In-built WiFi 'hotspot' – so that you and others can use the car's own data connection to go online		
8	Remote monitoring of the car using a smartphone – for example enabling you to identify faults or remind you where you parked		
9	A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead		
10	Built-in satellite navigation with a screen in the car's dashboard, that uses GPS but does not otherwise connect to the internet		
11	Voice assistant for e.g. making calls, playing music or navigation		
12	None of these	SINGLE CODE	
13	Don't know	SINGLE CODE	

Landline Phone Section

READ OUT: The next few questions are about landline phone services in your home – these use phone handsets (which can be corded or cordless) that you plug into a socket in the wall or into your broadband router. This is not a mobile phone or online voice service you access on a smartphone, tablet or computer, such as Skype or WhatsApp.

Base: All respondents

SINGLE RESPONSE

QL1. Is there a landline phone in your home, and if there is, what can it be used for? Not a mobile phone or an online voice service.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes – can use it to make and receive calls		
2	Yes – can receive but not make calls/incoming calls only		SKIP TO QL3
3	Yes, but line not working properly/needs to be repaired		SKIP TO QL3
4	No, do not have a landline phone		SKIP TO QL5
5	Don't know		SKIP TO QL5

Base: Ask if have a landline phone at home that can be used to make calls (QL1 code 1)– code 2 or 3 skip to QL3, code 4 or 5 skip to QL5

SINGLE RESPONSE

QL2. How frequently do you use this landline phone to make calls?

Please select one only

Code	Answer list	Scripting notes	Routing
1	I always use the landline phone to make calls		
2	I often use the landline phone to make calls		
3	I occasionally use the landline phone to make calls		
4	Never		
5	Don't know		

Base: Ask if do not have a landline phone or do not know (code 4 or 5 at QL1)

QL5. You said that you don't have (or are not sure if you have) a landline phone in your home. Do you have a landline phone connection or service in your home that you pay for but that you don't use to make or receive landline phone calls?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes - I pay for line rental in order to receive my broadband and/or TV services		
2	Yes - I pay for a landline service as part of a package of services from my broadband/TV provider, but I do not use it or need it to receive my other services		
3	No		
4	Don't know		

Base: Ask if have a home landline phone at QL1 (Codes 1-3) or has an unused bundled landline service at QL5 (Code 2), others skip to QM1

SINGLE RESPONSE

QL3. Which of these is your main supplier for your landline services?

Please select one only, showcard 10

Code	Answer list	Scripting notes	Routing
1	BT		
2	EE		
3	KCOM		
4	NOW		
5	Plusnet		
6	Post Office/Shell Energy		
7	Sky		
8	TalkTalk		
9	Hyperoptic		
10	Utility Warehouse		
11	Virgin Media		
12	Vodafone		
13	Gigaclear		
14	Community Fibre		
17	Zen		
15	Other (please specify)	ADD OPEN TEXT BOX	

16	Don't know		
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Mobile Phone Section

READ OUT: Now some questions about mobile phones.

Base: All respondents

SINGLE RESPONSE

QM1. Are there any working mobile phones in your home? Please include any mobile phones used for work or other purposes.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes, and I personally use one		
2	Yes, but I don't personally use one		
3	No		
4	Don't know		

Base: Ask all with a mobile phone in the household at QM1 (Codes 1-2)

SINGLE RESPONSE

QM2. Are any of the mobile phones in your home smartphones? A smartphone is a mobile phone, often with a touch screen, on which you can use apps, access emails, download files and use the internet using Wi-Fi or mobile data. Popular brands include iPhone, Samsung Galaxy and Google Pixel.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes, and I personally use one		
2	Yes, but I don't personally use one		
3	No		
4	Don't know		

Base: Ask all without a smartphone they have access to in their household or personally use (QM1 code 3 or QM2 code 2 or 3)

MULTI RESPONSE

QM2A. How likely are you to get a smartphone in the next 12 months?

IF QM1=3: A smartphone is a mobile phone, often with a touch screen, on which you can use apps, access emails, download files and use the internet using Wi-Fi or mobile data. Popular brands include iPhone, Samsung Galaxy and Google Pixel.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Certain to		
2	Likely to		
3	Unlikely to		
4	Certain not to		
5	Don't know		

Base: Ask all without a smartphone they have access to in their household or personally use (QM1 code 3 or QM2 code 2 or 3)

MULTI RESPONSE, RANDOMISE

QM2B. Why do you not use or have a smartphone?

IF QM1=3: A smartphone is a mobile phone, often with a touch screen, on which you can use apps, access emails, download files and use the internet using Wi-Fi or mobile data. Popular brands include iPhone, Samsung Galaxy and Google Pixel.

Please select all that apply, showcard 11

Code	Answer list	Scripting notes	Routing
1	No need for a mobile phone / not interested	ONLY CODE M1=3	
2	Happy with my current mobile phone / no need for a smartphone	ONLY CODE M1=1 AND M2=2 OR 3	
3	Cost of a smartphone handset is too high		
4	Costs for using the phone (e.g. data and calling minutes) are too high		
5	Using a smartphone is too complicated		
6	Poor or no signal where I live		
7	Concerned about security/ fraud/ privacy		
8	Concerned about harmful/offensive content		
9	I have poor eyesight or another type of condition which makes it difficult to operate a smartphone		
10	Other (write in)	ADD OPEN TEXT BOX	
11	Don't know	SINGLE CODE	

Base: All who personally use a mobile phone (QM1=1)

SINGLE RESPONSE

QM3. Which of the following statements best describes how you acquired your main mobile phone?

