

Ofcom Media Plurality Quantitative Questionnaire

Section	Structure
Section 1	Demographics necessary for screener
Introduction	
Section 2	Ownership and interests
Section 3	Attitudes towards technology and institutions
Section 4	Consumption of news
Section 5	Media plurality
Section 6	Awareness of online intermediaries (OIs)
Section 7	Critical engagement with online news content
Section 8	Citizens Knowledge Quiz
Section 9	Political polarisation
Section 10	More demographics

Definitions:

Online Intermediaries (OIs) - services which operate between a publisher of a news article and the reader that have an influence over the news seen. There are three types of online intermediaries covered by this research: search engines, news aggregators and social media.

News aggregator - Websites or apps that bring together news from different news providers, such as Apple News or Google News

Cookies - Small files that websites / applications put on your computer or phone that store information about your preferences

Recommender system - Recommender systems are used in search engines, news aggregators and social media feeds to help determine what you see

Section 1: Demographics (Screeners)

To start with, we would like to ask you a few short questions about yourself and your background.

ASK ALL
YEAR/MONTH
SP

What is your date of birth?

1. 16-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75-109

ASK ALL
GENDER_NONBINARY
SP

Which of the following describes how you think of yourself?

1. Male
2. Female
3. In another way
4. Prefer not to answer

ASK ALL
QMktSIZE_GB
SP

Where do you live?

Select only one

1. North East
2. North West
3. Yorkshire and The Humber
4. West Midlands
5. East Midlands
6. East of England
7. South West
8. South East
9. Greater London
10. Wales
11. Scotland
12. Northern Ireland

ASK ALL
EMP01
SP

What is your current employment status?

Select only one

1. Employed full-time
2. Employed part-time
3. Self employed
4. Unemployed but looking for a job
5. Unemployed and not looking for a job/Long-term sick or disabled
6. Full-time parent, homemaker
7. Retired
8. Student/Pupil

ASK ALL
UK02INC
SP

What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Please include all your income sources: salaries, scholarships, pension and Social Security benefits, dividends from shares, income from rental properties, child support and alimony etc.

Select only one

1. Under £5,000
2. £5,000 - £9,999
3. £10,000 - £14,999
4. £15,000 - £19,999
5. £20,000 - £24,999
6. £25,000 - £34,999
7. £35,000 - £44,999
8. £45,000 - £54,999
9. £55,000 - £99,999
10. £100,000 or more
11. Prefer not to answer

ASK ALL
SOCIALGRADE
SP

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Ofcom Quantitative Questionnaire

1. Semi or unskilled manual work (e.g. Manual workers, all apprentices to skilled trades, Caretaker, non-HGV driver, shop assistant)
2. Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)
3. Supervisory or clerical/ junior managerial/ professional/administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)
4. Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, senior officer in civil service/local government)
5. Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)
6. Student
7. Casual worker – not in permanent employment
8. Looking after the home
9. Retired and living on state pension only
10. Unemployed or not working due to long-term sickness
11. Full-time carer of other household member
96. Other

UK02EDU
ASK ALL
SP

What is your highest level of education attained?

Select only one

1. Primary school
2. Secondary school (age under 15 years old)
3. General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVQ) / GCSE/ SCE standard (Level 1)
4. NVQ1 (Level 1), NVQ2 (Level 2)
5. NVQ3 (Level 3)/ SCE Higher Grade (Level 2)/ Scottish Certificate of Sixth Year Studies / General National Vocational Qualification Advanced Level (Level 3) / GCE Advanced Level (GCE A/AS) (Level 3)
6. NVQ4 (Level 4+) / Higher National Certificate (HNC) (Level 4+) / Higher National Diploma (HND) (Level 4+) / Diploma in HE (including nurses training) / Bachelor's degree (BA, BSc, BEd, Beng, MB, BDS, BV, etc.) (Level 4+)
7. NVQ5 (Level 4+) / Master's degree (MSc, MA, MBA, etc.) (Level 4+) / Post-graduate diplomas and certificates / Doctorate (Ph.D.) (Level 4+)

INTRODUCTION

The Office of Communications (Ofcom) has asked Ipsos UK to carry out this survey to understand people's news consumption habits. Ofcom is the UK's communications regulator and is responsible for representing the interests of consumers in the television, radio, telecoms and postal sectors.

As part of this survey, we will be asking about your consumption of and your perceptions towards the news. To help Ofcom understand how news consumption and attitudes vary, this survey will ask you about: national identity, ethnicity, sexual orientation, religion, whether you have a long-term health condition, and perceptions of UK society. You don't have to provide this information if you don't want to. If you do provide it, we will use it for the above purpose only. Your participation in this survey is entirely voluntary and you can stop at any time. Your answers will remain confidential, and we will securely delete your personal information from our systems by July 2023.

The survey will last around 30 minutes.

By clicking "Next", you agree to give your views. You can stop the survey at any time.

Section 2: Ownership

We are now going to ask you some questions about your internet access and use of media.

INTERNET
ASK ALL
SP

How often, if it all, do you access the internet?

Please select one option

1. Every day
2. Most days
3. About once or twice per week
4. About once or twice per month
5. Less than once per month
98. Never
99. Don't know

INTERNET2
ASK ALL
MP

Which of the following types of internet connection, if any, do you use in your home?

Please select all that apply

1. High speed broadband (also called Fibre Broadband)
2. Standard broadband
3. Mobile internet
4. Other type of internet connection
5. No internet connection
99. Don't know

SOCIALMEDIA
ASK ALL
MP

Do you use any of the following social media apps/websites nowadays (i.e., which you have used in the last month or so)?

Please select all that apply

1. Facebook
2. Instagram
3. LinkedIn
4. Reddit
5. Snapchat

Ofcom Quantitative Questionnaire

6. Twitter
7. WhatsApp
8. TikTok
9. YouTube
10. Other social media platform (please specify)
98. None of these
99. Don't know

INTEREST
ASK ALL
SP

How interested, if at all, are you in news and current affairs?

Please select one option

1. Very interested
2. Quite interested
3. Not very interested
4. Not at all interested
99. Don't know

Section 3: Attitudes towards Institutions and technology

On a different topic, we'd like to ask you a few questions about different types of organisations and the extent to which you find each trustworthy or untrustworthy as well as overall attitudes towards technology.

TRUSTWORTHY1
ASK ALL
COLLAPSIBLE GRID
SP PER ROW

Please look at this list of different types of organisations and institutions. In general, to what extent, if at all, do you think each is trustworthy or not?

