

This guide is intended for students who choose to explore digital poverty and the digital divide as their project theme and specifically use the adults respondent-level data [Use of Communication Services – Digital Exclusion Analysis dataset from Ofcom](#).

Important: This theme is optional and will not affect grading. If you decide to use this dataset, this guide will help you understand its structure, key variables, and how to apply it effectively in your visualisation.

This dataset examines digital exclusion in the UK, focusing on internet access, digital device ownership, online skills, and socio-economic factors.

The goal of this manual is to help you:

- Understand the dataset structure (variables, metadata, and survey methodology).
- Interpret calculated variables (composite indicators for digital exclusion).
- Correctly apply weighting techniques to ensure representative analysis.
- Critically assess the data's limitations and assumptions.

Contents

First. Decoding the Dataset: Structure, Metadata, and Key Concepts	3
Second. Ensuring Accuracy: How Weighting Adjusts for Representativeness	7
Third. Derived Insights: Understanding Calculated Indicators in the Digital Exclusion Survey	11
Fourth. Column-by-Column Breakdown: Understanding Every Variable in the Dataset	15

Disclaimer

This manual is not an official Ofcom document. I have compiled it based on publicly available resources ([such as this one](#)), common survey methodology, and logical interpretation. Some assumptions may be incorrect.

- Data interpretation may vary. You should always verify findings and consult original sources before making strong claims.
- Weighting is a bit complex. While I explain its application, you should independently confirm the methodology in real-world cases.
- Survey questions and logic might change. Always check the latest documentation from Ofcom's website before relying on past definitions.
- Survey questions and definitions may change over time. Always check the latest Ofcom documentation and apply critical thinking when interpreting the data, as assumptions and methodologies may differ. Verify findings independently.

Take everything with a pinch of salt and use your own critical thinking. Investigate further when necessary.

How to use this manual

1. [Begin with Section 1](#) to gain a high-level understanding of the survey's purpose, structure, and terminology.

2. If you need to correct for sample bias, jump to [Section 2](#) for a practical explanation of the weight0 variable.
3. To analyse subgroups (e.g. over-70s living alone), refer to [Section 3](#) for exact calculation logic.
4. Whenever you encounter an unfamiliar column name in the CSV, consult [Section 4](#) for its full question wording and codebook details.

First. Decoding the Dataset: Structure, Metadata, and Key Concepts

An overview of the dataset's purpose, how the data was collected, and key survey terminology.

If you want to learn about each column of the use-of-communication-services-consumer-omnibus-digital-exclusion-analysis-data.csv dataset, jump directly to the last section of this document.

Column-by-Column Breakdown: Understanding Every Variable in the Dataset

However, if you want a deeper understanding of the dataset's structure, how the data was collected, how to apply weighting, and how to prepare it for visualisation, continue reading from the beginning.

What is This Dataset About?

The Use of Communication Services, Consumer Omnibus – Digital Exclusion Analysis dataset is part of Ofcom's Digital Exclusion Research, which studies how people in the UK access and use digital services and devices. The goal is to identify who is digitally excluded and why. Digital exclusion can result from:

- Lack of internet access at home.
- No access to digital devices (e.g., smartphones, computers).
- Limited digital skills or confidence, making it difficult for individuals to engage with online services.

The dataset provides insights into who is excluded and why, considering factors such as age, employment status, financial situation, and health conditions.

How is Data Collected?

The dataset is based on survey responses collected from UK adults (aged 16+). The survey is conducted online and via interviews to ensure a representative sample of the population. Each respondent answers a structured set of questions covering:

- Device ownership and internet access.
- Online activities (e.g., social media, banking, job searching).
- Barriers to digital access (e.g., financial constraints, disabilities, lack of digital confidence).
- Demographics (e.g., age, employment, social class, household income).

What is Metadata?

Metadata refers to information about the dataset itself—it explains the structure of the data and how to interpret it.

Key Metadata Elements in This Dataset

- Variable Names – Each survey question corresponds to a variable in the dataset.
 - Example:
 - q1_01 = "Does your household have a smart TV?"
 - q2_06 = "Do you use online banking?"
- Variable Labels – A full description of what each variable means.
- Response Codes – The dataset records responses using numeric codes for analysis. Example:

- 1 = Yes
 - 2 = No
 - -999 = Missing data (respondent skipped the question)
- Filters and Routing Rules – Some questions are only shown to specific respondents, based on their previous answers.
 - Example: Q6 (which asks about limitations in using devices) is only shown to people who have indicated they have a health condition in Q3.
- Weighting Information – Used for statistical adjustments to ensure the survey results accurately reflect the UK population.

Survey Methodology and Key Terms

What is a Survey Variable?