Please select one only, showcard 12

Code	Answer list	Scripting notes	Routing
1	It was bought as a brand new phone – as part of a contract including calls, texts and data		
2	It was bought as a brand new phone – not as part of a contract, just the phone itself		
3	It was bought as a refurbished/used phone		
4	It was passed on to me/given to me as a hand-me-down		
5	Something else – (please specify)		
6	Don't know		

Base: All who personally use a mobile phone (QM1=1)

SINGLE RESPONSE

QM10A. How long have you had your current main mobile phone for?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Less than 1 year		
2	1-2 years		
3	3-4 years		
4	5+ years		
5	Don't know		

Base: Ask all who personally use a mobile phone at QM1 (Code 1)

SINGLE RESPONSE

QM4. Which mobile network do you use most often?

Please select one only, showcard 13

Code	Answer list	Scripting notes	Routing
1	Asda Mobile		
2	BT		
3	EE		
4	Giffgaff		
5	iD Mobile (Carphone Warehouse)		

6	Lebara		
7	Lycamobile		
8	O2		
9	Plusnet		
10	Sky Mobile		
11	Smarty		
12	Talk Mobile		
13	TalkTalk		
14	Tesco		
15	Three/3		
16	Utility Warehouse/1p Mobile		
17	Virgin Mobile/ Any Virgin		
18	Vodafone		
19	Voxi		
20	Other (please specify)	ADD OPEN TEXT BOX	
21	Don't know		

Base: Ask all who personally use a smartphone at QM2 (Code 1), others skip to QM6

SINGLE RESPONSE

QM5. Can you access a 4G or 5G service on your smartphone?

If you can access 5G on your smartphone, please **do not select 4G**.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes – 5G		
2	Yes – 4G		
3	No, neither		
4	Don't know		

Base: Ask all who personally use a mobile phone at QM1 (Code 1), others skip to internet section

SINGLE RESPONSE

QM6. Which of the following best describes the mobile package you personally use most often on your main mobile phone?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Prepay/pay as you go – using top-ups		
2	Monthly contract/SIM only – paying monthly		
3	Other (please specify)	ADD OPEN TEXT BOX	
4	Don't know		

Base: Ask if have a pay monthly/contract phone at QM6 (code 2)

SINGLE RESPONSE

QM7. When you signed up for your current mobile contract, did you get a handset included as part of the contract or did you get a SIM only contract?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Handset and contract		
2	SIM only deal		
3	Don't know		

Base: If have smartphone at QM2 (Code 1)

SINGLE RESPONSE

QM9. Thinking about your main mobile phone, which operating system does it function on? Operating systems are the technologies that power smartphones. iPhones use Apple (also known as iOS) operating systems, whilst other smartphone brands – e.g. Google Pixel and Samsung Galaxy – typically use Android. Other operating systems may include HarmonyOS, KaiOS, etc.

Please select one only

Code	Answer list	Scripting notes	Routing
1	Apple (iOS)		
2	Android		
3	Other – please specify		
4	Don't know		

Base: If code 1 or 2 at QM6

SINGLE RESPONSE

QM12. What type of SIM does your main mobile phone use to connect your mobile network and/or data plan?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Physical SIM		
2	eSIM (a digital sim card, first introduced to some phones in 2016)		
3	Both physical and eSIM		
4	Don't know		

Base: Where have both SIM types If code 3 at QM12

MULTI RESPONSE OK CODE 2-6

QM13A. You said you had both a physical SIM and an eSIM. What do you use your eSIM for?

Please select all that apply, showcard 14

Code	Answer list	Scripting notes	Routing
2	International calls		
3	Additional data in the UK		
4	To give me better connectivity in busy or remote areas of the UK		
5	As a separate contact method, for example, for business purposes		
6	To use when abroad for calls or data		
9	Everyday phone usage		
7	Other (SPECIFY)	EXCLUSIVE, ADD OPEN TEXT BOX	
8	Don't know	SINGLE CODE	

Base: If code 3 at QM12

MULTI RESPONSE OK CODE 2-6

QM13B. And what do you use your physical SIM for?

Please select all that apply, showcard 14

Code	Answer list	Scripting notes	Routing
2	International calls		
3	Additional data in the UK		
4	To give me better connectivity in busy or remote areas of the UK		

5	As a separate contact method, for example, for business purposes		
6	To use when abroad for calls or data		
9	Everyday phone usage		
7	Other (SPECIFY)	EXCLUSIVE, ADD OPEN TEXT BOX	
8	Don't know	SINGLE CODE	

Base: Ask all who personally use a mobile phone at QM1 (Code 1)

MULTI RESPONSE

QM14. Which of the following activities – if any – do you use your mobile phone for?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Sending/receiving text messages (SMS)		
2	Making voice calls via your mobile network (not using Wi-Fi)		
3	Don't know	SINGLE CODE	
4	None of the above	SINGLE CODE	

Internet Section

READ OUT: This section of questions is about the internet. This could be at home, at work or when you're out and about. It could be to check emails, use social media, to browse or buy things online, look at news online, or watch a TV programme or video clip online.

