

INTRO

Thank you for participating in our survey on the use of voice assistants. This survey is designed to help us understand how people use voice assistant technologies like Amazon Alexa, Google Assistant, Apple Siri, and others across different devices. Your insights will provide valuable evidence for stakeholder engagement and help our client better understand these patterns.

Your participation in this survey is entirely voluntary. The information you provide will be kept confidential and used solely for research purposes. The survey should take approximately 10 minutes to complete, depending on your internet connection. As a thank you for your time, you will be credited X points upon completing the survey. By proceeding with this survey, you are consenting to participate and for your responses to be used in this research.

If you agree to participate, please click "Next" to begin.

SECTION 1: PROFILING/DEMOGRAPHICS

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[profile_gender] {single varlabel="Gender"} Are you...?

<1> Male

<2> Female

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[age] {open-int varlabel="Age"} What is your age?

[ASK ALL] [THIS IS A PDL, THAT IS CALCULATED FROM A VARIETY OF OTHER PDLs]

[profile_socialgrade_cie] {single varlabel="Social Grade (Chief Income Earner) A / B / C1 / C2 / D / E"}

Social Grade

<1/"A"> A

<2/"B"> B

<3/"C1"> C1

<4/"C2"> C2

<5/"D"> D

<6/"E"> E

<7/"Refused"> Refused

<8/"Unknown"> Unknown

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

[profile_GOR] {single varlabel="Region lived"} UK regions and countries lived in [calculated from postcode]

<1> North East

<2> North West

<3> Yorkshire and the Humber

<4> East Midlands

<5> West Midlands

<6> East of England

<7> London

<8> South East

<9> South West

<10> Wales

<11> Scotland

<12> Northern Ireland

<13 if 0> Non UK & Invalid

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

[profile_work_stat] {single varlabel="Employment Status Main"} Which of these applies to you?

<1> Working full time (30 or more hours per week)

<2> Working part time (8-29 hours a week)

<3> Working part time (Less than 8 hours a week)

<4> Full time student

<5> Retired

<6> Unemployed

<7> Not working

<8> Other

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

profile_marital] {single varlabel="Marital status" spd_category = "sex"} What is your current marital or relationship status?

<7> Divorced

<2> In a civil partnership

<5> In a relationship, but not living together

<4> Living with a partner but neither married nor in a civil partnership

<1> Married

<3> Separated but still legally married or in a civil partnership

<6> Single

<8> Widowed

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

[profile_household_children] {single varlabel="Household size- number of children"} How many of the people in your household are under 18?

<1> 0

<2> 1

<3> 2

<4> 3

<5> 4

<6> 5 or more

<7 if 0> 6 or more

<8> Don't know

<9> Prefer not to say

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Multiple]

Omnibus_Parents] {multiple varlabel = 'Parents Omni One'} Are you the parent/ guardian of children of any of the following ages? (Please select all that apply. If you do not have any children, please select the "Not applicable" option)

<1> Under 6 months old

<2> Between 6 and 12 months old

<3> 1 year old

<4> 2 years old

<5> 3 years old

<6> 4 years old

<7> 5 years old

<8> 6 years old

<9> 7 years old

<10> 8 years old

<11> 9 years old

<12> 10 years old

<13> 11 years old

<14> 12 years old

<15> 13 years old

<16> 14 years old

<17> 15 years old

<18> 16 years old

<19> 17 years old

<20> 18 years old

<21> Older than 18 years old

<99 fixed xor> Not applicable- I do not have any children

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Multiple]

[social_media_activemember] {multiple order=randomize varlabel = "Social networks- used last month"} Which, if any, of the following social networks have you used within the last month? Please think about any occasion on which you either visited the website directly, used a mobile application to access the network, or shared something through the network via another service. Please select all that apply.

<1> Facebook

<2> X

<3> LinkedIn

<4 if 0> Google+

<5> MySpace

<6> Pinterest

<7> Tumblr

<8> Instagram

<9 if 0> Vine

<10> Snapchat

<11 if 0> Bebo

<12 if 0> Periscope

<13> Reddit

<17> Meetup

<18> TikTok

<21> Youtube

<49> Threads

<50> Twitch

<95 fixed> Other

<96 fixed xor> Don't know

<99 fixed if 0> Not applicable- I am not currently a member of any social networks

<97 fixed xor> Not applicable- I have not used any social networks in the last 30 days

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Multiple]

[messaging_use_last30_UK] {multiple varlabel="Messaging apps used in last 30 days"} Which, if any, of the following messaging apps/services have you used in the last 30 days? Please select all that apply.

