

CMA consumer survey questionnaire

Ref	Section/Question	Response codes
Screening questions		
Q1	Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at https: Do you agree to proceeding with the interview on this basis?	Yes No [THANK AND CLOSE]
Q2	ASK ALL: How old are you?	Under 16 [THANK & CLOSE] 16-24 25-34 35-44 45-54 55-64 65-74 75-79 80+ Prefer not to say
Q3	ASK ALL: Do you have a smartphone for personal use? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online.	1. Yes, personal use only 2. Yes, personal and work use 3. No, I have a smartphone for work use only (Screen out) 4. No, I don't have any smartphone (Screen out)
Q4	ASK ALL STILL SCREENED IN (IF Q3= 1 OR 2) How did you get your current personal smartphone? If you have more than one personal smartphone, please answer about the one you use the most.	1. I purchased as new or as part of a contract upgrade 2. I purchased as used/refurbished 3. Given to me as new 4. Given to me as used/refurbished 5. Provided by my employer (Screen out) 6. Other (Please type in)
Q5	ASK IF Q4=GIVEN TO YOU OR OTHER (3/4/6): Did you have any choice in the phone that was given to you? For example, whether it was an iPhone, Samsung phone or another brand?	1.Yes – chose the phone myself 2. It was given to me, but I had indicated which brand of phone I wanted 3. No, I did not choose the brand of phone myself (Screen out)
FACTORS THAT INFLUENCE SMARTPHONE PURCHASE		
Q6A	ASK IF CHOSE BRAND OF PHONE (Q4= 1,2) OR (Q5=1,2): What factors were important in your decision to get your current smartphone?	Write in all the factors that you considered when choosing your phone: OPEN
Q6B	ASK IF CHOSE BRAND OF PHONE (Q4= 1,2) OR (Q5=1,2): Now looking at this list. What factors were the most important in your decision to get your current smartphone?	Please select up to a maximum of 5 factors from the list below. RANDOMISE OPTIONS AND MULTI-RESPONSE UP TO 5 1. Overall price

		<ol style="list-style-type: none"> 2. Web browser(s) available on this device 3. Brand (e.g. Apple, Samsung, Nokia, Google, Sony) 4. Storage capacity/memory 5. Operating system (the pre-installed software that powers the device, e.g. Apple iOS, Google Android) 6. Camera 7. Product design (e.g. the look of the phone) 8. Screen size 9. Battery life 10. Security features (e.g. virus protection, protection from hacking) 11. Privacy features to control how my private information is used or tracked by companies when using apps or websites 12. Speed (how fast the phone can perform different functions) 13. Compatibility with other personal devices (e.g. laptop/tablet, smart watches, headphones, etc) 14. The games I can play on it 15. Availability of AI tools and features, such as AI assistance for writing, summarising text, or searching for photos. 16. Range and quality of mobile apps that are installed on the device 17. Price of subscriptions/content for apps available on the device 18. Other factor (please type in) 19. None of the above (EXCLUSIVE) 20. Don't know (EXCLUSIVE)
Q7	ASK IF 2+ SELECTED AT Q6B: Which one of these was the most important?	<i>SHOW ALL SELECTED AT Q6B: Select one</i>
Q8	ASK IF 3+ SELECTED AT Q6B: And which was the second most important?	<i>SHOW ALL SELECTED AT Q6B LESS RESPONSE IN Q7: Select one</i>
Q9	ASK IF 4+ SELECTED AT Q6B: And which was the third most important?	<i>SHOW ALL SELECTED AT Q6B LESS RESPONSE IN Q7 AND Q8: Select one</i>
Q10	ASK IF Q6B = 3 (selected 'Brand'): You mentioned that the phone brand was important to you. What features of the brand were important to you?	OPEN TEXT
Q11	ASK ALL: Which of the following smartphone brands is your current personal smartphone? If you have more than one personal smartphone, please answer about the one you use most	<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

