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Please answer the questions by putting a cross in the appropriate box (or boxes) using a black pen. If you make a mistake please completely fill the box to show the mistake and then cross the correct answer. **Alternatively** you can complete the questionnaire online as detailed in the cover letter.

What is your Personal Handset Letter? A B C D E F G H

YOUR HOLIDAYS AND TRAVEL

1 In the past year, how many holidays consisting of 2 or more nights away from home have you taken? (Please place one cross on each line across)

	None	1	2	3 or more
<u>Inside</u> the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Outside</u> the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 In the past year, what types of holiday have you taken, either inside or outside the UK? (Please cross all that apply)

Beach/coast	<input type="checkbox"/>	City	<input type="checkbox"/>	Country/rural	<input type="checkbox"/>
Backpacking/travelling	<input type="checkbox"/>	Skiing/Snowboarding	<input type="checkbox"/>	Camping/caravanning	<input type="checkbox"/>
Cruise	<input type="checkbox"/>	Visiting friends or family	<input type="checkbox"/>	Off the beaten track	<input type="checkbox"/>
Holiday park/village	<input type="checkbox"/>	Other	<input type="checkbox"/>		

3 In the past year, if you have taken a holiday outside the UK, which destinations have you visited? (Please cross all that apply)

Europe	<input type="checkbox"/>	North America	<input type="checkbox"/>	South America	<input type="checkbox"/>
Middle East	<input type="checkbox"/>	Africa	<input type="checkbox"/>	Australia/New Zealand	<input type="checkbox"/>
Asia	<input type="checkbox"/>	Other	<input type="checkbox"/>		

4 In the past year, if you have taken a holiday outside the UK how did you book it/them? (Please cross all that apply)

Online In a travel agent or shop By phone Other

5 How many return trips have you made by air in the last year, both within the UK and abroad?

	None	1	2	3 or more
Personal/holiday trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR INTERESTS AND SPARE TIME ACTIVITIES

6 Which of the following subjects are you particularly interested in? (Please cross all that apply)

Watching sport	<input type="checkbox"/>	Politics/current affairs	<input type="checkbox"/>	Watching TV	<input type="checkbox"/>	Fitness and exercise	<input type="checkbox"/>
Playing sport	<input type="checkbox"/>	International affairs	<input type="checkbox"/>	Gardening	<input type="checkbox"/>	Computing/ computers	<input type="checkbox"/>
The arts & culture	<input type="checkbox"/>	Animals/pets	<input type="checkbox"/>	DIY	<input type="checkbox"/>	Gaming	<input type="checkbox"/>
Property	<input type="checkbox"/>	Environment	<input type="checkbox"/>	Music	<input type="checkbox"/>	Going to live music events	<input type="checkbox"/>
Cars	<input type="checkbox"/>	Reading	<input type="checkbox"/>	Classical music	<input type="checkbox"/>	Going to museums/exhibitions	<input type="checkbox"/>
Personal Investments	<input type="checkbox"/>	Cinema/films	<input type="checkbox"/>	Cooking/food	<input type="checkbox"/>	Beauty/personal appearance	<input type="checkbox"/>
Business news	<input type="checkbox"/>	Fashion/style	<input type="checkbox"/>	Healthy eating	<input type="checkbox"/>	New technology	<input type="checkbox"/>
Holidays	<input type="checkbox"/>						

7 How often do you do the following these days? (Please place one cross on each line across)

	3+ times a week	Once or twice a week	Once or twice a month	A few times a year	Not in past year
Go to a gym	<input type="checkbox"/>				
Play sport	<input type="checkbox"/>				
Go cycling	<input type="checkbox"/>				
Run or jog	<input type="checkbox"/>				
Go swimming	<input type="checkbox"/>				
Go to a live sports event	<input type="checkbox"/>				
Go to a live music event	<input type="checkbox"/>				
Go to the cinema	<input type="checkbox"/>				
Visit art galleries or the theatre	<input type="checkbox"/>				
Eat out	<input type="checkbox"/>				
Order takeaways	<input type="checkbox"/>				

