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# Benefits of online platforms: survey transcript

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Survey transcript

Prepared for Google

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[www.oxera.com](http://www.oxera.com)

## English survey

SCREENER

GOOGLE CONSUMER BEHAVIOUR QUESTIONNAIRE

Job Number	45116716
Name of survey	Google Consumer behaviour
Questionnaire Version Number	V9
Author	Shruti Dagaonkar

Panel	Online Germany, France, Spain, Poland
Duration of questionnaire	15mins
Expected final sample size	1500 in each market
Sample Description	All internet users
If several targets: indicate targets	n/a
No. open ends	
No. other (specify) questions	

**ASK ALL**

**SINGLE CHOICE**

**Gender:**

Are you ... ?

- 1 Male
- 2 Female

**ASK ALL**

**SINGLE CHOICE**

**OPEN END TEXT BOX – NUMERIC RESPONSE ONLY**

**RANGE – 0,99 – terminate if under 18**

**Age:**

What is your age?

**RECODE AGE:**

**France:**

AGE		
18-24	12%	174
25-34	17%	251
35-44	18%	275
45-54	18%	263
55+	36%	536

**Germany:**

AGE		
18-24	10%	150
25-34	15%	218
35-44	20%	307
45-54	18%	264
55+	37%	561

**Poland:**

AGE		
18-24	14%	216
25-34	19%	292
35-44	16%	243
45-54	20%	299
55+	30%	450

**Spain:**

AGE		
18-24	10%	151
25-34	21%	315
35-44	20%	296
45-54	16%	239
55+	33%	499

**ASK ALL**  
**SINGLE CHOICE**  
**Region:**  
**Where do you live?**

France:

NIELSEN REGION		
Région Parisienne	19%	282
Nord-Picardie	11%	168
Champagne-Alsace	9%	132
Normandie-Bretagne	9%	128
Touraine-Charentes	11%	159
Bourgogne-Auvergne	8%	125
Alpes-Jura	11%	158
Provence-Languedoc	14%	204
Pyrenées-Aquitaine	10%	146

Germany:

REGION		
North	30%	450
Centre	43%	645
South	27%	405

Poland:

REGION		
Greater Poland (Wielkopolskie)	9%	135
Kujavian-Pomeranian (Kujawsko-pomorskie)	5%	75
Lesser Poland (Małopolskie)	9%	135
Łódź (łódzkie)	7%	105
Lower Silesian (Dolnośląskie)	8%	120
Lublin (Lubelskie)	6%	90

Masovian (Mazowieckie)	15%	225
Other area [Lubusz (Lubuskie), Opole (Opolskie), Podlaskie (Podlaskie), Pomeranian (Pomorskie), Świętokrzyskie, Warmian-Masurian (Warmińsko-mazurskie), West Pomeranian (Zachodniopomorskie)]	23%	345
Silesian (śląskie)	13%	195
Subcarpathian (Podkarpackie)	5%	75

Spain:

NIELSEN REGION		
Barcelona Metropolitan	13%	188
North East	9%	140
East	15%	231
South	20%	305
Madrid Metropolitan	14%	212
Centre	8%	116
North West	11%	165
North	10%	146

ACCESS INTERNET	
ASK ALL SINGLE CODE	
S1.	Do you access the internet for personal use? This can be on any device such as a laptop, computer, mobile phone, smartphone, or tablet.
01	Yes
02	No – TERMINATE
03	Don't know – TERMINATE

**SECTION 1 – G. GENERAL CATEGORY AND WEBSITES USED**

CATEGORY CLASSIFICATION	
ASK ALL MULTIPLE CODE RANDOMISE THE LIST (EXCEPT FOR CODE 01 ALWAYS AT THE TOP) CLOSE INTERVIEW IF CODED 97	
G1.	For which of the following activities did you use the internet in the past month? Please select all that apply.
01	To look up information
02	To communicate and stay in touch with friends, family and others
03	To meet and get to know people
04	To browse or share content such as music, videos or photos
05	To buy, sell or share products and services
06	To find, compare or review products and services
07	To search for opportunities
97	None of these [ensure this cannot be selected with other options]

**RANDOMISE QUESTIONS G2, G3, G4, G5, G6.**

**QUESTION G2a SHOULD COME AFTER QUESTION G2, QUESTION G3a SHOULD COME AFTER QUESTION G3, QUESTION G4a SHOULD COME AFTER QUESTION G4, QUESTION G5a SHOULD COME AFTER QUESTION G5, QUESTION G6a SHOULD COME AFTER QUESTION G6.**

Websites used for Social Media	
ASK IF CODED 02,03 AT G1 MULTIPLE CODE SCRIPTER: ALLOW UP TO 12 CODES FOR EACH COUNTRY SCRIPT	
G2.	Which of the following websites/apps have you used in the past month, either to communicate and stay in touch with friends, family and others, or meet and get to know people ? Please select all that apply.
01	[platform]
02	[platform]
03	[platform]

04	[platform]
05	[platform]
06	[platform]
07	[platform]
08	[platform]
09	[platform]
10	[platform]
11	[platform]
12	[platform]
96	Other (please specify) [type in box]
97	None of these
99	Don't know

Social media category frequency	
ASK IF CODED 02,03 AT G1 SKIP QUESTION IF CODES 97, 99 IN G2 SINGLE CODE	
G2a.	And how often do you use these websites/apps? [display codes selected in G2 and 'others' if code 96 is selected]
01	More than 10 times a day
02	2-10 times a day
03	Once a day
04	Several times a week
05	Once a week
06	2-3 times a month
07	Once a month
08	Less often
99	Don't know

Websites used for Entertainment	
ASK IF CODED 04 AT G1 MULTIPLE CODE SCRIPTER: ALLOW UP TO 12 CODES FOR EACH COUNTRY SCRIPT	
G3.	Which of the following websites/apps have you used in the past month to access or share content such as music, videos or photos. Please select all that apply.
01	[platform]
02	[platform]
03	[platform]
04	[platform]
05	[platform]
06	[platform]
07	[platform]
08	[platform]
09	[platform]
10	[platform]
11	[platform]
12	[platform]
96	Other (please specify) [type in box]
97	None of these
99	Don't know