A variable represents a specific question in the survey. Each respondent has a value for each variable based on their answer.

- Example:
 - Variable name: q3_01
 - Question: "Do you have hearing problems?"
 - Possible responses: 1 = Yes, 2 = No

Do survey respondents see these variable names?

No. Respondents do not see names like q3_01 or q2_06. They see the actual question on their screen, and their answers are recorded under the corresponding variable in the dataset.

Survey Terminology Explained

SHOW SCREEN

This means the question was displayed on-screen during the survey (e.g., on a computer, tablet, or mobile device).

- Example:
 - Q1: "Does your household have any of the following devices?"
 - Respondents select from a list displayed on the screen.

SINGLE CODE vs. MULTI CHOICE

SINGLE CODE (Single Response Question)

- Respondents can only select one answer.
- Used for Yes/No questions or categorical variables (e.g., gender, age group).
- The dataset records a single value for each respondent.
- Example:
 - Q7: "Are you responsible for deciding which broadband provider to use?"
 - Possible answers:
 - 1 = I am the sole decision-maker
 - 2 = I am jointly responsible
 - 3 = I don't make the decision

Each respondent selects only one of these options.

MULTI CHOICE (Multiple Response Question)

- Respondents can select multiple answers.
- The dataset records a separate column for each option, with:
 - 1 = Selected
 - 0 = Not selected
- Example:
 - Q1: "Which devices does your household have?"
 - Dataset records:
 - q1_01 (Smart TV) → 1 (Yes)
 - q1_02 (Regular TV) → 0 (No)
 - q1_03 (Gaming Console) → 1 (Yes)
 - The respondent owns a Smart TV and a Gaming Console but not a Regular TV.

FIX AND EXCLUSIVE

Some response options disable other answers if selected.

- Example:
 - Q4: "Which devices do you personally use?"
 - 1: Smart TV
 - 2: Smartphone
 - 3: Laptop
 - 4: None of these (FIX AND EXCLUSIVE)

If a respondent selects "None of these," the survey automatically removes any other selections.

FILTERS: F1, F2, F3...

Filters control who sees a question based on their previous responses.

- Example:
 - FILTER: F3 = Show this question only to people who have a health condition (i.e., respondents who answered q3_01 – q3_09).
 - If a respondent has no health condition, they skip Q5 and Q6.

How the Data is Collected and Processed

Survey Completion Process

1. A representative sample of UK adults is selected.
2. Respondents complete the survey online or through interview-assisted methods.
3. Responses are stored in a structured dataset for analysis.

How Responses Are Stored in the Dataset

- The dataset is organised into rows and columns:
 - Each row = One respondent.
 - Each column = One survey question (variable).
- Data is coded using numeric values for efficiency.

Extra points:

- **SCRIPTERS** : In the context of survey design and scripting, "SCRIPTERS – DO NOT INVERT" is an instruction given to those programming the survey (scripters) to ensure that the order of response options remains fixed and is not randomised or reversed.
- **PROBE**: It refers to a follow-up question or prompt used by an interviewer to encourage the respondent to clarify, expand on, or provide more detail about their answer.

Second. Ensuring Accuracy: How Weighting Adjusts for Representativeness

A deep dive into why weighting is necessary, how to apply the `weight0` variable, and real-world examples of its impact on analysis

What is Weighting and Why is it Applied?

In survey data collection, it is common for some groups of people to be **overrepresented or underrepresented** compared to their actual proportions in the population. **Weighting is a statistical adjustment** that ensures the dataset accurately reflects the demographics of the **UK population**, making the findings more reliable for analysis and decision-making.

Weighting is applied in this dataset using the **`weight0` column** variable, which adjusts for:

1. **Age distribution** – Ensuring all age groups are represented as they are in the UK.
2. **Gender balance** – Adjusting for any overrepresentation or underrepresentation of men, women, or non-binary respondents.
3. **Socio-economic status (SES)** – Correcting for differences in income levels and occupational categories.
4. **Regional representation** – Ensuring that findings reflect the entire UK, rather than being skewed by responses from specific regions.

Each respondent in the dataset is assigned a **weighting factor** (`weight0`), which is used in statistical analysis to correct for these imbalances.

How Weighting is Applied: Real Examples from the Dataset

Let's examine two real respondents from the dataset:

Respondent ID	Age Group (cage2)	Gender (csex)	Household Income (q11)	Region (brk_government_region)	Weighting Factor (weight0)
36496706	25-34	Male	£1,000+ per week (£52,000+ per year)	North East	1.30257
36496707	35-44	Female	£700-£999 per week (£36,400-£51,999 per year)	North East	1.114108

Each respondent has been assigned a **weighting factor** (`weight0`), which **adjusts their influence in the dataset**. Let's break down why these values are applied.