Base: All respondents

SINGLE RESPONSE

QE1. Do you or does anyone in your household have access to the internet at home (via any device, e.g. PC, mobile phone, etc) and if so, do you personally use the internet at home?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes – have access and use at home		
2	Yes – have access but don't use at home		
3	No – do not have access at home		
4	Don't know		

Base: Ask all with internet access at home at QE1 (Codes 1-2)

MULTI RESPONSE

QE3. Which of these – if any – is your home internet connection used for?

Please all that apply, showcard 15

Code	Answer list	Scripting notes	Routing
1	Working from home		
2	Personal schoolwork/study/homework		
3	University/college work		
4	Virtual school lessons or university lectures/seminars		
5	None of these	SINGLE CODE	

Base: All respondents

MULTI RESPONSE, RANDOMISE

QE4. Do you ever access the internet outside your home in any of the following locations?

Please select all that apply, showcard 16

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------

1	Your workplace		
2	School/ college/ university		
3	Library		
4	UK culture centre/ Learn Direct/ other online learning centres		
5	Internet café		
6	In someone else's home		
7	While travelling (e.g. on-board trains, from airport departure lounges, etc)		
8	In cafes/ restaurants/ pubs/ bars		
9	In shops or shopping centres		
10	In leisure centres/ gyms/ sports grounds		
11	Outdoor areas such as parks		
12	Other (write in)	ADD OPEN TEXT BOX	
13	No, do not	SINGLE CODE	

Base: Ask if use internet at home at QE1 (Code 1) or elsewhere at QE4 (Codes 1-12), others skip to QE7

SINGLE RESPONSE

QE5. How often do you personally use the internet nowadays either at home or elsewhere?

This includes time spent on social media and sending messages; watching films, TV programmes and videos online; listening to audio or radio online; playing games online; spending time on video calls; searching for information online; doing work or studying for school/college/university.

This includes using the internet via a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else.

Please select one only, showcard 17

Code	Answer list	Scripting notes	Routing
1	I am almost always on the internet		
8	Most of the day		
9	Several times a day		
10	A few times a day		
2	About once a day		
3	Several times a week		
4	At least once a week		
5	Less often		
6	Never		

7	Don't know		
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CONTINUE IF HAVE ACCESS TO THE INTERNET AT HOME AT QE1 (CODE 1 OR 2)

CONTINUE IF USE THE INTERNET ANYWHERE ELSE AT QE4 (CODES 1-12)

Base: Ask if have access to the internet at home at QE1 (Code 1 or 2), those without access at home skip to QE9

MULTI RESPONSE

QE7. Which of the following do you or members of your household use to connect to the internet at home?

Please select all that apply, showcard 18

Code	Answer list	Scripting notes	Routing
1	Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device		
2	Mobile phone network data (either on your mobile phone or another device) – using your phone's 3G, 4G or 5G mobile network		
3	Broadband from a mobile network – connecting via a USB stick or dongle or a mobile Wi-Fi router, or built-in connectivity in a laptop or network or tablet computer with a SIM card		
4	Other (please specify)	ADD OPEN TEXT BOX	
5	Don't know	SINGLE CODE	

Base: Ask all with internet access at home at QE1 (Code 1 or 2)

SINGLE CODE

QE3A. How often does your (IF E7=1 "home fixed broadband speed"; IF E7=2-5 "home internet connection speed") meet the needs of your household? Please select on a 1 to 5 scale where 1 = all of the time and 5 = none of the time.

Please select one only, showcard 46

Code	Answer list	Scripting notes	Routing
1	All of the time		
2			
3			
4			
5	None of the time		
97	Don't know		

Base: Ask if they have a fixed broadband (QE7=1)

SINGLE RESPONSE

QE8. Which broadband provider does your household currently use as its MAIN supplier at home?

Please select one only, showcard 19

Code	Answer list	Scripting notes	Routing
1	BT		
2	Community Fibre		
3	EE		
4	Gigaclear		
5	Hyperoptic		
6	KCOM		
8	NOW		
9	Plusnet		
10	Shell Energy/Post Office		
11	Sky		
13	TalkTalk		
14	Three Broadband		
15	Utility Warehouse		
16	Virgin Media		
17	Vodafone		
18	Zen		
19	Other (please specify)		
20	Don't know		

Base: ask if use internet at home at QE1 (code 1) or elsewhere at QE4 (codes 1-12)

MULTI RESPONSE, PER ROW

QE9. Please think about any time you go online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal.

For each activity listed below, please indicate whether you do each activity on **a mobile phone and/or another device, or not at all.**

Please select all that apply, showcard 20

Row Codes	PURCHASING/ FINANCES (DO NOT SCRIPT HEADER)
1	Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food, etc)

2	Online shopping for services (e.g. holiday booking, travel booking, insurance, events, etc)
5	Managing personal or household finances (e.g. online banking, paying bills, setting up direct debits, etc)
3	Digital payments at a point of sale (e.g. via Apple Pay, Google Pay, etc)
6	Selling or trading items online (e.g. eBay, Facebook Marketplace, Vinted, etc)
	COMMUNICATION (DO NOT SCRIPT HEADER)
7	Send/receive e-mails
8	Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams, WhatsApp, iMessage, etc)
9	Make/receive <u>voice calls</u> over the internet (e.g. via Microsoft Teams, WhatsApp, Zoom, etc) (LOCK WITH CODE 10)
10	Make/receive <u>video calls</u> over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp, Zoom, etc) (LOCK WITH CODE 9)
30	Creating content (e.g. videos, podcasts, music, blogs, websites, etc)
	INFORMATION (DO NOT SCRIPT HEADER)
26	Using a digital 'wallet' (e.g. Google Wallet, Apple Wallet, etc) to store personal or other information such as identification cards, tickets, passes, store cards, etc
11	Finding/downloading information for work/school/university
12	Using local council/government sites (e.g. to contact, find information, complete processes such as passport applications, etc)
13	Accessing news/weather/sports
27	Scanning QR codes
14	Maps/directions/navigation/travel planning
16	Using generative AI sites or tools such as Chat GPT, Google Gemini, Microsoft Copilot, Snapchat My AI, etc
15	Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive, etc
	HEALTH/PERSONAL INFORMATION (DO NOT SCRIPT HEADER)
23	Personal/household organisation tools such as calendar management, task planning, etc
17	Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)
18	Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking, etc)
31	Finding information or applying for benefits/ tax credits/ other government or charitable support

