

## The British Marketing Survey

### Data Catalogue NOVEMBER 2011

The British Marketing Survey poses the **9 key questions** for anyone involved in Marketing, and produces **185 unique responses**. Its delivery is enhanced by the **73 questions** and **450 unique responses** from The British Population Survey, to which it is attached once a month.

This catalogue is designed to fulfil three functions

- 1 To act as a comprehensive guide to the full extent of the data available
- 2 To assist users to identify and access the data they are seeking
- 3 To provide users with the full texts of both the questions, and the full list of available responses

Also available from the website -

**The Geodemographic Segmentation Appendix** - an entirely separate section with details of all the Geodemographic Segmentation models which are now included with the survey.

If you –

- Have any specific queries about the content of this catalogue
- Have any suggestions for expansion of the questionnaires
- Require further information about any aspect of The British Population Survey

Please contact us at **[info@thebps.co.uk](mailto:info@thebps.co.uk)**

# Section 1 - The British Marketing Survey

## FAMILY

GENDER	GENDER MALE FEMALE
AGE GROUP	WHICH AGE GROUP APPLIES TO YOU? 15-17 18-24 25-34 35-44 45-54 55-64  65+
NUMERIC AGE	AGE OF RESPONDENT 15 16 17 >>>>>> 98 99 REFUSED
LIFESTAGE	LIFESTAGE Up To 39, Not Married/Civil Partnership/Living Together, No Children In Household Up To 39, Married / Civil Partnership /Living Together, No Children In Household With Children In Household 40+, No Children In Household Incomplete Data In Contributing Fields
ETHNIC ORIGIN	Which of these groups do you consider you belong to? WHITE – BRITISH WHITE – IRISH WHITE – OTHER MIXED – WHITE & BLACK CARIBBEAN MIXED – WHITE & BLACK AFRICAN MIXED – WHITE & ASIAN MIXED – OTHER BLACK – AFRICAN BLACK – CARIBBEAN BLACK – OTHER INDIAN PAKISTANI BANGLADESHI ASIAN – OTHER CHINESE OTHER DON'T KNOW REFUSED
MARITAL STATUS	Which of the following best applies to you? Married / Civil Partnership Living Together Single Widowed Divorced Separated Refused Don't Know
PARENT OF CHILDREN	PARENT OF CHILDREN YES NO

**FAMILY**  
**(CONTINUED)**

PARENTAL STATUS

PARENTAL STATUS

Married / Civil Partnership – Parent/Guardian  
Married / Civil Partnership – Not Parent/Guardian  
Living Together – Parent/Guardian  
Living Together – Not Parent/Guardian  
Single – Parent/Guardian  
Single – Not Parent/Guardian  
Widowed/Divorced/Separated – Parent/Guardian  
Widowed/Divorced/Separated – Not Parent/Guardian  
Refused / Do Not Know

CHILD MAINTENANCE

Which, if any of the following apply to you? I am the parent / legal guardian of  
a child/ children aged under 16 who does/do live with me  
a child/ children aged under 16 who does not/do not live with me and to whose  
upbringing I contribute financially  
a child/ children aged under 16 who does not/do not live with me and to whose  
upbringing I do not contribute financially  
a child/ children aged 16 to 19 who is/are currently in full time education  
Not asked of respondents without children

NUMBER IN HOUSEHOLD

What is the total number of people in your household including yourself and  
any children?

1  
2  
3  
4  
5+  
REFUSED

PRESENCE OF CHILDREN IN HOUSEHOLD

PRESENCE OF CHILDREN IN HOUSEHOLD

YES  
NONE  
REFUSED

NO OF CHILDREN IN HOUSEHOLD

How many children aged fifteen or under are there in your household?

1  
2  
3  
4  
5  
6  
7  
8  
9+  
NONE  
REFUSED

AGE OF CHILDREN IN HOUSEHOLD

Into which age band do the children in your household fit?

AGED 0-3  
AGED 4-5  
AGED 6-9  
AGED 10-15  
NONE <16  
REFUSED

## GEOGRAPHY

STANDARD REGION 4	STANDARD REGION 4 North (North + North West + Yorkshire and Humberside + Scotland) Midlands (West Midlands + East Midlands + East Anglia + Wales) South (South West + South East) London (Greater London)
STANDARD REGION 11	STANDARD REGION 11 NORTH NORTH WEST YORKSHIRE AND HUMBERSIDE WEST MIDLANDS EAST MIDLANDS EAST ANGLIA SOUTH WEST SOUTH EAST GREATER LONDON WALES SCOTLAND
URBAN / RURAL	URBAN / RURAL URBAN SUBURBAN RURAL Incomplete Postcodes Recorded

## ECONOMICS

SOCIAL GRADE

**SOCIAL GRADE**

A  
B  
C1  
C2  
D  
E

QUALIFICATION LEVEL

Which, if any, is the highest educational or professional qualification you have obtained?