Entertainment category frequency	
ASK IF CODED 04 AT G1 SKIP QUESTION IF CODES 97, 99 IN G3 SINGLE CODE	
G3a.	How often do you use these websites/apps? [display codes selected in G3 and 'others' if code 96 is selected]
01	More than 10 times a day
02	2-10 times a day
03	Once a day
04	Several times a week
05	Once a week
06	2-3 times a month
07	Once a month
08	Less often
99	Don't know



Websites used for Buying or Selling	
ASK IF CODED 05 AT G1 MULTIPLE CODE SCRIPTER: ALLOW UP TO 12 CODES FOR EACH COUNTRY SCRIPT	
G4.	Which of the following websites/apps have you used in the past month to buy, sell or share products or services? Please select all that apply.
01	[core platform]
02	[core platform]
03	[core platform]
04	[core platform]
05	[core platform]
06	[core platform]
07	[core platform]
08	[non-core platform]
09	[non-core platform]
10	[non-core platform]
11	[non-core platform]
12	[non-core platform]
96	Other (please specify) [type in box]
97	None of these
99	Don't know

Buying and selling category frequency	
ASK IF CODED 05 AT G1 SKIP QUESTION IF CODES 97, 99 IN G4 SINGLE CODE	
G4a.	And how often do you use these websites/apps? <u>[display codes selected in G4 and 'others' if code 96 is selected]</u>
01	More than 10 times a day
02	2-10 times a day
03	Once a day
04	Several times a week
05	Once a week
06	2-3 times a month
07	Once a month
08	Less often
99	Don't know

Websites used for comparing products and services	
ASK IF CODED 06 AT G1 MULTIPLE CODE SCRIPTER: ALLOW UP TO 12 CODES FOR EACH COUNTRY SCRIPT	
G5.	Which of the following websites/apps have you used in the past month to find, compare or review products or services? Please select all that apply.
01	[core platform]
02	[core platform]
03	[core platform]
04	[core platform]
05	[core platform]
06	[core platform]
07	[core platform]
08	[non-core platform]
09	[non-core platform]
10	[non-core platform]
11	[non-core platform]
12	[non-core platform]
96	Other (please specify) [type in box]
97	None of these
99	Don't know

Comparison category frequency	
ASK IF CODED 06 AT G1 SKIP QUESTION IF CODES 97, 99 IN G5 SINGLE CODE	
G5a.	And how often do you use these websites/apps? [display codes selected in G5 and 'others' if code 96 is selected]
01	More than 10 times a day
02	2-10 times a day
03	Once a day
04	Several times a week
05	Once a week
06	2-3 times a month
07	Once a month
08	Less often
99	Don't know

Websites used to search info	
ASK IF CODED 01 OR 07 AT G1 MULTIPLE CODE SCRIPTER: ALLOW UP TO 12 CODES FOR EACH COUNTRY SCRIPT	
G6.	Which of the following websites/apps have you used in the past month to look up information or search for opportunities? Please select all that apply.
01	[core platform]
02	[core platform]
03	[core platform]
04	[core platform]
05	[core platform]
06	[core platform]
07	[core platform]
08	[core platform]
09	[core platform]
10	[non-core platform]
11	[non-core platform]
12	[non-core platform]
96	Other (please specify) [type in box]
97	None of these
99	Don't know

Search info category frequency	
ASK IF CODED 01 OR 07 AT G1 SKIP QUESTION IF CODES 97, 99 IN G6 SINGLE CODE	
G6a.	How often do you use these websites/apps? <u>[display codes selected in G6 and 'others' if code 96 is selected]</u>
01	More than 10 times a day
02	2-10 times a day
03	Once a day
04	Several times a week
05	Once a week
06	2-3 times a month
07	Once a month
08	Less often
99	Don't know

Frequency of using devices						
ASK ALL SINGLE CODE FOR EACH DEVICE						
G7.	How often do you use the following devices to access websites/apps? Please select a response for each device					
		Desktop computer	Laptop	Tablet	Mobile phone or Smartphone	Other e.g. game consoles, netbooks, smart TV
	Several times a day	01	01	01	01	01
	Once a day	02	02	02	02	02
	Several times a week	03	03	03	03	03
	Once a week	05	05	05	05	05
	2-3 times a month	06	06	06	06	06
	Once a month	07	07	07	07	07
	Less often	08	08	08	08	08
	Never	09	09	09	09	09
	Don't know	99	99	99	99	99

Websites/apps usage	
SINGLE CODE ASK ALL	
G8.	In the past month when you used websites/apps on any type of device, would you say that you...
01	used lots of websites/apps that you hadn't visited before
02	used maybe five or six websites/apps that you hadn't visited before
03	only used websites/apps that you had visited before
99	Don't know

Not used a platform - SOCIAL MEDIA	
ASK IF NOT CODED 02,03 IN G1 OR IF CODED 99 IN G2 MULTIPLE CODE RANDOMISE LIST	
NU1A.	You indicated that you have not used any websites/apps to communicate and stay in touch with friends, family and others, or meet and get to know people. Why do you not use these websites/apps? Please select all that apply.
01	I do not need these websites/apps
02	It is too expensive to use these websites/apps
03	There are better ways to communicate or meet and get to know people offline
04	I do not have time to use these websites/apps
05	I do not know how to use these websites/apps
06	I am concerned about my data privacy and security on these websites/apps

07	I am concerned about irrelevant, inappropriate or offensive content on these websites/apps
96	Other (please specify) [type in box]
99	None of these

Not used a platform – ENTERTAINMENT	
ASK IF NOT CODED 04 IN G1 OR IF CODED 99 IN G3 MULTIPLE CODE RANDOMISE LIST	
NU1B.	You indicated that you have not used any websites/apps to access or share content such as music, videos or photos. Why do you not use these websites/apps?  Please select all that apply.
01	I do not need these websites/apps
02	It is too expensive to use these websites/apps
03	There are better ways to access or share content such as music, videos or photos offline
04	I do not have time to use these websites/apps
05	I do not know how to use these websites/apps
06	I am concerned about my data privacy and security on these websites/apps
07	I am concerned about irrelevant, inappropriate or offensive content on these websites/apps
96	Other (please specify) [type in box]
99	None of these

