

CMA Mobile Web Browsers-Cloud Gaming Market Investigation

Draft Consumer Research Questionnaire for Consultation February 2023

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	SECTION A: SCREENERS
SCREEN1 (Text)	<p>ASK ALL</p> <p>Do you have a smartphone for personal use?</p> <p>A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.</p> <ol style="list-style-type: none"> 1. Yes 2. No THANK & CLOSE
OTHDEVICE (Multi)	<p>ASK ALL</p> <p>And which of these other devices that access the internet do you personally use, not including any devices provided by an employer? Please select all that apply.</p> <ol style="list-style-type: none"> 1. Apple Macbook /Apple Mac 2. Chromebook 3. Other laptop/desktop computer (Windows) 4. iPad tablet 5. Amazon Fire tablet 6. Android tablet (e.g. Samsung) 7. Apple Watch 8. Other smartwatch (not Apple Watch) 9. Google Smart home devices (e.g. Chromecast for TV, Nest, Google Home Hub) 10. Apple Smart home devices (e.g. HomePod, Apple TV) 11. Gaming console (e.g. Play Station, Xbox) 12. Airpods/Airpods Pro 13. Other wireless air buds/headphones (not Apple) 14. None of the above (EXCLUSIVE)
MOBILENUM (Single)	<p>ASK ALL</p> <p>How many smartphones do you currently have for personal use?</p> <ol style="list-style-type: none"> 1. One 2. More than one
INTRONUM (Text)	<p>ASK ALL</p> <p>We will now ask questions about your smartphone. [IF 2+ AT MOBILENUM: For the next questions, please answer about the smartphone which you use most.]</p>
MOBGET (Single)	<p>ASK ALL</p> <p>How did you get your current personal smartphone?</p> <ol style="list-style-type: none"> 1. I purchased as new 2. I purchased as used/refurbished 3. Given to you as new 4. Given to you as used/refurbished 5. Provided by my employer THANK & CLOSE 6. Other (please type in)

MOBCHOOSE (Single)	IF MOBGET=GIVEN TO YOU OR OTHER (3/4/6) b) Did you choose the smartphone yourself? 1.Yes 2. No THANK & CLOSE
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MOBBRAND (Single)	<p>ASK ALL</p> <p>Which of the following brands is your current personal smartphone?</p> <ol style="list-style-type: none"> 1. Alcatel 2. Apple 3. Asus 4. Blackberry 5. Google 6. Honor 7. HTC 8. Huawei 9. LG 10. Nokia 11. OnePlus 12. Oppo 13. Motorola 14. Samsung 15. Sony 16. Vivo 17. Xiaomi 18. Other (please type in) 19. Don't know THANK & CLOSE
WHICHOS (Single)	<p>DUMMY VARIABLE USED IN LATER FILTERING</p> <ol style="list-style-type: none"> 1. Apple (MOBBRAND=2) 2. Android (MOBBRAND=1,3-7, 9-18) 3. Other (MOBBRAND=8)

SECTION B: SMARTPHONE ACQUISITION AND GENERAL USE	
MOBSETUP (Single)	<p>ASK ALL</p> <p>When you first got your smartphone, who set it up so that it was ready for use (for example, selecting the language, time zone and Wi-Fi network)?</p> <ol style="list-style-type: none"> 1. No-one – it was already set up 2. I did it myself without assistance 3. I did it with someone else's assistance 4. Someone else did it for me 5. It was set up by staff in a retail store 6. Don't know/Can't remember
MOBQUICK (Single)	<p>ASK ALL</p> <p>As part of the set up, did you (or someone else) transfer the previous settings, apps and data over from an old phone?</p> <ol style="list-style-type: none"> 1. Yes 2. No – I set it up without transferring any settings, apps or data 3. Don't know/Can't remember
MOBOS (Single)	<p>ASK ALL</p> <p>Do you know what the mobile operating system of your current personal smartphone is?</p> <p><i>iOS is the operating system for Apple iPhones and Android is the operating system for almost all other smartphones such as Samsung, LG, Oppo, Google Pixel, OnePlus and Motorola.</i></p> <ol style="list-style-type: none"> 1. Yes, iOS 2. Yes, Android 3. Yes, other (please type in) 4. I don't know/Not certain
MOBOSCHECK (Single)	<p>IF OS IS UNKNOWN OR ANSWER TO MOB BRAND AND MOBOS ARE INCONSISTENT:</p> <p>If [WHICHOS=2 (Android) AND (MOBOS = 1,3,4)] ASK : As your phone is a [MOB BRAND] we think it is Android. Do you agree?</p> <p>If [WHICHOS=1 (Apple) AND (MOBOS = 2,3,4)] ASK : As you have an Apple phone we think it is iOS. Do you agree?</p> <ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know
MOBWHEN (Single)	<p>ASK ALL</p> <p>[IF GIVEN TO YOU/OTHER (MOBGET=3/4/6) : Approximately when did you get this smartphone?]</p>