Please provide an answer on a scale of 1-10, where 1 is 'not at all trustworthy' and 10 is 'completely trustworthy'

1. The UK Government
2. The Scottish Government (IF SCOTLAND), Welsh Government (IF WALES), The Northern Ireland Executive (IF NORTHERN IRELAND)
3. Local government i.e. your Council
4. The National Health Service (NHS)
5. The Police
6. Judges
7. Charities

10 - Completely trustworthy

9

8

7

6

5

4

3

2

1 – Not at all trustworthy

99. Don't know

TRUSTWORTHY2
ASK ALL
COLLAPSIBLE GRID
SP PER ROW

Please look at this list of different types of organisations, groups and institutions. In general, to what extent, if at all, do you think each is trustworthy or not?

Please provide an answer on a scale of 1-10, where 1 is 'not at all trustworthy' and 10 is 'completely trustworthy'

1. News and media organisations (not including social media)

Ofcom Quantitative Questionnaire

2. Social media companies
3. Search engine companies (e.g., Google, Bing)
4. Regulators (i.e organisations that oversee the work and supervise the work of other institutions. Ofgem and Ofsted are two examples of regulators.)

10 - Completely trustworthy

9

8

7

6

5

4

3

2

1 – Not at all trustworthy

99. Don't know

TRUSTWORTHY3

ASK ALL

SP

To what extent, if at all, do you agree or disagree with the following statement?

I tend to trust people until I see evidence they are untrustworthy

Please select one option

1. Strongly agree

2. Tend to agree

3. Neither agree nor disagree

4. Tend to disagree

5. Strongly disagree

99. Don't know

Section 4: Consumption of news

We are now going to ask you some questions about news and information.

People get news in different ways. Some watch TV or listen to the radio in the morning, while they're getting up or driving to work. Others read newspapers or look at news on their mobiles on their commute. Some will read it online throughout the day either on a PC, laptop or mobile phone app. Others get news updates through social media such as Facebook and Twitter and many watch the news on TV in the evening or have the radio on in the background and some people don't follow the news at all.

So, when answering the following questions, please think about your whole day and all the times you might be in contact with news.

SOURCES
ASK ALL
COLLAPSIBLE GRID
SP PER ROW

How interested, if at all, are you in the following types of news?

1. Local / regional news
2. UK news
3. Foreign / international news
4. Celebrity news
5. Headlines – i.e. Top stories
6. Breaking news – i.e. news that's happening now
7. Political news
8. In depth analysis – i.e. an investigation of a specific issue
9. Sports

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

SOURCES1
ASK ALL
MP

Which of the following platforms, if any, do you use for news nowadays (i.e., which you have used in the last month or so)?

Please select all that apply

1. Television
2. Newspapers (printed)

3. Radio
4. Podcasts
5. Social media on a computer/laptop/tablet
6. Social media on a mobile phone
7. Other internet sources on a computer/laptop/netbook/tablet (including apps you've downloaded and those automatically loaded onto your device)
8. Other internet sources on a mobile phone (including apps you've downloaded and those automatically loaded onto your phone)
9. Magazines (print)
10. Word of mouth (family/friends/colleagues) – in person/by phone/email
98. None of these
99. Don't know

SOURCES2

ASK ALL WHO USE OTHER INTERNET SOURCES NOWADAYS

MP

You said you use internet sources (on any device) for news nowadays (i.e., which you have used in the last month or so)

Which, if any, of the following do you use to get news from?

Please select all that apply

1. Websites/apps of newspapers such as theguardian.com or Mail Online
2. Websites/apps of news magazines such as The Economist or The Week
3. Websites/apps of TV and radio companies such as BBC News Online or Sky News Online
4. Social media websites such as Facebook, Twitter, etc.
5. Video-sharing platforms such as YouTube, Vimeo, etc.
6. Search engines such as Google, Bing, etc.
7. Websites/apps of online news organisations like Huffington Post, BuzzFeed, etc.
8. Websites or apps that bring together news from different news providers, such as Apple News or Google News (sometimes called 'news aggregators').
96. Other (please specify)
98. None of the above
99. Don't know

SOURCES4

ASK ALL WHO USE ONLINE AND/OR OFFLINE SOURCES FOR NEWS – SHOW SOURCES PREVIOUSLY SELECTED BY RESPONDENT

SINGLE CODE

Where do you tend to go most often for news?

Please select one option

SHOW SOURCES FOR NEWS PREVIOUSLY SELECTED BY RESPONDENT

Ofcom Quantitative Questionnaire

1. Television
2. Newspapers (printed)
3. Radio
4. Podcasts
5. Magazines (print)
6. Word of mouth (family/friends/colleagues) – in person/by phone/email
7. Websites/apps of newspapers such as theguardian.com or Mail Online
8. Websites/apps of news magazines such as The Economist or The Week
9. Websites/apps of TV and radio companies such as BBC News Online or Sky News Online
10. Social media websites such as Facebook, Twitter, etc.
11. Video-sharing platforms such as YouTube, Vimeo, etc.
12. Search engines such as Google, Bing, etc.
13. Websites/apps of online news organisations like Huffington Post, BuzzFeed, etc.
14. Websites or apps that bring together news from different news providers, such as Apple News or Google News (sometimes called 'news aggregators').
96. 'OTHER' ANSWER PREVIOUSLY SPECIFIED
100. Other (please specify)
98. None of these

OFFLINESOURCES1

ASK ALL WHO USE TV OR RADIO FOR NEWS

MP

Thinking specifically about Television and Radio, which, if any, of the following do you use for news nowadays – i.e. which have you watched or listened to in the last month or so for news?

Are there any others?

Please select all that apply

1. BBC One
2. BBC Two
3. BBC News Channel
4. Any other BBC TV channel
5. ITV (SHOW FOR ALL) / ITV WALES (WALES only) / UTV (NORTHERN IRELAND only) / STV (SCOTLAND only)
6. Channel 4
7. Channel 5
8. Sky News Channel
9. CNN
10. GB News
11. Al Jazeera
12. Any BBC Radio (such as BBC Radio 2, BBC Radio 4, or BBC Radio 1)
13. Any commercial radio (such as Classic FM, talkSPORT or LBC)
14. Other channel(s) (please specify)

- 98. None of these
- 99. Don't know

OFFLINESOURCES2

**ASK ALL WHO USE NEWSPAPERS OR MAGAZINES FOR NEWS
MP**

Thinking specifically about newspaper(s) or magazines, which, if any, of the following do you use for news nowadays – i.e. which have you read in the last month or so?

By newspapers we mean the paper versions and not the websites or apps.

Please select all that apply

Are there any others?

- 1. Daily Mail / Mail on Sunday
- 2. The Sun / Sun on Sunday
- 3. Daily Mirror / Sunday Mirror / Sunday People
- 4. The Times / Sunday Times
- 5. The Daily Telegraph / Sunday Telegraph
- 6. The Express / Sunday Express
- 7. Daily Star / Star Sunday
- 8. The Guardian / Observer
- 9. Metro
- 10. London Evening Standard
- 11. A magazine such as The Economist, The Week or Private Eye
- 12. A regional or local newspaper
- 96. Other (please specify)
- 98. None of these

SOCIALMEDIA1

**ASK ALL WHO USE SOCIAL MEDIA FOR NEWS
MP**

Thinking specifically about social media (on any device), which, if any, of the following do you use to access news nowadays – i.e. which have you used in the last month or so to access news?