GCSE/O-Level/CSE  
Vocational Qualifications (=NVQ1+2)  
A-Level Or Equivalent (=NVQ3)  
Bachelor Degree Or Equivalent (=NVQ4)  
Masters/PHD Or Equivalent  
Other  
No Formal Qualifications  
Still Studying  
Don't Know

WORKING STATUS OF RESPONDENT

Which of these applies to you?

Paid Job (30+ Hours / Week)  
Paid Job (8-29 Hours / Week)  
Paid Job (Under 8 Hours / Week)  
Self-Employed  
Full Time Student  
Still At School  
Unemployed and Seeking Work  
Retired  
Not In Paid Work – Other  
Long Term Illness Or Disability  
Housewife  
Refused

HOUSEHOLD INCOME

Could you please tell me the group in which you would place your total household income per year from all sources, before tax and other deductions?

UNDER 4,499  
4,500 – 6,499  
6,500 – 7,499  
7,500 – 9,499  
9,500 – 11,499  
11,500 – 13,499  
13,500 – 15,499  
15,500 – 17,499  
17,500 – 24,999  
25,000 – 29,999  
30,000 – 39,999  
40,000 – 49,999  
50,000 – 74,999  
75,000 – 99,999  
OVER 100,000  
REFUSED  
DON'T KNOW

CHIEF INCOME EARNER

Are you the chief income earner?

YES  
NO

WORKING STATUS OF CIE

Could you please tell me which of these applies to the chief income earner?

Paid Job (30+ Hours / Week)  
Paid Job (8-29 Hours / Week)  
Paid Job (Under 8 Hours / Week)  
Self-Employed  
Full Time Student  
Still At School  
Unemployed and Seeking Work  
Retired  
Not In Paid Work – Other  
Long Term Illness Or Disability  
Housewife  
Refused

**ECONOMICS  
(CONTINUED)**

HOME TENURE                    Which of these applies to your home?  
Being Bought On A Mortgage  
Owned Outright By Household  
Rented From Local Authority  
Rented From A Private Landlord  
Belongs To Housing Association  
Other  
Refused

MAIN SHOPPER                    Are you responsible, or mainly responsible, for all the household shopping?  
Yes – I Am  
No – I Am Not

MAIN SUPERMARKET                And which supermarket does your household usually use for MOST of its food  
and grocery shopping? Kwik Save no longer trading, Aldi and Lidl added from  
Oct 2009  
ASDA  
CO-OP  
KWIK SAVE (no longer trading)  
MARKS AND SPENCER  
MORRISONS/SAFEWAY  
SAINSBURY'S  
SOMMERFIELD  
TESCO  
WAITROSE  
ICELAND  
ALDI added from Oct 2009  
LIDL added from Oct 2009  
OTHER  
DON'T KNOW  
Question only asked of Main Shopper

DEBIT CARD/S                    Does anyone in your household have Debit Card/s (eg Maestro, Visa Debit  
Card)  
Yes  
No  
No Answer

CREDIT CARD/S                    Does anyone in your household have Credit Card/s (eg. Visa Credit Card,  
Mastercard, American Express)  
Yes  
No  
No Answer

## MEDIA

### DAILY NEWSPAPER

Which of these national daily newspapers do you read or look at regularly? By regularly I mean 3 out of 4 issues

HERALD  
INDEPENDENT  
DAILY TELEGRAPH  
GUARDIAN  
FINANCIAL TIMES  
TIMES  
SCOTSMAN  
DAILY EXPRESS  
DAILY MAIL  
DAILY RECORD  
SUN  
DAILY MIRROR  
DAILY STAR  
WESTERN MAIL  
METRO  
EVENING STANDARD  
NONE  
DON'T KNOW

### SUNDAY NEWSPAPER

Which of these national Sunday newspapers do you read or look at regularly? By regularly I mean 3 out of 4 issues on average. (Missing = Question not asked in weeks 17 and 30 3008)

SUNDAY MAIL (SCOTLAND)  
THE MAIL ON SUNDAY  
SUNDAY POST  
THE INDEPENDENT ON SUNDAY  
SUNDAY TIMES  
SUNDAY TELEGRAPH  
SUNDAY EXPRESS  
OBSERVER  
NEWS OF THE WORLD  
THE PEOPLE  
SUNDAY MIRROR  
SUNDAY SPORT  
SCOTLAND ON SUNDAY  
DAILY STAR SUNDAY  
NONE  
DON'T KNOW

### ITV STATION MOST WATCHED

Which ITV station do you watch MOST often?

