

**ZA6775**

**Flash Eurobarometer 437  
(Internet Users' Preferences for Accessing Content Online)**

**Country Questionnaire  
United Kingdom**

**FL437 UK**

D1 How old are you?

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

|  |  |
|--|--|
|  |  |
|--|--|

D2 Gender.

|        |   |
|--------|---|
| Male   | 1 |
| Female | 2 |

DEMOGRAPHICS

ASK ALL

D01 What is your nationality? Please select the country(ies) that applies(y).

(MULTIPLE ANSWERS POSSIBLE)

|  |     |
|--|-----|
| Belgium  | 1,  |
| Denmark  | 2,  |
| Germany  | 3,  |
| Greece   | 4,  |
| Spain  | 5,  |
| France   | 6,  |
| Ireland  | 7,  |
| Italy  | 8,  |
| Luxembourg                                       | 9,  |
| Netherlands                                      | 10, |
| Portugal   | 11, |
| United Kingdom (Great Britain, Northern Ireland) | 12, |
| Austria  | 13, |
| Sweden   | 14, |
| Finland  | 15, |
| Republic of Cyprus                               | 16, |
| Czech Republic                                   | 17, |
| Estonia  | 18, |
| Hungary  | 19, |
| Latvia   | 20, |
| Lithuania  | 21, |
| Malta  | 22, |
| Poland   | 23, |
| Slovakia   | 24, |
| Slovenia   | 25, |
| Bulgaria   | 26, |
| Romania  | 27, |
| Croatia  | 28, |
| Other countries                                  | 29, |
| Don't know                                       | 30, |

NEW

D02

Please indicate in which region you currently live:

(SHOW SCREEN - SINGLE CODE)

|  |    |
|--|----|
| Tees Valley and Durham                         | 1  |
| Northumberland and Tyne and Wear               | 2  |
| Cumbria  | 3  |
| Cheshire                                       | 4  |
| Greater Manchester                             | 5  |
| Lancashire                                     | 6  |
| Merseyside                                     | 7  |
| East Riding and North Lincolnshire             | 8  |
| North Yorkshire                                | 9  |
| South Yorkshire                                | 10 |
| West Yorkshire                                 | 11 |
| Derbyshire and Nottinghamshire                 | 12 |
| Leicestershire, Rutland and Northamptonshire   | 13 |
| Lincolnshire                                   | 14 |
| Herefordshire, Worcestershire and Warwickshire | 15 |
| Shropshire and Staffordshire                   | 16 |
| West Midlands                                  | 17 |
| East Anglia                                    | 18 |
| Bedfordshire and Hertfordshire                 | 19 |
| Essex  | 20 |
| Inner London                                   | 21 |
| Outer London                                   | 22 |
| Berkshire, Buckinghamshire and Oxfordshire     | 23 |
| Surrey, East and West Sussex                   | 24 |
| Hampshire and Isle of Wight                    | 25 |
| Kent   | 26 |
| Gloucestershire, Wiltshire and North Somerset  | 27 |
| Dorset and Somerset                            | 28 |
| Cornwall and Isles of Scilly                   | 29 |
| Devon  | 30 |
| West Wales and The Valleys                     | 31 |
| East Wales                                     | 32 |
| North Eastern Scotland"                        | 33 |
| Eastern Scotland                               | 34 |
| South Western Scotland                         | 35 |
| Highlands and Islands                          | 36 |
| Northern Ireland                               | 37 |
| Region 38                                      | 38 |
| Region 39                                      | 39 |
| Region 40                                      | 40 |
| Region 41                                      | 41 |
| Region 42                                      | 42 |
| Region 43                                      | 43 |
| Region 44                                      | 44 |
| Region 45                                      | 45 |
| Region 46                                      | 46 |

