

ZA6588

**Flash Eurobarometer 411
(Cross-border Access to Online Content)**

**Country Questionnaire
United Kingdom**

FL411 Cross border access to content online UK

D1 How old are you?

(WRITE DOWN - IF "REFUSAL" CODE '99')

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D2 Gender.

Male	1
Female	2

ASK ALL

Q1 Do you use the Internet?

(READ OUT – ONE ANSWER ONLY)

Every day or almost every day	1
At least once a week	2
At least once a month	3
Less often	4
Never	5
No Internet access (DO NOT READ OUT)	6
DK/NA	7

NEW

ASK Q2 TO Q10 IF "USE THE INTERNET", CODE 1 TO 4 IN Q1 – OTHERS GO TO Q11

Q2: ROTATE ANSWERS 1 TO 8

Q2 What devices do you use to access the Internet?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Desktop computer	1,
Laptop or netbook	2,
Touchscreen tablet	3,
Smartphone	4,
Mobile phone excluding smartphones	5,
Smart TV or TV connected to the Internet	6,
Games console	7,
E-reader or digital book reader	8,
Other (DO NOT READ OUT)	9,
DK/NA	10,

NEW

Q3: ROTATE ITEMS 1 TO 5

Q3 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

(READ OUT – ONE ANSWER ONLY)

		Every day or almost every day	At least once a week	At least once a month	Less often	Never
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1	Audio-visual content such as films, series, video clips and all TV content, excluding sports	1	2	3	4	5
2	Sports	1	2	3	4	5
3	Music, meaning only audio content	1	2	3	4	5
4	E-books or digital books	1	2	3	4	5
5	Games, downloaded or online	1	2	3	4	5

NEW

ASK Q4 IF CODE 1 TO 4 IN Q3.1 – OTHERS GO TO Q5

Q4: ROTATE ANSWERS 1 TO 3

Q4 You mentioned that you have accessed or downloaded audio-visual content such as films series, video clips and all TV content, excluding sports over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Accessed or downloaded the contents you wanted for free	1,
Paid per item downloaded or streamed	2,
Paid an online subscription (e.g. monthly)	3,
DK/NA	4,

NEW

ASK Q5 IF CODE 1 TO 4 IN Q3.2 – OTHERS GO TO Q6

Q5: ROTATE ANSWERS 1 TO 3

Q5 You mentioned that you have accessed or downloaded sports over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Accessed or downloaded the contents you wanted for free	1,
Paid per item downloaded or streamed	2,
Paid an online subscription (e.g. monthly)	3,
DK/NA	4,

NEW

ASK Q6 IF CODE 1 TO 4 IN Q3.3 – OTHERS GO TO Q7

Q6: ROTATE ANSWERS 1 TO 3

Q6 You mentioned that you have accessed or downloaded music, meaning only audio content over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Accessed or downloaded the contents you wanted for free	1,
Paid per item downloaded or streamed	2,
Paid an online subscription (e.g. monthly)	3,
DK/NA	4,

NEW

ASK Q7 IF CODE 1 TO 4 IN Q3.4 – OTHERS GO TO Q8

Q7: ROTATE ANSWERS 1 TO 3

Q7 You mentioned that you have accessed or downloaded e-books or digital books over the 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Accessed or downloaded the contents you wanted for free	1,
Paid per item downloaded or streamed	2,
Paid an online subscription (e.g. monthly)	3,
DK/NA	4,

NEW

ASK Q8 IF CODE 1 TO 4 IN Q3.5 – OTHERS GO TO Q9

Q8: ROTATE ANSWERS 1 TO 4

Q8 You mentioned that you have accessed or downloaded games over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Accessed or downloaded the contents you wanted for free	1,
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Paid per item downloaded or streamed	2,
Paid an online subscription (e.g. monthly)	3,
Started to play for free, but then purchased items related to the game	4,
DK/NA	5,

NEW

ASK Q9 TO Q10 IF CODE 1 TO 4 IN Q3.1 OR Q3.2 OR Q3.3 OR Q3.4 OR Q3.5 – OTHERS GO Q11

Q9 Thinking about all the types of content you have accessed or downloaded over the past 1 months, which website(s) have you used?

(DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

7digital	1,
Amazon	2,
BBC iPlayer	3,
Blinkbox	4,
Deezer	5,
Google Play	6,
iTunes	7,
Kobobooks	8,
Netflix	9,
Nintendo	10,
Playstation	11,
Sky	12,
Spotify	13,
Video Unlimited	14,
Xbox	15,
YouTube	16,
Other	17,
DK/NA	18,

NEW

ASK Q10.1 IF CODE 1 TO 4 IN Q3.1 – OTHERS GO TO Q10.2
 ASK Q10.2 IF CODE 1 TO 4 IN Q3.2 – OTHERS GO TO Q10.3
 ASK Q10.3 IF CODE 1 TO 4 IN Q3.3 – OTHERS GO TO Q10.4
 ASK Q10.4 IF CODE 1 TO 4 IN Q3.4 – OTHERS GO TO Q10.5
 ASK Q10.5 IF CODE 1 TO 4 IN Q3.5 – OTHERS GO TO Q11

Q10: ROTATE ITEMS 1 TO 5

Q10 For each of the following types of content that you can access or download on the Internet in the UK, would you say that you find what you are looking for...

(READ OUT – ONE ANSWER ONLY)

		Always	Often	Rarely	Never	DK/
1	Audio-visual content such as films, series, video clips and all TV content, excluding sports	1	2	3	4	5
2	Sports	1	2	3	4	5
3	Music, meaning only audio content	1	2	3	4	5
4	E-books or digital books	1	2	3	4	5
5	Games, downloaded or online	1	2	3	4	5

NEW

ASK ALL

Q11: ANSWER 5 - SINGLE CODE

Q11 When you are watching films or series in another language than English which of the following are you comfortable watching?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

With audio in English without any subtitles	1,
With subtitles in English	2,
With audio in a language other than English	3,
With subtitles in a language other than English	4,
I only watch films or series with audio in English or with subtitles in English	5,
DK/NA	6,

NEW

ASK Q12 IF CODE 3 IN Q4, Q5, Q6, Q7 OR Q8 – OTHERS GO TO Q13

Q12 You told me that you have a paying subscription(s) for accessing audio-visual content, m e-books or games. What happened the last time you tried to use your subscription(s) for accessing online content when you were in another EU Member State?

(READ OUT – ONE ANSWER ONLY)

You have never tried to use it when you were in another EU Member State and you do not see the need of doing so in the future

1

You have never tried to use it when you were in another EU Member State, but you would be interested in doing so in the future	2
You tried and it worked perfectly	3
You tried, but the choice of content was limited or different compared to what is available in the country in which you made the subscription	4
You tried, but could access only the content that you previously downloaded	5
You tried, but the service was not accessible, even with a good Internet connection	6
DK/NA	7

NEW

ASK Q13 TO Q17 IF "USE THE INTERNET", CODE 1 TO 4 IN Q1 – OTHERS GO TO Q18

Q13: ANSWER 6 - SINGLE CODE

Q13: ROTATE ANSWERS 1 TO 5

Q13	Over the past 12 months have you tried to access or download any of the following content through an online service generally meant for users in another EU Member State? For example, trying to access online a Spanish video on demand (VOD) service from the UK?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Audio-visual content such as films, series, video clips and all TV content, excluding sports	1,
Sports	2,
Music, meaning only audio content	3,
E-books or digital books	4,
Games, downloaded or online	5,
None (DO NOT READ OUT)	6,
DK/NA	7,

NEW

ASK Q14 AND Q15 IF CODE 1 TO 5 IN Q13 – OTHERS GO TO Q16

Q14	What happened the last time you tried to use an online service generally meant for users in another EU Member State?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

It worked and you could access or download what you wanted	1,
You had only limited access to the website content and could not access or download the content you wanted	2,

The payment method you wanted to use was refused	3,
You were redirected to the version of the site of the UK	4,
The service was not accessible, even with a good Internet connection	5,
You experienced some problems, but found a way to access the content (e.g. VPN)	6,
DK/NA	7,

NEW

Q15: ROTATE ANSWERS 1 TO 7

Q15	For which of the following reasons have you tried to access this online content generally meant for users in another EU Member State?
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)

The choice of content is wider	1,
You were looking for specific content not available in the UK	2,
You were looking for content in a specific language	3,
It is cheaper	4,
The online content provider you wanted to access is not available in the UK	5,
The quality of the service (e.g. user interface, recommendations system) is better	6,
You come from or used to live in that country	7,
Other (DO NOT READ OUT)	8,
DK/NA	9,

NEW

ASK Q16 TO Q17 IF CODE 6 IN Q13, OTHERS GO TO Q18

Q16: ROTATE ANSWERS 1 TO 6

Q16	You told me that over the past 12 months you have not tried to access or download content through an online service generally meant for users in another EU Member State. Is it because...
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)

You have sufficient choice of content in the UK	1,
You do not think you will be able to access it	2,
You do not know how to access it	3,
You would not understand it	4,
You do not trust the services offered in other EU Member States	5,
You are not interested in this type of content	6,
Other (DO NOT READ OUT)	7,
DK/NA	8,

NEW

Q17: ANSWER 6 - SINGLE CODE

Q17 Which of the following types of content would you be interested to access through online services generally meant for users in another EU Member State?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Audio-visual content such as films, series, video clips and all TV content, excluding sports	1,
Sports	2,
Music, meaning only audio content	3,
E-books or digital books	4,
Games, downloaded or online	5,
None (DO NOT READ OUT)	6,
DK/NA	7,

NEW

ASK Q18 AND Q19 IF "DOES NOT USE THE INTERNET", CODE 5, 6, OR 7 IN Q1, OTHERS GO TO Q20

Q18 Would you like to access audio visual content (e.g. films, series, TV content, sports), music books, or games available in other EU Member States?