North East (Tyne Tees)  
Lancashire (Granada)  
Yorkshire  
Midlands (Central/Carlton Central TV)  
HTV (West Or Wales)  
East Anglia (Anglia)  
London (LWT/Carlton)  
Southern (Meridian)  
West Country (TSW/Carlton Southwest)  
Scotland (Border TV)  
Scotland (Grampian TV)  
Scottish TV  
Ulster  
None Of These  
Don't Know  
Do Not Own A TV Set

## LIFESTYLE

NO OF CARS IN HOUSEHOLD	Do you or does anyone in your household, own or have the use of a car or light van? If yes: How many? ONE TWO THREE OR MORE NONE
TV	Television set(s) in household YES NO
SATELLITE TV	Does your household have Satellite TV, e.g. Sky Digital (i.e. TV through a satellite dish that you pay a monthly subscription for) YES NO
CABLE TV	Does your household have Cable TV, e.g. Virgin Media (i.e. TV through a cable connection that you pay a monthly subscription for) YES NO
FREEVIEW	Does your household have Freeview (i.e. digital TV accessed through a set-top box, or integrated into your TV, that you do not have to pay a subscription for) (Question not asked Jan 09) YES NO
FREESAT	Freesat (i.e. TV through a satellite dish with no monthly subscription. Just a one-off payment) Question asked from November 2009. YES NO
LANDLINE TELEPHONE	Telephone (landline, i.e. NOT a mobile phone) in household YES NO
SIMPLE MOBILE PHONE	Simple Mobile Phone in household YES NO
WEB MOBILE PHONE	Web-enabled Mobile Phone (e.g. iPhone, Blackberry, Android) in household (Added January 2011) YES NO
VIDEO	Video Recorder. CHANGED FEB 2010 to Personal Video Recorder (PVR) / DTR – e.g. Sky+ / V+ / Freeview+ / an in-built hard-drive on your TV or set-top box (NOT a VHS video recorder) in household YES NO
DVD RECORDER	DVD Recorder in household YES NO
DVD PLAYER	DVD player in household YES NO
PERSONAL COMPUTER	Personal Computer (PC, MAC or other type of home computer) / Desktop PC in household YES NO
LAPTOP PC	Laptop (PC/Apple, including netbooks) in household YES NO
TABLET PC	Tablet PC such as an iPad or similar in household (Added January 2011) YES NO
GAMES CONSOLE	Games Console (NOT home computer) (e.g. Nintendo DS, Wii, PS3, Xbox) in household YES NO

**LIFESTYLE**  
**(CONTINUED)**

MP3	MP3 portable audio digital player in household YES NO
DAB RADIO	DAB digital radio in household (question not asked Jan to May 2009) YES NO
DIG CAMERA (EX PHONE)	Digital camera (excl. a camera included in a mobile phone) in household YES NO

## INTERNET ACCESS

### INTERNET ACCESS – FREQUENCY

Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails

Several Times A Day  
Around Once A Day  
4 Or 5 Times A Week  
2 Or 3 Times A Week  
Around Once A Week  
2 Or 3 Times A Month  
Around Once A Month  
Less Than Around Once A Month  
Never But I Have Access  
Never But I Do Not Have Access

### INTERNET ACCESS - METHOD

And how do you access the internet? Please include all the ways you ever access the internet.

Via personal computer or laptop at HOME  
Via personal computer or laptop at WORK/UNIVERSITY/SCHOOL  
Via convenient public place of access - e.g. Internet Cafe, Library etc  
Via mobile terminal (e.g. mobile telephone, PDA, Palm, Blackberry)  
Via TV set (through digital cable)  
Via games console e.g. Nintendo Wii, Sony PSP, PSP 2, PSP 3, Xbox 360)  
No access

### CABLE BROADBAND

Is your access to the internet at HOME Cable Broadband (i.e. broadband provided by a cable TV company)

YES  
NO  
NO HOME ACCESS

### ADSL BROADBAND

Is your access to the internet at HOME ADSL broadband (i.e. broadband through a normal telephone line which is not cable)

YES  
NO  
NO HOME ACCESS

### OTHER BROADBAND

Have broadband access to the internet at HOME but don't know type

YES  
NO  
NO HOME ACCESS

### NON BROADBAND

Is your access to the internet at home NON broadband (e.g. Dial up) No = Have Broadband Connection

YES  
NO = have broadband connection.  
NO HOME ACCESS

### INTERNET ACCESS - HISTORY

And for how long have you had access to the internet?