|           |    |
|-----------|----|
| Region 47 | 47 |
| Region 48 | 48 |
| Region 49 | 49 |
| Region 50 | 50 |
| Region 51 | 51 |
| Region 52 | 52 |
| Region 53 | 53 |
| Region 54 | 54 |
| Region 55 | 55 |
| Region 56 | 56 |
| Region 57 | 57 |
| Region 58 | 58 |
| Region 59 | 59 |
| Region 60 | 60 |
| Region 61 | 61 |
| Region 62 | 62 |
| Region 63 | 63 |
| Region 64 | 64 |
| Region 65 | 65 |
| Region 66 | 66 |
| Region 67 | 67 |
| Region 68 | 68 |
| Region 69 | 69 |
| Region 70 | 70 |
| Region 71 | 71 |
| Region 72 | 72 |
| Region 73 | 73 |
| Region 74 | 74 |
| Region 75 | 75 |
| Region 76 | 76 |
| Region 77 | 77 |
| Region 78 | 78 |
| Region 79 | 79 |
| Region 80 | 80 |
| Region 81 | 81 |
| Region 82 | 82 |
| Region 83 | 83 |
| Region 84 | 84 |
| Region 85 | 85 |
| Region 86 | 86 |
| Region 87 | 87 |
| Region 88 | 88 |
| Region 89 | 89 |
| Region 90 | 90 |
| Region 91 | 91 |
| Region 92 | 92 |
| Region 93 | 93 |
| Region 94 | 94 |
| Region 95 | 95 |
| Region 96 | 96 |

|            |     |
|------------|-----|
| Region 97  | 97  |
| Region 98  | 98  |
| Region 99  | 99  |
| Region 100 | 100 |
| Region 101 | 101 |
| Region 102 | 102 |
| Region 103 | 103 |
| Region 104 | 104 |
| Region 105 | 105 |
| Region 106 | 106 |
| Region 107 | 107 |
| Region 108 | 108 |
| Region 109 | 109 |
| Region 110 | 110 |
| Region 111 | 111 |
| Region 112 | 112 |
| Region 113 | 113 |
| Region 114 | 114 |
| Region 115 | 115 |
| Region 116 | 116 |
| Region 117 | 117 |
| Region 118 | 118 |
| Region 119 | 119 |
| Region 120 | 120 |
| Region 121 | 121 |
| Region 122 | 122 |
| Region 123 | 123 |
| Region 124 | 124 |
| Region 125 | 125 |
| Region 126 | 126 |
| Region 127 | 127 |
| Region 128 | 128 |
| Region 129 | 129 |
| Region 130 | 130 |
| Region 131 | 131 |
| Region 132 | 132 |
| Region 133 | 133 |
| Region 134 | 134 |
| Region 135 | 135 |
| Region 136 | 136 |
| Region 137 | 137 |
| Region 138 | 138 |
| Region 139 | 139 |
| Region 140 | 140 |
| Region 141 | 141 |
| Region 142 | 142 |
| Region 143 | 143 |
| Region 144 | 144 |
| Region 145 | 145 |
| Region 146 | 146 |

|            |     |
|------------|-----|
| Region 147 | 147 |
| Region 148 | 148 |
| Region 149 | 149 |
| Region 150 | 150 |
| Region 151 | 151 |
| Region 152 | 152 |
| Region 153 | 153 |
| Region 154 | 154 |
| Region 155 | 155 |
| Region 156 | 156 |
| Region 157 | 157 |
| Region 158 | 158 |
| Region 159 | 159 |
| Region 160 | 160 |
| Region 161 | 161 |
| Region 162 | 162 |
| Region 163 | 163 |
| Region 164 | 164 |
| Region 165 | 165 |
| Region 166 | 166 |
| Region 167 | 167 |
| Region 168 | 168 |
| Region 169 | 169 |
| Region 170 | 170 |
| Region 171 | 171 |
| Region 172 | 172 |
| Region 173 | 173 |
| Region 174 | 174 |
| Region 175 | 175 |
| Region 176 | 176 |
| Region 177 | 177 |
| Region 178 | 178 |
| Region 179 | 179 |
| Region 180 | 180 |
| Region 181 | 181 |
| Region 182 | 182 |
| Region 183 | 183 |
| Region 184 | 184 |
| Region 185 | 185 |
| Region 186 | 186 |
| Region 187 | 187 |
| Region 188 | 188 |
| Region 189 | 189 |
| Region 190 | 190 |
| Region 191 | 191 |
| Region 192 | 192 |
| Region 193 | 193 |
| Region 194 | 194 |
| Region 195 | 195 |
| Region 196 | 196 |

|            |     |
|------------|-----|
| Region 197 | 197 |
| Region 198 | 198 |
| Region 199 | 199 |
| Region 200 | 200 |
| Don't know | 201 |

