



# TouchPoints Questionnaire 2023



**Thank you for taking part!**

Any queries, call our free helpline:

**0808 238 5492**

(standard rate: 0131 561 4635)

or email: [touchpoints@ipsos.com](mailto:touchpoints@ipsos.com)

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Thank you for taking the time to complete this questionnaire. Please answer all the questions by putting an "X" ☒ in the **appropriate** box. If you make a mistake, just blank out the mistake like this ■ and carry on. If you feel an answer is not applicable, please leave the question blank. Please complete in black or blue ink only.

## HOW YOU SPEND YOUR TIME

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**ST1** In general, how often do you do each of the following activities?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Go to a coffee shop (e.g. Costa etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to other café / sandwich bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to a fast food restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to any other type of restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get a takeaway / food delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to a pub / bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit parks / green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to a gym / leisure centre / exercise class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Run or jog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Practise meditation / mindfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to religious meetings / services / activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do DIY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have friends round / entertain at home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read a book on an e-book reader or app (e.g. Kindle, Kobo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read a book in print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Place a bet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a lottery ticket (e.g. National Lottery)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy alcohol from a shop / off-licence / supermarket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ST2** And how often do you do each of the following activities?  
**Please note that the scale is different from the previous question and starts at "At least once a month".**

<b>Please cross (x) one box only per row</b>	<b>At least once a month</b>	<b>At least once every 3 months</b>	<b>At least once a year</b>	<b>Less often</b>	<b>Never</b>
Take a holiday or short break abroad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take a holiday or short break within the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stay in a hotel, guesthouse or B&B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stay at accommodation booked through Airbnb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel in an Uber taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go clubbing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to the theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to the opera / ballet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to a live music concert / gig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to a live comedy show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit a theme park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend a live exhibition / event (public event or trade show)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to a museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to an art gallery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take part in an event to raise money for charity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Give up time to volunteer for a charity / in the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Give money to charity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV1** How many television sets are there in total in your household? Please include every TV set of any type or size (even those that are not used or not in working order), but do NOT include any personal computers, monitors, laptops or tablets etc.

Please cross (x) one box only

1 TV set  2 TV sets  3 TV sets  4 TV sets  5 TV sets  6 or more TV sets

Don't have a TV set  **IF YOU DON'T HAVE A TV SET, SKIP TO TV3A (PAGE 3)**

**TV2a** How does your household receive television services on any of the television sets in your home?  
Please cross (x) all that apply

**TV2b** And how do you view television services most often on your main set at home?  
Please cross (x) one box only

		TV2a	TV2b	
		Receive on <u>any</u> television set (all that apply)	View <u>most often</u> on <u>main set</u> (one box only)	
Devices	Freeview Digital TV (built into TV or with set-top-box)	<input type="checkbox"/>	<input type="checkbox"/>	
	Sky – Sky Q (with a monthly subscription)	<input type="checkbox"/>	<input type="checkbox"/>	
	Sky Stream (with a monthly subscription)	<input type="checkbox"/>	<input type="checkbox"/>	
	Sky Other (e.g. Sky+, Sky HD with a monthly subscription)	<input type="checkbox"/>	<input type="checkbox"/>	
	Freesat / Sky (without a monthly subscription)	<input type="checkbox"/>	<input type="checkbox"/>	
	Cable TV through Virgin Media	<input type="checkbox"/>	<input type="checkbox"/>	
	Games Console (e.g. PlayStation, Xbox)	<input type="checkbox"/>	<input type="checkbox"/>	
	Amazon Fire Stick / Cube	<input type="checkbox"/>	<input type="checkbox"/>	
	Apple TV <b>Box</b>	<input type="checkbox"/>	<input type="checkbox"/>	
	Google Chromecast device	<input type="checkbox"/>	<input type="checkbox"/>	
	ROKU Stick / Box	<input type="checkbox"/>	<input type="checkbox"/>	
Paid for services		Netflix	<input type="checkbox"/>	<input type="checkbox"/>
		Amazon Prime Video	<input type="checkbox"/>	<input type="checkbox"/>
		Disney+	<input type="checkbox"/>	<input type="checkbox"/>
		ITVX <b>Premium (without adverts)</b>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Channel 4+ (without adverts)</b>	<input type="checkbox"/>	<input type="checkbox"/>
		BritBox	<input type="checkbox"/>	<input type="checkbox"/>
		Apple TV+	<input type="checkbox"/>	<input type="checkbox"/>
		Now	<input type="checkbox"/>	<input type="checkbox"/>
		Paramount+	<input type="checkbox"/>	<input type="checkbox"/>
		Samsung TV Plus	<input type="checkbox"/>	<input type="checkbox"/>
		YouTube Premium	<input type="checkbox"/>	<input type="checkbox"/>
		Other subscription TV service (e.g. BT <b>TV</b> , EETV, TalkTalk TV)	<input type="checkbox"/>	<input type="checkbox"/>
		Any other subscription-based internet TV streaming service	<input type="checkbox"/>	<input type="checkbox"/>
	Any other television service / way of viewing on a TV set	<input type="checkbox"/>	<input type="checkbox"/>	

**TV3a** Have you personally watched **any TV in the past 12 months** in any location, **either on a TV set or on any other device**? Please include all types of live, catch-up and on demand TV and all types of programmes, sports and films. Please do not include films seen at the cinema or watched on DVD / Blu-Ray or short clips of less than 10 minutes viewed online.

Please cross (x) one box only

Yes  **CONTINUE TO TV3b** No  **SKIP TO TV10a (PAGE 8)**

Smart TVs are TVs that allow you to access the internet and other services such as Disney+, Netflix and Amazon Prime Video without the need to connect to other devices.

**TV3b** Which of the following makes of Smart TV, if any, do you **use at home**?

**TV3c** And which **one** do you use **most often** as your **main set**?

	TV3b	TV3c
Please cross (x) all that apply	Use at home (select all that apply)	Use most often on main set (select one box only)
Samsung smart TV	<input type="checkbox"/>	<input type="checkbox"/>
LG smart TV	<input type="checkbox"/>	<input type="checkbox"/>
Sky Glass smart TV	<input type="checkbox"/>	<input type="checkbox"/>
Sony smart TV	<input type="checkbox"/>	<input type="checkbox"/>
Panasonic smart TV	<input type="checkbox"/>	<input type="checkbox"/>
TLC or Hisense Roku smart TV	<input type="checkbox"/>	<input type="checkbox"/>
Other smart TV	<input type="checkbox"/>	<input type="checkbox"/>
Don't own a smart TV	<input type="checkbox"/>	

**TV4** Thinking now about how you decide what you are going to watch, please indicate how much you agree or disagree with each of these statements about choosing what to watch on TV.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I tend to look at the programme titles rather than particular channels when looking for something to watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often choose programmes after seeing a trailer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to watch whatever other members of my household want to watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often choose programmes based on recommendations from friends, family or colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to go to one or two channels and mostly watch whatever is being broadcast on one of them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often choose programmes based on recommendations from social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV5a** When you **do not** have a specific programme you want to watch, which of the following do you tend to use or do?

**TV5b** And which would you say you use or do **most often**?

	TV5a	TV5b
Please cross (x) all that apply	Tend to use / do	Use / do most often
The Electronic Programme Guide (EPG)	<input type="checkbox"/>	<input type="checkbox"/>
Your planner / recorded programmes	<input type="checkbox"/>	<input type="checkbox"/>
A subscription service such as Netflix or Amazon Prime Video	<input type="checkbox"/>	<input type="checkbox"/>
A broadcaster's catch-up / on-demand service such as BBC iPlayer, ITVX	<input type="checkbox"/>	<input type="checkbox"/>
TV listings magazines (dedicated or from newspapers)	<input type="checkbox"/>	<input type="checkbox"/>
Just flick through TV channels	<input type="checkbox"/>	<input type="checkbox"/>

**TV6a**Which of the following television channels have you watched in the **past 4 weeks**?

Please also include +1 and HD channels with the original (e.g. ITV2+1, E4+1, BBC One HD etc.) and include any viewing of programmes you have previously recorded yourself on a PVR, Sky+ box etc. or that you have watched on catch-up services.

**TV6b**Of the channels that you have watched in the past 4 weeks, which have you watched in the **past 7 days**?**TV6c**And which are your **favourites**?

	TV6a	TV6b	TV6c
Please cross (x) all that apply	Watched in past 4 weeks	Watched in past 7 days	One of my favourites
BBC One	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC Two	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC Three	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC Four	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CBeebies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC News Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC Scotland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S4C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV Be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STV / Scottish Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E4 Extra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4seven	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Film4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5Spike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5STAR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Showcase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Witness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Atlantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Max	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Comedy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Documentary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Sci-Fi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Sports News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other Sky Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Sky Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comedy Central	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drama	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GOLD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	TV6a	TV6b	TV6c
Please cross (x) all that apply	Watched in past 4 weeks	Watched in past 7 days	One of my favourites
W	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Really	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yesterday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TalkTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GB News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paramount Network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GREAT! Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CBS Reality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other entertainment channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any MTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other music channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any BT Sport Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Eurosport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other sports channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other film channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other news channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any documentary channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any food channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any DIY / home / lifestyle channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any travel channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any comedy channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any children's channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any religious channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any shopping channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any gaming channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any foreign language / international channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV7a** Which types of television programmes do you like to watch?

Please cross (x) all that apply

Long-running Drama / Soaps	<input type="checkbox"/>
UK Drama: Series / Serials	<input type="checkbox"/>
US Drama: Series / Serials	<input type="checkbox"/>
Drama: One-offs	<input type="checkbox"/>
Mainstream Films	<input type="checkbox"/>
Art house / Indie Films	<input type="checkbox"/>
Any other type of film (e.g. foreign language)	<input type="checkbox"/>
Sci-Fi / Fantasy	<input type="checkbox"/>
Sport: Football	<input type="checkbox"/>
Sport: Other	<input type="checkbox"/>
National News	<input type="checkbox"/>
Local / Regional News	<input type="checkbox"/>
International News	<input type="checkbox"/>
Weather	<input type="checkbox"/>
Current Affairs	<input type="checkbox"/>
Political	<input type="checkbox"/>
Reality TV Shows	<input type="checkbox"/>
Music	<input type="checkbox"/>
Documentaries / Arts	<input type="checkbox"/>
Travel	<input type="checkbox"/>
Hobbies / Leisure	<input type="checkbox"/>
DIY / Home / Lifestyle	<input type="checkbox"/>
Cookery	<input type="checkbox"/>
Motoring	<input type="checkbox"/>
Gardening	<input type="checkbox"/>
Religious	<input type="checkbox"/>
Children's	<input type="checkbox"/>
Education	<input type="checkbox"/>
UK Comedies	<input type="checkbox"/>
US Comedies	<input type="checkbox"/>
Game & Panel Shows / Quizzes	<input type="checkbox"/>
Chat Shows	<input type="checkbox"/>
General Entertainment	<input type="checkbox"/>
International / Foreign Language Programmes	<input type="checkbox"/>
Shopping channels	<input type="checkbox"/>
Business / Economy / Finance	<input type="checkbox"/>
Any other type of programme	<input type="checkbox"/>

**TV7b** How often, if at all, do you watch these different types of TV on a TV set?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
TV at the time of broadcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Later than the original broadcast time (recorded or viewed through a 'catch-up' service / online TV Player)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free on-demand video (e.g. box-sets, films etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid for on-demand video (e.g. Netflix, Amazon Prime Video etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid for one-off viewing occasion (e.g. film, music or sporting event)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live streaming of non-broadcast content (e.g. Twitch, YouTube Live)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV7c** How often, if at all, do you watch these different types of TV on another type of screen (e.g. laptop, tablet, smartphone)?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
TV at the time of broadcast (e.g. on a TV Player e.g. BBC iPlayer, Channel 4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Later than the original broadcast time (recorded or viewed through a 'catch-up' service / online TV Player)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free on-demand video (e.g. TV series, films etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid for on-demand video (e.g. Netflix, Amazon Prime Video etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid for one-off viewing occasion (e.g. film, music or sporting event)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV or video that has been downloaded to a phone, tablet or laptop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live streaming of non-broadcast content (e.g. Twitch, YouTube Live)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV8a** How often do you view TV using each of the following services (on a TV set or any other device)?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
BBC iPlayer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITVX (was ITV Hub)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STV Player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 4 (streaming)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky On-Demand (catch-up / box-sets through a Sky box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Store / Box Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Go / Sky Q App	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Virgin Catch-up TV / TV On-Demand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Virgin Movies (On-Demand)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Now	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UKTV Play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TVPlayer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amazon Prime Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Netflix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apple TV+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BritBox	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disney+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discovery+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paramount+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Roku Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Samsung TV Plus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freevee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acorn TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IMDB TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
BFI Player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hayu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mubi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BT Sport Pass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pluto TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DAZN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freeview Play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rakuten	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook (for watching video clips or programmes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube Premium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other on-demand or catch-up service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other subscription video service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV8b** If you watch any of the following services at home (on a TV set or any other device), please indicate if it is usually with or without adverts.

Please cross (x) one box only per row	With ads	Without ads
Netflix	<input type="checkbox"/>	<input type="checkbox"/>
Discovery+	<input type="checkbox"/>	<input type="checkbox"/>
Disney+	<input type="checkbox"/>	<input type="checkbox"/>
ITVX	<input type="checkbox"/>	<input type="checkbox"/>
Channel 4 (streaming)	<input type="checkbox"/>	<input type="checkbox"/>

**TV9** Here are some statements people have made about **watching on-demand, catch-up and online TV / film services**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
Watching catch-up TV using services like BBC iPlayer or <b>ITVX</b> has transformed my TV viewing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to be able to watch an entire series / box set before it is shown on regular TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often watch several episodes of a television series in one sitting (i.e. binge watching)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think subscription services like Netflix and <b>Disney+</b> are good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The growth of television subscription services has contributed to an increase in the overall quality of television programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am watching more on-demand television than I ever have	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV10a** Thinking specifically about short videos produced by professionals, broadcasters or members of the public. **In the last 12 months**, how often did you watch **short** video or online content of **less than 10 minutes** on any device? Note that this does not include full-length television programmes or films but it could be from TV players, YouTube, Facebook or other social media and messaging or news sites etc.

Please cross (x) one box only

At least once a day	<input type="checkbox"/>	At least once a week	<input type="checkbox"/>	At least once a month	<input type="checkbox"/>	Less often	<input type="checkbox"/>	Never	<input type="checkbox"/>	<b>IF NEVER, SKIP TO TV11 (PAGE 9)</b>
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**TV10b** Which platforms or social media / news / messaging sites do you use to watch **short** video or online content of **less than 10 minutes** on any device? Note this does not include full-length television programmes or films.

Please cross (x) all that apply

YouTube	<input type="checkbox"/>	Vimeo	<input type="checkbox"/>	Facebook	<input type="checkbox"/>	Instagram	<input type="checkbox"/>	Snapchat	<input type="checkbox"/>	Twitter	<input checked="" type="checkbox"/>
TikTok	<input type="checkbox"/>	Short videos from a national broadcaster (e.g. <b>BBC, ITV, Sky, Channel 4</b> )	<input type="checkbox"/>	Other	<input type="checkbox"/>						

**TV10c**

How often do you watch these different types of **short video / online content / clips** (on any device)?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Local news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport (including interviews)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos from chat shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos from drama programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos from comedy programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos from entertainment programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos uploaded by friends / family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos uploaded by the general public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clips of video games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos / Vlogs uploaded by social media influencers you follow (e.g. on Instagram, Facebook, YouTube etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos / Vlogs uploaded by companies you follow on social media (e.g. specific YouTube channels, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"How to" videos (e.g. recipes, DIY, crafts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other type of short video clip / content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV11**

Many venues are now showing different types of TV. These might be sporting events like Football, Cricket or nationally important broadcasts such as a Royal event. How often do you watch this kind of television outside your home (e.g. in pubs, bars, restaurants, hotels, etc.)? Please **do not include** watching on a mobile device or at someone else's home.

**Please cross (x) one box only**

At least once a week       At least once a month       Less often       Never

**TV12**

Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch **TV programmes, films or other video content**.

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
A TV set	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A desktop PC / Mac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A laptop / MacBook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A tablet (e.g. iPad)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A smart screen (e.g. Amazon Echo Show, Facebook portal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV13**

For each device that you ever use, please indicate what type of TV or video content you **ever** watch on that device?

<b>Please cross (x) all that apply per row</b>	<b>TV at the time of broadcast</b>	<b>Recorded</b>	<b>On-demand/catch-up programmes</b>	<b>Short video clips (less than 10 mins)</b>	<b>Longer video clips (over 10 mins)</b>	<b>None of these</b>
A TV set	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A desktop PC / Mac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A laptop / MacBook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A tablet (e.g. iPad)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A smart screen (e.g. Amazon Echo Show, Facebook portal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TV14** Thinking now about the television that you watch, what are your **main reasons** for watching television?

**Please cross (x) all that apply**

For entertainment <input type="checkbox"/>	To treat / reward myself <input type="checkbox"/>	To keep me company <input type="checkbox"/>
To relax <input type="checkbox"/>	To keep up to date <input type="checkbox"/>	It's my personal time-out <input type="checkbox"/>
To help me escape from everyday life <input type="checkbox"/>	To pass the time <input type="checkbox"/>	As background <input type="checkbox"/>
Out of habit <input type="checkbox"/>	For practical advice <input type="checkbox"/>	To lift my mood <input type="checkbox"/>
To spend time with friends / family <input type="checkbox"/>	To feel part of a shared event <input type="checkbox"/>	For inspiration <input type="checkbox"/>
To give me something to talk about with friends, family or colleagues <input type="checkbox"/>	For education / study <input type="checkbox"/>	To help form my opinions <input type="checkbox"/>
To stimulate my imagination <input type="checkbox"/>	For information <input type="checkbox"/>	Other reason <input type="checkbox"/>

**TV15** Do you ever use another device (e.g. laptop, tablet, mobile phone) at the same time as watching TV?

**Please cross (x) one box only**

Yes  No  **IF NO, SKIP TO TV17 (PAGE 10)**

**TV16** What are your main reasons for using another device at the same time as you are watching television?

**Please cross (x) all that apply**

To know more about the television programme / actors / production etc. <input type="checkbox"/>	I tend to look at another screen when I'm not fully absorbed in the television programme that's on <input type="checkbox"/>
To join in with the programme by playing along, voting etc. through a TV programme app <input type="checkbox"/>	To shop online <input type="checkbox"/>
To discuss the programme with friends / family on social media <input type="checkbox"/>	To catch up on news headlines <input type="checkbox"/>
To catch up on social media <input type="checkbox"/>	To shop online after seeing something in an ad or programme <input type="checkbox"/>
To catch up on work (e.g. emails etc.) <input type="checkbox"/>	It increases my enjoyment of what's on <input type="checkbox"/>
To go to social media to follow my favourite programme <input type="checkbox"/>	To play games while I'm watching TV <input type="checkbox"/>
To see what other people are saying about the programme <input type="checkbox"/>	To watch something else at the same time <input type="checkbox"/>
To get more information about products or services I have seen on TV <input type="checkbox"/>	To talk to or message someone via mobile phone / Skype / FaceTime etc. <input type="checkbox"/>
Out of habit <input type="checkbox"/>	Any other reason <input type="checkbox"/>
To check personal emails or send text messages <input type="checkbox"/>	

**TV17** Here are some statements people have made about **television**. Please indicate how much you agree or disagree.

**Please cross (x) one box for each statement**

	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I often comment on social media about the things I have watched on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I see on television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I share video clips or links to programmes I enjoy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to plan my evenings around what is on television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often talk with friends and family about things I have seen advertised on television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC television, radio and internet services are not worth the licence fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often find out about new products and services through TV advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to notice when brands and products appear in TV shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often switch the TV on as background to keep me company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often notice the brands / products that sponsor particular programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to watch programmes at the time they are broadcast rather than watch them later	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If it meant that I did not have to pay a licence fee I would be happy for there to be ads on the BBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like the idea of TV programmes and clips being available on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to find out more about programmes my friends have been watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The BBC's broadcasting standards would fall if funded partly or wholly by advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I like the convenience of being able to watch TV programmes on different devices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know a programme will be good quality if it is on the BBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to record or pause some TV programmes so I can fast forward through the ad breaks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television is my main source of entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often miss parts of programmes I want to watch because I am distracted by my mobile device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think it's important that there is UK-made content on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often seek out more information about my favourite television characters and programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## LISTENING

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**RD1** Have you listened to the radio in the past 12 months (on a radio set, car radio, TV set, mobile device or voice activated device etc.)?  
Please include catch-up / on-demand and listen again radio programmes or radio podcasts.

