

**ZA7554**

**Flash Eurobarometer 477  
(Accessing Content Online and Cross-border Portability of Online  
Content Services, Cross-border Access to Content Online, and  
Intra-EU Calls)**

**Country Questionnaire  
United Kingdom**

TRANSLATION

**FL476 Citizens' perceptions of competition policy UK**

D1 How old are you?

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

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D2 Gender.

Male	1
Female	2

ASK D18 IF RESPONDENT REACHED BY FIXED/ LANDLINE PHONE (PH1=2)

D18 Do you own a personal mobile phone?

(DO NOT READ OUT)

Yes	1
No	2

FL454 D18

ASK D19 IF RESPONDENT REACHED BY MOBILE PHONE (PH1=1) OR IF OWN A PERSONAL MOBILE PHONE (D18=1)

D19 How many active mobile phone numbers do you have personally, that you can receive calls on?

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

		Active personal mobile phone numbers
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FL454 D19

ASK D20 IF RESPONDENT REACHED BY MOBILE PHONE (PH1=1)

D20 Do you own a fixed/landline telephone in your household?

(DO NOT READ OUT)

Yes	1
No	2

FL454 D20

ASK ALL

D8a How often, if at all, do you use the Internet?

(READ OUT - ONE ANSWER ONLY)

TRANSLATION

Every day or almost every day	1
Two or three times a week	2
About once a week	3
Two or three times a month	4
Less often	5
Never	6
No Internet access (DO NOT READ OUT)	7
DK/NA (DO NOT READ OUT)	8

FL411 Q1 MODIFIED

ASK D8b IF CODE 6 OR 7 IN D8a (DO NOT USE THE INTERNET)

D8b Which of the following reasons explains best why you do not use the Internet?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

It is not available in your area	1,
The connection is poor or slow	2,
You do not know how to use it	3,
You are not interested in using it	4,
You do not need to use it	5,
You have a disability which hinders you from fully using it	6,
It is too expensive	7,
Other (DO NOT READ OUT)	8,
DK/NA (DO NOT READ OUT)	9,

NEW

ASK ALL

D9 Do you know that you can now access goods and services from companies based in other EU countries in the same way as local customers, without being blocked by payment card restrictions or re-routed to another website just because you are in another country?

(READ OUT - ONE ANSWER ONLY)

Yes, and you know what this involves	1
Yes, but you don't know exactly what this involves	2
No	3
DK/NA (DO NOT READ OUT)	4

NEW

(READ OUT) Some of the following questions are about online content services. These are provided over the Internet, and enable you to stream or download content such as music, films, TV programmes, e-books or games. These services can be provided free of charge or can be paid for.

TRANSLATION

D10 Do you know that you can now access paid subscriptions for online content services when travelling or staying temporarily in another EU country?

(READ OUT - ONE ANSWER ONLY)

Yes, and you know what this involves	1
Yes, but you don't know exactly what this involves	2
No	3
DK/NA (DO NOT READ OUT)	4

NEW

DISPLAY CODES 2 AND 4 IF PH1=1 OR D18=1 (HAS A MOBILE PHONE), DISPLAY CODE 3 IF PH1=2 OR D20=1 (HAS A FIXED LINE)

Q1: CODES 7 AND 8 ARE EXCLUSIVE

Q1 In the last month, have you contacted people in another EU country in any of the following ways?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Instant Internet messaging service	1,
International SMS	2,
International calls over a landline phone	3,
International calls over a mobile phone	4,
International calls using Internet applications, including video calls. This excludes calling a phone number with the Internet application	5,
International calls to a phone number using Internet applications (voice calls)	6,
None of these (DO NOT READ OUT)	7,
DK/NA (DO NOT READ OUT)	8,

NEW

Q2 Does your mobile or fixed telephone tariff scheme include a limited or unlimited number of minutes for international calls within the EU?

(READ OUT - ONE ANSWER ONLY)

Yes, a limited number of minutes	1
Yes, an unlimited number of minutes	2
No, you pay a standard charge per minute	3
DK/NA (DO NOT READ OUT)	4

EB87.2 QB15 MODIFIED

TRANSLATION

Q3	After the 15th of May 2019 the costs of calls between EU countries will not exceed 21 cents (19 pence) per minute and 7 cents (6 pence) for SMS. Will this make you more likely to make international calls or send SMS within the EU?
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(READ OUT - ONE ANSWER ONLY)

Yes, definitely	1
Yes, to some extent	2
No, not really	3
No, definitely not	4
DK/NA (DO NOT READ OUT)	5

NEW

ASK Q4 IF CODE 1 TO 5 IN D8a (INTERNET USER)

Q4: ROTATE STATEMENTS 1 TO 5, STATEMENT 2 SHOULD ALWAYS BE BEFORE STATEMENT 3

Q4	Over the past 12 months, how frequently have you used the Internet to stream or download any of the following:
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(READ OUT - ONE ANSWER ONLY)