Are there any others?

Please select all that apply

- 1. Facebook
- 2. Instagram
- 3. LinkedIn
- 4. Reddit
- 5. Snapchat
- 6. Twitter

7. WhatsApp
8. TikTok
9. YouTube
96. Other social media platform (please specify)
98. None of these
99. Don't know

ONLINESOURCES1

ASK ALL WHO USE OTHER INTERNET SOURCES FOR NEWS

MP

Thinking specifically about other internet sources (including apps), on any device, which, if any, of the following do you use for news nowadays – i.e. which have you used in the last month or so for news?

Are there any others?

Please select all that apply

1. BBC website/app
2. Google search
3. Another search engine
4. Sky News website/app
5. ITV/ITN website/app
6. CNN website/app
7. BuzzFeed website/app
8. Huffington Post website/app
9. Channel 4 website/app
10. Any podcast app (such as Spotify, BBC Sounds etc)
11. Guardian/Observer website/app
12. Daily Mail website/app
13. The Telegraph website/app
14. The Sun website/app
15. Independent website/app
16. Any website/app of another national newspaper (e.g. Daily Mirror or Evening Standard website/app)
17. Any website/app of a local or regional newspaper
96. Other (please specify)
98. None of these
99. Don't know

INTERNET_4
ASK ALL USE NEWS AGGREGATORS FOR NEWS
MP

Which, if any, of the following news aggregators (i) do you use nowadays – i.e you have used in the last month or so for news?

Are there any others?

Please select all that apply

1. Apple News (the app called News on an iPhone, iPad)
2. Snapchat Discover (the section of Snapchat with branded content from brands like CNN, Cosmopolitan etc)
3. Google News (only tick this option if you visit the Google News site/app, not news stories you find within the main Google search results page)
4. Upday (app available on Android phones that aggregates news sources)
5. Flipboard
6. Newzit
7. NewsNow
8. AOL news
9. MSN news
10. Yahoo! news
96. Other (please specify)
99. Don't know
98. None of these

IMPORTANTSOURCE
ASK ALL WHO USE MORE THAN ONE SOURCE FOR NEWS

Looking at all the news sources that you have said you use nowadays, please rank the top 3 sources in terms of their importance to you personally?

SHOW ALL SOURCES USED FOR NEWS

Please select the bubble for a source. To unselect, please click the bubble again.

- 1.
- 2.
- 3.

98. None of these are important
99. Don't know

HOW OFTEN
ASK ALL WHO USE ONLINE SOURCES FOR NEWS
SP PER SOURCE
COLLAPSIBLE GRID

You have said you use the following sources nowadays (i.e., you have used them in the last month or so). How often typically do you use them for news?

SHOW ALL ONLINE SOURCES USED FOR NEWS

1. More than 10 times a day
2. 3-10 times a day
3. 2-3 times a day
4. Once a day
5. Most days
6. 2-3 times a week
7. About once a week
8. Every 2-3 weeks
9. About once a month
10. Less often than once a month
99. Don't know

HOW OFTEN_2

ASK ALL WHO USE OFFLINE SOURCES FOR NEWS

SP PER SOURCE

COLLAPSIBLE GRID

You have said you use the following sources nowadays (i.e., you have used them in the last month or so). How often typically do you use them for news?

SHOW ALL OFFLINE SOURCES USED FOR NEWS

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often than once a month
99. Don't know

TRUSTSOURCE

ASK ALL WHO USE SOURCES FOR NEWS

SP PER SOURCE

COLLAPSIBLE GRID

Now thinking about the following sources, you said that you use for news. To what extent, if at all, do you trust the following as a news source?

Answer using a scale of 1 to 10, where 1 is not at all and 10 is completely

SHOW ALL SOURCES USED FOR NEWS

10 - Completely

- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2

1 – Not at all

99. Don't know

NONEWS

ASK ALL WHO USE WORD OF MOUTH ONLY, DON'T USE ANY OF THE SOURCES FOR NEWS OR DON'T KNOW

MP

You've said earlier that you don't follow news on any of the platforms nowadays.

What are the reasons you do not follow the news on any of those platforms?

Please select all that apply

- 1 The news has a negative effect on my mood
- 2 I am worn out by the amount of news there is these days
- 3 There is too much coverage of certain subjects
- 4 The news is untrustworthy or biased
- 5 It leads to arguments I'd rather avoid
- 6 I don't have the time for it
- 7 I don't feel like there is anything I can do with the information
- 8 The news is hard for me to follow or understand
- 9 I am not interested in news
- 10 No reason I am not following the news
- 96 Other (please specify)
- 99 Don't know

Section 5: Media Plurality

We now want to ask you about your views towards information and news.

TRUSTNEWS
ASK ALL
SP

Thinking about news in general, to what extent, if at all, do you agree or disagree with the following statement?

I think you can trust most news most of the time

Please select one option

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
99. Don't know

MEDIAPLURALITY
ASK ALL
SP PER STATEMENT

Thinking about the role of news and information in UK society, how important, if at all, do you consider each of the following?

1. For people to access news and information in different ways (for example, through printed newspapers, social media, TV)
2. The news is covered by a range of different organisations and different people with different opinions
3. News and information is available to the public from more than one source
4. No single organisation has too much control over what news and information people see online

1. Essential
2. Very important
3. Fairly important
4. Not very important
5. Not at all important
99. Don't know

AWARENESS
ASK ALL
SP

For the following pair of statements, please say which, if any, is closest to your views.

- A. The news or information people see online is tailored to them personally
- B. The news or information people see online is not tailored to them personally

Please select one option

- 1. I strongly agree with statement A
- 2. I tend to agree with statement A
- 3. I agree with both equally
- 4. I tend to agree with statement B
- 5. I strongly agree with statement B
- 98. Neither
- 99. Don't know

CONFIDENT
ASK ALL
SP

How confident, if at all, are you in your ability to judge whether the news you see or read online is true or false?

Please select one option

- 1. Very confident
- 2. Fairly confident
- 3. Not very confident
- 4. Not at all confident
- 99. Don't know

Section 6: Online Intermediaries (OIs)

SHOW ALL WHO USE SEARCH ENGINES, SOCIAL MEDIA OR NEWS AGGREGATORS FOR NEWS

We now want to talk to you about the following:

1. Search engines (e.g. Google or Bing) (SHOW ALL WHO USE SEARCH ENGINES)
2. Social media (e.g. Facebook or Twitter) (SHOW ALL WHO USE SOCIAL MEDIA)
3. Websites or apps that bring together news from different news providers, such as Apple News or Google News (SHOW ALL WHO USE NEWS AGGREGATORS)

Search Engines Section

SEARCH ENGINE ASK ALL WHO USE INTERNET SOURCES FOR NEWS BUT NOT SEARCH ENGINES OPEN-ENDED

You've said earlier that nowadays you look at news online, but do not use search engines to look for news.