**Please cross (x) one box only**

Yes  **CONTINUE TO RD2** No  **SKIP TO RD9 (PAGE 15)**

**RD2** How often, if at all, do you listen to each of the following...? If listening via a voice activated device (e.g. Amazon Echo (Alexa), Apple HomePod, Google Nest, etc.) please consider this as via the internet.

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
<b>Live radio</b> (not via the internet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live radio <b>via the internet at the same time as broadcast</b> (i.e. live streaming)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live radio <b>via an app</b> (e.g. Radioplayer, Tuneln, BBC Sounds, Global Player etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catch-up / on-demand radio <b>via an app</b> (e.g. Radioplayer, Tuneln, BBC Sounds, Global Player etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catch-up / on-demand radio <b>via the internet</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcast of a radio programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**RD3a** Which of the following do you tend to listen to **on the radio**?

**RD3b** And which of the following types of radio output / content do you **particularly value**?

	<b>RD3a</b>	<b>RD3b</b>
<b>Please cross (x) all that apply</b>	<b>Listen to</b>	<b>Particularly value</b>
Music	<input type="checkbox"/>	<input type="checkbox"/>
Breaking news	<input type="checkbox"/>	<input type="checkbox"/>
Local news	<input type="checkbox"/>	<input type="checkbox"/>
National news	<input type="checkbox"/>	<input type="checkbox"/>
International news	<input type="checkbox"/>	<input type="checkbox"/>
Politics / Commentary	<input type="checkbox"/>	<input type="checkbox"/>
Current affairs	<input type="checkbox"/>	<input type="checkbox"/>
Live discussions / Phone-ins	<input type="checkbox"/>	<input type="checkbox"/>
Local traffic and travel	<input type="checkbox"/>	<input type="checkbox"/>
Weather	<input type="checkbox"/>	<input type="checkbox"/>
Documentaries / History	<input type="checkbox"/>	<input type="checkbox"/>
Arts	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>
Local information / Events	<input type="checkbox"/>	<input type="checkbox"/>

	<b>RD3a</b>	<b>RD3b</b>
<b>Please cross (x) all that apply</b>	<b>Listen to</b>	<b>Particularly value</b>
DJs / Presenters	<input type="checkbox"/>	<input type="checkbox"/>
Chat / Talk shows	<input type="checkbox"/>	<input type="checkbox"/>
Quizzes / Game shows	<input type="checkbox"/>	<input type="checkbox"/>
Real life stories	<input type="checkbox"/>	<input type="checkbox"/>
Showbiz news	<input type="checkbox"/>	<input type="checkbox"/>
Live sports commentary	<input type="checkbox"/>	<input type="checkbox"/>
Sports analysis, debate and opinion	<input type="checkbox"/>	<input type="checkbox"/>
Other sports	<input type="checkbox"/>	<input type="checkbox"/>
Comedy	<input type="checkbox"/>	<input type="checkbox"/>
Drama	<input type="checkbox"/>	<input type="checkbox"/>
Religious	<input type="checkbox"/>	<input type="checkbox"/>
Business / Economy / Finance	<input type="checkbox"/>	<input type="checkbox"/>
Any other type of content	<input type="checkbox"/>	<input type="checkbox"/>

» IF YOU DON'T LISTEN TO SPORT ON THE RADIO, SKIP TO RD4B

**RD4a** What types of sport do you like to listen to **on the radio**?

Please cross (x) all that apply

Football (Premier League) <input type="checkbox"/>	Boxing <input type="checkbox"/>	Motorsports <input type="checkbox"/>
Football (Not Premier League) <input type="checkbox"/>	Tennis <input type="checkbox"/>	Golf <input type="checkbox"/>
Cricket <input type="checkbox"/>	Rugby League <input type="checkbox"/>	Other sports <input type="checkbox"/>
Rugby Union <input type="checkbox"/>		

**RD4b** What types of music do you tend to listen to **on the radio**?

Please cross (x) all that apply

Indie / Alternative Rock <input type="checkbox"/>	70s Music <input type="checkbox"/>	Pop Music <input type="checkbox"/>
Opera <input type="checkbox"/>	80s Music <input type="checkbox"/>	R&B <input type="checkbox"/>
Other Classical <input type="checkbox"/>	90s Music <input type="checkbox"/>	Grime <input type="checkbox"/>
Folk / Country <input type="checkbox"/>	00s Music <input type="checkbox"/>	Reggae / Dancehall / Soca <input type="checkbox"/>
Dance / Electronic Dance / House <input type="checkbox"/>	2010s Music <input type="checkbox"/>	Rock <input type="checkbox"/>
Easy Listening <input type="checkbox"/>	Heavy Metal / Metal <input type="checkbox"/>	Show Music / Musicals <input type="checkbox"/>
Soul / Funk / Disco <input type="checkbox"/>	Hip Hop / Rap / Drill <input type="checkbox"/>	Any other music <input type="checkbox"/>
Ethnic / World <input type="checkbox"/>	Jazz / Blues <input type="checkbox"/>	<b>None of these / Don't listen to music on the radio</b> <input type="checkbox"/>
60s Music <input type="checkbox"/>	Current Chart Music <input type="checkbox"/>	

**RD5** How often do you listen to the radio in the following ways? (Please include any type of radio you have listened to including live, catch-up or radio podcasts).

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
On a FM / AM radio <b>at home</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a FM / AM radio <b>in a car</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a FM / AM radio <b>elsewhere</b> (e.g. at the office)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a DAB digital radio <b>at home</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a DAB digital radio <b>in a car</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a DAB digital radio <b>elsewhere</b> (e.g. at the office)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Via a 'connected' car (e.g. Apple CarPlay)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a stereo / hi-fi / sound system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On an iPod / MP3 player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On an internet / Wi-Fi radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a tablet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a desktop PC / laptop via the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a television set	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using headphones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Via a voice-activated device (e.g. Amazon Echo (Alexa), Apple HomePod, Google Nest)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a Wi-Fi / Bluetooth speaker (e.g. Bose, Sonos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**RD6a** How frequently do you listen to each of the following radio stations? **Please cross (x) one box for each radio station**

**RD6b** And please select your favourite station(s). **Please cross (x) all that apply**

		At least once a day	At least once a week	At least once a month	Less often	Never	One of my favourite stations
<b>BBC Stations</b>	BBC Radio 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio 1Xtra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio 4 Extra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio 5 live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio 5 live Sports Extra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC 6 Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Asian Network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC World Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio Scotland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Radio Wales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BBC Local Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Commercial Stations</b>	Any Absolute Radio Station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Capital Radio Station (excl. Capital XTRA)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Capital XTRA Radio Station		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classic FM		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Gold Radio Station		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heart		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other Heart Radio Station		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heat		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hits Radio		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greatest Hits Radio		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jazz FM		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kerrang!		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Kiss Radio Station		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any LBC Radio Station		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Magic Radio Station		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planet Rock		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Smooth Radio Station		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
talkSPORT		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
talkSPORT 2		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
talkRADIO		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Times Radio		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio X		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scala Radio		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any Virgin Radio Station		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clyde 1 / Forth 1 / West Sound / Tay FM / Northsound One / Moray Firth Radio		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio Borders / CFM		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio City / City Talk 105.9 / Rock FM / Key Radio		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Metro Radio / TFM		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hallam FM / Viking FM / Radio Aire		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wave 105 FM		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other local commercial station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Any other national commercial station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A community radio station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**RD7** What are your **main reasons** for listening to the radio?

Please cross (x) all that apply

For entertainment <input type="checkbox"/>	To pass the time <input type="checkbox"/>	To feel part of a shared event <input type="checkbox"/>
To relax <input type="checkbox"/>	To help form my opinions <input type="checkbox"/>	It's my personal time-out <input type="checkbox"/>
To help me escape from everyday life <input type="checkbox"/>	For practical advice <input type="checkbox"/>	To help me wake up in the morning <input type="checkbox"/>
Out of habit <input type="checkbox"/>	For education / study <input type="checkbox"/>	To lift my mood <input type="checkbox"/>
To give me something to talk about with friends, family or colleagues <input type="checkbox"/>	For information <input type="checkbox"/>	To discover new music <input type="checkbox"/>
To stimulate my imagination <input type="checkbox"/>	For travel information <input type="checkbox"/>	For inspiration <input type="checkbox"/>
To treat / reward myself <input type="checkbox"/>	To keep me company <input type="checkbox"/>	Other reason <input type="checkbox"/>
To keep up to date <input type="checkbox"/>	As background <input type="checkbox"/>	

**RD8** Here are some statements people have made about **radio**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I would miss the radio if it weren't there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I accept that ads on commercial radio are an essential part of their funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often have the radio on in the background to keep me company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to the radio is an essential part of my day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio helps me discover new artists or music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I rely on my radio station to keep me up-to-date with breaking news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to listen to BBC radio as it is free of advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I rely on local radio to keep me up-to-date with local news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial radio offers me something different from BBC radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to digital radio has increased the number of stations I listen to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I change radio stations when the ads come on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find out about festivals and live events from the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I listen to more radio than I used to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising on my local station lets me know about promotions or events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often find out about TV programmes from listening to the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often talk with friends or family about things I have heard advertised on the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often notice radio programmes that are sponsored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio advertising often alerts me to new products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I hear on the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find presenter endorsements really useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio advertising often leads me to search for products and services online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often comment on social media about the things I have heard on the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I interact with my favourite radio stations via social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**RD9** And thinking about **ways you can listen to music** apart from on the radio, how often, if at all, do you listen to each of the following?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Music on CDs, vinyl or cassette	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your own personal digital music or audio collection, stored on a device (e.g. phone / iPod)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streamed online music that is free ( <b>with</b> advertising) (e.g. Spotify Free, Global Player, Planet Radio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streamed online music that is free ( <b>without</b> advertising) (e.g. BBC Sounds)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streamed online music that is paid for ( <b>without</b> advertising) (e.g. Spotify Premium, Apple Music, Amazon Prime Music)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV music video <b>channels</b> for background listening (e.g. 4Music)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music video <b>websites or apps</b> for background listening (e.g. YouTube)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

» IF YOU ANSWERED 'NEVER' TO ALL OF THE ABOVE, SKIP TO RD12 (PAGE 16)

**RD10**

What types of music do you tend to listen to...

- a) Through your personal music collection (including digital or CD, vinyl etc.)?
- b) Streamed online through services such as Spotify, Amazon Music, etc.?

**Please cross (x) as many boxes as apply in each column. If you do not listen to music in that way, please place a cross in the final box "None of these / Don't listen to music in this way"**

	<b>RD10a</b>	<b>RD10b</b>		<b>RD10a</b>	<b>RD10b</b>
	<b>Own music</b>	<b>Streamed online</b>		<b>Own music</b>	<b>Streamed online</b>
Indie / Alternative Rock	<input type="checkbox"/>	<input type="checkbox"/>	2010s Music	<input type="checkbox"/>	<input type="checkbox"/>
Opera	<input type="checkbox"/>	<input type="checkbox"/>	Heavy Metal / Metal	<input type="checkbox"/>	<input type="checkbox"/>
Other Classical	<input type="checkbox"/>	<input type="checkbox"/>	Hip Hop / Rap / Drill	<input type="checkbox"/>	<input type="checkbox"/>
Folk / Country	<input type="checkbox"/>	<input type="checkbox"/>	Jazz / Blues	<input type="checkbox"/>	<input type="checkbox"/>
Dance / Electronic Dance / House	<input type="checkbox"/>	<input type="checkbox"/>	Current Chart Music	<input type="checkbox"/>	<input type="checkbox"/>
Easy Listening	<input type="checkbox"/>	<input type="checkbox"/>	Pop Music	<input type="checkbox"/>	<input type="checkbox"/>
Soul / Funk / Disco	<input type="checkbox"/>	<input type="checkbox"/>	R&B	<input type="checkbox"/>	<input type="checkbox"/>
Ethnic / World	<input type="checkbox"/>	<input type="checkbox"/>	Grime	<input type="checkbox"/>	<input type="checkbox"/>
60s Music	<input type="checkbox"/>	<input type="checkbox"/>	Reggae / Dancehall / Soca	<input type="checkbox"/>	<input type="checkbox"/>
70s Music	<input type="checkbox"/>	<input type="checkbox"/>	Rock	<input type="checkbox"/>	<input type="checkbox"/>
80s Music	<input type="checkbox"/>	<input type="checkbox"/>	Show Music / Musicals	<input type="checkbox"/>	<input type="checkbox"/>
90s Music	<input type="checkbox"/>	<input type="checkbox"/>	Any other music	<input type="checkbox"/>	<input type="checkbox"/>
00s Music	<input type="checkbox"/>	<input type="checkbox"/>	<b>None of these / Don't listen to music in this way</b>	<input type="checkbox"/>	<input type="checkbox"/>

» IF YOU DON'T LISTEN TO MUSIC ONLINE, SKIP TO PD1 (PAGE 16)

**RD11**

How often do you listen to each of the following?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Spotify	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apple Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amazon Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC Sounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Global Player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planet Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio Player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soundcloud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube Music (Premium)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other online music service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**RD12** Please indicate whether you pay a subscription for each of the following music services.

**Please cross (x) all that apply**

Spotify  Apple Music  Amazon Music Unlimited  YouTube Music (Premium)  Other music app

**RD13** Here are some statements people have made about **listening to an online** music service such as Spotify or Apple Music. Please indicate how much you agree or disagree.

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I often share music I have heard online with friends or family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is worth subscribing to an online music service to avoid ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more likely to listen to my own personal playlists rather than ones made available by listening services (e.g. Spotify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I sometimes discover new artists by creating new playlists or personalised stations using online services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online music services have increased the amount of time I spend listening to music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online music services have helped me discover new artists or music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I listen to less music radio as a result of using online music services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am listening to online music services more these days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am buying less music (e.g. Vinyl, CDs or downloads) these days because of online music services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online music services allow me to choose music to suit my mood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Although I listen to online music services, I still listen to the radio to hear my favourite presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**PD1** Now thinking about **other types of content you can listen to**, how often, if at all, do you listen to each of the following?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Audiobooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

» IF YOU NEVER LISTEN TO PODCASTS, SKIP TO NR1 (PAGE 18)

**PD2** On average, how many individual podcasts do you listen to **in a week**? Please count each individual episode as one podcast.

<b>Please cross (x) one box only</b>	<b>Less than one a week</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6-10</b>	<b>11+</b>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**PD3** What are your **main reasons** for listening to podcasts?

**Please cross (x) all that apply**

For entertainment <input type="checkbox"/>	To pass the time <input type="checkbox"/>	To feel part of a shared event <input type="checkbox"/>
To relax <input type="checkbox"/>	To help form my opinions <input type="checkbox"/>	It's my personal time-out <input type="checkbox"/>
To help me escape from everyday life <input type="checkbox"/>	For practical advice <input type="checkbox"/>	To help me wake up in the morning <input type="checkbox"/>
Out of habit <input type="checkbox"/>	For education / study <input type="checkbox"/>	To lift my mood <input type="checkbox"/>
To give me something to talk about with friends, family or colleagues <input type="checkbox"/>	For information <input type="checkbox"/>	To discover new music <input type="checkbox"/>
To stimulate my imagination <input type="checkbox"/>	For travel information <input type="checkbox"/>	For inspiration <input type="checkbox"/>
To treat / reward myself <input type="checkbox"/>	To keep me company <input type="checkbox"/>	Other reason <input type="checkbox"/>
To keep up to date <input type="checkbox"/>	As background <input type="checkbox"/>	

**PD4** Which of the following types of podcast do you listen to most often?

Please cross (x) all that apply

Arts	<input type="checkbox"/>	Government / Politics	<input type="checkbox"/>	Society and Culture	<input type="checkbox"/>
Business/ Economy / Finance	<input type="checkbox"/>	Health and Wellbeing	<input type="checkbox"/>	Sports	<input type="checkbox"/>
Comedy	<input type="checkbox"/>	Hobbies	<input type="checkbox"/>	Travel	<input type="checkbox"/>
Education	<input type="checkbox"/>	Music	<input type="checkbox"/>	True Crime	<input type="checkbox"/>
Entertainment	<input type="checkbox"/>	News and Current Affairs	<input type="checkbox"/>	TV and Film	<input type="checkbox"/>
Discussion and Talk Shows	<input type="checkbox"/>	Science and Technology	<input type="checkbox"/>	Lifestyle	<input type="checkbox"/>
Fiction	<input type="checkbox"/>	Radio Programmes	<input type="checkbox"/>	Other	<input type="checkbox"/>

**PD5a** Thinking about the service(s) you tend to use for podcasts, which do you use to **stream** podcasts?

**PD5b** And which do you use to **download** podcasts?

	PD5a	PD5b
Please cross (x) all that apply	Use to <u>stream</u> podcasts	Use to <u>download</u> podcasts
iTunes / Apple Podcasts	<input type="checkbox"/>	<input type="checkbox"/>
Spotify	<input type="checkbox"/>	<input type="checkbox"/>
BBC Sounds	<input type="checkbox"/>	<input type="checkbox"/>
Global Player	<input type="checkbox"/>	<input type="checkbox"/>
Audible	<input type="checkbox"/>	<input type="checkbox"/>
Google Play / Google Podcasts	<input type="checkbox"/>	<input type="checkbox"/>
Website / app of non BBC radio station or a TV channel (e.g. talkSPORT, UKTV etc.)	<input type="checkbox"/>	<input type="checkbox"/>
acast	<input type="checkbox"/>	<input type="checkbox"/>
Soundcloud	<input type="checkbox"/>	<input type="checkbox"/>
Deezer	<input type="checkbox"/>	<input type="checkbox"/>
RadioPlayer	<input type="checkbox"/>	<input type="checkbox"/>
Website / app of a newspaper or magazine (e.g. The Sun, The Guardian, The Economist, Monocle etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Other podcast mobile app	<input type="checkbox"/>	<input type="checkbox"/>
Other podcast website	<input type="checkbox"/>	<input type="checkbox"/>
Website / app of the podcast itself (e.g. Serialpodcast.org, joerogan.org, The Brights, thisamericanlife.org)	<input type="checkbox"/>	<input type="checkbox"/>

**PD6** Here are some statements people have made about **podcasting**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I always finish a podcast once I start listening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm not able to listen to all the podcasts I download	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts help me find out about products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm always on the lookout for new and interesting podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't mind adverts if the podcasts are free	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm the first amongst my friends to know about new podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I spend more time listening to podcasts than I did pre-pandemic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts offer me something different to the content I get from the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often talk to people about something I have heard in a podcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to find podcasts that are relevant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I hear in podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often put podcasts on for my children to listen to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am listening to fewer podcasts since I am not travelling to work as much	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## NATIONAL NEWSPAPERS

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**National newspapers** (Daily and Sunday) are available to read in lots of different ways these days – as printed papers and in digital / online versions through apps or websites. Please consider the London Evening Standard and Metro as **national newspapers**.

