

Adults' Core survey 2024

Introduction

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

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

The survey is being conducted for research purposes only and we rely on your consent. You can refuse to participate or stop the survey at any point. To comply with the GDPR legislation we need to draw your attention to our Respondent Information Sheet at the bottom right of the screen which explains your rights.

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

Yes	1	CONTINUE
No	2	CLOSE

Introduction for CAPI respondents only

ALL CAPI SURVEY RESPONDENTS

16.

Good morning./ afternoon/ evening. My name is and I'm conducting a survey about people's use and opinions about different sorts of media, like TV, the internet and gaming.

The survey is being conducted for Ofcom – the communications regulator in the UK. The questions should take around 25-30 minutes to complete in your home or – if that's not possible – on your doorstep.

Before I go into any more detail, would you be **happy in principle** to take part in your home?

Yes – in my home	1	GO TO I15
Yes – on my doorstep	2	
No, not happy to take part	3	SKIP TO CLOSE FOR ALL NOT HAPPY TO TAKE PART

ALL CAPI RESPONDENTS TAKING PART IN HOME/ ON THE DOORSTEP AT I6 CODES 1-2

I15.

Thanks very much for that. Before we begin, I need to let you know that you can refuse to participate or stop at any point. The data is for research purposes only and relies on your consent to process the data.

Our Respondent Information Sheet explains your rights following UK GDPR legislation. All our surveys are conducted under the Code of Conduct of the UK Market Research Society whose contact number is in our Respondent Information Sheet. All information will be treated in the strictest confidence and will not be passed on to a third party or connected to your answers in any way.

First, a few questions about yourself to see whether you qualify to complete the full survey.

Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

ALL RESPONDENTS

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

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

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

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

Please enter the number of hours per week _____

Don't know _____

TYPE IN AND AUTO CODE AS:

IF DON'T KNOW AT S1:

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

Please select one option

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

ALL RESPONDENTS

S2. Which of these best describes the chief income earner in your household?

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

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

Please select one option

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

ALL RESPONDENTS

S3. What is your age?

Please enter your age in years _____

TYPE IN AND AUTO CODE AS:

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

ALL RESPONDENTS

S4. Which of the following describes how you think of yourself?
Please select one option

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

ALL PANEL RESPONDENTS

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

England	1
Wales	2
Scotland	3
Northern Ireland	4

ALL PANEL RESPONDENTS

S6. What is your postcode, please?
 This will not be used to contact you or to identify you – it will be used to see which TV and radio stations are available in the area where you live and to classify your area as rural or urban.

TYPE IN:

ALLOW REFUSED

ASK ALL PANEL RESPONDENTS THAT LIVE IN ENGLAND AT S5 (CODE 1)

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

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

ASK ALL PANEL RESPONDENTS.

- S8.** Which one of these best describes where you live?
Please select one option

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

ALL RESPONDENTS

S9. Which of these best describes your current situation?

Please select one option

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

C1. How many people are there in your household in total (including yourself)?

Please type in below

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ALLOW REFUSED/ PREFER NOT TO SAY – SCREEN OUT IF SELECTED

SHOWSCREEN

Thank you very much for your answers so far. You qualify for the main survey.

ASK IF MORE THAN 01 PERSON AT C1

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

Please select one option

Yes	1
No	2
Prefer not to say	3

ASK IF YES AT C2 (CODE 1)

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

Please type in below

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ASK IF ONE OR MORE CHILDREN AT HOME AT C3

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

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

ASK ALL WHO HAVE CHILDREN AT C4 (CODES 1-7) – OTHERS SKIP TO INTRO AHEAD OF A1

Q08. And how many children in your household are currently in each of the following stages of their education?

ASK FOR EACH EDUCATION STAGE NUMERIC 0-10	Enter number of children
1. Early childcare or not yet at school	
2. Primary	
3. Secondary/ Sixth form	
4. No longer at school	

ASK ALL WITH CHILDREN IN THE HOUSEHOLD IN PRIMARY SCHOOL (Q08 = CODE 2)

Q09. To what extent does the child/ do the children in your household **at primary school** have **access to appropriate devices** at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework?