Please tell us why you do not use search engines for news?

99. Don't know

SEARCH ENGINE1 ASK ALL WHO USE SEARCH ENGINES FOR NEWS COLLAPSIBLE GRID SP PER STATEMENT

On balance how would you rate search engines on each of the following..?

1. Providing you with high quality news or information
 2. Providing you with accurate news or information
 3. Providing you with impartial news or information
 4. Providing you with news that is relevant to you
 5. Providing you with a range of opinions and views
 6. Providing you with entertaining news or information
 7. Providing you with news or information from sources (e.g., BBC or Sky News) that you trust
 8. Providing you with news or information from journalists/authors/contributors that you trust
-
1. Very good
 2. Fairly good

- 3. Neither good nor poor
- 4. Fairly poor
- 5. Very poor
- 99. Don't know

SEARCH ENGINE2
ASK ALL WHO USE SEARCH ENGINES FOR NEWS
SP

When using search engines to find news, how often, if at all, do you see news that agrees with your pre-existing views and beliefs?

Please select one option

- 1. Always
- 2. Most of the time
- 3. Around half the time
- 4. Less than half the time
- 5. Never
- 99. Don't know

SEARCH ENGINE3
ASK ALL WHO USE SEARCH ENGINES FOR NEWS
SP

When using search engines, please say which, if any, of the statements below is closest to your views.

- A.** I prefer that the news I see on search engines is in line with my interests and views
- B.** I prefer that the news I see on search engines offers me new perspectives to challenge my views

Please select one option

- 1. I strongly agree with statement A
- 2. I tend to agree with statement A
- 3. I agree with both equally
- 4. I tend to agree with statement B
- 5. I strongly agree with statement B
- 98. Neither
- 99. Don't know

SEARCH ENGINE4
ASK ALL WHO USE SEARCH ENGINES FOR NEWS
SP

When using search engines to find news, how much of the time, if any, do you think about the source of the article or video you are viewing?

Please select one option

1. Always
2. Most of the time
3. Around half the time
4. Less than half the time
5. Never
99. Don't know

News Aggregators Section

NEWS AGGREGATOR
ASK ALL WHO USE INTERNET SOURCES FOR NEWS BUT NOT NEWS
AGGREGATORS
OPEN-ENDED

You've said earlier that nowadays you look at news online, but do not use news aggregators (i). Please tell us why you do not use news aggregators?

99. Don't know

NEWS AGGREGATOR1
ASK ALL WHO USE NEWS AGGREGATORS FOR NEWS
COLLAPSIBLE GRID
SP PER STATEMENT

On balance how would you rate news aggregators (i) on each of the following..?

1. Providing you with high quality news or information
2. Providing you with accurate news or information
3. Providing you with impartial news or information
4. Providing you with news that is relevant to you
5. Providing you with a range of opinions and views
6. Providing you with entertaining news or information
7. Providing you with news or information from sources (e.g., BBC or Sky News) that you trust
8. Providing you with news or information from journalists/authors/contributors that you trust

1. Very good
2. Fairly good
3. Neither good nor poor
4. Fairly poor
5. Very poor
99. Don't know

NEWS AGGREGATOR2
ASK ALL WHO USE NEWS AGGREGATORS FOR NEWS
COLLAPSIBLE GRID
SP PER STATEMENT

When using news aggregators (i) how often, if at all, do you see news that agrees with your pre-existing views and beliefs?

Please select one option

1. Always
2. Most of the time
3. Around half the time
4. Less than half the time
5. Never
99. Don't know

NEWS AGGREGATOR3
ASK ALL WHO USE NEWS AGGREGATORS FOR NEWS
SP

When using news aggregators (i), please say which, if any, of the statements below is closest to your views.

- A.** I prefer that the news I see on news aggregators is in line with my interests and views
- B.** I prefer that the news I see on news aggregators offers me new perspectives to challenge my views

Please select one option

1. I strongly agree with statement A
2. I tend to agree with statement A
3. I agree with both equally
4. I tend to agree with statement B
5. I strongly agree with statement B
98. Neither
99. Don't know

NEWS AGGREGATOR4
ASK ALL WHO USE NEWS AGGREGATORS FOR NEWS
SP

When using news aggregators (i), how much, if any, of the time do you think about the source of the article or video you are viewing?

Please select one option

1. Always
2. Most of the time
3. Around half the time
4. Less than half the time
5. Never
99. Don't know

Social Media Section

SOCIALMEDIASSECTION

ASK ALL WHO USE SOCIAL MEDIA BUT DO NOT USE IT FOR NEWS

SP

You said earlier that you don't use social media for news. When using social media, which, if any, of these statements is closer to your experience?

Please select one option

1. I see people posting news stories, but I always ignore them/scroll past
2. I never see people posting news stories
3. Neither
99. Don't know

SOCIALMEDIAS1

**ASK ALL WHO USE INTERNET SOURCES FOR NEWS BUT NOT SOCIAL MEDIA
OPEN-ENDED**

You've said earlier that nowadays you look at news online, but do not use social media for news. Please tell us why you do not use social media for news?

99. Don't know

SOCIALMEDIAS2

**ASK ALL WHO USE SOCIAL MEDIA FOR NEWS
COLLAPSIBLE GRID
SP PER STATEMENT**

On balance how would you rate social media on each of the following..?

1. Providing you with high quality news or information
2. Providing you with accurate news or information
3. Providing you with impartial news or information
4. Providing you with news that is relevant to you
5. Providing you with a range of opinions and views
6. Providing you with entertaining news or information
7. Providing you with news or information from sources (i.e., BBC or Sky News) that you trust

8. Providing you with news or information from people (friends or family) that you trust
9. Providing you with news or information from journalists/authors/contributors that you trust

1. Very good
2. Fairly good
3. Neither good nor poor
4. Fairly poor
5. Very poor
99. Don't know

SOCIALMEDIA3
ASK ALL WHO USE SOCIAL MEDIA FOR NEWS
SOURCES2
SP

When using social media apps/websites to find news, how often, if at all, do you see news that agrees with your pre-existing views and beliefs?

Please select one option

1. Always
2. Most of the time
3. Around half the time
4. Less than half the time
5. Never
99. Don't know

SOCIALMEDIA4
ASK ALL WHO USE SOCIAL MEDIA FOR NEWS
SP

When using social media, please say which, if any, of the statements below is closest to your views.