NEW

D1: "NO ANSWER" NOT ALLOWED

D1 Please insert your gender

|        |   |
|--------|---|
| Male   | 1 |
| Female | 2 |

NEW

D2: "NO ANSWER" NOT ALLOWED

D2: MUST BE 15-45

D2 Please insert your age

|                      |                      |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|

NEW

D3a Concerning your current occupation, please indicate if you are self-employed, an employee, a manual worker or without a professional activity

(SHOW SCREEN - SINGLE CODE)

|                                 |   |
|---------------------------------|---|
| Self-employed                   | 1 |
| Employee                        | 2 |
| Manual worker                   | 3 |
| Without a professional activity | 4 |
| Refusal                         | 5 |

NEW

ASK D3b IF Self-employed, CODE 1 IN D3a

D3b More precisely, are you...?

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Farmer, forester, fisherman   | 1 |
| Owner of a shop, craftsman  | 2 |
| Professional (lawyer, medical practitioner, accountant, architect, ...) | 3 |
| Manager of a company  | 4 |
| Other\ Refusal  | 5 |

NEW

ASK D3c IF Employee, CODE 2 IN D3a

D3c More precisely, are you...?

(SHOW SCREEN - SINGLE CODE)

|  |   |
|--|---|
| Professional (employed doctor, lawyer, accountant, architect...)                           | 1 |
| General management, director or top management   | 2 |
| Middle management, other management (department head, junior manager, teacher, technician) | 3 |
| Civil servant  | 4 |
| Office clerk   | 5 |
| Other employee (salesman, nurse, ...)  | 6 |
| Other\ Refusal   | 7 |

NEW

ASK D3d IF Manual worker, CODE 3 IN D3a

D3d More precisely, are you...?

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Supervisor\ foreman (team manager, ...) | 1 |
| Manual worker                           | 2 |
| Unskilled manual worker                 | 3 |
| Other\ Refusal                          | 4 |

NEW

ASK D3e IF Without a professional activity, CODE 4 IN D3a

D3e More precisely, are you...?

(SHOW SCREEN - SINGLE CODE)

|                        |   |
|------------------------|---|
| Looking after the home | 1 |
| Student (full time)    | 2 |
| Retired                | 3 |
| Seeking a job          | 4 |
| Other\ Refusal         | 5 |

NEW

D4 Please indicate if you live in a...?

(SHOW SCREEN - SINGLE CODE)

|                       |   |
|-----------------------|---|
| Rural area or village | 1 |
|-----------------------|---|



|                            |   |
|----------------------------|---|
| Small or medium-sized town | 2 |
| Large town/city            | 3 |
| Don't know                 | 4 |

NEW

D5: CANNOT BE HIGHER THAN D2 (AGE)

D5 How old were you when you stopped full-time education?

|                                      |   |
|--------------------------------------|---|
| SPECIFY                              | 1 |
| Still studying (full-time education) | 2 |
| Did not follow any education         | 3 |
| Refuse to answer                     | 4 |
| Don't know                           | 5 |

NEW

D6 Have you got a mobile phone?

(SHOW SCREEN - SINGLE CODE)

|     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

NEW

D7a: MINIMUM = 01

D7a How many people aged 15 years or more live in your household, yourself included?

|                  |   |
|------------------|---|
| SPECIFY          | 1 |
| Refuse to answer | 2 |
| Don't know       | 3 |

NEW

D7b How many children less than 10 years old live in your household?

|                  |   |
|------------------|---|
| SPECIFY          | 1 |
| Refuse to answer | 2 |
| Don't know       | 3 |

NEW

D7c And finally, how many children aged 10 to 14 years old live in your household?

|                  |   |
|------------------|---|
| SPECIFY          | 1 |
| Refuse to answer | 2 |
| Don't know       | 3 |

NEW

I1 Please indicate how often you...

