

# TouchPoints 2023 W2

## Q1 Location (ASK ALL) SINGLE CODE

Where were you for most of the time during the half hour shown above?

- |   |                        |
|---|------------------------|
| 1 | At home                |
| 2 | In someone else's home |
| 3 | At work/workplace      |
| 4 | At school/college      |
| 5 | Travelling             |
| 6 | Elsewhere indoors      |
| 7 | Elsewhere outdoors     |

## Q4 Mode of Transport (if Q1 = CODE 5)

What mode of transport were you using? (select all that apply)

- |    |                          |
|----|--------------------------|
| 1  | Walking                  |
| 2  | Car                      |
| 3  | Van/Lorry                |
| 4  | Motorcycle/Scooter       |
| 5  | Bus/Tram/Coach           |
| 6  | Taxi/Minicab             |
| 7  | Underground/Metro/Subway |
| 8  | Train                    |
| 9  | Bicycle                  |
| 10 | Other transport          |

## Q5 Reason for travel (if Q1 = CODE 5)

What was the reason for travelling? (select all that apply)

- |    |                                                 |
|----|-------------------------------------------------|
| 1  | Travelling to/from/for work                     |
| 2  | Travelling to or from school/college/university |
| 3  | Visiting friends/family                         |
| 4  | Collecting/dropping off children                |
| 5  | Going out socially                              |
| 6  | Travelling to or from a day out                 |
| 7  | Travelling to or from shopping - groceries      |
| 8  | Travelling to or from shopping - other          |
| 9  | Just getting out and about                      |
| 10 | Other reason                                    |

## Q6 Location 'Elsewhere indoors' OR Elsewhere outdoors (If Q1 = CODE 6, OR Q1 = CODE 7)

Were you at any of these locations? (select all that apply)

- |    |                                                                       |
|----|-----------------------------------------------------------------------|
| 1  | Pub/bar/club                                                          |
| 2  | Café/coffee shop                                                      |
| 3  | Fast food/drive-through                                               |
| 4  | Other restaurant                                                      |
| 5  | Gym/sports centre                                                     |
| 6  | Supermarket                                                           |
| 7  | High street                                                           |
| 8  | Local street/local street shop                                        |
| 9  | Railway station                                                       |
| 10 | Shopping centre/mall                                                  |
| 11 | Out of town retail park                                               |
| 12 | Attractions/events e.g. theatre, museum, concert, sporting event, zoo |
| 13 | Airport                                                               |
| 14 | Other location                                                        |

## Q7 People you're with (ASK ALL)

Who were you with? (select all that apply)

- |   |                                                      |
|---|------------------------------------------------------|
| 1 | On my own                                            |
| 2 | Partner/spouse                                       |
| 3 | My own child(ren) or grandchild(ren) aged 0-17       |
| 4 | Other child(ren) aged 0-17                           |
| 5 | Parent(s)                                            |
| 6 | Other family (incl. your own child(ren) if aged 18+) |
| 7 | Friends                                              |
| 8 | Colleagues                                           |
| 9 | Other people                                         |

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## Q8 Communication / Social Media (ASK ALL)

Were you doing any of these? (select all that apply)

1	Talking face to face
2	Talking on a landline phone
3	Talking on a mobile phone (Standard calls)
4	Voice/Video calling (e.g. via Zoom, FaceTime, WhatsApp, Alexa etc.)
5	Using email
6	Texting
7	Messaging (e.g. WhatsApp, Skype, Facebook Messenger)
8	Using social media (e.g. Facebook, Twitter/X, Instagram)
9	Another type of communicating
10	None of these [EXCLUSIVE]

## Interstitial (Q8 = codes 4 OR 5 OR 7 OR 8)

Communication

When discussing your communication you said you were:

**Voice/Video calling (e.g. via Zoom, FaceTime, WhatsApp, Alexa etc.)**

**Using email**

**Messaging (e.g. WhatsApp, Skype, Facebook Messenger)**

**Using social media (e.g. Facebook, Twitter/X, Instagram)**

We would like to ask you more questions about this subject.

## Q9 Communicating Device (if Q8 = CODES 4,5,7,8)

What device(s) were you using to do this? (Select all that apply)

1	Work laptop/desktop PC
2	Personal laptop/desktop PC
3	Tablet
4	Mobile phone
5	Smartwatch
6	Voice activated device
7	Any other device

## Q10 Social Media / Messaging/Voice calling (if (Q8 = CODES 7 OR 8) OR (Q8 = CODE 4 AND Q9 = CODES 1, 2, 3, 4, 5, 7))

Which of these were you using for social media, messaging or calling? (select all that apply)

1	Facebook
2	Facebook Messenger
3	FaceTime/other call app
4	Google Chat
5	Instagram
6	LinkedIn
7	Microsoft Teams
8	Skype
9	Snapchat
10	Telegram
11	TikTok
12	Twitter/X
13	WhatsApp
14	YouTube
15	Zoom
16	Any other