	<p>[IF SELF PURCHASED (MOBGET=1/2) : Approximately when did you buy this smartphone?]</p> <ol style="list-style-type: none"> 1. In the last month 2. 2-3 months ago 3. 4-6 months ago 4. 7-11 months ago 5. 1-2 years ago 6. 3-4 years ago 7. 5-6 years ago 8. 7-8 years ago 9. 9-10 years ago 10. 10+ years ago 11. Don't know
TECHCONF (Single)	<p>ASK ALL</p> <p>How confident, if at all, are you with smartphone technology and using the different applications that are available on smartphones?</p> <ol style="list-style-type: none"> 1. Very confident 2. Fairly confident 3. Not very confident 4. Not at all confident 5. Don't know
SETTCONF (Single)	<p>ASK ALL</p> <p>How confident, if at all, are you with changing settings on smartphones, for example changing default settings (privacy, web browser settings)?</p> <ol style="list-style-type: none"> 1. Very confident 2. Fairly confident 3. Not very confident 4. Not at all confident 5. Don't know
MOBFACTORA (Multi – up to 5)	<p>ASK ALL</p> <p>[IF GIVEN TO YOU/OTHER (MOBGET=3/4/6) Thinking back to when you first got your current smartphone. What factors were important in your decision to choose it?</p> <p>[IF SELF PURCHASED (MOBGET=1/2) : Thinking back to when you first bought your current smartphone. What factors were important in your decision to purchase it?]</p> <p><i>You can choose up to five responses.</i> [RANDOMISE CODES 1-13]</p> <ol style="list-style-type: none"> 1. Overall price 2. The web browser(s) available on this device 3. Brand (eg Apple, Samsung)

	<p>4. Operating system (<i>The operating system (OS) is the pre-installed system software powering mobile devices. Examples are Apple iOS and Google Android</i>)</p> <p>5. Camera</p> <p>6. Product design (eg the look of the phone)</p> <p>7. Screen size and quality</p> <p>8. Battery life</p> <p>9. Other product features (eg, speed, 5G capability, face/finger print recognition etc)</p> <p>10. Security</p> <p>11. Privacy</p> <p>12. Compatibility with other personal smart devices (for example, smart watches, headphones, etc)</p> <p>13. The games I can play on it or with it</p> <p>14. Other factor (please type in)</p> <p>15. None (EXCLUSIVE)</p> <p>16. Don't know (EXCLUSIVE)</p>
MOBFACTOR1 (Single)	IF 2+ CHOSEN AT MOBFACTOR: Which <u>one</u> of these was the most important? FILTER ON RESPONSES AT MOBFACTORA
MOBFACTOR2 (Single)	IF 3+ CHOSEN AT MOBFACTOR: And which was the <u>second</u> most important? FILTER ON REMAINING RESPONSES AT MOBFACTORA
MOBFACTOR3 (Single)	IF 4+ CHOSEN AT MOBFACTOR: And which was the <u>third</u> most important? FILTER ON REMAINING RESPONSES AT MOBFACTORA
MOBACTIV (Multi)	<p>ASK ALL</p> <p>IF 2+ SMARTPHONES: Still thinking about the smartphone you use most. Which, if any, of the following do you do on your smartphone? Please select all that apply.</p> <p>[RANDOMISE CODES 1-16]</p> <ul style="list-style-type: none"> 1. Banking 2. Food delivery (e.g. Deliveroo, Uber Eats, Just Eat). 3. Games 4. Gambling 5. Dating 6. Music/Audio Streaming /Podcasts 7. Navigation/ Maps 8. News/ newspapers/Sports news 9. Payment services (e.g. Apple Pay, PayPal) 10. Shopping (e.g. Amazon, Ocado, eBay, retail websites) 11. Social media (e.g. Facebook, Twitter, Instagram, Snapchat, Tiktok) 12. Taxi booking or travel (e.g. Uber, Trainline) 13. TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube) 14. Messaging apps (e.g. WhatsApp, Facebook Messenger)