- A.** I prefer that the news I see on social media is in line with my interests and views
- B.** I prefer that the news I see on social media offers me new perspectives to challenge my views

Please select one option

1. I strongly agree with statement A
2. I tend to agree with statement A
3. I agree with both equally
4. I tend to agree with statement B
5. I strongly agree with statement B
98. Neither
99. Don't know

SOCIALMEDIA5
ASK ALL WHO USE SOCIAL MEDIA FOR NEWS
SP

When using social media apps/websites to find news, how much of the time, if any, do you think about the source of the article or video you are viewing?

Please select one option

1. Always
2. Most of the time
3. Around half the time
4. Less than half the time
5. Never
99. Don't know

All Online Intermediaries (OIs)

COOKIES
ASK ALL
SP

In a typical month thinking about each visit to a new website or application, do you accept cookies, change settings, or never accept cookies (i)?

Please select one option

1. Always accept cookies
2. Change settings – to accept most cookies
3. Change settings – to accept limited cookies
4. Never accept cookies
99. Don't know

OIS1
ASK ALL
SP

Before this survey, how much, if anything, did you know about the way search engines, news aggregators (i) and social media feeds tailor the results you get when looking for news?

Please select one option

1. A great deal
2. A fair amount
3. Not very much
4. Heard of but know nothing about it

- 5. Nothing at all
- 99. Don't know

SHOW ALL

Recommender systems are used in search engines, news aggregators (i) and social media feeds to help determine what you see. What some people are interested in or would find useful is different to what others want to see, so the system will help personalise the results. For example, when you open a news or social media app, it may use data on the stories you have read, liked or shared in the past; to then recommend other news stories or posts that are similar.

OIS2
ASK ALL
COLLASIBLE GRID
SP

For each of the following types of recommender system (i), how positive or negative, if at all, do you feel about them tailoring the results you get when looking for news?

- 1. Search Engines
- 2. News aggregators (i)
- 3. Social media feeds

- 1. Very positive
- 2. Slightly positive
- 3. Neutral
- 4. Slightly negative
- 5. Very negative
- 99. Don't know

OIS3A
SHOW ALL WHO GIVE AN ANSWER ON HOW THEY FEEL ABOUT SEARCH ENGINES
OPEN-ENDED

Why do you say that you feel <ANSWER FROM HOW THEY FEEL ABOUT SEARCH ENGINES> about the fact that search engines may tailor the results you get when looking for news?

- 99. Don't know

OIS3B
SHOW ALL WHO GIVE AN ANSWER ON HOW THEY FEEL ABOUT NEWS
AGGREGATORS
OPEN-ENDED

Why do you say that you feel <ANSWER FROM HOW THEY FEEL ABOUT NEWS AGGREGATORS> about the fact that news aggregators (i) may tailor the results you get when looking for news?

99. Don't know

**OIS3C
SHOW ALL WHO GIVE AN ANSWER ON HOW THEY FEEL ABOUT SOCIAL MEDIA FEEDS
OPEN-ENDED**

Why do you say that you feel <ANSWER FROM HOW THEY FEEL ABOUT SOCIAL MEDIA FEEDS> about the fact that social media feeds may tailor the results you get when looking for news?

99. Don't know

**OI5
ASK ALL WHO USE SEARCH ENGINES, NEWS AGGREGATORS OR SOCIAL MEDIA
SP PER STATEMENT
SP**

For each of the following pairs of statements, please say which one is closest to your views.

- A. I would like total control over how my news and information online is tailored to me through use of my personal internet data
- B. I would rather news and information online was tailored to me as apps/websites see fit, without needing my involvement

Please select one option

- 1. I strongly agree with statement A
- 2. I tend to agree with statement A
- 3. I agree with both equally
- 4. I tend to agree with statement B
- 5. I strongly agree with statement B
- 98. Neither
- 99. Don't know

O16
ASK ALL WHO USE SEARCH ENGINES, NEWS AGGREGATORS OR SOCIAL MEDIA
SP PER STATEMENT
SP

For each of the following pairs of statements, please say which one is closest to your views.

Please select one option

- A. It is important that there are protections in place online to avoid misleading or fake news
- B. It is important that no restrictions are put in place to limit what people say online

- 1. I strongly agree with statement A
- 2. I tend to agree with statement A
- 3. I agree with both equally
- 4. I tend to agree with statement B
- 5. I strongly agree with statement B
- 98. Neither
- 99. Don't know

O17
ASK ALL WHO USE SEARCH ENGINES, NEWS AGGREGATORS OR SOCIAL MEDIA
SP PER STATEMENT
COLLAPSIBLE GRID

To what extent, if at all, would you be comfortable or not comfortable with the following being used to help tailor the news articles/posts/videos you see online when using search engines, social media or news aggregators (i) for news?

- 1. Very comfortable
- 2. Fairly comfortable
- 3. Not very comfortable
- 4. Not at all comfortable
- 99. Don't know

- 1. Your profile settings (e.g., selecting your news preferences)
- 2. What news topics you have viewed previously online
- 3. What news sources (e.g. online newspapers) you have viewed previously online
- 4. Social media history (e.g. sharing or liking)
- 5. How often you visit news sources online
- 6. Online shopping or personal shopping habits
- 7. Online search history (e.g. Google or Bing searches)
- 8. Your location
- 9. Other personal information (e.g., your date of birth)

Non-users of internet sources

INTERENTFORNEWS

ASK ALL WHO DO NOT USE INTERNET SOURCES FOR NEWS

OPEN-ENDED

You've said earlier that you don't use the internet for news nowadays.

Please tell us why you do not use the internet for news?

99. Don't know

Section 7: Critical Engagement with OIS

We would now like you to think about the information you see online.

Social Media

We would like you to imagine a scenario where you are scrolling on a social media site, and you see an article that you are interested in.

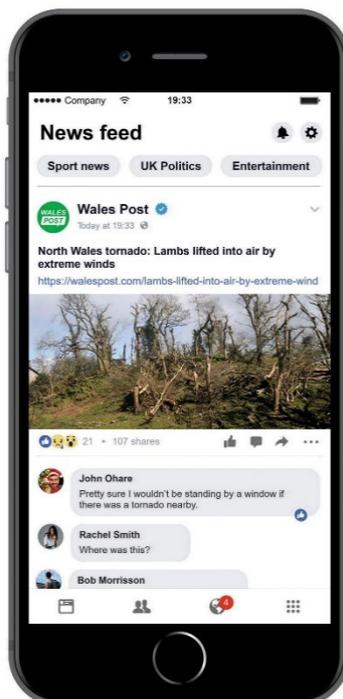
Please review the image below. You will be asked to select elements of the image to answer the next questions.

