



## NATIONAL READERSHIP SURVEY DS-CAPI PROTOCOL – OCTOBER 2011

This document lists the questions for the October 2011 NRS Double Screen CAPI questionnaire.

### Introduction



NRS

Welcome to the National Readership Survey.

Before I ask you about readership, I'd like to ask you a few questions about yourself and your interests.

### Topic Interest



dQT

Here is a list of topics covered in newspapers and magazines.

Please tell me for each one whether you usually read or look at this topic when you are reading newspapers or magazines.

I USUALLY READ OR LOOK AT THIS TOPIC WHEN READING  
NEWSPAPERS OR MAGAZINES:

- 1 YES
- 2 NO

- SPORT
- CARS/MOTORING
- FOOD AND DRINK
- HOME IDEAS, DIY
- GARDENING
- FASHION/CLOTHES
- FILM AND VIDEO
- CLASSICAL MUSIC
- ROCK/POP/DANCE MUSIC



dQT

- ARTS/BOOKS/THEATRE
- PHOTOGRAPHY
- PERSONAL FINANCE/INVESTMENT
- BUSINESS/COMPANY NEWS
- TRAVEL AND HOLIDAYS
- SCIENCE/TECHNOLOGY
- COMPUTERS/THE INTERNET
- COMPUTER GAMES/GAMES CONSOLES
- THE NATURAL WORLD/GEOGRAPHY
- THE COUNTRYSIDE



dQT

- BEAUTY AND PERSONAL APPEARANCE
- HEALTH AND FITNESS
- EDUCATION
- BABY/CHILDCARE/PARENTING
- WOMEN'S PAGES GENERALLY
- ITEMS FOR SALE (e.g. CARS, BIKES, HOUSES)
- JOBS/APPOINTMENTS
- CELEBRITY NEWS AND GOSSIP
- CROSSWORDS/SUDOKU/OTHER PUZZLES
- TV PROGRAMMES

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IF YES TO SPORT ASK:

**Sport Interest**



You said you usually looked at sport. Which of these sports do you usually read or look at when reading newspapers or magazines.

I USUALLY READ OR LOOK AT THESE SPORTS WHEN READING NEWSPAPERS OR MAGAZINES:

**bSP**

- 1 YES
- 2 NO

- CRICKET
- FISHING
- FOOTBALL
- GOLF
- HORSE RACING
- HUNTING/SHOOTING
- MOUNTAIN BIKING
- MOTOR-RACING
- RUGBY
- RUNNING/ JOGGING
- TENNIS
- YACHTING/SAILING
- OTHER SPORTS

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## **Future Plans**

About you and your household's future plans. Which of these activities do you or any household member expect to happen over the next 6 months?

- Get married
- Have a baby/another baby
- Retire permanently from full time work
- Move permanently from this address
- Change job
- Obtain a brand new car
- Spend £500 or more on building, decorating or home improvements
- None of these

**aP9x**

About you and your household's future plans. Which of these activities do you or any household member expect to happen over the next 6 months?

- 1 GET MARRIED
- 2 HAVE A BABY/ANOTHER BABY
- 3 RETIRE PERMANENTLY FROM FULL TIME WORK
- 4 MOVE PERMANENTLY FROM THIS ADDRESS
- 5 CHANGE JOB
- 6 OBTAIN A BRAND NEW CAR
- 7 SPEND £500 OR MORE ON BUILDING, DECORATING OR HOME IMPROVEMENTS
- 8 NONE OF THESE

FOR EACH ITEM CODED ASK:

And does \_\_\_\_\_ apply to you personally or to somebody else?

About you and your household's future plans. Which of these activities do you or any household member expect to happen over the next 6 months?

- Get married
- Have a baby/another baby
- Retire permanently from full time work
- Move permanently from this address
- Change job
- Obtain a brand new car
- Spend £500 or more on building, decorating or home improvements
- None of these

**aP9A-aP9G**

- 1 PERSONALLY
- 2 SOMEBODY ELSE

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## Classification



### **NEWC1**

Now, can you tell me about the people living in this household.  
I don't mean people who cater for themselves separately.

Are there any children under 16 in the household?

- 1 YES
- 2 NO

IF NO GO TO INFORMANT AGE

### **NEWC2**

Are any of the children aged 4 or under?

- 1 YES
- 2 NO

### **NEWC3**

Are any of the children aged 5 or over, but younger than 16?

- 1 YES
- 2 NO

### **NUMAD**

INTERVIEWER TO CODE NUMBER OF ADULTS AGED 15+ IN THE  
HOUSEHOLD (FROM CONTACT QUESTIONNAIRE)

- 1 ONE
- 2 TWO
- 3 THREE OR MORE

### **CD1C**

Can I check your age last birthday:

0 to 99 (Age must be 15+)

Sex of informant

- 1 MALE
- 2 FEMALE

Marital Status of informant

### **CD3**

- 1 SINGLE
- 2 MARRIED/LIVING WITH PARTNER/CIVIL PARTNERSHIP
- 3 WIDOWED
- 4 DIVORCED/SEPARATED

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## **Internet**

**INTL**

Now I'd like to ask you about newspapers and magazines, TV, radio and the Internet.



First of all, the Internet.

This screen shows some of the things you can do using the Internet such as emailing, visiting websites, or any of the other example activities shown.

Have you accessed the Internet in the last 12 months, at home, at work, or anywhere else?

**aINTL**

- 1 YES
- 2 NO

IF YES GO TO PRINT READERSHIP SECTION  
IF NO GO TO INTM

**INTM**

ASK INTM IF NO AT INTL. OTHERS GO TO PRINT READERSHIP SECTION



Even though you don't personally use the Internet, do you have an Internet connection at home that other members of the household use?

- 1 YES – GO TO INTS
- 2 NO – GO TO PRINT READERSHIP SECTION

**aINT**

**INTS**

Ask INTS if yes at INTM

Thinking of the Internet access in your home, is there a broadband connection?

**aINT**

- 1 YES
- 2 NO

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## **Readership** **Introduction**

*(The text that is not used for those respondents who have not accessed the Internet in the last 12 months is shown in italics.)*



**aNRI1**

Now we'd like to find out which newspapers and magazines you've read at all in the last 12 months.



**aNI12**

It doesn't matter whether it was a copy you'd bought yourself or somebody else's, or how old it was.

It doesn't matter how much or how little you have read.

Any part of a magazine or newspaper counts.

And it counts even if you have read or looked at only one of the separate parts, sections or magazines, which come with a newspaper.

It counts just so long as you've spent at least two minutes reading or looking at any printed copy in the last 12 months



**bNRI3**

*(Text below in italics is not asked for respondents who did not access the Internet in the past 12 months)*

*We are only interested in reading of printed newspapers and magazines*



**aNRI4**

The only reading which doesn't count is any reading done online or from computers, 'phones and so forth.



**aNRI1**

I'm going to show you some publications on your screen. If you have read or looked at any of the publications for two minutes or more in the last 12 months, please tell me yes.

If you're quite sure you've not seen any of them in the last 12 months, please tell me no.

If you're not sure, tell me that you're not sure.

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## Initial Publication Sort



INTERVIEWER TO PROMPT FOR EACH SCREEN: READ OR LOOKED AT ANY OF THE PUBLICATIONS FOR TWO MINUTES OR MORE IN THE LAST 12 MONTHS?

- 1 YES
- 2 NO
- 3 NOT SURE

THIS QUESTION IS FOR THE INTERVIEWER ONLY AND WILL NOT BE SHOWN ON THE RESPONDENT'S SCREEN.

Is there any reason why you would recommend that this respondent should not be shown the second screen sort?

1. Respondent cannot read English well enough to read newspapers and magazines.
2. Respondent is blind/ partially sighted.
3. Other (specify)
4. No reason

## Second Publication Sort



I'm going to show you the screens where you said you haven't read anything. Please double check whether there are any additional publications you have seen at all for at least two minutes in the last 12 months?



INTERVIEWER TO PROMPT FOR EACH SCREEN: READ OR LOOKED AT ANY OF THE PUBLICATIONS FOR TWO MINUTES OR MORE IN THE LAST 12 MONTHS?

- 1 YES
- 2 NO

**All titles are shown in black and white on all screens.**

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**Main Titles****Read Past 12 Months****QWHICH****1 - Introduction to first EML screen selected if a newspaper screen**

Now, will you please tell me for each publication if you can remember reading or looking at any copy of it for at least two minutes in the past 12 months.

Remember, any part of a publication counts, including any of the separate parts, sections or magazines which come with a newspaper.

**Additional prompt for first magazine screen selected (if first screen is a newspaper screen)**

Now magazines. And remember, any part counts, including any of the separate parts, sections or supplements of a magazine.

**Additional prompt for newspaper screen selected at the end of the media list**

Now back to newspapers. And remember, any part of a publication counts, including any of the separate parts, sections or magazines which come with a newspaper.

**2 - Introduction to first EML screen selected if a magazine screen**

Now, will you please tell me for each publication on this screen if you can remember reading or looking at any copy of it for at least two minutes in the past 12 months.

Remember, any part of a publication counts, including any of the separate parts, sections or supplements of a magazine.

**Additional prompt for newspaper screen selected at the end of the media list**

Now back to newspapers. And remember, any part of a publication counts, including any of the separate parts, sections or magazines which come with a newspaper.

Have you read or looked at \_\_\_\_\_ in the past 12 months?

- 1 YES
- 2 NO

**QASK**

And \_\_\_\_\_?