		<ul style="list-style-type: none"> 12. Oppo 13. Motorola 14. Samsung 15. Sony 16. Vivo 17. Xiaomi 18. Other (please type in) 19. Don't know [THANK & CLOSE]
Q12	<p>CODE FOR ALL: Operating system of current phone</p> <p>DUMMY VARIABLE USED IN LATER FILTERING</p> <ul style="list-style-type: none"> 1. iOS (Q11=2) 2. Android (Q11=1,3-7, 9-18) 3. Other (Q11=8) 	<ul style="list-style-type: none"> 1. iOS 2. Android 3. Other
Q13	ASK ALL: When did you get this smartphone?	<ul style="list-style-type: none"> 1. In the last month 2. 2-3 months ago 3. 4-6 months ago 4. 7-12 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
Q14	<p>ASK ALL: What was the overall price of this smartphone when you got it?</p> <p>If you purchased it as part of a pay monthly contract, please estimate the cost of the smartphone if you are able to.</p>	<p>Select one</p> <ul style="list-style-type: none"> 1. £0-100 2. £101-200 3. £201-300 4. £301-400 5. £401-500 6. £501-600 7. £601-700 8. £701-800 9. £801-900 10. £901-1000 11. £1000+ 12. Don't know
Q15	<p>ASK ALL: Now thinking about the smartphone you used before you got your current personal smartphone. Was that also an #brand?</p> <p>For #brand insert brand selected at Q11</p> <p>If Q11= 18 (Other) for #brand insert 'the same brand as your current phone'.</p>	<ul style="list-style-type: none"> 1. Yes, same brand 2. No, different brand 3. I didn't own a smartphone before my current one 4. Don't know
Q16	IF Q15=1 (SAME BRAND) IMPUTE BRAND=BRAND AT Q11.	<ul style="list-style-type: none"> 1. Alcatel 2. Apple 3. Asus 4. Blackberry

	<p>ASK IF Q15 = 2 (DIFFERENT BRAND): Which of the following smartphone brands was your previous smartphone?</p>	<ol style="list-style-type: none"> 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
Q17	<p>CODE FOR ALL: Operating system of previous phone</p> <p>DUMMY VARIABLE USED IN LATER FILTERING</p> <ol style="list-style-type: none"> 1. iOS (Q16=2) 2. Android (Q16=1,3-7, 9-18) 3. Other (Q16=8) 	<ol style="list-style-type: none"> 1. iOS 2. Android 3. Other
Q18	<p>CODE FOR ALL: Whether switched O/S between previous and current phone</p> <ul style="list-style-type: none"> • IF Q12=1 (IOS) AND Q17=1 (IOS)= NOT SWITCHED • IF Q12=2 (ANDROID) AND Q17=2 (ANDROID) = NOT SWITCHED • IF Q12=3 (OTHER) AND Q17=3 (OTHER) = NOT SWITCHED • ELSE= SWITCHED 	<ol style="list-style-type: none"> 1. SWITCHED O/S 2. NOT SWITCHED O/S
Q19	<p>ASK IF Q18=2 (DID NOT SWITCH BRAND FOR PREVIOUS PHONE):</p> <p>IF Q12=1 (IOS) ASK: Have you ever owned a non-Apple smartphone as your personal smartphone [*]?</p> <p>IF Q12 <>1 (Android/Other) ASK: Have you ever owned an Apple iPhone as your personal smartphone?</p> <p>[*] provide technical guidance for non-apple phone (e.g. Samsung, LG, Oppo, Google Pixel, OnePlus, Motorola etc)</p>	<ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know
SWITCHING		
Q20	<p>ASK IF Q18=2 (DID NOT SWITCH O/S FOR PREVIOUS PHONE):</p> <p>IF Q12=1 (IOS) ASK:</p>	<ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know