8 How much do you agree or disagree with each of the following statements?
(Please place one cross on each line across)

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly
Watching TV is my main leisure activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
While watching TV, I search online for things I've seen advertised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often talk about things I've seen on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use social media while watching TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always make sure I have the latest TV technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I structure my evening's activity around the TV schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy discussing my favourite programmes online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I love to try new products and brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to buy products from companies that give something back to society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am prepared to pay extra for a better quality of brand or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look for the lowest possible prices when I am shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm always looking for new ideas to improve my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy things on impulse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to be surrounded by different people, cultures, ideas and lifestyles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I worry a lot about money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use price comparison websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9 How much have you personally spent in the past year on each of the following?
(Please place one cross on each line across)

	Nothing	Up to £50	£50 to £149	£150 to £499	£500 or over
Clothing	<input type="checkbox"/>				
Beauty or grooming products	<input type="checkbox"/>				
Gardening	<input type="checkbox"/>				
D-I-Y	<input type="checkbox"/>				
Buying or renting movies (DVDs/Blu-Ray/downloads)	<input type="checkbox"/>				
Buying music of any type (CDs, downloads, etc)	<input type="checkbox"/>				
Games for PCs or games consoles	<input type="checkbox"/>				
Apps or games for mobiles/tablets	<input type="checkbox"/>				
Lottery tickets or scratch cards	<input type="checkbox"/>				

10 How often do you do the following these days? (Please place one cross on each line across)

	3 or more times a week	Once or twice a week	Once or twice a month	A few times a year	Not in past year / Never
Drink soft fizzy drinks	<input type="checkbox"/>				
Drink bottled water	<input type="checkbox"/>				
Drink health drinks/smoothies/juices	<input type="checkbox"/>				
Drink lager	<input type="checkbox"/>				
Drink cider	<input type="checkbox"/>				
Drink other beer (bitter, stout etc)	<input type="checkbox"/>				
Drink wine	<input type="checkbox"/>				
Drink spirits /liqueurs	<input type="checkbox"/>				
Drink pre-mixed alcoholic drinks (e.g. Smirnoff Ice, WKD)	<input type="checkbox"/>				
Visit pubs, wine bars or licensed clubs	<input type="checkbox"/>				
Visit coffee shops/cafes	<input type="checkbox"/>				
Drink alcohol at home	<input type="checkbox"/>				
Place a bet in a betting shop	<input type="checkbox"/>				
Place a bet online or using an app (e.g. online casino)	<input type="checkbox"/>				
Visit a bingo club or play online bingo	<input type="checkbox"/>				

YOUR CARS

11 How many cars are there in your household (including company cars)?

None 1 2 3 or more

12 Are you the main driver of a car? Yes ...go to **13a** No ...go to **14**

If you are the main driver of more than 1 car then please answer questions **13a** to **13e** for the car you drive most often.

- + +
- 13a** Was this car bought new or used/second-hand? New Used
- 13b** Is it hybrid or electric powered? Yes No
- 13c** What type of car is it?
- | | | |
|---|--|---|
| Small City car (e.g. Citigo, Fiat 500) <input type="checkbox"/> | Mini/super mini (e.g. Corsa, Ibiza) <input type="checkbox"/> | Small family car (e.g. Focus, Astra, Golf) <input type="checkbox"/> |
| Small SUV (e.g. Qashqai, Tiguan) <input type="checkbox"/> | Large SUV (e.g. Cherokee, Lexus GX) <input type="checkbox"/> | MPV/people carrier (e.g. Zafira, Galaxy) <input type="checkbox"/> |
| Sports car (e.g. Audi TTS, BMW Z4) <input type="checkbox"/> | Luxury car (e.g. BMW 7 Series, Jaguar XJ) <input type="checkbox"/> | Large family car (e.g. Passat, Octavia) <input type="checkbox"/> |
| | | Other type of car <input type="checkbox"/> |
- 13d** When do you next expect to change your car?
- In next 12 months In 1-3 years In more than 3 years I don't know
- 13e** Do you belong to a breakdown service? Yes No