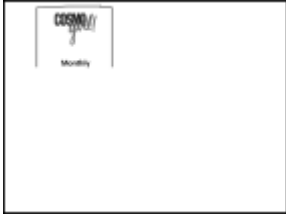
- 1 YES
- 2 NO

ETC. FOR ALL MAIN TITLES SELECTED AT INITIAL AND SECOND PUBLICATION SORT

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## New Titles

## **Read Past 12 Months**



This screen shows new publications first published in the past 12 months.

Will you please tell me for each publication on this screen whether you have ever read or looked at any copy of it for at least 2 minutes in the past 12 months.

And remember, any part counts, including any of the separate parts, sections or supplements of a magazine.

Have you read or looked at \_\_\_\_\_ in the past 12 months?

- 1 YES
- 2 NO

ETC. FOR ALL NEW TITLES

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## Recency / Frequency

FOR TITLES READ IN THE PAST 12 MONTHS, ASK RECENCY AND FREQUENCY QUESTIONS. THE “VERSION A” SEQUENCE IS SUMMARISED AS FOLLOWS:

- MONDAY-SATURDAY DAILY NEWSPAPERS
- SATURDAY DAILY NEWSPAPERS
- SATURDAY DAILY NEWSPAPER SUPPLEMENTS
- WEEKDAY NEWSPAPER SUPPLEMENT-THE TIMES EUREKA
- REGIONAL NEWSPAPERS
- ARCHANT TITLES
- MAGAZINES (INCLUDING NEW TITLES)
- SUNDAY NEWSPAPERS
- SUNDAY NEWSPAPER SUPPLEMENTS



Now I would like you to tell me, for the publications you have seen in the past 12 months, when you last read or looked at them, and how often you see them.

Remember, any part of a publication counts.



FOR RESPONDENTS WHO HAVE ACCESSED THE INTERNET ONLY:

Please remember that we are only interested in reading of the printed publications.



The only reading which doesn't count is any reading done online or from computers, 'phones and so forth.

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## MONDAY-SATURDAY DAILY NEWSPAPERS



**YESASK**

Did you read or look at any copy of \_\_\_\_\_ yesterday (yesterday or on Saturday IN MONDAY INTERVIEWS)?

- 1 YES
- 2 NO

IF NO ASK:

When did you last read or look at of any copy of \_\_\_\_\_ apart from today?



**RECALL**

- 1 -
- 2 PAST 7 DAYS
- 3 -
- 4 PAST 4 WEEKS
- 5 -
- 6 PAST 3 MONTHS
- 7 LONGER AGO

Which of these best describes how often you read or look at \_\_\_\_\_?



**FREQASK**

- 1 ALMOST ALWAYS (at least 3 issues out of 4)
- 2 QUITE OFTEN (at least 1 issue out of 4)
- 3 ONLY OCCASIONALLY (less than 1 issue out of 4)
- 4 NOT IN PAST 12 MONTHS

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## SATURDAY DAILY NEWSPAPERS



### RECASK

Thinking now specifically of Saturday issues of \_\_\_\_\_, when did you last read or look at any part of any Saturday issue of \_\_\_\_\_ apart from today?

Remember, any part of a publication counts, including any of the separate parts, sections or magazines which come with a newspaper.

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 -
- 4 PAST 4 WEEKS
- 5 -
- 6 PAST 3 MONTHS
- 7 LONGER AGO

IF LONGER AGO ASK:

Can I just check, have you read any Saturday issue of \_\_\_\_\_, including any separate parts, in the past 12 months?

### SPYASK

- 1 YES
- 2 NO

ASK ALL READ PAST 12 MONTHS READERS OF 6-DAY PARENT PAPER BUT NOT THOSE “NO” ABOVE:

Which of these best describes how often you read or look at Saturday issues of \_\_\_\_\_?



### FREQASK

- 1 ALMOST ALWAYS (at least 3 issues out of 4)
- 2 QUITE OFTEN (at least 1 issue out of 4)
- 3 ONLY OCCASIONALLY (less than 1 issue out of 4)
- 4 NOT IN PAST 12 MONTHS

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## SATURDAY DAILY NEWSPAPER SUPPLEMENTS

ASK ALL WITH POSITIVE FREQUENCY CLAIM FOR SATURDAY ISSUE PARENT PAPER

I'd now like to ask you about the separate parts of \_\_\_\_\_.



Still thinking of Saturday issues of \_\_\_\_\_, have you read or looked at \_\_\_\_\_ in the past 12 months?

- 1 YES
- 2 NO

ETC. FOR EACH SATURDAY SUPPLEMENT

FOR SUPPLEMENT READ IN THE PAST 12 MONTHS, ASK RECENCY:

And when did you last read or look at any copy of \_\_\_\_\_ apart from today?



- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 -
- 4 PAST 4 WEEKS
- 5 -
- 6 PAST 3 MONTHS
- 7 LONGER AGO

ETC. FOR EACH SATURDAY SUPPLEMENT

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## REGIONAL NEWSPAPERS

YORKSHIRE POST



Did you read or look at any copy of \_\_\_\_\_ yesterday (yesterday or on Saturday IN MONDAY INTERVIEWS)?

- 1 YES
- 2 NO

IF NO ASK:

YORKSHIRE POST



When did you last read or look at of any copy of \_\_\_\_\_ apart from today?

- 1 -
- 2 PAST 7 DAYS
- 3 -
- 4 PAST 4 WEEKS
- 5 -
- 6 PAST 3 MONTHS
- 7 LONGER AGO

YORKSHIRE POST



Which of these best describes how often you read or look at \_\_\_\_\_?

- 1 ALMOST ALWAYS (at least 3 issues out of 4)
- 2 QUITE OFTEN (at least 1 issue out of 4)
- 3 ONLY OCCASIONALLY (less than 1 issue out of 4)
- 4 NOT IN PAST 12 MONTHS

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## ARCHANT TITLES

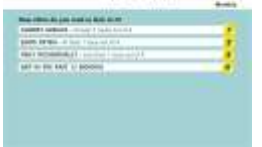
LANASHIRE LIFE



When did you last read or look at any copy of \_\_\_\_\_ apart from today?

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 -
- 4 PAST 4 WEEKS
- 5 -
- 6 PAST 3 MONTHS
- 7 LONGER AGO

LANASHIRE LIFE



Which of these best describes how often you read or look at \_\_\_\_\_?

- 1 ALMOST ALWAYS (at least 3 issues out of 4)
- 2 QUITE OFTEN (at least 1 issue out of 4)
- 3 ONLY OCCASIONALLY (less than 1 issue out of 4)
- 4 NOT IN PAST 12 MONTHS

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## MAGAZINES



### RECASK

When did you last read or look at any copy of \_\_\_\_\_ apart from today?

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 PAST 2 WEEKS (fortnightlies only)
- 4 PAST 4 WEEKS
- 5 PAST 2 MONTHS (bi-monthlies only)
- 6 PAST 3 MONTHS
- 7 LONGER AGO



### FREQASK

Which of these best describes how often you read or look at \_\_\_\_\_?

- 1 ALMOST ALWAYS (at least 3 issues out of 4)
- 2 QUITE OFTEN (at least 1 issue out of 4)
- 3 ONLY OCCASIONALLY (less than 1 issue out of 4)
- 4 NOT IN PAST 12 MONTHS

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## SUNDAY NEWSPAPERS

When did you last read or look at any copy of \_\_\_\_\_ apart from today?



**RECALL**

UNDISCLOSED PRE-CODES:

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 -
- 4 PAST 4 WEEKS
- 5 -
- 6 PAST 3 MONTHS
- 7 LONGER AGO

Which of these best describes how often you read or look at \_\_\_\_\_?



**FREQUENCY**

- 1 ALMOST ALWAYS (at least 3 issues out of 4)
- 2 QUITE OFTEN (at least 1 issue out of 4)
- 3 ONLY OCCASIONALLY (less than 1 issue out of 4)
- 4 NOT IN PAST 12 MONTHS

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## SUNDAY NEWSPAPERS SUPPLEMENTS

ASK ALL WITH POSITIVE FREQUENCY CLAIM



I'd now like to ask you about the separate parts of \_\_\_\_\_.

Have you read or looked at \_\_\_\_\_ in the past 12 months?

- 1 YES
- 2 NO

ETC. FOR EACH SUNDAY SUPPLEMENT

FOR SUPPLEMENTS READ IN THE PAST 12 MONTHS, ASK:

And when did you last read or look at any copy of \_\_\_\_\_ apart from today?



- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 -
- 4 PAST 4 WEEKS
- 5 -
- 6 PAST 3 MONTHS
- 7 LONGER AGO

ETC. FOR EACH SUNDAY SUPPLEMENT

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ASK SOURCE OF COPY / TIME SPENT READING QUESTIONS FOR EACH PAYING TITLE WITH AN AIR CLAIM – FOR ALL TITLES APART FROM SUPPLEMENTS

Now I should like to ask some further questions about just a few of the titles you saw recently.

**Source of Copy**

Here is a list of ways in which you could have obtained a title.

**INTERVIEWER TO READ OUT LIST**

Thinking of the last copy of \_\_\_\_\_ you read or looked at, which of these best describes how you came to see it?

- 1 I OBTAINED IT MYSELF\*\*
- 2 SOMEONE ELSE IN MY HOUSEHOLD OBTAINED IT\*\*
- 3 SOMEONE FROM ANOTHER HOUSEHOLD OBTAINED IT
- 4 SAW WORK OR OFFICE COPY
- 5 SAW COPY ELSEWHERE

IF 1 OR 2:

And which of these best describes how the copy was obtained? (asked of primary readers\*\*)

For one title (High Life), if option 5 ‘SAW COPY ELSEWHERE’ is selected, the follow-up question is asked.

