

## The British Population Survey

### Data Catalogue SEPTEMBER 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](mailto:info@thebps.co.uk)

# The British Population Survey

GROUP/CRITERIA	RESPONSES	FULL TEXT
<b>FAMILY</b>		
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
<b>GEOGRAPHY</b>		
COUNTRY	ENGLAND WALES SCOTLAND	ENGLAND WALES SCOTLAND
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
<b>ECONOMICS</b>		
<b>(CONTINUED)</b>		
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
<b>LIFESTYLE</b>		
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	MP3 portable audio digital player in household
	NO	YES NO
DAB RADIO	YES	DAB digital radio in household (question not asked Jan to May 2009)
	NO	YES NO
DIG CAMERA (EX PHONE)	YES	Digital camera (excl. a camera included in a mobile phone) in household
	NO	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 (eg. 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
<b>INTERNET USE</b>		
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

**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 AS PER NOTES BELOW

For details of further specialist tracking surveys, e.g. The British Marketing Survey, please refer to the website. We always welcome suggestions for additions to our surveys – if you have any specific requests, please contact us at the email address below.

Two further Data Catalogues are available from the website

- The British Marketing Survey Data Catalogue
- The Geodemographic Segmentation Appendix