(SHOW SCREEN - SINGLE CODE)

|  |  | Several times a day | At least once a day | At least once a week | Less than once a week | Don't know |
|--|--|---------------------|---------------------|----------------------|-----------------------|------------|
|--|--|---------------------|---------------------|----------------------|-----------------------|------------|

|   |                  |   |   |   |   |   |
|---|------------------|---|---|---|---|---|
| 1 | Use the Internet | 1 | 2 | 3 | 4 | 5 |
|---|------------------|---|---|---|---|---|

NEW

I2 Do you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements:

(SHOW SCREEN - SINGLE CODE)

|  |  | Totally agree | Tend to agree | Tend to disagree | Totally disagree | Don't know |
|--|--|---------------|---------------|------------------|------------------|------------|
|--|--|---------------|---------------|------------------|------------------|------------|

|   |  |   |   |   |   |   |
|---|--|---|---|---|---|---|
| 1 | Your Internet connection never or almost never cuts out                  | 1 | 2 | 3 | 4 | 5 |
| 2 | The speed of your Internet connection/downloading speed remains constant | 1 | 2 | 3 | 4 | 5 |

NEW

I3 Do you ever express your opinion on the Internet or on online social media? Please indicate if you do this...

(SHOW SCREEN - SINGLE CODE)

|              |   |
|--------------|---|
| Often        | 1 |
| Occasionally | 2 |
| Rarely       | 3 |
| Never        | 4 |
| Don't know   | 5 |

NEW

I4a What equipment do you use most often to access the Internet?

(SHOW SCREEN - SINGLE CODE)

|  |   |
|--|---|
| A computer (desk-top or portable computer, notebook) | 1 |
|--|---|

|                   |   |
|-------------------|---|
| Tablet            | 2 |
| Smartphone        | 3 |
| Television        | 4 |
| A connected watch | 5 |
| Other             | 6 |
| Don't know        | 7 |

NEW

QI4b: ITEM MENTIONED IN QI4a CANNOT BE PROPOSED IN QI4b (except code 6)

QI4b: IF CODE 7 IN QI4a THEN QI4b IS SKIPPED

I4b What other equipments do you use to access the Internet?

(MULTIPLE ANSWERS POSSIBLE)

|  |    |
|--|----|
| A computer (desk-top or portable computer, notebook) | 1, |
| Tablet   | 2, |
| Smartphone   | 3, |
| Television   | 4, |
| A connected watch                                    | 5, |
| Other  | 6, |
| None   | 7, |
| Don't know   | 8, |

NEW

I5 Do you see yourself and your household belonging to...?

(SHOW SCREEN - SINGLE CODE)

|                                   |   |
|-----------------------------------|---|
| The working class of society      | 1 |
| The lower middle class of society | 2 |
| The middle class of society       | 3 |
| The upper middle class of society | 4 |
| The higher class of society       | 5 |
| Other                             | 6 |
| None                              | 7 |
| Refusal                           | 8 |
| Don't know                        | 9 |

NEW

CORE QUESTIONNAIRE

SECTION A) FREQUENCY OF ONLINE CONSUMPTION OF CULTURAL CONTENTS

ASK ALL

Q1: ROTATE ITEMS 1 TO 4

Q1 How frequently do you use the Internet to consume or access the following types of online content in digital/electronic format (i.e. NOT in a physical form such as a CD or DVD)?

(SHOW SCREEN - SINGLE CODE)

|  |  | Every day\ Almost everyday | Several times per week | Several times per month | Once a month or less | Never | Don't know |
|--|--|----------------------------|------------------------|-------------------------|----------------------|-------|------------|
|--|--|----------------------------|------------------------|-------------------------|----------------------|-------|------------|

|   |  |   |   |   |   |   |   |
|---|--|---|---|---|---|---|---|
| 1 | Music (including music videos)                                   | 1 | 2 | 3 | 4 | 5 | 6 |
| 2 | Films, TV series   | 1 | 2 | 3 | 4 | 5 | 6 |
| 3 | Images (e.g. photos, reproductions of paintings, drawings, etc.) | 1 | 2 | 3 | 4 | 5 | 6 |
| 4 | Press, news  | 1 | 2 | 3 | 4 | 5 | 6 |