Paid for copy -

- 1 BOUGHT AT NEWSAGENT OR SHOP
- 2 DELIVERED BY NEWSAGENT
- 3 SUBSCRIPTION BY POST

Free copy -

- 4 DELIVERED TO HOME
- 5 PICKED UP ON BUS, TRAIN OR TUBE
- 6 PICKED UP AT STATION
- 7 HANDED OUT IN STREET
- 8 PICKED UP ON PLANE OR AT AIRPORT
- 9 PICKED UP IN SHOP
- 10 OTHER
- DON'T KNOW

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## Time Spent Reading



INTSR

I'd also like to ask you roughly how long you usually spend reading or looking at a few publications. Please include all the times you look at the publication, including all the separate parts and sections.

IF NEWSPAPER AIR FOR BOTH MONDAY-SATURDAY (STANDARD) AND SATURDAY AIR:

CODE SEPARATELY FOR EACH OF THE SATURDAY AND WEEKDAY EDITIONS



tsrask3

Roughly how long do you usually spend in total reading or looking at the.....by the time you've finished with it, including all the times you look at it and all the parts and sections? I'd like you to tell me separately for the Saturday paper? And for a weekday paper?



- LESS THAN 5 MINUTES
- ABOUT 5 MINUTES
- ABOUT 10 MINUTES
- ABOUT 20 MINUTES
- ABOUT 30 MINUTES
- ABOUT 45 MINUTES
- ABOUT 1 HOUR
- ABOUT 2 HOURS
- ABOUT 3 HOURS OR MORE
- NEVER READ ON A WEEKDAY

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IF NEWSPAPER SATURDAY ISSUE AIR ONLY:



tsrask2

Roughly how long do you usually spend in total reading or looking at a **Saturday** issue of... by the time you've finished with it, including all the times you look at it and all the parts and sections?

- LESS THAN 5 MINUTES
- ABOUT 5 MINUTES
- ABOUT 10 MINUTES
- ABOUT 20 MINUTES
- ABOUT 30 MINUTES
- ABOUT 45 MINUTES
- ABOUT 1 HOUR
- ABOUT 2 HOURS
- ABOUT 3 HOURS OR MORE

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IF NEWSPAPER MONDAY-SATURDAY (STANDARD) AIR ONLY:



tsrask1

Roughly how long do you usually spend in total reading or looking at a **weekday** issue of... by the time you've finished with it, including all the times you look at it and all the parts and sections?

- LESS THAN 5 MINUTES
- ABOUT 5 MINUTES
- ABOUT 10 MINUTES
- ABOUT 20 MINUTES
- ABOUT 30 MINUTES
- ABOUT 45 MINUTES
- ABOUT 1 HOUR
- ABOUT 2 HOURS
- ABOUT 3 HOURS OR MORE
- NEVER READ ON A WEEKDAY

IF SUNDAY NEWSPAPER AIR:



tsrask4

Roughly how long do you usually spend in total reading or looking at an issue of... by the time you've finished with it, including all the times you look at it and all the parts and sections?

- LESS THAN 5 MINUTES
- ABOUT 5 MINUTES
- ABOUT 10 MINUTES
- ABOUT 20 MINUTES
- ABOUT 30 MINUTES
- ABOUT 45 MINUTES
- ABOUT 1 HOUR
- ABOUT 2 HOURS
- ABOUT 3 HOURS OR MORE

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IF MAGAZINE AIR:



tsrask4

Roughly how long do you usually spend in total reading or looking at an issue of... by the time you've finished with it, including all the times you look at it and all the parts and sections?

- LESS THAN 5 MINUTES
- ABOUT 5 MINUTES
- ABOUT 10 MINUTES
- ABOUT 20 MINUTES
- ABOUT 30 MINUTES
- ABOUT 45 MINUTES
- ABOUT 1 HOUR
- ABOUT 2 HOURS
- ABOUT 3 HOURS OR MORE

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## **Regional & Local Newspapers**

ASK EVERYONE WHO HAS NOT MADE AN AIR CLAIM FOR A REGIONAL EVENING TITLE.



Read or look at any PAID FOR regional evening newspaper for at least 2 minutes in the past 12 months?

Yes

No

**aREG1E**

Apart from the titles we've already shown you, have you looked at any other regional daily evening newspaper for at least two minutes in the past 12 months?

- 1 YES
- 2 NO

ASK EVERYONE WHO HAS NOT MADE AN AIR CLAIM FOR A REGIONAL MORNING TITLE.



Read or look at any PAID FOR regional morning newspaper for at least 2 minutes in the past 12 months?

Yes

No

**aREG1M**

Apart from the titles we've already shown you, have you looked at any other regional daily morning newspaper for at least two minutes in the past 12 months?

- 1 YES
- 2 NO



**aW1A**

Thinking now of local weekly newspapers, there are PAID FOR local weekly newspapers which you buy or pay to have delivered in the normal way, and there are FREE local weekly newspapers which are distributed to people's homes without charge.



Read or look at any PAID FOR local weekly newspaper for at least 2 minutes in the past 12 months?

Yes

No

**aW1A**

Now, have you read or looked at any PAID FOR local weekly newspaper for at least 2 minutes in the past 12 months?

- 1 YES
- 2 NO



Read or look at any FREE local weekly newspaper for at least 2 minutes in the past 12 months?

Yes

No

**aW1B**

And have you read or looked at any FREE local weekly newspaper for at least 2 minutes in the past 12 months?

- 1 YES
- 2 NO

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IF YES AT REG1E:



**aREG2E**

Did you read or look at any regional daily evening newspaper yesterday for at least two minutes yesterday (yesterday or on Saturday IN MONDAY INTERVIEWS)?

- 1 YES
- 2 NO

IF YES AT REG1M:



**aREG2M**

Did you read or look at any regional daily morning newspaper yesterday for at least two minutes yesterday (yesterday or on Saturday IN MONDAY INTERVIEWS)?

- 1 YES
- 2 NO

IF YES AT W1A:



**aW1C**

Apart from today, have you read or looked at any PAID FOR local weekly newspaper for at least 2 minutes on or since last (DAY)?

- 1 YES, PAST 7 DAYS
- 2 NO, NOT PAST 7 DAYS

IF FREE:

IF YES AT W1B:



**aW1D**

Apart from today, have you read or looked at any FREE local weekly newspaper for at least 2 minutes on or since last (DAY)?

- 1 YES, PAST 7 DAYS
  - 2 NO, NOT PAST 7 DAYS
-

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## Digital Reading



As well as reading printed publications, there are other ways to read publications that I would now like to ask you about.



**aDR1**

It is possible to read books, newspapers and magazines in electronic forms these days. These include electronic book readers, such as the Kindle and Sony e-reader, and tablet computers, such as the i-pad.

Q1) Have you personally used: INTERVIEWER TO READ OUT

- 1 A TABLET COMPUTER (SUCH AS THE I-PAD)
- 2 AN ELECTRONIC BOOK READER (SUCH AS KINDLE OR THE SONY E-BOOK READER)
- 3 NEITHER

IF YES TO EITHER 1 OR 2 AT Q1:



**aDR2**

Q2A) Which of the following, if any, have you read or looked at using a tablet computer or electronic book reader in the past 12 months? Please do not include anything you have looked at using a laptop or mobile phone. INTERVIEWER TO CODE ALL THAT APPLY

- 1 BOOK
- 2 MAGAZINE (IF CODED ASK Q2B1)
- 3 NEWSPAPER (IF CODED ASK Q2B2)
- 4 SOMETHING ELSE
- 5 NONE OF THESE

Q2B1. IF LOOKED AT MAGAZINE AT Q2A ASK:

And when did you last look at a magazine in this way?



**aDR2B1**

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 PAST 4 WEEKS
- 4 LONGER AGO

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Q2B2. IF LOOKED AT NEWSPAPER AT Q2A ASK:



**aDR2B**

And when did you last look at a newspaper in this way?

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 PAST 4 WEEKS
- 4 LONGER AGO

## Special Reading



**SRINA**

There are a number of ways in which organisations communicate with their customers. This could be in an electronic format, such as websites or e-magazines that can be viewed on a computer or mobile phone; or in a printed format, such as customer magazines.

For the question that follows, I would like you to think of your reading for the electronic and printed formats separately.

**QUESTIONS 1 AND 2 ARE TO BE ASKED OF EACH BRAND  
(ASOS AND ELECTRIC MAGAZINE)**



**SRBRDAF**

Please let me know whether you have looked at any of the following in the past 12 months.

1) Have you looked at \_\_\_\_\_ on a computer, mobile phone or any other electronic format in the past 12 months?

- 1 YES
- 2 NO

2) Have you read or looked at the \_\_\_\_\_ printed magazine in the past 12 months?

- 1 YES
- 2 NO

**ASK RECENCY AND FREQUENCY QUESTIONS IF ANSWERED YES  
AT QUESTION 2**



**SRAS1A**

Now I would like you to tell me, for the PRINTED publications you have seen in the past 12 months, when you last read or looked at them, and how often you see them.

When did you last read or look at any copy of the printed magazine \_\_\_\_\_ apart from today?

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 PAST 2 WEEKS (fortnightlies only)
- 4 PAST 4 WEEKS
- 5 PAST 2 MONTHS (bi-monthlies only)
- 6 PAST 3 MONTHS
- 7 LONGER AGO



How often do you read or look at the printed publication?