Please select one option

All of the time	1
Some of the time	2
Rarely	3
Never	4
Not applicable – my child/ my children at primary school do not need to do any school work at home online	5

ASK ALL WITH CHILDREN IN THE HOUSEHOLD IN SECONDARY SCHOOL (Q08= CODE 3)

Q010. To what extent does the child/ do the children in your household **at secondary school** have **access to appropriate devices** at home, which connect to the internet, for their schooling needs – such as home online learning and/ or online homework?

Please select one option

All of the time	1
Some of the time	2
Rarely	3
Never	4
Not applicable – my child/ my children at secondary school do not need to do any school work at home online	5

ASK ALL WHO DO NOT HAVE ACCESS TO APPROPRIATE DEVICES ALL OF THE TIME CODED 2-4 AT Q09 OR Q10

Q011. And when the children in your household need access to an appropriate device to enable them to do any school work online at home, how is this currently managed?

Please select all that apply

School work is postponed until a device is available	1
Device access is shared with others in the household	2
School work/ online learning is not possible/ is not done	3
A less appropriate device is used	4
Device is borrowed from school or another organisation	5
An alternative education activity is carried out (e.g. watching an educational programme)	6
Some other way – (please type in below)	7

SHOWSCREEN

Now some questions about mobile phones.

ALL RESPONDENTS

A1A. Do you personally use a mobile phone?

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL THAT USE A MOBILE PHONE AT A1A (CODE 1)

A1B. Is this a smartphone?

A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

Please select one option

Yes	1
No	2
Don't know	3

SHOWSCREEN

Now some questions about your use of the internet and being online.

ALL RESPONDENTS

AC1. Do you or does anyone in your household have access to the internet at **home** (via any device, e.g. PC, mobile phone etc)?

IF YES: And do you personally use the internet at home?

Please select one option

I have access to the internet and use it at home	1
I have access to the internet, but I don't use it at home	2
I do not have internet access at home	3
Don't know	4

ALL WITH INTERNET ACCESS AT HOME AT AC1 (CODES 1-2)

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

Please select all that apply

Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	1
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	2
Some other way of going online at home - (please type in below)	3
Don't know	4

ALL RESPONDENTS

AC2. Do you ever access the internet anywhere other than in your home at all?

IF YES: Where is that?

IF NO: Please select the last answer in the list

Please select all that apply

Your Workplace	1
School/ College/ University	2
Library	3
UK culture centre/ Learn Direct/ Other online learning centres	4
Internet café	5
In someone else's home	6
While travelling	7
In cafes/ restaurants/ pubs/ bars	8
In shops or shopping centres	9
On public transport	10
In leisure centres/ gyms/ sports grounds	11
Outdoor areas such as parks	12
Some other way – (please type in below)	13
No - I do not access the internet away from home	14

ASK ALL RESPONDENTS THAT HAVE ACCESS TO THE INTERNET AT HOME THAT DO NOT USE IT OR THAT DO NOT HAVE ACCESS AT AC1 (CODES 2 OR 3)

AC3. In the past year, have you asked someone else to do something for you on the internet?

Please select one option

Yes	1
No	2

ASK ALL RESPONDENTS THAT HAVE ASKED SOMEONE TO MAKE A PROXY USE OF THE INTERNET FOR THEM IN THE LAST 12 MONTHS AT AC3 (CODE 1)

AC4. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else?

Please select all that apply

To buy something/ for shopping	1
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	2
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	3
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	4
To get help with banking/ access to finance or money	5
To access other information	6
To get in touch with someone	7
Something else – (please type in below)	8
Don't know	9

ASK ALL RESPONDENTS THAT DO HAVE INTERNET ACCESS AT HOME AT AC1 (CODE 3)

AC5. Which of these are reasons that you don't have internet access at home?