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## Q11 Activities (ASK ALL)

Were you doing any of these activities? (select all that apply)

	1	Working
	2	Studying
	3	Shopping/browsing (in store or online)
	4	Washing/dressing
	5	Childcare
	6	Housework/household jobs
	7	Sports/exercise
	8	Hobbies/pastimes
	9	Playing games on any device
	10	Drinking - soft drinks, water, hot drinks
	11	Drinking - alcohol
	12	Preparing food/cooking
	13	Snacking
	14	Eating a meal
	15	Reading a book (in print or on an e-reader/app)
	16	Reading or using post/mail (incl. catalogues, vouchers etc.)
	17	Household admin/bills etc.
	18	Socialising
	19	Relaxing
	20	Other activities
	21	Nothing in particular [EXCLUSIVE]

### Interstitial (Q11 = code 3) (only shown if multiple codes (Q11 = 3, 9, 16) are selected)

Activities *When discussing your activities you said you were:*  
**Shopping/browsing (in store or online)**  
*We would like to ask you more questions about this subject.*

### Q12a Shopping (if Q11 = CODE 3)

What were you shopping for/browsing? (select all that apply)

	1	Food / Drink / Everyday household items
	2	Other products/services

### Q12b Shopping (if Q12a = CODE 1)

What type of food, drink or everyday household items were you shopping for/browsing? (select all that apply)

	1	Main shop
	2	Top-up shop
	3	Snacks
	4	Lunch
	5	Evening meal
	6	Other items

### Q12c Shopping (if Q12a = CODE 2)

Which of these products were you shopping for/browsing? (select all that apply)

	1	Clothes
	2	Cosmetics / Personal care
	3	Electrical items
	4	Furniture / Home furnishings
	5	Gardening
	6	DIY
	7	Books / Games / DVDs / CDs
	8	Holidays
	9	Travel Tickets (train, bus, flights etc.)
	10	Other items

### Q13a Store or Online Shopping (if Q11 = CODE 3)

How did you shop/browse? (select all that apply)

	1	In person in a shop/store
	2	Online via a laptop/desktop PC
	3	Online via a tablet
	4	Online via a mobile phone
	5	Voice activated device
	6	Other

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## Q13b Amount spent shopping (if Q11 = CODE 3) SINGLECODE

In total, approximately how much did you spend?

1	Nothing / just browsing
2	Less than £5
3	£5-£10
4	£11-£25
5	£26-£50
6	£51-£100
7	£101-£250
8	£251-£500
9	£501-£750
10	£751-£1,000
11	£1,001+

## Interstitial (Q11 = code 16) (only shown if multiple codes (Q11 = 3, 9, 16) are selected)

Activities *When discussing your activities you said you were:*  
**Reading or using post/mail (incl. catalogues, vouchers etc.)**  
*We would like to ask you more questions about this subject.*

## Q12d. Type of Post/Mail reading or using (If Q11 = CODE 16)

What types of post/mail were you reading or using ? (select all that apply)

1	Personal card or letter
2	Catalogue or brochure
3	Statement, invoice or bill
4	Loyalty programme mailing
5	Welcome pack from a new product, service or supplier
6	Information about in-store offers, promotions, sales or events
7	Reminder to renew a service or subscription
8	Government information (e.g. pensions, benefits, tax)
9	Local government or council information (e.g. recycling, voter registration, council tax)
10	Restaurant, takeaway, local delivery menus
11	NHS and other medical or dental
12	Information from charities

## Interstitial (Q11 = code 9) (only shown if multiple codes (Q11 = 3, 9, 16) are selected)

Activities *When discussing your activities you said you were:*  
**Playing games on any device**  
*We would like to ask you more questions about this subject.*

## Q14a Device used for gaming (If Q11 = CODE 9)

On what device(s) were you playing games? (select all that apply)

1	Regular console
2	Handheld console
3	Laptop/desktop PC
4	Tablet
5	Mobile phone
6	Any other device

## Q14b Genre of game played (If Q11 = CODE 9)

What genre/type of game(s) were you playing? (select all that apply)

1	Augmented reality (e.g. Pokémon Go)
2	Action/adventure/arcade
3	Casual/puzzle/word
4	Card/board games
5	Platform
6	Fighting
7	MMORPG
8	Role-playing
9	Simulation/strategy
10	First person shooter
11	Sports/racing
12	Trivia
13	Other type of game

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## Q14c If Advertising or Ad free game (If Q11 = CODE 9)

Did the game you played contain advertising or not?