- 1 ALMOST ALWAYS
- 2 QUITE OFTEN
- 3 ONLY OCCASIONALLY
- 4 NOT IN THE PAST 12 MONTHS

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## Local Directories



Now local directories



**aD1D**

Have you used **YELLOW PAGES** at all in the last 12 months in order to look up a local firm, shop, service or any other information? This does not include Internet, CD, or telephone versions.

- 1 YES
- 2 NO



**bD1E**

Have you used **THOMSON LOCAL DIRECTORY** or **THE BOOK FROM THOMSON LOCAL** at all in the last 12 months in order to look up a local firm, shop, service or any other information? This does not include Internet, CD, or telephone versions.

- 1 YES
- 2 NO

IF **YELLOW PAGES**:



**aD1F**

When did you **LAST** use **YELLOW PAGES** (apart from today)?

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 PAST 4 WEEKS
- 4 LONGER AGO

IF **THOMSON LOCAL DIRECTORY** or **THE BOOK FROM THOMSON LOCAL**:



**bD1G**

When did you **LAST** use **THOMSON LOCAL DIRECTORY** or **THE BOOK FROM THOMSON LOCAL** (apart from today)?

- 1 YESTERDAY
  - 2 PAST 7 DAYS
  - 3 PAST 4 WEEKS
  - 4 LONGER AGO
-

---

## Cinema

The next few questions are about cinema, radio and television.



How often these days do you go to the cinema?  
Click a radio or check a box

1	2 to 3 times a week	<input type="radio"/>
2	2 to 3 times a month	<input type="radio"/>
3	Once a month	<input type="radio"/>
4	Once every 2 to 3 months	<input type="radio"/>
5	2 or 3 times a year	<input type="radio"/>
6	Once a year	<input type="radio"/>
7	Less often	<input type="radio"/>
8	Never go these days	<input type="radio"/>

aC1A

How often these days do you go to the cinema?

- 1 ONCE A WEEK OR MORE OFTEN
- 2 2 TO 3 TIMES A MONTH
- 3 ONCE A MONTH
- 4 ONCE EVERY 2 TO 3 MONTHS
- 5 2 OR 3 TIMES A YEAR
- 6 ONCE A YEAR
- 7 LESS OFTEN
- 8 NEVER GO THESE DAYS

IF NEVER GO THESE DAYS GO TO RADIO (R1)

---

---

## Radio

Now radio.

**bR1**

Which of these radio stations have you listened to at all in the past 7 days?  
- it need not have been at home, it could have been in a car, in somebody else's home or outside.

- 1 BBC RADIO 1
- 2 BBC RADIO 2
- 3 BBC RADIO 3
- 4 BBC RADIO 4
- 5 BBC RADIO 5 LIVE
- 6 BBC LOCAL RADIO
- 7 CLASSIC FM
- 8 ABSOLUTE RADIO
- 9 TALKSPORT
- 10 LOCAL/REGIONAL COMMERCIAL RADIO STATIONS  
(i.e. THOSE WITH ADVERTISING)
- 11 NONE OF THESE

IF CODE '10' ASK R2 AND R3

**bR2**

On how many days in the average week these days would you say you listen at all to any radio stations with advertising?

- 1 1 DAY OR LESS
- 2 2 DAYS
- 3 3 DAYS
- 4 4 DAYS
- 5 5 DAYS
- 6 6 DAYS
- 7 7 DAYS

**bR3**

On an average day, when you listen to radio stations with advertising, how long would you say you spend listening to them?

- 1 ABOUT 5 MINUTES OR LESS
- 2 ABOUT 10 MINUTES
- 3 ABOUT 20 MINUTES
- 4 ABOUT 30 MINUTES
- 5 ABOUT 45 MINUTES
- 6 ABOUT 1 HOUR
- 7 ABOUT 2 HOURS
- 8 ABOUT 3 HOURS
- 9 ABOUT 4 HOURS OR MORE

---

## Television



**bTV1A**

During an average week, on how many days do you personally watch television?

- 1 1 DAY OR LESS
- 2 2 DAYS
- 3 3 DAYS
- 4 4 DAYS
- 5 5 DAYS
- 6 6 DAYS
- 7 7 DAYS/EVERY DAY
- 8 NEVER WATCH TV

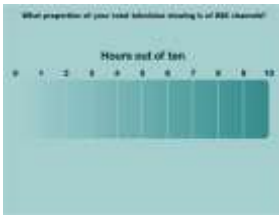
IF CODES 1 TO 7 ASK TV1B, TV1C, TV1D AND TV1E



**bTV1B**

On a day when you watch television, for about how many hours do you view, on average?

- 1 LESS THAN 1 HOUR
- 2 1 HOUR (LESS THAN 2)
- 3 2 HOURS (LESS THAN 3)
- 4 3 HOURS (LESS THAN 4)
- 5 4 HOURS (LESS THAN 5)
- 6 5 HOURS (LESS THAN 6)
- 7 6 HOURS (LESS THAN 7)
- 8 7 HOURS (LESS THAN 8)
- 9 8 HOURS (LESS THAN 9)
- 10 9 HOURS OR MORE



**cTV1C**

What proportion of your total television viewing is of BBC channels?

- 1 0 HOURS OUT OF TEN
- 2 1 HOUR OUT OF TEN
- 3 2 HOURS OUT OF TEN
- 4 3 HOURS OUT OF TEN
- 5 4 HOURS OUT OF TEN
- 6 5 HOURS OUT OF TEN
- 7 6 HOURS OUT OF TEN
- 8 7 HOURS OUT OF TEN
- 9 8 HOURS OUT OF TEN
- 10 9 HOURS OUT OF TEN
- 11 10 HOURS OUT OF TEN



**DTV1D**

How many of your TV sets receive any digital TV channels or services, by satellite such as Sky, cable such as Virgin Media or terrestrial such as Freeview?

- 1 NONE
- 2 ONE
- 3 TWO OR MORE

**Missing Ads**



**bTV1E**

When you are watching a TV programme that contains advertising do you ever miss seeing the ads - say by changing channels, leaving the room or taking the chance to do something else?

EXPLAIN TO VIDEO OWNERS IF NECESSARY THAT THIS DOES NOT REFER TO THEIR BEHAVIOUR WHEN WATCHING RECORDED PROGRAMMES.

- 1 YES
- 2 NO



**bTV1F**

Would you say this happens \_\_\_\_\_ (READ OUT)

- 1 ALMOST ALWAYS
- 2 QUITE OFTEN
- 3 ONLY OCCASIONALLY

## Internet

ASK RESPONDENTS WITH A YES CLAIM AT INTL (accessed the Internet in the last 12 months)

Now I'd like to ask you a few more questions about the Internet.

### INTNA

Thinking of all the things you use the internet for, and regardless of where and how you access it, overall how often these days do you personally use the Internet...

On Monday to Friday?

1	5 or more times a day	1
2	3-4 times a day	2
3	twice a day	3
4	once a day	4
5	once in two days	5
6	once in five days	6
7	less often	7
8	never	8

aINTNA

Thinking of all the things you use the Internet for, and regardless of where and how you access it, overall how often these days do you personally use the Internet....

On Monday to Friday?

- 1 5 OR MORE TIMES A DAY
- 2 3-4 TIMES A DAY
- 3 TWICE A DAY
- 4 ONCE A DAY
- 5 ONCE IN TWO DAYS
- 6 ONCE IN FIVE DAYS
- 7 LESS OFTEN
- 8 NEVER

### INTNB

Add all Saturday and Sunday?

1	5 or more times a day	1
2	3-4 times a day	2
3	twice a day	3
4	once a day	4
5	once in two days	5
6	less often	6
7	never	7

aINTNB

And on Saturday and Sunday?

- 1 5 OR MORE TIMES A DAY
- 2 3-4 TIMES A DAY
- 3 TWICE A DAY
- 4 ONCE A DAY
- 5 ONCE IN TWO DAYS
- 6 LESS OFTEN
- 7 NEVER

### INTO

And where have you personally accessed the Internet in the last 12 months? Please tell me yes or no for each location.

At my home (if you have internet access)	YES	NO
At my workplace	YES	NO
At a school/college/university	YES	NO
At someone else's home	YES	NO
At another location using my own equipment (e.g. a wireless hotspot or hotel)	YES	NO
At another location where a machine is provided (e.g. a library, internet café or kiosk)	YES	NO

aINTO

And where have you personally accessed the Internet in the last 12 months? Please tell me yes or no for each location.

Note on interviewer's screen: In case of queries: If the respondent works at home, this should be coded 'at home'. If the respondent works in a school or college this should be coded 'at work'.

- 1 YES
- 2 NO

- AT MY HOME
- AT MY WORKPLACE
- AT SCHOOL/COLLEGE/UNIVERSITY
- AT SOMEONE ELSE'S HOME
- AT ANOTHER LOCATION USING MY OWN EQUIPMENT (E.G A WIRELESS HOTSPOT OR HOTEL)
- AT ANOTHER LOCATION WHERE A MACHINE IS PROVIDED (E.G. A LIBRARY, INTERNET CAFÉ OR KIOSK)

---

## INTP



**aINTP**

Regardless of where you may have used it, have you used a mobile phone, PDA or hand held device to access the Internet in the last 12 months?

- 1 YES
- 2 NO

Ask INTQ for each location given at INTO, and for mobile phone/PDA etc if used at INTP.

## INTQ



**aINTQ**

And regardless of what you used it for, when was the last time you personally used the Internet.....?