	ENTERTAINMENT (DO NOT SCRIPT HEADER)
19	Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, Sky Go, etc)
20	Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, Facebook, etc)
21	Listening to radio
28	Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts, etc)
29	Listen to an audiobook or read an e-book
22	Playing or downloading games
	SOCIAL (LOCK AS LAST GROUP) (DO NOT SCRIPT HEADER)
24	Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok, Snapchat, etc)
25	Other (WRITE IN) (LOCK POSITION)

Answer Codes	
1	I do this on a smartphone [ONLY SHOW IF PERSONALLY USE SMARTPHONE (QM2=1)]
2	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)
3	I do not do this online at all

Base: Ask if have a smartphone at QM2 (Code 1)

MULTI RESPONSE OK CODES 1-16, RANDOMISE

QM15. Do you use any of the following types of apps on your smartphone?

Please select all that apply, showcard 21

Code	Answer list	Scripting notes	Routing
1	Banking		
2	Food delivery (e.g. Deliveroo, Uber Eats, Just Eat, etc)		
3	Games		
4	Music/audio streaming (e.g. Spotify, Apple Music, BBC Sounds, etc)		

5	Navigation/maps		
6	News/newspapers		
7	Payment services (e.g. Apple Pay, Google Pay, PayPal, etc)		
8	Shopping (e.g. Amazon, Ocado, etc)		
9	Social media (e.g. Facebook, X (formerly Twitter), Instagram, Snapchat, TikTok, etc)		
10	Taxi booking or travel (e.g. Uber, Trainline, etc)		
11	TV and video (e.g. Netflix, BBC iPlayer, Amazon Prime Video, YouTube, etc)		
12	Messaging apps (e.g. WhatsApp, Facebook Messenger, etc)		
13	Fitness or health apps (e.g. Strava, Apple Health, etc)		
14	Review apps (e.g. Goodreads, Tripadvisor, etc)		
15	Smart home technology apps (e.g. Ring, Nest, etc)		
	Online marketplace (e.g. eBay, Vinted, Etsy, etc)		
16	None of these	SINGLE CODE	
17	Don't know	SINGLE CODE	

Base: ASK IF QE9 = 1 or 2 at “Purchasing/Finance” codes

MULTI CODE 1-5, RANDOMISE

QE20. Which – if any – of the following digital payment methods have you used?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Contactless payment using a smartphone		
2	Contactless payment using a smart watch		
3	Online payment/sending money via my bank's website/app (e.g. NatWest, Lloyds, Monzo, Sterling, etc)		

4	Online payment/sending money via a payment provider's website/app (e.g. Paypal, Stripe, Square, etc)		
5	Payment via a car infotainment system	[SHOW IF QV2B = 3]	
6	None of the above	SINGLE CODE	

ASK IF QE9: Code 15=1 or 2

QE21. Which – if any – of the following cloud storage services have you used?

Please select all that apply, showcard 22

Code	Answer list	Scripting notes	Routing
1	Apple iCloud		
2	Microsoft OneDrive		
3	Google Drive		
4	Dropbox		
5	Box		
6	Mega		
7	BT Cloud		
8	Amazon Photos		
9	Other (please specify)	OPEN TEXT BOX	
10	None of the above	SINGLE CODE	

Base: Ask if go online at home or elsewhere :1 or 2 at QE1 or 1-12 at QE4

MULTI RESPONSE, RANDOMISE

QE10. In the last 3 months, have you or has anyone in your household used any of these gaming subscription services?

Please select all that apply, showcard 23

Code	Answer list	Scripting notes	Routing
1	PlayStation Plus (may also be called 'Essential', 'Extra' or 'Premium')		
2	Nintendo Switch Online		
3	Xbox GamePass (Core, Console, Standard, Ultimate, PC)		

4	EA Play on Xbox or PlayStation		
5	Prime gaming		
6	Apple arcade		
7	Google Play Pass		
8	Netflix games		
9	Ubisoft+		
10	A game streaming service (e.g. GeForce NOW)		
11	Other, please state	ADD IN OPEN TEXT BOX	
12	Don't know	SINGLE CODE	
13	Don't have a gaming subscription	SINGLE CODE	

Base: Ask all with fixed broadband at home at QE7 (Code 1)

SINGLE RESPONSE

QE13. A wireless router allows you to have a wireless broadband connection throughout the home (also known as Wi-Fi), without needing cables running from your PC, laptop or other device to your wall socket.

Do you or anyone in your household use a fixed wireless internet connection at home – (also known as Wi-Fi)?