		Every day or almost every day	At least once a week	At least once a month	Less often	Never	DK/NA (DO NOT READ OUT)

1	Music	1	2	3	4	5	6
2	Sports	1	2	3	4	5	6
3	Audio-visual content such as films, series, and all TV content, excluding sports	1	2	3	4	5	6
4	E-books or digital books	1	2	3	4	5	6
5	Games or gaming apps	1	2	3	4	5	6

FL411 Q3 MODIFIED

TRANSLATION

ASK Q5.1 IF CODE 1 TO 4 IN Q4.1, ASK Q5.2 IF CODE 1 TO 4 IN Q4.2, ASK Q5.3 IF CODE 1 TO 4 IN Q4.3, ASK Q5.4 IF CODE 1 TO 4 IN Q4.4, ASK Q5.5 IF CODE 1 TO 4 IN Q4.5

Q5: ROTATE STATEMENTS 1 TO 5, STATEMENT 2 SHOULD ALWAYS BE BEFORE STATEMENT 3

Q5 For each of the following types of content, please tell me whether you have accessed or downloaded it free of charge or by paying for it? If you have used multiple access methods, please mention the one you have used most often.

(READ OUT - ONE ANSWER ONLY)

		Free of charge without registration	Free of charge upon registration (including free subscription)	Paid per item	Paid a subscription	DK/NA (DO NOT READ OUT)
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1	Music	1	2	3	4	5
2	Sports	1	2	3	4	5
3	Audio-visual content such as films, series, and all TV content, excluding sports	1	2	3	4	5
4	E-books or digital books	1	2	3	4	5
5	Games or gaming apps	1	2	3	4	5

NEW

ASK Q6 IF AT LEAST ONE CODE 3 OR 4 IN Q5.1, Q5.2, Q5.3, Q5.4 OR Q5.5 (IF THE RESPONDENT PAID FOR ANY OF THE LISTED TYPES OF ONLINE CONTENT SERVICES)

Q6: ROTATE ANSWERS 1 TO 4

Q6 For which of the following reasons did you decide to pay for the content?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

It was not available free of charge	1,
The quality was better	2,
The choice of content offered was wider	3,
It was good value for money	4,

TRANSLATION

Other (DO NOT READ OUT)	5,
DK/NA (DO NOT READ OUT)	6,

NEW

ASK Q7 IF AT LEAST ONE CODE 2 OR 4 IN Q5.1, Q5.2, Q5.3, Q5.4 OR Q5.5 (IF THE RESPONDENT HAS ANY FREE OF CHARGE OR PAID FOR SUBSCRIPTION FOR ANY OF THE LISTED TYPES OF ONLINE CONTENT SERVICES)

Q7 Since April 2018, when visiting another EU country, have you tried to access online content through your free or paid subscription?

(READ OUT - ONE ANSWER ONLY)

Yes, several times	1
Yes, once or twice	2
No	3
You have not travelled in the EU since last April	4
DK/NA (DO NOT READ OUT)	5

NEW

ASK Q8 IF CODE 1 OR 2 IN Q7 (IF THE RESPONDENT HAS TRIED TO ACCESS ONLINE CONTENT FROM ANOTHER EU COUNTRY)

Q8 Since April 2018, what is the longest period of time you have used your free or paid subscription during a stay in another EU country?

(READ OUT - ONE ANSWER ONLY)

One or two days	1
Up to a week	2
Between a week and two weeks	3
Between two and four weeks	4
More than a month	5
DK/NA (DO NOT READ OUT)	6

NEW

ASK Q9a IF CODE 1 TO 2 IN Q7 AND AT LEAST ONE CODE 4 IN Q5.1, Q5.2, Q5.3, Q5.4 OR Q5.5 (IF THE RESPONDENT HAS TRIED TO ACCESS THE ONLINE CONTENT FROM ANOTHER EU COUNTRY AND HAS PAID A SUBSCRIPTION FOR ACCESS OR DOWNLOAD CONTENTS)

Q9a: ROTATE ANSWERS 1 TO 6, CODE 2 SHOULD ALWAYS BE BEFORE CODE 3

TRANSLATION

Q9a And thinking ONLY about your paid subscriptions, which of the following statements best describes your experience of access from another EU country?

(READ OUT - ONE ANSWER ONLY)

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?

(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...?

(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...?

(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...?



TRANSLATION

(READ OUT – ONE ANSWER ONLY)

Supervisor\ foreman (team manager, ...)	1
Manual worker	2
Unskilled manual worker	3
Other\ Refusal (DO NOT READ OUT)	4

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?