- |   |                                                                                          |
|---|------------------------------------------------------------------------------------------|
| 1 | Yes, it contained advertising (usually free to download and play, often called Freemium) |
| 2 | No, it didn't contain advertising (usually a fee is paid to download the game)           |
| 3 | Both - I played game(s) containing advertising and game(s) without                       |

## Q15 Media (ASK ALL)

Were you doing any of these? (select all that apply)

- |    |                                                                                               |
|----|-----------------------------------------------------------------------------------------------|
| 1  | Watching TV at the time of broadcast on a TV set                                              |
| 2  | Watching any other TV or video/clips (on a TV set or any other device/screen)                 |
| 3  | Listening to radio on a radio set, car radio or TV set (not online)                           |
| 4  | Listening to anything else on any other device (incl. online radio, any music, podcasts-etc.) |
| 5  | Reading newspapers in print                                                                   |
| 6  | Reading newspaper articles or stories online/on a device                                      |
| 7  | Reading magazines in print                                                                    |
| 8  | Reading magazine articles or stories online/on a device                                       |
| 9  | Reading any other news or articles/stories online/on a device (incl. sports news/updates)     |
| 10 | Using the internet or apps for anything else (NOT news, email, social media or shopping)      |
| 11 | Visiting the cinema                                                                           |
| 12 | None of these [EXCLUSIVE]                                                                     |

## Interstitial (Q15 = code 1) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Watching TV at the time of broadcast on a TV set**

We would like to ask you more questions about this subject.

## Q16a Watching TV at the time of broadcast (if Q15 = CODE 1)

What channel(s) were you watching live on a TV set? (select all that apply)

- |    |                                                                              |
|----|------------------------------------------------------------------------------|
| 1  | BBC One                                                                      |
| 2  | BBC Two                                                                      |
| 3  | BBC Four                                                                     |
| 4  | S4C                                                                          |
| 5  | Any other BBC                                                                |
| 6  | ITV1/STV                                                                     |
| 7  | ITV2                                                                         |
| 8  | ITV3                                                                         |
| 9  | Any other ITV (e.g. ITV4, ITV Be etc.)                                       |
| 10 | Channel 4                                                                    |
| 11 | E4                                                                           |
| 12 | Any other Channel 4 (e.g. More4, Film4, 4Music etc.)                         |
| 13 | Any Channel 5                                                                |
| 14 | Any Sky Entertainment channel (e.g. Sky Showcase, Sky Atlantic, Sky Witness) |
| 15 | Any Sky Sports channel                                                       |
| 16 | Any other Sky channel (e.g. Sky News, Sky Cinema etc.)                       |
| 17 | Other TV channels                                                            |

## Q16b Type of other TV channel watched (If Q16a = CODE 17)

What other types of channel(s) were you watching? (select all that apply)

- |    |                                 |
|----|---------------------------------|
| 1  | Sport                           |
| 2  | Films                           |
| 3  | Entertainment/drama/soaps       |
| 4  | Comedy                          |
| 5  | News/current affairs            |
| 6  | Children's TV                   |
| 7  | Home/DIY/gardening/cooking      |
| 8  | History/documentary/nature/arts |
| 9  | Music                           |
| 10 | Game show                       |
| 11 | Reality TV                      |
| 12 | Shopping                        |
| 13 | Sci-Fi                          |
| 14 | Other types of channels         |

## Interstitial (Q15 = code 2) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Watching any other TV or video/clips (on a TV set or any other device/screen)**

We would like to ask you more questions about this subject.

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### Q16c Type of other TV / video watched (If Q15 = CODE 2)

What other types of TV or video were you viewing? (select all that apply)

- |    |                                                                                                          |
|----|----------------------------------------------------------------------------------------------------------|
| 1  | Recorded TV (e.g. Sky+, Freeview+ etc.)                                                                  |
| 2  | Live TV through a TV player (e.g. BBC iPlayer, <b>Channel 4 (streaming)</b> , Sky Go / Sky Q, ITVX etc.) |
| 3  | Catch-up TV (e.g. BBC iPlayer, <b>Channel 4 (streaming)</b> , Sky Go / Sky Q, ITVX etc.)                 |
| 4  | Free on-demand video (e.g. box-sets, films, from BBC iPlayer, ITVX, Channel 4 (streaming) etc.)          |
| 5  | Paid for on-demand video (e.g. Netflix, Amazon Prime Video, Disney + etc.)                               |
| 6  | Paid for one-off viewing occasion (e.g. film, sporting event etc.)                                       |
| 7  | Short online video clips (under 10 mins) (e.g. via YouTube, TikTok etc.)                                 |
| 8  | Longer online videos/programmes/films (over 10 mins) (e.g. via YouTube, Twitch etc.)                     |
| 9  | Live streaming of non-broadcast content (e.g. Twitch, YouTube Live)                                      |
| 10 | TV or films on DVD or Blu-ray                                                                            |

### Q16d Watching on recorded TV (Q16c CODE 1)

What recorded TV channel(s) were you watching? (select all that apply)