Example 1: Age-Based Weighting

In surveys, younger people (aged 25-34) are often **overrepresented**, while older adults (aged 70+) are **underrepresented** because:

- Younger people are **more likely** to respond to online surveys.
- Older adults may have **less internet access**, leading to fewer responses.

In the dataset:

- **Respondent 36496706 (25-34 years old) has a weighting factor of 1.30257.**
- This means that responses from people in this age group need to be **scaled down slightly** to avoid overrepresentation.

If the raw data showed that **30% of people aged 25-34 don't have a smart TV (q1_01)**, weighting might adjust this figure to **28%** to better reflect the actual UK population.

Example 2: Gender-Based Weighting

Let's compare gender distribution:

- **Respondent 36496706 is Male (csex = Male).**
- **Respondent 36496707 is Female (csex = Female).**

If the survey received **more responses from men than from women**, weighting **increases the influence of female respondents** to ensure a balanced gender distribution.

For example:

- If the raw data suggests **only 15% of women do online banking (q2_06 = No)**, but the actual UK population data suggests **it's 20%**, weighting increases the proportion of women in the data to reflect reality.

Example 3: Socio-Economic Status (SES) Weighting

Socio-economic status (SES) is another important factor. The dataset includes:

- **q11 (Household Income):**
 - **Respondent 36496706:** £1,000+ per week (£52,000+ per year).
 - **Respondent 36496707:** £700-£999 per week (£36,400-£51,999 per year).

In surveys, higher-income individuals **tend to be overrepresented**, while lower-income individuals **are often underrepresented** due to:

- Greater availability of internet access among wealthier groups.
- Lower-income groups being less likely to participate in online surveys.

To correct this:

- If wealthier respondents **are overrepresented**, their weight is **decreased** (e.g., **weight0 < 1**).
- If lower-income respondents **are underrepresented**, their weight is **increased** (e.g., **weight0 > 1**).

If the raw data suggests **80% of high-income individuals use online banking (q2_06)**, but the actual national figure is **70%**, weighting will adjust the data accordingly.

Example 4: Regional Representation Weighting

Both respondents **live in the North East of England (brk_government_region)**. If the survey **received too many responses from the North East**, weighting would **reduce their influence** to ensure other regions are equally represented.

For instance, if raw data shows:

- **90% of people in the survey have broadband (brk_internet1 = Yes)**
- But UK-wide statistics suggest **only 85% have broadband**,
Weighting ensures that the final **adjusted figures** match the real distribution.

How Does Weighting Impact Analysis?

Without weighting, certain groups **could be overrepresented or underrepresented**, leading to **misleading conclusions** about digital exclusion.

Example Without Weighting

Suppose the unweighted survey data suggests:

- **5% of respondents aged 70+ lack internet access (No_int_home = Yes).**

However, **after applying weighting**, the adjusted data might show:

- **12% of the UK's 70+ population actually lacks internet access.**

Without weighting, policymakers might **underestimate the digital divide**, leading to ineffective solutions.

Final Summary

- **Weighting adjusts the survey sample** so that results accurately reflect the **UK population**.
- **The weight0 variable corrects for differences in:**
 - **Age representation** (e.g., adjusting for underrepresentation of older adults).
 - **Gender balance** (e.g., ensuring female responses are proportionate to national data).
 - **Socio-economic disparities** (e.g., adjusting for low-income groups being underrepresented).
 - **Regional representation** (e.g., ensuring all areas of the UK are reflected fairly).
- **Without weighting, the survey results might misrepresent the true state of digital exclusion in the UK.**

Summary

What This Dataset Captures:

- Device ownership and personal use (e.g., Smart TVs, smartphones, computers).
- Internet access and digital skills (e.g., how often people go online).
- Barriers to digital access (e.g., financial constraints, disabilities, lack of digital confidence).
- Demographics (e.g., age, employment, income).

Key Survey Terms and Concepts:

- **SHOW SCREEN** – The question was displayed to respondents during the survey.
- **SINGLE CODE** – Respondents can select only one answer.
- **MULTI CHOICE** – Respondents can select multiple answers.

- **FIX AND EXCLUSIVE** – Selecting one answer disables other responses.
- **FILTERS** – Determines who sees a question based on previous answers.

Third. Derived Insights: Understanding Calculated Indicators in the Digital Exclusion Survey

A breakdown of composite variables (e.g., "No Internet at Home," "Financially Vulnerable") and how they were derived from raw survey responses.

Introduction

In survey datasets, not all variables are **directly answered** by respondents. Some are **calculated based on multiple responses** to help with deeper analysis. These are called **derived or calculated variables**.

This guide explains **how each calculated variable in the Digital Exclusion Survey is determined**, using real dataset examples and step-by-step calculations.