	<p>15. Fitness apps (e.g. Strava, Map My Run) 16. NHS or other healthcare apps 17. None of these (EXCLUSIVE) 18. Don't know (EXCLUSIVE)</p>
MOBNATIVE (Single)	<p>ASK ALL WHO CITE AT LEAST 1 ACTIVITY (ANY OF CODES 1-16 AT MOBACTIV)</p> <p>Thinking about the activities you mentioned at the previous question. When using your phone for these activities, do you usually use apps that you have on your phone, or would you usually go to the website?</p> <p>If it depends on the activity, please choose what you do most often.</p> <ol style="list-style-type: none"> 1. I only use apps 2. I mostly use apps 3. I use both about the same amount 4. I mostly use websites 5. I only use websites 6. Don't know

	SECTION C: KNOWLEDGE/UNDERSTANDING OF INTERNET/WEB BROWSER FUNCTIONALITY ON SMARTPHONE
INTROC1 (Text)	ASK ALL The next questions will ask you about how you use web browsers on your smartphone. A web browser allows you to access the internet on smartphones.
TFGRID1 (Grid)	ASK ALL First a couple of statements. For each, please tell us whether you think the statement is true, false or if you are unsure either way. This is not a test so don't worry if you don't know. We want to find out the level of understanding across the country as a whole. A. A search engine on a smartphone must use a web browser to access the internet (True) B. A web browser and search engine on a smartphone do the same thing (False) 1. True 2. False 3. Don't know
BROWSPONT (Open)	ASK ALL A web browser allows you to access the internet on a smartphone, either by taking you to the website address you have typed in or by providing you with a set of search results. Which web browsers have you heard of? Please type in as many as you can think of, separated by a comma, or if you are not sure select 'none'. (OPEN TEXT) 1 None
BROWPROMPT (Multi)	ASK ALL DISPLAY LOGO FOR EACH WEB BROWSER [RANDOMISE CODES 1-15] Now looking at the list below. Before today, which if any of these web browsers had you heard of? Please select all that apply 1. Google Chrome 2. Mozilla Firefox 3. Apple Safari 4. Microsoft Edge

	5. Opera 6. Microsoft Internet Explorer 7. Brave 8. Vivaldi 9. UC Web browser 10. Maxthon 11. Sleipnir 12. Lunascape 13. DuckDuckGo Privacy Web browser 14. Ecosia 15. Samsung Internet 16 Other web browser (please type in) 17. None of the above [EXCLUSIVE]
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BROWINSTALL (Multi)	<p>IF HEARD OF AT LEAST ONE NAMED WEB BROWSER (BROWPROMPT=ANY OF 1-15) ALPHABETIC ORDER DISPLAY LOGO FOR EACH WEB BROWSER.</p> <p>Still thinking about your current smartphone [IF 2+: ,the one you use most often]. Which web browsers do you currently have installed on your smartphone? If you are unsure, please check your phone now. Please select all that apply.</p> <p>FILTER ON LIST OF ALL MENTIONED AT BROWPROMPT</p> <ul style="list-style-type: none"> 1. Apple Safari 2. Brave 3. DuckDuckGo Privacy Web browser 4. Ecosia 5. Google Chrome 6. Lunascape 7. Maxthon 8. Microsoft Edge 9. Microsoft Internet Explorer 10. Mozilla Firefox. 11. Opera 12. Samsung Internet 13. Sleipnir 14. UC Web browser 15. Vivaldi 16. Other web browser (please type in) 17. None of the above (EXCLUSIVE) 18. Don't know [EXCLUSIVE]
BROWMOST (Single)	<p>FILTER=ALL WHO NAME A BROWSER ON THEIR PHONE (BROWINSTALL <> DK) [IF ONLY ONE MENTION AT BROWINSTALL, AUTOFILL THIS RESPONSE]</p> <p>IF USE 2+ WEB BROWSERS [2+ MENTIONS AT BROWINSTALL] You said you have the following web browsers on your smartphone. Which ONE of these do you use most often?</p>