- |    |                                                                              |
|----|------------------------------------------------------------------------------|
| 1  | BBC One                                                                      |
| 2  | BBC Two                                                                      |
| 3  | BBC Four                                                                     |
| 4  | S4C                                                                          |
| 5  | Any other BBC                                                                |
| 6  | ITV1/STV                                                                     |
| 7  | ITV2                                                                         |
| 8  | ITV3                                                                         |
| 9  | Any other ITV (e.g. ITV4, ITV Be etc.)                                       |
| 10 | Channel 4                                                                    |
| 11 | E4                                                                           |
| 12 | Any other Channel 4 (e.g. More4, Film4, 4Music etc.)                         |
| 13 | Any Channel 5                                                                |
| 14 | Any Sky Entertainment channel (e.g. Sky Showcase, Sky Atlantic, Sky Witness) |
| 15 | Any Sky Sports channel                                                       |
| 16 | Any other Sky channel (e.g. Sky News, Sky Cinema etc.)                       |
| 17 | Other TV channels                                                            |

### Q16e Type of other TV channel watched (If Q16d = CODE 17)

What other types of channel(s) were you watching? (select all that apply)

- |    |                                 |
|----|---------------------------------|
| 1  | Sport                           |
| 2  | Films                           |
| 3  | Entertainment/drama/soaps       |
| 4  | Comedy                          |
| 5  | News/current affairs            |
| 6  | Children's TV                   |
| 7  | Home/DIY/gardening/cooking      |
| 8  | History/documentary/nature/arts |
| 9  | Music                           |
| 10 | Game show                       |
| 11 | Reality TV                      |
| 12 | Shopping                        |
| 13 | Sci-Fi                          |
| 14 | Other types of channels         |

### Q17a Watching live or catch-up / through a TV Player (if Q16c= CODES 2-3)

Through which of these TV players / catch-up services were you watching TV? (Select all that apply)

- |    |                                            |
|----|--------------------------------------------|
| 1  | BBC iPlayer                                |
| 2  | ITVX (was ITV Hub / ITV Hub+)              |
| 3  | STV Player                                 |
| 4  | <b>Channel 4 (streaming)</b>               |
| 5  | My5                                        |
| 6  | Sky On Demand (through Sky box, Sky Q box) |
| 7  | Sky Go / Sky Q App                         |
| 8  | Now                                        |
| 9  | UKTV Play                                  |
| 10 | Freeview Play                              |
| 11 | Virgin Catch-Up                            |
| 12 | TVPlayer                                   |
| 13 | Any other players/catch-up services        |

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## Q18b Watching TV through BBC iPlayer (Q17a CODE 1)

What were you watching - on BBC iPlayer? (select all that apply)

	1	BBC One
	2	BBC Two
	3	BBC Three
	4	BBC Four
	5	S4C
	6	Any other

## Q18c Watching TV through ITVX/STV Player (Q17a CODE 2 or 3)

What were you watching on ITVX or STV Player? (select all that apply)

	1	ITV1 / STV
	2	ITV2 / STV2
	3	ITV3
	4	Any other ITV / STV (e.g. ITV4, ITV Be etc.)

## Q18d Watching TV through Channel 4 (streaming) (Q17a CODE 4)

What were you watching on **Channel 4 (streaming)**? (select all that apply)

	1	Channel 4
	2	E4
	3	Vice
	4	Walter Presents
	5	Any other

## Q18f Watching TV through Sky On Demand or Sky Go/Q or Now (Q17a CODES 6-8)

What were you watching through Sky on demand, Sky Go, Sky Q or Now? (select all that apply)

	1	Any Sky Entertainment channel (e.g. Sky Showcase, Sky Atlantic, Sky Witness)
	2	Any Sky Sports channel
	3	Any Sky Cinema channel
	4	Any Sky News channel
	5	Any other Sky channel (e.g. Real Lives, Sky Two etc.)

## Q18g Watching TV through another player/catch-up service (Q17a CODE 10-13)

What were you watching through any other player/catch-up service? (select all that apply)

	1	BBC One
	2	BBC Two
	3	BBC Four
	4	S4C
	5	Any other BBC
	6	ITV1/STV
	7	ITV2
	8	ITV3
	9	Any other ITV (e.g. ITV4, ITV Be etc.)
	10	Channel 4
	11	E4
	12	Any other Channel 4 (e.g. More4, Film4, 4Music etc.)
	13	Any Channel 5
	14	Any Sky Entertainment channel (e.g. Sky Showcase, Sky Atlantic, Sky Witness)
	15	Any Sky Sports channel
	16	Any other Sky channel (e.g. Sky News, Sky Cinema etc.)
	17	Other TV channels

## Q19a Type of other TV channel watched (If Q18g = CODE 17)

What other types of channel(s) were you watching? (select all that apply)

	1	Sport
	2	Films
	3	Entertainment/drama/soaps
	4	Comedy
	5	News/current affairs
	6	Children's TV
	7	Home/DIY/gardening/cooking
	8	History/documentary/nature/arts
	9	Music
	10	Game show
	11	Reality TV
	12	Shopping
	13	Sci-Fi
	14	Other types of channels