SHOW ONE OF THE FOLLOWING IMAGES

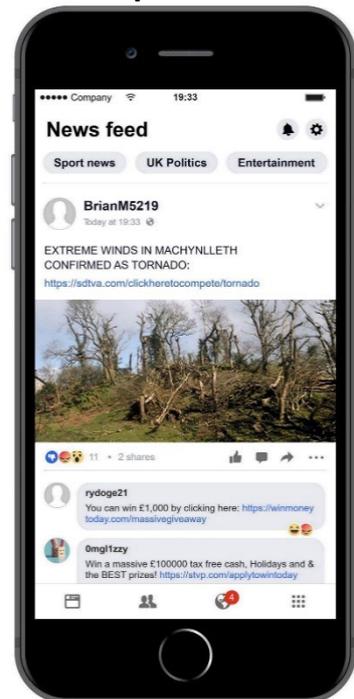
Genuine outlet



Dummy outlet



Anonymously posted



CRITENGAGE
ASK ALL

Do you think this news article is genuine or not genuine?
Please click the picture to see it

Please select one option

1. Genuine
2. Not genuine
99. Don't know

PHONENEWS2
ASK ALL WHO THINK THE ARTICLE IS GENUINE/NOT GENUINE
HOTZONE

Please select the elements in the image below, that make you think this news article is (IF THINK GENUINE) genuine / (IF THINK IS NOT GENUINE) not genuine

Click part of the image to select, to deselect click on that part of the image again.

SHOW IMAGE

98. None of these elements
99. Don't know

PHONENEWS2
ASK ALL WHO THINK THE ARTICLE IS GENUINE/NOT GENUINE
OPEN-ENDED

Please explain the reasons why the highlighted elements of this article make you think it is (IF THINK GENUINE) genuine / (IF THINK NOT GENUINE) not genuine

Please select one option

SHOW IMAGE WITH HIGHLIGHTED ELEMENTS

99. Don't know

CONFIDENT
ASK ALL WHO THINK THE ARTICLE IS GENUINE/NOT GENUINE
SP

How confident, if at all, are you that the article is (IF THINK GENUINE) genuine / (IF THINK IS NOT GENUINE) not genuine

Please select one option

1. Very confident
2. Fairly confident
3. Not very confident

- 4. Not at all confident
- 99. Don't know

CONFIDENT2
ASK ALL
SP PER PICTURE

How confident, if at all, do you think the average person in the UK would be in deciding whether this article is genuine or not?

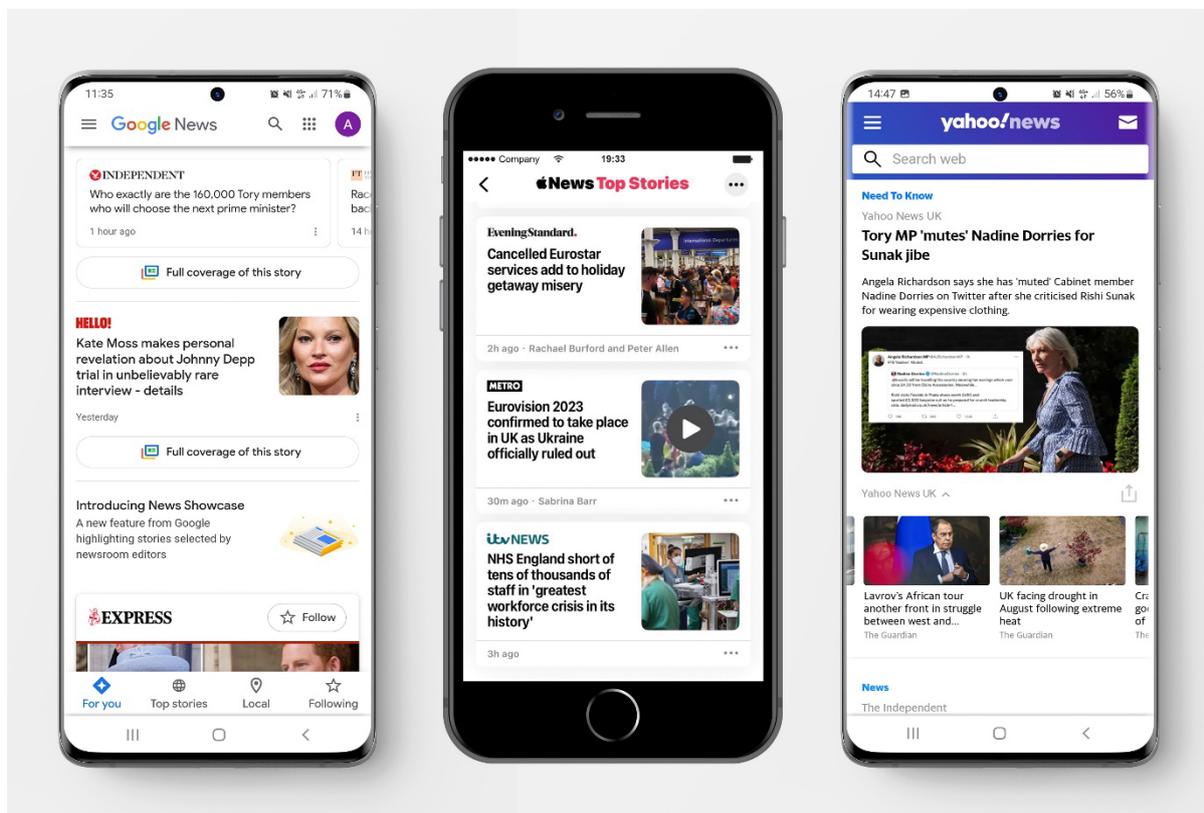
Please select one option

- 1. Very confident
- 2. Fairly confident
- 3. Not very confident
- 4. Not at all confident
- 99. Don't know

News Aggregators (ASK ONLY IF USE NEWS AGGREGATORS FOR NEWS)

We now want to discuss news aggregators (i). There is an example of what these look like in the picture below.

Please click on the picture to see it.



NEWSAGG2
ASK ALL WHO USE NEWS AGGREGATORS FOR NEWS
MP

Which, if any, of the following are important for you in choosing to read a story on a news aggregator (i)?

Please select all that apply

1. The subject of the article
2. The article being from a source (for example the BBC or Sky news) I have heard of
3. The article being from a source (for example the BBC or Sky news) that I trust
4. The article headline being realistic
5. The article headline being interesting
6. Trust in the news aggregator (i)
96. Other (please specify)
98. None of these

99. Don't know

NEWSAGG3
ASK ALL WHO USE NEWS AGGRERATORS FOR NEWS
BUBBLE RANKING 1 -3

Please rank which three, if any, would be most important for you to trust an article from a news aggregator (i)?

Please select the bubble for each reason. To unselect, please click the bubble again.

1. The subject of the article
2. The article being from a source (for example the BBC or Sky news) I have heard of
3. The article being from a source (for example the BBC or Sky news) that I trust
4. The article headline being realistic
5. The article headline being interesting
6. Trust in the news aggregator (i)
96. Other reason
- 98.I would not trust articles from a news aggregator (i).
99. Don't know

Section 9: Citizen's Knowledge Quiz

On the next page we will ask you to read six statements, three of which are true and three of which are false. Please select the three statements you think are true. You will have 90 seconds to do this.