Not used a platform – BUY AND SELL	
ASK IF NOT CODED 05 IN G1 OR IF CODED 99 IN G4 MULTIPLE CODE RANDOMISE LIST	
NU1C.	You indicated that you have not used any websites/apps to buy, sell or share products or services. Why do you not use these websites/apps?  Please select all that apply.
01	I do not need these websites/apps
02	It is too expensive to use these websites/apps
03	There are better products or services available offline
04	I do not have time to use these websites/apps
05	I do not know how to use these websites/apps
06	I am concerned about my data privacy and security on these websites/apps
07	I am concerned about irrelevant content on these websites/apps
96	Other (please specify) [type in box]
99	None of these

Not used a platform – COMPARE PRODUCTS AND SERVICES	
ASK IF NOT CODED 06 IN G1 OR IF CODED 99 IN G5 MULTIPLE CODE RANDOMISE LIST	
NU1D.	You indicated that you have not used any websites/apps to find, compare or review products and services. Why do you not use these websites/apps?  Please select all that apply.
01	I do not need these websites/apps
02	It is too expensive to use these websites/apps
03	There are better ways to compare products or services offline
04	I do not have time to use these websites/apps
05	I do not know how to use these websites/apps
06	I am concerned about my data privacy and security on these websites/apps
07	I am concerned about irrelevant content on these websites/apps
96	Other (please specify) [type in box]
99	None of these

Not used a platform – SEARCH INFO	
ASK IF NOT CODED 01 AND OR07 IN G1 OR IF CODED 99 IN G6 MULTIPLE CODE RANDOMISE LIST	
NU1E.	You indicated that you have not used any websites/apps to look up information or search for opportunities such as employment. Why do you not use these websites/apps?  Please select all that apply.
01	I do not need these websites/apps
02	It is too expensive to use these websites/apps
03	There are better services available offline
04	I do not have time to use these websites/apps
05	I do not know how to use these websites/apps
06	I am concerned about my data privacy and security on these websites/apps
07	I am concerned about irrelevant, inappropriate or offensive content on these websites/apps
96	Other (please specify) [type in box]
99	None of these

CATEGORY CLASSIFICATION CODES	
PLEASE CLASSIFY THE RESPONDENT IN THE BELOW CATEGORIES. A RESPONDENT CAN BE CLASSIFIED INTO MULTIPLE CATEGORIES. RANDOMISE THE CATEGORIES. EACH RESPONDENT SHOULD RESPOND TO MAXIMUM OF THREE CATEGORIES BASED ON LEAST FULL QUOTA SYSTEM. FOR EACH CATEGORY WE SHOULD AIM AT GETTING A MINIMUM OF 300 SAMPLE.	
A. SOCIAL MEDIA	IF CODED 02, 03 IN G1 AND NOT CODED 97, 99 IN G2
B. ENTERTAINMENT	IF CODED 04 IN G1 AND NOT CODED 97, 99 IN G3
C. BUY AND SELL	IF CODED 05 IN G1 AND NOT CODED 97, 99 IN G4
D. COMPARISON	IF CODED 06 IN G1 AND NOT CODED 97, 99 IN G5
E. SEARCH FOR INFORMATION	IF CODED 01 OR 07 IN G1 AND NOT CODED 97, 99 IN G6

**SECTION 2 – CATEGORY DETAILS**

**Introduction Screen:** We will now ask you about specific activities for which you used the internet in the past month. Please think about the websites/apps you have used for these activities when answering the questions.

**CATEGORY A – SOCIAL MEDIA<sup>1</sup>**

Introduction: In this section, we would like to understand more about your use of websites/apps to communicate and stay in touch with friends, family and others, or meet and get to know people.

Purpose of social media websites/apps

ASK IF CODED 02, 03 IN G1 AND NOT CODED 97, 99 IN G2

MULTIPLE CODE

RANDOMISE LIST

SHOW ALL THE CODES SELECTED IN G2 IN SEPARATE COLUMNS. IF THERE ARE MORE THAN SIX CODES SELECTED IN G2 THEN ASK THIS QUESTION IN TWO SCREENS. EACH SCREEN SHOULD CONTAIN MAXIMUM FIVE SIX/SEVEN COLUMNS.

A1.	Why do you use these websites/apps? Please select all that apply				Other sites SCRIPTER: only include column if code 96 at G2
01	To meet new people	01	01	01	01
02	For dating	02	02	02	02
03	To communicate and stay in touch with my friends, family and others	03	03	03	03
04	To stay in touch with people in a professional context	04	04	04	04
05	To see content that my contacts share or recommend, such as personal updates, photos or articles	05	05	05	05
06	To share content I like with my contacts, such as photos or articles	07	07	07	07
07	To find out about events and current affairs	08	08	08	08
08	To participate in online communities	09	09	09	09
09	To find information about deals and promotions	10	10	10	10
10	To share self-created content, such as personal updates, photos or videos	11	11	11	11
11	To find opportunities such as employment	12	12	12	12
97	None of these	97	97	97	97
99	Don't know	99	99	99	99

<sup>1</sup> In the analysis and write up, this term was revised to 'communication'.