	<p>Thinking back to when you got your current personal smartphone did you consider getting a non-Apple smartphone [*]?</p> <p>IF Q12 <>1 (Android/Other) ASK: Thinking back to when you got your current personal smartphone did you consider getting an Apple iPhone?</p> <p>[*] provide technical guidance for non-apple phone (e.g. Samsung, LG, Oppo, Google Pixel, OnePlus, Motorola etc)</p>	
<p>Q21</p>	<p>IF Q20=2 (DID NOT CONSIDER SWITCHING O/S) AND Q12 = 1 (IOS OWNER) ASK: Which of the following reasons explain why you didn't consider switching to an Android (non-Apple) smartphone?</p> <p>IF Q20=2 (DID NOT CONSIDER SWITCHING O/S) AND Q12 <> 1 (ANDROID/Other OWNER) ASK: Which of the following reasons explain why you didn't consider switching to an Apple iPhone?</p> <p>IF Q20=1 (CONSIDERED SWITCHING O/S) AND Q12 = 1 (IOS OWNER) ASK: Which of the following reasons explain why you didn't get an Android (non-Apple) smartphone?</p> <p>IF Q20=1 (CONSIDERED SWITCHING O/S) AND Q12 <> 1 (ANDROID/Other OWNER) ASK: Which of the following reasons explain why you didn't get an Apple iPhone?</p> <p>Note text inserts at #: IF Android user insert 'Apple iPhones' at #Altphone#. IF iOS user insert 'Android phones' at #Altphone#. IF Android user insert 'Android phones' at #OS#. IF iOS user insert 'Apple iPhones' at #OS#.</p>	<p>Please select all that apply: (randomise order).</p> <ol style="list-style-type: none"> 1. #Altphone# are too expensive 2. #Altphone# are lower quality 3. I was concerned about losing data (e.g. photos, messages, videos) when transferring to #Altphone # 4. I didn't want to spend the time learning how to use #Altphone # 5. I have other devices linked to my current phone/operating system 6. My friends/family use the same operating system as me 7. I identify more closely with #OS# than #Altphone# 8. I am happy with/prefer my existing smartphone brand (e.g. Apple, Samsung) 9. I use apps not available on #Altphones# 10. #OS# have access to mobile apps with better prices 11. #OS# have access to a wider range of mobile apps 12. I was concerned about losing paid-for subscriptions/content in apps on my phone 13. I felt it would be too much hassle to switch to an #Altphone# 14. #OS# have better security features (e.g. virus protection, protection from hacking) 15. #OS# have better privacy features (e.g. to control how my private information is used or tracked by companies when using apps or websites) 16. I could not see any significant benefits from switching 17. I don't like the operating system for #Altphone# 18. I don't like the design of #Altphone# 19. #Altphone# don't have the AI tools that I want to use 20. Other (please type in) 21. Don't know

<p>Q22</p>	<p>ASK ALL (selecting at least one valid code at Q21): And of the reasons you selected, which of the following was the most important reason?</p>	<p>ONLY SHOW ITEMS SELECTED AT Q21 : Select one</p>
<p>Q23</p>	<p>ASK IF 3 OR MORE SELECTED AT Q21: And which of the following was the second most important reason?</p>	<p>SAME LIST AS Q22 MINUS THE FACTOR SELECTED AT Q22: Select one</p>
<p>Q24</p>	<p>ASK IF 4 OR MORE SELECTED AT Q21: And which of the following was the third most important reason?</p>	<p>SAME LIST AS Q23 MINUS THE FACTOR SELECTED AT Q23: Select one</p>
<p>Q25</p>	<p>ASK IF Q18=1 (SWITCHED O/S):</p> <p>ASK IF Q12=1 (CURRENT IOS USER): Which of the following reasons explain why you switched to an Apple iPhone?</p> <p>ASK IF Q12=2 (CURRENT Android USER): Which of the following reasons explain why you switched to an Android (non-Apple) phone?</p> <p>IF Android user insert 'Android phones' at #OS#. IF iOS user insert 'Apple phones' at #OS#.</p>	<p>Select all that apply: (randomise order).</p> <ol style="list-style-type: none"> 1. #OS# have a better operating system 2. #OS# are better quality (e.g. battery, camera, screen) 3. I prefer #OS# 4. #OS# are better value for money 5. I was confident about transfer of data (e.g. photos, messages, videos) when transferring to #OS# 6. My friends/family use #OS# 7. I was unhappy with my previous operating system 8. #OS# have access to a wider range of mobile apps 9. All the apps I use are available on #OS# 10. #OS# have access to mobile apps with better prices 11. I have other devices that connect to my current phone 12. #OS# have better security features (e.g. virus protection, protection from hacking) 13. #OS# have better privacy features (e.g. to control how my private information is used or tracked by companies when using apps or websites) 14. I was able to port any paid-for subscriptions/ content in apps on my phone 15. I didn't feel it would be a hassle to switch 16. I could see significant benefits from switching 17. #OS# have AI tools that I want to use 18. Other (please type in) 19. Don't know