Please click next when you are ready.

QUIZ1
ASK ALL
MP MAX OF THREE

The following list of statements contains three true statements and three false statements. Please select the three statements you think are true.

Don't worry if you're not sure, please choose which statements you think are true based on what you know about the subject. You will have 90 seconds to do this.

1. The UK is set to ban the sale of all new diesel and petrol cars in 2030.
2. Around 80% of the UK's total economic output is created by the services sector (e.g. retail, accommodation, finance)
3. The earth's average surface temperature has increased by about 1 degree Celsius since 1900.
4. In 2021, about a third of the UK's GDP (gross domestic product) was attributed to healthcare
5. The cost of living rose by 1% from May 2021 to May 2022.
6. UK average house prices have not increased over the past year

QUIZ2
ASK ALL
MP MAX OF THREE

The following list of statements contains three true statements and three false statements. Please select the three statements you think are true.

Don't worry if you're not sure, please choose which statements you think are true based on what you know about the subject. You will have 90 seconds to do this.

1. In May 2022, the UK government announced a universal energy bill discount of £400
2. The UK has committed to reducing its greenhouse gas emissions to net zero by 2050
3. In the UK, the majority of households own (with or without a mortgage) the home they live in
4. The national living wage for those aged 23 and over is £7.50 per hour
5. The current unemployment rate is 10%

- 6. By the end of 2021, less than half of adults in the UK had at least one dose of COVID-19 vaccination**

Section 10: Political Polarisation

POLITICALCONSENT
ASK ALL
SP

Thank you. We now want to ask you some questions about your views towards political groups. A “Prefer not to answer” option will be available for you to select should you want to. Ipsos is running the survey and collecting such data in order to research views towards different political groups.

Participation is completely voluntary and you may withdraw your consent at any time. Your survey answers will be combined with the answers from all other participants and used for research purposes only, and your personal data will be held for no longer than 12 months.

Do you accept the collection of personal data?

Please select one option

1. **Yes, I accept**
2. **No, I do not accept [SKIP TO FINAL DEMOGRAPHICS SECTION]**

POLITICALPERSUASION
ASK ALL WHO ACCEPT THE COLLECTION OF PERSONAL DATA
COLLAPSIBLE GRID
SP PER ROW

To what extent, if at all, do you agree or disagree with each of the following statements?

1. Government should redistribute income from the better off to those who are less well off
 2. Ordinary working people do not get their fair share of the nation's wealth
 3. Young people today don't have enough respect for traditional British values
 4. People who break the law should be given stiffer sentences
 5. For some crimes, the death penalty is the most appropriate sentence
 6. Schools should teach children to obey authority
 7. The law should always be obeyed, even if a particular law is wrong
-
1. Strongly agree
 2. Tend to agree
 3. Neither agree nor disagree
 4. Tend to disagree
 5. Strongly disagree
 99. Don't know
 97. Prefer not to say

VOTE
ASK ALL WHO ACCEPT THE COLLECTION OF PERSONAL DATA AND NOT AGED 16 TO 21
SP

Did you vote in the last UK General Election held in 2019, or not?

Please select one option

1. Yes
2. No
3. Can't remember
97. Prefer not to say

PARTIES1

ASK ALL WHO ACCEPT THE COLLECTION OF PERSONAL DATA

SP

Generally speaking, do you think of yourself as a supporter of any one political party?

Please select one option

1. Yes, Conservative
2. Yes, Labour
3. Yes, Liberal Democrat
4. Yes, Scottish National Party (**Scotland Only**)
5. Yes, Plaid Cymru (**Wales Only**)
6. Yes, Green Party
7. Yes, Reform UK
8. Yes, Democratic Unionist Party (DUP) (**NI Only**)
9. Yes, Ulster Unionist Party (UU) (**NI Only**)
10. Yes, Social Democratic and Labour Party (SDLP) (**NI Only**)
11. Yes, Sinn Féin (**NI Only**)
12. Yes, People Before Profit (**NI Only**)
13. Yes, Alliance Party (**NI Only**)
14. Yes, Traditional Unionist Voice (TUV) (**NI Only**)
15. Yes, Aontú (**NI Only**)
16. Yes, another party
- 98.No
97. Prefer not to say

PARTIES2

ASK ALL WHO NOT A SUPPORTER OF ONE POLITICAL PARTY

SP

Do you think of yourself as a little closer to one political party than to the others?

Please select one option

1. Yes, Conservative
2. Yes, Labour
3. Yes, Liberal Democrat
4. Yes, Scottish National Party (**Scotland Only**)
5. Yes, Plaid Cymru (**Wales Only**)

6. Yes, Green Party
7. Yes, Reform UK
8. Yes, Democratic Unionist Party (DUP) **(NI Only)**
9. Yes, Ulster Unionist Party (UU) **(NI Only)**
10. Yes, Social Democratic and Labour Party (SDLP) **(NI Only)**
11. Yes, Sinn Féin **(NI Only)**
12. Yes, People Before Profit **(NI Only)**
13. Yes, Alliance Party **(NI Only)**
14. Yes, Traditional Unionist Voice (TUV) **(NI Only)**
15. Yes, Aontú **(NI Only)**
16. Yes, another party
- 98.No
- 97.Prefer not to say

FEELINGALLOCATION

**ASK ALL WHO ACCEPT THE COLLECTION OF PERSONAL DATA AND ARE A SUPPORTER OF/CLOSER TO ONE POLITICAL PARTY
SLIDER 0-100**

Please rate your feelings towards people who vote for each of the following parties below, with one hundred meaning a very warm, favourable feeling, zero meaning a very cold, unfavourable feeling, and fifty meaning not particularly warm or cold.

Please move the slider with your cursor to the number that most reflects your opinion towards people who vote for...

- People who vote for the <OPPOSITE PARTY TO OWN>

97. Prefer not to say

FRIENDSPOLLOOP

**ASK ALL WHO ACCEPT THE COLLECTION OF PERSONAL DATA AND ARE A SUPPORTER/CLOSER TO ONE POLITICAL PARTY
LOOP FOR EACH PARTY OPPOSITE TO OWN PARTY
SP**

To what extent, if at all, do you agree or disagree with the following statement: It's hard to be friends with people who vote for <the> (OPPOSITE PARTY TO OWN)

Please select one option

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
99. Don't know
- 97.Prefer not to say

PARTIES2

**ASK ALL WHO ACCEPT THE COLLECTION OF PERSONAL DATA
AND ONLY SCOTLAND, NORTHERN IRELAND AND WALES
DO NOT ASK IF NOT A SUPPORTER/CLOSER TO ONE POLITICAL PARTY
SP**

Which, if any, of these political parties do you view as the main opposition to the party you support?