**NR1** How often do you look at, listen to or read national newspapers in each of the following ways?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
In print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a laptop / PC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a tablet / Kindle / e-reader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a voice-activated device (e.g. Amazon Echo (Alexa), Apple HomePod, Google Nest)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NR2a** How often do you look at, listen to or read **online / digital** versions of national newspaper titles in each of the following ways?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
Through a newspaper app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directly through a newspaper website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a news aggregator (e.g. Apple News, Google News, Flipboard, Yahoo News)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through social media (e.g. Facebook, Twitter/X, Snapchat, Reddit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a search engine (e.g. Google / Yahoo!)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NR2b** Do you pay a subscription to access any form of news / journalism online?

Please cross (x) one box only Yes  No

**NR3** Thinking now about specific newspaper titles, please indicate when you last looked at or read each of these titles?

Please cross (x) one box only per row	Yesterday	Past 7 days	Past 4 weeks	Longer Ago	Never
<b>Daily Express</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sunday Express</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Express app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.express.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Mail</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Mail on Sunday</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Mail Online app / Mail Plus app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.dailymail.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Independent app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.independent.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>i Newspaper</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>i Newspaper app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.inews.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Guardian</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Observer</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Guardian app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.theguardian.com</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Daily Telegraph</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Sunday Telegraph</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Telegraph app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.telegraph.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please cross (x) one box only per row

	Yesterday	Past 7 days	Past 4 weeks	Longer Ago	Never
<b>The Times</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Sunday Times</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Times app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.thetimes.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Mirror</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sunday Mirror</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sunday People</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Mirror app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.mirror.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Record (Scotland)</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sunday Mail (Scotland)</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Record app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.dailyrecord.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Scotsman</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Scotland on Sunday</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Scotsman app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.scotsman.com</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Herald (Scotland)</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Herald on Sunday</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Herald app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.heraldscotland.com</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sunday Post</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sunday Post app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.sundaypost.com</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Sun</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Sun on Sunday</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Sun app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.thesun.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Star</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Star Sunday</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Daily Star app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.dailystar.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Financial Times</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Financial Times Weekend</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Financial Times app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.ft.com</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Metro</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Metro app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.metro.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>London Evening Standard</b> (printed version)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>London Evening Standard app</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>www.standard.co.uk</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NR4** Thinking now about **printed** newspapers, how often do you read each of the following national **newspapers in print**?

<b>Please cross (x) one box for each newspaper</b>	<b>Almost always (at least 3 out of 4 issues)</b>	<b>Quite often (at least 1 out of 4 issues)</b>	<b>Occasionally (less than 1 out of 4 issues)</b>	<b>Not read in past 12 months</b>
Daily Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Mail on Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Guardian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Observer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Daily Telegraph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sunday Telegraph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sunday Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Mirror	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday Mirror	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Record (Scotland)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday Mail (Scotland)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Scotsman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scotland on Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Herald (Scotland)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Herald on Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday Post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sun on Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Star	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Star Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Times Weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Metro	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
London Evening Standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NR5a** Thinking now about the **national** newspaper titles you read **in print**, what are your **main reasons** for reading?

**NR5b** And thinking about the **national** newspaper titles you read **online**, what are your **main reasons** for reading?

	<b>NR5a</b>	<b>NR5b</b>
<b>Please cross (x) all that apply</b>	<b>Reasons for reading in print</b>	<b>Reasons for reading online</b>
For entertainment	<input type="checkbox"/>	<input type="checkbox"/>
To relax	<input type="checkbox"/>	<input type="checkbox"/>
To help me escape from everyday life	<input type="checkbox"/>	<input type="checkbox"/>
To give me something to talk about with friends, family or colleagues	<input type="checkbox"/>	<input type="checkbox"/>
To stimulate my imagination	<input type="checkbox"/>	<input type="checkbox"/>
To treat / reward myself	<input type="checkbox"/>	<input type="checkbox"/>
To keep up to date	<input type="checkbox"/>	<input type="checkbox"/>
To pass the time	<input type="checkbox"/>	<input type="checkbox"/>
Out of habit	<input type="checkbox"/>	<input type="checkbox"/>
For celebrity news and gossip	<input type="checkbox"/>	<input type="checkbox"/>

	<b>NR5a</b>	<b>NR5b</b>
<b>Please cross (x) all that apply</b>	<b>Reasons for reading in print</b>	<b>Reasons for reading online</b>
For comment / analysis	<input type="checkbox"/>	<input type="checkbox"/>
For practical / expert advice	<input type="checkbox"/>	<input type="checkbox"/>
For education / study	<input type="checkbox"/>	<input type="checkbox"/>
For information	<input type="checkbox"/>	<input type="checkbox"/>
For ideas of what to buy	<input type="checkbox"/>	<input type="checkbox"/>
For inspiration	<input type="checkbox"/>	<input type="checkbox"/>
To help form my opinions	<input type="checkbox"/>	<input type="checkbox"/>
It's my personal time-out	<input type="checkbox"/>	<input type="checkbox"/>
To lift my mood	<input type="checkbox"/>	<input type="checkbox"/>
Other reason	<input type="checkbox"/>	<input type="checkbox"/>

Thinking about the different types of articles and features that appear in **national newspaper titles**.

**NR6a** Which articles and features do you read or look at **regularly in print**?

**NR6b** And which articles and features do you read or look at **regularly online**?

	NR6a	NR6b		NR6a	NR6b
Please cross (x) all that apply	Read regularly in print	Read regularly online	Please cross (x) all that apply	Read regularly in print	Read regularly online
National news	<input type="checkbox"/>	<input type="checkbox"/>	Education	<input type="checkbox"/>	<input type="checkbox"/>
European news	<input type="checkbox"/>	<input type="checkbox"/>	The environment	<input type="checkbox"/>	<input type="checkbox"/>
Other international news	<input type="checkbox"/>	<input type="checkbox"/>	Home and garden	<input type="checkbox"/>	<input type="checkbox"/>
Sport: Football	<input type="checkbox"/>	<input type="checkbox"/>	Media / marketing / advertising	<input type="checkbox"/>	<input type="checkbox"/>
Sport: Any other	<input type="checkbox"/>	<input type="checkbox"/>	Computing / technology / science	<input type="checkbox"/>	<input type="checkbox"/>
Cars and motoring	<input type="checkbox"/>	<input type="checkbox"/>	Medical / health / fitness	<input type="checkbox"/>	<input type="checkbox"/>
Food and drink	<input type="checkbox"/>	<input type="checkbox"/>	Baking / recipes	<input type="checkbox"/>	<input type="checkbox"/>
Art / books / theatre	<input type="checkbox"/>	<input type="checkbox"/>	Relationship advice / problem page	<input type="checkbox"/>	<input type="checkbox"/>
Music	<input type="checkbox"/>	<input type="checkbox"/>	Classified advertising / small ads	<input type="checkbox"/>	<input type="checkbox"/>
Film and video releases	<input type="checkbox"/>	<input type="checkbox"/>	Puzzles / crosswords	<input type="checkbox"/>	<input type="checkbox"/>
TV guides	<input type="checkbox"/>	<input type="checkbox"/>	Weekly entertainment guide	<input type="checkbox"/>	<input type="checkbox"/>
Money / personal finance	<input type="checkbox"/>	<input type="checkbox"/>	Fashion / style	<input type="checkbox"/>	<input type="checkbox"/>
Business / company news	<input type="checkbox"/>	<input type="checkbox"/>	Beauty / grooming	<input type="checkbox"/>	<input type="checkbox"/>
Travel and holidays	<input type="checkbox"/>	<input type="checkbox"/>	Celebrity / gossip	<input type="checkbox"/>	<input type="checkbox"/>
Editorial / opinion	<input type="checkbox"/>	<input type="checkbox"/>	Property	<input type="checkbox"/>	<input type="checkbox"/>
Breaking news	<input type="checkbox"/>	<input type="checkbox"/>	Other	<input type="checkbox"/>	<input type="checkbox"/>
Jobs / appointments	<input type="checkbox"/>	<input type="checkbox"/>			

**NR7** How often, if at all, do you do each of the following?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
Read an article by a particular <b>national</b> newspaper journalist that you follow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Click through to a <b>national</b> newspaper website or article from a link on a social media page, app or site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explore the internet to find out more about a <b>national</b> news story you have heard or read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share a link <u>privately</u> to a <b>national</b> news story you have read online (e.g. via text or WhatsApp)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share a link <u>publicly</u> to a <b>national</b> news story you have read online (e.g. via Facebook or Twitter <sup>(X)</sup> )	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a <b>national</b> newspaper because of the headline on the front page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a <b>national</b> newspaper because of a reader offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
React or respond to <b>national</b> newspaper posts on social media sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NR8** Here are some statements people have made about **national newspaper titles (either printed or digital / online versions)**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I am prepared to pay to read quality journalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would not change the national newspaper I read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not buy a daily national newspaper in print if I can pick up a free one	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like reading particular national newspapers because they campaign on issues that are important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National newspaper ads often lead me to search for products and services online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look for specific reporters / columnists within national newspaper titles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the national newspapers I read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I feel a connection with my favourite national newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy the crosswords / puzzles in my national newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I sometimes save sections of my national newspaper (in print or online) to read later	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to take free newspapers home with me that I pick up while out and about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I buy particular national newspapers specifically for the supplements included, such as magazines or special sections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I see in my national newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often notice the products that sponsor features in the national newspapers I read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy a national newspaper I wouldn't normally buy because of a free offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often comment on social media about the things I have read in national newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising in national newspapers often gives me inspiration on what to buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By reading a national newspaper, I discover news and opinion that I otherwise wouldn't have	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The world would be a poorer place without national newspapers' professional journalism and investigations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think that the national newspaper I read makes a statement about who I am and what I believe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to read my national newspaper in print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often talk to other people about things I have seen in a national newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## REGIONAL / LOCAL NEWSPAPERS


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**Regional / Local newspapers** are also available to read in lots of different ways these days – as printed papers and in digital / online versions through apps or websites. Please do **not** consider the London Evening Standard and Metro as regional / local newspapers.

**NL1** How often do you look at, listen to or read **regional / local newspapers** in each of the following ways?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
In print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a laptop / PC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a tablet / Kindle / e-reader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a voice-activated device (e.g. Amazon Echo (Alexa), Apple HomePod, Google Nest)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NL2** How often do you look at, listen to or read **online / digital versions** of regional / local newspaper titles in each of the following ways?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Through a newspaper app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directly through a newspaper website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a news aggregator (e.g. Apple News, Google News, Flipboard, Yahoo News)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through social media (e.g. Facebook, Twitter  , Snapchat, Reddit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a search engine (e.g. Google / Yahoo!)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NL3** How often, if at all, do you do each of the following?

<b>Please cross (x) one box only per row</b>	At least once a day	At least once a week	At least once a month	Less often	Never
Read an article by a particular <b>regional / local news</b> journalist that you follow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Click through to a <b>regional / local news</b> website or article from a link on a social media page, app or site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explore the internet to find out more about a <b>regional / local news</b> story you have heard or read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share a link <u>privately</u> to a <b>regional / local news</b> story you have read online (e.g. via text or WhatsApp)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share a link <u>publicly</u> to a <b>regional / local news</b> story you have read online (e.g. via Facebook or Twitter <del>X</del> )	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a <b>regional / local newspaper</b> because of the headline on the front page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a <b>regional / local newspaper</b> because of a reader offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
React or respond to <b>regional / local newspaper</b> posts on social media sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NL4a** How often do you read or look at **each** of the following **regional / local newspapers as a printed copy**?  
**Almost always** (at least 3 out of 4 issues)                      **Occasionally** (less than 1 out of 4 issues)  
**Quite often** (at least 1 out of 4 issues)                              **Not read in past 12 months**  
**Please cross (x) one box for each newspaper**

**NL4b** For each regional / local newspaper that you read as a **printed copy** at least occasionally at NL4a, when did you last read it? Was it yesterday, in the past 7 days or the past 4 weeks? If it was longer ago than in the past 4 weeks, please leave this blank.

**NL4c** Now thinking of **online / digital versions** of regional / local newspapers that you read on a screen via an app or web browser...  
 When did you last read / look at / browse these **via an app or web browser** (e.g. on a laptop, mobile phone, tablet, e-reader, etc.)? Was it yesterday, in the past 7 days or the past 4 weeks? If it was longer ago than in the past 4 weeks, or Never, please leave this blank.

NL4a   Printed version How often read as printed papers					NL4b   Printed version Last read			NL4c   Digital versions Last read			
	Almost always (at least 3 out of 4 issues)	Quite often (at least 1 out of 4 issues)	Occasionally (less than 1 out of 4 issues)	Not read in past 12 months	Yesterday in print	Past 7 days in print	Past 4 weeks in print	Yesterday digital	Past 7 days digital	Past 4 weeks digital	
South & East	City AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Basildon & Southend Echo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Portsmouth News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Norfolk Eastern Daily Press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wales & the West	Western Daily Press / Somerset Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	South Wales Evening Post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not available online</b>			
	Wales Online	<b>Not available in print</b>				<b>Not available in print</b>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Western Morning News / Devon Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Wales Western Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not available online</b>		
	Bristol Post / Bristol Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	South Wales Echo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not available online</b>		
	Daily Post Wales / North Wales Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The Midlands	Birmingham Mail / Birmingham Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	(W. Mids) Express and Star	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Leicester Mercury / Leicestershire Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Shropshire Star	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	(Stoke) The Sentinel / Stoke-on-Trent Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Nottingham Post / Nottinghamshire Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		



NL4a   Printed version How often read as printed papers					NL4b   Printed version Last read			NL4c   Digital versions Last read		
	Almost always (at least 3 out of 4 issues)	Quite often (at least 1 out of 4 issues)	Occasion- ally (less than 1 out of 4 issues)	Not read in past 12 months	Yesterday in print	Past 7 days in print	Past 4 weeks in print	Yesterday digital	Past 7 days digital	Past 4 weeks digital
The North	Derby Telegraph / Derbyshire Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Hull Daily Mail / Hull Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Liverpool Echo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Manchester Evening News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The Chronicle - Newcastle / Chronicle Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The Northern Echo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sheffield Star	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The Gazette - Teesside / Teesside Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Yorkshire Post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Scotland	Aberdeen Press and Journal (The P&J)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The Courier - Dundee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Edinburgh Evening News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Aberdeen Evening Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Glasgow - Evening Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Papers	Any other regional daily paper (paid for)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Any other regional daily paper (free)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Any other regional Sunday paper (paid for)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Any other regional Sunday paper (free)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Any local weekly newspaper (paid for)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Any local weekly newspaper (free)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NL5a** Thinking now about the **regional / local newspapers** you read **in print**, what are your **main reasons** for reading?

**NL5b** And thinking now about the **regional / local** newspaper titles you read **online**, what are your **main reasons** for reading?

	NL5a	NL5b		NL5a	NL5b
	Reasons for reading in print			Reasons for reading in print	
<b>Please cross (x) all that apply</b>			<b>Please cross (x) all that apply</b>		
To keep up to date with local issues / news	<input type="checkbox"/>	<input type="checkbox"/>	For education / study	<input type="checkbox"/>	<input type="checkbox"/>
To feel part of my local community	<input type="checkbox"/>	<input type="checkbox"/>	For information	<input type="checkbox"/>	<input type="checkbox"/>
For entertainment	<input type="checkbox"/>	<input type="checkbox"/>	Out of habit	<input type="checkbox"/>	<input type="checkbox"/>
To relax	<input type="checkbox"/>	<input type="checkbox"/>	To find out about local events	<input type="checkbox"/>	<input type="checkbox"/>
To help me escape from everyday life	<input type="checkbox"/>	<input type="checkbox"/>	For comment / analysis	<input type="checkbox"/>	<input type="checkbox"/>
To give me something to talk about with friends, family or colleagues	<input type="checkbox"/>	<input type="checkbox"/>	To help form my opinions	<input type="checkbox"/>	<input type="checkbox"/>
For inspiration	<input type="checkbox"/>	<input type="checkbox"/>	To lift my mood	<input type="checkbox"/>	<input type="checkbox"/>
To treat / reward myself	<input type="checkbox"/>	<input type="checkbox"/>	To pass the time	<input type="checkbox"/>	<input type="checkbox"/>
It's my personal time-out	<input type="checkbox"/>	<input type="checkbox"/>	To stimulate my imagination	<input type="checkbox"/>	<input type="checkbox"/>
For ideas of what to buy	<input type="checkbox"/>	<input type="checkbox"/>	Other reason	<input type="checkbox"/>	<input type="checkbox"/>
For practical / expert advice	<input type="checkbox"/>	<input type="checkbox"/>			

**NL6**

Here are some statements people have made about **regional / local newspapers** (either printed or online / digital versions). Please indicate how much you agree or disagree.

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I value my regional / local newspapers because they cover my local news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like the way regional / local newspapers get behind local issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the news and information in my regional / local newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy to pay to read quality journalism in regional / local newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like reading my local newspaper because it campaigns on issues that are important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find ads in regional / local newspapers useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I see in my regional / local newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional / local newspaper ads often alert me to new products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to read my regional / local newspaper in print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional / local newspaper ads often lead me to search for products and services online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often recommend things I have seen advertised in the regional / local press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often comment on social media about the things I have read in the regional / local press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel a connection with my favourite local newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ONLINE NEWS**

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**NO1a**

Please think now about news that is available on all different types of websites, not just newspaper or magazine sites. How often do you look at the following types of news online?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
News headlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Celebrity news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV and entertainment news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other news online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

» IF YOU NEVER USE THE INTERNET FOR ANY OF THE ABOVE, SKIP TO NO4 (PAGE 26)

**NO1b**

How often do you look at / read any of these providers of **online** news and sport (via an app or website)?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
BBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV1 / STV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Huffington Post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buzzfeed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reuters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vice News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bloomberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other international online news (CNN, The New York Times, The Washington Post etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other providers of online news (not including online newspapers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NO2**

There are also websites or apps that pull together stories or links allowing you to access news through a variety of different news or newspaper titles, often tailored to your tastes.

How often do you use any of these ways of accessing **online** news?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Apple News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook (for news)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MSN homepage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reddit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flipboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter/X (for news)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yahoo! News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat (for news)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other news aggregators / apps or websites that pull together news from several sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NO3**

Here are some statements people have made about **online news, including newspaper apps and websites**. Please indicate how much you agree or disagree.

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I find the internet a really useful source of news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more informed these days because of the convenience of online news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like having immediate access to the news as it happens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I should not have to pay for a subscription to view newspaper content online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to check the news headlines online as soon as I get up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I sometimes share articles I have read in an online newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to check the news headlines online just before I go to bed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy to receive advertising in return for free access to online news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I understand that online advertising pays for news journalism / content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often look at news on my smartphone or tablet to pass the time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NO4**

How frequently do you hear, read or watch news in each of the following ways?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Any BBC service (TV, radio, online)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other TV (not BBC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other radio (not BBC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers (printed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers (online / apps)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines (printed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines (online / apps)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other online news sites (not BBC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Magazines** are also available to read in lots of different ways these days – as printed magazines and in digital / online versions through apps or websites.