<1>Facebook messenger

<2>Whatsapp

<3>Kik messenger

<4>Viber

<5>LINE

<6>WeChat

<7 if 0>YikYak

<8>Tango

<9>Google Messenger

<10>Google Hangouts

<11>Skype

<12>Slack

<97 fixed>Other

<99 xor fixed>None of these

<98 xor fixed>Don't know

SECTION 2: MAIN QUESTIONNAIRE

Q1a

ASK ALL

MULTI CODE

RANDOMISE ORDER, WITH 3,4,5 AND 6,7,8 GROUPED TOGETHER

ASK Q1b_a to Q1b_i IN SAME ORDER AS OPTIONS AT Q1A

Which of the following devices do you personally use? Select all that apply [MULTICODE]

1. Smartphone
2. Smart speaker
3. Tablet
4. Laptop
5. PC (a desktop computer)

6. Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)
7. Set-top box connected to your TV (e.g. Sky Stream, Apple TV box)
8. Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)
9. Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin etc.)
10. Don't know[fixed]

NOTE THE SCRIPTER (Q1b_a to Q1b_1 instead of asking this question on a separate page can we please split Q1b1-Q1b9 across two pages, depending on the participant's selection at question Q1b. The goal is to ensure that if a participant selects all available options at Q1b, they will see four of the subsequent questions on one page and five on the other.

NOTE TO SCRIPTER: RANDOMISE THE DISPLAY ORDER OF QUESTIONS Q1B_A TO Q1B_I and ALWAYS ASK Q1B_A TO Q1B_I IN SAME ORDER AS OPTIONS AT Q1A

Q1b

ASK IF 1 SELECTED AT SELECTED AT Q1a

SINGLEQ1b_a.

You said you use a smartphone. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

RANDOMISE

1. Apple
2. Google
3. Samsung
4. Motorola
5. Other [fixed]
6. Don't know [Exclusive] [fixed]

ASK IF 2 SELECTED AT SELECTED AT Q1a

SINGLEQ1b_b. You said you use a smart speaker. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

RANDOMISE

1. Amazon
2. Apple
3. Google
4. Samsung
5. Sonos
6. Other [fixed]
7. Don't know [Exclusive] [fixed]

ASK IF 3 SELECTED AT SELECTED AT Q1a

SINGLE Q1b_c You said you use a tablet. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

RANDOMISE

1. Amazon
2. Apple
3. Google
4. Samsung
5. Other **[fixed]**
6. Don't know **[Exclusive] [fixed]**

ASK IF 4 SELECTED AT SELECTED AT Q1a

SINGLE Q1b_d. You said you use a laptop. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

RANDOMISE

1. Acer
2. Asus
3. Apple
4. Dell
5. Google
6. HP
7. Lenovo
8. Microsoft
9. Samsung
10. Other **[fixed]**
11. Don't know **[Exclusive] [fixed]**

ASK IF 5 SELECTED AT SELECTED AT Q1a

SINGLE Q1b_e. You said you use a PC (a desktop computer)]. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

RANDOMISE

1. Acer
2. Asus
3. Apple
4. Dell
5. Google
6. HP
7. Lenovo
8. Other **[fixed]**
9. Don't know **[Exclusive] [fixed]**

ASK IF 6 SELECTED AT SELECTED AT Q1a

SINGLE RANDOMISE

Q1b_f. You said you use a smart TV. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

1. Bush
2. LG
3. Panasonic
4. Philips
5. Samsung
6. Sky Glass
7. Sony
8. Toshiba
9. Other **[fixed]**
10. Don't know **[Exclusive] [fixed]**

ASK IF 7 SELECTED AT SELECTED AT Q1a

SINGLE

Q1b_g. You said you use a TV set top box connected to your TV. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

RANDOMISE

1. Amazon
2. Apple
3. Freeview
4. Sky
5. TalkTalk
6. Virgin Media
7. Other **[fixed]**
8. Don't know

ASK IF 8 SELECTED AT SELECTED AT Q1a

SINGLE Q1b_h You said you use a streaming stick / other connected TV device. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

RANDOMISE

1. Amazon
2. Google
3. Roku
4. Other **[fixed]**
5. Don't know **[Exclusive] [fixed]**

ASK IF 9 SELECTED AT SELECTED AT Q1a

SINGLE Q1b_i. You said you use a smart watch/fitness tracker. What brand is it? If you personally use multiple devices, please select the brand of device you **use most often**.

RANDOMISE

1. Apple
2. Fitbit
3. Garmin
4. Google
5. Samsung
6. Other **[fixed]**
7. Don't know **[Exclusive] [fixed]**

Q2

ASK ALL

SINGLE

Have you used a voice assistant in the last 3 months?

A voice assistant is software typically activated by a specific verbal command or wake word, such as "Alexa" or "Hey Google". They are installed in a range of devices, including smart speakers, smartphones, wearable devices like smart watches, and some in-car infotainment systems. They respond to verbal prompts/questions and perform tasks for you such as finding information, playing music, controlling "smart home" features and setting timers. By 'used' we mean by speaking to it as opposed to touch control.

