

The British Marketing Survey

Data Catalogue SEPTEMBER 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

Section 1 - The British Marketing Survey – Demographics Section

GROUP/CRITERIA	RESPONSES	FULL TEXT
FAMILY		
GENDER	MALE FEMALE	GENDER MALE FEMALE
AGE GROUP	15-17 18-24 25-34 35-44 45-54 55-64 65+	WHICH AGE GROUP APPLIES TO YOU? 15-17 18-24 25-34 35-44 45-54 55-64 65+
NUMERIC AGE	15 16 17 >>>>>> 98 99 REFUSED	AGE OF RESPONDENT 15 16 17 >>>>>> 98 99 REFUSED
LIFESTAGE	SINGLE PRE FAMILY FAMILY POST FAMILY NO DATA	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	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	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	MARRIED / CP LIVING TOGETHER SINGLE WIDOWED DIVORCED SEPARATED REFUSED DON'T KNOW	Which of the following best applies to you? Married / Civil Partnership Living Together Single Widowed Divorced Separated Refused Don't Know
PARENT OF CHILDREN	YES NO	PARENT OF CHILDREN YES NO

GROUP/CRITERIA	RESPONSES	FULL TEXT
FAMILY (CONTINUED)		
PARENTAL STATUS	MARRIED – PARENT/GUARDIAN MARRIED – NOT PARENT/GUARDIAN LIVING TOGETHER – PARENT/GUARDIAN LIVING TOGETHER – NOT PARENT/GUARDIAN SINGLE – PARENT/GUARDIAN SINGLE – NOT PARENT/GUARDIAN WID/DIV/SEP – PARENT/GUARDIAN WID/DIV/SEP – NOT PARENT/GUARDIAN REFUSED / DO NOT KNOW	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	<16 AT HOME <16 NOT WITH ME – I MAINTAIN <16 NOT WITH ME – I DON'T MAINTAIN 16 – 19 FULL TIME EDUCATION NO ANSWER	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	1 2 3 4 5+ REFUSED	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	YES NONE REFUSED	PRESENCE OF CHILDREN IN HOUSEHOLD YES NONE REFUSED
NO OF CHILDREN IN HOUSEHOLD	1 2 3 4 5 6 7 8 9+ NONE REFUSED	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	AGED 0-3 AGED 4-5 AGED 6-9 AGED 10-15 NONE <16 REFUSED	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

GROUP/CRITERIA	RESPONSES	FULL TEXT
GEOGRAPHY		
STANDARD REGION 4	NORTH MIDLANDS SOUTH LONDON	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	NORTH NORTH WEST YORKS & HUMBERSIDE WEST MIDLANDS EAST MIDLANDS EAST ANGLIA SOUTH WEST SOUTH EAST GREATER LONDON WALES SCOTLAND	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 SUBURBAN RURAL NO DATA	URBAN / RURAL URBAN SUBURBAN RURAL Incomplete Postcodes Recorded

GROUP/CRITERIA	RESPONSES	FULL TEXT
ECONOMICS		
SOCIAL GRADE	A B C1 C2 D E	SOCIAL GRADE A B C1 C2 D E
QUALIFICATION LEVEL	GCSE NVQ1 / 2 A LEVEL / NVQ3 DEGREE / NVQ4 MASTERS / PHD OTHER NONE STILL STUDYING DON'T KNOW	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	FULL TIME PART TIME 8-29 HRS PART TIME <8 HRS SELF EMPLOYED FULL TIME STUDENT STILL AT SCHOOL JOBSEEKER RETIRED NOT IN PAID WORK UNABLE TO WORK HOUSEWIFE REFUSED	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	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	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	YES NO	Are you the chief income earner? YES NO
WORKING STATUS OF CIE	FULL TIME PART TIME 8-29 HRS PART TIME <8 HRS SELF EMPLOYED FULL TIME STUDENT STILL AT SCHOOL JOBSEEKER RETIRED NOT IN PAID WORK UNABLE TO WORK HOUSEWIFE REFUSED	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

GROUP/CRITERIA	RESPONSES	FULL TEXT
ECONOMICS		
(CONTINUED)		
HOME TENURE	MORTGAGE OWNED LOCAL AUTHORITY RENT PRIVATE RENT HOUSING ASSOCIATION OTHER REFUSED	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	YES NO	Are you responsible, or mainly responsible, for all the household shopping? Yes – I Am No – I Am Not
MAIN SUPERMARKET	ASDA CO-OP KWIK SAVE MARKS & SPENCER MORRISONS/SAFEWAY SAINSBURY'S SOMMERFIELD TESCO WAITROSE ICELAND ALDI LIDL OTHER DON'T KNOW NOT MAIN SHOPPER	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	YES NO NO ANSWER	Does anyone in your household have Debit Card/s (eg Maestro, Visa Debit Card) Yes No No Answer
CREDIT CARD/S	YES NO NO ANSWER	Does anyone in your household have Credit Card/s (eg. Visa Credit Card, Mastercard, American Express) Yes No No Answer