**MR1** How often do you look at, listen to or read **magazines and magazine articles / stories** in each of the following ways?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
In print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a laptop / PC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a tablet / Kindle / e-reader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On a mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a voice-activated device (e.g. Amazon Echo (Alexa), Apple HomePod, Google Nest)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MR2** How often do you look at, listen to or read **online / digital versions** of any magazines and magazine articles / stories in each of the following ways?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
Through a magazine app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directly through a magazine's website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a news aggregator (e.g. Apple News, Google News, Flipboard, Yahoo News)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through social media (e.g. Facebook, Twitter/X, Snapchat, Reddit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through a search engine (e.g. Google / Yahoo!)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now thinking about the different types of magazines, for each of the magazines types listed below, please indicate:

**MR3a** Which types have you read as a **printed copy** in the past 4 weeks?

**MR3b** Which types have you read as a **digital copy via an app or web browser** in the past 4 weeks?

**MR3c** Which are your favourite types of magazine?

**MR3d** And finally, for which magazine types do you have a paid subscription?

	MR3a	MR3b	MR3c	MR3d
Please cross (x) all that apply in each column	Printed copy in past 4 weeks	Via an app or web browser in past 4 weeks	Favourite types	Paid Subscription
TV listings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supermarket / Store magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News / Current Affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Celebrity Weeklies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General Lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health / Fitness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Slimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cookery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Film	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comics / Graphic Novels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computing / Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motoring / Motorcycles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	MR3a	MR3b	MR3c	MR3d
Please cross (x) all that apply in each column	Printed copy in past 4 weeks	Via an app or web browser in past 4 weeks	Favourite types	Paid Subscription
Men's Lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women's Lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women's Weeklies (incl. real life)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business / Economy / Finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Hobbies / Interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other type of magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MR4** Thinking now about all the magazines you read (either printed or digital versions). What are your **main reasons** for reading magazines?

Please cross (x) all that apply

For entertainment	<input type="checkbox"/>	For ideas of what to buy	<input type="checkbox"/>	For inspiration	<input type="checkbox"/>
To relax	<input type="checkbox"/>	To keep me informed about my hobbies and interests	<input type="checkbox"/>	It's my personal time-out	<input type="checkbox"/>
To help me escape from everyday life	<input type="checkbox"/>	For practical / expert advice	<input type="checkbox"/>	To pass the time	<input type="checkbox"/>
To give me something to talk about with friends, family or colleagues	<input type="checkbox"/>	For education / study	<input type="checkbox"/>	Out of habit	<input type="checkbox"/>
To stimulate my imagination	<input type="checkbox"/>	For information	<input type="checkbox"/>	To help form my opinions	<input type="checkbox"/>
To treat / reward myself	<input type="checkbox"/>	To lift my mood	<input type="checkbox"/>	For comment / analysis	<input type="checkbox"/>
To keep up to date	<input type="checkbox"/>	For celebrity news and gossip	<input type="checkbox"/>	Other reason	<input type="checkbox"/>

**MR5** How often, if at all, do you do each of the following?

Please cross (x) one box only per row

	At least once a day	At least once a week	At least once a month	Less often	Never
Read an article or online blog of a particular magazine editor or contributor that you follow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Click through to a magazine website or article from a link on a social media page or site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share a link <u>privately</u> to a <b>magazine article</b> you have read online (e.g. via text or WhatsApp)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share a link <u>publicly</u> to a <b>magazine article</b> you have read online (e.g. via Facebook or Twitter <sup>X</sup> )	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a magazine because of a special promotion or offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
React or respond to magazine posts on social media sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MR6** Here are some statements people have made about magazines (either printed or digital versions). Please indicate how much you agree or disagree.

Please cross (x) one box for each statement

	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
Magazines give me ideas and inspiration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't trust ads that look like they are an article	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make time to read my favourite magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often pick up and read the same magazine several times before I'm finished with it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading my favourite magazines lets me devote time just to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust what I read in magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines provide me with ideas of what to buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel a connection with my favourite magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to take free magazines home with me so I can take my time reading them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to pick up free magazines than to buy one	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazine advertising often alerts me to new products or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I like the convenience of reading magazines online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more likely to buy a magazine if a product sample / gift is attached to it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often recommend things I see in magazines to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to buy magazines only when I'm going on holiday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often notice the products that sponsor features in the magazines I read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the sponsored content in the magazine that I read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I see in the magazines I read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazine ads often lead me to search for information on products and services online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I buy and read my favourite magazines as soon as they appear in the newsagent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After I have read the print versions, I like reading more from my favourite magazines online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often comment on social media about things I have read in magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often enter competitions in magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I follow my favourite magazines / columnists on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I cannot resist buying magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like advertising that is created in the style of the magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to read my magazine in print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thinking about printed magazines...

**MR7a** How often do you read or look at **each** of the following **magazines in print**?  
**Almost always** (at least 3 out of 4 issues)      **Occasionally** (less than 1 out of 4 issues)  
**Quite often** (at least 1 out of 4 issues)      **Not read in past 12 months**  
**Please cross (x) one box for each magazine**

**MR7b** For each **printed** magazine that you read at least occasionally at MR7a, when did you last read it? Was it in the past 7 days or the past 4 weeks? If it was longer ago than in the past 4 weeks, please leave this blank.

**MR7c** Now thinking of **online/ digital versions** of magazines and magazine websites that you read on a screen via an app or web browser...  
When did you last read / look at / browse these magazines **via an app or web browser** (e.g. on a laptop, mobile phone, tablet, etc.)? Was it in the past 7 days or in the past 4 weeks? If it was longer ago than in the past 4 weeks or never, please leave this blank.

MR7a   Printed version How often read as printed magazines					MR7b   Printed version Last read		MR7c   Digital versions Last read	
	<b>Almost always</b> (at least 3 out of 4 issues)	<b>Quite often</b> (at least 1 out of 4 issues)	<b>Occasionally</b> (less than 1 out of 4 issues)	<b>Not read in past 12 months</b>	<b>Past 7 days in print</b>	<b>Past 4 weeks in print</b>	<b>Past 7 days digital</b>	<b>Past 4 weeks digital</b>
TV listings magazines	Radio Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Total TV Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	TV Choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	TV Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	What's on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Any other TV listings magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekly / fortnightly	Motor Cycle News (MCN)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Bella	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Chat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Closer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The Economist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Grazia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Heat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MR7a   Printed version How often read as printed magazines					MR7b   Printed version Last read		MR7c   Digital versions Last read		
	<u>Almost always</u> (at least 3 out of 4 issues)	<u>Quite often</u> (at least 1 out of 4 issues)	<u>Occasionally</u> (less than 1 out of 4 issues)	<u>Not read in past 12 months</u>	<u>Past 7 days in print</u>	<u>Past 4 weeks in print</u>	<u>Past 7 days digital</u>	<u>Past 4 weeks digital</u>	
	Hello!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	New!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not available online</b>		
	OK!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Private Eye	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Take a Break	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	That's Life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Woman's Own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Woman's Weekly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Yours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Any other weekly / fortnightly magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monthly / quarterly magazines	BBC Gardener's World	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	BBC Top Gear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Empire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Men's Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	National Trust	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Reader's Digest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Saga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	BBC Good Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Cosmopolitan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Elle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Good Housekeeping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Ideal Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Mother and Baby		<b>Not available in print</b>			<b>Not available in print</b>		<input type="checkbox"/>	<input type="checkbox"/>
	Marie Claire		<b>Not available in print</b>			<b>Not available in print</b>		<input type="checkbox"/>	<input type="checkbox"/>
	Red	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Slimming World	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Vogue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Woman and Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Any other monthly / quarterly magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer magazines	Asda Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Boots Health and Beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not available online</b>		
	Sainsbury's Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Tesco Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Waitrose & Partners Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	M&S Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Ocado Life Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not available online</b>		
	Any other customer magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Time Out		<b>Not available in print</b>			<b>Not available in print</b>		<input type="checkbox"/>	<input type="checkbox"/>
Stylist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

**C11** How often, if at all, do you go to the cinema nowadays?

Please cross (x) one box only

Once a week or more often <input type="checkbox"/>	Once every 2 to 3 months <input type="checkbox"/>	Less often <input type="checkbox"/>
2 or 3 times a month <input type="checkbox"/>	2 to 3 times a year <input type="checkbox"/>	Never <input type="checkbox"/>
Once a month <input type="checkbox"/>	Once a year <input type="checkbox"/>	

» IF NEVER SKIP TO C17 (PAGE 33)

**C12** When did you last go to the cinema?

Please cross (x) one box only

Within the past 7 days <input type="checkbox"/>	Within the past 3 months <input type="checkbox"/>	Within the past 12 months <input type="checkbox"/>
Within the past 4 weeks <input type="checkbox"/>	Within the past 6 months <input type="checkbox"/>	<b>NOT</b> in the past 12 months <input type="checkbox"/>

» IF NOT IN PAST 12 MONTHS SKIP TO C14 (PAGE 31)

**C13a** Which of the following cinema chains / type of cinema have you visited in the **past 12 months**?

**C13b** And which **have you visited most often**?

	C13a	C13b		C13a	C13b
	Visited in past 12 months	Visited most often		Visited in past 12 months	Visited most often
BFI	<input type="checkbox"/>	<input type="checkbox"/>	Picturehouse	<input type="checkbox"/>	<input type="checkbox"/>
Cineworld	<input type="checkbox"/>	<input type="checkbox"/>	Reel	<input type="checkbox"/>	<input type="checkbox"/>
Curzon	<input type="checkbox"/>	<input type="checkbox"/>	Showcase	<input type="checkbox"/>	<input type="checkbox"/>
Empire	<input type="checkbox"/>	<input type="checkbox"/>	Vue	<input type="checkbox"/>	<input type="checkbox"/>
Everyman	<input type="checkbox"/>	<input type="checkbox"/>	An independent cinema	<input type="checkbox"/>	<input type="checkbox"/>
The Light	<input type="checkbox"/>	<input type="checkbox"/>	Any other cinema	<input type="checkbox"/>	<input type="checkbox"/>
Odeon	<input type="checkbox"/>	<input type="checkbox"/>			

**C13c** Which of the following types of cinema screen / format have you seen in the **past 12 months**?

Please cross (x) one box only

A standard (2D) cinema <input type="checkbox"/>	A 4DX screen <input type="checkbox"/>	Outdoor film screening (e.g. Secret Cinema, Luna Cinema, pop-up cinemas) <input type="checkbox"/>
A 3D screen <input type="checkbox"/>	An IMAX screen <input type="checkbox"/>	

**C14** Which are your favourite types of films to watch at the cinema?

Please cross (x) all that apply

Art House (independent films) <input type="checkbox"/>	Documentary <input type="checkbox"/>	Musicals <input type="checkbox"/>
Action <input type="checkbox"/>	Drama <input type="checkbox"/>	Romance <input type="checkbox"/>
Adventure <input type="checkbox"/>	Event cinema (e.g. theatre, opera, ballet, sporting events shown at the cinema) <input type="checkbox"/>	Sci-fi <input type="checkbox"/>
Animation <input type="checkbox"/>	Family <input type="checkbox"/>	Superhero <input type="checkbox"/>
Biopic <input type="checkbox"/>	Fantasy <input type="checkbox"/>	Thriller <input type="checkbox"/>
Bollywood <input type="checkbox"/>	Foreign language <input type="checkbox"/>	Western <input type="checkbox"/>
Comedy <input type="checkbox"/>	Horror <input type="checkbox"/>	Any other type <input type="checkbox"/>
Crime <input type="checkbox"/>		



**C15**

Thinking now about when you go to the cinema, what are your **main reasons** for **going to the cinema**?

Please cross (x) all that apply

For entertainment	<input type="checkbox"/>	To accompany children to a film	<input type="checkbox"/>	To lift my mood	<input type="checkbox"/>
To relax	<input type="checkbox"/>	To spend time with friends / family	<input type="checkbox"/>	It's my personal time-out	<input type="checkbox"/>
To help me escape from everyday life	<input type="checkbox"/>	To experience a film in the best way	<input type="checkbox"/>	To feel part of a shared event	<input type="checkbox"/>
Out of habit	<input type="checkbox"/>	To give me something to talk about with friends, family or colleagues	<input type="checkbox"/>	For inspiration	<input type="checkbox"/>
To pass the time	<input type="checkbox"/>	To stimulate my imagination	<input type="checkbox"/>	Other reason	<input type="checkbox"/>
To keep up to date with current films	<input type="checkbox"/>	To treat / reward myself	<input type="checkbox"/>		
To give me a night out / date night	<input type="checkbox"/>				

**C16**

Here are some statements people have made about the **cinema**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I often notice digital advertising screens in the foyers of cinemas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching a film at the cinema is different from watching one at home because you can get completely absorbed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to the cinema is a real treat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will often talk with friends / family about films I've seen at the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like going to the cinema as I can watch a film with no distractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I really want to see a film, I want to see it on the big screen at the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I take advantage of discount days / offers to watch films at the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When a film that I really want to see is released at the cinema, I will generally go and see it as soon as it comes out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often get excited about a film before it is released	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It feels good to share the experience of watching a film with lots of other people at the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to make going to the cinema part of a bigger social occasion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching something at an IMAX cinema really enhances my viewing experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema advertising feels more 'Premium' than other types of advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to see a film at the cinema helps me escape from everyday life without feeling guilty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to arrive in time to watch the ads before the film and trailers start	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to go online to seek out the latest film trailers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I go to the cinema when there's a new film that everyone is talking about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I see at the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to read about films / actors etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel left out if my friends are talking about a film I haven't seen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema advertising often alerts me to new products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more likely to go and see a film if it has been nominated or won an Oscar or a BAFTA award	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would describe myself as a film buff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often recommend things I have seen advertised at the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema advertising can lead me to search online for information on products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Films give me ideas about style, fashion and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often comment on social media about the things I have seen at the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I follow actors / directors on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often decide which film to see only once I get to the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am likely to go to the cinema to see a sequel to a film that I have enjoyed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Films that get nominated for an award (e.g. Oscar / BAFTA, etc.) feel more special	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**CI7**

Thinking about all films (not just at the cinema), how often, if at all, do you do each of the following?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Watch a film at the time of broadcast on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch a film recorded from the TV to my personal video recorder (e.g. Freeview+, Sky Q, Virgin Media)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch a film using a catch-up / on-demand service on my TV set (e.g. BBC iPlayer, Channel 4 (streaming), Sky On Demand)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch a film downloaded to another device (e.g. laptop, tablet or mobile phone)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stream a film using an official online service such as Netflix or Amazon Prime Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stream or download a film for free using an unofficial online site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Download a film to own permanently (e.g. using Sky Store, Amazon Prime Video)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rent a film digitally (i.e. pay a one-off fee to access a film for a short length of time using a service such as Sky Store, Amazon Prime Video)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay to watch a film at home that has been made available at the same time as a traditional release in cinemas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a DVD or Blu-ray film	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch a film you have purchased on DVD or Blu-ray	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**OUT OF HOME / TRAVEL**

[BACK TO INDEX](#)

**TR1**

How many of each of these types of car do you have in your household?

<b>Please cross (x) one box only per row</b>	<b>None</b>	<b>1</b>	<b>2</b>	<b>3+</b>
Petrol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diesel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hybrid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electric	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TR2**

How many return flights have you taken in the past 12 months from British airports for leisure and for business?

<b>Please cross (x) one box only per row</b>	<b>None</b>	<b>1–2 return flights</b>	<b>3–6 return flights</b>	<b>7+ return flights</b>
Leisure to other British airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure to European airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure to other destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business to other British airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business to European airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business to other destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TR3**

Which UK airports have you flown to / from in the past 12 months **a) for leisure** and **b) for business**?

<b>Please cross (x) all that apply</b>	<b>Leisure</b>	<b>Business</b>	<b>Please cross (x) all that apply</b>	<b>Leisure</b>	<b>Business</b>
Aberdeen	<input type="checkbox"/>	<input type="checkbox"/>	London Gatwick	<input type="checkbox"/>	<input type="checkbox"/>
Birmingham	<input type="checkbox"/>	<input type="checkbox"/>	London Heathrow	<input type="checkbox"/>	<input type="checkbox"/>
Bristol	<input type="checkbox"/>	<input type="checkbox"/>	London Luton	<input type="checkbox"/>	<input type="checkbox"/>
Cardiff	<input type="checkbox"/>	<input type="checkbox"/>	London Southend	<input type="checkbox"/>	<input type="checkbox"/>
East Midlands	<input type="checkbox"/>	<input type="checkbox"/>	London Stansted	<input type="checkbox"/>	<input type="checkbox"/>
Edinburgh	<input type="checkbox"/>	<input type="checkbox"/>	Manchester	<input type="checkbox"/>	<input type="checkbox"/>
Glasgow	<input type="checkbox"/>	<input type="checkbox"/>	Newcastle	<input type="checkbox"/>	<input type="checkbox"/>
Liverpool	<input type="checkbox"/>	<input type="checkbox"/>	Any other airport	<input type="checkbox"/>	<input type="checkbox"/>
London City	<input type="checkbox"/>	<input type="checkbox"/>			

**TR4** For each of the following train services, please indicate whether you have used it to travel **a) for leisure, b) for business** in the past 12 months.

Please cross (x) all that apply			Please cross (x) all that apply		
	Leisure	Business		Leisure	Business
Eurostar (from London St Pancras)	<input type="checkbox"/>	<input type="checkbox"/>	Gatwick Express	<input type="checkbox"/>	<input type="checkbox"/>
Eurostar (from another UK station)	<input type="checkbox"/>	<input type="checkbox"/>	Stansted Express	<input type="checkbox"/>	<input type="checkbox"/>
Eurotunnel le shuttle (i.e. by car Folkestone to Calais)	<input type="checkbox"/>	<input type="checkbox"/>	Heathrow Express	<input type="checkbox"/>	<input type="checkbox"/>

**TR5** Thinking of all the places you might see advertising outdoors, please indicate how often you notice the following types.

Please cross (x) one box per row		At least once a day	At least once a week	At least once a fortnight	At least once a month	Less often	Never
On Street	Billboards (at side of road)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Banners (on buildings)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Advertising on phone boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters on bus stops / shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Digital / moving screens at bus shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Small posters in high street / pedestrian areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Advertising on the outside of buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Advertising on the outside of taxis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Underground	Digital screens (at side of road)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters / digital screens in Underground / Metro / Subway stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters / digital screens on escalators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Large projections across the platform	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Large posters opposite the platform	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail (Overground)	Advertising in tube carriages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Billboards (within rail stations or on platforms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Small posters (within rail stations or on platforms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Digital screens / billboards within stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping Malls / Centres	Advertising in train carriages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Digital screens in shopping centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters / digital screens in supermarkets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters / billboards / digital screens in supermarket car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Interactive digital screens in shopping centres (e.g. touch screens etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air-port	Posters in shopping centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters in airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other places	Digital screens in airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters or digital screens in gyms / leisure centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters or digital screens in cinema foyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Advertising in pharmacies / doctors' surgeries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters or digital screens in toilets / washrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Digital screens in bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Advertising on everyday objects such as coffee cups, tickets, supermarket trolleys etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Advertising panels on the street or the floor of shopping centres, supermarkets etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Posters inside buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TR6

Here are some statements people have made about **posters** (that is **billboards and digital screens, advertising on buses, bus shelters, taxis** etc.). Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
Posters give me something to look at whilst I'm travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posters sometimes prompt me about events / films I want to go to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like posters that keep updating with relevant messages / images	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like digital posters that contain specific local information such as the current weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It really makes me notice a brand when they 'take over' a public space (e.g. throughout a station including on escalators, floors etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posters have alerted me to new products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I see on posters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would consider spending a few minutes to take part in / watch a promotional event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posters can improve the urban environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to see more environmentally friendly poster sites (e.g. Bee Bus Stops; roof planted with flowers selected as favourites amongst pollinating insects)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posters have led me to search for products and services online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posters have alerted me to limited time events / offers (e.g. cut prices etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have talked with friends and family about things I have seen advertised on posters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have recommended things I have seen advertised on posters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have commented / posted on social media about things I have seen on posters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have used my mobile phone to search for products and services soon after seeing a poster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to see more poster sites that offer a functional benefit to the community such as a free Wi-Fi hot-spot or mobile charging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## SHOPPING

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SH1

How often do you personally visit or shop at each of the following types of shopping location (**not** including online shopping)?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a fortnight	At least once a month	Less often	Never
A <u>large</u> supermarket (e.g. Tesco, Aldi, Waitrose etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A <u>smaller</u> supermarket (e.g. Tesco Express, Sainsbury's Local etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A department store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A local 'corner' shop or newsagent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A shopping centre in or out of town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An out of town retail park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A <u>local</u> high street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A <u>major</u> high street destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping complexes at airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service stations or garages (e.g. motorway services or local petrol station)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A railway station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SH2

Thinking about your household's regular grocery shopping from supermarkets and food shops, would you say you personally select....?