	FILTER LIST ON MENTIONS AT BROWNSTALL
INTROC2 (Text)	<p>ASK ALL Next a few questions about your default web browser on your smartphone.</p> <p>By 'default web browser', we mean the web browser that usually opens up automatically for example when you click on a weblink in an email</p>
TFGRID2 (Grid)	<p>ASK ALL Now a few more true or false statements. As before, for each one please tell me whether you think it is true or false, or if you are not sure.</p> <p>A. The default web browser on your smartphone can be changed to a different one (True) B. The web browser that is set as the default when you first buy a smartphone cannot be changed (False) C. Different apps on your smartphone use different web browsers depending on the app (True) D. If you click on a weblink within an app (for example a social media app) it will always open in your default web browser (False)</p> <p>1. True 2. False 3. Don't know</p>

	SECTION D: USE OF WEB BROWSERS ON SMARTPHONE
INTROD1 (Text)	<p>ASK ALL The next set of questions are about how you use web browsers on your smartphone.</p> <p>As a reminder, by web browser we mean sites like Google Chrome or Safari that allow you to access the internet on smartphones, either by taking you to the website address you have typed in or by providing you with a set of search results.</p>
WHYMOST1 (Single)	<p>ALL WHO NAME A BROWSER ON THEIR PHONE (BROWNSTALL =1-15)</p> <p>You mentioned that [BROWNMOST] is your most used web browser on your smartphone. Why do you use this particular web browser on your smartphone? Please select the most important reason.</p> <p>1. The web browser was already on my smartphone and I had no reason to use another web browser 2. The web browser was already on my smartphone and I didn't know there were other options</p>

	<p>3. It is my preferred web browser (even if I sometimes use different browsers for specific web activities)</p> <p>4. No particular reason/Never thought about it</p> <p>5. I had never heard of a web browser before today</p> <p>6. Don't know</p>
WHYMOST2 (Multi)	<p>IF PREFERRED WEB BROWSER (WHYMOST1=3) [RANDOMISE CODES 1-15]</p> <p>Are there any particular reasons why you prefer this web browser over others on your smartphone?</p> <p>Please select all that apply.</p> <p>1. Easy to use 2. Privacy features 3. Security features 4. Trusted brand 5. Social or ethical values of brand 6. The design, how it looks 7. Speed 8. Size of the app/amount of storage takes up on my smartphone 9. Compatibility with software I need to use 10. Access to my saved information (such as bookmarks, passwords, browsing history) 11. It's the same as/it's the one I use on other devices 12. Familiarity, I'm used to it 13. The web browser extensions or plug-ins available 14. Fewer adverts, pop-ups or notifications 15. Other reason (please type in) 16. No particular reason/Never thought about it (EXCLUSIVE)</p>

LOOKFOR (Single)	<p>ASK ALL</p> <p>Below are some of the different ways that you can look for information on the Internet when using a smartphone. When you want to do this on your smartphone, which of the following do you usually do?</p> <p><i>If you are unsure what you do, try looking now for information on the internet using your smartphone.</i></p> <ol style="list-style-type: none"> 1. I open a web browser app and type what I am looking for into the app's address bar 2. I open a web browser app, then look for a search website (for example 'www.google.com'). Then I enter my search into that. 3. I use a search engine app (for example Google search app) 3. I use the search bar on my smartphone (for example, the search box on the home screen) 4. I use the voice assistant on my smartphone 5. Not applicable - I never look for information on the internet using my smartphone 6. Other method (please type in) 7. Don't know
BROWLOC1 (Single)	<p>ALL WHO CITE A NAMED WEB BROWSER (ANY CODES 1 TO 15 AT BROWINSTALL)</p> <p>You mentioned that you [IF 2+ WEB BROWSERS AT BROWINSTALL: mostly] use [BROWMOST].</p> <p>If you wanted to find your [BROWMOST] web browser, where would you find it?</p> <p><i>If you are unsure, try looking for it now on your smartphone.</i></p> <ol style="list-style-type: none"> 1. It is pinned to my screen (stays in same location even if I swipe to a new page) 2. On my home screen 3. On a page other than home screen 4. In a folder on my home screen 5. In a folder on a page other than home screen 6. Don't know where it is - I would need to search for it
BROWLOC2 (Single)	<p>IF KNOW WHERE MOST USED WEB BROWSER IS LOCATED (BROWLOC1=1-5)</p> <p>Just to check, did you (or someone else) move your web browser to this location or was it there already?</p> <ol style="list-style-type: none"> 1. Yes, I (or someone else) chose this location/moved it to this location 2. No, it was already in this location and I didn't change anything 3. Someone else set up my phone and I am not sure 4. Don't know/Can't remember