- 1 YESTERDAY
- 2 IN THE LAST 2-3 DAYS
- 3 IN THE LAST WEEK
- 4 IN THE LAST MONTH
- 5 IN THE LAST YEAR

Ask INTR if Internet has been used at home at INTO, but has not been used at home in the last month at INTQ. Others go to INTS.

## INTR



**aINTR**

And do you still have access to the Internet at home, even though you have not used it in the last month?

- 1 YES
- 2 NO

---

**INTS2**

Ask INTS2 if personally access the Internet at home at INTO, unless there is no longer an Internet connection at INTR. Others go to INTX



**aINTS**

Thinking of the Internet access in your home, is there a broadband connection?

- 1 YES
- 2 NO

**INTT**

Ask INTT if Internet used at home at INTO, unless there is no longer at Internet connection at INTR. Others go to INTX.



**aINT**

When you use the Internet at home, do you ever do so for work purposes?

- 1 YES
- 2 NO

**INTU**

Ask INTU if Yes at INTT. Others go to INTV.



**aINT**

And is that because your work is based at home, or is your main workplace somewhere else?

- 1 WORK BASED AT HOME
  - 2 MAIN WORKPLACE SOMEWHERE OTHER THAN HOME
-

---

Ask INTV if the Internet is used at home in the last month at INTQ. Others go to INTX..

## INTV



### aINTV

And in which of the following ways have you accessed the Internet at home in the last month? Please tell me each one that applies.

Additional script for respondent who worked based at home at INTU. As you work at home, please count any laptops or PCs used at home for your business as 'provided by work'.

PROBE (all respondents): Any others?

- 1 USING MY/OUR OWN PC/LAPTOP
- 2 USING A LAPTOP/PC PROVIDED BY WORK
- 3 USING A GAMES CONSOLE
- 4 NONE OF THESE

Ask INTW if code 1 at INTV. Others go to INTX.

## INTW



### aINTW

And how many PCs and laptops do you have in your home with access to the Internet? Please exclude any laptops and PCs provided by your work.

Replace second sentence with alternative script for respondents who worked based at home at INTU. As you work at home, please exclude any laptops or PCs used at home for your business.

- 1 1
  - 2 2
  - 3 3
  - 4 4 OR MORE
  - 5 NONE
-

Ask INTX if access the Internet at work at INTO. Others go to INTY2. (INTY2 is asked before INTY).

**INTX**



**aINTX**

You said that you access the Internet in your workplace. Thinking of the computer you mainly use to access the Internet, is it:

- 1 USED ONLY BY YOU AND NO ONE ELSE
- 2 USED MAINLY BY YOU, BUT OCCASIONALLY BY OTHERS
- 3 SHARED WITH OTHERS REGULARLY

Which of the following, if any, have you used the Internet for in the last 4 weeks?

**INTY2**



**aINTY2**

- 1 WATCHING A TV PROGRAMME ON THE INTERNET
- 2 LISTENING TO THE RADIO ON THE INTERNET
- 3 WATCHING A VIDEO CLIP ON A WEBSITE
- 4 LISTENING TO AN AUDIO CLIP ON A WEBSITE
- 5 DOWNLOADING A VIDEO PODCAST
- 6 DOWNLOADING AN AUDIO PODCAST
- 7 DOWNLOADING OTHER CONTENT
- 8 UPLOADING CONTENT TO THE WEB
- 9 READING A BLOG
- 10 ADDING A COMMENT TO A BLOG
- 11 CONTRIBUTING TO AN ONLINE CHAT ROOM/ DISCUSSION FORUM
- 12 SENDING/RECEIVING E-MAIL
- 13 SENDING AN E-MAIL TO A WEBSITE
- 14 RECEIVING AN E-MAIL BULLETIN/INFORMATION UPDATE
- 15 RECEIVING A WEB FEED (RSS)

THE INTERVIEWER ALSO HAS THE OPTION TO CODE 'NONE OF THESE'

**INTY**



**aINTY**

Have you used the Internet to purchase any products or services in the last 4 weeks?

- 1 YES
- 2 NO



---

## Classification

### Introduction



Now some different questions about yourself and your household. The answers are helping the publishers of newspapers and magazines to understand better both their readers and non-readers.

### Shopping

The first questions are about your personal involvement in shopping for your household's food and groceries.



**bS1A**

Thinking about all the items purchased for your household from supermarkets and food shops, would you say you personally select?

- 1 ALL OR MOST ITEMS
- 2 ABOUT HALF
- 3 A FEW
- 4 NONE OR ALMOST NONE

IF NONE OR ALMOST NONE GO TO DIRECT RESPONSE (S1C)



**bS1B**

And how much would you say you personally spend in an average week on food and stores?

- 1 ABOUT £10 OR LESS
- 2 ABOUT £20
- 3 ABOUT £30
- 4 ABOUT £40
- 5 ABOUT £50
- 6 ABOUT £75
- 7 ABOUT £100
- 8 ABOUT £125 OR MORE

---

## Direct Response



**CS1D**

Have you bought any of these in the past 12 months as a result of seeing an advertisement in a newspaper or magazine?

- 1 BOOKS OR CDS
- 2 CAR
- 3 CLOTHING
- 4 COMPUTER HARDWARE OR SOFTWARE
- 5 FINANCIAL PRODUCTS OR SERVICES
- 6 FOOD OR DRINK
- 7 HEALTH OR FITNESS PRODUCTS
- 8 TOILETRIES OR COSMETICS
- 9 HOLIDAYS OR TRAVEL
- 10 HOME OR GARDEN ITEMS
- 11 MOBILE PHONE
- 12 PROPERTY
- 13 OTHER HOUSEHOLD ELECTRICAL ITEMS
- 14 OTHER
- 15 NONE OF THESE

---

## Household Members

Now, can you tell me about the people living in this household. I would like you to tell me how each OTHER person living here is related to you and tell me their sex and ages, taking the oldest first.

I don't mean people who cater for themselves separately.

Any more people?



**aCD1**

- 1 YES
- 2 NO

IF 'YES' ASK RELATIONSHIP, SEX AND AGE FOR EACH OTHER PERSON



**CD1A**

---

Relationship to informant

- 1 HUSBAND
- 2 WIFE
- 3 SON
- 4 DAUGHTER
- 5 BOYFRIEND/PARTNER
- 6 GIRLFRIEND/PARTNER
- 7 MOTHER
- 8 FATHER
- 9 SISTER
- 10 BROTHER
- 11 OTHER MALE RELATION E.G. UNCLE (SPECIFY)
- 12 OTHER FEMALE RELATION E.G. AUNT (SPECIFY)
- 13 LANDLORD/LADY
- 14 AU PAIR
- 15 FOSTER CHILD
- 16 FRIEND

IF 6 OR 12 AT CD1A THEN ASK CD1AOM/CD1AOF

Please specify other male/female e.g. Uncle/Aunt here

IF13 – 16 AT CD1A THEN ASK CD1B

Sex of (RELATIONSHIP)

- 1 MALE
- 2 FEMALE

**CD1C**

Age last birthday of (RELATIONSHIP)

0 to 99

---

THE MARITAL STATUS QUESTION IS ASKED FOR EACH OTHER PERSON IN THE HOUSEHOLD, EXCEPT FOR CHILDREN AGED BETWEEN 0-14 YRS OLD. IF A CHILD IS THE ONLY OTHER PERSON IT WILL GO STRAIGHT TO THE WORKING STATUS QUESTION.



**CD3**

Marital Status

- 1 SINGLE
- 2 MARRIED/LIVING WITH PARTNER/CIVIL PARTNERSHIP
- 3 WIDOWED
- 4 DIVORCED/SEPARATED

**Normal Occupation.  
Status**

ASK WORKING STATUS FOR RESPONDENT AND FOR EACH OTHER PERSON

**aCD4**

Working Status?

- 1 HAS PAID JOB - F/T (30+ hours per week)
- 2 HAS PAID JOB - P/T (8-29 hours per week)
- 3 HAS PAID JOB - P/T (under 8 hours per week)
- 4 UNEMPLOYED
- 5 RETIRED
- 6 NOT EMPLOYED
- 7 STUDENT OR CHILD

**Length of  
Unemployment**

IF PERSON IS UNEMPLOYED



**aCDU1ASK**

Length of time person has been unemployed?

- 1 TWO MONTHS OR LESS
- 2 MORE THAN TWO MONTHS

**Income Level**

IF UNEMPLOYED FOR MORE THAN TWO MONTHS

**CDU2ASK**

Does the income from all sources exceed state benefit level?

- 1 YES
- 2 NO

---

**Chief Income**

**Earners**

**aCD6A** Which member of your household would you say is the CHIEF INCOME EARNER that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

IF 'EQUAL INCOME' ENTER OLDEST

**CIE** ENTER PERSON NUMBER 1 to 10

**aCD6B** WERE THERE 2 OR MORE PEOPLE IN THE HOUSEHOLD WITH EQUAL INCOME?

1 YES

2 NO

**Occupation Details**  
**of Chief Income**

**Earners**

**CD7A** ENTER TYPE OF FIRM

**CD7B** ENTER JOB ACTUALLY DONE

**CD7C** ENTER TITLE, RANK, GRADE, ETC.

**CD7D** SELF-EMPLOYED?

1 YES

2 NO

**CD7E** ENTER NUMBER OF PEOPLE WORKING THERE ALTOGETHER (including CIE)

**CD7F** ENTER NUMBER RESPONSIBLE FOR (excluding CIE)

**CD7G** WHETHER ANY QUALIFICATIONS: Has this person any qualifications (such as apprenticeships, professional qualifications, university degrees, diplomas etc.)