NEW

ROTATE SECTIONS B,C,D,E

SECTION B) MUSIC

ASK Q2-Q5b TO RESPONDENTS WHO ACCESS MUSIC IN DIGITAL/ ELECTRONIC FORMAT, CODES 1,2,3,4,6 IN Q1.1 – OTHERS GO TO Q6

Q2: ROTATE/PERMUTE ITEMS 1-5 (ITEMS 1+2 ALWAYS TOGETHER) AND (ITEMS 4+5 ALWAYS TOGETHER)

This section refers to the music and music videos you access online.

Q2 When you access music online, do you...

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Only use free services  | 1 |
| Mainly use free services  | 2 |
| Use both free services and services where you have to pay (e.g. per download or through a subscription) | 3 |
| Mainly use services where you have to pay (e.g. per download or through a subscription)                 | 4 |
| Only use services where you have to pay (e.g. per download or through a subscription)                   | 5 |
| Don't know  | 6 |

NEW

Q3a: ROTATE ITEMS 1-6

Q3a What type of service do you use the most often to access music online?

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Video or music sharing websites where you can find a variety of music/videos uploaded by individual users, artists or companies | 1 |
| Professional music streaming services (free or paid) that enable you to listen to music over the Internet                       | 2 |
| Digital stores from which you can download music that you can store permanently on your device                                  | 3 |
| Online social media that provide links to music or music videos   | 4 |
| Online radio stations   | 5 |
| Internet radio services providing access to a selection of music or radio stations  | 6 |
| Other   | 7 |
| Don't know  | 8 |

NEW

Q3b: ITEM MENTIONED IN Q3a CANNOT BE PROPOSED IN Q3b (except code 7)

Q3b: IF CODE 8 IN Q3a THEN Q3b IS SKIPPED

Q3b: MAX. 3 ANSWERS

Q3b: CODE 8 IS EXCLUSIVE

Q3b: ROTATE ITEMS 1-6

Q3b Do you also sometimes use any other types of services to access music online?

(MAX. 3 ANSWERS)

|   |    |
|---|----|
| Video or music sharing websites where you can find a variety of music/videos uploaded by individual users, artists or companies | 1, |
| Professional music streaming services (free or paid) that enable you to listen to music over the Internet                       | 2, |
| Digital stores from which you can download music that you can store permanently on your device                                  | 3, |
| Online social media that provide links to music or music videos   | 4, |
| Online radio stations   | 5, |
| Internet radio services providing access to a selection of music or radio stations  | 6, |
| Other   | 7, |
| None  | 8, |
| Don't know  | 9, |

NEW

Q4 Please name the services you use most often to access music online

|            |   |
|------------|---|
| SPECIFY    | 1 |
| Don't know | 2 |

NEW

Q5a: ROTATE ITEMS 1-8

Q5a Which of the following criteria is the most important to you when choosing the service you use to access music?

(SHOW SCREEN - SINGLE CODE)

|   |    |
|---|----|
| Streaming of music is not interrupted by ads  | 1  |
| Service offers both streaming and downloading, either directly or by using a freely available tool (stream ripping) | 2  |
| Service does not require you to register  | 3  |
| Service is free   | 4  |
| Service allows users to listen to music and also to watch music videos  | 5  |
| Service provides recommendations, new releases, top tracks, playlists, etc.   | 6  |
| Service offers good quality audio/video   | 7  |
| Service is bundled with one of your subscriptions, e.g. with your telecom operator                                  | 8  |
| Other   | 9  |
| Don't know  | 10 |

NEW

Q5b: ITEM MENTIONED IN Q5a CANNOT BE PROPOSED IN Q5b (except code 9)

Q5b: IF CODE 10 IN Q5a THEN Q5b IS SKIPPED

Q5b: MAX. 3 ANSWERS

Q5b: CODE 10 IS EXCLUSIVE

Q5b: ROTATE ITEMS 1-8

Q5b Which other criteria are important to you when choosing the service you use to access music online?