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### Q19b Watching free on-demand content (if Q16c = CODE 4)

How were you watching free video on-demand? (Select all that apply)

1	BBC iPlayer
2	ITVX (was ITV Hub)
3	STV Player
4	Channel 4 (streaming)
5	My5
6	Sky On Demand (through Sky box, Sky Q box)
7	Sky Go / Sky Q App
8	Now
9	UKTV Play
10	Freeview Play
11	Virgin Catch-Up
12	TVPlayer
13	Any other service

### Q19c Watching paid on-demand content (if Q16c = CODE 5)

How were you watching paid for TV on-demand? (Select all that apply)

1	Netflix (without ads)
2	Netflix (with ads)
3	Amazon Prime Video
4	Disney+ (without ads)
5	Disney+ (with ads)
6	Channel 4 (streaming)
7	ITVX Premium (was ITV Hub+)
8	Now
9	YouTube Premium (paid)
10	BritBox
11	Apple TV+
12	Paramount+
13	Sky Store
14	Virgin Movies
15	Any other service

### Q19d Watching videos (if Q16c= CODES 7-8)

How were you watching the short video clips or longer online video? (Select all that apply)

1	YouTube
2	Facebook (video)
3	Twitter/X (video)
4	Instagram (video)
5	TikTok
6	Snapchat (video)
7	Twitch
8	Any other service

### Q19e Live streaming non-broadcast content (if Q16c= CODE 9)

How were you watching live streaming of non-broadcast videos, programmes or films? (Select all that apply)

1	YouTube Live
2	Twitch
3	Facebook Live
4	Instagram Live
5	TikTok Live
6	Any other service

### Interstitial (Q15 = code 2) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Watching any other TV or video/clips (on a TV set or any other device/screen)**

We would like to ask you more questions about this subject.

### Q20 Device/Screen for watching TV (if Q16c = CODES 1-9)

On what device/screen(s) were you watching these other types of TV or video content? (Select all that apply)

1	TV set
2	Work laptop/desktop PC
3	Personal laptop/desktop PC
4	Tablet
5	Mobile phone
6	Any other device



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## Q20b Number of people watching through device (Q20 = CODES 2-6) SINGLE CODE

How many other people, if any, were watching with you on this same device?

- |   |                                        |
|---|----------------------------------------|
| 1 | No others were watching on this device |
| 2 | One other                              |
| 3 | Two others                             |
| 4 | Three or more others                   |

## Interstitial (Q15 = code 3) (only shown if multiple codes at Q15 are selected)

Media When discussing your media you said you were:  
**Listening to radio on a radio set, car radio or TV set (not online)**  
 We would like to ask you more questions about this subject.

## Q21a Listening to the radio (if Q15 = CODE 3)

Which type of radio station were you listening to on a radio set, car radio or TV set? (select all that apply)

- |   |                                |
|---|--------------------------------|
| 1 | A BBC station                  |
| 2 | A commercial station (Non-BBC) |

## Q21b Listening to a BBC radio station (if Q21a = CODE 1)

Which BBC stations were you listening to on a radio set, car radio or TV set? (select all that apply)

- |    |                               |
|----|-------------------------------|
| 1  | BBC Radio 1                   |
| 2  | BBC Radio 1 Xtra              |
| 3  | BBC Radio 2                   |
| 4  | BBC Radio 3                   |
| 5  | BBC Radio 4                   |
| 6  | BBC Radio 4 Extra             |
| 7  | BBC Radio 5 Live              |
| 8  | BBC Radio 5 Live Sports Extra |
| 9  | BBC 6 Music                   |
| 10 | BBC World Service             |
| 11 | BBC Radio Scotland            |
| 12 | BBC Radio Wales               |
| 13 | BBC Local Radio               |
| 14 | BBC Asian Network             |
| 15 | Any other BBC radio station   |

## Q21c Listening to a commercial radio station (if Q21a = CODE 2)

Which commercial stations were you listening to on a radio set, car radio or TV set? (select all that apply)

- |    |                                       |
|----|---------------------------------------|
| 1  | Any Absolute Radio station            |
| 2  | Any Capital Radio station             |
| 3  | Any Capital XTRA Radio station        |
| 4  | Classic FM                            |
| 5  | Any Gold Radio station                |
| 6  | Any Heart Radio station               |
| 7  | Any Kiss Radio station                |
| 8  | Any LBC Radio station                 |
| 9  | Any Magic Radio station               |
| 10 | Any Smooth Radio station              |
| 11 | Any talkSport Radio                   |
| 12 | talkRADIO station                     |
| 13 | Any Virgin Radio station              |
| 14 | Radio X                               |
| 15 | Greatest Hits Radio                   |
| 16 | Times Radio                           |
| 17 | Any other local commercial station    |
| 18 | Any other national commercial station |
| 19 | Other radio station                   |

## Interstitial (Q15 = code 4) (only shown if multiple codes at Q15 are selected)

Media When discussing your media you said you were:  
**Listening to anything else on any other device (incl. online radio, any music, podcasts etc.)**  
 We would like to ask you more questions about this subject.