SHOPPING AND YOUR HOME

- 14** Which of the following pets do you or your family have at home? (Please cross all that apply).
- Dog Cat Any other pet No pets
- 15** How much of your household's supermarket and grocery shopping do you do? (Please cross one only)
- All or almost all Half or more Less than half Little or none
- 16** Which of the following supermarkets/food shops do you use to do your grocery shopping? (Please cross one only for 'Most Often' and please cross all that apply for 'Other'. For all shops used, please indicate whether you shop in store or online by placing a cross in either or both of these boxes.)
- | | Most Often
(One only) | Other
(All that apply) | In Store | Online |
|------------------------|--------------------------|---------------------------|--------------------------|--------------------------|
| Aldi | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Asda | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Co-op | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Iceland | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Lidl | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Marks and Spencer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Morrisons | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sainsburys | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tesco | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Waitrose | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ocado | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Local independent shop | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Farmers shop/market | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

WORK

- 17** Which of the following best describes your current working status? (Please cross one only)
- Working as an employee Running your own, or a family, business Self-employed or freelance
- Studying/in full-time education Not currently working Permanently retired
- 18** In the past year, how much have you spent, or authorised to be spent, on behalf of your business or the organisation that employs you? (Please cross one only)
- Nil Up to £20,000 More than £20,000

YOUR NEWSPAPER AND MAGAZINE READING

- 19** In which ways do you read newspapers and magazines? (Please cross all that apply)
- A printed copy On the website Via a tablet / phone app
- 20** Which of these daily newspapers or newspaper websites did you read or look at yesterday? Include print, online and app versions. (If you are answering on a Monday, please reply for Saturday) (Please cross all that apply)
- | | | | |
|--|--|---|--|
| The Sun <input type="checkbox"/> | Daily Express <input type="checkbox"/> | Financial Times <input type="checkbox"/> | Daily Record <input type="checkbox"/> |
| Daily Mirror <input type="checkbox"/> | The Guardian <input type="checkbox"/> | Daily Mail <input type="checkbox"/> | Local paid for paper <input type="checkbox"/> |
| Daily Star <input type="checkbox"/> | The Times <input type="checkbox"/> | Metro <input type="checkbox"/> | Local free paper <input type="checkbox"/> |
| i <input type="checkbox"/> | The Daily Telegraph <input type="checkbox"/> | Evening Standard <input type="checkbox"/> | Any other daily paper <input type="checkbox"/> |
| Any evening paper <input type="checkbox"/> | | | |

21 Which of these Sunday newspapers or newspaper websites have you read or looked at in the past seven days? Include print, online and app versions. (Please cross all that apply)

- | | | | | | | | |
|-------------------|--------------------------|--------------------|--------------------------|----------------------|--------------------------|------------------------|--------------------------|
| The Sun on Sunday | <input type="checkbox"/> | Sunday Express | <input type="checkbox"/> | The Observer | <input type="checkbox"/> | Local Sunday paper | <input type="checkbox"/> |
| Sunday Mirror | <input type="checkbox"/> | Sunday People | <input type="checkbox"/> | The Sunday Times | <input type="checkbox"/> | Any other Sunday paper | <input type="checkbox"/> |
| Daily Star Sunday | <input type="checkbox"/> | The Mail on Sunday | <input type="checkbox"/> | The Sunday Telegraph | <input type="checkbox"/> | | |

21 Which of these weekly publications have you read or looked at in the past seven days? Include print, online and app versions. (Please cross all that apply)

- | | | | | | | | |
|--------------|--------------------------|----------------|--------------------------|-----------|--------------------------|---------------------|--------------------------|
| What's on TV | <input type="checkbox"/> | Radio Times | <input type="checkbox"/> | TV Choice | <input type="checkbox"/> | TV & Satellite Week | <input type="checkbox"/> |
| TV Times | <input type="checkbox"/> | Total TV Guide | <input type="checkbox"/> | | | | |

