

NEW INFORMATION ADDED FOR 2011.

In our tradition of keeping our Surveys as live and up to date as we can, we have added new fields to our questionnaires from January 2011. These new data fields are

British Population Survey

Lifestyle Group

‘Mobile Phone’ is now split into

‘Simple Mobile Phone’

‘Web Enabled Mobile Phone’

In addition to ‘Personal Computer’ and ‘Laptop PC’ we have added

‘Tablet PC’

British Marketing Survey

Sectors

New Sectors added to all Sector questions

Sport / Leisure Equipment

Shows & Sports Events

The BPS and BMS releases of data for January 2011, also contain 2 new Geodemographic models, Personix Geo, and P² People & Places. These models have also now been backdated to 2008 in every data Update, although they are not included in the free 2008 databases, available to anyone from the BPS website.

Full details can be found at www.thebps.co.uk