Number of people connected with	
ASK IF CODED 02, 03 IN G1 AND NOT CODED 97, 99 IN G2 SINGLE CODE	
A2.	Thinking about these websites/apps that you use, overall how many people are you connected to? [display <u>codes</u> selected in G2 and 'others' if they select code 96]
01	None
02	1 to 50
03	51 to 100
04	101 to 200
05	201 to 500
06	More than 500
99	Don't remember

Number of people interacted with	
ASK IF NOT CODED 01 IN A2 OPEN END	
A3.	And approximately how many people have you actively interacted with on these websites/apps in the past month? [display <u>codes</u> selected in G2 and 'others' if they select code 96]
	Type in box
99	Don't remember

Number of people met personally	
ASK IF CODED 02, 03 IN G1 AND NOT CODED 97, 99 IN G2 OPEN END	
A4.	How many people who you have first interacted with on these websites/apps have you later met in person? [display <u>codes</u> selected in G2 and 'others' if they select code 96]
	Type in box
99	Don't remember

Influence of websites/apps							
ASK IF CODED 02, 03 IN G1 AND NOT CODED 97, 99 IN G2 RANDOMISE THE LIST SINGLE CODE FOR EACH STATEMENT <i>PLEASE SHOW ALL THE WEBSITES THAT RESPONDENT SELECTED IN G2</i>							
A5.	Thinking about the websites/apps shown below, to what extent do you agree or disagree with each of the following statements? Instruction for script: Please show all the websites that respondent selected in G2 here and 'others' if coded 96						
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable
01	I communicate with people I would not otherwise have met	1	2	3	4	5	99
02	It is easy to communicate on the go	1	2	3	4	5	99
03	It is easy to communicate at any time	1	2	3	4	5	99
04	It is easy to find and start a new relationship	1	2	3	4	5	99
05	It is easy to share views with my contacts	1	2	3	4	5	99
06	It is easy to stay in touch with my contacts	1	2	3	4	5	99
07	It is easy to keep up to date with events and current affairs	1	2	3	4	5	99
08	It is easy to engage in discussions	1	2	3	4	5	99
09	It is easy to find jobs and other opportunities	1	2	3	4	5	99
10	It is hard to maintain meaningful relationships	1	2	3	4	5	99
11	I am concerned about my data privacy and security on these websites/apps	1	2	3	4	5	99

12	I am concerned about online abuse and harassment	1	2	3	4	5	99
13	I am concerned about inaccurate information or inappropriate content	1	2	3	4	5	99

IDENTIFICATION OF MULTI-HOMING	
ASK THOSE WHO CODED AT LEAST ONCE WEBSITE IN A1 FOR STATEMENT CODE 03 SINGLE CODE PLEASE REMOVE THE 'PLEASE TYPE IN' RESPONDENT INSTRUCTION FROM HERE	
A6	You indicated that you use [selected websites in A1 selected for statement code 03] to communicate and stay in touch with my friends, family and others. Are there any other websites/apps you use to do this?
01	No
02	Yes (please specify) [type in box]
99	Don't know
SINGLE-HOMING	
ASK THOSE WHO CODED ONLY ONE CODE OTHER THAN CODE 96 IN G2 AND CODED ONE WEBSITE FOR STATEMENT 03 IN A1 AND CODED 01 IN A6. DO NOT ASK IF ONLY COLUMN 13 SELECTED IN A1 RANDOMISE LIST MULTIPLE CODE	
A6a.	You indicated that you only use (INSERT THE WEBSITE/APP CODED 03 IN A1) to communicate and stay in touch with my friends, family and others. Why do you use this particular website/app? Please select all that apply
01	I am not aware of other websites/apps
02	Many of my friends and family use this website/app
03	I know how to use this website/app and I find others harder to use
04	This website/app is the most appropriate for communicating and staying in touch with my friends, family and others
05	Other websites/apps are similar so I only need to use this one
06	It takes too much time to use more than one website/app
07	I would like to use other websites/apps but I would not be able to connect all my accounts
08	I would like to use other websites/apps but it is too expensive to use more than one
96	Other (please specify) [type in box]
99	None of these
MULTI-HOMING	
ASK THOSE WHO SELECTED ONE OR MORE CODES IN G2 AND FOR STATEMENT 03 IN A1 AND/OR CODED 02 IN A6 RANDOMISE LIST MULTIPLE CODE	

A6b.	<p>You indicated that you use these websites to communicate and stay in touch with friends, family and others. Why do you use multiple websites/apps to do this? Please select all that apply</p> <p>Instruction for script: Please show all the websites which respondent selected in G2 and for statement 03 in A1 (If the respondent has typed in the 'other' code then please state 'other websites/apps')</p>
01	I use these websites/apps for different things
02	There are specific features of these websites/apps that I like
03	It is free to use multiple websites/apps
04	It is simple to use multiple websites/apps
05	It doesn't take too much time to use multiple websites/apps
06	I can connect multiple accounts and use these websites/apps simultaneously
07	Many of my friends/contacts use multiple websites/apps
96	Other (please specify) [type in box]
99	None of these

**CATEGORY B – ENTERTAINMENT**

Introduction: In this section, we would like to understand more about your use of websites/apps to access and share content such as music, videos, and photos.

Purpose of entertainment websites/apps

ASK IF CODED 04 IN G1 AND NOT CODED 97, 99 IN G3  
SHOW ALL THE CODES SELECTED IN G3 IN SEPARATE COLUMNS. IF THERE ARE MORE THAN SIX CODES SELECTED IN G3 THEN ASK THIS QUESTION IN TWO SCREENS. EACH SCREEN SHOULD CONTAIN MAXIMUM FIVE SIX/SEVEN COLUMNS.  
MULTIPLE CODE  
RANDOMISE LIST

B1.	Why do you use these websites/apps? Please select all that apply.				
					Other sites  SCRIPTER: only include column if code 96 at G3
01	To browse posts, videos and photos	01	01	01	01
02	To listen to music	02	02	02	02
03	To share content I like such as music, videos and photos with others	03	03	03	03
04	To share self-created material, such as photos and videos	04	04	04	04
97	None of these	97	97	97	97
99	Don't know	99	99	99	99