(MAX 3. ANSWERS)

|   |    |
|---|----|
| Streaming of music is not interrupted by ads  | 1, |
| Service offers both streaming and downloading, either directly or by using a freely available tool (stream ripping) | 2, |
| Service does not require you to register  | 3, |
| Service is free   | 4, |
| Service allows users to listen to music and also to watch music videos  | 5, |

|  |     |
|--|-----|
| Service provides recommendations, new releases, top tracks, playlists, etc.        | 6,  |
| Service offers good quality audio/video  | 7,  |
| Service is bundled with one of your subscriptions, e.g. with your telecom operator | 8,  |
| Other  | 9,  |
| None   | 10, |
| Don't know   | 11, |

NEW

SECTION C) FILM AND TV SERIES

ASK Q6-Q9b TO RESPONDENTS WHO ACCESS FILM AND TV SERIES IN DIGITAL/ ELECTRONIC FORMAT, CODES 1,2,3,4,6 IN Q1.2 – OTHERS GO TO Q10

Q6: ROTATE/PERMUTE ITEMS 1-5 (ITEMS 1+2 ALWAYS TOGETHER) AND (ITEMS 4+5 ALWAYS TOGETHER)

This section refers to films and TV series you access online. More specifically, it does NOT relate to other types of content such as TV shows, user-created videos, etc.

Q6 When you access films or TV series online, do you...

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Only use free services  | 1 |
| Mainly use free services  | 2 |
| Use both free services and services where you have to pay (e.g. per download or through a subscription) | 3 |
| Mainly use services where you have to pay (e.g. per download or through a subscription)                 | 4 |
| Only use services where you have to pay (e.g. per download or through a subscription)                   | 5 |
| Don't know  | 6 |

NEW

Q7a: ROTATE ITEMS 1-6

Q7a What type of service do you use the most often to access films or TV series online?

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Video-sharing websites where you can find films and TV series uploaded by individual users, artists or companies    | 1 |
| Professional film and TV series streaming services (free or paid) that allow you to watch films or TV series online | 2 |
| Broadcasters' online TV services (including catch-up and on-demand services)  | 3 |

|  |   |
|--|---|
| Digital stores, from which you can download films and TV series that you can permanently save on your device | 4 |
| Online platforms, providing access to a selection of TV channels or video on demand services                 | 5 |
| Online social media, that provide links to films or TV series  | 6 |
| Other  | 7 |
| Don't know   | 8 |

NEW

Q7b: ITEM MENTIONED IN Q7a CANNOT BE PROPOSED IN Q7b (except code 7)

Q7b: IF CODE 8 IN Q7a THEN Q7b IS SKIPPED

Q7b: MAX. 3 ANSWERS

Q7b: CODE 8 IS EXCLUSIVE

Q7b: ROTATE ITEMS 1-6

Q7b Do you also sometimes use other types of service to access films or TV series online?

(MAX. 3 ANSWERS)

|   |    |
|---|----|
| Video sharing websites where you can find a variety of films and TV series uploaded by individual users, artists or companies | 1, |
| Professional film and TV series streaming services (free or paid) that allow you to watch films or TV series online           | 2, |
| Broadcasters' online TV services (including catch-up and on-demand services)  | 3, |
| Digital stores, from which you can download films or TV series that you can permanently save on your device                   | 4, |
| Online platforms, providing access to a selection of TV channels or video on demand services                                  | 5, |
| Online social media, that provide links to films or TV series   | 6, |
| Other   | 7, |
| None  | 8, |
| Don't know  | 9, |

NEW

Q8 Please name the services you use most often to access films or TV series online

|            |   |
|------------|---|
| SPECIFY    | 1 |
| Don't know | 2 |

NEW

Q9a: ROTATE ITEMS 1-7



Q9a Which of the following criteria is the most important to you when choosing the service you use to access films or TV series online?