1. Yes
2. No
3. Don't know **[Exclusive] [fixed]**

Q3

ASK IF ANSWERED a) YES at Q2

Which voice assistant(s) did you use? Select all that apply [MULTICODE]

RANDOMISE AND FOR THE ROUTING OF CODES 1-6, PLEASE REFER TO THE EXCEL SHEET.

1. Amazon Alexa (wake command often 'Alexa...')
2. Google Assistant (wake command often 'Hey Google...')
3. Apple Siri (wake command often 'Hey Siri...')
4. Samsung Bixby (wake command often 'Hey Bixby')
5. Microsoft Cortana (wake command often 'Hey Cortana')
6. Other [please specify] **[fixed]**
7. Don't know **[Exclusive] [fixed]**

NOTE TO THE SCRIPTER: PLEASE SHOW Q3A-Q3F IN THE SAME ORDER THEY ARE DISPLAYED IN Q3

Q3a

MULTIPLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

ASK ALL WHO HAVE SELECTED CODE 1 AMAZON ALEXA IN Q3 AND FOR THE OPTIONS IN THE ROWS, PLEASE REFER TO THE EXCEL SHEET TO VIEW THE RELEVANT ROUTING.

You said you have used Amazon Alexa in the last 3 months. Which of the following activities have you used it for, and via which devices? Select all that apply.

	1. To listen to radio stations	2. To listen to other types of audio such as music streaming services, podcasts or other on-demand audio content	3. Other	4. N/A – not used on this device	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					

[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q3b

ASK ALL WHO HAVE SELECTED CODE 2 GOOGLE ASSISTANT IN Q3 AND FOR THE OPTIONS IN THE ROWS, PLEASE REFER TO THE EXCEL SHEET TO VIEW THE RELEVANT ROUTING.

MULTIPLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Google Assistant in the last 3 months. Which of the following activities have you used it for, and via which devices? Select all that apply.

	1. To listen to radio stations	2. To listen to other types of audio such as music streaming services, podcasts or other on-demand audio content	3. Other	4. N/A – not used on this device	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					

[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q3c

ASK ALL WHO HAVE SELECTED CODE 3 APPLE SIRI IN Q3 AND FOR THE OPTIONS IN THE ROWS, PLEASE REFER TO THE EXCEL SHEET TO VIEW THE RELEVANT ROUTING.

MULTIPLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Apple Siri in the last 3 months. Which of the following activities have you

	1. To listen to radio stations	2. To listen to other types of audio such as music streaming services, podcasts or	3. Other	4. N/A – not used on this device	5. Don't know
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		other on-demand audio content			
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q3d

ASK ALL WHO HAVE SELECTED CODE 4 SAMSUNG BIXBY IN Q3 AND FOR THE OPTIONS IN THE ROWS, PLEASE REFER TO THE EXCEL SHEET TO VIEW THE RELEVANT ROUTING.

MULTIPLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Samsung Bixby in the last 3 months. Which of the following activities have you used it for, and via which devices? Select all that apply.

	1. To listen to radio stations	2. To listen to other types of audio such as music streaming services, podcasts or other on-demand audio content	3. Other	4. N/A – not used on this device	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g.					

Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q3e

ASK ALL WHO HAVE SELECTED CODE 5 MICROSOFT CORTANA IN Q3 AND FOR THE OPTIONS IN THE ROWS, PLEASE REFER TO THE EXCEL SHEET TO VIEW THE RELEVANT ROUTING.

MULTIPLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Microsoft Cortana in the last 3 months. Which of the following activities have you used it for, and via which devices? Select all that apply.

	1. To listen to radio stations	2. To listen to other types of audio such as music streaming services, podcasts or other on-demand audio content	3. Other	4. N/A – not used on this device	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E]					

Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q3f

ASK ALL WHO HAVE USED SELECTED CODE 6 OTHER IN Q3 AND FOR THE OPTIONS IN THE ROWS, PLEASE REFER TO THE EXCEL SHEET TO VIEW THE RELEVANT ROUTING.

MULTIPLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used [PULL THROUGH TEXT FROM Q3 code 6] in the last 3 months. Which of the following activities have you used it for, and via which devices? Select all that apply.

	1. To listen to radio stations	2. To listen to other types of audio such as music streaming services, podcasts or other on-demand	3. Other	4. N/A – not used on this device	5. Don't know
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		audio content			
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] [Smart watch]					

Q4a

ASK IF SELECT CODE 1 TO LISTEN TO RADIO STATIONS AT Q3A

SINGLE CHOICE GRID

NOTE TO SCRIPTER: FOR THE ROWS OF Q4A-4F, PLEASE SHOW ONLY THE OPTIONS THAT WERE SELECTED AT Q1A BUT IF CODE 1 (LISTENED THE RADIO) SELECTED AT Q3A-Q3F AS WELL, RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Amazon Alexa to listen to radio stations in the last 3 months. How often do you do this and on what devices?