Influence of websites/apps							
ASK IF CODED 04 IN G1 AND NOT CODED 97, 99 IN G3 RANDOMISE THE LIST SINGLE CODE FOR EACH STATEMENT Please show all the websites that respondent selected in G3							
B2.	Thinking about the websites/apps shown below, to what extent do you agree or disagree with each of the following statements?						
	Instruction for script: Please show all the websites that respondent selected in G3 here and 'others' if coded 96						
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable
01	I can access music, videos or photos at any time	1	2	3	4	5	99
02	I can access music, videos or photos on the go	1	2	3	4	5	99
03	I can find music, videos or photos I am looking for instantly	1	2	3	4	5	99
04	It is easy to share music, videos or photos with others	1	2	3	4	5	99
05	There is a wide variety of music, videos or photos available	1	2	3	4	5	99
06	I am able to find music, videos or photos that are relevant and interesting to me	1	2	3	4	5	99
07	I am able to keep up to date with events and current affairs	1	2	3	4	5	99
08	I am concerned about my data privacy and security	1	2	3	4	5	99
09	I am concerned about offensive or inappropriate content	1	2	3	4	5	99

IDENTIFICATION OF MULTI-HOMING	
ASK THOSE WHO SELECTED AT LEAST ONE MORE THAN ONE WEBSITE FOR STATEMENT 01 IN B1 SINGLE CODE	
B3.	You indicated that you use [selected websites in B1] to browse posts, videos and photos. Are there any other websites/apps you use to do this?
01	No
02	Yes (please specify) [type in box]
99	Don't know

SINGLE-HOMING	
ASK THOSE WHO CODED ONLY ONE CODE OTHER THAN CODE 96 IN G3 AND CODED ONE WEBSITE FOR STATEMENT 01 IN B1 AND 01 IN B3. DO NOT ASK IF ONLY COLUMN 13 SELECTED IN B1 RANDOMISE LIST MULTIPLE CODE	
B3A.	You indicated that you only use (INSERT THE WEBSITE/APP CODED IN G3 AND FOR STATEMENT 01 IN B1) to browse posts, videos and photos. Why do you use this particular website/app? Please select all that apply.
01	I am not aware of other websites/apps
02	Many of my friends and family use this website/app
03	I know how to use this website/app and I find others harder to use
04	This website/app is the most appropriate for my requirements
05	Other websites/apps are similar so I only want to use this one
06	It takes too much time to use more than one website/app
08	I would like to use other websites/apps but I would not be able to connect all my accounts
09	I would like to use other websites/apps but it is too expensive to use more than one
10	Other (please specify) [type in box]
99	None of these

MULTI-HOMING	
ASK THOSE WHO SELECTED ONE OR MORE CODES IN G3 AND FOR STATEMENT 01 IN B1 AND/OR CODED 02 IN B3 RANDOMISE LIST MULTIPLE CODE	
B3B.	You indicated that you use these websites to browse posts, videos and photos. Why do you use multiple websites/apps to do this? Please select all that apply  Instruction for script: Please show all the websites that respondent selected in G3 and for statement 01 in B1. If respondent has typed in 'Other code' then please state 'Other websites/apps' here
01	I use these websites/apps for different things
02	There are specific features of these websites/apps that I like
03	It is free to use multiple websites/apps
04	It is simple to use multiple websites/apps
05	It doesn't take too much time to use multiple websites/apps
06	I can connect multiple accounts and use these websites/apps simultaneously
07	Many of my friends/contacts use multiple websites/apps
96	Other (please specify) [type in box]
99	None of these

**CATEGORY C – BUYING AND SELLING**

Introduction: In this section, we would like to know more about your use of websites/apps to buy, sell or share products or services.

Purpose of buying and selling websites/apps

ASK IF CODED 05 IN G1 AND NOT CODED 97, 99 IN G4  
SHOW ALL THE CODES SELECTED IN G4 IN SEPARATE COLUMNS. IF THERE ARE MORE THAN SIX CODES SELECTED IN G4 THEN ASK THIS QUESTION IN TWO SCREENS. EACH SCREEN SHOULD CONTAIN MAXIMUM FIVE SIX/SEVEN COLUMNS.  
MULTIPLE CODE  
RANDOMISE LIST

C1.	Why do you use these websites/apps? Please select all that apply				Other sites SCRIPTER: only include column if code 96 at G4
01	To buy products or services	01	01	01	01
02	To sell products or services	02	02	02	02
03	To find information about products and services	03	03	03	03
04	To share or rent out products or services (such as rooms, car sharing etc)	04	04	04	04
05	To search for products or services	05	05	05	05
96	Other (please specify) [type in box]	96	96	96	96
97	None of these	97	97	97	97
99	Don't know	99	99	99	99

Types of items bought

ASK IF AT LEAST ONE WEBSITE IS SELECTED FOR STATEMENT CODE 01 IN C1  
MULTIPLE CODE  
RANDOMISE LIST

C2.	Which types of products and services do you buy using these websites/apps? <u>[display website codes selected for statement code 01 at C1 and 'others' if selected code 96 at C1]</u> Please select all that apply
01	Home furnishings (furniture, DIY products etc)
02	Films, music and video games
03	Books
04	Leisure activities and entertainment goods (theatre tickets, spa treatments etc)
05	Clothes and accessories



06	Technology and electronics
07	Transport vehicles (cars, motorcycles etc)
08	Travel (hotels, flights, train tickets etc)
09	Food and drink services (takeaways etc)
96	Other (please specify) [type in box]
97	None of these
99	Don't know

Number of items bought	
ASK IF AT LEAST ONE WEBSITE IS SELECTED FOR STATEMENT CODE 01 IN C1 SINGLE CODE	
C3.	Overall how often do you buy products and services on these websites/apps? <u>[display codes selected for statement code 01 in C1 and 'others' if code 96 is selected at C1]</u>
01	Several times a day
02	Once a day
03	Several times a week
04	Once a week
05	2-3 times a month
06	Once a month
07	Less often
99	Don't know

Average spend	
ASK IF AT LEAST ONE WEBSITE IS SELECTED FOR STATEMENT CODE 01 IN C1 SINGLE CODE	
C4.	In the past month, approximately how much have you spent buying products and services from these websites/apps? <u>[display codes selected for statement code 01 in C1 and 'others' if code 96 is selected at C1]</u>
02	Less than £50
03	£51 to £100
04	£101 to £200
05	£201 to £500
06	More than £500
99	Don't know