1. Understanding Calculated Variables

What Are Calculated Variables?

- These variables **combine responses from multiple questions** to categorise respondents into meaningful groups.
- They are **not directly answered** by the respondent but are created **using logic and rules**.
- They help in **identifying trends**, such as **who lacks internet access**, **who is financially vulnerable**, or **who has multiple risk factors for digital exclusion**.

How Are They Used?

- Policymakers use these indicators to **target digital inclusion programs**.
- Analysts use them to **compare groups and predict trends** in digital exclusion.
- Researchers use them to **understand relationships** between demographics and internet access.

2. List of Calculated Variables and Their Formulas

Each calculated variable is derived based on **specific conditions**. Below is a **detailed breakdown** of these variables with explanations and examples.

A. Device and Internet Access Indicators

1. No_connected_dev (No Household Access to Connected Devices)

Definition: This variable identifies respondents **who do not have any connected devices** (smartphones, laptops, tablets, etc.).

Calculation Rule:

- If **all q1_xx variables (device ownership) = "No"**, then No_connected_dev = Yes.
- Otherwise, No_connected_dev = No.

Example Calculation

Respondent ID	Smart TV (q1_01)	Laptop (q1_05)	Smartphone (q1_07)	Tablet (q1_06)	No_connected_dev
36496706	Yes	Yes	Yes	Yes	No (has connected devices)
36496707	No	Yes	Yes	Yes	No (has connected devices)
36496708	No	No	No	No	Yes (no connected devices)

2. No_int_home (No Internet Access at Home)

Definition: Identifies respondents who **do not have internet access at home**.

Calculation Rule:

- If brk_internet1 = No, then No_int_home = Yes.
- Otherwise, No_int_home = No.

Example Calculation

Respondent ID	Internet at Home (brk_internet1)	No_int_home
36496706	Yes	No
36496707	Yes	No
36496708	No	Yes

3. No_home_use_else (Does Not Have Home Internet but Uses It Elsewhere)

Definition: Identifies respondents who **do not have internet at home but access it elsewhere** (e.g., work, public Wi-Fi).

Calculation Rule:

- If brk_internet1 = No **AND** any of (brk_internet2 to brk_internet5) = Yes, then No_home_use_else = Yes.
- Otherwise, No_home_use_else = No.

Example Calculation

Respondent ID	Internet at Home (brk_internet1)	Internet at Work (brk_internet2)	Public Internet (brk_internet4)	No_home_use_else
36496706	Yes	No	No	No
36496707	Yes	No	No	No
36496708	No	Yes	No	Yes (No home internet but uses work internet)
36496709	No	No	No	No (Completely offline)

B. Demographic-Based Indicators

4. over_70s (Aged 70 or Older)

Definition: Identifies respondents who are **70 years or older**.

Calculation Rule:

- If exactage ≥ 70 , then over_70s = Yes.
- Otherwise, over_70s = No.

Example Calculation

Respondent ID	Exact Age (exactage)	over_70s
36496706	31	No
36496707	36	No
36496708	72	Yes

5. living_alone (Lives Alone)

Definition: Identifies respondents who **live alone**.

Calculation Rule:

- If numbhh = 1, then living_alone = Yes.
- Otherwise, living_alone = No.

Example Calculation

Respondent ID	Household Size (numbhh)	living_alone
36496706	3	No
36496707	4	No
36496708	1	Yes

6. health_conditions (Has Health Conditions Impacting Daily Life)

Definition: Identifies respondents with **at least one health condition** affecting daily activities.

Calculation Rule:

- If any of q3_01 - q3_09 = Yes, then health_conditions = Yes.

Example Calculation

Respondent ID	Hearing Issue (q3_01)	Vision Issue (q3_02)	Mobility Issue (q3_03)	health_conditions
36496706	No	No	No	No
36496707	Yes	No	No	Yes

Respondent ID	Hearing Issue (q3_01)	Vision Issue (q3_02)	Mobility Issue (q3_03)	health_conditions
36496708	No	Yes	Yes	Yes

C. Combined Digital Exclusion Indicators

7. age_MFV (Aged 70+ and Financially Vulnerable)

- If over_70s = Yes **AND** Financial_vul = Yes, then age_MFV = Yes.

8. age_health (Aged 70+ and Has Health Conditions)

- If over_70s = Yes **AND** health_conditions = Yes, then age_health = Yes.

9. SEGDE_health (In Social Grade DE and Has Health Conditions)

- If class44 = Yes **AND** health_conditions = Yes, then SEGDE_health = Yes.