(DO NOT READ OUT

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	
It worked well		1

TRANSLATION

You experienced problems with the quality or speed of the connection	2
You faced other technical problems not related to connection speed	3
The choice of content was limited or different compared with what is available in your country	4
The service became unavailable after a certain period of time	5
The service was not accessible, even with a good Internet connection	6
Other (DO NOT READ OUT)	7
None (DO NOT READ OUT)	8
DK/NA (DO NOT READ OUT)	9

NEW

ASK Q9b IF AT LEAST ONE CODE 1,2,3 OR 5 IN Q5.1, Q5.2, Q5.3, Q5.4 OR Q5.5 AND NO CODES 4 IN Q5.1, Q5.2, Q5.3, Q5.4 AND Q5.5

Q9b	If you were to subscribe to a paid online content service, would it be important to you or not to be able to access this subscription while travelling in another EU country?
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(READ OUT - ONE ANSWER ONLY)

Yes	1
No	2
You do not travel in the EU (DO NOT READ OUT)	3
DK/NA (DO NOT READ OUT)	4

NEW

ASK Q10.1 IF CODE 1 TO 4 IN Q4.1, ASK Q10.2 IF CODE 1 TO 4 IN Q4.2, ASK Q10.3 IF CODE 1 TO 4 IN Q4.3, ASK Q10.4 IF CODE 1 TO 4 IN Q4.4, ASK Q10.5 IF CODE 1 TO 4 IN Q4.5

Q10: ROTATE STATEMENTS 1 TO 5, STATEMENT 2 SHOULD ALWAYS BE BEFORE STATEMENT 3

Q10	For each of the following types of online content, how often have you been blocked from accessing it? (e.g. because the content is unavailable in your country or region)
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(READ OUT - ONE ANSWER ONLY)

TRANSLATION

		Always	Often	Rarely	Never	DK/NA (DO NOT READ OUT)
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1	Music	1	2	3	4	5
2	Sports	1	2	3	4	5
3	Audio-visual content such as films, series and all TV content, excluding sports	1	2	3	4	5
4	E-books or digital books	1	2	3	4	5
5	Games or gaming apps	1	2	3	4	5

NEW

ASK Q11 IF CODE 1 TO 5 IN D8a (INTERNET USER)

Q11: ROTATE ANSWERS 1 TO 5, CODE 2 SHOULD ALWAYS BE BEFORE CODE 3

Q11: CODES 6 AND 7 ARE EXCLUSIVE

Q11	Over the past 12 months have you tried to access or download any of the following types of content through an online service intended for users in another EU country?
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Yes, music	1,
Yes, sports	2,
Yes, audio-visual content such as films, series and all TV content, excluding sports	3,
Yes, e-books or digital books	4,
Yes, games or gaming apps	5,
No	6,
DK/NA (DO NOT READ OUT)	7,

NEW

ASK Q12 AND Q13 IF CODE 1 TO 5 IN Q11

Q12: ROTATE ANSWERS 1 TO 7

Q12	For which of the following reasons have you tried to access this online content intended for users in another EU country?
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)

TRANSLATION

The choice of content was wider	1,
You were looking for content that is unavailable in the UK	2,
You were looking for content in a specific language	3,
It was cheaper	4,
The online content provider you wanted to access is unavailable in the UK	5,
The quality of the service is better	6,
You have close links with that country	7,
Other (DO NOT READ OUT)	8,
DK/NA (DO NOT READ OUT)	9,

NEW

Q13: ROTATE ANSWERS 2 TO 6

Q13: CODES 1 AND 8 ARE EXCLUSIVE

Q13 What was your experience when trying to access the online content intended for users in another EU country?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

It worked well	1,
You could access the service but not the content you wanted	2,
The payment method you wanted to use was refused	3,
You were redirected to the version on the British site	4,
The service was not accessible at all	5,
The quality of the service was not good	6,
Other (DO NOT READ OUT)	7,
DK/NA (DO NOT READ OUT)	8,

NEW

ASK Q14 IF CODE 6 IN Q11

Q14: ROTATE ANSWERS 1 TO 6

Q14 For which of the following reasons have you not tried to access or download content through an online service intended for users in another EU country?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

The choice of content is sufficient in the UK	1,
You did not know it was possible	2,
You did not know how	3,
You would not understand the language	4,

TRANSLATION

You do not trust the services offered in other EU countries	5,
You are not interested in this content	6,
Other (DO NOT READ OUT)	7,
DK/NA (DO NOT READ OUT)	8,

NEW

ASK Q15 IF CODE 1,2,3,4,5 OR 7 IN Q14

Q15: ROTATE ANSWERS 1 TO 5, CODE 2 SHOULD ALWAYS BE BEFORE CODE 3

Q15: CODES 7,8 AND 9 ARE EXCLUSIVE

Q15	Which of the following content would you be interested in accessing through online services generally meant for users in another EU country?
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Music	1,
Sports	2,
Audio-visual content such as films, series and all TV content, excluding sports	3,
E-books or digital books	4,
Games or gaming apps	5,
Other (DO NOT READ OUT)	6,
None (DO NOT READ OUT)	7,
Refusal (DO NOT READ OUT)	8,
DK/NA (DO NOT READ OUT)	9,

NEW