Please select all that apply

No need to go online/ not interested	1
Broadband set up costs are too high	2
Cost of a desktop, tablet or laptop computer to use the internet is too high	3
Cost of a mobile phone handset to use the internet is too high	4
Monthly cost of a fixed broadband service is too high	5
Monthly cost of a mobile phone service is too high	6
Getting online/ getting connected to the internet is too complicated	7
Using the internet is too complicated	8
Happy to use the internet at work/ elsewhere	9
Someone else can go online for me if necessary	10
Don't have broadband where I live	11
Broadband is too slow where I live	12
Concerned about security/ fraud / privacy	13
Concerned about harmful/ offensive content	14
Poor eyesight	15
Some other reason – (please type in below)	16
Don't know	17

ASK ALL RESPONDENTS THAT HAVE ACCESS TO THE INTERNET AT HOME THAT DO NOT USE IT OR THAT DO NOT HAVE ACCESS AT AC1 (CODES 2 OR 3)

AC6. Would any of these reasons prompt you to go online at home in the next 12 months?

Please select all that apply

To buy something/ for shopping	1
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	2
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	3
To access other public services provided by the Government or council (e.g. apply for a bus pass or passport, to get advice about tax etc.)	4
To get in touch with someone / to use social media or messaging apps like Facebook, WhatsApp, X/ Twitter, Snapchat etc.	5
If I had better equipment or better access to the internet	6
If I had someone to help me or to show me how to do it	7
If my job required me to go online	8
To watch TV shows on catch up or on demand services like Netflix, NOW, BBC iPlayer, or ITVX	9
To get help with banking/ access to finance or money	10
If I no longer had someone I could ask to do things online for me	11
Some other reason – (please type in below)	12
Nothing would prompt me to go online in the next 12 months	13
Don't know	14

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select all that apply

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

ASK ALL THAT ONLY GO ONLINE ON A SMARTPHONE AT IN1 (CODE 1 IS ONLY SELECTED)

M6D. You said that you only go online using a smartphone.

Which one of these statements best applies to how frequently, if at all, you feel **disadvantaged** by relying only on a smartphone to go online?

I never feel disadvantaged by this	1
I sometimes feel disadvantaged by this	2
I often feel disadvantaged by this	3
I always feel disadvantaged by this	4
Don't know	5

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN60. Which, if any, of the following would you do if you got stuck or were unsure about how to do something online?

Please select all that apply

Ask a friend or family member to help	1
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	2
Look online for help / "Google it"	3
Watch 'how to' videos on websites like YouTube or the BBC	4
Phone a helpline to get someone to talk me through it	5
Go to the local library for help	6
Go to my bank branch for help	7
Go to an adult learning venue or local community centre for help	8
Ask a colleague/ someone at work	9
Figure it out myself	10
Get someone else to do it for me	11
Something else – (please type in below)	12
I would just give up (SINGLE CODE)	13
None of these/ I don't tend to get stuck when online (SINGLE CODE)	14
Don't know	15

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN61. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves?

For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis.

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL RESPONDENTS THAT HAVE EVER DONE THIS AT IN61 (CODE 1)

IN62. And how often do you tend to help other people with online tasks?

Please select one option

Daily	1
2-3 times a week	2
Once a week	3
2-3 times a month	4
Monthly	5
2-3 times a year	6
Only once	7
Don't know	8

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN3B. How confident are you in knowing how to manage who has access to your personal data online?

By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests.

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select one option

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

SHOWSCREEN

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select all that apply

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

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

Please select all that apply

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN27A. You're now going to see some things that other people have said about **being online**.
To what extent do you agree or disagree with each statement?

"Internet users must be protected from seeing inappropriate or offensive content"

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN27B. You're now going to see some things that other people have said about **being online**.
To what extent do you agree or disagree with each statement?

"I think people should have the right to hide their identity online in order to express their views anonymously"

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN27C. You're now going to see some things that other people have said about **being online**. To what extent do you agree or disagree with each statement?

"I think it is important that people can say what they want online even if it is controversial or hurtful to others"

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN27D. You're now going to see some things that other people have said about **being online**. To what extent do you agree or disagree with each statement?

"Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps"

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN27E. You're now going to see some things that other people have said about **being online**.
To what extent do you agree or disagree with each statement?

"I worry about whether something I say online could cause me problems in the future"

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN27F. You're now going to see some things that other people have said about **being online**.
To what extent do you agree or disagree with each statement?

"For me, the benefits of being online outweigh the risks"

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN27G. You're now going to see some things that other people have said about **being online**.
To what extent do you agree or disagree with each statement?

"Being online has helped me to learn a new skill"

Please select one option

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

ASK ALL THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13)

IN27H. You're now going to see some things that other people have said about **being online**.
To what extent do you agree or disagree with each statement?

"Being online has helped me broaden my understanding or view of the world"

Please select one option

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

ALL RESPONDENTS

A5. Moving on now.

Thinking about your views on the **mainstream media sources**, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc ...

Which of the following is **closest to your view**?

Please select one option

I use mainstream media sources and trust them to give me accurate and truthful information	1
I use mainstream media sources but sometimes question if the information is accurate and truthful	2
I use mainstream media sources but always question if the information is accurate and truthful	3
I use mainstream media sources but I don't think about whether the information is accurate and truthful	4
I don't use mainstream media sources because I don't trust them to give me accurate and truthful information	5
I don't use mainstream media sources for some other reason / I'm not interested in the news	6

ALL RESPONDENTS

A6. Now some questions about Artificial Intelligence or AI.

Before today, had you heard of Artificial Intelligence or AI models such as ChatGPT or Bard?

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS AWARE OF AI AT A6 (CODE 1)

A7. Based on your understanding of how these AI models work, how familiar are you with what they can be used for?

Please select one option

Very familiar	1
Quite familiar	2
Not very familiar	3
Not at all familiar	4
Don't know	5

ALL RESPONDENTS AWARE OF AI AT A6 (CODE 1)

A8. Have you ever used AI models such as ChatGPT or Bard?

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS THAT HAVE EVER USED AI AT A8 (CODE 1)

A9. And what did you use Artificial Intelligence (AI) for?

Please select all that apply

As part of my job/ for work related purposes	1
As part of my studies/ for education purposes	2
For fun/ to pass the time/ for my hobbies	3
Out of curiosity/ to find out about it	4
For other reasons (please type in below)	5
Don't know	6

ALL RESPONDENTS THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13) THAT ARE AWARE OF AI AT A6 (CODE 1)

A10. Imagine you read an article online that states it has been generated or written by Artificial Intelligence (AI). Which one of the statements best applies?

I would trust the AI generated article.....

Please select one option

A lot more than one written by a person	1
A little more than one written by a person	2
To the same extent as I would trust one written by a person	3
A little less than one written by a person	4
A lot less than one written by a person	5
Don't know	6

ALL RESPONDENTS THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13) THAT ARE AWARE OF AI AT A6 (CODE 1)

A11. Thinking generally, when you read something online do you ever think about whether it may have been generated or written by Artificial Intelligence (AI)?

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS WHO CONSIDER WHETHER ONLINE CONTENT IS GENERATED BY AI AT A11 (CODE 1)

A12. And how frequently do you tend to think about whether things you read online may have been generated or written by AI?

Please select one option

Always	1
Often	2
Sometimes	3
Only very rarely	4
Don't know	5

ALL RESPONDENTS THAT GO ONLINE AT HOME AT AC1 (CODE 1) OR ELSEWHERE AT AC2 (CODE 1- 13) THAT ARE AWARE OF AI AT A6 (CODE 1)

A13. How confident, are you in recognising whether something you read online is produced by a person or by Artificial Intelligence (AI)?

Please select one option

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

ALL RESPONDENTS

B1A. On a scale from 0 to 10, where 0 is not at all and 10 is completely, in general how much do you trust most people?

Please select one option

0 – Not at all	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10 - Completely	11
Don't know	12

ALL RESPONDENTS

B1B. Still using the same scale, where 0 is not at all and 10 is completely, in general how much do you trust politicians?