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## Q21d Listening to other radio, music or other audio (If Q15 = CODE 4)

What other types of radio, music or other audio were you listening to? (select all that apply)

- |    |                                                                                                   |
|----|---------------------------------------------------------------------------------------------------|
| 1  | Live radio on a laptop, tablet, mobile, smart speaker etc. (NOT a radio set, car radio or TV set) |
| 2  | On demand/listen again radio programmes                                                           |
| 3  | Streamed online music e.g. Spotify, Apple Music                                                   |
| 4  | Music video channels/sites for background listening e.g. YouTube, 4Music                          |
| 5  | Radio podcasts                                                                                    |
| 6  | Newspaper or magazine podcasts                                                                    |
| 7  | Other podcasts                                                                                    |
| 8  | Audiobooks                                                                                        |
| 9  | Your own personal digital music or audio collection - stored on a device                          |
| 10 | Your own personal collection on CD, vinyl, etc.                                                   |

## Q21e Listening to other radio, music or other audio (If Q21d = CODE 1,2,5)

Which type of station were you listening to in this way? (select all that apply)

- |   |                                |
|---|--------------------------------|
| 1 | A BBC station                  |
| 2 | A commercial station (Non-BBC) |

## Q21f Listening to other radio, music or other audio (If Q21e = CODE 1 )

Which BBC stations were you listening to in this way? (select all that apply)

- |    |                               |
|----|-------------------------------|
| 1  | BBC Radio 1                   |
| 2  | BBC Radio 1 Xtra              |
| 3  | BBC Radio 2                   |
| 4  | BBC Radio 3                   |
| 5  | BBC Radio 4                   |
| 6  | BBC Radio 4 Extra             |
| 7  | BBC Radio 5 Live              |
| 8  | BBC Radio 5 Live Sports Extra |
| 9  | BBC 6 Music                   |
| 10 | BBC World Service             |
| 11 | BBC Radio Scotland            |
| 12 | BBC Radio Wales               |
| 13 | BBC Local Radio               |
| 14 | BBC Asian Network             |
| 15 | Any other BBC radio station   |

## Q21g Listening to other radio, music or other audio (If Q21e = CODE 2)

Which commercial stations were you listening to in this way? (select all that apply)

- |    |                                       |
|----|---------------------------------------|
| 1  | Any Absolute Radio station            |
| 2  | Any Capital Radio station             |
| 3  | Any Capital XTRA Radio station        |
| 4  | Classic FM                            |
| 5  | Any Gold Radio station                |
| 6  | Any Heart Radio station               |
| 7  | Any Kiss Radio station                |
| 8  | Any LBC Radio station                 |
| 9  | Any Magic Radio station               |
| 10 | Any Smooth Radio station              |
| 11 | Any talkSport Radio                   |
| 12 | talkRADIO station                     |
| 13 | Any Virgin Radio station              |
| 14 | Radio X                               |
| 15 | Greatest Hits Radio                   |
| 16 | Times Radio                           |
| 17 | Any other local commercial station    |
| 18 | Any other national commercial station |
| 19 | Other radio station                   |

# TouchPoints 2023 W2

## Q22 Listening to online music (If Q21d = CODE 3)

Which online platforms were you using to listen in this way? (select all that apply)

- |    |                                                   |
|----|---------------------------------------------------|
| 1  | Spotify Free (with advertising)                   |
| 2  | Spotify Premium (without advertising)             |
| 3  | BBC Sounds                                        |
| 4  | Apple Music                                       |
| 5  | Amazon Prime Music (part of a Prime subscription) |
| 6  | Amazon Music Unlimited (for an additional fee)    |
| 7  | YouTube                                           |
| 8  | Global Player                                     |
| 9  | Planet Radio                                      |
| 10 | Other music streaming service                     |

## Q23 Device for listening (if Q21d = CODES 1-9)

On what device(s) were you listening? (Select all that apply)

- |   |                                                                |
|---|----------------------------------------------------------------|
| 1 | Laptop/desktop PC                                              |
| 2 | Tablet                                                         |
| 3 | Mobile phone                                                   |
| 4 | TV set (online)                                                |
| 5 | MP3 player (e.g. iPod)                                         |
| 6 | Voice activated device (e.g. Amazon Echo (Alexa), Google Nest) |
| 7 | Wi-Fi/Bluetooth speaker (e.g. Sonos, Bose)                     |
| 8 | Any other device                                               |

## Interstitial (Q15 = code 5) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Reading newspapers in print**

We would like to ask you more questions about this subject.