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Streaming is not interrupted by ads   | 1 |
| Service offers both streaming and downloading, either directly or by using a freely available tool (stream ripping) | 2 |
| Service does not require you to register  | 3 |
| Service is free   | 4 |
| Service offers you a large catalogue and wide variety of films and TV series  | 5 |
| Service provides recommendations, new releases, most viewed content, etc.   | 6 |
| Service offers good quality audio/video   | 7 |
| Other   | 8 |
| Don't know  | 9 |

NEW

Q9b: ITEM MENTIONED IN Q9a CANNOT BE PROPOSED IN Q9b (except code 8)

Q9b: IF CODE 9 IN Q9a THEN Q9b IS SKIPPED

Q9b: MAX. 3 ANSWERS

Q9b: CODE 9 IS EXCLUSIVE

Q9b: ROTATE ITEMS 1-7

Q9b Which other criteria are important to you when choosing the service you use to access films or TV series online?

(MAX. 3 ANSWERS)

|  |     |
|--|-----|
| Streaming is not interrupted by ads  | 1,  |
| Service offers both streaming and downloading, either directly or by using a freely (stream ripping) | 2,  |
| Service does not require you to register   | 3,  |
| Service is free  | 4,  |
| Service offers you a large catalogue and wide variety of films and TV series                         | 5,  |
| Service provides recommendations, new releases, most viewed content, etc.                            | 6,  |
| Service offers good quality audio/video  | 7,  |
| Other  | 8,  |
| None   | 9,  |
| Don't know   | 10, |

NEW

SECTION D) IMAGES

ASK Q10-Q14b TO RESPONDENTS WHO ACCESS IMAGES IN DIGITAL/ ELECTRONIC FORMAT, CODES 1,2,3,4,6 IN Q1.3 – OTHERS GO TO Q15

Q10: ROTATE/PERMUTE ITEMS 1-5 (ITEMS 1+2 ALWAYS TOGETHER) AND (ITEMS 4+5 ALWAYS TOGETHER)

This section refers to the images you access online.

Q10 When you access images online, do you...

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Only use free services  | 1 |
| Mainly use free services  | 2 |
| Use both free services and services where you have to pay (e.g. per download or through a subscription) | 3 |
| Mainly use services where you have to pay (e.g. per download or through a subscription)                 | 4 |
| Only use services where you have to pay (e.g. per download or through a subscription)                   | 5 |
| Don't know  | 6 |

NEW

Q11: ROTATE ITEMS 1-4

Q11 How do you access images online the most often?

(SHOW SCREEN - SINGLE CODE)

|  |   |
|--|---|
| Via search engines                             | 1 |
| Via websites where users can share images      | 2 |
| Via professional photo websites or image banks | 3 |
| Via online social media                        | 4 |
| Other  | 5 |
| Don't know                                     | 6 |

NEW

Q12 When you use a search engine to find and access images online, what do you do the most often once you obtain the search engine results?

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| You view and use the images only on the search engine results page (without accessing the websites referenced in the results) | 1 |
| You use the results of the search engine to access the websites where the images are located                                  | 2 |
| Other   | 3 |
| You never use a search engine to find and access images   | 4 |
| Don't know  | 5 |

NEW

Q13 Please name the services / search engines you use most often to find and access images online

|            |   |
|------------|---|
| SPECIFY    | 1 |
| Don't know | 2 |

NEW

Q14a: ROTATE ITEMS 1-4

Q14a Which of the following criteria is the most important to you when choosing the service you use to find and access images online?

(SHOW SCREEN - SINGLE CODE)

|  |   |
|--|---|
| Service does not require you to register   | 1 |
| Service is free  | 2 |
| Service provides a quick browse and selection of images coming from different webpages | 3 |
| Service provides high quality professional images (size, proportions, etc.)            | 4 |
| Other  | 5 |
| Don't know   | 6 |

NEW

Q14b: ITEM MENTIONED IN Q14a CANNOT BE PROPOSED IN Q14b (except code 5)

Q14b: IF CODE 6 IN Q14a THEN Q14b IS SKIPPED

Q14b: MAX. 3 ANSWERS

Q14b: CODE 6 IS EXCLUSIVE

Q14b: ROTATE ITEMS 1-4

Q14b Which other criteria are important to you when choosing the service that you use to find and access images online?