	SECTION E: PRE-INSTALLATION, DOWNLOADING AND SWITCHING
DOWNSCONF (Single)	<p>ASK ALL</p> <p>Imagine that you are asked to download and use a different web browser on your smartphone. Do you think you could do this on your own, without needing to ask someone else or search for information online?</p> <ol style="list-style-type: none"> 1. Definitely 2. Probably 3. Probably not 4. Definitely not 5. Don't know
PREINST (Single)	<p>ALL WHO CITE A NAMED WEB BROWSER (ANY CODES 1 TO 15 AT BROWNSTALL)</p> <p>You said that you [IF 2+ AT BROWNSTALL: mostly] use [BROWNMOST] as your web browser on your phone. Did you or someone else download this web browser onto your smartphone, or was it already installed on the phone when you got it?</p> <ol style="list-style-type: none"> 1. The web browser was already pre-installed on my smartphone. 2. I downloaded it onto my smartphone. 3. Someone else downloaded it onto my smartphone 4. I transferred it from my previous phone 5. Don't know/Can't remember
DEFAULTCONF (Single)	<p>ASK ALL</p> <p>A 'default web browser' is the web browser that usually opens up automatically when you click on a weblink in an email</p> <p>Imagine that you are asked to change your default web browser on your smartphone and choose a different one. Do you think you could do this on your own, without needing to ask someone else or search for information online?</p> <ol style="list-style-type: none"> 1. Definitely 2. Probably 3. Probably not 4. Definitely not 5. Don't know

BROWDEFHOW (Single)	<p>ALL WHO CITE A NAMED WEB BROWSER (ANY CODES 1 TO 15 AT BROWNSTALL)</p> <p>Just to check, have you or someone else changed the default web browser on your current smartphone?</p> <ol style="list-style-type: none"> 1. Yes, I have changed the default web browser on my smartphone 2. Yes, Someone else has changed the default web browser on my smartphone 3. No, 4. Don't know
BROWDEFKNOW (Single)	<p>ALL WHO CITE A NAMED WEB BROWSER (ANY CODES 1 TO 15 AT BROWNSTALL)</p> <p>Do you know what the default web browser is on your smartphone?</p> <p>Yes No Don't know</p>
BROWDEF (Single)	<p>IF KNOW SMARTPHONE DEFAULT BROWSER (BROWDEFKNOW=1)</p> <p>Of the web browsers that you have on your phone, which one of these would you say is your 'default web browser'.</p> <p>ONLY SHOW WEB BROWSERS MENTIONED AT BROWNSTALL + Don't know</p>
WHYSWICTHDEF (Multi)	<p>IF CHANGED DEFAULT WEB BROWSER (BROWDEFHOW=1/2)</p> <p>Why did you change the default web browser on your smartphone?</p> <p>Please select all that apply.</p> <p>(RANDOMISE CODES 1-6)</p> <ol style="list-style-type: none"> 1. I wanted to be in control of how I access the internet 2. Preference for a specific web browser 3. Want to use same web browser as that used on other devices (e.g. laptop, tablet) 4. I didn't like using the default web browser on my phone 5. When I downloaded a new web browser, I was prompted to change this to my default 6. Family/friend recommended or changed for me 7. Other (please type in) 8. Don't know (EXCLUSIVE)