Final Summary

- These variables are not manually entered by respondents but are calculated based on previous answers.**
- They allow researchers to **quickly analyse trends in digital exclusion.**
- They combine multiple data points** (e.g., age, income, health) to create **meaningful categories.**

Would you like additional details on **how to use these variables in analysis** or how they **impact weighting calculations**?

Fourth. Column-by-Column Breakdown: Understanding Every Variable in the Dataset

A detailed explanation of each dataset column, including question wording, response codes, and any filtering rules applied during the survey.

In here we explain each column of the use-of-communication-services-consumer-omnibus-digital-exclusion-analysis-data.csv

1) Respondent ID

- **Respondent_Id** – A unique identifier assigned to each survey respondent.

2) Household Device Access (Q1 in the questionnaire: "Does your household have...?")

SHOW SCREEN – MULTI CHOICE

Q.1 Does your household have any of the following devices?

PROBE: Anything else?

SCRIPTERS – DO NOT INVERT

- **q1_01** – A smart/connected TV set that is **directly connected to the internet** (not via another device such as a games console, computer, or set-top box).
- **q1_02** – Any **other TV** (not a smart/connected TV).
- **q1_03** – A **games console or handheld games player** (e.g., Wii, PS3, Xbox 360, Xbox One, PS4, Nintendo Switch, Nintendo DS, PS Vita).
- **q1_04** – A **personal computer or desktop PC** (PC, Mac, or another type).
- **q1_05** – A **laptop** (e.g., including netbooks, ultrabooks, Chromebooks, MacBooks).
- **q1_06** – A **tablet** (e.g., iPad, Samsung Galaxy Tab, or Amazon Kindle Fire).
- **q1_07** – A **smartphone** (e.g., iPhone, Blackberry, Android, Windows).
- **q1_08** – Any **other mobile phone** (not a smartphone).
- **q1_09** – A **telephone (landline, i.e., NOT a mobile phone)**.
- **q1_10** – **None of these** (FIX AND EXCLUSIVE).
- **q1_11** – **Don't know** (BUTTON).

FILTERS:

F1 = All Adults 16+ in the UK.

3) Internet Activities in the Last 3 Months (Q2 in the questionnaire: "In the last 3 months, have you used the internet for...?")

SHOW SCREEN – MULTI CHOICE

Q.2 In the last 3 months, have you used the internet for any of the following?

SCRIPTERS – DO NOT INVERT

- **q2_01** – Sending and receiving **emails**.
- **q2_02** – Looking up **information about personal interests** (e.g., news, sports, petitions).
- **q2_03** – Researching **information about products**.
- **q2_04** – **Online grocery shopping**.
- **q2_05** – **Other types of online shopping** (excluding groceries).
- **q2_06** – **Online banking or financial transactions**.
- **q2_07** – **Searching for a job**.
- **q2_08** – **Playing online games**.

- **q2_09 – Online gaming for money.**
- **q2_10 – Downloading/streaming music or podcasts.**
- **q2_11 – Downloading/streaming movies, TV shows, short videos, or clips.**
- **q2_12 – Using an online dating service.**
- **q2_13 – Making voice or video calls over the internet** (e.g., Skype, FaceTime).
- **q2_14 – Using social networking, blogs, or vlogs.**
- **q2_15 – Applying for benefits** (e.g., Universal Credit, housing, health, employment).
- **q2_16 – Accessing public services online** (e.g., doctor appointments, tax advice, passport renewal).
- **q2_17 – Using online messaging services** (e.g., WhatsApp, Facebook Messenger, iMessage).
- **q2_18 – Other internet activities.**
- **q2_19 – None of these** (FIX AND EXCLUSIVE).
- **q2_20 – Don't know** (BUTTON).

FILTERS:

F2 = All respondents who access the internet.

4) Health Conditions Affecting Daily Activities (Q3 in the questionnaire: "Which of these, if any, impact or limit your daily activities or the work you can do?")

SHOW SCREEN – MULTI CHOICE

Q.3 Which of these, if any, impact or limit your daily activities or the work you can do?

SCRIPTERS – DO NOT INVERT

- **q3_01 – Hearing problems** (e.g., poor hearing or deafness).
- **q3_02 – Vision problems** (e.g., poor vision, color blindness, partial sight, or blindness).
- **q3_03 – Mobility limitations** (e.g., difficulty walking, wheelchair use, trouble managing stairs).
- **q3_04 – Dexterity issues** (e.g., difficulty using hands, opening things, using a remote control or keyboard).
- **q3_05 – Breathing difficulties** (e.g., breathlessness or chest pains).
- **q3_06 – Mental ability issues** (e.g., problems with learning, understanding, concentration, memory, or communication).
- **q3_07 – Social behavior conditions** (e.g., autism, ADHD, Asperger's).
- **q3_08 – Mental health conditions** (e.g., anxiety, depression, trauma-related disorders).
- **q3_09 – Other illnesses or conditions** that limit daily activities.
- **q3_10 – No impairments** or conditions that impact daily activities (FIX AND EXCLUSIVE).
- **q3_11 – Prefer not to say** (BUTTON).
- **q3_12 – Don't know** (BUTTON).