Please cross (x) one box only

All or most items

About half

Less than half

None or almost none

**SH3a** In which of the following supermarkets and other shops that sell food have you done your **household grocery shopping in the past 4 weeks** (do not include online shopping or non-grocery shopping)?

**SH3b** And which do you shop at **most often**? **Please cross (x) up to TWO answers**

**SH3c** And which of these have you used during the last 4 weeks **for a main shop**?

**SH3d** And which of these have you used during the last 4 weeks **for a top-up shop**?

	SH3a	SH3b	SH3c	SH3d
<b>Please cross (x) all that apply</b>	<b>Shopped at in past 4 weeks</b>	<b>Visit Most Often</b>	<b>For a Main Shop</b>	<b>For a Top-Up Shop</b>
Aldi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Budgens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Co-operative Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Costco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Costcutter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmfoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iceland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lidl	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marks & Spencer Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M&S Simply Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Morrisons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nisa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poundland / Pound shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	SH3a	SH3b	SH3c	SH3d
<b>Please cross (x) all that apply</b>	<b>Shopped at in past 4 weeks</b>	<b>Visit Most Often</b>	<b>For a Main Shop</b>	<b>For a Top-Up Shop</b>
Sainsbury's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sainsbury's Local	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tesco / Tesco Extra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tesco Express / Tesco Metro	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waitrose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
little Waitrose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wilko	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local independent shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmers' market / Farmers' shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic food shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other supermarket / Food shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SH4a** What are the main reasons for shopping at the supermarkets / food shops you use for your **main** shopping?

**SH4b** And what are the main reasons for shopping at the supermarkets / food shops you use for your **top-up** shopping?

	SH4a	SH4b
<b>Please cross (x) up to 3 boxes per column only</b>	<b>Main shop</b>	<b>Top-up shop</b>
Close to home	<input type="checkbox"/>	<input type="checkbox"/>
On a convenient route	<input type="checkbox"/>	<input type="checkbox"/>
Store size	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>
Quality of products available	<input type="checkbox"/>	<input type="checkbox"/>
Variety of products available	<input type="checkbox"/>	<input type="checkbox"/>
Car parking	<input type="checkbox"/>	<input type="checkbox"/>

	SH4a	SH4b
<b>Please cross (x) up to 3 boxes per column only</b>	<b>Main shop</b>	<b>Top-up shop</b>
Opening hours that suit me	<input type="checkbox"/>	<input type="checkbox"/>
Its online service	<input type="checkbox"/>	<input type="checkbox"/>
Loyalty scheme	<input type="checkbox"/>	<input type="checkbox"/>
Availability of Scan & Go	<input type="checkbox"/>	<input type="checkbox"/>
Availability of self-service checkouts	<input type="checkbox"/>	<input type="checkbox"/>
Availability of tills operated by cashiers	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

**SH5a** How much would you say **you personally** spend for yourself or for your household in an average week on food, drink and groceries bought online or in a supermarket or other food shop? Please don't include eating out.

**SH5b** And how much does **your household spend in total** in an average week on food, drink and groceries (online or in store)?

	SH5a	SH5b
<b>Please cross (x) one box per column only</b>	<b>You</b>	<b>Household</b>
Less than £5	<input type="checkbox"/>	<input type="checkbox"/>
£5-£10	<input type="checkbox"/>	<input type="checkbox"/>
£11-£25	<input type="checkbox"/>	<input type="checkbox"/>
£26-£50	<input type="checkbox"/>	<input type="checkbox"/>
£51-£75	<input type="checkbox"/>	<input type="checkbox"/>

	SH5a	SH5b
<b>Please cross (x) one box per column only</b>	<b>You</b>	<b>Household</b>
£76-£100	<input type="checkbox"/>	<input type="checkbox"/>
£101-£150	<input type="checkbox"/>	<input type="checkbox"/>
More than £150	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

**SH6a** How often, if at all, do you do your grocery shopping online for **home delivery**?

**SH6b** And how often, if at all, do you do your grocery shopping online to **click and collect** (where you buy online but collect from another location such as in store)?

<b>Please cross (x) one box only</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Online grocery shopping for <b>home delivery</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online grocery shopping to <b>click and collect</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

» IF YOU NEVER DO YOUR GROCERY SHOPPING ONLINE, SKIP TO SH7D (PAGE 37)

**SH6c** Of all the grocery shopping that you do, how much do you do **online**?

**Please cross (x) one box only**

All groceries online  Most groceries online  Some groceries online  None of my groceries online

» IF NONE, SKIP TO SH7D (PAGE 37)

Thinking about your **household grocery shopping in the past 4 weeks** (not including any other type of shopping).

**SH7a** Which of the following online shops have you used in the past 4 weeks for **home delivery**?

**SH7b** And which have you used online in the past 4 weeks for **click and collect**?

**SH7c** And which do you shop at **most often online** for either **delivery** or **click and collect**?

	<b>SH7a</b>	<b>SH7b</b>	<b>SH7c</b>
<b>Please cross (x) all that apply</b>	<b>Used in past 4 weeks online for home delivery</b>	<b>Used in the past 4 weeks online for click and collect</b>	<b>Used most often online</b>
Aldi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amazon Fresh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iceland	<input type="checkbox"/>	<b>Not available</b>	<input type="checkbox"/>
Morrisons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ocado	<input type="checkbox"/>	<b>Not available</b>	<input type="checkbox"/>
Sainsbury's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tesco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waitrose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other online grocery service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SH7d** Which of the following home delivery services have you heard of?

**SH7e** And which have you used in the last 4 weeks for **takeaways**?

**SH7f** And which have you used in the last 4 weeks for **groceries**?

	<b>SH7d</b>	<b>SH7e</b>	<b>SH7f</b>
<b>Please cross (x) all that apply</b>	<b>Heard of</b>	<b>Used in the last 4 weeks for takeaways</b>	<b>Used in the last 4 weeks for groceries</b>
Deliveroo	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Just Eat	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Uber Eats	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Getir	<input type="checkbox"/>	<b>Not available</b>	<input checked="" type="checkbox"/>
Amazon Fresh	<input checked="" type="checkbox"/>	<b>Not available</b>	<input checked="" type="checkbox"/>
Gorillas	<input checked="" type="checkbox"/>	<b>Not available</b>	<input checked="" type="checkbox"/>
Zapp	<input checked="" type="checkbox"/>	<b>Not available</b>	<input checked="" type="checkbox"/>
Whoosh	<input checked="" type="checkbox"/>	<b>Not available</b>	<input checked="" type="checkbox"/>
McDelivery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Not available</b>
KFC Delivery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Not available</b>

Now thinking about other types of shopping (not groceries).

**SH8a** Which, if any, of these shopping centres / locations have you visited in the **past 3 months**?

Please cross (x) all that apply

Manchester Arndale <input type="checkbox"/>	Liverpool One <input type="checkbox"/>	MetroCentre (Gateshead) <input type="checkbox"/>
Any other Arndale Centre <input type="checkbox"/>	London West End (e.g. Oxford St) <input type="checkbox"/>	Lakeside (Thurrock) <input type="checkbox"/>
Bluewater (Kent) <input type="checkbox"/>	Meadowhall (Sheffield) <input type="checkbox"/>	Trafford Centre (Manchester) <input type="checkbox"/>
Braehead Centre (Glasgow) <input type="checkbox"/>	Westfield (Shepherds Bush, London) <input type="checkbox"/>	Any discount / factory outlet <input type="checkbox"/>
Brent Cross (London) <input type="checkbox"/>	Westfield (Stratford, London) <input type="checkbox"/>	None of these shopping centres / locations <input type="checkbox"/>
Buchanan Galleries (Glasgow) <input type="checkbox"/>	WestQuay (Southampton) <input type="checkbox"/>	
Bull Ring (Birmingham) <input type="checkbox"/>	St David's (Cardiff) <input type="checkbox"/>	
Centre MK (Milton Keynes) <input type="checkbox"/>	Merry Hill (Brierley Hill) <input type="checkbox"/>	

**SH8b** Which, if any, of these home furnishing stores have you visited in person in the **past 3 months** (not including online shopping)?

Please cross (x) all that apply

Bensons for Beds <input type="checkbox"/>	Furniture Village <input type="checkbox"/>	Tapi Carpets <input type="checkbox"/>
Carpetrigh <input type="checkbox"/>	Harveys <input type="checkbox"/>	Other home furnishing store <input type="checkbox"/>
DFS <input type="checkbox"/>	HomeSense <input type="checkbox"/>	None of these stores <input type="checkbox"/>
Dreams <input type="checkbox"/>	Oak Furniture Land <input type="checkbox"/>	

**SH9a** Are you a **member** of any of the following rewards programmes? **Please cross (x) all that apply.**

**SH9b** And how frequently do you **use** each one that you are a **member of**? **Please cross (x) one box for each row.**

SH9a		SH9b				
Member	At least once a day	At least once a week	At least once a month	Less often	Never	
Boots Advantage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Co-op Dividend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Morrisons More	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
My Waitrose / My John Lewis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Marks & Spencer Sparks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Nectar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Superdrug Beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tesco Clubcard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lidl Plus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Waterstones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cineworld Unlimited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Odeon Premiere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wyevale Gardening Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Avios / Air Miles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Any others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**SH10** Here are some statements people have made about **shopping**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
Product reviews have a major influence on my purchasing decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often read online reviews before buying a product or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look for the lowest possible prices when I go shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more likely to use a shop that offers me a loyalty scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I will gladly switch brands to make use of a coupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use a range of supermarkets and shops for my weekly grocery shopping in order to get the best prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where and how a product is made is very important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often check the comparative online price of a product I am looking at in a store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think that a shop's own brand products can be the same quality as well-known brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am prepared to pay extra for a better quality of product or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I actively look for money-off vouchers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often pick up groceries on my way home from work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to use independent shops for fresh produce rather than supermarkets (e.g. butcher, fishmonger etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important to me which brand I buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I thoroughly research products before I buy them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I make a shopping list I always stick to it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I am shopping for groceries I often decide what to buy when I'm in the store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to shop 'little and often' than to do one big shop each week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to a shopping centre is an enjoyable day out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Click and collect' services available in my local supermarket have encouraged me to shop there more often	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often use the vouchers I receive at the till when I do my shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to be served by a person than use a self-service check-out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy the experience of shopping in person in a store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I buy goods produced in Britain as much as I can	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media helps me discover new products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to wait for key sales dates to make certain purchases (e.g. Black Friday, Boxing Day, New Year Sales etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would avoid shops where I can't be served by a person at the check-out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to go to supermarkets or shops where I get everything I need in one place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SH11a**

How often, if at all, do you use each of the following types of payment? Please include any type of purchase, both in store or online, **including apps / sites that may be linked to a debit or credit account.**

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Cash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Debit card using chip and pin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Debit card using contactless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credit card using chip and pin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credit card using contactless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Virtual bank's card (e.g. Monzo / Revolut)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charge / Store card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheque	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PayPal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instant payments using your mobile phone / smart watch (e.g. Apple Pay, Google Pay)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



SH11b

Buy now, pay later payment services allow you to split your online shopping bill into equal weekly or monthly payments, often for no fee or interest.

Which of the following services have you heard of?

SH11c

And which have you used to 'buy now, pay later' in the last six months?

	SH11b	SH11c
<b>Please cross (x) all that apply</b>	<b>Heard of</b>	<b>Used in the last 6 months</b>
Klarna	<input type="checkbox"/>	<input type="checkbox"/>
Laybuy	<input type="checkbox"/>	<input type="checkbox"/>
Clearpay	<input type="checkbox"/>	<input type="checkbox"/>
PayPal Pay in 3 (splitting the price at checkout)	<input type="checkbox"/>	<input type="checkbox"/>

SH12a

How often do you **browse or purchase online** any products or services **other than** grocery shopping?

**Please cross (x) one box only**

At least once a day  At least once a week  At least once a month  Less often  Never

SH12b

What proportion of your shopping (**excluding grocery shopping**) do you do **online**?

**Please cross (x) one box only**

All my non-grocery shopping is online  Most of my non-grocery shopping is online  Some of my non-grocery shopping is online  None of my non-grocery shopping is online

SH13a

Which of the following retail subscription services are you **aware of**?

SH13b

And which services do you **subscribe to**?

	SH13a	SH13b
<b>Please cross (x) all that apply</b>	<b>Aware of</b>	<b>Subscribe to</b>
Discounted or free retail delivery (e.g. Amazon Prime, Next Unlimited)	<input type="checkbox"/>	<input type="checkbox"/>
Men's grooming services (e.g. Harry's, Shave Club, Comerstone)	<input type="checkbox"/>	<input type="checkbox"/>
Health & Beauty (e.g. Glossybox, Roccabox)	<input type="checkbox"/>	<input type="checkbox"/>
Snack boxes (e.g. Graze, Degustabox)	<input type="checkbox"/>	<input type="checkbox"/>
Meal kits (e.g. Hello Fresh, Abel & Cole, SimplyCook)	<input type="checkbox"/>	<input type="checkbox"/>
Loot boxes (e.g. GeekGear, LootCrate)	<input type="checkbox"/>	<input type="checkbox"/>
Wine / spirit clubs (e.g. Virgin Wines, Naked Wines, Gin Club)	<input type="checkbox"/>	<input type="checkbox"/>
Beer clubs (e.g. Beer52, Flavorly, Beerwulf)	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

SH14a

Thinking about deliveries of **groceries and other shopping**, please indicate which of these services you are aware of. **Please cross (x) all that apply**

SH14b

Please indicate when you last used each one. **Please cross (x) one box for each row**

	SH14a	SH14b – When last used		
	Aware of	Used in the past 3 months	Used but not in the past 3 months	Never used
Delivery within 2 hours of ordering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Same day delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Next day delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parcel Locker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apps or websites used for tracking a delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online returns using a courier or authorised return service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For each of these stores, please indicate whether you have:

**SH15a** Visited it **in person in the past 4 weeks** (not including online shopping). **Please cross (x) all that apply**

**SH15b** Used their **app or website in the past 4 weeks**. **Please cross (x) all that apply**

» IF YOU NEVER BROWSE OR SHOP ONLINE, PLEASE SKIP TO ES1 (PAGE 42)

SH15a		SH15b	SH15a		SH15b	SH15a		SH15b
Department / Fashion Stores	Visited in person	Used website or app	Chemists	Visited in person	Used website or app	Online retailers	Used website or app	
Argos	<input type="checkbox"/>	<input type="checkbox"/>	Boots	<input type="checkbox"/>	<input type="checkbox"/>	Amazon	<input type="checkbox"/>	
Dorothy Perkins	<input type="checkbox"/>	<input type="checkbox"/>	Superdrug	<input type="checkbox"/>	<input type="checkbox"/>	ASOS	<input type="checkbox"/>	
Evans	<input type="checkbox"/>	<input type="checkbox"/>	Lloyds Pharmacy	<input type="checkbox"/>	<input type="checkbox"/>	Boohoo	<input type="checkbox"/>	
Gap	<input type="checkbox"/>	<input type="checkbox"/>	Savers	<input type="checkbox"/>	<input type="checkbox"/>	eBay	<input type="checkbox"/>	
H&M	<input type="checkbox"/>	<input type="checkbox"/>	Supermarket chemist	<input type="checkbox"/>	<input type="checkbox"/>	Etsy	<input type="checkbox"/>	
House of Fraser	<input type="checkbox"/>	<input type="checkbox"/>	Other chemist	<input type="checkbox"/>	<input type="checkbox"/>	GymShark	<input type="checkbox"/>	
John Lewis	<input type="checkbox"/>	<input type="checkbox"/>	<b>Electrical Stores</b>	<b>Visited in person</b>	<b>Used website or app</b>	Not on the High Street	<input type="checkbox"/>	
Marks & Spencer	<input type="checkbox"/>	<input type="checkbox"/>	Apple Store	<input type="checkbox"/>	<input type="checkbox"/>	Very	<input type="checkbox"/>	
Matalan	<input type="checkbox"/>	<input type="checkbox"/>	Currys PC World	<input type="checkbox"/>	<input type="checkbox"/>	PrettyLittleThing	<input type="checkbox"/>	
Miss Selfridge	<input type="checkbox"/>	<input type="checkbox"/>	Other electrical store	<input type="checkbox"/>	<input type="checkbox"/>	Other online only retailer	<input type="checkbox"/>	
New Look	<input type="checkbox"/>	<input type="checkbox"/>	<b>Home furnishing / DIY Stores</b>	<b>Visited in person</b>	<b>Used website or app</b>			
Next	<input type="checkbox"/>	<input type="checkbox"/>	Dunelm / Dunelm Mill	<input type="checkbox"/>	<input type="checkbox"/>			
Primark	<input type="checkbox"/>	<input type="checkbox"/>	IKEA	<input type="checkbox"/>	<input type="checkbox"/>			
River Island	<input type="checkbox"/>	<input type="checkbox"/>	B&Q	<input type="checkbox"/>	<input type="checkbox"/>			
TK Maxx	<input type="checkbox"/>	<input type="checkbox"/>	Homebase	<input type="checkbox"/>	<input type="checkbox"/>			
Uniqlo	<input type="checkbox"/>	<input type="checkbox"/>	Screwfix	<input type="checkbox"/>	<input type="checkbox"/>			
Urban Outfitters	<input type="checkbox"/>	<input type="checkbox"/>	Wickes	<input type="checkbox"/>	<input type="checkbox"/>			
Zara	<input type="checkbox"/>	<input type="checkbox"/>	Other home furnishing / DIY store	<input type="checkbox"/>	<input type="checkbox"/>			
Other department / fashion store	<input type="checkbox"/>	<input type="checkbox"/>						

**SH16** Here are some statements people have made about **shopping online**. Please indicate how much you agree or disagree.

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I often use cashback sites when shopping online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often research products online after seeing them in stores in order to get a cheaper price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to receive emails from brands I have shopped with when they include discount offers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to buy brands I trust when I shop online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping online makes my life easier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to opt out of receiving marketing emails whenever I shop online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I only buy online if I can return items for free	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The internet allows me to make better informed purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am purchasing a lot more of my shopping online these days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often use the internet to help plan my shopping trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would choose a more environmentally friendly delivery option for purchases even if items took 1-2 days longer to arrive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SH17** Which of these items have you **a) browsed** and **b) purchased** online in the past 6 months?