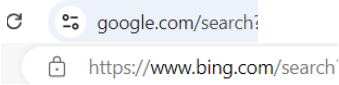
Q26	ASK IF 2+ SELECTED AT Q25: Which of the following was the most important reason?	SHOW ALL SELECTED AT Q25 : select one
Q27	ASK IF 3+ SELECTED AT Q25: And which of the following was the second most important reason?	SAME LIST AS Q26 MINUS ONE SELECTED AT Q26: select one
Q28	ASK IF 4+ SELECTED AT Q25: And which of the following was the third most important reason?	SAME LIST AS 27 MINUS ONE SELECTED AT Q27: select one
Q29	Blank	
Q30	ASK IF Q18=1 (SWITCHED O/S): Some people find guidance or assistance helpful when switching. What guidance or assistance, if any, did you require?	Select all that apply: <ol style="list-style-type: none"> 1. Internet search 2. Phone manual 3. Contacted phone manufacturer 4. Family/friends 5. Shop staff 6. Online switching tools 7. Other assistance 8. None of the above
Q31	<p>ASK IF Q18=1 (SWITCHED O/S):</p> <p>ASK IF Q12=1 (CURRENT IOS USER): How easy or difficult were the following when switching to an Apple iPhone?</p> <p>ASK IF Q12=2 (CURRENT Android USER): How easy or difficult were the following when switching to an Android (non-Apple) phone?</p> <ul style="list-style-type: none"> • Accessing my apps (e.g. music, gaming, film/TV, dating apps) • Transferring data (e.g. photos, messages, videos) from my old phone • Accessing paid-for subscriptions on my new phone (e.g. a subscription to a newspaper app) which were purchased on my old phone • Managing subscriptions on my new phone (e.g. cancelling, upgrading or renewing the subscription to a newspaper app) which were purchased on my old phone • Setting up or adding new email accounts • Connecting to other devices • Using a new operating system • Transferring music from my old phone • Using a different app store • Accessing alternative distribution channels for apps/content 	<p>SELECT ONE: (repeat ordering of response options used at Q29; or randomly reverse order if not possible to align):</p> <ol style="list-style-type: none"> 1. Very easy 2. Fairly easy 3. Fairly difficult 4. Very difficult 5. I don't remember 6. I haven't done this
Q32	Blank	

Q33	INTRO: The next questions are about the apps that can be installed on your smartphone.	
Q34	<p>ASK ALL There are a number of different ways that you can get apps onto your phone. Looking at the list below, did you know about, and have you used, any of these ways to get apps onto your current phone? Please select all that apply</p> <p>NOTE THAT OPTIONS VARY ACCORDING TO O/S</p> <ol style="list-style-type: none"> 1. IF Q11 = 2 (Apple): Download through the Apple App Store 2. IF Q11 <> 2 (Not Apple): Download through the Google Play Store 3. IF Q11 = 14 (Samsung): Download through the Samsung Galaxy Store 4. IF Q11<> 2 (Not Apple): Download through the Amazon App Store 5. IF Q11 = 8 (Huawei): Download through the Huawei App Gallery 6. IF Q11 <> 2 (Not Apple): Download through Aptoide 7. IF Q11 <> 2 (Not Apple): Download through APKpure 8. IF Q11 <> 2 (Not Apple): Download through F-droid 9. ASK ALL: Install a web app using the web browser menu option (selecting 'Add to home screen' or similar), without using an app store. 10. IF Q11<> 2 (Not Apple): Download an app directly from a website (also known as 'sideloading') without using an app store 	<p>GRID: SELECT ONE RESPONSE FOR EACH ITEM PRESENTED: (randomly reverse order)</p> <ol style="list-style-type: none"> 1. I did not know that I could get apps onto my phone in this way. 2. I knew that I could get apps onto my phone in this way, but I have not done this on my current phone. 3. I have done this to get apps onto my current phone.
Q35	<p>ASK IF 2 OR MORE OF CODES 1-10 =3 [have used] AT Q34: Which of these ways have you used most often?</p>	<p>Show all options 1-10 =3 at Q34. SELECT ONE</p>
Q36	<p>ASK IF Q34 ANY 1 THRU 10 = 3 (HAVE USED)</p> <p>Why do you #NAS?</p> <p>#NAS – insert text for app option selected at Q34</p> <p>Ask for all options coded 3 at Q34</p>	<p>Select all that apply: (randomise order)</p> <ol style="list-style-type: none"> 1. I am not aware of any other way of getting apps 2. This gives me the apps I need 3. This gives me the [choice/best choice] of apps I need 4. This gives me [the most] affordable apps 5. This is [most] convenient for me 6. This gives me the data privacy I want (e.g. to control how my private information is used or tracked by companies when using apps or websites) 7. This gives me the data security I want (e.g. virus protection, protection from hacking)