## Q24a Newspaper reading in print (If Q15 = CODE 5)

What newspapers were you reading in print? (select all that apply)

- |   |                                   |
|---|-----------------------------------|
| 1 | Daily newspaper                   |
| 2 | Sunday newspaper                  |
| 3 | Local weekly newspaper (paid for) |
| 4 | Local weekly newspaper (free)     |
| 5 | Other newspaper                   |

## Q24b Daily newspapers (if Q24a = CODE 1)

What daily newspaper were you reading in print? (select all that apply)

- |    |                                     |
|----|-------------------------------------|
| 1  | Daily Express                       |
| 2  | Daily Mail                          |
| 3  | Daily Mirror                        |
| 4  | Daily Record                        |
| 5  | Daily Star                          |
| 6  | The Sun                             |
| 7  | Metro                               |
| 8  | The Daily Telegraph                 |
| 9  | The Guardian                        |
| 10 | I Newspaper                         |
| 11 | The Times                           |
| 12 | London Evening Standard             |
| 13 | Any regional/local paid for paper   |
| 14 | Any other regional/local free paper |
| 15 | Other daily newspaper               |

## Q24c Sunday newspapers (if Q24a = CODE 2)

What Sunday newspaper were you reading in print? (select all that apply)

- |    |                             |
|----|-----------------------------|
| 1  | The Mail on Sunday          |
| 2  | Sunday Express              |
| 3  | Daily Star Sunday           |
| 4  | Sunday Mirror               |
| 5  | Sunday People               |
| 6  | Sunday Mail (Scotland)      |
| 7  | The Sun on Sunday           |
| 8  | The Observer                |
| 9  | The Sunday Telegraph        |
| 10 | The Sunday Times            |
| 11 | Regional/local Sunday paper |
| 12 | Other Sunday newspaper      |

# TouchPoints 2023 W2

## Interstitial (Q15 = code 7) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Reading magazines in print**

We would like to ask you more questions about this subject.

## Q24d Magazines (if Q15 = CODE 7)

What type(s) of magazine were you reading in print? (select all that apply)

- |    |                                  |
|----|----------------------------------|
| 1  | TV listings                      |
| 2  | News/current affairs             |
| 3  | Business/economy/finance         |
| 4  | Gossip/celebrity                 |
| 5  | Fashion/lifestyle/beauty         |
| 6  | Health/fitness                   |
| 7  | Home/gardening                   |
| 8  | Music/film                       |
| 9  | Computing/technology             |
| 10 | Motoring/motorcycles             |
| 11 | Men's lifestyle                  |
| 12 | Women's weekly (incl. Real Life) |
| 13 | Sport                            |
| 14 | Supermarket/store                |
| 15 | Food/drink                       |
| 16 | Free local magazines             |
| 17 | Other hobbies/interests          |
| 18 | Other type of magazine           |

## Interstitial (Q15 = code 6) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Reading newspaper articles or stories online/on a device**

We would like to ask you more questions about this subject.

## Q25a Newspaper Reading on a device (If Q15 = CODE 6)

How did you access the newspaper articles or stories that you read on a device? (select all that apply)

- |   |                                                                     |
|---|---------------------------------------------------------------------|
| 1 | Through a newspaper app                                             |
| 2 | Directly through a newspaper's website                              |
| 3 | Through a news aggregator (e.g. Apple News, Google News, Flipboard) |
| 4 | Through social media (e.g. Facebook, Twitter/X, Snapchat, Reddit)   |
| 5 | Through a search engine (e.g. Google)                               |

## Q25b Newspapers (if Q25a = CODES 1-5)

Which newspapers were you reading on a device? (select all that apply)

- |    |                                              |
|----|----------------------------------------------|
| 1  | Daily Express / Sunday Express               |
| 2  | Daily Mail / The Mail on Sunday              |
| 3  | Daily Mirror / Sunday Mirror / Sunday People |
| 4  | Daily Star / Daily Star Sunday               |
| 5  | The Sun / The Sun on Sunday                  |
| 6  | Metro                                        |
| 7  | The Daily Telegraph / The Sunday Telegraph   |
| 8  | Daily Record / Sunday Mail (Scotland)        |
| 9  | The Guardian / The Observer                  |
| 10 | The Independent                              |
| 11 | i Newspaper                                  |
| 12 | The Times / The Sunday Times                 |
| 13 | London Evening Standard                      |
| 14 | Any regional / local paid for paper          |
| 15 | Any regional / local free paper              |
| 16 | Other daily / Sunday newspaper / Don't know  |

## Interstitial (Q15 = code 8) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Reading magazine articles or stories online/on a device**

We would like to ask you more questions about this subject.

