Adults' Online Knowledge and Understanding survey (AOKU) 2024

Introduction

This study is being carried out with adults aged 16 and over for Ofcom, the regulator for the UK communications industry. We are looking to understand people's use of and opinions about different sorts of media.

Critical Research is an independent market research agency established in 1991. Each year we conduct in the region of 300,000 interviews for a variety of client organisations. You can verify we are a bona fide market research agency by calling the MRS (Market Research Society) on Freephone 0500 396 999.

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. To comply with the GDPR legislation we need to draw your attention to our Respondent Information Sheet at the bottom right of the screen which explains your rights.

Please be assured this is genuine research being conducted for Ofcom. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part. We want to stress to you that your responses are treated in the strictest of confidence and will be reported in an anonymised format, so your answers will not be traced back to you.

The survey will take up to 20 minutes to complete.
Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

S1. Please think about how much **time you spend online** across a typical week.

Please think about the time **you spend** using social media or messaging, watching films, TV programmes or videos **online**, playing games **online**, on video calls, searching for information online or working from home.

This could be **going online** using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home, your workplace or place of education or anywhere else.

How many **hours** in a typical **week** would you say you spend online?

Please enter the number of hours per week_____

Don't know_____

TYPE IN AND AUTO CODE AS:

IF DON'T KNOW AT S1:

Would you say your time spent online in a typical week would be…

Please select one option

None	1
Up to 2 hours	2
3 to 5 hours	3
6 to 8 hours	4
9 to 11 hours	5
12 to 15 hours	6
16 to 22 hours	7
23 to 30 hours	8
Over 30 hours	9
Don't know/ unsure	10

S2. **Which of these best describes the chief 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.

Please select one option

Very senior management; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm)	1
Senior or middle management in large organisation; owner of small business; principal officer in civil service/ local government	2
Junior management or professional or administrative; (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)	3
Skilled manual worker; (e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.)	4
Semi-skilled or unskilled manual worker; (e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.)	5
Housewife/ househusband	6
Unemployed	7
Student	8
Retired <u>and</u> on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	9
Don't know	10

S3. What is your age?

Please type in below

TYPE IN AND AUTO CODE AS:

Under 16 (Close)	x
16-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7

S4. Which of the following describes how you think of yourself?

Please select one option

Man	1
Woman	2
Non-binary	3
Prefer to use another term (please specify)	4
Prefer not to say	5

S5. And where do you normally live? By this we mean the place that you live for most of the year.

Please select one option

England	1
Wales	2
Scotland	3
Northern Ireland	4

S6. What is your postcode, please?

This will not be used to contact you or to identify you – it will be used to see which TV and radio stations are available in the area where you live and to classify your area as rural or urban.

TYPE IN:

ALLOW REFUSED

S7. Which region of England do you live in?
Please select one option

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
East of England	6
South West	7
South East	8
Greater London	9

S8. Which one of these best describes where you live?

Please select one option

Large city	1
Smaller city or large town	2
Medium town	3
Small town	4
Rural area	5

S9. Which of these best describes your current situation?

Please select one option

In full-time employment	1
In part-time employment	2
Unemployed	3
A student	4
Full-time responsibility for home/ family	5
Retired	6
Other	7
Prefer not to say	8

Thank you very much for your answers so far. You qualify for the main survey. First some questions about devices used to go online.

ALL RESPONDENTS

IN1.   Which of these devices do you use to go online?

Please select all that apply

Smartphone (like an iPhone or Samsung Galaxy)	1
Tablet (like an iPad or Amazon Fire)	2
Laptop or netbook	3
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	4
Games console or handheld games player	5
Other type of device used to go online - (please type in below)	6

ALL RESPONDENTS

IN3A.   Overall, how confident are you as an internet user?

Please select one option

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

ALL RESPONDENTS

IN3C.   How confident are you in recognising what is advertising and what is not, when you see or read things online?

Please select one option

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

IN3D. **How confident are you in judging whether the information you see or read online is true or false?**

Please select one option

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

IN3E. **How confident are you in judging whether an email, text or online message you receive is potentially suspicious or a scam?**

Please select one option

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

IN64. Which, if any, of these things do you or someone in your household do at home?

Please select all that apply

Use a firewall	1
Use security software such as an anti-virus or anti-spyware package	2
Use email filters or software that can block unwanted or spam emails	3
Download the latest software updates onto devices when prompted	4
Routinely back-up the information on your devices	5
Use a virtual private network (VPN)	6
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	7
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	8
None of these	9
Don't know	10

SHOWSCREEN

Over the next few questions you will be shown lists of activities that some people say they do online.

ALL RESPONDENTS

IN5A.   Which, if any, of these activities do you do online?