	SH17a	SH17b
Please cross (x) all that apply	Browsed in past 6 months	Purchased online in past 6 months
Books / CDs / DVDs / Blu-ray Discs	<input type="checkbox"/>	<input type="checkbox"/>
Clothing / accessories / jewellery	<input type="checkbox"/>	<input type="checkbox"/>
Event tickets – music / cinema / theatre / sporting event	<input type="checkbox"/>	<input type="checkbox"/>
Flowers / chocolates / gifts / greeting cards	<input type="checkbox"/>	<input type="checkbox"/>
Health or beauty products	<input type="checkbox"/>	<input type="checkbox"/>
Products for your pets	<input type="checkbox"/>	<input type="checkbox"/>
Beers / wine / spirits	<input type="checkbox"/>	<input type="checkbox"/>
Cars	<input type="checkbox"/>	<input type="checkbox"/>
Car rental	<input type="checkbox"/>	<input type="checkbox"/>
Property to buy or rent	<input type="checkbox"/>	<input type="checkbox"/>
Home furnishings / DIY	<input type="checkbox"/>	<input type="checkbox"/>
Garden equipment / products	<input type="checkbox"/>	<input type="checkbox"/>
Photographic equipment	<input type="checkbox"/>	<input type="checkbox"/>
Sports equipment	<input type="checkbox"/>	<input type="checkbox"/>
Toys	<input type="checkbox"/>	<input type="checkbox"/>
Computer hardware (including personal computer)	<input type="checkbox"/>	<input type="checkbox"/>

	SH17a	SH17b
Please cross (x) all that apply	Browsed in past 6 months	Purchased online in past 6 months
Mobile communication devices (e.g. mobile phones)	<input type="checkbox"/>	<input type="checkbox"/>
Tablet computers (e.g. iPad)	<input type="checkbox"/>	<input type="checkbox"/>
Apps for my mobile phone	<input type="checkbox"/>	<input type="checkbox"/>
MP3 and other music files	<input type="checkbox"/>	<input type="checkbox"/>
Consumer electronics (e.g. Sound system, TV)	<input type="checkbox"/>	<input type="checkbox"/>
Home appliances	<input type="checkbox"/>	<input type="checkbox"/>
Computer software	<input type="checkbox"/>	<input type="checkbox"/>
Computer games	<input type="checkbox"/>	<input type="checkbox"/>
Insurance	<input type="checkbox"/>	<input type="checkbox"/>
Financial products or services (e.g. loans, credit cards, savings, stocks, shares etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Holidays / hotel accommodation	<input type="checkbox"/>	<input type="checkbox"/>
Flights	<input type="checkbox"/>	<input type="checkbox"/>
Travel tickets (e.g. train, ferry crossings)	<input type="checkbox"/>	<input type="checkbox"/>
Digital Media (e.g. e-books, MP3s, movie downloads, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

**SPORTING EVENTS, EXHIBITIONS, SHOWS AND FESTIVALS**

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**ES1a** Which, if any, of the following events have you personally attended in the **past 12 months**?

**ES1b** And which, if any, of the following events have you watched on a screen in the **past 12 months**? Please include any viewing on screens **at home or someone else's home**, but **do not include** viewing out of home in a public place (e.g. a pub or an outdoor screen.)

**ES1c** And which, if any, of the following events have you watched on a screen in the **past 12 months** in a **public place** (e.g. a pub or an outdoor screen.)

	ES1a	ES1b	ES1c
Please cross (x) all that apply in each column	Attended	Watched at home or someone else's home	Watched on a screen in a public place
Any professional league/ cup <b>men's</b> football match	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any professional league/ cup <b>women's</b> football match	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any international <b>men's</b> football match	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any international <b>women's</b> football match	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The FIFA World Cup	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Women's World Cup</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wimbledon Tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other major tennis tournaments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Grand National	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other major horse racing event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formula 1 Grand Prix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any professional cricket match	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
London Marathon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other charity fundraising event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	ES1a	ES1b	ES1c
Please cross (x) all that apply in each column	Attended	Watched at home or someone else's home	Watched on a screen in a public place
Any international Rugby Union match	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other professional rugby match	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World Snooker Championship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any professional darts tournament	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tour de France (cycling)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Open Golf Championship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other major golf tournaments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eSports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An NFL (American Football) game	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any winter sports event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any extreme sports event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any disability sports event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	ES1a	ES1b	ES1c
Please cross (x) all that apply in each column	Attended	Watched at home or someone else's home	Watched on a screen in a public place
Any other major sporting event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ideal Home Show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A Royal Event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chelsea Flower Show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The BBC Proms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any classical music / arts festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Edinburgh Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	ES1a	ES1b	ES1c
Please cross (x) all that apply in each column	Attended	Watched at home or someone else's home	Watched on a screen in a public place
Glastonbury Festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other music festival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any outdoor public event (e.g. any country show, air show, flower show, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ES2** Here are some statements people have made about **events**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I often notice brands which sponsor music events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship of events is just another form of advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often notice brands which sponsor sports teams and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Without sponsorship many exhibitions and outdoor shows would not take place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm more likely to purchase a product from a company that puts something back into the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship means that events and shows can offer so much more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## HOUSEHOLD MAIL / POST

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**HP1** Please indicate who in your household usually sorts the post.

Please cross (x) one option

I usually do  Someone else usually does  Joint / shared responsibility  Don't know

**AM1** Which, if any, of the following have you done in response to the following types of mail / post you have received during the past 12 months?

	Items with your address on			No address
	AM1a	AM1b	AM1c	AM1d
Please cross (x) all that apply in each column	Bills, statements, policy documents, etc.	Other items from companies / organisations you are a customer of / have used	Items from companies / organisations you are not a customer of / or have not used	Leaflets, flyers and other items without your address on them
Bought something / made a payment or donation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Used a voucher / discount code	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planned a large purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ordered a catalogue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussed with someone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited sender's website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Went online for more information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looked up my account details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Used a tablet or smartphone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Called the sender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posted a reply to the sender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited sender's shop / office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**AM2**

In which of the following ways, if any, have you reacted to different types of mail / post you have received during the past 12 months?

	Items with your address on			No address
	AM2a	AM2b	AM2c	AM2d
<b>Please cross (x) all that apply in each column</b>	<b>Bills, statements, policy documents, etc.</b>	<b>Other items from companies / organisations you are a customer of / have used</b>	<b>Items from companies / organisations you are not a customer of / or have not used</b>	<b>Leaflets, flyers and other items without your address on them</b>
I felt better informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I thought about using or buying from the brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was reminded of the sender's brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It gave me a better impression of the sender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt the mail was personalised to me and my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt rewarded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt curious or intrigued to find out more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was tempted to consider the product or service offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt valued	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**AM3**

Thinking more about what you do with items that are delivered through your door.

- a) How long, if at all, do you usually keep each of the following types of item?
- b) When you choose to keep any of the following types of mail / post for later use, how many times, on average, will you refer back to them?

	AM3a				AM3b	
	Length of time kept				Number of times referred back to / looked at	
<b>Please cross (x) one box only in each row for both a) and b)</b>	I never keep this kind of email	Keep for up to a week	Keep for between a week and a month	Keep for longer than a month	Only once	More than once
Newsletter / update	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voucher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discount / special offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catalogue / brochure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Statement / invoice / bill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loyalty programme mailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welcome pack from a new service or supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about in-store promotions, sales or events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reminder to renew a service or subscription	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local government or council information (e.g. recycling, voter registration, council tax)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant / takeaway menus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government information (e.g. pensions, benefits, tax)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free local magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NHS and other medical / dental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information from charities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**AM4** If you went online because of information you received in the mail during the past 12 months, please indicate which of these activities, if any, you did as a result.

**Please cross (x) all that apply**

Searched for information about a company on my PC / Laptop (e.g. Google, Bing) <input type="checkbox"/>	Shopped online as a result of receiving mail other than a catalogue (e.g. special offers, vouchers or other reminders) <input type="checkbox"/>	Emailed or shared something (information or offer) with a friend or family member online (e.g. via social media or WhatsApp) <input type="checkbox"/>
Searched for information about a company on my mobile, tablet or voice-activated smart speaker (e.g. Amazon Echo (Alexa), Apple HomePod, Google Nest) <input type="checkbox"/>	Went to a specific website address printed on a mail item <input type="checkbox"/>	Logged on to my account with a company as a result of receiving mail from them <input type="checkbox"/>
Shopped online as a result of seeing a catalogue <input type="checkbox"/>	Scanned a QR code on a letter or leaflet with your mobile or tablet <input type="checkbox"/>	Other <input type="checkbox"/>
	Downloaded a company's app after receiving information about it in the mail <input type="checkbox"/>	I did not go online as a direct result of information I received in the mail <input type="checkbox"/>

**AM5** Thinking of the mail you receive from companies, **(a) with your address on** and **(b) without your address on**, what amount of that mail do you handle in the following ways:

	AM5a				AM5b			
	Addressed letters or mail with an address				All mail without an address			
<b>Please cross (x) one box only in each row for both a) and b)</b>	None of it	Some of it	Most of it	All of it	None of it	Some of it	Most of it	All of it
Discard without opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open it immediately	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Put it aside to look at later	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pass it on / leave it for the person it's for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read / look / glance at it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Put it in the usual place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
File it for reference or records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Put it on display (e.g. on a fridge / noticeboard)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take it out of the house (e.g. to work)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use / do something with the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**AM6** Thinking about the following types of leaflets or unaddressed mail items, which of the following have you ever done in the past 12 months?

<b>Please cross (x) all that apply in each row</b>	Received one I found generally useful or interesting	Read, discussed or put it out for someone who might find it useful	Used one or did something with the information (e.g. searched, shopped, used coupons or offers)	I don't recall receiving one / I haven't received one
Government and local council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants, takeaways or food delivery (e.g. UberEATS, Deliveroo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retailer (e.g. clothing, household, electrical)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opticians and hearing specialists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supermarket or local shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home improvement, gardening and DIY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV / broadband / landline / mobile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insurance companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local services (e.g. gyms, estate agents, tradesmen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lotteries (e.g. Postcode Lottery, Age UK lottery / raffle, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## AM7

Here are some statements people have made about **mail / post**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I'm more likely to remember to use a voucher if I've got a physical copy of it to carry around	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like receiving mail if its content is relevant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opening the post is part of my daily household routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'd feel less in control of my life if I didn't have printed copies of important documents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail is a useful way to get information about what's going on in my local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more likely to opt out of getting marketing messages from companies or organisations via email than by post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to browse printed catalogues even if I do end up shopping online or in stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like mail / post from companies that reward customer loyalty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There's a specific place in the house where we keep our mail for later use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good quality printing and material in a piece of mail makes me think better about the organisation that has sent it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail is a good way to receive further details about companies, products or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer companies that make an effort to use sustainable materials for my post / mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There's a specific place in the house where we put interesting or useful mail items on display (e.g. notice board, fridge)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I sometimes keep mail items as they're a useful prompt to remind me to do something	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I'm doing something online, it's handy to have a letter, leaflet or catalogue to refer to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I check through my post for things that might save me money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think less of companies that don't give me the choice of getting important information by mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The mail / post I receive alerts me to new products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will read mail from companies if I've already seen or heard something about it on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm happy for companies that I have bought something from to send me mail on other goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I receive in the post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I get a piece of mail that may be of interest to someone else, I'll pass it on to them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I've opted into it, I am happy to receive mail from companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust that if I've given my mailing address to a company, it will be used responsibly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to receive paper bills / statements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can usually tell without opening it what a mail item is and what I need to do with it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail / post helps me feel connected to the outside world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TO1a** Which of these different types of equipment do you **personally use**?

**TO1b** Do you, or does anyone else in your household, **intend to purchase** any of the following equipment in the next 6 months?

	TO1a	TO1b
Please cross (x) all that apply in each column	Use	Intend to purchase
<b>Comp. / Internet Accessing Devices</b>		
Windows desktop / laptop	<input type="checkbox"/>	<input type="checkbox"/>
Apple Mac desktop / MacBook	<input type="checkbox"/>	<input type="checkbox"/>
Other desktop / laptop (e.g. Chromebook, Linux etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Apple iPhone	<input type="checkbox"/>	<input type="checkbox"/>
Android smartphone	<input type="checkbox"/>	<input type="checkbox"/>
Other smartphone	<input type="checkbox"/>	<input type="checkbox"/>
Apple iPad	<input type="checkbox"/>	<input type="checkbox"/>
Android tablet	<input type="checkbox"/>	<input type="checkbox"/>
Other tablet computer	<input type="checkbox"/>	<input type="checkbox"/>
E-book reader (e.g. Kindle / Kobo)	<input type="checkbox"/>	<input type="checkbox"/>
portal by facebook	<input type="checkbox"/>	<input type="checkbox"/>
<b>Gaming</b>		
Xbox One / Xbox One X	<input type="checkbox"/>	<input type="checkbox"/>
PlayStation 4 / PlayStation Pro	<input type="checkbox"/>	<input type="checkbox"/>
Nintendo Switch	<input type="checkbox"/>	<input type="checkbox"/>
Xbox Series X / Xbox Series S	<input type="checkbox"/>	<input type="checkbox"/>
PlayStation 5	<input type="checkbox"/>	<input type="checkbox"/>
Handheld games console (e.g. Nintendo DS)	<input type="checkbox"/>	<input type="checkbox"/>
Modern retro games consoles (e.g. Megadrive, Nintendo classic Mini, Atari Flashback, PlayStation Classic)	<input type="checkbox"/>	<input type="checkbox"/>
Google Stadia	<input type="checkbox"/>	<input type="checkbox"/>
<b>Viewing</b>		
Smart TV (with internet connection built in)	<input type="checkbox"/>	<input type="checkbox"/>
Streaming box / Stick (Apple TV, Amazon Fire, Now, Google Chromecast, Sky Stream, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Sky Glass	<input type="checkbox"/>	<input type="checkbox"/>
Home Cinema (e.g. multiple speakers or large projection screen)	<input type="checkbox"/>	<input type="checkbox"/>
Ultra HD / 4KTV	<input type="checkbox"/>	<input type="checkbox"/>

	TO1a	TO1b
Please cross (x) all that apply in each column	Use	Intend to purchase
<b>Audio</b>		
Record player / turntable	<input type="checkbox"/>	<input type="checkbox"/>
MP3 player (e.g. iPod)	<input type="checkbox"/>	<input type="checkbox"/>
Multi-room speaker system or Soundbar (e.g. Bose, Sonos)	<input type="checkbox"/>	<input type="checkbox"/>
Portable Bluetooth / Wi-Fi speaker	<input type="checkbox"/>	<input type="checkbox"/>
Amazon Echo (Alexa)	<input type="checkbox"/>	<input type="checkbox"/>
Apple Home Pod	<input type="checkbox"/>	<input type="checkbox"/>
Google Home / Google Nest	<input type="checkbox"/>	<input type="checkbox"/>
Any other smart speaker	<input type="checkbox"/>	<input type="checkbox"/>
DAB digital radio in your home	<input type="checkbox"/>	<input type="checkbox"/>
DAB digital radio in your car	<input type="checkbox"/>	<input type="checkbox"/>
<b>Connectivity</b>		
5G Mobile service	<input type="checkbox"/>	<input type="checkbox"/>
<b>Smart Home</b>		
Smart / Video doorbell (e.g. Ring etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Smart plug	<input type="checkbox"/>	<input type="checkbox"/>
Smart appliances (e.g. Smart fridge etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Smart lighting	<input type="checkbox"/>	<input type="checkbox"/>
Smart thermostat (e.g. Hive, Nest etc.)	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other</b>		
Smartwatch	<input type="checkbox"/>	<input type="checkbox"/>
Wearable fitness technology (e.g. Fitbit)	<input type="checkbox"/>	<input type="checkbox"/>
Virtual reality headset (e.g. Oculus, PlayStation VR, Samsung Gear VR etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Dashcam	<input type="checkbox"/>	<input type="checkbox"/>
E-Scooter	<input type="checkbox"/>	<input type="checkbox"/>
E-Bike	<input type="checkbox"/>	<input type="checkbox"/>
Connected Fitness Equipment (e.g. Peloton)	<input type="checkbox"/>	<input type="checkbox"/>
Housework robot (e.g. automated vacuum cleaner / grass cutter)	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>

**MP1** Do you have a mobile phone which can receive or make phone calls? (Please include both personal and work mobile phones / devices.)

Please cross (x) one box only

Yes, 1  Yes, 2 or more  No

IF NO, SKIP TO INTERNET SECTION IN1 (PAGE 49)

**MP2** How many of each of the following types of mobile phone contract do you personally have?

Please cross (x) one box only per row	0	1	2	3+
Pay monthly phone contract (personal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay monthly (SIM only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay as you go	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay monthly phone contract through work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**MP3** Who is your mobile phone provider(s)?

Please cross (x) all that apply

Three Mobile (3) <input type="checkbox"/>	TalkTalk <input type="checkbox"/>	GiffGaff <input type="checkbox"/>
EE <input type="checkbox"/>	Sky Mobile <input type="checkbox"/>	Lebara / Lyca <input type="checkbox"/>
BT Mobile <input type="checkbox"/>	Tesco Mobile <input type="checkbox"/>	Other <input type="checkbox"/>
Plusnet Mobile <input type="checkbox"/>	Virgin Mobile <input type="checkbox"/>	
O <sub>2</sub> <input type="checkbox"/>	Vodafone <input type="checkbox"/>	

**MP4** Here are some statements people have made about **mobile phones**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I think it's rude when people look at their mobile phone when we're out together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I ignore all commercial text messages I receive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I cannot imagine life without my mobile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would switch to another mobile phone service provider if I could get a better deal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children are safer if they have a mobile phone with them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I need to have my mobile on me at all times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MP5** Is your mobile phone the sort that can download apps and access the internet (a smartphone)?

Please cross (x) one box only	Yes <input type="checkbox"/>	<b>CONTINUE TO MP6</b>
	No <input type="checkbox"/>	<b>SKIP TO INTERNET SECTION IN1 (PAGE 49)</b>

**MP6** Here are some more statements people have made about **mobile phones**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I sometimes use my mobile phone when I'm out and about to take photos of items I may want to find out more about later	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often use my mobile phone to help with directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am wary of buying expensive items via my mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like the convenience of being able to shop online using my mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like the convenience of using my mobile phone to carry out routine tasks like banking and paying bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile phone gives me confidence to explore new places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like receiving information on my mobile phone that's relevant to my immediate location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The advertising messages I receive on my mobile often alert me to new products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising messages I receive on my mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I sometimes respond to advertising messages I receive on my mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile phone connects me to my social world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use specific tools designed to limit or manage my screen time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use specific tools designed to manage the screen time of my children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel I should spend less time on my mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often use my personal hotspot to connect other devices to my mobile phone's internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make sure that I have the most up-to-date handset on the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I control the content my child accesses on their mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use tools such as fitness trackers or calming apps to help with my physical / mental wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MP7**

In addition to texting, calling and going online, it is now possible to use your mobile phone in many different ways when you're out and about. Which of these have you used your mobile phone for in the past 12 months?

**Please cross (x) all that apply**

Security access to buildings etc.

Exchanging information with other smartphones

Identity validation (e.g. for logins, banks, etc.)

Getting more information on a product / service (e.g. using QR codes, apps or visiting their website)

Voice-activated search

Interacting with posters / video screens

As a contactless travel card

Presenting a ticket (e.g. cinema, theatre, flight, train, etc.)

Augmented reality

Interacting with audio via an app (e.g. Shazam)

None of these

**INTERNET**

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**IN1**

Do you have a **broadband** internet connection at home?

**Please cross (x) one box only**

Yes  No  Don't know

**IN2**

Apart from today, when did you last use the internet for any purpose (e.g. website access, emails, social networking etc.), on any device and in any location?

**Please cross (x) one box only**

Yesterday

Within the past week

Within the past 4 weeks

Within the past 3 months

Within the past 12 months

**IF USED WITHIN THE PAST 12 MONTHS CONTINUE TO IN3A**

Longer ago

Never

**IF NOT USED WITHIN PAST 12 MONTHS, FIRST ANSWER IN3A THEN SKIP TO GAMING SECTION G1 (PAGE 53)**

**IN3a**

How many of the following types of equipment do you have in your household that can access the internet?

**IN3b**

For each type of equipment that you have in your household, how often do you personally use it to access the internet?