WHYSWICHTHDEFMAIN (Single)	<p>IF MORE THAN ONE REASON FOR CHANGING DEFAULT BROWSER (2+ RESPONSES AT WHYSWICHTHDEF)</p> <p>(CODES IN SAME ORDER AS ABOVE)</p> <p>And which of these was the main reason for changing your default browser on your smartphone?</p> <ol style="list-style-type: none">1. I wanted to be in control of how I access the internet2. Preference for a specific web browser3. Want to use same web browser as that used on other devices (e.g. laptop, tablet)4. I didn't like using the default web browser on my phone5. When I downloaded a new web browser, I was prompted to change this to my default6. Family/friend recommended or changed for me7. Other (please type in)8. Don't know (EXCLUSIVE)
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SWITCHEASE (Single)	<p>IF CHANGED DEFAULT WEB BROWSER (BROWDEFHOW=1/2)</p> <p>How easy or difficult was it to change the default web browser settings on your smartphone?</p> <ol style="list-style-type: none"> 1. Very easy 2. Fairly easy 3. Fairly difficult 4. Very difficult 5. Don't know/Can't remember
WHYDIFF (Multi)	<p>IF CHANGED DEFAULT WEB BROWSER (BROWDEFHOW=1/2)</p> <p>Did you experience any of the following issues when changing the default web browser settings on your smartphone? Please select all that apply.</p> <ol style="list-style-type: none"> 1. I struggled to locate the right menu in settings 2. I couldn't follow instructions about how to do this 3. Too many steps involved 4. I worried it was permanent / would not be able to change back 5. Other issue (please type in) 6. No issues experienced (EXCLUSIVE) 7. Don't know/Can't remember (EXCLUSIVE)
WHYNOCCHANGE (Multi)	<p>IF NOT CHANGED DEFAULT WEB BROWSER (BROWDEFHOW=3/4)</p> <p>Are there any particular reasons why you have not changed the default web browser on your smartphone? Please select all that apply (RANDOMISE CODES 1-8)</p> <ol style="list-style-type: none"> 1. I didn't know how to do this 2. The web browser I use isn't important to me 3. All web browsers are the same 4. I didn't know you could change the default web browser 5. I am satisfied with the pre-installed web browser (s) 6. I don't want to lose access to some information I have on my web browser (such as saved passwords, search history) 7. I started the process but was scared off by warning messages 8. Other reason (please type in) 9. No particular reason/Never thought about it (EXCLUSIVE)
WHYNOCCHANGEMAIN (Single)	<p>IF MORE THAN ONE REASON FOR NOT CHANGING DEFAULT BROWSER (2+ REASONS AT WHYNOCCHANGE)</p> <p>And which of these was the main reason for not changing your default browser on your smartphone?</p> <ol style="list-style-type: none"> 1. I didn't know how to do this 2. The web browser I use isn't important to me 3. All web browsers are the same

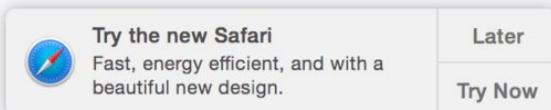
- | | |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <p>4. I didn't know you could change the default web browser</p> <p>5. I am satisfied with the pre-installed web browser (s)</p> <p>6. I don't want to lose access to some information I have on my web browser (such as saved passwords, search history)</p> <p>7. I started the process but was scared off by warning messages</p> <p>8. Other reason (please type in)</p> <p>9. No particular reason/Never thought about it (EXCLUSIVE)</p> |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

SECTION F: CHOICE ARCHITECTURE

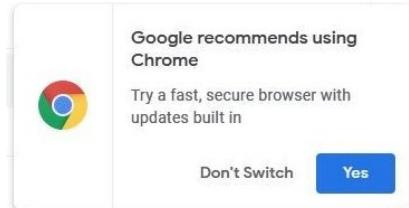
NEWPROMPT 1
(Single)

ASK ALL APPLE AND ANDROID USERS (WHICHOS=1/2)

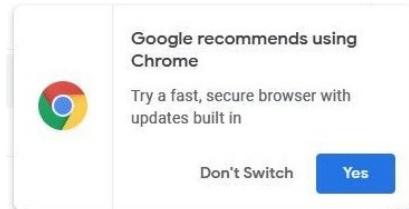
IF APPLE PHONE (WHICHOS=1): SHOW PICTURE OF APPLE AND



GOOGLE PROMPT



IF ANDROID PHONE (WHICHOS=2): SHOW PICTURE OF ANDROID PROMPT



Here is a message that some people might have seen on their phone.

Have you ever seen a pop-up message like this on your smartphone, either your current phone or a previous one?

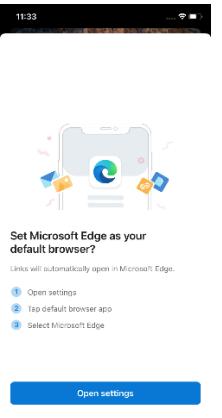
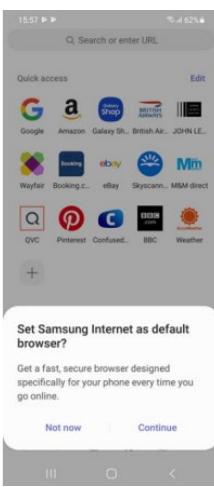
1. Yes, I have seen a message like this on a smartphone
2. Not seen on a smartphone
3. Not sure or can't remember

PROMPTPURP1
(Single)

IF SEEN PROMPT (NEWPROMPT1=1)
How useful do you find prompts like this?