Please select all that apply

Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	1
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	2
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	3
Finding/ downloading information for work/ business/ school/ college/ university	4
Look at job opportunities or apply for a job online	5
Find information for your leisure time including cinema, live music, theatre, museums etc.	6
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	7
Sign an online petition or use a campaigning website (e.g. change.org)	8
None of these	9

ALL RESPONDENTS

IN5B.   Which, if any, of these activities do you do online?

Please select all that apply

Use streamed audio services (e.g. Spotify, Deezer or Apple Music)	1
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	2
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	3
Watch or post livestream videos (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	4
Look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram	5
None of these	6

IN27F. You're now going to see something that other people have said about **being online**. To what extent do you agree or disagree with this statement?
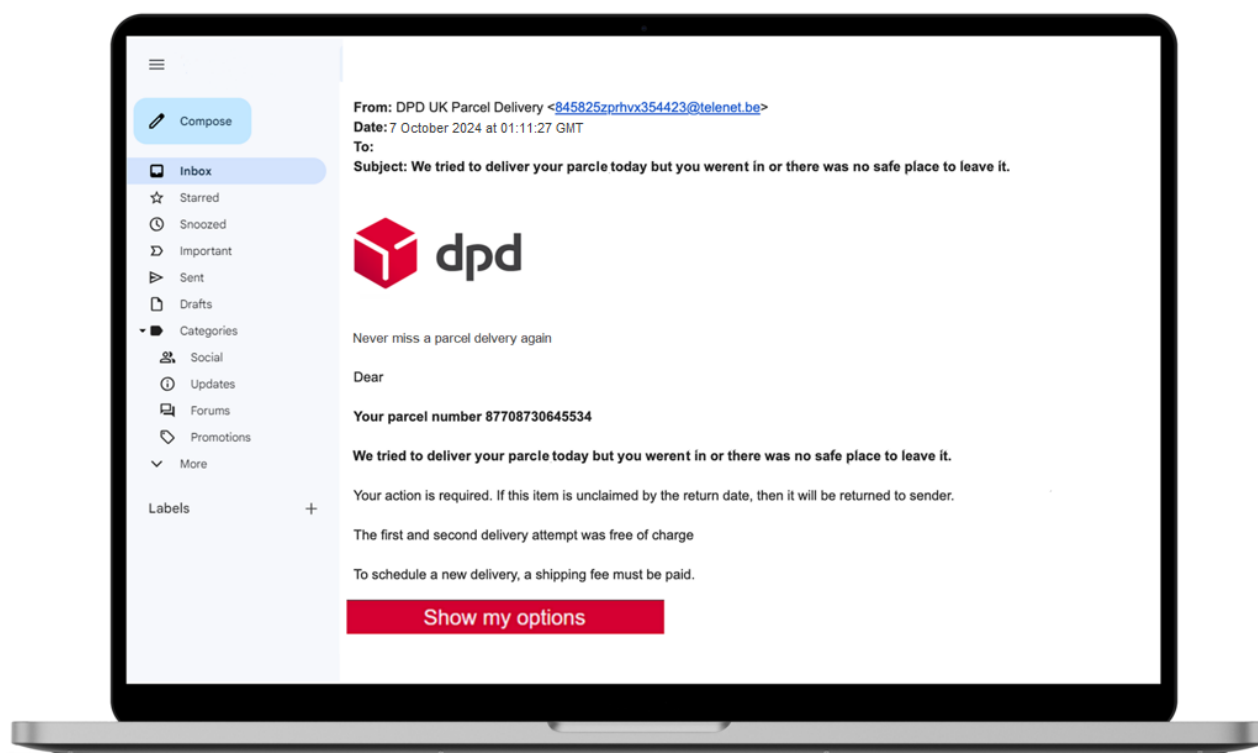
"For me, the benefits of being online outweigh the risks"