LESS THAN 3 MONTHS  
BETWEEN 3 AND 6 MONTHS  
BETWEEN 6 AND 12 MONTHS  
BETWEEN 1 AND 2 YEARS  
BETWEEN 2 AND 3 YEARS  
BETWEEN 3 AND 4 YEARS  
BETWEEN 4 AND 5 YEARS  
BETWEEN 5 AND 6 YEARS  
MORE THAN 6 YEARS  
DON'T KNOW  
NOT ASKED IF NO ACCESS

## INTERNET USE

EMAILS	Recently (last 3 months) used the internet for sending / receiving emails YES NO NO ACCESS
INFO - INTERESTS	Recently (last 3 months) used the internet to visit sites for information on hobbies and personal interests YES NO NO ACCESS
INFO - PRODUCTS	Recently (last 3 months) used the internet to visit sites for information on products/services I am thinking of buying YES NO NO ACCESS
PURCHASES - NOT GROCERIES	Recently (last 3 months) used the internet to buy products/ services online - not groceries YES NO NO ACCESS
GROCERY SHOPPING	Recently (last 3 months) used the internet for grocery shopping online YES NO NO ACCESS
BANK A/C & FINANCES	Recently (last 3 months) used the internet to check on my bank account and other financial holdings YES NO NO ACCESS
JOB SEARCH	Recently (last 3 months) used the internet to look for a job / search job (recruitment) sites. (Added March 2010) YES NO NO ACCESS
PLAY GAMES ONLINE	Recently (last 3 months) used the internet to play video games online (e.g. simple [casual] games or multi-player games versus other players) / not for money gaming YES NO NO ACCESS
ONLINE GAMING FOR MONEY	Recently (last 3 months) used the internet for Online gaming / playing for money (e.g. poker, bingo) (Added March 2010) YES NO NO ACCESS
DOWNLOAD MUSIC	Recently (last 3 months) used the internet to Download / stream music YES NO NO ACCESS
DOWNLOAD MOVIES	Recently (last 3 months) used the internet to Download / stream movies YES NO NO ACCESS
DOWNLOAD / STREAM TV	Recently (last 3 months) used the internet to Download / stream TV programmes / clips (e.g. BBC iPlayer, ITV Player, 4oD, Sky player) (Added March 2010) YES NO NO ACCESS
ONLINE DATING	Recently (last 3 months) used the internet for online dating YES NO NO ACCESS

## INTERNET USE (CONTINUED)

VOIP	Recently (last 3 months) used the internet to make voice and / or video calls using a VOIP service such as Skype or similar. YES NO NO ACCESS
SOCIAL NETWORKS / BLOGS	Recently (last 3 months) used the internet to visit social networking sites (such as Facebook, Twitter, Bebo or Friends Reunited, mentioned by name from Jan 2009), or to look at or/and to take part in discussion forums or blogs YES NO NO ACCESS
OTHER	Recently (last 3 months) used the internet for something else YES NO NO ACCESS

## MONTH

YEAR AND MONTH	<i>(These are added to assist in selection of different time periods for the purpose of the variety of analysis options available.)</i> Jan 08 Feb 08 ETC - ETC
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## GEODEMOGRAPHICS

SEE SEPARATE APPENDIX AVAILABLE FROM [www.thebps.co.uk/guides](http://www.thebps.co.uk/guides)

## Section 2 - THE BRITISH MARKETING SURVEY – Marketing Section

### MARKETING CHANNELS

CHANNELS RECEIVED Which of the following types of marketing have you seen, or received, during the last few weeks

- Leaflets Through Your Door
- Leaflets In Your Newspapers / Magazines
- Mail Addressed To 'The Householder' Or 'The Occupier' Or Similar
- Mail Addressed To You By Name From Companies You Have Not Dealt With In The Past
- Mail Addressed To You By Name From Companies You Have Dealt With In The Past
- Newspaper / Magazine Adverts
- Customer 'Magazines'
- Radio Advertisements
- TV Advertisements
- Leaflets / Samples Handed To You In The Street
- Leaflets / Samples Handed To You Or Picked Up Inside Shops
- Poster Advertising
- Added From April 2009 Email From Companies You Have Not Dealt With In The Past
- Added From April 2009 Email From Companies You Have Dealt With In The Past
- Internet Advertising
- Messages on your Mobile Phone
- Telephone Calls
- Added from March 2010 Cinema Advertising
- Added June 2011 Offers and Promotions on product packaging
- None Of These
- Email (Net)
- Any (Net)