[**FOR THOSE WITH BOTH FIXED AND MOBILE BB** – Please do not count your mobile broadband. In this case we are only talking about your broadband access which is connected to your fixed line]

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
4	Don't know		

Base: Ask all without internet at home (QE1 code 3)

MULTI RESPONSE

QE15. How likely are you to get internet access at home in the next 12 months?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Certain to		
2	Likely to		
3	Unlikely to		
4	Certain not to		
5	Don't know		

Base: Ask all who are unlikely to get internet access in next 12 months at QE15 (Codes 3-4)

MULTI RESPONSE, RANDOMISE

QE16. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months.

Please select all that apply, showcard 24

Code	Answer list	Scripting notes	Routing
1	No need to go online/ not interested		
2	Broadband setup costs are too high		
3	Cost of a desktop, tablet or laptop computer to use the internet is too high		
4	Cost of a mobile phone handset to use the internet is too high		
5	Monthly cost of a fixed broadband service is too high		
6	Monthly cost of a mobile phone service is too high		
7	Getting online/ getting connected to the internet is too complicated		
8	Using the internet is too complicated		
9	Happy to use the internet at work/ elsewhere		
10	Someone else can go online for me if necessary		
11	Broadband connection is not available where I live		
12	Broadband is too slow where I live		
13	Concerned about security/ fraud/ privacy		
14	Concerned about harmful/offensive content		
15	Poor eyesight		
16	Other (write in)	ADD OPEN TEXT BOX	
17	Don't know	SINGLE CODE	

Base: Ask all with internet access at home but without fixed broadband (QE7 codes 2-4 AND NOT QE7 Code 1)

MULTI RESPONSE

QE15B. How likely are you to get fixed broadband internet at home in the next 12 months?

Please select one only

Code	Answer list	Scripting notes	Routing
1	Certain to		

2	Likely to		
3	Unlikely to		
4	Certain not to		
5	Don't know		

Base: Ask all with internet access at home but without fixed broadband (QE7 codes 2-4 AND NOT QE7 Code 1)

MULTI RESPONSE, RANDOMISE

QE16B. You said that you have internet access at home but not via a fixed broadband connection, why do you not have a broadband connection?

Please select all that apply, showcard 25

Code	Answer list	Scripting notes	Routing
1	No need to get fixed broadband / not interested		
2	Fixed broadband setup costs are too high		
3	Cost of a desktop, tablet or laptop computer to use fixed broadband is too high		
4	The monthly cost of a fixed broadband service is too high		
5	Getting fixed broadband set up is too complicated		
6	Happy to use the internet at work/on my phone/elsewhere		
7	Broadband connection is not available where I live		
8	Broadband is too slow where I live		
9	Didn't want to commit to a contract		
10	Didn't want to pay for services that come with broadband that I don't use		
	Other reason(s) related to costs (please specify)	ADD OPEN TEXT BOX	
16	Other (write in)	ADD OPEN TEXT BOX	
17	Don't know	SINGLE CODE	

Base: Ask if use online instant messaging, online voice calls or online video calls at QE9 (Codes 8-10=1 or 2)

MULTI RESPONSE, RANDOMISE

QE18. You said earlier that you use the internet to send instant messages, make online voice calls and/or make online video calls.

Which of the following communications service(s) have you used in the last 12 months to send instant messages, make online voice calls and/or make online video calls?

Please select all that apply, showcard 26

Code	Answer list	Scripting notes	Routing
1	Facebook Messenger		
2	FaceTime		
3	Google Chat		
4	Google Meet		
5	Instagram		
6	Microsoft Teams		
7	Skype		
8	Snapchat		
9	WhatsApp		
10	Zoom		
11	Telegram		
12	Signal		
13	Discord		
16	Slack		
17	TikTok		
14	Other (write in)	ADD OPEN TEXT BOX	
15	Don't know	SINGLE CODE	

Base: Ask if use online instant messaging, online voice calls or online video calls at QE9 (Codes 8-10=1 or 2)

MULTICODE,RANDOMISE

QE18A. Thinking about the communications service(s) you've used in the last 12 months, which – if any – of the following activities have you engaged in when using those services?

Please select all that apply, showcard 27

Code	Answer list	Scripting notes	Routing
4	Sent/received a voicenote		
5	Shared/received a web link		
6	Sent/received images and/or video		
7	Sent/received a "view once"/disappearing message	SHOW IF QE18 = 8,9,11	
8	None of these	SINGLE CODE	
15	Don't know	SINGLE CODE	

Base: Ask if codes 1-7 selected at QE18A

SINGLE RESPONSE FOR EACH ROW

QE19. Thinking about the communications service(s) you've used in the last 12 months, how often on average do you engage in these activities?

Please select one only per row, showcard 28

Code	Answer list	A) Multiple times a day	B) Daily	C) Weekly	D) Monthly	E) Less than monthly	Scripting notes	Routing
4	Send/receive a voicenote							SHOW IF QE18A = 4
5	Share/receive a web link							SHOW IF QE18A = 5
6	Send/receive images and/or video							SHOW IF QE18A = 6
7	Send/receive a "view once"/disappearing message							SHOW IF QE18A = 7

Base: All respondents

MUTI CODE

QE22. Which of the following – if any – do you use?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Voice assistant to help you use/operate a phone or computer (e.g. dial a number, open a programme, search for a particular term on the internet, etc)		
2	Software that changes speech to text on a phone or computer (e.g. for writing an email, making notes, etc) – excluding voicenote functions on messaging services		
3	Software that reads text on a phone or computer (e.g. that reads text on a website)		
4	Other (please specify)	OPEN TEXT BOX	
5	None of the above	EXCLUSIVE	

Radio Section

READ OUT: This next section of questions is about radio and audio activities

Base: Ask all

OPEN RESPONSE, NUMERIC, WHOLE NUMBERS ONLY, MIN 0, MAX 30

QR1. How many radios do you have in your home that you, or someone in your household, listens to? Please do not include any other devices you use to listen to the radio e.g. smart speakers or TVs.