1 YES

2 NO

IF 'YES' ASK CD7H

**CD7H** ENTER QUALIFICATIONS

**CD7I** ENTER ANY OTHER RELEVANT DETAILS TO ASSIST CLASSIFICATION OF OCCUPATION AND INDUSTRY

---

**Social Grade of  
Chief Income  
Earner**

CD7

CODE SOCIAL GRADE OF CHIEF INCOME EARNER

- 1 A
- 2 B
- 3 C1
- 4 C2
- 5 D
- 6 E

---

**Informant  
Classification**

ASK CD8A-CD8I IF INFORMANT IS WORKING AND IS NOT CHIEF INCOME EARNER

CD8A

ENTER TYPE OF FIRM

aCD8B

ENTER JOB ACTUALLY DONE

aCD8C

ENTER TITLE, RANK, GRADE, ETC.

aCD8D

SELF-EMPLOYED?

- 1 YES
- 2 NO

aCD8E

ENTER NUMBER OF PEOPLE WORKING THERE ALTOGETHER  
(including informant)

aCD8F

ENTER NUMBER RESPONSIBLE FOR (excluding informant)

aCD8G

WHETHER ANY QUALIFICATIONS: Have you any qualifications  
(such as apprenticeships, professional qualifications, university degrees,  
diplomas etc.)

- 1 YES
- 2 NO

IF YES ASK CD8H

aCD8H

ENTER QUALIFICATIONS

aCD8I

ENTER ANY OTHER RELEVANT DETAILS TO ASSIST  
CLASSIFICATION OF OCCUPATION AND INDUSTRY

---

---

**Informant Social  
Grade**

**CD8**

CODE SOCIAL GRADE OF INFORMANT:

- 1 A
- 2 B
- 3 C1
- 4 C2
- 5 D
- 6 E

**aCD9A**

INFORMANT IS -

- 1 CHIEF INCOME EARNER
- 2 SPOUSE OR PARTNER OF CHIEF INCOME EARNER
- 3 NEITHER

IF CODE 2 ASK CD10 (Income Question - See Page 46)

---

**Tenure**



**aCD10A**

Is this house or flat owned by you or another member of your household, or is it rented or rent free? Which of these applies:

- 1 OWNED OUTRIGHT
- 2 OWNED WITH MORTGAGE/LOAN
- 3 RENTED FROM COUNCIL
- 4 RENTED FROM SOMEONE ELSE
- 5 RENT FREE

---

## Lifestyle Data

### Motoring

How many cars are there in this household?

1  
2  
3  
4

**bP1T**

How many cars are there in this household?

- 1 ONE
- 2 TWO
- 3 THREE OR MORE
- 4 NONE

IF NONE GO TO (P2B)

Are you personally the main driver of any of these cars?

Yes  
No

**aP1B**

Are you personally the main driver of any of these cars?

- 1 YES
- 2 NO

IF NO GO TO (P2B)

Please answer for the car of which you are the main driver. Was that car:

Obtained new  
Obtained second-hand

1  
2

**aP2T**

Please answer for the car of which you are the main driver. Was that car:

- 1 OBTAINED NEW
- 2 OBTAINED SECOND-HAND

Do you personally own any of the following?

1  
2

**aP2B**

Do you personally own any of the following?

- 1 MOTORCYCLE
- 2 MOPED/SCOOTER

## Holidays

In the last 12 months, how many holidays in paid accommodation have you taken IN BRITAIN?

1	ONE
2	TWO
3	THREE OR MORE
4	NONE

**aP3**

In the last 12 months, how many holidays in paid accommodation have you taken IN BRITAIN?

- 1 ONE
- 2 TWO
- 3 THREE OR MORE
- 4 NONE

In the last 12 months only, how many holidays of 2 or more nights have you taken abroad?

1	ONE
2	TWO
3	THREE OR MORE
4	NONE

**aP4T**

In the last 12 months only, how many holidays of 2 or more nights have you taken abroad?

- 1 ONE
- 2 TWO
- 3 THREE OR MORE
- 4 NONE

Now, thinking of the last 3 years, have you taken any of these types of holidays ABROAD in the LAST 3 YEARS?

1	ANY PACKAGE HOLIDAY
2	ANY HOLIDAY THAT WAS NOT A PACKAGE HOLIDAY
3	ANY WINTER SPORTS HOLIDAY
4	ANY CRUISE
5	ANY VISIT MAINLY TO FRIENDS OR RELATIVES
6	NONE IN LAST 3 YEARS

**aP4B**

Now, thinking of the last 3 years, have you taken any of these types of holidays ABROAD in the LAST 3 YEARS?

- 1 ANY PACKAGE HOLIDAY
- 2 ANY HOLIDAY THAT WAS NOT A PACKAGE HOLIDAY
- 3 ANY WINTER SPORTS HOLIDAY
- 4 ANY CRUISE
- 5 ANY VISIT MAINLY TO FRIENDS OR RELATIVES
- 6 NONE IN LAST 3 YEARS

IF NONE IN LAST 3 YEARS GO TO BUSINESS AIR TRAVEL (P6)

Which of these methods of transport have you used to travel outside the UK on holiday in the past 3 years?

1	BY AIR
2	BY FERRY WITH A CAR
3	BY FERRY PASSENGER ONLY
4	CHANNEL TUNNEL, WITH A CAR (EUROTUNNEL)
5	CHANNEL TUNNEL, PASSENGER ONLY (EUROSTAR)
6	OTHER
7	NOT TRAVELLED OUTSIDE THE UK IN PAST 3 YEARS

**CP5**

Which of these methods of transport have you used to travel outside the UK on holiday in the past 3 years?

- 1 BY AIR
- 2 BY FERRY WITH A CAR
- 3 BY FERRY PASSENGER ONLY
- 4 CHANNEL TUNNEL, WITH A CAR (EUROTUNNEL)
- 5 CHANNEL TUNNEL, PASSENGER ONLY (EUROSTAR)
- 6 OTHER
- 7 NOT TRAVELLED OUTSIDE THE UK IN PAST 3 YEARS

---

## **Business Air Travel**



**aP6**

How many round trips by air have you made for business in the last 12 months?

- 1 ONE OR TWO
- 2 THREE TO FIVE
- 3 SIX OR MORE
- 4 NONE

---

## **Telephone Ownership**



**bX1**

Do you yourself have a mobile phone?

- 1 YES
- 2 NO

If YES AT X1, ASK X4, X6 AND X5, THEN ASK X2  
IF NO AT X1, ASK X3



**DX4**

Other than making calls, which of the following do you use your mobile phone for?

- 1 TEXT MESSAGING (SMS)
- 2 RECEIVING TEXT INFORMATION ALERTS  
E.G. LATEST NEWS
- 3 VOICEMAIL
- 4 TAKING/SENDING PHOTOS
- 5 TAKING/SENDING VIDEOS
- 6 ACCESSING THE INTERNET
- 7 ACCESSING E-MAIL
- 8 DOWNLOADING GAMES OR RING TONES
- 9 DOWNLOADING MUSIC
- 10 LISTENING TO RADIO
- 11 WATCHING TV
- 12 OTHER
- 13 NONE OF THESE

### INTRODUCTION TO QUESTION X6



**aNRS1**

It is possible to read news and other content from newspapers and magazines using applications on your mobile phone, also known as apps.

Typically the app appears on the screen of your mobile phone with an image or logo representing the newspaper or magazine title.

These apps may come with your phone when you buy it, or be downloaded by you.

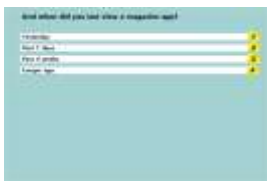


**aX6a**

Have you viewed any content from magazines or newspapers using a mobile phone app in the last 12 months?

- 1 MAGAZINE
- 2 NEWSPAPER
- 3 NEITHER

IF LOOKED AT MAGAZINE AT X6A ASK: X6B1

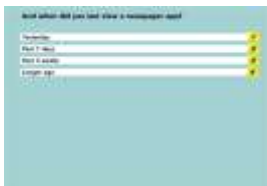


**aX6b1**

And when did you last view a magazine app?

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 PAST 4 WEEKS
- 4 LONGER AGO

IF LOOKED AT NEWSPAPER AT X6A ASK: X6B2



**aX6b2**

And when did you last view a newspaper app?

- 1 YESTERDAY
- 2 PAST 7 DAYS
- 3 PAST 4 WEEKS
- 4 LONGER AGO



**bX5**

And how much time in total do you spend using your mobile phone on average per day?

- 1 5 MINUTES OR LESS
- 2 AROUND 10 MINUTES
- 3 AROUND 20 MINUTES
- 4 AROUND 30 MINUTES
- 5 MORE THAN 30 MINUTES
- 6 NONE



cX2

As well as your mobile phone/s, and any other mobiles anyone else in your household has, is there a landline telephone in your household?

- 1 YES
- 2 NO

IF NO MOBILE CODED AT X1, ASK X3



bX3

Does your household have a telephone which is not a mobile 'phone'?

- 1 YES
- 2 NO

## Technophiles



gP7

Which, if any, of these activities have you ever personally done?

- 1 WATCHED AN HD TV CHANNEL AT HOME (E.G., SKY HD, FREESAT)
- 2 USED A BLU-RAY DISC PLAYER
- 3 PLAYED **ONLINE** CONSOLE GAMES (E.G. XBOX 360 LIVE, PS3)
- 4 USED WI-FI NETWORKS OUTSIDE THE HOME OR OFFICE
- 5 WIRELESSLY STREAMED MUSIC OR MOVIES AROUND THE HOME
- 6 USED A SMARTPHONE (E.G. BLACKBERRY, IPHONE OR NOKIA N97)
- 7 NONE OF THESE

---

## Education

When did you finish your full-time education?