Please select one option

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

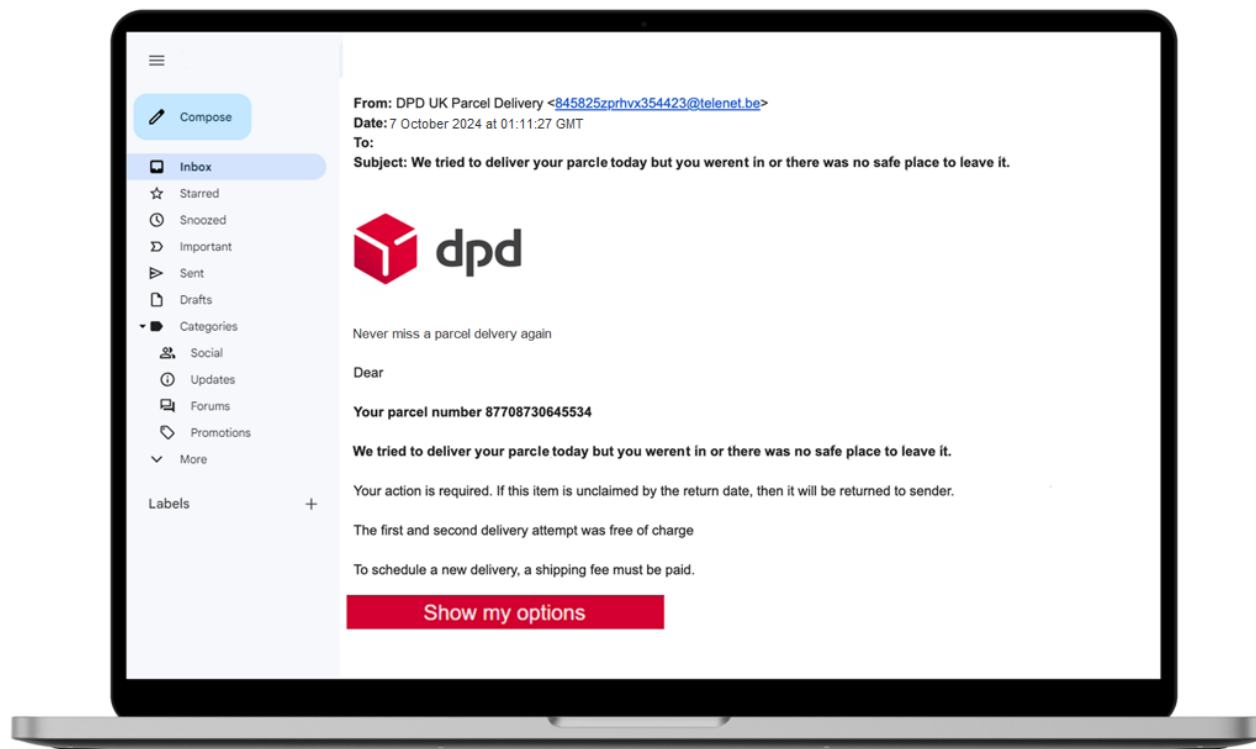**Scenario 1a**. Moving on now, here is an example of an email that you may receive.

If you received this email, what would you do first?
Please type in below

Scenario 1b. Still thinking about this email

Which, if any, of the of the following things would you also do?

Please select all that apply

Block the sender/ block the email address/ move to junk folder* (VALID)	1
Reply to it	2
Check the email address to see if it looks genuine* (VALID)	3
Follow the instructions (in the email)	4
Check with a friend or family member for advice on what to do* (VALID)	5
Click on *'Show my options'*	6
Delete it* (VALID)	7
Ignore it/ I wouldn't do anything * (VALID)	8
Check elsewhere to see if it is genuine or has been reported* (VALID)	9
Report it * (VALID)	10
Check if someone in the household is expecting a delivery* (VALID)	11
Something else – (please type in below)	12
Don't know	13

IN37   You said earlier that you look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram

When you do this, do you ever think about whether these news stories or articles are truthful or accurate?

Please select one option

Yes – all or most of the time	1
Yes – sometimes	2
Yes – but not very often/ rarely	3
No - I don't tend to think about whether they are truthful or accurate	4
Don't know	5

IN38   When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks?

Please select all that apply

I check the information on other sites or apps	1
I think about how professional the site or app looks i.e. any spelling mistakes, low quality imagery or videos etc.	2
I check how recent the information is	3
I check to see who has posted the information to see if it is from a trustworthy source	4
I look at any comments to see what others have said	5
I use a fact checking website/ app like Full Fact	6
I make checks in other ways - (please type in)	7
No – I don't make any checks	8
Don't know	9

IN39. When you **buy things online**, which, if any, of these things do you do before entering your credit or debit card details?

Please select all that apply

I look to see…

If the site looks secure (has the padlock symbol or uses 'https')	1
If there is a guarantee my details won't be shared with anyone else	2
If there is a link to another reputable service like PayPal	3
If I'm familiar with the company or brand	4
If it's the only way to get the service or product I want	5
If the site is recommended by friends/ family	6
If the site is listed by a search engine such as Google or Bing	7
Something else – (please type in below)	8
I enter my credit or debit card details online whenever they are required	9
I don't buy things online	10
Don't know	11

IN45. Have you used search engines such as Google or Bing in the last year?

Please select one option

Yes	1
No	2
Don't know	3

*ASK ALL WHO HAVE USED A SEARCH ENGINE IN THE LAST YEAR AT IN45 (CODE 1)*

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages.