1. Very useful

- | | |
|--|------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none">2. Fairly useful3. Not very useful4. Not useful at all5. Don't know |
|--|------------------------------------------------------------------------------------------------------------------------------------------------|

<p>NEWPROMPT 2 (Single)</p>	<p>ASK ALL APPLE AND ANDROID USERS (WHICHOS=1 OR 2)</p> <p>IF APPLE PHONE (WHICHOS=1) : SHOW PICTURE OF APPLE PROMPT</p>  <p>IF ANDROID PHONE (WHICHOS=2): SHOW PICTURE OF ANDROID PROMPT</p> 
<p>PROMPTPURP 2</p>	<p>IF SEEN PROMPT (NEWPROMPT2=1)</p> <p>How useful do you find prompts like this?</p> <ol style="list-style-type: none"> 1. Very useful 2. Fairly useful 3. Not very useful 4. Not useful at all 5. Don't know

HELPDEFAULT (Multi)	<p>ASK ALL</p> <p>What information, if any, would you find helpful when deciding which web browser to set as the default on your smartphone?</p> <p>Please select all that apply</p> <p>(RANDOMISE 1-3)</p> <ol style="list-style-type: none">1. Information about what a default web browser is2. Information about how I can change the default web browser setting on my smartphone3. Information about different mobile web browsers that I can set as my default on my smartphone4. Other, please type in5. None, I already have all the information I need (EXCLUSIVE)6. Don't know (EXCLUSIVE)
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	SECTION F: BROWSING BEHAVIOUR ON DESKTOPS/LAPTOPS
INTROF (Text)	<p>IF USE COMPUTER (OTHEDEVICE=1/2/3)</p> <p>You mentioned earlier you had the following: [IF OTHDEVICE=1: Mac/Mabook] [IF OTHDEVICE=2: Chromebook] [IF OTHDEVICE=3: Laptop, desktop].</p> <p>We are nearly at the end now so just a few additional questions about your use of the internet this/these devices.</p> <p>Please think about your own personal use of these devices (do not include work-related activities). [IF OTHDEVICE=4/5/6: And please think only about these devices, not about your tablet]</p>
COMPNUM	<p>IF USE COMPUTER (OTHEDEVICE=1/2/3)</p> <p>Thinking about your devices: [IF OTHDEVICE=1: Mac/Mabook] [IF OTHDEVICE=2: Chromebook] [IF OTHDEVICE=3: Laptop, desktop]</p> <p>How many devices like this do you currently have for personal use?</p> <ol style="list-style-type: none"> 1. One 2. More than one
INTROF2 (Text)	<p>If MORE THAN ONE COMPUTER DEVICE (COMPNUM=2)</p> <p>For the next questions, please think about the [IF OTHDEVICE=1: Mac/Mabook] [IF OTHDEVICE=2: Chromebook] [IF OTHDEVICE=3: Laptop, desktop] which you mainly use for personal use.</p>

COMPBROWNSTALL (Multi)	<p>IF USE COMPUTER (OTHEDEVICE=1/2/3) ALPHABETIC ORDER DISPLAY LOGO FOR EACH WEB BROWSER. Thinking about the your [IF COMPNUM=2: most used] [IF OTHDEVICE=1: Mac/Mabook] [IF OTHDEVICE=2: Chromebook] [IF OTHDEVICE=3: Laptop, desktop].</p> <p>Which web browsers do you currently have installed on this computer?</p> <p>Please select all that apply.</p> <p>FILTER ON LIST OF ALL MENTIONED AT BROWPROMPT</p> <ul style="list-style-type: none"> 1. Apple Safari 2. Brave 3. DuckDuckGo Privacy Web browser 4. Ecosia 5. Google Chrome 6. Lunascape 7. Maxthon 8. Microsoft Edge 9. Microsoft Internet Explorer 10. Mozilla Firefox. 11. Opera 12. Samsung Internet 13. Sleipnir 14. UC Web browser 15. Vivaldi 16. Other web browser (please type in) 17. None of the above (EXCLUSIVE) 18. Don't know [EXCLUSIVE]
COMPBROWNMOST	<p>FILTER= WHO NAME A BROWSER ON THEIR COMPUTER (BROWNSTALL <> DK) [IF ONLY ONE MENTION AT COMPBROWNSTALL, AUTOFILL THIS RESPONSE]</p> <p>IF USE 2+ WEB BROWSERS [2+ MENTIONS AT COMPBROWNSTALL] You said you have the following web browsers on your computer. Which ONE of these do you use most often?</p> <p>FILTER LIST ON MENTIONS AT COMPBROWNSTALL</p>
COMPWHYMOST1 (Single)	<p>ALL WHO NAME A BROWSER ON THEIR COMPUTER (COMPBROWNSTALL =1-15)</p> <p>You mentioned that [COMPBROWNMOST] is your most used web browser on your computer. Why do you use this particular web browser on your computer? Please select the most important reason.</p>