Please type your response in the box below

Code	Answer list	Scripting notes	Routing
1	None		
2	1		
3	2-3		
4	4-5		
5	6-10		
6	11 or more		
7	Don't know		

Base: Ask all who have at least 1 radio at QR1 (codes 2-6)

SINGLE RESPONSE, RANDOMISE

QR2. You said that you have **[NUMBER IN BOX AT QR1]** radio(s) in your home that someone in the household listens to in most weeks. How many of these **[NUMBER IN BOX AT QR1]** radio(s) are DAB/DAB+ radio sets?

DAB radio sets are those that can receive digital radio signals rather than traditional AM/FM frequencies. Many stations broadcast on both, but examples of digital only radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Please type your response in the box below

Code	Answer list	Scripting notes	Routing
1	None		
2	1		
3	2-3	HIDE IF QR1=2+	
4	4-5	HIDE IF QR1=3+	

5	6-10	HIDE IF QR1=4+	
6	11 or more	HIDE IF QR1=5+	
7	Don't know		

Base: Ask all

SINGLE RESPONSE PER ROW, RANDOMISE

QR3. How often, if at all, do you do each of these types of activities...

PROMPT (This can be on ANY device including radio sets, smart speakers, mobile phone, smart TVs, etc.) Please select all that apply

Please select one per row, showcard 29

		At least daily	At least weekly	At least monthly	Less than once a month	Never	Don't know
A	Listen to live radio (so at the same time as the show is broadcast)	1	2	3	4	5	6
B	Listen to catch-up radio (so after the show was originally broadcast)	1	2	3	4	5	6
C	Listen to podcasts	1	2	3	4	5	6
D	Listen to music via a paid-for or subscription streaming service – e.g. Spotify Premium or Apple Music (LOCK WITH CODE E)	1	2	3	4	5	6
E	Listen to music via a free streaming service – e.g. Spotify Free (LOCK WITH CODE D)	1	2	3	4	5	6
F	Listen to an audiobook – e.g. usings apps such as Audible	1	2	3	4	5	6
G	Listen to/watch music videos online or on TV	1	2	3	4	5	6
H	Play an interactive audio game using only your voice – such as The Inspection Chamber or Jeopardy	1	2	3	4	5	6
I	Social audio services (e.g. Clubhouse)	1	2	3	4	5	6

Base: Ask those answering code 1 or 2 at QV1

MULTI RESPONSE FOR CODES 1-8, RANDOMISE

QR4. Which, if any of these ways do you listen to audio content in a car?

Please select all that apply, showcard 30

Code	Answer list	Scripting notes	Routing
1	Listen to live radio on an in-car FM or AM radio		
2	Listen to live radio on an in-car DAB/DAB+ radio		
3	Listen to radio on a mobile phone		
4	Listen to music on an in-car CD or tape player		
5	Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone		
6	Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone)		
7	Listen to music stored on a phone		
8	Listen to a podcast via a mobile phone		
9	None of these	SINGLE CODE	

Base: Ask all

MULTI RESPONSE FOR CODES 1-4, RANDOMISE

QR5. Some devices, as well as radio sets, can receive digital radio signals rather than traditional AM/FM frequencies. Many stations are broadcast on both, but examples of digital only radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extras.

Before today, which, if any, of these ways of listening to digital radio were you aware of?

Please select all that apply, showcard 31

Code	Answer list	Scripting notes	Routing
1	DAB/DAB+ radio		
2	On TV via Freeview, cable or satellite TV services		
3	Online via an app or web browser on a smartphone, tablet or computer		
4	On a smart speaker such as Amazon Echo, Google Home		
5	I wasn't aware of digital radio before today	SINGLE CODE	

Base: Ask All

SINGLE RESPONSE

QR7. Before today, were you aware of DAB+ radio sets? A DAB+ radio set uses upgraded technology to enable a wider range of stations to be available than would be using a DAB radio set.

Please select one only, showcard 32

Code	Answer list	Scripting notes	Routing
1	Yes I am aware of DAB+ radio sets		
2	I am aware of DAB radio sets, but not about DAB+		
3	No I am not aware of DAB radio sets		

Base: Ask if answered yes to QR7 (QR7=1) and have DAB Radio at QV2 (QV2=1) or DAB Radio at QR5 (QR5=1)

SINGLE RESPONSE

QR8. Are you aware if any of your DAB radio sets are specifically DAB+ enabled radio sets?

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Yes, I definitely have a DAB+ radio in a car	SHOW IF QV2=1	
2	Yes, I definitely have a DAB+ at home	SHOW IF QR5=1	
4	None of my DAB radio sets are DAB+ enabled		
3	Not sure if it is DAB or DAB+		

TV Section

READ OUT: This section of questions is about TV and video services.

