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
   - Inside the UK
   - Outside the UK

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
   - City
   - Backpacking/travelling
   - Skiing/Snowboarding
   - Cruise
   - Visiting friends or family
   - Holiday park/village
   - Other

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
   - North America
   - South America
   - Middle East
   - Africa
   - Australia/New Zealand
   - Asia
   - Other

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
   - Business trips

#### YOUR INTERESTS AND SPARE TIME ACTIVITIES

6. Which of the following subjects are you particularly interested in? (Please cross all that apply)
   - Watching sport
   - Politics/current affairs
   - International affairs
   - Watches TV
   - Gardening
   - DIY
   - Fitness and exercise
   - Computing/ computers
   - Gaming
   - Going to live music events
   - Going to museums/exhibitions
   - Beauty/personal appearance
   - New technology

7. How often do you do the following these days? (Please place one cross on each line across)
   - Go to a gym
   - Play sport
   - Go cycling
   - Run or jog
   - Go swimming
   - Go to a live sports event
   - Go to a live music event
   - Go to the cinema
   - Visit art galleries or the theatre
   - Eat out
   - Order takeaways
   - 3+ times a week
   - Once or twice a week
   - Once or twice a month
   - A few times a year
   - Not in past year
8. How much do you agree or disagree with each of the following statements?
(Please place one cross on each line across)

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

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

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

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

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

YOUR CARS

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

<table>
<thead>
<tr>
<th>None</th>
<th>1</th>
<th>2</th>
<th>3 or more</th>
</tr>
</thead>
</table>

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) ☐
- Mini/super mini (e.g. Corsa, Ibiza) ☐
- Small family car (e.g. Focus, Astra, Golf) ☐
- Small Suv (e.g. Qashqai, Tiguan) ☐
- Large SUV (e.g. Cherokee, Lexus GX) ☐
- MPV/people carrier (e.g. Zafira, Galaxy) ☐
- Sports car (e.g. Audi TTS, BMW 24) ☐
- Luxury car (e.g. BMW 7 Series, Jaguar XJ) ☐
- Large family car (e.g. Passat, Octavia) ☐
- Other type of car ☐

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.)

<table>
<thead>
<tr>
<th>Most Often (One only)</th>
<th>Other (All that apply)</th>
<th>In Store</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldi</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asda</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Co-op</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iceland</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lidl</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marks and Spencer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morrisons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sainsburys</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tesco</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waitrose</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ocado</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local independent shop</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers shop/market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 ☐
- Daily Mirror ☐
- Daily Star ☐
- i ☐
- Any evening paper ☐
- Daily Express ☐
- The Guardian ☐
- The Times ☐
- The Daily Telegraph ☐
- Financial Times ☐
- Daily Mail ☐
- Metro ☐
- Evening Standard ☐
- Daily Record ☐
- Local paid for paper ☐
- Local free paper ☐
- Any other daily paper ☐
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
- Sunday Express
- The Observer
- Local Sunday paper
- Sunday Mirror
- Sunday People
- The Sunday Times
- Any other Sunday paper
- The Mail on Sunday
- The Sunday Telegraph
- Any other Sunday paper

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
- Radio Times
- TV Choice
- TV & Satellite Week
- TV Times
- Total TV Guide

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

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
- Newspaper listings or TV supplement
- TV listings magazine
- Online Advertising (not on TV)
- From friends
- Social media
- Trailers (on TV)
- Recommendations from my service provider / broadcasters

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

- At home
- At work
- Elsewhere

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

- Use broadcaster TV on-demand services
- Use paid-for video services such as Netflix, Amazon Prime, Now TV etc.
- Use social media such as Facebook, Twitter, Snapchat, Instagram etc.
- Post on social media such as Facebook, Twitter, Snapchat, Instagram etc.
- Use online music streaming services such as Spotify, Apple Music etc.
- Watch videos on YouTube
- Online shopping

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

- Computer or laptop
- Smartphone (e.g. iPhone, Samsung Galaxy, Google Pixel)
- Tablet (e.g. iPad, Samsung Galaxy Tab, Sony Xperia)
- Games console (e.g. PS4, Xbox One, Nintendo Wii U)
- Handheld games console (e.g. Nintendo 3DS, PS Vita)
- Smart watch, fitness tracker (e.g. Apple Watch, Samsung Gear, Fitbit)

THANK YOU!