Yes	1
No	2
DK/NA	3

NEW

ASK Q19 IF CODE 2 IN Q18, OTHERS GO TO Q20

Q19: ROTATE ANSWERS 1 TO 4

Q19 Why would you not be interested?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

The choice of content is sufficient in the UK	1,
You would not be able to use or understand the content offered in other EU Member States	2,
You are not interested in this type of content in general	3,
You are not interested in this type of content from other EU Member States	4,
Other (DO NOT READ OUT)	5,
DK/NA	6,

NEW

ASK Q20 IF CODE 5 IN Q3.1 AND Q3.2 AND Q3.3 AND Q3.4 AND Q3.5, OTHERS GO TO Q21

Q20: ROTATE ANSWERS 1 TO 5

Q20 You told me that over the past 12 months you have not used the Internet to access or download audio-visual content, music, e-books or games. Is it because...

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

You have limited access to the Internet	1,
You do not have the right device to access or download such content	2,
You do not know how or where to access or download such content	3,
You are not interested in such content	4,
You prefer accessing this content in other ways (e.g. DVDs, CDs, books, games, TV, including pay-TV)	5,
Other (DO NOT READ OUT)	6,
DK/NA	7,

NEW

ASK Q21 IF NO CODE 3 IN Q4 AND Q5 AND Q6 AND Q7 AND Q8

Q21 You told me that you do not have any paying subscription for accessing audio-visual content, music, e-books or games. If you were to take out such a subscription in the future, would be important for you to be able to use this service while travelling or temporarily staying in other EU Member States?

(ONE ANSWER ONLY)

Yes	1
No	2
You would never take a subscription (DO NOT READ OUT)	3
DK/NA	4

NEW

D4 How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

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D5a	As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity
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(ONE ANSWER ONLY)

Self-employed	1
Employee	2
Manual worker	3
Without a professional activity	4
Refusal (DO NOT READ OUT)	5

ASK D5b IF SELF-EMPLOYED, CODE 1 IN D5a

D5b	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Farmer, forester, fisherman	1
Owner of shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect,...)	3
Manager of a company	4
Other\ Refusal (DO NOT READ OUT)	5

ASK D5c IF EMPLOYEE, CODE 2 IN D5a

D5c	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Professional (employed doctor, lawyer, accountant, architect, ...)	1
General management, director or top management	2
Middle management	3
Civil servant	4
Office clerk	5
Other employee (salesman, nurse, ...)	6
Other\ Refusal (DO NOT READ OUT)	7

ASK D5d IF MANUAL WORKER, CODE 3 IN D5a

D5d	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Supervisor\ foreman (team manager, ...)	1
Manual worker	2
Unskilled manual worker	3

Other\ Refusal (DO NOT READ OUT)	4
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ASK D5e IF WITHOUT A PROFESSIONAL ACTIVITY, CODE 4 IN D5a

D5e Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Looking after the home	1
Student (full time)	2
Retired	3
Seeking a job	4
Other\ Refusal (DO NOT READ OUT)	5

D12 What county do you live in?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

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D13 Would you say you live in a...?

(READ OUT - SINGLE CODE)

Rural area or village	1
Small or medium-sized town	2
Large town/city	3
DK (DO NOT READ OUT)	4

D18 Have you got a mobile phone?

(DO NOT READ OUT

Yes	1
No	2

D20 Have you got a landline phone?

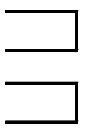
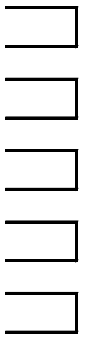
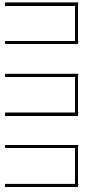
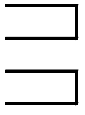
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Yes	1
No	2

D22 Could you tell me how many people aged 15 years or more live in your household, yourself included?

(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')

		Number of people aged 15 or more in the household
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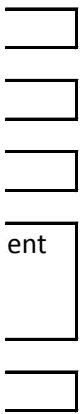
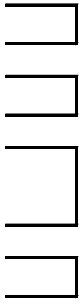
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