		8. Other – write in
Q37	<p>ASK IF Q34 ANY 1 THRU 10 = 2 (AWARE BUT HAVE NOT USED)</p> <p>You said that you were aware that you could #NAS? Why have you not done this to get apps onto your current mobile phone?</p> <p>#NAS – insert text for option selected at Q34</p> <p>Ask for all options coded 2 at Q34</p>	<p>Select all that apply: (randomise order)</p> <ol style="list-style-type: none"> 1. I have not needed to get apps this way 2. The apps I want are not available 3. I am concerned about data security risks (computer viruses, hacking) 4. I am concerned about data privacy (companies sharing or tracking my data) 5. I am concerned about the performance of apps 6. I am concerned about the compatibility of apps 7. I am not sure how to do this 8. It is difficult to do this 9. It takes too long to do this 10. It is difficult to keep the app updated after installation 11. Other – specify
Q38	Blank	
Q39	<p>ASK ALL: Some apps can be accessed on mobile devices and other devices such as desktop computers, laptops and gaming consoles. In the past year, how often, if at all, have you accessed any of your mobile apps on ANY of these devices (desktop computers, laptops and gaming consoles)?</p>	<p>Select one: (randomly reverse order)</p> <p>Frequency scale. E.g.</p> <ol style="list-style-type: none"> 1. Never 2. Not often 3. Quite often 4. Very often
Q40	Blank	
Q41	Blank	
MULTIHOMING		
Q42	<p>ASK ALL: Are you currently using more than one personal smartphone?</p> <p>Do not include the following: a phone that you use only for work; an old or spare phone that is not currently used; a phone belonging to other members of your household that you occasionally use.</p>	[Yes/No]
Q43	IF Q42= YES: How many personal smartphones are you currently using?	Number
Q44	IF Q42= YES: Thinking of all of the personal smartphones that you currently use, which brands are they?	<p>SELECT ALL THAT APPLY</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)
TECHNICAL CONFIDENCE		
Q45	<p>ASK ALL: To what extent do you agree or disagree with the following statements?</p> <ul style="list-style-type: none"> • I give advice to friends and family on which technology products to buy • I usually wait until a new technology is widely used and proven before I use it • I am able to troubleshoot complex issues with digital devices by myself • I give advice to friends and family when they have problems with digital devices • I ask others for advice when I have problems with digital devices 	<p>Select one: (randomly reverse order)</p> <ol style="list-style-type: none"> 1. Strongly agree 2. Tend to agree 3. Neither agree nor disagree 4. Tend to disagree 5. Strongly disagree
OTHER DEVICES USED		
Q46	<p>ASK ALL: The next questions are about other devices, apart from your smartphone. Looking at this list, which of these other devices do you personally use, not including any devices provided by an employer?</p>	<p>Select all that apply:</p> <ol style="list-style-type: none"> 1. Apple Macbook / Apple Mac 2. Chromebook (e.g. Samsung Chromebook or Google Chromebook) 3. Other laptop/desktop computer (e.g. Windows, Linux) 4. Android tablet (e.g. Samsung) 5. Amazon Fire tablet 6. Apple iPad tablet 7. Apple Watch 8. Other smartwatch (not Apple Watch) 9. Smart ring 10. Google Smart home devices (e.g. TV Chromecast, Nest, Google Home Hub, Google Voice assistant) 11. Apple Smart home devices (e.g. HomePod, Apple TV) 12. Other smart home devices (e.g. Hive, Amazon Alexa) 13. Gaming console (e.g. Play Station, Xbox) 14. Apple AirPods 15. Other wireless ear buds/headphones (not Apple) 16. Other device (please type in) 17. None of the above (EXCLUSIVE)
Q46 B	<p>ASK ALL: Looking at this list, which of the following do you use to make contactless payments?</p>	<p>Select all that apply:</p> <ol style="list-style-type: none"> 1. Credit or debit card 2. Smartphone 3. Apple Watch 4. Other smartwatch (not Apple watch) 5. Smart ring 6. None of the above
SEARCH QUESTIONS		