1. Still studying full-time

2. 16 or under

3. Age 17

4. Age 18

5. Age 19

6. Age 20

7. Age 21 or over

**aP8**

When did you finish your full-time education?

- 1 STILL STUDYING FULL-TIME
- 2 16 OR UNDER
- 3 AGE 17
- 4 AGE 18
- 5 AGE 19
- 6 AGE 20
- 7 AGE 21 OR OVER

Which of these best describes the highest qualification you have obtained up to now?

1. Postgraduate qualification (e.g. PhD, MBA)

2. Professional qualification of degree status

3. First degree

4. Other teaching/nursing qualification

5. HNC or HND

6. Quals. requiring A levels for entry

7. One or more A levels (or equivalent)

8. ONC/OND/City & Guilds

9. BTEC, BEC, TEC (or equivalent)

10. GNVQ/NVQ

11. 5 or more O levels (or GCSE grades A-C or equivalent)

12. Other O levels, CSE or GCSE passes

13. Completed trade apprenticeship

14. None of these/not applicable

**aP9**

Which of these best describes the highest qualification you have obtained up to now?

- 1 POSTGRADUATE QUALIFICATION (e.g. PHD, MBA)
- 2 PROFESSIONAL QUALIFICATION OF DEGREE STATUS
- 3 FIRST DEGREE
- 4 OTHER TEACHING/NURSING QUALIFICATION
- 5 HNC OR HND
- 6 QUALS. REQUIRING A LEVELS FOR ENTRY
- 7 ONE OR MORE A LEVELS (OR EQUIVALENT)
- 8 ONC/OND/CITY & GUILDS
- 9 BTEC, BEC, TEC (OR EQUIVALENT)
- 10 GNVQ/NVQ
- 11 5 OR MORE O LEVELS (OR GCSE GRADES A-C OR EQUIVALENT)
- 12 OTHER O LEVELS, CSE OR GCSE PASSES
- 13 COMPLETED TRADE APPRENTICESHIP
- 14 NONE OF THESE/NOT APPLICABLE

---

## Cards

Which of these do you have?

1. Credit card

2. Debit/Payment card

3. Store card

4. None of these

**bP10**

(Which of these do you have?)

- 1 CREDIT CARD
- 2 DEBIT/PAYMENT CARD
- 3 STORE CARD
- 4 NONE OF THESE

---

## Investments

### \*p11stme

Which of these do you have currently in your name, either personally or jointly?

- 1 Any savings account with a bank/building society (including cash ISAs)
- 2 Any unit trust/investment trust (including equity or stocks & shares ISAs)
- 3 Any shares in the company you work for
- 4 Any other stocks or shares
- 5 Any savings (including premium bonds)
- 6 None of these

**bP11**  
**p11**

(Which of these do you have currently in your name, either personally or jointly?)

- 1 ANY SAVINGS ACCOUNT WITH A BANK/BUILDING SOCIETY (INCLUDING CASH ISAS)
- 2 ANY UNIT TRUST/INVESTMENT TRUST (INCLUDING EQUITY OR STOCKS & SHARES ISAS)
- 3 ANY SHARES IN THE COMPANY YOU WORK FOR
- 4 ANY OTHER STOCKS OR SHARES
- 5 ANY SAVINGS (INCLUDING PREMIUM BONDS)
- 6 NONE OF THESE

(And which of these do you have currently in your name, either personally or jointly?)

- 1 PERSONAL PENSION
- 2 PRIVATE MEDICAL/HEALTH INSURANCE
- 3 NONE OF THESE

And which of these do you have currently in your name, either personally or jointly?

- 1 Personal Pension
- 2 Private Medical/Health Insurance
- 3 None of these

**bP12**  
**p12**

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## Financial Activity

### \*p13stme

Have you made any of these changes in your financial arrangements in the last 12 months?

- 1 Acquired a new credit card
- 2 Opened a new bank/building society account (including cash ISAs)
- 3 Bought or sold any unit trusts/investment trusts/stocks & shares/equity ISAs
- 4 Arranged new or additional private life insurance
- 5 Changed your pension arrangements
- 6 Taken out a mortgage/changed mortgage provider
- 7 Taken out a personal loan of £5000 or more
- 8 None of these

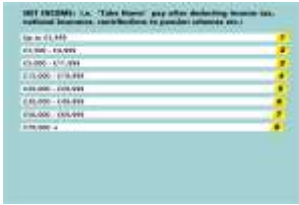
**bP13**  
**p13**

(Have you made any of these changes in your financial arrangements in the last 12 months?)

- 1 ACQUIRED A NEW CREDIT CARD
- 2 OPENED A NEW BANK OR BUILDING SOCIETY ACCOUNT (INCLUDING CASH ISAS)
- 3 BOUGHT OR SOLD ANY UNIT TRUSTS/INVESTMENT TRUSTS/STOCKS & SHARES/EQUITY ISAS
- 4 ARRANGED NEW OR ADDITIONAL PRIVATE LIFE ASSURANCE
- 5 CHANGED YOUR PENSION ARRANGEMENTS
- 6 TAKEN OUT A MORTGAGE/CHANGED MORTGAGE PROVIDER
- 7 TAKEN OUT A PERSONAL LOAN OF £5000 OR MORE
- 8 NONE OF THESE

**Informant Income**

\*cd9stme



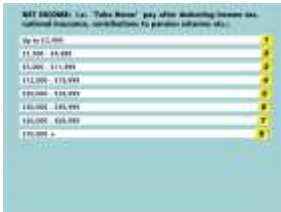
**NCD9**  
cd9

Which of these comes closest to your net income - that is after deducting income tax, national insurance and contributions to pension schemes? Please tell me which number applies.

	<b>Weekly</b>	<b>Monthly</b>	<b>Yearly</b>
1	Up to £74	Up to £299	Up to £3,499
2	£75 - £99	£300 - £399	£3,500 - £4,999
3	£100 - £249	£400 - £999	£5,000 - £11,999
4	£250 - £399	£1,000 - £1,699	£12,000 - £19,999
5	£400 - £619	£1,700 - £2,499	£20,000 - £29,999
6	£620 - £999	£2,500 - £4,199	£30,000 - £49,999
7	£1,000 - £1,499	£4,200 - £5,799	£50,000 - £69,999
8	£1,500 +	£5,800 +	£70,000 +
9	NO INCOME (NOT SHOWN ON SCREEN)		

**CIE Income**

IF SPOUSE/PARTNER OF CIE ASK:



**NCD10**  
cd10

And thinking about (name of CIE), which of these comes closest to his/her net income - that is after deducting income tax, national insurance and contributions to pension schemes? Please tell me which number applies.

	<b>Weekly</b>	<b>Monthly</b>	<b>Yearly</b>
1	Up to £74	Up to £299	Up to £3,499
2	£75 - £99	£300 - £399	£3,500 - £4,999
3	£100 - £249	£400 - £999	£5,000 - £11,999
4	£250 - £399	£1,000 - £1,699	£12,000 - £19,999
5	£400 - £619	£1,700 - £2,499	£20,000 - £29,999
6	£620 - £999	£2,500 - £4,199	£30,000 - £49,999
7	£1,000 - £1,499	£4,200 - £5,799	£50,000 - £69,999
8	£1,500 +	£5,800 +	£70,000 +

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## Ethnic origin



**aCD11**

Which of these ethnic groups do you consider yourself to belong to?

- 1 WHITE
- 2 MIXED RACE
- 3 BLACK – CARIBBEAN
- 4 BLACK – AFRICAN
- 5 BLACK – OTHER
- 6 INDIAN
- 7 PAKISTANI
- 8 BANGLADESHI
- 9 CHINESE
- 10 ASIAN – OTHER
- 11 ANY OTHER ETHNIC GROUP

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## Disabilities



**aDS1**

Are you registered as disabled?

- 1 YES
- 2 NO

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## Willingness to be interviewed again



**Recon**

From time to time we may want to contact some people again to ask further questions about their reading habits and related topics. There is no obligation for you to take part, would you be willing to be re-contacted by Ipsos MORI in the next 18 months?