## TouchPoints 2023 W2

### Q25c Magazine Reading on a device (If Q15 = CODE 8)

How did you access the magazine articles or stories that you read on a device? (select all that apply)

- |   |                                                                     |
|---|---------------------------------------------------------------------|
| 1 | Through a magazine app                                              |
| 2 | Directly through a magazine's website                               |
| 3 | Through a news aggregator (e.g. Apple News, Google News, Flipboard) |
| 4 | Through social media (e.g. Facebook, Twitter/X, Snapchat, Reddit)   |
| 5 | Through a search engine (e.g. Google)                               |

### Q25d Magazines (if Q25c = CODES 1-5)

What type(s) of magazine(s) were you reading on a device? (select all that apply)

- |    |                                  |
|----|----------------------------------|
| 1  | TV listings                      |
| 2  | News/current affairs             |
| 3  | Business/economy/finance         |
| 4  | Gossip/celebrity                 |
| 5  | Fashion/lifestyle/beauty         |
| 6  | Health/fitness                   |
| 7  | Home/gardening                   |
| 8  | Music/film                       |
| 9  | Computing/technology             |
| 10 | Motoring/motorcycles             |
| 11 | Men's lifestyle                  |
| 12 | Women's weekly (incl. Real Life) |
| 13 | Sport                            |
| 14 | Supermarket/store                |
| 15 | Food/drink                       |
| 16 | Other hobbies/Interests          |
| 17 | Other magazine                   |

### Interstitial (Q15 = code 9) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Reading any other news or articles/stories online/on a device (incl. sports news/updates)**

We would like to ask you more questions about this subject.

### Q25e Other news Reading on a device (If Q15 = CODE 9)

How did you read the other online news articles/stories (not a newspaper site) e.g. BBC, Huffington Post etc.? (select all that apply)

- |   |                                                                     |
|---|---------------------------------------------------------------------|
| 1 | Through an app                                                      |
| 2 | Directly through the website                                        |
| 3 | Through a news aggregator (e.g. Apple News, Google News, Flipboard) |
| 4 | Through social media (e.g. Facebook, Twitter/X, Snapchat, Reddit)   |
| 5 | Through a search engine (e.g. Google)                               |

### Q28 Other Online News (if Q25E = CODE 1-5)

Which other online site (not a newspaper site) were you reading news articles or stories on (inc. sports news/updates)? (select all that apply)

- |   |                           |
|---|---------------------------|
| 1 | News/updates on BBC       |
| 2 | News/updates on Sky       |
| 3 | News/updates on ITV/STV   |
| 4 | News/updates on Channel 4 |
| 5 | Huffington Post           |
| 6 | Buzzfeed                  |
| 7 | Yahoo News                |
| 8 | Other online sites        |

### Q31 Reading platform/device (Ask for each publication selected in Q25b or Q28)

What device were you reading <TITLE> on? (Select all that apply)

- |   |                   |
|---|-------------------|
| 1 | Laptop/desktop PC |
| 2 | Tablet            |
| 3 | Mobile phone      |
| 4 | Any other device  |

### Interstitial (Q15 = code 10) (only shown if multiple codes at Q15 are selected)

Media

When discussing your media you said you were:

**Using the internet or apps for anything else (NOT news, email, social media or shopping)**

We would like to ask you more questions about this subject.

## TouchPoints 2023 W2

### Q32 Using the internet or apps for anything else (If Q15 = CODE 10)

What else were you using the internet or apps for? (select all that apply)

- |    |                                                                              |
|----|------------------------------------------------------------------------------|
| 1  | Using the internet for work                                                  |
| 2  | Researching or buying services online (e.g. insurance, utilities, tradesmen) |
| 3  | Seeking information on weather                                               |
| 4  | Seeking information on sports                                                |
| 5  | Seeking information on locations/maps                                        |
| 6  | Banking/paying bills online                                                  |
| 7  | Travel/bookings                                                              |
| 8  | Health/fitness                                                               |
| 9  | Recipes/cooking                                                              |
| 10 | Online dating                                                                |
| 11 | General browsing                                                             |
| 12 | Food delivery/takeaway                                                       |
| 13 | Other activities                                                             |

### Q33 Device used to access the internet (If Q15 = CODE 10)

Which of the following devices were you using to access the internet for this purpose? (Select all that apply)

- |   |                            |
|---|----------------------------|
| 1 | Work laptop/desktop PC     |
| 2 | Personal laptop/desktop PC |
| 3 | Tablet                     |
| 4 | Mobile phone               |
| 5 | Games console              |
| 6 | TV set                     |
| 7 | Voice activated device     |
| 8 | Any other device           |

### Q35 Mood (ASK ALL)

How did you feel during this half hour? Please select the number of stars.

Mood Scale 0 - 10  
Bad Mood Good Mood

### Q36 Emoticons (ASK ALL)

How did you feel? (select all that apply)

- |    |                  |
|----|------------------|
| 1  | Productive       |
| 2  | Focused          |
| 3  | Bored            |
| 4  | Confident        |
| 5  | Frustrated       |
| 6  | Relaxed          |
| 7  | Angry            |
| 8  | Happy            |
| 9  | Sad              |
| 10 | Stressed         |
| 11 | Tired            |
| 12 | Hungry           |
| 13 | OK/fine          |
| 14 | None [EXCLUSIVE] |