	<ol style="list-style-type: none"> 1. The web browser was already on my computer and I had no reason to use another web browser 2. The web browser was already on my computer and I didn't know there were other options 3. It is my preferred web browser (even if I sometimes use different browsers for specific web activities) 4. No particular reason/Never thought about it 5. I had never heard of a web browser before today 6. Don't know
COMPWHYMOST2 (Multi)	<p>IF PREFERRED WEB BROWSER (COMPWHYMOST1=3) [RANDOMISE CODES 1-15]</p> <p>Are there any particular reasons why you prefer this web browser over others on your computer? Please select all that apply.</p> <ol style="list-style-type: none"> 1. Easy to use 2. Privacy features 3. Security features 4. Trusted brand 5. Social or ethical values of brand 6. The design, how it looks 7. Speed 8. Size of the app/amount of storage takes up on my computer 9. Compatibility with software I need to use 10. Access to my saved information (such as bookmarks, passwords, browsing history) 11. It's the same as/it's the one I use on other devices 12. Familiarity, I'm used to it 13. The web browser extensions or plug-ins available 14. Fewer adverts, pop-ups or notifications 15. Other reason (please type in) 16. No particular reason/Never thought about it (EXCLUSIVE)
COMPPREINST (Single)	<p>ALL WHO NAME A BROWSER ON THEIR COMPUTER (COMPBROWNSTALL =1-15)</p> <p>Thinking about the web browser you mostly use on this computer.</p> <p>Did you or someone else download this web browser onto your computer, or was it already installed on the computer when you got it?</p> <ol style="list-style-type: none"> 1. The web browser was already pre-installed on my computer 2. I downloaded it onto my computer 3. Someone else downloaded it onto my computer 4. I transferred it from a previous computer 5. Don't know/Can't remember

COMPBROWDEFHOW (Single)	ALL WHO NAME A BROWSER ON THEIR COMPUTER (COMPBROWINSTALL =1-15) Just to check, have you or someone else changed the default web browser on your current computer? <ol style="list-style-type: none">1. Yes, I have changed the default web browser on my computer2. Yes, Someone else has changed the default web browser on my computer3. No,4. Don't know
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	SECTION G: CLOSING QUESTIONS AND DEMOGRAPHICS
KNOWTRACK (Single)	<p>ASK ALL</p> <p>Which of the following statements comes closest to your understanding of how your internet use on your smartphone is being tracked and used by companies and organisations in the UK?</p> <ol style="list-style-type: none"> 1.I have a good understanding of this 2.I am familiar with some aspects of this 3.I know very little about this 4. I know nothing at all about this
INTRODEM (Text)	<p>ASK ALL</p> <p>Finally, a few questions about you and your household circumstances.</p> <p>All the answers you give will be kept completely confidential and will be used for research purposes only, to help us categorise the answers you have already given.</p>
HEALTH (Multi)	<p>ASK ALL</p> <p>Do you have any health conditions or illnesses which affect you in any of the following areas?</p> <p>Please select all that apply</p> <ol style="list-style-type: none"> 1. Vision (for example blindness or partial sight) 2. Hearing (for example deafness or partial hearing) 3. Mobility (for example walking short distances or climbing stairs) 4. Dexterity (for example lifting and carrying objects, using a keyboard) 5. Learning or understanding or concentrating 6. Memory 7. Mental health 8. Stamina or breathing or fatigue 9. Socially or behaviourally (for example associated with autism spectrum disorder (ASD) which includes Asperger's, or attention deficit hyperactivity disorder (ADHD)) 10. Other (please type in) 11. None of these (EXCLUSIVE) 12 Don't know (EXCLUSIVE) 13 Prefer not to say (EXCLUSIVE)
Gender/age	[From panel]
Other PV demographic variables available	Ethnicity, household composition, cohabitation status, education, tenure, working status, socio-economic group,
Other PV variables available which might be useful for classification	Use of social media (facebook, twitter etc.), use of devices (PC/smartphone/laptop etc.), internet use frequency, whether access news via social media sites,