Please select one option

DO NOT SHOW OWN PARTY

1. Conservative (**Scotland and Wales Only**)
2. Labour (**Scotland and Wales Only**)
3. Scottish National Party (**Scotland Only**)
5. Plaid Cymru
9. Democratic Unionist Party (DUP) (**NI Only**)
12. Sinn Féin (**NI Only**)
14. Alliance Party (**NI Only**)
98. None of the above – another party
99. None of the above – no party
97. Prefer not to say

BREXIT

**ASK ALL WHO ACCEPT THE COLLECTION OF PERSONAL DATA
SP**

Thinking about the UK's relationship with the European Union, do you think of yourself as a 'Remainer', a 'Leaver', or do you not think of yourself in that way?

Please select one option

1. Leaver
2. Remainer
3. Do not think of self that way
99. Don't know
97. Prefer not to say

BREXIT2

**ASK ALL WHO 'DON'T KNOW' OR 'DO NOT THINK OF SELF IN THAT WAY' AS A
REMAINDER OR A LEAVER
SP**

Do you think of yourself as a little closer to one side or the other?

Please select one option only for each

1. Remainers
 2. Leavers
 3. No
99. Don't know
97. Prefer not to say

BREXIT2
ASK ALL WHO ACCEPT THE COLLECTION OF PERSONAL DATA
SLIDER 0-100

Please rate your feelings towards Leavers and Remainers, with one hundred meaning a very warm, favourable feeling, zero meaning a very cold, unfavourable feeling, and fifty meaning not particularly warm or cold.

Please move the slider with your cursor to the number that most reflects your opinion on this question.

Please move the slider with your cursor to the number that most reflects your opinion on this question.

- Leavers
- Remainers

97. Prefer not to say

FRIENDS
ASK ALL WHO SAID THEY ARE/ARE CLOSER TO 'REMAINERS'
SP

To what extent, if at all, do you agree or disagree with the following statement: It's hard to be friends with people who voted Leave in the Brexit Referendum

Please select one option

1. Strongly agree
 2. Tend to agree
 3. Neither agree nor disagree
 4. Tend to disagree
 5. Strongly disagree
99. Don't know
97. Prefer not to say

FRIEND2
ASK ALL WHO SAID THEY ARE/ARE CLOSER TO 'LEAVERS'
SP

To what extent, if at all, do you agree or disagree with the following statement: It's hard to be friends with people who voted Remain in the Brexit Referendum

Please select one option

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
99. Don't know
97. Prefer not to say

Section 11: Final demographics

We have some final questions about you.

ETHCONSENT01

ASK ALL

SP

The next question will be about ethnicity. A “Prefer not to answer” option is available for you to select, at your discretion. Collecting such information enables us to provide a more refined research analysis. Participation is always voluntary, and your responses are used for research purposes only, combined with the answers from all other participants. We will provide our client only anonymous, aggregated results. The data will be held for no longer than 12 months. Do you accept the collection of race and ethnicity related data?

Select only one option

1. Yes, I accept.
2. No, I don't accept.

UK02ETH

ASK ALL WHO ACCEPT THE COLLECTION OF RACE AND ETHNICITY RELATED DATA

SP

What is your ethnic group?

Select only one option

- White
 - _1 English / Welsh / Scottish / Northern Irish / British
 - _2 Irish
 - _3 Gypsy or Irish Traveller
 - _4 Any other White background
- Mixed / multiple ethnic groups
 - _5 White and Black Caribbean
 - _6 White and Black African
 - _7 White and Asian
 - _8 Any other Mixed / multiple ethnic background
- Asian / Asian British
 - _9 Indian
 - _10 Pakistani
 - _11 Bangladeshi
 - _12 Chinese
 - _13 Any other Asian background
- Black / African / Caribbean / Black British
 - _14 African
 - _15 Caribbean
 - _16 Any other Black / African / Caribbean background
- Other ethnic group
 - _17 Arab
 - _18 Any other ethnic group, please write in _____

- _19 Prefer not to answer
- _98 Consent not granted [Hidden for the respondent]

NATIONALIDENTITY
ASK ALL
MP

How would you describe your national identity?

Please choose all that apply

1. English
2. Welsh
3. Scottish
4. Northern Irish
5. Irish
6. British
96. Other [please specify]
97. Prefer not to say

LENGTHOFTIME
ASK ALL
SP

How long have you lived in the UK for?

Select only one option

1. All of my life / born in the UK
2. Less than 6 months
3. 6 months to 1 year
4. 1 to 2 years
5. 3 to 5 years
6. 6 to 10 years
7. 11 to 15 years
8. 16 to 20 years
9. 21 to 30 years
10. 31 to 40 years
11. 41 to 50 years
12. More than 50 years
97. Prefer not to say

UK01MAR
ASK ALL
SP

What is your marital status?

Select only one option

1. Never Married (Single)
2. Domestic Partner (Living as a couple)
3. Married / Civil partnership

4. Separated
5. Divorced
6. Widowed

SEXUALORIENTATION
ASK ALL
SP

Which of the following options best describes how you think of yourself?

Select only one option

1. Heterosexual or Straight
2. Gay or Lesbian
3. Bisexual
4. Other
96. Don't know
97. Prefer not to say

HHCMP10
ASK ALL
SP

How many people are living or staying at your current address? (Include yourself and any other adults or children who are currently living or staying at this address for at least two months)

- _ 1 1
- _ 2 2
- _ 3 3
- _ 4 4
- _ 5 5
- _ 6 6
- _ 7 7
- _ 8 8
- _ 9 9
- _ 10 10
- _ 11 11
- _ 12 12+

KIDS02
ASK ALL WITH MORE THAN ONE PERSON LIVING/STAYING AT THEIR CURRENT ADDRESS
SP

How many children under the age of 18 are living in your household? Please reference only the children for which you are the parent or legal guardian. (If there are no children under 18 in your household, please type 0)

CONDITIONS
ASK ALL
MP

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

1. Hearing - Poor hearing, partial hearing, or are deaf
2. Eyesight - Poor vision, colour blindness, partial sight, or are blind
3. 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
4. Dexterity - Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset, television remote control, computer keyboard, etc
5. Breathing - Breathlessness or chest pains
6. Mental abilities - Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Social/behavioural - Conditions associated with this (such as autism, attention deficit disorder, Asperger's, etc)
8. Your mental health - Anxiety, depression, or trauma-related conditions, for example
9. Other illnesses/ conditions which impact or limit your daily activities/ the work you do
98. Nothing – no impairments or conditions impact or limit my daily activities or work that I do
97. Prefer not to say
99. Don't know

RELIGION ASK ALL SP
--

What is your religion?

Select only one option

1. No religion
2. Catholic
3. Church of England / Scotland / Ireland
4. Other Christian
5. Buddhist
6. Hindu
7. Jewish
8. Muslim
9. Sikh
10. Any other religion
98. Prefer not to say