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

Please select one option

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

ASK ALL WHO HAVE USED A SEARCH ENGINE IN THE LAST YEAR AT IN45 (CODE 1)
Scenario 2. Here is an image from a Google search for 'walking boots'.
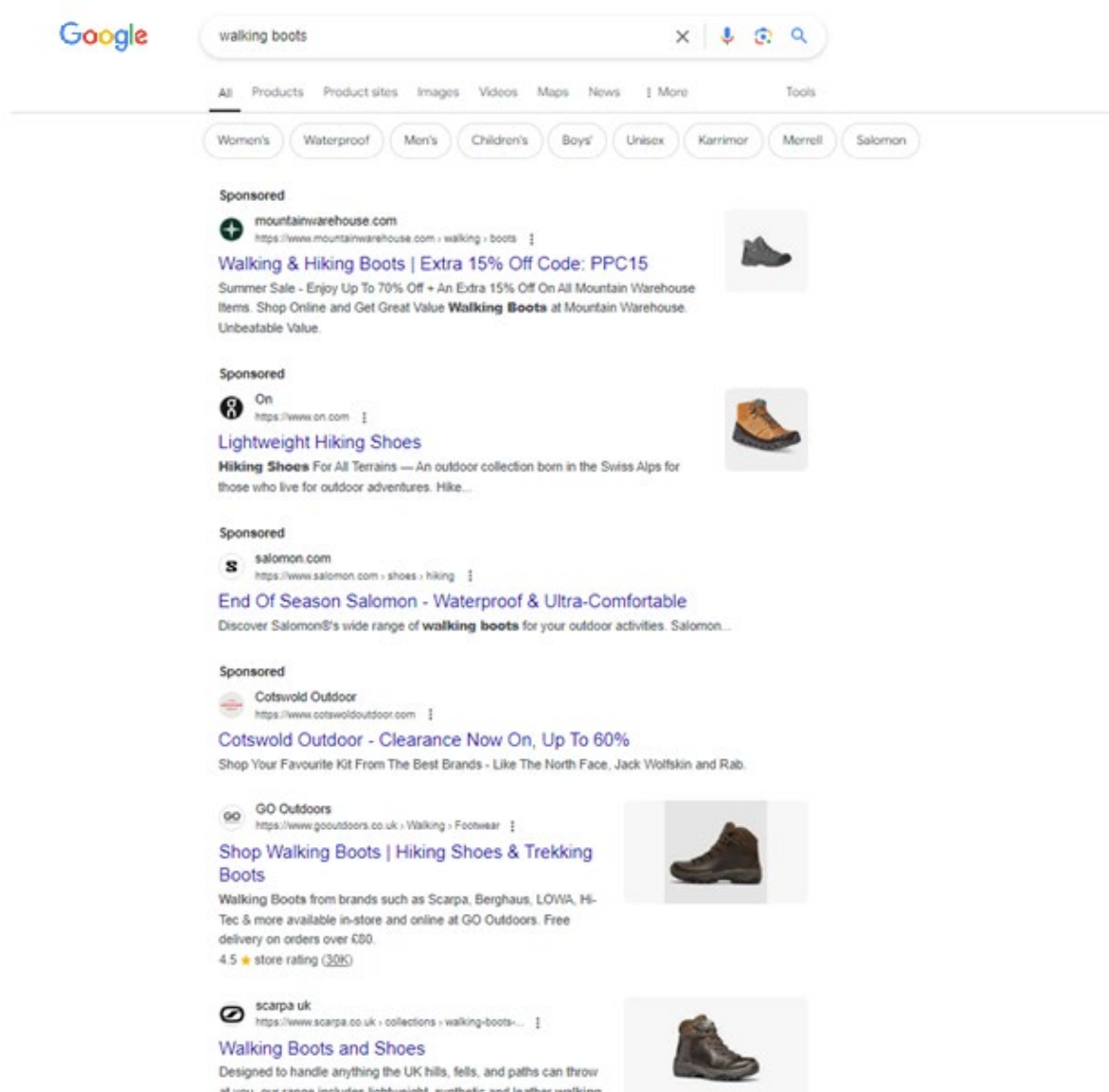
Do any of these apply to the first four results that are listed?

Please select those that you think apply

These are adverts/ sponsored links/ they have paid to appear here	1
These are the best results/ the most relevant results	2
These are the most popular results used by other people	3
Something else – (please type in below)	4
Don't know	5

IN48. When someone in the same country as you visits the same website or app at the same time as you, which **one** of these things applies to any advertising you can see?

Please select one option

Everyone will see exactly the same adverts as me	1
Some people might see different adverts from the ones that I see	2
Don't know	3

IN49. Which of the following statements best describes your feelings about online advertisements?

Please select one option

I don't mind seeing any online ads	1
I don't mind seeing online ads as long as they are for things I'm interested in	2
I dislike all online ads	3
Don't know	4

IN50. Do you do any of the following?