Influence of websites/apps							
ASK IF AT LEAST ONE WEBSITE IS SELECTED FOR STATEMENT CODE 01 IN C1 RANDOMISE THE LIST SINGLE CODE FOR EACH STATEMENT							
C5.	Thinking about the websites/apps you use to buy products and services, to what extent do you agree or disagree with each of the following statements? Instruction for script: Please show all the websites that respondent selected in <u>statement code 01 in G4 C1</u> here and 'others' if code 96 is selected						
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable
01	It is quick to buy products or services	1	2	3	4	5	99
02	It is easy to buy on the go	1	2	3	4	5	99
03	It is easy to buy at any time	1	2	3	4	5	99
04	I find cheaper products and services	1	2	3	4	5	99
05	There is more variety available to me	1	2	3	4	5	99
06	I find products or services I was previously not aware of	1	2	3	4	5	99
07	I am informed about the offers that are available to me	1	2	3	4	5	99
08	It is complicated to return products	1	2	3	4	5	99
09	It is hard to manage with the large amounts of information provided	1	2	3	4	5	99
10	I am unsure of the quality and reliability of products I buy	1	2	3	4	5	99
10	I am concerned about my data privacy and security	1	2	3	4	5	99

Types of items sold	
ASK IF AT LEAST ONE WEBSITE IS SELECTED FOR STATEMENT CODE 02 or 04 IN C1 MULTIPLE CODE RANDOMISE LIST	
C6.	What types of products and services do you sell or share using these websites/apps? [ <u>display codes selected for statement code 02 or 04 in C1 and display 'others' is code 96 is selected for these statements</u> ].
01	Products I have used but no longer want
02	New products or services I have not yet used
03	Products or services I want to share (e.g. spare room, car rides)
04	Self-made items
97	Other (please specify) [type in box]
99	Don't know

Number of items sold	
ASK IF AT LEAST ONE WEBSITE IS SELECTED FOR STATEMENT CODE 02 or 04 IN C1 SINGLE CODE	
C7.	Overall how often do you sell or share products and services on these websites/apps? [display codes selected for statement code 02 or 04 in C1 and display 'others' is code 96 is selected for these statements].
01	Several times a day
02	Once a day
03	Several times a week
04	Once a week
05	2-3 times a month
06	Once a month
07	Less often
99	Don't know

Average money generated	
ASK IF AT LEAST ONE WEBSITE IS SELECTED FOR STATEMENT CODE 02 or 04 IN C1 SINGLE CODE	
C8.	In the past month, approximately how much did you earn selling or sharing products or services on these websites/apps? [display codes selected for statement code 02 or 04 in C1 and display 'others' is code 96 is selected for these statements].
02	Less than £30
03	£31 to £50
04	£51 to £100
05	£101 to £200
06	More than £200
99	Don't know

Influence of websites							
ASK IF AT LEAST ONE WEBSITE IS SELECTED FOR STATEMENT CODE 02 or 04 IN C1 RANDOMISE THE LIST SINGLE CODE FOR EACH STATEMENT							
C9.	Thinking about the websites/apps you use to sell or share products and services, to what extent do you agree or disagree with each of the following statements? Instruction for script: Please show all the websites that respondent selected for <u>statement code 02 or 04 in C1 and display 'others' if code 96 is selected in C1</u>						
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable
01	It is easy to earn money by selling or sharing my products and services	1	2	3	4	5	99
02	I am able to sell or share products and services quickly	1	2	3	4	5	99

03	I can sell or share products or services at any time	1	2	3	4	5	99
04	There are many people who are willing to buy products and services	1	2	3	4	5	99
05	The process of selling or sharing products and services is complicated	1	2	3	4	5	99

IDENTIFICATION OF MULTI-HOMING	
ASK THOSE WHO SELECTED AT LEAST ONE CODE FROM CORE PLATFORM CODES 01 TO 07 FOR STATEMENT 01 IN C1 SINGLE CODE	
C10.	You indicated that you use [selected websites in C1 from list of core platforms (01-07)] to buy products. Are there any other websites/apps you use to buy similar products?
01	No
02	Yes (please specify) [type in box]
99	Don't know

SINGLE-HOMING	
ASK THOSE WHO CODED ONE CODE OTHER THAN CODE 96 IN G4 OF CORE PLATFORMS (CODE 01 TO 07) AND CODED ONE WEBSITE OF CORE PLATFORMS FOR STATEMENT 01 IN C1 AND 01 IN C10 RANDOMISE LIST MULTIPLE CODE	
C10A.	You indicated that you only use (INSERT THE CORE WEBSITE/APP (CODES 01 TO 07) CODED IN G4, FOR STATEMENT 01 IN C1) to buy products. Why do you use this particular website/app? Please select all that apply
01	I am not aware of other websites/apps
02	Many of my friends and family use this website/app
03	I know how to use this website/app and I find others harder to use
04	This website/app is the most appropriate for my requirements
05	Other websites/apps are similar so I only want to use this one
06	It takes too much time to use more than one website/app
07	I would like to use other websites/apps but they are incompatible
08	I would like to use other websites/apps but it is too expensive to use more than one
09	Other (please specify) [type in box]
10	None of these

MULTI-HOMING	
ASK THOSE WHO SELECTED ONE OR MORE CORE PLATFORM CODES (01 TO 07) IN G3 G4 AND FOR STATEMENT 01 IN C1 AND/OR CODED 02 IN C10 RANDOMISE LIST MULTIPLE CODE	

C10B.	<p>You indicated that you use these websites/apps to buy products. Why do you use multiple websites/apps to do this? Please select all that apply.</p> <p>Instruction for script: Please show all the websites (core platforms code 01 to 07) that respondent selected in G4 and for statement 01 in C1. If respondent has typed in 'Other code' in C10 then please state 'Other websites/apps' here</p>
01	I use these websites/apps for different things
02	There are specific features of these websites/apps that I like
03	It is free to use multiple websites/apps
04	It is simple to use multiple websites/apps
05	It doesn't take too much time to use multiple websites/apps
06	These websites/apps are compatible therefore I can use them simultaneously
07	Many of my friends/contacts use multiple websites/apps
08	Using multiple websites increases the choice and variety available to me
99	None of these