<p>Intro</p>	<p>ASK ALL: The next few questions are about your use of smartphones, tablets, computers and any other device you use to search the web.</p> <p>[Definitions for this section: - A '<i>generative AI assistant</i>', also sometimes called a 'generative AI chatbot', is a computer program that understands and responds to users in a conversational manner, simulating human conversation. There are many generative AI assistant products, some of the most popular include: ChatGPT, Google Gemini, Copilot, Perplexity, Brave Leo, and Meta AI. - By 'traditional web search method', we mean using tools such as a search engine, web browser, search bar, search app, or voice assistant, for example, which do not make use of generative AI.]</p>	
<p>Q47</p>	<p>UseNAV. ASK ALL: Which of the options below most closely describes how you search for a specific website?</p>	<p>Please choose the method you use most often.</p> <p>Select one:</p> <ol style="list-style-type: none"> 1. I use a traditional web search method, such as a search bar, search app, web browser, or voice assistant, to search for a specific website. 2. I use a generative AI assistant to search for a specific website. 3. Other method (please type in)
<p>Q48</p>	<p>UseBUY. ASK ALL: Which of the options below most closely describes how you search the web for a product or service that you want to buy?</p>	<p>Please choose the method you use most often.</p> <p>Select one:</p> <ol style="list-style-type: none"> 1. I use a traditional web search method, such as a search bar, search app, web browser, or voice assistant, to search for a specific website. 2. I use a generative AI assistant to search for a specific website. 3. Other method (please type in)
<p>Q49</p>	<p>UseINFO1. ASK ALL: Which of the options below most closely describes how you search the web for simple information, such as the date of concert, or the capital city of a country?</p>	<p>Please choose the method you use most often.</p> <p>Select one:</p> <ol style="list-style-type: none"> 1. I use a traditional web search method, such as a search bar, search app, web browser, or voice assistant, to search for a specific website. 2. I use a generative AI assistant to search for a specific website. 3. Other method (please type in)

<p>Q50</p>	<p>UseINFO2. Which of the options below most closely describes how you search the web for less simple information, for example, recommendations for days out in the Lake District, or competing theories on why the dinosaurs became extinct?</p> <p>[Contractor to suggest for examples]</p>	<p>Please choose the method you use most often.</p> <p>Select one:</p> <ol style="list-style-type: none"> 1. I use a traditional web search method, such as a search bar, search app, web browser, or voice assistant, to search for a specific website. 2. I use a generative AI assistant to search for a specific website. 3. Other method (please type in)
<p>Q51</p>	<p>NOTBOT. ASK IF NOT=2 AT ANY Q47/Q48/Q49/Q50: You said a generative AI assistant would <u>not</u> be the method used most often for the web search tasks below. Even though it is not the method used most often, do you ever use a generative AI assistant for these types of search tasks?</p> <p>[Show only those if a assistant not selected AT ANY Q47/Q48/Q49/Q50]</p> <ul style="list-style-type: none"> • Search for a specific website • Search for a product/service • Search for simple information • Search for less simple information 	<p>Select one: (randomly reverse order)</p> <ol style="list-style-type: none"> 1. No 2. Yes – rarely 3. Yes – sometimes 4. Yes – frequently (but less often than traditional search)
<p>Q52</p>	<p>ENGINE1. ASK ALL: When you search the web using traditional web search methods, do you know which search engine you use?</p>	<p>Yes/No</p>
<p>Q53</p>	<p>ENGINE2. ASK IF Q52=YES Please select the search engine you use from the list below.</p>	<p>Select one: If you use more than one search engine, select the one you use the most. (randomise order)</p> <ol style="list-style-type: none"> 1. Google 2. Bing 3. Yahoo 4. DuckDuckGo 5. Ecosia 6. Other (please enter)
<p>Q54</p>	<p>ENGINE3. ASK IF Q52=NO. Please conduct a simple web search now. The first part of the address bar will identify which search engine you are using. Which of the following options is shown in the address bar?</p> <p>Examples:</p> 	<p>Please select one of the following options: (randomise order)</p> <ol style="list-style-type: none"> 1. google 2. bing 3. yahoo 4. duckduckgo 5. ecosia 6. Other (please enter)
<p>Classification questions</p>		

Intro	<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>	
Q55	ASK ALL: Are you...?	<p>Select one:</p> <ol style="list-style-type: none"> 1. Male 2. Female 3. Prefer to self-ascribe (please type in) 4. Prefer not to say
Q56	Working status: Contractor to propose question.	Contractor to propose
Q57	ASK ALL: Which area do you live in?	<p>Select one:</p> <ol style="list-style-type: none"> 1. London 2. South East 3. South West 4. East Midlands 5. West Midlands 6. East of England 7. North West 8. North East 9. Yorkshire and Humberside 10. Wales 11. Northern Ireland 12. Scotland
Q58	ASK ALL: Do you have any health conditions or illnesses which affect you in any of the following areas?	<p>Select all that apply:</p> <ol style="list-style-type: none"> 1. Vision (e.g. blindness or partial sight) 2. Hearing (e.g. deafness or partial hearing) 3. Mobility (e.g. walking short distances or climbing stairs) 4. Dexterity (e.g. 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 (e.g. 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)
Q59	Highest educational level. Contractor to propose question.	<p>DV to classify:</p> <ul style="list-style-type: none"> • Degree level • Below Degree level • No quals