GROUP/CRITERIA RESPONSES

FULL TEXT

MEDIA

DAILY NEWSPAPER

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

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

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

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

TYNE TEES
 GRANADA
 YORKSHIRE
 CENTRAL
 HTV WALES/WEST
 ANGLIA
 CARLTON/LWT
 MERIDIAN
 WEST COUNTRY
 BORDER
 GRAMPIAN
 SCOTTISH
 ULSTER
 NONE OF THESE
 DON'T KNOW
 NO TV SET

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

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

GROUP/CRITERIA	RESPONSES	FULL TEXT
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LIFESTYLE
(CONTINUED)

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

GROUP/CRITERIA RESPONSES**FULL TEXT****INTERNET ACCESS****INTERNET ACCESS –
FREQUENCY**

> ONCE A DAY
 ONCE A DAY
 4/5 A WEEK
 2/3 A WEEK
 1 A WEEK
 2/3 A MONTH
 1 A MONTH
 < 1 A MONTH
 NEVER / ACCESS
 NEVER / NO ACCESS

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**

PC HOME
 PC WORK / UNI / SCHOOL
 INTERNET CAFE, ETC
 MOBILE DEVICE
 TV SET
 GAMES CONSOLE
 NO ACCESS

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

YES
 NO
 NO HOME ACCESS

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

YES
 NO
 NO HOME ACCESS

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

YES
 NO
 NO HOME ACCESS

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

YES
 NO
 NO HOME ACCESS

NON BROADBAND

YES
 NO
 NO HOME ACCESS

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**

< 3 MONTHS
 3-6 MONTHS
 6-12 MONTHS
 1-2 YEARS
 2-3 YEARS
 3-4 YEARS
 4-5 YEARS
 5-6 YEARS
 > 6 YEARS
 DON'T KNOW
 NOT ASKED

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

GROUP/CRITERIA	RESPONSES	FULL TEXT
INTERNET USE		
EMAILS	YES NO NO ACCESS	Recently (last 3 months) used the internet for sending / receiving emails YES NO NO ACCESS
INFO - INTERESTS	YES NO NO ACCESS	Recently (last 3 months) used the internet to visit sites for information on hobbies and personal interests YES NO NO ACCESS
INFO - PRODUCTS	YES NO NO ACCESS	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	YES NO NO ACCESS	Recently (last 3 months) used the internet to buy products/ services online - not groceries YES NO NO ACCESS
GROCERY SHOPPING	YES NO NO ACCESS	Recently (last 3 months) used the internet for grocery shopping online YES NO NO ACCESS
BANK A/C & FINANCES	YES NO NO ACCESS	Recently (last 3 months) used the internet to check on my bank account and other financial holdings YES NO NO ACCESS
JOB SEARCH	YES NO NO ACCESS	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	YES NO NO ACCESS	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	YES NO NO ACCESS	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	YES NO NO ACCESS	Recently (last 3 months) used the internet to Download / stream music YES NO NO ACCESS
DOWNLOAD MOVIES	YES NO NO ACCESS	Recently (last 3 months) used the internet to Download / stream movies YES NO NO ACCESS
DOWNLOAD / STREAM TV	YES NO NO ACCESS	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	YES NO NO ACCESS	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	YES
	NO	NO
	NO ACCESS	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	YES
	NO	NO
	NO ACCESS	NO ACCESS
OTHER		Recently (last 3 months) used the internet for something else
	YES	YES
	NO	NO
	NO ACCESS	NO ACCESS

(THE MARKETING CHANNELS, MARKETING SECTORS AND ADDITIONAL QUESTIONS SECTIONS APPEAR FROM THE NEXT PAGE ONWARDS.)

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	Jan 08
	Feb 08	Feb 08
	ETC - ETC	ETC - ETC

GEODEMOGRAPHICS

SEE SEPARATE APPENDIX AVAILABLE FROM www.thebps.co.uk/guides

Section 2 - THE BRITISH MARKETING SURVEY – Marketing Section

GROUP/CRITERIA RESPONSES

FULL TEXT

MARKETING CHANNELS ACTIVITY BY CHANNEL

CHANNELS RECEIVED

LEAFLETS - DOOR
LEAFLETS - NEWS / MAGS
MAIL – HOUSEHOLDER
COLD MAIL

WARM MAIL

NEWSPAPER / MAGAZINE ADVERTS
CUSTOMER 'MAGAZINES'
RADIO
TV
LEAFLETS/SAMPLES – STREET
LEAFLETS/SAMPLES – SHOPS
POSTERS
COLD EMAIL

WARM EMAIL

INTERNET
SMS / MMS
TELEPHONE
CINEMA
ON-PACK PROMOS
NONE OF THESE
EMAIL (NET)
ANY (NET)