Definition of a '**cookie**': When you go online through a browser (like Google Chrome/ Safari and so on) small text files known as cookies are retained on your computer or mobile phone which contain information about a specific visit to a website or app.

Please select all that apply

Use ad-blocking filters or software (software that prevents some types of ads appearing)	1
Use false information when registering for things online to avoid spam/ junk email	2
Use a dedicated email address when registering for things online to avoid spam/ junk email in your personal email account	3
Unsubscribe from emails that you do not want to receive	4
Say no/ don't tick the box allowing companies to send you "information on offers and news"	5
Use Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	6
Delete cookies* from your web browser to avoid seeing targeted ads	7
None of these	8
Don't know	9

IN51.   SCENARIO 3

Here is a recent social media post from David Beckham.
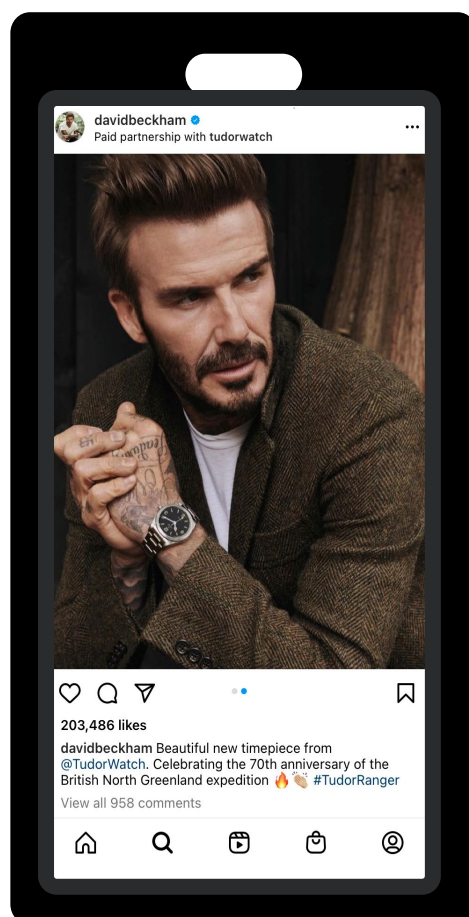
Which, if any, of these are reasons why he **might say good things** about the product that is shown in this post?

Please select those that you think apply

He is being paid or given gifts by the company or brand to say this	1
He thinks this information will be of interest or useful to his followers	2
He thinks this product or brand is good to use/ high quality	3
Some other reason – (please type in below)	4
Don't know	5

ALL RESPONDENTS

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any, of the following ways are you aware of?

This might be through visiting websites or apps like Facebook, X/ Twitter, Google, Amazon or through the M&S or Tesco websites or apps.

Definition of a **"cookie":** When you go online through a browser (like Google Chrome/ Safari and so on) small text files known as **cookies** are retained on your computer or mobile phone which contain information about a specific visit to a website or app.

Please select all that apply

Using 'cookies'* to collect information about the websites people visit or what products and services interest them	1
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	2
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	3
Using apps on smartphones to collect data on users' locations or what products and services interest them	4
Not aware of any of these / Not aware that companies collect information about what people do online	5
Don't know	6

ALL RESPONDENTS

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc.).

Which, if any, of these statements do you agree with?

I am happy for companies to collect and use my personal information if ….

Please select all that apply

I get something like access to a free service in return — like access to their public WiFi network	1
I get a personalised service in return – like a weather update on my phone (based on my location)	2
They use it to show me adverts or information that might be more relevant to me	3
They use it to send me relevant special offers/ discounts for products/ services they think I might like	4
They are clear about how they will use my information	5
I can choose to opt-out at any point and they will stop using my data	6
They reassure me they will not share my information with other companies	7
I am not happy for companies to collect and use my personal information	8
Don't know	9

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users?

.

Please select all that apply

So that these companies can…

Target advertising, information or other content at their users	1
Sell users' information/ data to other companies	2
Build up a profile of their users and what they like/ don't like	3
Tailor prices for products and services	4
Personalise their experience when using the website/ app	5
Track their online behaviour over time	6
Influence users' opinions and behaviours	7
Other reason(s) – (please type in below)	8
None of these reasons apply	9
Don't know	10

ALL RESPONDENTS

IN66 Some apps and websites use online tools (sometimes called algorithms) to tailor what users are shown when they search online, or look at the latest news or use social media.

These tools use details about what the user has previously looked at online and personal information like their age.

Because of this, on the same apps and sites, one person will see different search results, news, and stories to other people.

Before today, did you know that some apps and sites use information about their users to tailor the results shown?

Please select one option

Yes	1
No	2

ALL RESPONDENTS

IN67 To what extent do you agree or disagree with the following statement about this:

"I'm happy for apps and sites to use information they have collected about me to decide what to show me"

Please select one option

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

ALL RESPONDENTS

IN65. Moving on now, have you personally experienced any of the following in the past 12 months?