(MAX. 3 ANSWERS)

|  |    |
|--|----|
| Service does not require you to register   | 1, |
| Service is free  | 2, |
| Service provides a quick browse and selection of images coming from different webpages | 3, |
| Service provides high quality professional images (size, proportions, etc.)            | 4, |
| Other  | 5, |
| None   | 6, |

Don't know 7,

NEW

SECTION E) PRESS AND NEWS

ASK Q15-Q19b TO RESPONDENTS WHO ACCESS NEWS IN DIGITAL/ ELECTRONIC FORMAT, CODES 1,2,3,4,6 IN Q1.4

Q15: ROTATE/PERMUTE ITEMS 1-5 (ITEMS 1+2 ALWAYS TOGETHER) AND (ITEMS 4+5 ALWAYS TOGETHER)

This section refers to the news you access online.

Q15 When you read the news online, do you...

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Only use free services  | 1 |
| Mainly use free services  | 2 |
| Use both free services and services where you have to pay (e.g. per download or through a subscription) | 3 |
| Mainly use services where you have to pay (e.g. per download or through a subscription)                 | 4 |
| Only use services where you have to pay (e.g. per download or through a subscription)                   | 5 |
| Don't know  | 6 |

NEW

Q16: ROTATE ITEMS 1-4

Q16 What are the services you mainly use to read the news online?

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Online news aggregation services, providing extracts and links to articles from a variety of newspapers' websites | 1 |
| Online social networks  | 2 |
| The website or app of newspapers and magazines  | 3 |
| Search engines  | 4 |
| Other   | 5 |
| Don't know  | 6 |

NEW

Q17 When you access the news via news aggregators, online social media or search engines, what do you most often do?

(SHOW SCREEN - SINGLE CODE)

|  |   |
|--|---|
| Browse and read the main news of the day, without clicking on links to access the whole articles | 1 |
| Click on available links to read the whole articles on their original webpage                    | 2 |
| Other  | 3 |
| You never access the news via news aggregators, online social media or search engines            | 4 |
| Don't know   | 5 |

NEW

Q18 Please name the websites (including websites of newspapers and magazines) and services (e.g. news aggregators, online social media, search engines) you use most often to read the news online

|            |   |
|------------|---|
| SPECIFY    | 1 |
| Don't know | 2 |

NEW

Q19a: ROTATE ITEMS 1-7

Q19a Which of the following criteria is the most important to you when choosing the service you use to read the news online?

(SHOW SCREEN - SINGLE CODE)

|   |   |
|---|---|
| Opening or reading an article is not interrupted or disturbed by ads  | 1 |
| Service does not require you to register  | 2 |
| Service is free   | 3 |
| Service provides comprehensive news coverage at a glance, through the aggregation of a wide variety of newspaper and magazine sources                   | 4 |
| Service gives you access to information published by newspapers and magazines you are not familiar with   | 5 |
| Service provides additional content beyond the factual news, such as editorial content, infographics, chat with a community, or related articles , etc. | 6 |
| Service is offered by a newspaper or magazine with a good reputation  | 7 |
| Other   | 8 |
| Don't know  | 9 |

NEW

Q19b: ITEM MENTIONED IN Q19a CANNOT BE PROPOSED IN Q19b (except code 8)

Q19b: IF CODE 9 IN Q19a THEN Q19b IS SKIPPED

Q19b: MAX. 3 ANSWERS

Q19b: CODE 9 IS EXCLUSIVE

Q19b: ROTATE ITEMS 1-7

Q19b Which other criteria are important to you when choosing the service that you use to read the news online?

(MAX. 3 ANSWERS)

|   |     |
|---|-----|
| Opening or reading an article is not interrupted or disturbed by ads  | 1,  |
| Service does not require you to register  | 2,  |
| Service is free   | 3,  |
| Service provides comprehensive news coverage at a glance, through the aggregation of a wide variety of newspaper and magazine sources                   | 4,  |
| Service gives you access to information published by newspapers and magazines you are not familiar with   | 5,  |
| Service provides additional content beyond the factual news, such as editorial content, infographics, chat with a community, or related articles , etc. | 6,  |
| Service is offered by a newspaper or magazine with a good reputation  | 7,  |
| Other   | 8,  |
| None  | 9,  |
| Don't know  | 10, |

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')

|                      |                      |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|

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...?

(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)

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

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 |
|--|--|---|