**CATEGORY D – COMPARISON WEBSITES**

Introduction: In this section, we would like to understand more about your use of websites/apps to find, compare or review products or services

Purpose

ASK IF CODED 06 IN G1 AND NOT CODED 97, 99 IN G5  
SHOW ALL THE CODES SELECTED IN G5 IN SEPARATE COLUMNS. IF THERE ARE MORE THAN SIX CODES SELECTED IN G5 THEN ASK THIS QUESTION IN TWO SCREENS. EACH SCREEN SHOULD CONTAIN MAXIMUM FIVE SIX/SEVEN COLUMNS.  
MULTIPLE CODE  
RANDOMISE LIST

D1.	Why do you use these websites/apps? Please select all that apply				Other sites  SCRIPTER: only include column if code 96 at G5
01	To find out about new products or services	01	01	01	01
02	To find information about or compare products or services	02	02	02	02
03	To read reviews of products or services	03	03	03	03
04	To write reviews for products or services	04	04	04	04
05	To search for products or services	05	05	05	05
96	Other (please specify) [type in box]	96	96	96	96
99	Don't know	99	99	99	99

Types of products

ASK IF CODED 06 IN G1 AND NOT CODED 97, 99 IN G5  
MULTIPLE CODE  
RANDOMISE LIST

D2.	Which types of products or services do you find, compare or review on? [display codes selected in G5 and 'others' if selected 96]
01	Insurance and other financial services (home insurance, car insurance etc)
02	Travel (hotels, flights, train tickets etc)
03	Transport vehicles (cars, motorcycles etc)
04	Clothes and accessories
05	Technology and electronics
06	Utilities (gas, electricity, phone contracts etc.)

07	Home furnishings (furniture, DIY products etc)
08	Leisure activities and entertainment offers(places to visit, event tickets etc)
09	Places to eat/drink (restaurants, bars etc)
10	Housing, (rentals, property listings)
96	Other (please specify) [type in box]
99	Don't know

Number of times	
ASK IF CODED 06 IN G1 AND NOT CODED 97, 99 IN G5 SINGLE CODE	
D3.	Overall how often do you find products or services you are looking for on these websites/apps? [display codes selected in G5 and 'others' if selected 96]
01	Very often
02	Quite often
03	Hardly ever
04	Never
99	Don't know

Influence of websites/apps							
ASK IF CODED 06 IN G1 AND NOT CODED 97, 99 IN G5 RANDOMISE THE LIST SINGLE CODE FOR EACH STATEMENT							
D4.	Thinking about the websites/apps shown below, to what extent do you agree or disagree with each of the following statements? Instruction for script: Please show all the websites that respondent selected in G5 here and 'others' if coded 96						
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable
01	I am able to find what I am looking for quickly	1	2	3	4	5	99
02	It is easy to compare products and services on the go	1	2	3	4	5	99
03	It is easy to compare products and services at any time	1	2	3	4	5	99
04	I am likely to find cheaper products or services	1	2	3	4	5	99
05	There is a large variety available to me	1	2	3	4	5	99
06	I find products or services I did not know were available to me	1	2	3	4	5	99
07	I am well informed about my choices	1	2	3	4	5	99
08	I find products or services that are of high quality	1	2	3	4	5	99

09	I find products or services that are well suited to me	1	2	3	4	5	99
10	I find these websites/apps confusing as there is too much information	1	2	3	4	5	99
11	I am unsure whether to trust the reviews and other information I find on these websites/apps	1	2	3	4	5	99

Number of times	
ASK IF CODED 06 IN G1 AND NOT CODED 97, 99 IN G5	
D5.	Approximately, how much time (in minutes) do you think you have saved in the past year by using these websites/apps?
	Type in box
	Don't know

Money saved	
ASK IF CODED 06 IN G1 AND NOT CODED 97, 99 IN G5 SINGLE CODE	
D6.	In the past year, approximately how much do you think you have saved by using these websites/apps?
01	Less than £10
02	£10 to £50
03	£51 to £100
04	£101 to £200
05	More than £200
99	Don't know

IDENTIFICATION OF MULTI-HOMING	
ASK THOSE WHO CODED AT LEAST ONE WEBSITE (Core platforms (01-07) FOR STATEMENT 02 IN D1 AND CODED 02 IN D2 MULTIPLE ENTRY	
D7.	You indicated that you use [selected websites in D1 from list of core platforms (01-07)] to find information about or compare travel products or services. Are there any other websites/apps you use to do this?
01	No
02	Yes (please specify) [type in box]
99	Don't know

SINGLE-HOMING
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ASK THOSE WHO CODED ONLY ONE CODE OTHER THAN CODE 96 IN G5 OF CORE PLATFORMS (CODE 01 TO 07) AND CODED ONE WEBSITE (Core platforms (01-07) FOR STATEMENT 02 IN D1 AND CODED 02 IN D2 AND/OR CODED 01 IN D7 RANDOMISE LIST MULTIPLE CODE	
D7A.	You indicated that you only use (INSERT THE WEBSITE/APP CODED (CODES 01 TO 07) IN G5, D1, D2) to find information about or compare prices and other features of travel products or services. Why do you use this website/app? Please select all that apply
01	I am not aware of other websites/apps
02	Many of my friends and family use this website/app
03	I know how to use this website/app and I find others harder to use
04	This website/app is the most appropriate for my requirements
05	Other websites/apps are similar so I only want to use this one
06	It takes too much time to use more than one website/app
07	I would like to use other websites/apps but they are incompatible
08	I would like to use other websites/apps but it is too expensive to use more than one
09	Other (please specify) [type in box]
10	None of these