Definition of '**trolling**': this refers to an anonymous person making hurtful or harmful comments to you

Definition of '**online stalking**' may include false accusations, defamation, slanderous or libellous comments that are made online

Please select all that apply

A computer virus on any device you use to go online	1
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	2
Your email or social media account being hacked (someone accessing your account without your permission)	3
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	4
Lost money online (i.e. got scammed or ripped off)	5
Any form of online bullying/ harassment/ trolling*	6
Been threatened or stalked online*	7
Online contact from someone who was pretending to be someone else	8
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	9
None of these	10
Don't know	11

IN55 And have you seen anything **online** in the **past 12 months** that you found **offensive or inappropriate**?

Please select one option

Yes	1
No	2
Don't know	3
Prefer not to say	4

ASK ALL RESPONDENTS

IN56 Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something **offensive or inappropriate**?

The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it.

Please select one option

Yes, aware of report or flagging function	1
No, not aware of report or flagging function	2
Don't know	3

ASK ALL RESPONDENTS THAT HAVE SEEN HATEFUL OR INAPPROPRIATE CONTENT (IN55 CODE 1) THAT ARE AWARE OF THE REPORTING FUNCTION (IN56 CODE 1)

IN57 **In the past 12 months,** have you used this report or flagging function to report what you saw online that you found **offensive or inappropriate**?

Please select one option

Yes	1
No	2
Don't know	3

IN58   Please now think about using apps or sites for **'social media'** – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc.) on sites/ apps like Facebook, Instagram, Snapchat or TikTok.
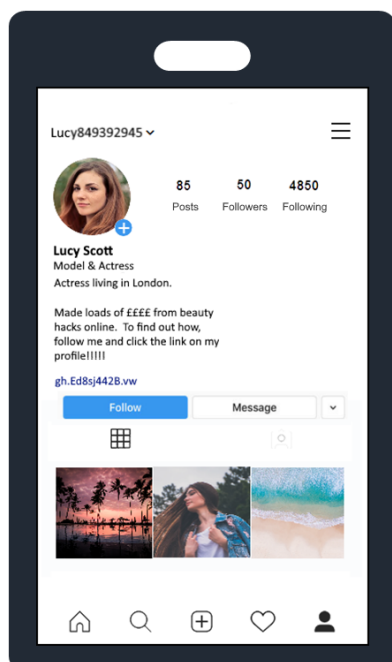
Do you **use** social media apps or sites?

Please select one option

Yes	1
No	2
Don't know	3

Scenario 4a. Here is a social media profile.

Do you think that this social media profile is genuine?

Please select one option

Yes	1
No	2
Don't know	3

Scenario 4b/c. Still thinking about this profile
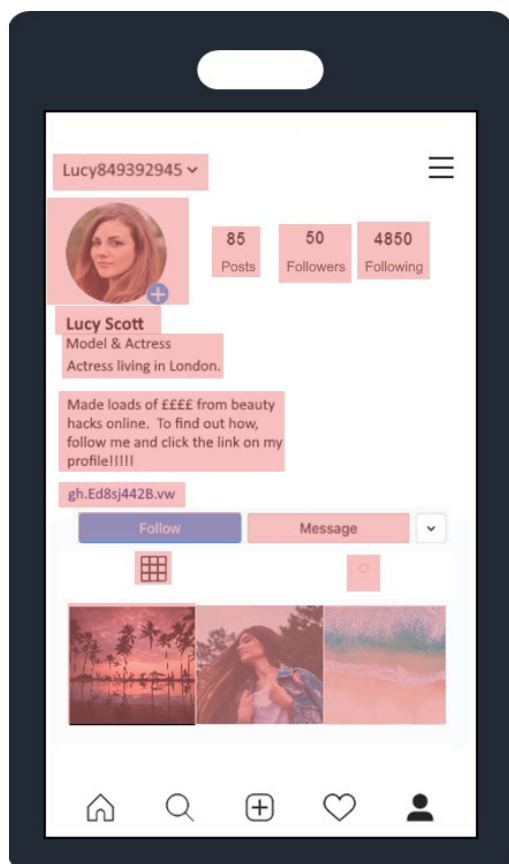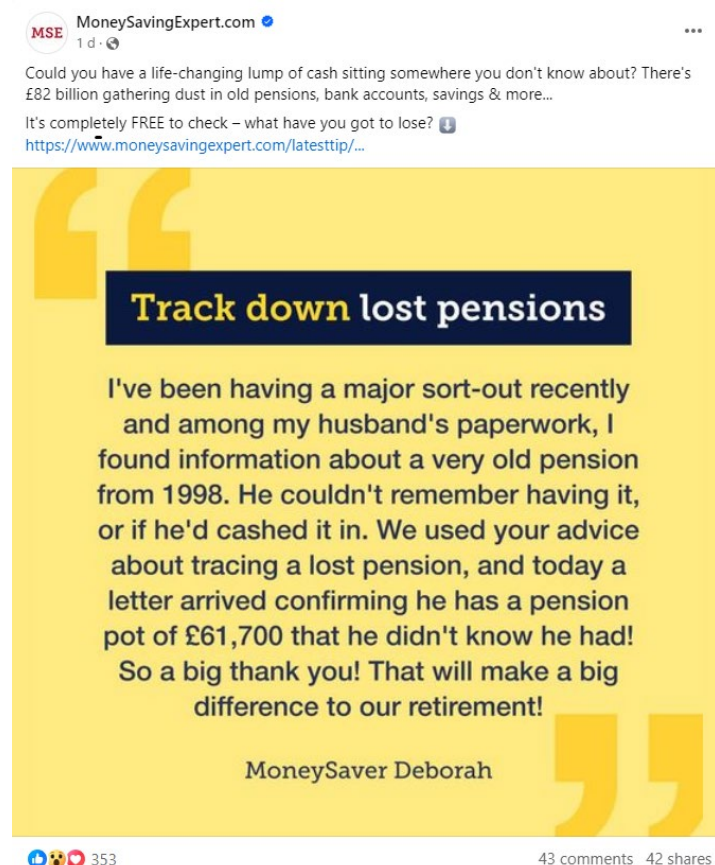