FILTERS:

F3 = All who have devices or services in their household.

5) Devices Personally Used (Q4 in the questionnaire: "Which, if any, of the following do you personally use?")

SHOW SCREEN – MULTI CHOICE

Q.4 You mentioned your household has the following services/devices. **Which, if any, do you personally use?**

SCRIPTERS – DO NOT INVERT

- **q4_01 – Television** [SHOW IF Q1\2].
- **q4_02 – Smart TV** [SHOW IF Q1\1].
- **q4_03 – Landline telephone** [SHOW IF Q1\9].
- **q4_04 – Mobile phone (not a smartphone)** [SHOW IF Q1\8].
- **q4_05 – Smartphone** [SHOW IF Q1\7].
- **q4_06 – Personal computer/Desktop PC** [SHOW IF Q1\4].
- **q4_07 – Laptop** [SHOW IF Q1\5].
- **q4_08 – Tablet PC (iPad, Kindle, etc.)** [SHOW IF Q1\6].
- **q4_09 – Games console or handheld gaming device** [SHOW IF Q1\3].
- **q4_10 – None of these** (FIX AND EXCLUSIVE).
- **q4_11 – Don't know** (BUTTON).

FILTERS:

F3 = All respondents who have these devices in their household.

6) Prevention from Using Services or Devices (Q5 in the questionnaire: "Does this prevent you from using any of the following services or devices?")

SHOW SCREEN – MULTI CODE

Q.5 You mentioned an illness or condition that limits your daily activities or the work you can do. Does this prevent you from using any of the following services or devices? **i.e., you cannot use this service or device at all because of this.**

SCRIPTERS:

- **ONLY SHOW CODES 1–9** if they were **NOT selected at Q1** OR were **selected at Q1 but NOT chosen at Q4**.
- This filter **should only show** services/devices that respondents are **not currently using or accessing**.
- **Internet (code 10)** remains the same as previous scripting (i.e., shown to non-internet users).
- **q5_01 – Television.**
- **q5_02 – Smart TV.**
- **q5_03 – Landline telephone.**
- **q5_04 – Mobile phone (not a smartphone).**
- **q5_05 – Smartphone.**
- **q5_06 – Personal computer/Desktop PC** (PC, Mac, or other type).
- **q5_07 – Laptop.**
- **q5_08 – Tablet PC (iPad or similar).**
- **q5_09 – Games console or handheld gaming device.**
- **q5_10 – Internet** [SHOW IF Q.L\13].
- **q5_11 – None of these** (FIX AND EXCLUSIVE).
- **q5_12 – Don't know** (BUTTON).

FILTERS:

F4 = All who have a **limiting or impacting condition** (Q3\1–9).

7) Limitation in Using Services or Devices (Q6 in the questionnaire: "Does this limit your use of any of the following services or devices?")

SHOW SCREEN – MULTI CODE

Q.6 You mentioned an illness or condition that limits your daily activities or the work you can do. Does this limit your use of any of the following services or devices? **i.e., you can still use this service or device, but you experience difficulties when using it.**

SCRIPTERS:

- **EXCLUDE ANY CODES SELECTED AT Q5** (i.e., exclude services/devices that the respondent cannot use at all).
- Otherwise, **show all codes, regardless of whether they are available in the household or personally used.**
- **q6_01** – Television.
- **q6_02** – Smart TV.
- **q6_03** – Landline telephone.
- **q6_04** – Mobile phone (not a smartphone).
- **q6_05** – Smartphone.
- **q6_06** – Personal computer/Desktop PC (PC, Mac, or other type).
- **q6_07** – Laptop.
- **q6_08** – Tablet PC (iPad or similar).
- **q6_09** – Games console or handheld gaming device.
- **q6_10** – Internet [SHOW IF Q.L\1-5].
- **q6_11** – None of these (FIX AND EXCLUSIVE).
- **q6_12** – Don't know (BUTTON).

FILTERS:

F4 = All who have a **limiting or impacting condition** (Q3\1–9).

8) Broadband Decision-Making (Q7 in the questionnaire: "Are you responsible for deciding which broadband provider to use?")

SHOW SCREEN – SINGLE CODE

Q.7 In your household, are you **primarily or jointly responsible** for deciding which **fixed broadband service provider** to use?

- **q7** –
 - **1:** I am the **sole** decision-maker.
 - **2:** I am **jointly responsible** for decisions.
 - **3:** I **don't make the decision**.
 - **4: Not applicable** – I don't have a fixed broadband service.