	1. Daily	2. At least weekly	3. At least once a month	4. less than once a month	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g.					

Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q4b

ASK IF SELECT CODE 1 TO LISTEN TO RADIO STATIONS AT Q3B

SINGLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Google Assistant to listen to radio stations in the last 3 months. How often do you do this and on what devices?

	1. Daily	2. At least weekly	3. At least once a month	4. less than once a month	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content					

on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q4c

ASK IF SELECT CODE 1 TO LISTEN TO RADIO STATIONS AT Q3C

SINGLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Apple Siri to listen to radio stations in the last 3 months. How often do you do this and on what devices?

	1. Daily	2. At least weekly	3. At least once a month	4. less than once a month	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					

[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q4d

ASK IF SELECT CODE 1 TO LISTEN TO RADIO STATIONS AT Q3D

SINGLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Samsung Bixby to listen to radio stations in the last 3 months. How often do you do this and on what devices?

	1. Daily	2. At least weekly	3. At least once a	4. less than once a	5. Don't know
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			mo nth	mo nth	
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

Q4e

ASK IF SELECT CODE 1 TO LISTEN TO RADIO STATIONS AT Q3E

SINGLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used Microsoft Cortana to listen to radio stations in the last 3 months. How often do you do this and on what devices?

	1. Daily	2. At least weekly	3. At least once a month	4. less than once a month	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G] TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					

[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					
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Q4f

ASK IF SELECT CODE 1 TO LISTEN TO RADIO STATIONS AT Q3F

SINGLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS OPTIONS AT Q1A

You said you have used [\[open text box\] PULL THROUGH TEXT FROM Q3 code 6\]](#) to listen to radio stations in the last 3 months. How often do you do this and on what devices?

	1. Daily	2. At least weekly	3. At least once a month	4. less than once a month	5. Don't know
[INSERT THE BRAND SELECTED AT Q1B_A] Smartphone					
[INSERT THE BRAND SELECTED AT Q1B_B] Smart speaker					
[INSERT THE BRAND SELECTED AT Q1B_C] Tablet					
[INSERT THE BRAND SELECTED AT Q1B_D] Laptop					
[INSERT THE BRAND SELECTED AT Q1B_E] Desktop computer					
[INSERT THE BRAND SELECTED AT Q1B_F] Smart TV (allowing you to watch content on Netflix, Amazon Prime Video, iPlayer, YouTube etc. without the need to connect the TV to a set-top box or streaming stick)					
[INSERT THE BRAND SELECTED AT Q1B_G]					

TV set top box (e.g. Sky Stream, Apple TV box)					
[INSERT THE BRAND SELECTED AT Q1B_H] Streaming stick / other connected TV device (e.g. Amazon Fire Stick, Google Chromecast)					
[INSERT THE BRAND SELECTED AT Q1B_I] Smart watch					

ASK TO ALL WHO LISTEN TO THE RADIO ON AT LEAST ONE VOICE ASSISTANT (COLUMN 1) AT Q3A TO Q3F

SINGLE CHOICE GRID

RANDOMISE ROWS IN SAME ORDER AS AT Q3

ROUTE EACH ROW DEPENDING ON IF SELECTED IN Q3A TO Q3F

Q5. For each of the following Voice Assistants, have you asked the Voice Assistant to play a radio station when you have been in a car, in the last three months?

	1. Yes	2. No	3. Don't know
Amazon Alexa			
Google Assistant			
Apple Siri			
Samsung Bixby			
Microsoft Cortana			
[PULL THROUGH TEXT FROM Q3 code 6] voice assistant (fixed)			

ASK TO ALL WHO LISTEN TO THE RADIO IN CAR ON AT LEAST ONE VOICE ASSISTANT (COLUMN 1) AT Q5

SINGLE CHOICE DYNAMIC GRID

RANDOMISE ROWS IN SAME ORDER AS AT Q3

ROUTE EACH ROW DEPENDING ON IF SELECTED YES AT Q5

Q6. You said that you have used a Voice Assistant(s) to listen to the radio when in the car, in the last three months.

Still thinking about that time period...

For the following Voice Assistants, how often, if at all, have you had issues playing the particular radio station or programme you were after (For example, not playing at all or playing something different to your request)?

	At least once a day	At least once a week	At least once a month	Less often than once a month	Never	Don't know/can't recall
Amazon Alexa,						
Google Assistant						
Apple Siri						
Samsung Bixby						
Microsoft Cortana						
Other voice assistant (fixed)						

END OF THE SURVEY