Please cross (x) one box in each row for both a) and b)	IN3a				IN3b				
	How many				How often use to access the internet				
	0	1	2	3+	At least once a day	At least once a week	At least once a month	Less often	Never
Fixed desktop PC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laptop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tablet (e.g. iPad)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smartphone / Mobile phone with internet access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regular games console with internet access (e.g. Xbox, PlayStation, Nintendo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handheld games console with internet access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smart TV (with internet connection built in)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV stick / box (e.g. Apple TV, Amazon Fire, Roku, Chromecast)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice-activated device (e.g. Amazon Echo (Alexa), Apple HomePod, Google Nest)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wi-Fi / Bluetooth speaker (e.g. Bose, Sonos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other internet enabled device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**IN4a** How often, if at all, do you use the following email services?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Google Gmail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iCloud Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Outlook.com (e.g. Hotmail)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yahoo! Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other email service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**IN4b** And how often do you do each of these social networking activities?

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
<b>Post</b> on Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read comments on Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Add a story on Instagram, Snapchat etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Write tweets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read tweets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Watch videos on TikTok</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Post on TikTok</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Watch a livestream on Twitch</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Read posts on Threads</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Post on Threads</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Write a blog / upload a vlog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read / view other people's blogs / vlogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment on someone else's blog / vlog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment on any other social media site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Update my status / profile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit / join a group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>React to (e.g. Like)</b> posts from friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Follow</b> brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contribute to an online chat room / discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meet new people / make friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make a purchase on a social networking site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share photos / videos / articles / links with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch videos on a social networking site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make a short video and upload it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contribute to a collaborative website such as Wikipedia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take part in voting / polls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**IN5** How many of each of the following types of social networking friends or contacts do you have?

<b>Please cross (x) one box only per row</b>	<b>Do not use/None</b>	<b>1-50</b>	<b>51-100</b>	<b>101-250</b>	<b>251-500</b>	<b>501-1000</b>	<b>1001+</b>	<b>Don't know</b>
Facebook friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People <b>who follow you</b> on Twitter/X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People / organisations <b>you follow</b> on Twitter/X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People <b>who follow you</b> on Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People / organisations <b>you follow</b> on Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People <b>who follow you</b> on Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People / organisations <b>you follow</b> on Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please cross (x) one box only per row	Do not use/None	1-50	51-100	101-250	251-500	501-1000	1001+	Don't know
People who follow you on TikTok	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People / organisations you follow on Tiktok	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who follow you on Threads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People / organisations you follow on Threads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**IN6** Thinking now of other activities, how often do you use the internet for any of the following?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
Visiting an app store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paying bills online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online banking, including checking statements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checking the weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using apps or websites for hobbies and personal interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quizzes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stocks and shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information for my job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information for school / college / university work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job search	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Property search	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema / theatre / concert listings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recipes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
File sharing / storing services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online casinos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other betting / gambling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food delivery service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online dating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well-being (meditation, mindfulness etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To keep up to date with the area I live in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Researching a holiday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Booking a holiday online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**IN7** What are your main reasons for using the internet?

Please cross (x) all that apply		
For entertainment <input type="checkbox"/>	To keep in touch with family and friends <input type="checkbox"/>	For inspiration <input type="checkbox"/>
To relax <input type="checkbox"/>	For practical advice <input type="checkbox"/>	To help form my opinions <input type="checkbox"/>
To help me escape from everyday life <input type="checkbox"/>	Out of habit <input type="checkbox"/>	As background <input type="checkbox"/>
To give me something to talk about with friends, family or colleagues <input type="checkbox"/>	For education / study <input type="checkbox"/>	To lift my mood <input type="checkbox"/>
To stimulate my imagination <input type="checkbox"/>	For information <input type="checkbox"/>	To feel part of a shared event <input type="checkbox"/>
To treat / reward myself <input type="checkbox"/>	To keep me company <input type="checkbox"/>	It's my personal time-out <input type="checkbox"/>
To keep up to date <input type="checkbox"/>	To spend time with friends and family <input type="checkbox"/>	To shop <input type="checkbox"/>
For news and current affairs <input type="checkbox"/>	For work <input type="checkbox"/>	Other reason <input type="checkbox"/>
To pass the time <input type="checkbox"/>	For household admin <input type="checkbox"/>	

**IN8a** There are options available which can allow internet users to **limit** the amount of internet advertising they are exposed to. Which of these, if any, are you **aware of**?

**IN8b** And which have you **personally used**?

	IN8a	IN8b
Please cross (x) all that apply	Aware of	Personally used
Deleting cookies	<input type="checkbox"/>	<input type="checkbox"/>
Paying for / upgrading apps to stop advertising	<input type="checkbox"/>	<input type="checkbox"/>
Ad-blocking apps	<input type="checkbox"/>	<input type="checkbox"/>

**IN9** Here are some statements people have made about **the internet**. Please indicate how much you agree or disagree.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I'm concerned about companies tracking what I do online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I worry about my personal details being hacked online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust online reviews written by other users more than the ones written by companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There needs to be more regulation of online content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I cannot imagine life without my tablet computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find online ads more interesting if I can interact with them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media such as Twitter or Facebook are a good way to connect with brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to use a mobile device when I am commuting or travelling to help pass the time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other people tend to rely on me to research different services or products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to visit the same set of websites when I use the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The internet has become my main source of entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to use a tablet computer rather than my PC / laptop for browsing the internet when I am at home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find advertising on the internet very irritating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I worry about children accessing improper material on the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy to register or answer a few questions on a website if it gives me more relevant information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the advertising I see on the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm concerned about the Government tracking what I do online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've seen content online that I've found harmful to me or others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online advertising often alerts me to new products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The internet is an essential part of my life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often use the internet for research on goods and services but I prefer to go to a shop to purchase them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I sit down to relax, I make sure I have a tablet computer with me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am comfortable asking voice activated technology to search for brands or products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often type brand names into online search engines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often recommend to friends and family things I have seen advertised online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to see ads online which are relevant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media influencers are more authentic and honest than other celebrities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look for free Wi-Fi whenever I am out and about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I actively follow influencers who post about my interests / passions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often read the privacy statements that companies have on their websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My social feeds are my primary sources of knowledge of current events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I sometimes feel I should spend less time online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**G1** Have you played any games in the past 12 months on any device (e.g. games console, PC / Mac, laptop, tablet, smartphone or Smart TV)? Please include games you play on social networking sites.

Please cross (x) one box only

Yes  CONTINUE TO G2

No  SKIP TO YOUR VIEWS & OPINIONS SECTION VO1 (PAGE 54)

**G2** How often, if at all, do you play games on any of the following?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
A games console (e.g. PlayStation, Xbox, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A handheld games device (e.g. Nintendo DS etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A desktop PC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A laptop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A tablet computer (e.g. iPad)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A smartphone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A cloud-based service that streams games directly to you (e.g. Google Stadia)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**G3** How often do you play games in each of the following ways on a games console, PC / Mac, laptop, tablet, smartphone or Smart TV?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
Play games on my own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play games with my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play games with friends / work colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play games with other online users you may or may not know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**G4a** How often, if at all, do you do each of the following?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
Download app games to your mobile device (smartphone or tablet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a new game at a store (e.g. from a supermarket or a high street shop)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a new game online (e.g. Amazon)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy a second-hand game	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay to download a game from an official website (e.g. Steam, Origin etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay to download a game from the console itself (e.g. Xbox Live, PSN)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay for additional downloadable content (DLC) for games that you already have (e.g. additional game expansions, episodes, season passes or packs etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay for additional in-game content or currency within games that you already have using micro-transactions (e.g. card packs, characters / players, outfits etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**G4b** And how often, if at all, do you do each of the following?

Please cross (x) one box only per row	At least once a day	At least once a week	At least once a month	Less often	Never
Play games on social network sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play games online without downloading the game (not apps)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play games online which are available as part of an on-demand subscription package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play games wearing a virtual reality headset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compare scores / achievements with other gamers online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Look for new games or gaming news on your device from online sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Please cross (x) one box only per row</b>	<b>At least once a day</b>	<b>At least once a week</b>	<b>At least once a month</b>	<b>Less often</b>	<b>Never</b>
Watch gaming videos on online sites (e.g. YouTube, Twitch etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadcast, share or stream games to other players	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch streams of e-sports matches or gaming competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exchange virtual currency from games for real money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play games with real money (e.g. casino games, online poker etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend e-sport matches / gaming / events in person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play 'Free to play' or 'Freemium' games (e.g. Fortnite, Candy Crush)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play Augmented Reality (AR) games (e.g. Pokémon GO)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**G5** Here are some statements people have made about **games**. Please indicate how much you agree or disagree.

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I would only download online games from an officially authorised site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-app purchases are annoying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to play free demos of games from the internet before deciding whether to pay to own them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to play games via mobile apps more than on games consoles nowadays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for game screens and soundtracks to include product placements and ads (e.g. billboards) so long as this doesn't interfere with the gameplay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't mind seeing advertising in a game if it offers game-play rewards such as extra lives or other benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look forward to sequels or brand new versions of games I play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'd rather pay a bit more for a game to avoid having to see advertising on it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-game advertising can make the game more realistic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to pre-order the most popular upcoming games so I get extra perks and content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In store promotions and / or launches encourage me to buy games from the high street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When available, I like to buy a season pass upfront to receive all DLC or episodes for a game	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy playing retro games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often notice advertising in the games I play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## YOUR VIEWS & OPINIONS

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**VO1** Please indicate which of these statements you **agree** with. If you don't agree with the statement, please just leave it blank.

<b>Please cross (x) all that apply</b>	
I am proud of the area I live in	<input type="checkbox"/>
I can afford to splash out on luxury goods sometimes	<input type="checkbox"/>
I have a keen sense of adventure	<input type="checkbox"/>
I like technology that allows me to skip ads	<input type="checkbox"/>
I prefer to use brands that have a clear social conscience	<input type="checkbox"/>
I always discuss major decisions with my partner	<input type="checkbox"/>
I am concerned about the misuse of my personal data which is held by companies	<input type="checkbox"/>
I like a traditional Sunday lunch at home	<input type="checkbox"/>
I am no good at saving money	<input type="checkbox"/>
I am feeling more stressed these days	<input type="checkbox"/>
I am always watching my weight	<input type="checkbox"/>
I actively look for media that features people that look and sound like me	<input type="checkbox"/>
Friends ask my advice on new products or brands	<input type="checkbox"/>
I enjoy cooking	<input type="checkbox"/>
Britain's decision to leave the EU has made me more worried about the future	<input type="checkbox"/>
I prefer media that features characters that break gender stereotypes	<input type="checkbox"/>
I am coping on my current income	<input type="checkbox"/>
I prefer not to buy food that has been genetically modified	<input type="checkbox"/>
I like to keep fit	<input type="checkbox"/>
I enjoy gardening	<input type="checkbox"/>
Britain was right to leave the EU	<input type="checkbox"/>
Today's media content features plenty of characters that break gender stereotypes	<input type="checkbox"/>
I think cash is the only safe way to pay for anything	<input type="checkbox"/>
I actively try to eat my five-a-day fruit and vegetables	<input type="checkbox"/>

I am really interested in food and wine	<input type="checkbox"/>
I spend most of my time and money close to home	<input type="checkbox"/>
It bothers me that manufacturers use a lot of unnecessary packaging	<input type="checkbox"/>
I always read the labels on packaging before I buy food	<input type="checkbox"/>
Today's media content does a good job of reflecting the latest social movements	<input type="checkbox"/>
It is important to me to get independent financial advice when planning my finances	<input type="checkbox"/>
Newspaper websites are included in my online newsfeeds	<input type="checkbox"/>
I feel favourable towards the BBC	<input type="checkbox"/>
I want more personal control over the information companies might have about me	<input type="checkbox"/>
I prefer content that makes me feel part of a community	<input type="checkbox"/>
I like advertising that makes me laugh	<input type="checkbox"/>
I see education as an investment in my life	<input type="checkbox"/>
Sometimes I think I drink too much alcohol	<input type="checkbox"/>
I <b>try</b> to buy more fair trade products	<input type="checkbox"/>
I enjoy watching ads which feature my favourite celebrities	<input type="checkbox"/>
I often share tips with friends on how to save money	<input type="checkbox"/>
I like to keep up with the latest fashions	<input type="checkbox"/>
I prefer to eat organic food	<input type="checkbox"/>
I always look for diet versions of food and drink	<input type="checkbox"/>
Today's media content does a good job of reflecting the diversity of modern Britain	<input type="checkbox"/>
I would rather have more time than money	<input type="checkbox"/>
I like to keep up with new technology	<input type="checkbox"/>
I feel the media world needs to be more ethnically diverse	<input type="checkbox"/>

I grow more of my own food these days	<input type="checkbox"/>
I am worried about the pollution and congestion caused by cars	<input type="checkbox"/>
If a company or brand lets me down in some way, I will make a point of telling my friends about it	<input type="checkbox"/>
I worry about the future more these days	<input type="checkbox"/>
Today's media content features lots of people that look and sound like me	<input type="checkbox"/>
I like taking risks	<input type="checkbox"/>
I look out for healthy food products	<input type="checkbox"/>
I only have time for advertising if it's relevant to me	<input type="checkbox"/>
I am concerned about the effects of climate change	<input type="checkbox"/>
These days, I tend to trust companies less	<input type="checkbox"/>
I actively look for media that reflects the diversity of modern Britain	<input type="checkbox"/>
Advertising often helps me make better purchase decisions	<input type="checkbox"/>
I am concerned about online security	<input type="checkbox"/>
Today's media content makes me feel part of a community	<input type="checkbox"/>
I am consuming more low or non-alcoholic beer, wine and spirits than ever	<input type="checkbox"/>
It is important to respect traditional customs and beliefs	<input type="checkbox"/>
I actively avoid shops I feel are unethical	<input type="checkbox"/>
<b>I think brands should be doing more to reflect the diversity of the UK in their advertising</b>	<input type="checkbox"/>
It is important for me to know how the products and services I buy are sourced and made	<input type="checkbox"/>
Recent changes to my work mean I am now more likely to upgrade my broadband connection to a faster speed	<input type="checkbox"/>
I prefer content that reflects the latest social movements	<input type="checkbox"/>

**VO2**

Here are some statements people have made about different aspects of life. Once again, please indicate the extent to which you agree or disagree.

<b>Please cross (x) one box for each statement</b>	<b>Definitely agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Definitely disagree</b>	<b>Don't know / Not applicable</b>
I enjoy spending time with my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I try to buy local produce whenever I can	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important that I can treat myself when I want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make time for my own needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The way I look is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to get out to the countryside whenever I can	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I want something expensive, I'd rather save up for it than put it on my credit card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like different people, cultures, ideas and lifestyles around me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that the economy is improving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I rely heavily on convenience products to make cooking simple / quick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that my level of debt will increase in the next few years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to compare what I do with others in my social circle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with my life at the moment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am increasingly aware of the price of goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often do things on the spur of the moment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to enjoy life and don't worry about the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always seem to be the first in my group to have the latest thing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am interested in any technology that saves me time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am actively looking for products and brands that help me ensure my family has a healthy diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coronavirus has made me re-assess my life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
I prefer to own fewer but high quality items (e.g. clothes, technology, products etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I sometimes bend the rules if I know I can get away with it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are not enough hours in the day to do all the things that I want to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find it hard to find time to relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If a company or brand impresses me in some way, I will make a point of telling my friends about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm actively changing areas of my life to reduce my carbon footprint and live a more sustainable life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about the amount of misinformation on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nowadays I regularly come across news stories that I am not sure whether to believe or not	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am actively reducing the amount of plastic I use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy to pay more for locally produced items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have consciously reduced the amount of meat I am consuming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music is an important part of my life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that AI has the potential to positively transform all our lives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am optimistic about the benefits of AI in improving how media content is tailored for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make an effort to use brands and products I believe are more sustainable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## TALKING TO PEOPLE

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**VO3** For each of the following, please tell me about how many people there are in your life who you communicate with fairly often...

Please cross (x) one box only per row	0	1	2	3	4	5 - 9	10-14	15-19	20+
Relatives and family members who live outside your household	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very close friends, not counting family members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighbours, acquaintances and work colleagues, not including close friends or family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**VO4** And how many clubs, social or professional organisations or community groups do you personally belong to?

Please cross (x) one box only

0  1  2  3  4  5-9  10+

**VO5a** Which, if any, of these product categories / areas of interest do you follow closely for new products, new styles, new brands and / or companies etc.?

**VO5b** And for which, if any, of these product categories / areas of interest do you frequently give advice, suggestions and ideas to other people, such as your friends and family?

	VO5a	VO5b
Please cross (x) all that apply	Follow closely	Give advice / suggestions on
Food	<input type="checkbox"/>	<input type="checkbox"/>
Eating out	<input type="checkbox"/>	<input type="checkbox"/>
Sport and hobbies	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment and media	<input type="checkbox"/>	<input type="checkbox"/>
Music	<input type="checkbox"/>	<input type="checkbox"/>
Holidays and travel	<input type="checkbox"/>	<input type="checkbox"/>
Mobile phones	<input type="checkbox"/>	<input type="checkbox"/>
Computers / computer software	<input type="checkbox"/>	<input type="checkbox"/>
TV, DVD and audio equipment	<input type="checkbox"/>	<input type="checkbox"/>
Clothes and accessories	<input type="checkbox"/>	<input type="checkbox"/>
Beauty / grooming products	<input type="checkbox"/>	<input type="checkbox"/>

	VO5a	VO5b
<b>Please cross (x) all that apply</b>	<b>Follow closely</b>	<b>Give advice / suggestions on</b>
Health products	<input type="checkbox"/>	<input type="checkbox"/>
Home appliances (e.g. washing machines, microwaves etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Home decoration / DIY	<input type="checkbox"/>	<input type="checkbox"/>
Cars	<input type="checkbox"/>	<input type="checkbox"/>
Financial services	<input type="checkbox"/>	<input type="checkbox"/>
Shops and shopping centres	<input type="checkbox"/>	<input type="checkbox"/>
Children's products	<input type="checkbox"/>	<input type="checkbox"/>
Everyday household products	<input type="checkbox"/>	<input type="checkbox"/>
Gardening	<input type="checkbox"/>	<input type="checkbox"/>
Jobs and careers	<input type="checkbox"/>	<input type="checkbox"/>
The environment	<input type="checkbox"/>	<input type="checkbox"/>
Public affairs / politics	<input type="checkbox"/>	<input type="checkbox"/>
Business / economy	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>

**VO6** Please indicate how much you trust what you see, hear or read on each of the following.

<b>Please cross (x) one box only per row</b>	<b>Trust a lot</b>	<b>Trust a little</b>	<b>Neutral</b>	<b>Distrust a little</b>	<b>Distrust a lot</b>
Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional / Local newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail addressed to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search results (e.g. Google, Yahoo, Bing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**VO7** For each statement below, please rate the extent to which you agree using a 7-point scale from 7 (strongly agree) to 1 (strongly disagree).

	<b>Strongly Agree</b>						<b>Strongly Disagree</b>
<b>Please cross (x) one box for each statement</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
I see myself as someone who is original, comes up with new ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who does a thorough job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who is talkative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who is sometimes rude to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who worries a lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who values artistic, aesthetic experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who tends to be lazy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who is outgoing and sociable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who has a forgiving nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who gets nervous easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who has an active imagination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who does things efficiently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who is reserved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who is considerate and kind to almost everyone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see myself as someone who remains calm in tense situations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**P11** Which of the following describes how you think of yourself?