CHANNELS RESPONDED TO Looking again at the list, have you responded to, requested information from, or made purchases as a result of, any of these in the last few weeks?  
LIST AS FOR CHANNELS RECEIVED

ACCEPTABLE CHANNELS Which of the following types of marketing do you regard as 'acceptable to receive'?  
LIST AS FOR CHANNELS RECEIVED

FUTURE RESPONSES Looking again at the list, would you be prepared to respond to, request information from, or make purchases from, any of these in the future?  
LIST AS FOR CHANNELS RECEIVED

# MARKETING SECTORS

## SECTORS RECEIVED

Thinking of these types of marketing, which of the following types of companies / organisations, do you recall seeing or receiving information from in the last few weeks?

Banks  
Credit Card Companies  
Insurance Companies  
Savings And Investment Companies  
Charities  
Supermarkets  
'Catalogue' Companies  
Clothing Companies  
Magazines And Other Publishing  
Home Improvements  
DIY / Gardening  
Health Care Products And Services  
Travel / Holidays  
Electricity, Oil And Gas Companies  
Home / Mobile Phones  
TV Services / Broadcasters  
Car Dealers And Manufacturers  
Domestic Appliances (added from Nov 2009)  
Entertainment, Gaming and Computer Electronics (added from Nov 2009)  
Sports and Leisure Activities and Equipment (Added January 2011)  
Concerts, Shows, Entertainments and Sports Events (Added January 2011)  
Local Or National Government Services Or Information  
Local Businesses And Services, Individually Or Grouped Together  
Other (Not asked from January 2011)  
None Of These

## ACCEPTABLE SECTORS

Thinking of these types of marketing, which of the following types of companies / organisations, do you regard it as acceptable for you to receive such information from?

LIST AS FOR SECTORS RECEIVED

## LIKELY TO PURCHASE

Looking again at the list, which (if any) of them are you likely to make a purchase from in the next few weeks? Please select as many answers as you like. (Question added Jan 2010)

Banks  
Credit Card Companies  
Insurance Companies  
Savings And Investment Companies  
Charities  
'Catalogue' Companies  
Clothing Companies  
Magazines And Other Publishing  
Home Improvements  
DIY / Gardening  
Health Care Products And Services  
Travel / Holidays  
Electricity, Oil And Gas Companies  
Home / Mobile Phones  
TV Services / Broadcasters  
Car Dealers And Manufacturers  
Domestic Appliances  
Entertainment, Gaming and Computer Electronics  
Sports and Leisure Activities and Equipment (Added January 2011)  
Concerts, Shows, Entertainments and Sports Events (Added January 2011)  
Local Or National Government Services Or Information  
Local Businesses And Services, Individually Or Grouped Together  
Other (Not asked from January 2011)  
None Of These

## ADDITIONAL QUESTIONS

FINANCIAL PROSPECTS	Thinking about your overall financial situation at present, how do you think it is likely to have changed, if at all, in three months time? (Question added Jan 2010) MUCH BETTER THAN NOW BETTER THAN NOW ABOUT THE SAME AS NOW WORSE THAN NOW MUCH WORSE THAN NOW BETTER (NET) WORSE (NET) DON'T KNOW
INFLUENCES TO PURCHASE	Which, if any, of the following are likely to influence your choice of product, brand, shop or website when you are considering making a purchase? NOTE - Beta testing texts and samples from May 2011. Advice from Friends / Family My good experience of them in the past Offers or Vouchers through my door Email offers or vouchers Sales / discounts in the shops Offers and Promotions on product packaging Advice from my Professional Adviser Top / famous people recommend / use them Brands I follow on Twitter or Facebook or similar Offers on my mobile phone when I am shopping Online / Internet Offers (e.g. vouchers.co.uk,groupon.co.uk) Seen on TV Personal offers in the post Prize Draws Competitions Recommendations on my Social Networks (Facebook, Twitter etc) Leaflets/samples handed to me while I am shopping Online reviews from other customers Price comparison websites Advice from salesperson in a shop Magazine or newspaper reviews Other None of these

For further details about **The British Marketing Survey** - sample sizes, frequency, and special reports, please visit the relevant section of our website [www.thebps.co.uk](http://www.thebps.co.uk) or email us at the address below.

An Appendix is available from the website, detailing the additional Geodemographic Segmentation fields.