Base: Ask all

SINGLE RESPONSE

QT1. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films? (By TV sets, we mean a device designed for the primary purpose of watching TV.)

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

Base: Ask all with a TV set in their home at QT1 (code 1)

QT1A. Do you personally use any of the TV sets in your home to watch TV programmes or films? (By TV sets, we mean a device designed for the primary purpose of watching TV.)

Please select one only

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

Base: Ask if have a TV at QT1 (Code 1), others skip to QT3

SINGLE RESPONSE

QT2. Which of the following best describes the main TV set in your home?

Please select one only

Code	Answer list	Scripting notes	Routing
1	An HDTV set or HD ready TV – which can receive High-Definition picture quality		
2	An Ultra High Definition (known as UHD) TV set or UHD ready TV – also known as 4K TV		
3	Neither of these		
4	Don't know		

Base: Ask all

MULTI RESPONSE FOR 1-6, RANDOMISE

QT3. Which – if any – of these TV services are used in your household to watch programmes, shows or films?

Please select all that apply, showcard 33

Code	Answer list	Scripting notes	Routing
1	Sky TV (with a monthly subscription)		
2	Virgin Media (cable TV subscription)		
3	Freeview or Freeview Play (a free service often built into TV sets)		
9	Freely (a free service built into TV sets)		
4	EE TV (formerly known as BT TV)		
5	TalkTalk TV		
6	Free satellite TV via Freesat or Sky (no subscription)		
7	None of these	SINGLE CODE	
8	Don't know	SINGLE CODE	

Base: Ask all with Sky TV at QT3 (Code 1)

MULTI RESPONSE

QT4. Does your household have Sky Q, Sky+, Sky Stream and/or Sky Glass?

Sky+ allows users to record and store TV programmes, and also pause and rewind live TV programmes.

Sky Q allows users to watch recorded programmes on a Sky box in other rooms in the house and on the move using a smartphone or tablet.

Sky Stream is a plug-in broadcast streaming service that offers content via your internet connection

Sky Glass is a streaming TV that does not require a satellite dish or box for it to work, only a home broadband connection

Please select all that apply

Code	Answer list	Scripting notes	Routing
1	Yes – Sky+/Sky+ HD		
2	Yes – Sky Q		
3	Yes – Sky Stream		
4	Yes – Sky Glass		
6	Yes – not sure which	SINGLE CODE	
7	No	SINGLE CODE	
8	Don't know	SINGLE CODE	

Base: Ask all where have a working TV at QT1 and use household internet access at QE1 (Code 1 or 2)

MULTI RESPONSE, RANDOMISE

QT6. Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?

Please select all that apply, showcard 34

Code	Answer list	Scripting notes	Routing
1	Using TV streaming services on your smart TV (e.g. Netflix, Amazon Prime Video, etc. – often found on the menu or home screen)	IF CODE SMART TV AT QD1	
2	A set-top box connected to your TV (such as Sky Q, Virgin TV 360, EE TV, YouView) to access streaming services		
3	A streaming box or stick (such as Amazon Fire TV, NOW, Google Chromecast, Roku, Apple TV) connected to your TV		
4	A button on your TV remote (e.g. Netflix, BBC iPlayer, Rakuten)		

5	Voice control through your TV remote		
6	A laptop/ computer connected to your TV	IF CODES 1-2 AT QD1	
7	A tablet computer (e.g. iPad) connected to your TV	IF CODE 3 AT QD1	
8	A smartphone connected to your TV	IF CODE 1-2 AT QM2	
9	Games console connected to your TV		
10	Connecting TV to on demand or streaming services via another method (please specify)	ADD OPEN TEXT BOX	
11	None of these	SINGLE CODE	
12	I do not watch any content on a TV set	SINGLE CODE	
13	Don't know	SINGLE CODE	

Base: Ask all who use streaming boxes/sticks (code 3 in QT6)

MULTI RESPONSE, RANDOMISE

QT7. You said you or someone in your household uses a streaming box or stick to watch TV, films or other content on your TV set. Which – if any – of the following do they use to do this?

Please select all that apply, showcard 35

Code	Answer list	Scripting notes	Routing
1	Amazon Fire TV (plug-in stick, plug-in box or cube)		
2	Google Chromecast		
10	Google TV Streamer (a new product launched in 2024)		
3	Roku (plug-in stick, plug-in box or soundbar)		
4	Apple TV box		
5	NOW Smart Stick or Box		
6	Virgin Media Stream		
7	Sky Stream		
8	Other (please specify)	ADD OPEN TEXT BOX	
9	Don't know	SINGLE CODE	

Base: Ask in Northern Ireland Only, others skip to demographics. Ask if have a TV at QT1 (Code 1), others skip to demographics

SINGLE CODE PER ROW A-D

QT8. How frequently, if at all, do you watch each of these channels? Please only include watching these channels live on broadcast TV, not including any catch-up services or clips online.

Please select one for each option, showcard 36

		Every day	At least weekly	At least monthly	Less often than monthly	Never	Don't know
A	RTÉ 1	1	2	3	4	5	6
B	RTÉ 2	1	2	3	4	5	6
C	Virgin Media One	1	2	3	4	5	6
D	TG4	1	2	3	4	5	6

Demographics:

READ OUT: The final few questions are to find out more about you personally, to help us to further compare different groups of people. They will not be used to attempt to identify you, but if you are uncomfortable answering any of these you have the option to select prefer not to answer to each question.