Please look at this image and **click or tap** on anything that makes you think that this <<is a genuine profile/ is not a genuine profile>>.

Once you have selected it, it will turn red.

Please click ">>" when you are finished.

Scenario 5a. Here is a social media post.

Do you think that this social media post is genuine?

Please select one option

Yes	1
No	2
Don't know	3

Scenario 5b/c. Still thinking about this post.
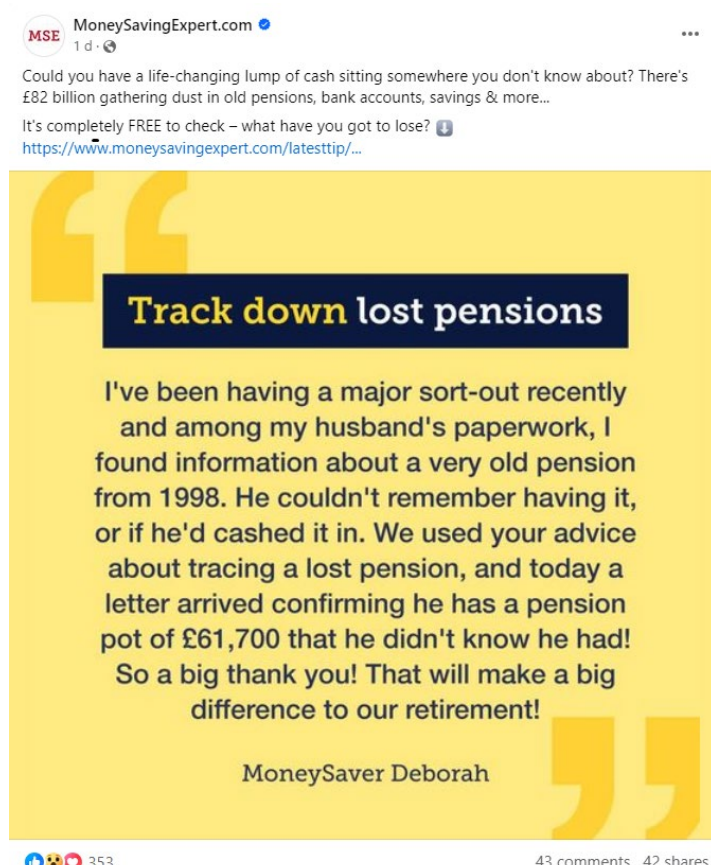
Please look at this image and **click or tap** on anything that makes you think that this <<is a genuine post/ is not a genuine post>>.

Once you have selected it, it will turn red.

Please click ">>" when you are finished.

Now a couple of questions about playing games.

G1.   Do you play games at home or elsewhere in any of these ways?

Please select all that apply

On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1
On a laptop or netbook	2
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	3
On a mobile phone or smartphone	4
On a tablet	5
Through an app on a smart TV	6
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	7
Using wearable technology like a smartwatch (such as an Apple Watch)	8
No, I never play games in these ways	9

G3A.   Do you play games **online?**

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS THAT SAY THEY BANK OR PAY BILLS ONLINE AT IN5A (CODE 1)

The next few questions are about setting up and using online passwords.