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

LIST AS FOR CHANNELS RECEIVED

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

LIST AS FOR CHANNELS RECEIVED

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

FUTURE RESPONSES

LIST AS FOR CHANNELS RECEIVED

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

CHANNEL BY ACTIVITY

A SIMPLE SET OF ALL THE PREVIOUS GROUP WITH CRITERIA AND RESPONSES REVERSED.
THIS ENABLES DETAILED ANALYSIS OF EACH INDIVIDUAL CHANNEL BY ALL ACTIVITY IN SINGLE CHARTS

CHANNEL BY ACTIVITY LEVELS

(DESIGNED FOR ADVANCE ANALYSIS OF ENGAGEMENT LEVELS, AND TO CREATE ENGAGEMENT SEGMENTS FOR DETAILED CROSS ANALYSIS)

LIST AS FOR

CHANNELS RECEIVED

REVEIVED ONLY / NO ACTIVITY
ACCEPTABLE ONLY
RESPONDED ONLY
ACCEPTABLE & RESPONDED
FUTURE RESPONSE ONLY
ACCEPTABLE & FUTURE RESPONSE
PAST & FUTURE RESPONSE
ACCEPTABLE & PAST & FUTURE RESPONSE

REVEIVED ONLY / NO ACTIVITY
ACCEPTABLE ONLY
RESPONDED ONLY
ACCEPTABLE & RESPONDED
FUTURE RESPONSE ONLY
ACCEPTABLE & FUTURE RESPONSE
PAST & FUTURE RESPONSE
ACCEPTABLE & PAST & FUTURE RESPONSE

GROUP/CRITERIA RESPONSES**FULL TEXT****MARKETING SECTORS
ACTIVITY BY SECTOR****SECTORS RECEIVED**

BANKS
CREDIT CARDS
INSURANCE
SAVINGS / INVESTMENT
CHARITIES
SUPERMARKETS
CATALOGUES
CLOTHING
MAGS / PUBLISHING
HOME IMPROVEMENTS
DIY / GARDENING
HEALTH CARE
TRAVEL / HOLIDAYS
UTILITIES
PHONES
TV SERVICES
CARS
DOMESTIC APPLIANCES
CONSUMER ELECTRONICS
SPORT / LEISURE EQUIPMENT
SHOWS & SPORTS EVENTS
LOCAL / NATNL GOVT
LOCAL BUSINESSES
OTHER
NONE OF THESE

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

LIST AS FOR SECTORS RECEIVED

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

BANKS
CREDIT CARDS
INSURANCE
SAVINGS / INVESTMENT
CHARITIES
CATALOGUES
CLOTHING
MAGS / PUBLISHING
HOME IMPROVEMENTS
DIY / GARDENING
HEALTH CARE
TRAVEL / HOLIDAYS
UTILITIES
PHONES
TV SERVICES
CARS
DOMESTIC APPLIANCES
CONSUMER ELECTRONICS
SPORT / LEISURE EQUIPMENT
SHOWS & SPORTS EVENTS
LOCAL / NATNL GOVT
LOCAL BUSINESSES
OTHER
NONE OF THESE

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

GROUP/CRITERIA RESPONSES**FULL TEXT****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	MUCH BETTER THAN NOW
	BETTER THAN NOW	BETTER THAN NOW
	ABOUT THE SAME AS NOW	ABOUT THE SAME AS NOW
	WORSE THAN NOW	WORSE THAN NOW
	MUCH WORSE THAN NOW	MUCH WORSE THAN NOW
	BETTER (NET)	BETTER (NET)
	WORSE (NET)	WORSE (NET)
	DON'T KNOW	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.
	FRIENDS / FAMILY	Advice from Friends / Family
	GOOD EXPERIENCE	My good experience of them in the past
	OFFERS – DOOR	Offers or Vouchers through my door
	OFFERS – EMAIL	Email offers or vouchers
	IN STORE OFFERS	Sales / discounts in the shops
	ON-PACK PROMOS	Offers and Promotions on product packaging
	PROFESSIONAL ADVISER	Advice from my Professional Adviser
	CELEBRITY ENDORSEMENT	Top / famous people recommend / use them
	BRANDS ON SOCNTWKS	Brands I follow on Twitter or Facebook or similar
	SMS / MMS WHILE SHOPPING	Offers on my mobile phone when I am shopping
	WEB OFFERS / VOUCHERS	Online / Internet Offers (e.g. vouchers.co.uk, groupon.co.uk)
	TV	Seen on TV
	OFFERS - MAIL	Personal offers in the post
	PRIZE DRAWS	Prize Draws
	COMPETITIONS	Competitions
	FRIENDS ON SOCNTWKS	Recommendations on my Social Networks (Facebook, Twitter etc)
	LEAFLETS/SAMPLES – SHOPS	Leaflets/samples handed to me while I am shopping
	ONLINE REVIEWS	Online reviews from other customers
	PRICE COMP WEBSITES	Price comparison websites
	SALESPERSON ADVICE	Advice from salesperson in a shop
	PAPERS / MAGS REVIEWS	Magazine or newspaper reviews
	OTHER	Other
	NONE OF THESE	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 or email us at the address below.

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