YOUR RADIO LISTENING

23 In the last seven days, have you listened to any of the following? (Please cross all that apply)

- | | | | | | | | |
|-------------------------------|--------------------------|---|--------------------------|----------------|--------------------------|------------------------------------|--------------------------|
| BBC Radio 1 | <input type="checkbox"/> | BBC Radio 1Xtra | <input type="checkbox"/> | Absolute Radio | <input type="checkbox"/> | Kiss | <input type="checkbox"/> |
| BBC Radio 2 | <input type="checkbox"/> | BBC Asian Network | <input type="checkbox"/> | Capital | <input type="checkbox"/> | LBC | <input type="checkbox"/> |
| BBC Radio 3 | <input type="checkbox"/> | BBC World Service | <input type="checkbox"/> | Classic FM | <input type="checkbox"/> | Magic | <input type="checkbox"/> |
| BBC Radio 4 | <input type="checkbox"/> | BBC Radio Scotland | <input type="checkbox"/> | Gold | <input type="checkbox"/> | Smooth | <input type="checkbox"/> |
| BBC Radio 5 Live | <input type="checkbox"/> | BBC Radio Ulster | <input type="checkbox"/> | Heart | <input type="checkbox"/> | talkSPORT | <input type="checkbox"/> |
| BBC Radio 5 Live Sports Extra | <input type="checkbox"/> | BBC Radio Wales | <input type="checkbox"/> | Kerrang! | <input type="checkbox"/> | Radio X | <input type="checkbox"/> |
| BBC Radio 6 Music | <input type="checkbox"/> | BBC Radio Cymru | <input type="checkbox"/> | | | | |
| BBC Radio 4 Extra | <input type="checkbox"/> | Any other BBC local or regional radio station | <input type="checkbox"/> | | | Any local commercial radio station | <input type="checkbox"/> |

YOUR COMPUTERS, COMMUNICATIONS AND TV

24 How do you find out about what is on TV? (Please cross all that apply)

- | | | | | | | | |
|------------------|--------------------------|---|--------------------------|----------------------|--------------------------|-------------------------|--------------------------|
| EPG/TV set guide | <input type="checkbox"/> | Newspaper listings or TV supplement | <input type="checkbox"/> | TV listings magazine | <input type="checkbox"/> | Online | <input type="checkbox"/> |
| From friends | <input type="checkbox"/> | Social media | <input type="checkbox"/> | Trailers (on TV) | <input type="checkbox"/> | Advertising (not on TV) | <input type="checkbox"/> |
| | | Recommendations from my service provider / broadcasters | <input type="checkbox"/> | | | | |

25 How often do you use the internet? Please include at home, at work or elsewhere. (Please place one cross on each line across)

- | | Several times a day | Daily | At least once a week | Less than once a week | Not in past year |
|-----------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| At home | <input type="checkbox"/> |
| At work | <input type="checkbox"/> |
| Elsewhere | <input type="checkbox"/> |

26 How often do you do the following? (Please place one cross on each line across)

- | | Daily | Weekly | Monthly | Rarely | Not in past year |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Use broadcaster TV on-demand services | <input type="checkbox"/> |
| Use paid-for video services such as Netflix, Amazon Prime, Now TV etc. | <input type="checkbox"/> |
| Use social media such as Facebook, Twitter, Snapchat, Instagram etc. | <input type="checkbox"/> |
| Post on social media such as Facebook, Twitter, Snapchat, Instagram etc. | <input type="checkbox"/> |
| Use online music streaming services such as Spotify, Apple Music etc. | <input type="checkbox"/> |
| Watch videos on YouTube | <input type="checkbox"/> |
| Online shopping | <input type="checkbox"/> |

27 How often do you use the following? (Please place one cross on each line across)

- | | Daily | Weekly | Monthly | Rarely | Not in past year |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Computer or laptop | <input type="checkbox"/> |
| Smartphone (e.g. iPhone, Samsung Galaxy, Google Pixel) | <input type="checkbox"/> |
| Tablet (e.g. iPad, Samsung Galaxy Tab, Sony Xperia) | <input type="checkbox"/> |
| Games console (e.g. PS4, Xbox One, Nintendo Wii U) | <input type="checkbox"/> |
| Handheld games console (e.g. Nintendo 3DS, PS Vita) | <input type="checkbox"/> |
| Smart watch, fitness tracker (e.g. Apple Watch, Samsung Gear, Fitbit) | <input type="checkbox"/> |

THANK YOU!