FILTERS:

F5 = All **broadband decision-makers**.

9) Confidence in Managing Broadband Services (Q10 in the questionnaire: "How confident are you with the following broadband tasks?")

SHOW SCREEN – SINGLE CODED

Q.10 Thinking about **fixed broadband**, how confident are you with each of the following?

ANSWER SCALE:

- **1:** Very confident
- **2:** Fairly confident
- **3:** Not very confident
- **4:** Not at all confident
- **5:** Don't know
- **q10_01** – Speaking to your **current provider about new deals.**
- **q10_02** – Comparing the **costs of various deals available.**
- **q10_03** – Understanding the **language and terminology used by providers.**

FILTERS:

F5 = All **broadband decision-makers.**

10) Household Income (Q11 in the questionnaire: "Which one of these bands describes your total household income?")

SHOW SCREEN – SINGLE CODED

Q.11 Which one of these bands describes your **total household income before tax or deductions?**

Include:

- Any **benefits or credits** received.
- Income from **employment, pensions, and other sources.**

PER WEEK – PER YEAR BANDS:

- **q11** –
 - **1:** Up to **£199 per week / Up to £10,399 per year.**
 - **2:** £200–£299 per week / £10,400–£15,599 per year.
 - **3:** £300–£499 per week / £15,600–£25,999 per year.
 - **4:** £500–£699 per week / £26,000–£36,399 per year.
 - **5:** £700–£999 per week / £36,400–£51,999 per year.
 - **6:** £1,000+ per week / £52,000+ per year.
 - **7: Don't know** (BUTTON).
 - **8: Prefer not to say** (BUTTON).

FILTERS:

F1 = All Adults 16+ in the UK.

11) Major Life Events Affecting Household Finances (Q12 in the questionnaire: "Have you experienced any of these events in the last 12 months?")

SHOW SCREEN – MULTI CODED

Q.12 People sometimes deal with life events that **impact their ability to manage household bills.**

Which, if any, of the following events have you experienced **in the last 12 months**, where **managing your household bills became more difficult?**

- **q12_01** – Got married.
- **q12_02** – Moved house or made major home improvements.
- **q12_03** – Had a **new baby or child.**
- **q12_04** – Lost a job or had an **unplanned reduction in working hours.**
- **q12_05** – Made **bankrupt** or entered into an **individual voluntary agreement (IVA).**
- **q12_06** – Had a **relationship breakdown, separation, or divorce.**

- **q12_07** – Experienced a **serious accident or illness** (self or close family).
- **q12_08** – Experienced the **death of a close family member**.
- **q12_09** – Became the **main carer for a close family member**.
- **q12_10** – Experienced **serious damage to home/property** (e.g., fire, flood).
- **q12_11** – Was a **victim of crime** (e.g., burglary).
- **q12_12** – **Involved in a legal dispute**.
- **q12_13** – **None of these** (FIX AND EXCLUSIVE).
- **q12_14** – **Prefer not to say** (BUTTON).

Demographic Variables

These variables capture key **demographic details** about respondents, including **gender, age, social class, employment status, and household composition**.

12) Gender

SHOW SCREEN – SINGLE CODE

- **csex** – Gender of the respondent.
 - **1:** Male
 - **2:** Female
 - **3:** Other / Non-binary
 - **4:** Prefer not to say

13) Age Group

SHOW SCREEN – SINGLE CODE

- **age2** – Age category of the respondent.
 - **1:** 16–24
 - **2:** 25–34
 - **3:** 35–44
 - **4:** 45–54
 - **5:** 55–64
 - **6:** 65–74
 - **7:** 75+

14) Social Grade (Based on Occupation of Chief Income Earner)

SHOW SCREEN – MULTI CODE

- **class41** – **AB** (Higher and intermediate managerial, administrative, or professional).
- **class42** – **C1** (Supervisory, clerical, junior managerial, administrative, or professional).
- **class43** – **C2** (Skilled manual workers).
- **class44** – **DE** (Semi-skilled, unskilled manual workers, unemployed, lowest-grade workers).
- **class45** – **ABC1** (Middle-class grouping: AB + C1).
- **class46** – **C2DE** (Working-class grouping: C2 + DE).

15) Marital Status

SHOW SCREEN – SINGLE CODE

- **cmarit** – Respondent's marital status.
 - **1:** Single
 - **2:** Married / Civil Partnership
 - **3:** Divorced / Separated
 - **4:** Widowed

16) Employment Status

SHOW SCREEN – SINGLE CODE

- **cwork** – Respondent's employment status.
 - **1:** Working full-time (30+ hours)
 - **2:** Working part-time (under 30 hours)
 - **3:** Retired
 - **4:** Student
 - **5:** Unemployed
 - **6:** Unable to work due to health conditions
 - **7:** Homemaker / Stay-at-home parent
- **cwork8** – Alternative coding for employment status (for different analysis needs).