MULTI-HOMING	
ASK THOSE WHO SELECTED ONE OR MORE CORE PLATFORM CODES (01 TO 07) IN G3 G5 AND FOR STATEMENT 02 IN D1 AND CODED 02 IN D2 AND/OR CODED 02 IN D7 RANDOMISE LIST MULTIPLE CODE	
D7B.	You indicated that you use these websites to find information about or compare prices and other features of products or services. Why do you use multiple websites/apps to do this? Please select all that apply.  Instruction for script: Please show all the websites (core platforms code 01 to 07) that respondent selected in G5 and for statement 02 in D1. If respondent has typed in 'Other code' in D7 then please state 'Other websites/apps' here
01	I use these websites/apps for different things
02	There are specific features of these websites/apps that I like
03	It is free to use multiple websites/apps
04	It is simple to use multiple websites/apps
05	It doesn't take too much time to use multiple websites/apps
06	These websites/apps are compatible therefore I can use them simultaneously
07	Many of my friends/contacts use multiple websites/apps
99	None of these

**CATEGORY E – SEARCH FOR INFO WEBSITES**

Introduction: In this section, we would like to understand more about your use of websites/apps to look up information or search for opportunities.

Types of products

ASK IF CODED 01 OR 07 IN G1 AND NOT CODED 97, 99 IN G6  
SHOW ALL THE CODES SELECTED IN G6 IN SEPARATE COLUMNS. IF THERE ARE MORE THAN SIX CODES SELECTED IN G6 THEN ASK THIS QUESTION IN TWO SCREENS. EACH SCREEN SHOULD CONTAIN MAXIMUM FIVE SIX/SEVEN COLUMNS.  
MULTIPLE CODE  
RANDOMISE LIST

E1. In the past month which of these topics have you looked up on the following websites/apps?					
					Other sites SCRIPTER: only include column if code 96 at G6
01	News or current affairs	01	01	01	01
02	Features or reviews of products and services	02	02	02	02
03	Contact details, directions or opening hours	03	03	03	03
04	Academic or educational content/courses	04	04	04	04
05	Employment opportunities	05	05	05	05
06	Local community events and other public services	06	06	06	06
07	Health and fitness related information	07	07	07	07
08	Recipes	08	08	08	08
09	Hobbies and interests	09	09	09	09
10	Weather	10	10	10	10
11	Travel information	11	11	11	11
96	Other (please specify) [type in box]	96	96	96	96
97	None of these	97	97	97	97
99	Don't know	99	99	99	99

Influence of websites							
ASK IF CODED 01 OR 07 IN G1 AND NOT CODED 97, 99 IN G6 RANDOMISE THE LIST SINGLE CODE FOR EACH STATEMENT							
E2.	Thinking about the websites/apps shown below, to what extent do you agree or disagree with each of the following statements? Instruction for script: Please show all the websites that respondent selected in G6 here and 'others' if coded 96						
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable
01	I can find information instantly	1	2	3	4	5	99
02	It is easy to access information on the go	1	2	3	4	5	99
03	It is easy to access information at any time	1	2	3	4	5	99
04	I find information that stimulates my interest	1	2	3	4	5	99
05	It is simple to find the information I seek	1	2	3	4	5	99
06	I find information that is not available elsewhere	1	2	3	4	5	99
07	It is confusing when there is information from different sources	1	2	3	4	5	99
08	It is confusing when there is conflicting information	1	2	3	4	5	99
09	I am unsure whether to trust the information I find	1	2	3	4	5	99

Time saved	
ASK IF CODED 01 OR 07 IN G1 AND NOT CODED 97, 99 IN G6	
E3.	Approximately, how much time (in minutes) do you think you have saved in the past month by using these websites/apps?
	Type in box
99	Don't know

IDENTIFICATION OF MULTI-HOMING	
ASK THOSE WHO CODED AT LEAST ONE WEBSITE (Core platforms (01-09) FOR ALL STATEMENTS OTHER THAN 05 IN E1 MULTIPLE ENTRY	
E4.	You indicated that you use [selected websites in E1 from list of core platforms (01-09)] to look up information. Are there any other websites/apps you use to do this?
01	No
02	Yes (please specify) [type in box]
99	Don't know

SINGLE-HOMING	
ASK THOSE WHO CODED ONLY ONE CODE OTHER THAN CODE 96 IN G6 OF CORE PLATFORMS (CODE 01 TO 09) AND AT LEAST ONE STATEMENT OTHER THAN STATEMENT 05 IN E1 AND CODED 01 IN E4 RANDOMISE LIST MULTIPLE CODE	
E4A.	You indicated that you only use (INSERT THE WEBSITE/APP CODED IN G6 (core platform 01 to 09)) to look up information. Why do you use this particular website/app? Please select all that apply.
01	I am not aware of other websites/apps
02	Many of my friends and family use this website/app
03	I know how to use this website/app and I find other websites/apps harder to use
04	This website/app is the most appropriate for my requirements
05	Other websites/apps are similar so I only want to use this one
06	It takes too much time to use more than one website/app
07	I would like to use other websites/apps but they are incompatible
08	I would like to use other websites/apps but it is too expensive to use more than one
09	Other (please specify) [type in box]
10	None of these

MULTI-HOMING	
ASK THOSE WHO CODED ONE OR MORE CODES IN G6 OF CORE PLATFORMS (CODE 01 TO 09) AND CODED MORE THAN ONE WEBSITES FROM CORE PLATFORMS (CODE 01 TO 09) FOR ANY STATEMENT OTHER THAN STATEMENT 05 IN E1 AND/OR CODED 02 IN E4 RANDOMISE LIST MULTIPLE CODE	
E4B	You indicated that you use these websites to look up information. Why do you use multiple websites/apps to do this? Please select all that apply.
	Instruction for script: Please show all the websites (core platforms 01 to 09) that respondent selected in G6 here
01	I use these websites/apps for different things
02	There are specific features of these websites/apps that I like
03	It is free to use multiple websites/apps
04	It is simple to use multiple websites/apps
05	It doesn't take too much time to use multiple websites/apps
06	These websites/apps are compatible therefore I can use them simultaneously
07	Many of my friends/contacts use multiple websites/apps
99	None of these

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