We would like you to answer them so that we can understand more about how people manage this aspect of being online, but only if you would feel comfortable doing this. Please rest assured that we will not be asking about specific details about the passwords you use and your answers will be completely anonymous.

If you do not feel comfortable answering these questions please select the 'Prefer not to say' response at one or both of these questions.

Thank you for your understanding!

NEW SCREEN

IN68. When you log into your online bank account or go online to pay bills, which **one** of these best applies in terms of how you **usually** log into your account?

IF NECESSARY: log in details might be a user name and password or a passcode that you need to enter in order to gain access to your account.

Please select one option

I let my browser (like Google Chrome) autofill my log in details	1
I use a password manager like LastPass to log in	2
I type in the log in details myself	3
I log in using fingerprint recognition or Face ID	4
Something else (please type in below)	5
Don't know	6
Prefer not to say	7

IN69. Which, if any, of the following apply regarding any of the online passwords that you use?

Please select all that apply

I use strong passwords online (that use combinations of uppercase and lowercase letters, numbers and other symbols)	1
I use the same passwords multiple times	2
I often forget my passwords and have to reset them	3
None of these apply	4
Don't know	5
Prefer not to say	6

Now some questions about you and your household to help us compare different groups of people. Questions about your health and ethnicity are included in this section. Your answers will not be used to identify you in any way, they will only be used for analysis purposes.

If you would prefer not to answer please select the 'Prefer not to say' response

C1. Firstly, how many people are there in your household in total (including yourself)?

Please type in below

ASK IF MORE THAN 01 PERSON AT C1 – OTHERS SKIP TO A2

C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian?

Please select one option

Yes	1
No	2
Prefer not to say	3

ASK IF YES AT C2

C3. How many of your children aged under 18 live at home with you?

Please type in below

C4. IF C3 is >1: And what ages are these children?
IF C3 is 1: And what age is this child?

0-2 years old	1
3-5 years old	2
6-7 years old	3
8-9 years old	4
10-12 years old	5
13-15 years old	6
16-17 years old	7
Prefer not to say	8

ALL RESPONDENTS

A2. Which of these methods does your household use to connect to the internet **at home**?

Please select all that apply

Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	1
Access to the internet using a **mobile network** – using your phone's **3G or 4G or 5G mobile network, or a device such as a dongle or USB stick**	2
Some other way of going online **at home** - (please type in below)	3
None of these – Do not connect to the internet at home	4
Don't know	5

ALL RESPONDENTS

C5. 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 option

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

C6. Which of these options best describes how you feel about your ability to read and write?

Please select one option

Very confident	1
Fairly confident	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6
Prefer not to say	7

C7. Do you consider English to be your first or main language?

Please select one option

Yes – (English is first/ main language)	1
No	2
Prefer not to say	3

C8. Which one of these options applies to your home?

Please select one option

Being bought on mortgage	1
Owned outright by the household	2
Rented from Local Authority/ Housing Association/ Trust	3
Rented from private landlord	4
Something else – (please type in below)	5
Don't know	6
Prefer not to say	7

C9. Which of these, if any, impact or limit your daily activities or the work you can do?

Please select all that apply

Hearing? Poor hearing, partial hearing, or are d/Deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
Difficulty with speech? E.g. due to stroke, stutter or stammer	7
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	8
Your mental health? Anxiety, depression, or trauma-related conditions, for example	9
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	10
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	11
Don't know	12
Prefer not to say	13

C10. Which one of these groups best describes your ethnic group or background?

Please select one option

WHITE	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
ASIAN AND BRITISH ASIAN	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
BLACK AND BLACK BRITISH	
Caribbean	14
African	15
Any other Black/ African/ Caribbean background	16
OTHER ETHNIC GROUP	
Arab	17
Any other ethnic background	18
Prefer not to say	19

C11. Do you or anyone in your household currently receive any of the following benefits?

Please select all that apply

Income Support	1
Income-based Jobseeker's Allowance	2
Pensions Credit (Guaranteed Credit)	3
Pensions Credit (no Guaranteed Credit)	4
Employment and Support Allowance (ESA)	5
Universal Credit (and household has other earnings)	6
Universal Credit (and household has no other earnings)	7
Personal Independence Payment (PIP)	8
Carer's allowance	9
Other - (please type in below)	10
None of these - Do not receive any of these benefits	11
Don't know	12
Prefer not to say	13

ALL RESPONDENTS

C12. Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Please select one option

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

C13. How well would you say your household is managing financially at the moment? Would you say you are….?

Doing well	1
Getting by	2
Struggling	3
Don't know	4
Prefer not to say	5

Thank and close

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.

The screenshots you may have seen in the survey were sourced from Google search results, David Beckham's Instagram page and the Money Saving Expert Facebook page.