Please cross (x) one box only

Male  Female  In another way  Prefer not to say

**P12** Is your gender the same as the sex you were registered at birth?

Please cross (x) one box only

Yes  No  Prefer not to say

**P13** How old are you...?

Please write in the boxes

Prefer not to say

**P14** Which of the following statements best describes your current stage in life?

Please cross (x) one box only

I am living in my parents' home <input type="checkbox"/>	I <b>rent</b> a home <b>without a partner</b> <input type="checkbox"/>	I am sharing a home with tenants / lodgers <input type="checkbox"/>
I <b>rent</b> a home <b>with a partner</b> <input type="checkbox"/>	I <b>own</b> a home <b>without a partner</b> <input type="checkbox"/>	Other <input type="checkbox"/>
I <b>own</b> a home <b>with a partner</b> <input type="checkbox"/>	I am sharing a home with flatmates <input type="checkbox"/>	

**P15** Are you...?

Please cross (x) one box only

Single / Widowed / Divorced or Separated  Married / Civil partnership / Living with partner

**P16** How many people are there living in your household, including yourself?

Please cross (x) one box only

1  2  3  4  5  6 or more

**P17** How many **people aged 16+** are there living in your household, including yourself?

Please cross (x) one box only

1  2  3  4  5  6 or more

**P18** Are there children (0-15 years) in your household ...?

Please cross (x) all that apply

No children aged 0-15  Children aged 0-3 years  Children aged 4-9 years  Children aged 10-15 years

**P19** When did you finish your full-time education?

Please cross (x) one box only

Still studying  18 or under  Age 19-20  Age 21 or over

**PI10** Which, if any, is the highest educational or professional qualification you have obtained up to now?

Please cross (x) one box only

GCSE / O-Level / CSE <input type="checkbox"/>	Undergraduate Degree or equivalent (e.g. BA, BSc etc.) <input type="checkbox"/>	Other professional qualification <input type="checkbox"/>
Vocational qualifications <input type="checkbox"/>	Postgraduate Degree (e.g. MA, MSc, PhD etc.) <input type="checkbox"/>	No formal qualifications <input type="checkbox"/>
A-Level or equivalent <input type="checkbox"/>		None of these / Not applicable <input type="checkbox"/>

**PI11** Are you...?

**Please cross (x) one box only**

Working full time (30+ hours per week) <input type="checkbox"/>	Unemployed <input type="checkbox"/>	Not employed (incl. housewife / househusband) <input type="checkbox"/>
Working part time (8-29 hours per week) <input type="checkbox"/>	Retired <input type="checkbox"/>	Student or child <input type="checkbox"/>
Working part time (under 8 hours per week) <input type="checkbox"/>		

**PI12** If you are unemployed or retired, when were you last in full time employment?

**Please cross (x) one box only**

Within the past 3 months       3-6 months ago       Within the past 6-12 months       Longer ago

**PI13** If you are unemployed or retired, do you have an income other than, or in addition to, the state benefit or state pension?

**Please cross (x) one box only**

Yes       No

» IF YOU ARE CURRENTLY WORKING – PLEASE ANSWER PI14-PI20C ABOUT YOUR CURRENT JOB

» IF YOU ARE UNEMPLOYED OR RETIRED – PLEASE ANSWER PI14-PI19 ABOUT YOUR PREVIOUS JOB

» IF YOU ARE STUDYING – PLEASE SKIP TO PI20A (PAGE 60)

» IF YOU ARE NOT EMPLOYED – PLEASE SKIP TO PI21 (PAGE 60)

**PI14** What type of organisation do you work for? **Please give as much detail as possible**

**PI15** What is the job that you actually do? **Please give as much detail as possible rather than just your job title**

**PI16** Which one of these best describes your position at work?

**Please cross (x) one box only**

Business Founder / Owner <input type="checkbox"/>	Junior Manager <input type="checkbox"/>	Skilled Manual Worker <input type="checkbox"/>
Senior Director (e.g. Chairman, MD, Board Member, Company Secretary) <input type="checkbox"/>	Professional (e.g. doctor or solicitor) <input type="checkbox"/>	Semi-skilled Manual Worker <input type="checkbox"/>
Intermediate Director / Manager <input type="checkbox"/>	Clerical / Office worker <input type="checkbox"/>	Unskilled Manual Worker <input type="checkbox"/>
	Shop Worker <input type="checkbox"/>	I work for myself / self-employed <input type="checkbox"/>

**PI17** Which, if any, of the following decisions at work are you responsible for?

**Please cross (x) all that apply**

Purchasing IT hardware / infrastructure <input type="checkbox"/>	Purchasing company insurance <input type="checkbox"/>
Purchasing stationery <input type="checkbox"/>	Hiring employees <input type="checkbox"/>

**PI18** How many people, including yourself, are employed at the location where you work?

**Please cross (x) one box only**

1-9 <input type="checkbox"/>	150-199 <input type="checkbox"/>	1,000-4,999 <input type="checkbox"/>
10-24 <input type="checkbox"/>	200-249 <input type="checkbox"/>	5,000-9,999 <input type="checkbox"/>
25-49 <input type="checkbox"/>	250-299 <input type="checkbox"/>	10,000 or more <input type="checkbox"/>
50-99 <input type="checkbox"/>	300-499 <input type="checkbox"/>	
100-149 <input type="checkbox"/>	500-999 <input type="checkbox"/>	

**PI19** How many employees are you personally responsible for?

Please write in the boxes

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» IF YOU ARE UNEMPLOYED OR RETIRED, PLEASE SKIP TO PI21 (PAGE 60)

**PI20a** On average, how many days a week do you usually leave your home to travel to work / place of education?

Please cross (x) one box only

1 day a week <input type="checkbox"/>	4 days a week <input type="checkbox"/>	7 days a week <input type="checkbox"/>
2 days a week <input type="checkbox"/>	5 days a week <input type="checkbox"/>	None <input type="checkbox"/>
3 days a week <input type="checkbox"/>	6 days a week <input type="checkbox"/>	

» IF YOU DO NOT TRAVEL TO WORK / PLACE OF EDUCATION, PLEASE SKIP TO PI20D (PAGE 60)

**PI20b** How do you usually travel to work / place of education?

Please cross (x) all that apply

London Underground / Docklands Light Rail / London Overground <input type="checkbox"/>	Bus, minibus or coach <input type="checkbox"/>	E-Scooter <input type="checkbox"/>
Metro / light rail, tram (exc. London Underground and DLR) (e.g. Glasgow subway, Manchester Metrolink, etc.) <input type="checkbox"/>	Motorcycle, scooter or moped <input type="checkbox"/>	E-Bike <input type="checkbox"/>
Train (excluding London Overground) <input type="checkbox"/>	Car or van <input type="checkbox"/>	On foot <input type="checkbox"/>
	Taxi / minicab <input type="checkbox"/>	Other <input type="checkbox"/>
	Bicycle <input type="checkbox"/>	

**PI20c** Thinking about the main location where you work or study, how would you describe it?

Please cross (x) one box only

City / Large Town <input type="checkbox"/>	Small / Medium Town <input type="checkbox"/>	Village or other rural location <input type="checkbox"/>
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**PI20d** Please indicate the extent to which you agree or disagree with the following statements about **working life**.

Please cross (x) one box for each statement	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know / Not applicable
To succeed at work you need to keep improving your knowledge and skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flexible working has improved my work-life balance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My work is a career not just a job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I work longer hours these days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to get to the very top in my career	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I hate my job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about being made redundant in the near future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**PI21** Are you the chief income earner in your household? That is the person with the largest income, whether from employment, pensions, state benefits, investment or any other sources.

Please cross (x) one box only

Yes  **SKIP TO PI31 (PAGE 62)** No  **CONTINUE TO PI22**

» IF YOU ARE THE CHIEF INCOME EARNER IN YOUR HOUSEHOLD – SKIP TO PI31 (PAGE 62)

» IF YOU ARE NOT THE CHIEF INCOME EARNER, PLEASE ANSWER PI22 TO PI30 FOR THE CHIEF INCOME EARNER IN YOUR HOUSEHOLD

**PI22** Is the chief income earner ...?

**Please cross (x) one box only**

Working full time (30+ hours per week)	<input type="checkbox"/>	Unemployed	<input type="checkbox"/>	Not employed (incl. housewife / househusband)	<input type="checkbox"/>
Working part time (8-29 hours per week)	<input type="checkbox"/>	Retired	<input type="checkbox"/>	Student or child	<input type="checkbox"/>
Working part time (under 8 hours per week)	<input type="checkbox"/>				

**PI23** If the chief income earner is unemployed or retired, when was he / she last in full time employment?

**Please cross (x) one box only**

Within the past 3 months	<input type="checkbox"/>	3-6 months ago	<input type="checkbox"/>	Within the past 6-12 months	<input type="checkbox"/>	Longer ago	<input type="checkbox"/>
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**PI24** If the chief income earner is unemployed or retired, does he / she have an income other than, or in addition to, the state benefit or state pension?

**Please cross (x) one box only**

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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» IF THE CHIEF INCOME EARNER IS CURRENTLY WORKING – PLEASE ANSWER ABOUT THEIR CURRENT JOB

» IF THE CHIEF INCOME EARNER IS UNEMPLOYED OR RETIRED – PLEASE ANSWER ABOUT THEIR PREVIOUS JOB

» IF THE CHIEF INCOME EARNER IS NOT EMPLOYED OR IS STUDYING – PLEASE SKIP TO PI30 (PAGE 62)

**PI25** What type of organisation does the chief income earner in your household work for?  
**Please give as much detail as possible**

**PI26** What is the job that the chief income earner in your household actually does?  
**Please give as much detail as possible rather than just the job title**

**PI27** Which one of these best describes the position at work of the chief income earner?

**Please cross (x) one box only**

Business Founder / Owner	<input type="checkbox"/>	Junior Manager	<input type="checkbox"/>	Skilled Manual Worker	<input type="checkbox"/>
Senior Director (e.g. Chairman, MD, Board Member, Company Secretary)	<input type="checkbox"/>	Professional (e.g. doctor or solicitor)	<input type="checkbox"/>	Semi-skilled Manual Worker	<input type="checkbox"/>
Intermediate Director / Manager	<input type="checkbox"/>	Clerical / Office worker	<input type="checkbox"/>	Unskilled Manual Worker	<input type="checkbox"/>
		Shop Worker	<input type="checkbox"/>	Self-employed	<input type="checkbox"/>

**PI28** How many people are employed at the location where the chief income earner works?

**Please cross (x) one box only**

1-9	<input type="checkbox"/>	150-199	<input type="checkbox"/>	1,000-4,999	<input type="checkbox"/>
10-24	<input type="checkbox"/>	200-249	<input type="checkbox"/>	5,000-9,999	<input type="checkbox"/>
25-49	<input type="checkbox"/>	250-299	<input type="checkbox"/>	10,000 or more	<input type="checkbox"/>
50-99	<input type="checkbox"/>	300-499	<input type="checkbox"/>		
100-149	<input type="checkbox"/>	500-999	<input type="checkbox"/>		

**PI29** How many employees is the chief income in your household personally responsible for?

**Please write in the boxes**

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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PI30

Which, if any, is the highest educational or professional qualification that the chief income earner in your household has obtained up to now?

Please cross (x) one box only

GCSE / O-Level / CSE

Vocational qualifications

A-Level or equivalent

Undergraduate Degree or equivalent (e.g. BA, BSc etc.)

Postgraduate Degree (e.g. MA, MSc, PhD etc.)

Other professional qualification

No formal qualifications

None of these / Not applicable

» ALL - PLEASE NOW ANSWER THE FOLLOWING QUESTIONS

PI31

Which of these ethnic groups do you consider yourself to belong to? Please cross (x) one box only

White	Mixed or multiple ethnic groups	Asian or Asian British	Black, Black British, Caribbean or African
English / Welsh / Scottish / Northern Irish / British <input type="checkbox"/>	White and Black Caribbean <input type="checkbox"/>	Indian <input type="checkbox"/>	African <input type="checkbox"/>
Irish <input type="checkbox"/>	White and Black African <input type="checkbox"/>	Pakistani <input type="checkbox"/>	Caribbean <input type="checkbox"/>
Gypsy or Irish Traveller <input type="checkbox"/>	White and Asian <input type="checkbox"/>	Bangladeshi <input type="checkbox"/>	Any other Black, Black British, Caribbean or African background <input type="checkbox"/>
Roma <input type="checkbox"/>	Any other mixed or multiple background <input type="checkbox"/>	Chinese <input type="checkbox"/>	
Any other White background <input type="checkbox"/>		Any other Asian background <input type="checkbox"/>	<b>Other ethnic group</b>
			Arab <input type="checkbox"/>
			Jewish <input type="checkbox"/>
			Any other ethnic group <input type="checkbox"/>

PI32a

How long have you lived in the UK for?

Please cross (x) one box only

All my life / born in UK

Less than 6 months

6 months to 1 year

1 to 2 years

3 to 5 years

6 to 10 years

11 to 15 years

16 to 20 years

21 to 30 years

31 to 40 years

41 to 50 years

More than 50 years

PI32b

What is your country of birth?

Please cross (x) one box only

England

Scotland

Wales

Northern Ireland

Ireland

India

Poland

Pakistan

Romania

Italy

Bangladesh

Nigeria

Germany

South Africa

Other

PI32c

Apart from English, which of these languages, if any, do you speak fluently?

Please cross (x) all that apply if you can speak more than one language fluently

Welsh

Polish

Romanian

Punjabi

Urdu

Bengali (with Sylheti & Chatgaya)

Gujurati

Arabic

French

Any Chinese (incl. Mandarin and Cantonese)

Portuguese

Spanish

Another foreign language

**PI33** What, if any, is your religion?

**Please cross (x) one cross only**

No religion  Hindu  Jewish   
Christian (all denominations)  Muslim  Any other religion   
Buddhist  Sikh

**PI34a** Do you have any physical or mental health conditions or illness lasting or expected to last 12 months or more?

**Please cross (x) all that apply**

Yes, mental  Yes, physical  No  Prefer not to say

**PI34b** Are you registered as disabled?

**Please cross (x) one box only**

Yes  No

**PI35** Which of the following best applies to your sexual orientation?

**Please cross (x) one box only**

Heterosexual / straight  Gay / lesbian  Bisexual  Other  Prefer not to say

**PI36** Are you, or is someone else in your household, receiving any of the following benefits?

	<b>PI36a</b>	<b>PI36b</b>
<b>Please cross (x) all that apply</b>	<b>Personally</b>	<b>Someone else in the household</b>
Housing benefit	<input type="checkbox"/>	<input type="checkbox"/>
Income support / Jobseeker's allowance / Employment and support allowance (ESA)	<input type="checkbox"/>	<input type="checkbox"/>
Universal credit	<input type="checkbox"/>	<input type="checkbox"/>
Personal Independence Payment (PIP) / Disability living allowance (DLA)	<input type="checkbox"/>	<input type="checkbox"/>
Carer's allowance / Attendance allowance	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>

**PI37** Which of these ranges comes closest to the total annual income of the **whole of your household**, before anything is deducted for tax, National Insurance, pension schemes etc.?

**Please cross (x) one box only**

Up to £5,000  £20,000 - £24,999  £55,000 - £74,999   
£5,000 - £9,999  £25,000 - £34,999  £75,000 - £99,999   
£10,000 - £14,999  £35,000 - £44,999  £100,000 or more   
£15,000 - £19,999  £45,000 - £54,999

**PI38** Do you smoke any of the following?

**Please cross (x) all that apply**

Cigarettes  Rolling tobacco  Cigars  Pipe  E-cigarettes

**PI39a** Do you, or anyone in your household, own any of the following pets?

**Please cross (x) all that apply**

A dog / dogs  A cat / cats  Any other pet  No pets

**PI39b** Which, if any, of these applies to you?

**Please cross (x) one box only**

I am Vegan  I am Vegetarian  I am Pescatarian  I am a Flexitarian  None of these



**PI40a** Have you done any of the following in the past 12 months?

**PI40b** And are you planning to do any of the following over the next 12 months?

	PI40a	PI40b
Please cross (x) all that apply	Done in past 12 months	Planning to do next 12 months
Move out of parents' home	<input type="checkbox"/>	<input type="checkbox"/>
Start living with partner / spouse	<input type="checkbox"/>	<input type="checkbox"/>
Get married	<input type="checkbox"/>	<input type="checkbox"/>
Have a baby / another baby	<input type="checkbox"/>	<input type="checkbox"/>
Rent a house / flat	<input type="checkbox"/>	<input type="checkbox"/>
Buy a house / flat	<input type="checkbox"/>	<input type="checkbox"/>
Buy a new piece of furniture	<input type="checkbox"/>	<input type="checkbox"/>
Change / switch mobile phone network	<input type="checkbox"/>	<input type="checkbox"/>
Start a university course	<input type="checkbox"/>	<input type="checkbox"/>
Start studying (not a university course)	<input type="checkbox"/>	<input type="checkbox"/>
Finish studying	<input type="checkbox"/>	<input type="checkbox"/>
Change jobs	<input type="checkbox"/>	<input type="checkbox"/>
Quit smoking	<input type="checkbox"/>	<input type="checkbox"/>
Change career	<input type="checkbox"/>	<input type="checkbox"/>
Take out a new mortgage	<input type="checkbox"/>	<input type="checkbox"/>
Re-mortgage	<input type="checkbox"/>	<input type="checkbox"/>

	PI40a	PI40b
Please cross (x) all that apply	Done in past 12 months	Planning to do next 12 months
Change / switch internet service provider	<input type="checkbox"/>	<input type="checkbox"/>
Change / switch bank account provider	<input type="checkbox"/>	<input type="checkbox"/>
Reduce my carbon footprint	<input type="checkbox"/>	<input type="checkbox"/>
Retrain	<input type="checkbox"/>	<input type="checkbox"/>
Develop new life skills	<input type="checkbox"/>	<input type="checkbox"/>
Start a business	<input type="checkbox"/>	<input type="checkbox"/>
Live / work abroad	<input type="checkbox"/>	<input type="checkbox"/>
Retire	<input type="checkbox"/>	<input type="checkbox"/>
Spend more than £2,000 on home improvements	<input type="checkbox"/>	<input type="checkbox"/>
Go on holiday	<input type="checkbox"/>	<input type="checkbox"/>
Take out investments / increase savings	<input type="checkbox"/>	<input type="checkbox"/>
Consolidate debts	<input type="checkbox"/>	<input type="checkbox"/>
Buy a brand new car	<input type="checkbox"/>	<input type="checkbox"/>
Get fit	<input type="checkbox"/>	<input type="checkbox"/>
Increase my recycling	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>

**PI41a**

This TouchPoints research was conducted by Ipsos to understand how people interact with different types of media and their attitudes and lifestyles. We may wish to re-contact you for the purpose of further research on the same subject during the next two years. Future research could include the opportunity to do a very similar survey again (for a similar level of reward), or it might be a much less time-consuming piece of research. In all cases you can decide whether to participate or not. This re-contact could be by post, phone or email.

Would you be willing to be re-contacted by Ipsos for this purpose?

Yes  No

**PI41b**

To add value to this research, Ipsos may wish to link your responses to information that other companies may hold about you that is relevant to this research, such as information held by high street or online retailers, loyalty card data, information held by media organisations, by service companies (e.g. broadband, gas, electric, etc.), by data marketing companies, or information from your social media profiles. If you agree to this, we would pass your name and other relevant contact details, such as your postcode and/or email address to the third party (or to a separate matching company appointed by them), so that they can identify the relevant data they hold for you and match it to your TouchPoints data. We can assure you that your personal contact details we provide would be deleted by the third-party company immediately after the matching process and the matched data would be anonymised.

Would you be willing to allow us to link your survey responses to relevant data held by these types of third parties?

Yes  No

### ***Final open-ended question asked of online participants only***

**Q1.** I'd like to ask about your views on sustainability, the environment and climate change. Are you now, or planning in the future, to make personal lifestyle changes to help improve the environment? This might involve actively trying to reduce your carbon footprint or actively choosing brands that are better for the environment. Do you see this as all our individual responsibility or do you feel it is up to corporations or the government to take action?

**Q2.** How has the 'cost of living crisis' changed your lifestyle? What are you doing more or less of now or do you expect to in the future?

Let us know about any changes to the paid for media services you use, your shopping and working habits, your travel patterns, how often and when you socialise, and, more generally, how you spend your free time.

Please give as much detail as possible.

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