Please select one option

0– Not at all	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10 - Completely	11
Don't know	12

ALL RESPONDENTS

B1C. In general, to what extent do you **trust** a news video clip that includes a first-hand eyewitness view?

Please select one option

Always	1
Often	2
Sometimes	3
Never	4
Don't know	5

ALL RESPONDENTS

B2A. Please take a look at this list. Did you....?

Please select all that apply

Vote at the most recent general election	1
Vote in the most recent local election	2
Neither of these	3
Don't know	4
Prefer not to say	5

ALL RESPONDENTS

B2B. Which, if any, of these have you done in the last year?

Please select all that apply

Taken part in demonstrations or street protests	1
Contacted your MP or local councillor	2
Continued membership of a UK political party or joined one for the first time	3
Volunteered for social, environmental or charitable causes	4
Opted-in for information about social, environmental or charitable causes	5
Boycotted certain products for political reasons	6
None of these	7
Don't know	8

Now some questions about your mobile phone.

ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

M6A. On the next few screens there are some things that other people have said about **using their smartphone**. To what extent do you agree or disagree with them?

“Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop”

Please select one option

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

ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

M6B. “When I go online on my smartphone to complete tasks, I tend to do this as quickly as possible to avoid using up too much data”

Please select one option

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

ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

M6C. “Comparing products or services online is more difficult on my smartphone than on a laptop or desktop”

Please select one option

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

ASK ALL WITH A SMARTPHONE AT A1B (CODE 1)

M7. How often do you complete a form or an application for something on your mobile phone?

Please select one option

Most days	1
Once or twice a week	2
At least every 3 months	3
Less often	4
Never	5

SHOWSCREEN

Now some questions about playing games.

ALL RESPONDENTS

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

Please select all that apply

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

ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1 -8)

G2. Which of the following types of games do you play?

Please select all that apply

Puzzles or quizzes (e.g. Wordle, Sudoku, Candy Crush)	1
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	2
Battle Royale (e.g. Fortnite, Fall Guys)	3
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	4
Action/ adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	5
Creative and building games (e.g. Roblox, Minecraft etc.)	6
Playing in a virtual world (e.g. World of Warcraft, Animal Crossing, Sims etc.)	7
Simulation experience (e.g. flying a plane)	8
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	9
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	10
Other type of games – (please type in below)	11
Don't know	12

ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1-8)

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

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS THAT PLAY GAMES ONLINE AT G3A (CODE 1)

G3B. When you play games online, which of these describe how you play?

Please select all that apply

Playing on your own - against the games console/ computer or other device	1
Playing with or against one person you know/ that you have met in person	2
Playing with or against one person you do not know/ you have not met in person	3
Playing with or against multiple people you know/ that you have met in person	4
Playing with or against multiple people you do not know/ you have not met in person	5
Don't know	6

ALL RESPONDENTS

A4. Below is a list of devices. If you were told that **one** of them was going to be taken away from you - so you could not use it - which **one** do you think you would **miss the most**?

Please select one option

Television set	1
Radio set	2
Tablet (like an iPad or Amazon Fire)	3
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	4
Laptop or netbook	5
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	6
Games console or handheld games player	7
Smart speaker (like Amazon Echo, Google Nest or Apple HomePod mini)	8
Smart watch (like Apple Watch, Samsung Galaxy Watch or Garmin)	9
Other device – (please type in below)	10
None/ I would not miss any device	11
Don't know	12

ALL RESPONDENTS

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

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

ALL RESPONDENTS

C5. Which one of these, if any, is the highest educational or professional qualification that **you** currently have?

Please choose the highest option on the list that applies to you.

Please select one option

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

ALL RESPONDENTS

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

Please select one option

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

ALL RESPONDENTS

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

Please select one option

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

ALL RESPONDENTS

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

Please select one option

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

ALL RESPONDENTS

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

Please select all that apply

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

ALL RESPONDENTS

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

Please select one option

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

ALL RESPONDENTS

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

Please select all that apply

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

ALL RESPONDENTS

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

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

Please select one option

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

ALL RESPONDENTS

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

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

Thank and close

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