17) Household and Family Composition

SHOW SCREEN – SINGLE CODE

- **child** – Does the household contain **children under 18**?
 - **1:** Yes
 - **2:** No
- **cads2** – Number of **adults in the household**.
- **chhs1** – **Household size** (total number of people).

18) Internet Access (Q.L in the questionnaire: "Which of the following do you currently ever use, if at all?")

SHOW SCREEN – MULTI CHOICE

- **brk_internet1** – Internet access at home.
- **brk_internet2** – Internet access at work (through workplace network).
- **brk_internet3** – Internet access via mobile phone or tablet (using a mobile network, e.g., 3G/4G/5G).
- **brk_internet4** – Internet access on publicly accessible computers (e.g., internet café, library).
- **brk_internet5** – Other type of internet access.
- **brk_internet6** – None of these / Don't access the internet (FIX AND EXCLUSIVE).

FILTERS:

F1 = All Adults 16+ in UK.

19) TV Platform Access (Q.L in the questionnaire: "Which TV platform does your household use?")

SHOW SCREEN – MULTI CHOICE

- **brk_tv_platform01** – Sky - Digital Satellite TV (monthly subscription).
- **brk_tv_platform02** – Satellite TV from another provider.
- **brk_tv_platform03** – Free-Sat - Digital Satellite TV (without a monthly subscription).
- **brk_tv_platform04** – Virgin Media through cable.
- **brk_tv_platform05** – Freeview through a TV aerial and set-top box.
- **brk_tv_platform06** – TV with built-in Freeview (without a set-top box).
- **brk_tv_platform07** – YouView set-top box.
- **brk_tv_platform08** – BT Vision.
- **brk_tv_platform09** – TalkTalk TV.
- **brk_tv_platform10** – Other TV service provider.
- **brk_tv_platform11** – No TV service.
- **brk_tv_platform12** – Don't know.

20) Region and Country Information

- **brk_country** – Country of residence (England, Scotland, Wales, Northern Ireland).
- **brk_government_region** – UK Government region (e.g., London, South East, North West).
- **brk_ethnic_origin** – Respondent's ethnic background.

21) Survey Metadata Variables

- **week** – Wave of data collection.
- **exactage** – Exact age of the respondent.
- **numbhh** – Total number of people in the household.
- **weight0** – Weighting variable for statistical analysis.

22) Digital Exclusion Indicators

These variables identify **different aspects of digital exclusion**, including **lack of internet access, device ownership, financial vulnerability, and demographic risk factors**.

Read about calculated variables here in this section, click on it ->

Derived Insights: Understanding Calculated Indicators in the **Digital Exclusion Survey**

- **Financial_vul** – Respondent is considered **financially vulnerable**.
- **No_connected_dev** – Respondent does **not have household access to any connected devices**.
- **over_70s** – Respondent is **aged 70 or older**.
- **health_conditions** – Respondent **has one or more health conditions** that impact their activities.
- **No_int_home** – Respondent **does not have internet access at home**.
- **No_home_use_else** – Respondent **does not have home internet access but uses it elsewhere**.
- **living_alone** – Respondent **lives alone**.

23) Combinations of Digital Exclusion Factors

These variables identify respondents who fall into **multiple digital exclusion risk groups**.

- **age_MFV** – Aged **70+ and financially vulnerable**.
- **age_health** – Aged **70+ and has health conditions**.
- **age_livingalone** – Aged **70+ and lives alone**.
- **age_health_livingalone** – Aged **70+, has health conditions, and lives alone**.
- **age_MFV_health_livingalone** – Aged **70+, financially vulnerable, has health conditions, and lives alone**.
- **MFV_health** – Financially vulnerable **and** has health conditions.
- **MFV_health_livingalone** – Financially vulnerable, has health conditions, and **lives alone**.
- **health_livingalone** – Has health conditions **and** lives alone.
- **age_SEGDE** – Aged **70+ and in social grade DE** (lower-income group).
- **age_SEGDE_health** – Aged **70+, in social grade DE, and has health conditions**.
- **age_SEGDE_livingalone** – Aged **70+, in social grade DE, and lives alone**.
- **age_SEGDE_health_livingalone** – Aged **70+, in social grade DE, has health conditions, and lives alone**.
- **SEGDE_health** – In social grade DE **and** has health conditions.
- **SEGDE_livingalone** – In social grade DE **and** lives alone.
- **SEGDE_livingalone_health** – In social grade DE, has health conditions, and **lives alone**.