

## The British Population Survey

### Data Catalogue November 2011

There are **73 questions** and over **450 unique responses**, from over **80,000** unique face to face interviews per annum, in **The British Population Survey**,

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

Two further Data Catalogues are also available from the website -

**The British Marketing Survey Data Catalogue** - includes details of the additional questions in that module

**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

## 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

## TIME

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)

For further details about **The British Population 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.