Base: All respondents

SINGLE RESPONSE

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

Please select one only, showcard 37

Code	Answer list	Scripting notes	Routing
	<u>WHITE</u>	HEADING NOT CODE	
1	English/Welsh/Scottish/Northern Irish/British		
2	Irish		
3	Gypsy or Irish traveller		
4	Roma		
5	Any other White background (write in)	ADD OPEN TEXT BOX	
	<u>MIXED/ MULTIPLE ETHNIC GROUPS</u>	HEADING NOT CODE	
6	White and Black Caribbean		
7	White and Black African		
8	White and Asian		
9	Any other Mixed/ multiple ethnic background (write in)	ADD OPEN TEXT BOX	
	<u>BLACK OR BLACK BRITISH</u>	HEADING NOT CODE	
10	Caribbean		
11	African		
12	Any other Black/ Black British/ African/ Caribbean background (write in)		
	<u>ASIAN OR ASIAN BRITISH</u>	HEADING NOT CODE	
13	Indian		
14	Pakistani		
15	Bangladeshi		
16	Chinese		
17	Any other Asian background (write in)		
	<u>OTHER ETHNIC GROUP</u>	HEADING NOTE CODE	

18	Arab		
19	Any other background (write in)		
20	Prefer not to say/ Refused		

Base: All respondents

MULTI RESPONSE

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

Please select all that apply, showcard 38

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

Base: All respondents

MULTI RESPONSE

QZ10. What is your working status?

Please select all that apply, showcard 39

Code	Answer list	Scripting notes	Routing
1	In full-time employment		
2	In part-time employment		
3	Retired		
4	Unemployed		
5	A student		
6	Full-time responsibility for the home/ family		
7	Refused		

Base: All respondents

SINGLE RESPONSE

QZ15A. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you.

Please select one only, showcard 40

Code	Answer list	Scripting notes	Routing
1	I have no formal qualifications (and I am not still studying)		
2	Entry level qualification such as ESOL, ELC or Skills for Life		
3	GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English		
4	GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English		
5	Level 1-2 vocational qualification or intermediate apprenticeship		
6	A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent		
7	Level 3 vocational qualification or advanced apprenticeship		
8	Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)		

9	Level 4-5 vocational qualification or higher apprenticeship		
10	University first degree (BA/ BSc/ Bed/ PGCE or equivalent)		
11	Level 6 vocational qualification or degree apprenticeship		
12	University higher degree (e.g. Masters, PhD or equivalent)		
13	Still studying/ still at school		
14	Don't know		
15	Prefer not to say		

Base: All respondents

MULTI RESPONSE

QZ11. And is your home...?

Please select all that apply, showcard 41

Code	Answer list	Scripting notes	Routing
1	Being bought on mortgage		
2	Owned outright by household		
3	Rented from Local Authority/ Housing Association/ Trust		
4	Rented from private landlord		
5	Other (write in)	ADD OPEN TEXT BOX	
6	Don't know		
7	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

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

Please select one only, showcard 42

Code	Answer list	Scripting notes	Routing
1	Up to £199 per week (or up to £10,399 per year)		
2	£200-£299 per week (or £10,400- £15,599 per year)		
3	£300- £499 per week (or £15,600- £25,999 per year)		
4	£500-£699 per week (or £26,000-£36,399 per year)		

5	£700-£999 per week (or £36,400- £51,999 per year)		
6	£1,000-£1,499 per week (or £52,000-£77,999 per year)		
7	£1,500 and above per week (or £78,000 and above per year)		
8	Don't know		
9	Refused		

Base: All respondents

MULTI RESPONSE

QZ13. Does anyone in your household – including yourself – receive any of the following benefits

Please select all that apply, showcard 43

Code	Answer list	Scripting notes	Routing
1	Income Support		
2	Income-based Jobseeker's Allowance		
3	Pensions Credit		
4	Employment and Support Allowance (ESA)		
5	Universal Credit (and household has other earnings)		
6	Universal Credit (and household does not have other earnings)		
7	Personal Independence Payment (PIP)		
8	Carer's Allowance		
13	Disability Living Allowance		
9	Something else – Please say	ADD OPEN TEXT BOX	
10	None – do not receive any benefits	SINGLE CODE	
11	Don't know	SINGLE CODE	
12	Prefer not to say	SINGLE CODE	

Base: All respondents

SINGLE RESPONSE

QZ14. How well would you say your household is managing financially at the moment? Would you say that you are...?

Please select only one, showcard 44

Code	Answer list	Scripting notes	Routing
1	Doing well		

2	Getting by		
3	Struggling		
4	Don't know/prefer not to say		

Base: All respondents

QZ15. Which of the following phrases describe you?

Please select all that apply, showcard 45

Code	Answer list	Scripting notes	Routing
1	I'm interested in the latest technology and gadgets		
2	I like to watch TV series/box sets programmes or films as soon as they come out		
3	I spend a lot of my time gaming		
4	I regularly check social media on my phone		
5	I prefer listening to the radio to streaming music or listening to podcasts		
6	Being able to go online isn't important to me		
7	None of the above		

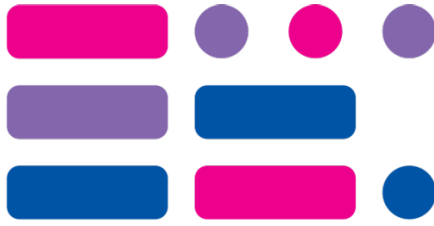


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