- 1 YES
- 2 NO

## NRS OCTOBER 2011 Media List

### Screen 1

- D The Scotsman
- D Racing Post\*  
- incorporating The Sporting Life
- D Daily Sport\*
- D The Sun
- D Daily Mail
- D The Guardian

### Screen 2

- D Yorkshire Post
- D Financial Times
- D The Independent
- D Daily Star
- D The Herald  
- Scotland
- D i

### Screen 3

- D International Herald Tribune\*
- D The Daily Telegraph
- D The Times
- D Daily Express
- D Daily Record
- D Daily Mirror

#### **Screen 4 – Scotland Standard Region X**

- D Metro
- D Press and Journal
  - Aberdeen
- E Evening Times
  - Glasgow
- E Edinburgh Evening News\*
- D The Courier & Advertiser
  - Dundee
- E London Evening Standard
  - London

#### **Screen 4 – North/North East-Standard Region 1**

- D Metro
- E Evening Times
  - Glasgow
- E Edinburgh Evening News\*
- E Evening Chronicle\*
  - Newcastle
- E Evening Gazette\*
  - Teesside, Middlesbrough, Stockton
- E London Evening Standard
  - London

#### **Screen 4 – North West – Standard Region 2**

- D Metro
- W Manchester Metro News\*
- E Manchester Evening News\*
- E Evening Chronicle\*
  - Oldham
- E Liverpool Echo\*
- E London Evening Standard
  - London

#### **Screen 4 – Yorkshire & Humberside – Standard Region 3**

- D Metro
- W Manchester Metro News\*
- E Manchester Evening News\*
- D Hull Daily Mail\*
- E The Star\*
  - Sheffield
- E London Evening Standard
  - London

#### **Screen 4 – West Midlands – Standard Region 4**

- D Metro
- D Oxford Mail\*
- D The Birmingham Post\*
- E Burton Mail\*
- E Evening Telegraph\*  
- Coventry and Bedworth, Nuneaton, Leamington, Rugby editions
- E London Evening Standard  
- London

#### **Screen 4 – East Midlands – Standard Region 5**

- D Metro
- E Evening Telegraph\*  
- Derby
- E Leicester Mercury\*
- E Evening Post\*  
- Nottingham
- E Northampton Chronicle & Echo\*  
- Northampton
- E London Evening Standard  
- London

#### **Screen 4 – East Anglia – Standard Region 6**

- D Metro
- D Eastern Daily Press\*  
- Norwich
- D East Anglian Daily Times\*  
- Ipswich
- E Evening News\*  
- Norwich
- E Evening Gazette\*  
- Colchester
- E London Evening Standard  
- London

#### **Screen 4 – South West – Standard Region 7**

- D Metro
- D Western Daily Press\*
  - Bristol
- E Evening Herald\*
  - Plymouth
- E Express & Echo\*
  - Exeter
- D Western Morning News\*
  - Plymouth
- E London Evening Standard
  - London

#### **Screen 4 – South-East/Greater London – Standard Region 8/9**

- D Metro
- E Evening Post\*
  - Reading, Bracknell, Newbury
- D City a.m.\*
- E The Argus\*
  - Brighton, East Sussex, West Sussex
- D Oxford Mail\*
- E London Evening Standard
  - London

#### **Screen 4 – Wales – Standard Region 0**

- D Metro
- D Western Mail\*
  - Wales
- E South Wales Echo\*
  - Cardiff
- E South Wales Argus\*
  - Newport
- E South Wales Evening Post\*
  - Swansea
- E London Evening Standard
  - London

#### **Screen 5 – North West, Yorkshire, West Midlands and East Midlands – Standard Regions 2, 3, 4 and 5**

- M Cheshire Life
- M Lancashire Life
  - incorporating Lake District Life
- M Derbyshire Life and Countryside
  - incorporating Peak District Life
- M Yorkshire Life
- M The Lancashire Magazine\*
- M Yorkshire Ridings Magazine\*

### **Screen 6**

M Waitrose Kitchen  
M BBC Good Food  
M Jamie  
- Magazine  
M Delicious  
M BBC Olive  
BM BBC Easy Cook

### **Screen 7**

BM Your M&S  
BM Boots Health & Beauty  
BM Healthy\*  
- from Holland & Barrett  
BM John Lewis Edition  
- magazine from John Lewis  
BM Dare\*  
- magazine from Superdrug  
Q Books Quarterly  
- from Waterstone's

### **Screen 8**

Q Real Food  
- magazine from Tesco  
M Asda Magazine  
M Sainsbury's Magazine  
BM Tesco Magazine  
BM Morrisons\*  
M Country Kitchen\*

### **Screen 9**

W TNT Magazine\*  
W Shortlist  
W Sport\*  
BM Sportsister\*  
W The Big Issue  
W Stylist\*

### **Screen 10**

W People's Friend  
M Candis  
F Yours  
M Saga Magazine  
M Reader's Digest  
W The Weekly News\*

### **Screen 11**

W Best  
W My Weekly  
W Bella  
W Woman's Weekly  
W Woman  
W Woman's Own

### **Screen 12**

M Loaded  
M Men's Health  
M T3\*  
M FHM  
M Men's Fitness  
M Bizarre\*

### **Screen 13**

W Nuts  
BM The Chap\*  
W Zoo  
M Stuff  
M GQ  
M Esquire

### **Screen 14**

W Real People  
W That's Life!  
W Chat  
W Pick Me Up  
W Full House!  
W Take a Break

### **Screen 15**

W Love It!  
W New!  
W Closer  
W Now  
W Reveal  
W Star

### **Screen 16**

W OK!  
W Hello!  
W Inside Soap  
W Heat  
F All about Soap  
F Soaplife

### **Screen 17**

W Autocar  
W Auto Express  
W Autosport  
M Fast Car\*  
M F1 Racing  
M Redline\*

### **Screen 18**

M EVO  
M What Car?  
M Car  
M BBC Top Gear  
M Land Rover Owner International  
M CSMA Club Magazine\*  
- incorporating Motoring and Leisure

### **Screen 19**

M Classic Cars  
M Classic & Sports Car  
W Auto Exchange\*  
M Practical Classics  
W Auto Trader  
F Bike Trader\*

### **Screen 20**

M National Geographic  
M Geographical\*  
M High Life  
- British Airways  
W New Scientist  
M BBC Focus  
M Lonely Planet Magazine

### **Screen 21**

W The TES/The Times Educational Supplement  
W The Spectator  
F Private Eye  
W The Economist  
M Moneywise  
W The Week

### **Screen 22**

M Rugby World  
M International Rugby News\*  
M World Soccer  
W Match!  
M FourFourTwo  
M WSC When Saturday Comes\*

### **Screen 23**

M What Hi-Fi? Sound and Vision  
M Hi-Fi News\*  
M Digital Camera\*  
M Digital Photo  
W Amateur Photographer\*  
M Practical Photography

### **Screen 24**

M Runner's World  
M Running Fitness\*  
W Athletics Weekly\*  
M Today's Golfer  
M Golf Monthly  
M Golf World

### **Screen 25**

M Mother & Baby  
M Prima Baby & Pregnancy  
BM Your Family\*  
- from Early Learning Centre  
M Practical Parenting And Pregnancy\*  
M Pregnancy, Baby & You\*  
M Pregnancy & Birth

### **Screen 26**

M Perfect Wedding\*  
M Your Hair\*  
M Hair  
BM Brides  
M Hair Ideas\*  
BM You & Your Wedding

### **Screen 27**

M Biking Times\*  
M Bike  
M Ride  
M Superbike Magazine  
W MCN  
- Motor Cycle News  
M Performance Bikes

### **Screen 28**

M Trout & Salmon  
M Practical Boat Owner  
W Angling Times  
W Angler's Mail  
M Trout Fisherman\*  
M Sailing Today\*

### **Screen 29**

W Kerrang!  
M Q  
W NME/New Musical Express  
M Top Of The Pops  
M Mojo  
M Mixmag\*

### **Screen 30**

M Rosemary Conley Diet & Fitness Magazine  
BM Slimming World Magazine  
M Weight Watchers Magazine  
M Zest  
M Top Santé  
M Health & Fitness\*

### **Screen 31**

M Woman & Home  
BM WI Life\*  
M Good Housekeeping  
W The Lady\*  
M Essentials  
M Prima

### **Screen 32**

M BBC Wildlife Magazine  
W Horse & Hound  
M Sporting Gun  
M The Field  
W Country Life  
Q Birds Magazine  
- RSPB

### **Screen 33**

M BBC History Magazine  
Q The National Trust Magazine  
Q Scotland In Trust\*  
- Journal of the National Trust for Scotland  
M BBC Music  
M Classic FM Magazine  
Q Heritage Today  
- English Heritage Magazine

### **Screen 34**

M The English Garden\*  
M Garden Answers  
M BBC Gardens Illustrated\*  
M BBC Gardeners' World  
W Garden News  
W Amateur Gardening

### **Screen 35**

M Cosmopolitan  
M Company  
W More  
M Glamour  
W Look  
W Grazia

### **Screen 36**

M Asian Woman\*  
Q Side View\*  
M Red  
M Easy Living  
M Marie Claire  
M Psychologies Magazine

### **Screen 37**

M Vogue  
M Harper's Bazaar  
M InStyle  
M Vanity Fair  
M Tatler  
M Elle

### **Screen 38**

- M PC Gamer
- M Custom PC\*
- M Xbox 360  
- The Official Xbox Magazine
- M PC Format\*
- M Xbox World 360\*
- M X360\*

### **Screen 39**

- M The World of Interiors
- M Elle Decoration
- M BBC Homes & Antiques
- M 25 Beautiful Homes
- M Home\*
- M Living etc

### **Screen 40**

- M House & Garden
- M Homes & Gardens
- M Period Living
- M Country Homes & Interiors
- M Coast
- M Country Living

### **Screen 41**

- M Ideal Home
- M House Beautiful
- M Perfect Home\*
- M Real Homes
- M Your Home\*
- M Good Homes

### **Screen 42**

- W Total TV Guide
- W TV & Satellite Week
- M Empire
- M Total Film
- W Time Out
- M Sky Magazine  
- Magazine

### **Screen 43**

- W TV Times
- W Radio Times
- W TV Choice
- W What's On TV
- W TV Easy
- M What Satellite & Digital TV\*

#### **Screen 44**

- S Sunday Sun  
- Newcastle
- S The Sunday Times
- S The People
- S Sunday Herald- Scotland
- S Sunday Express
- S Scotland on Sunday

#### **Screen 45**

- S Daily Star Sunday
- S The Sunday Telegraph
- S The Observer
- S Sunday Sport\*
- S Sunday Mirror
- S Wales on Sunday\*

#### **Screen 46**

- S The Mail on Sunday
- S Sunday Mercury\*  
- Birmingham
- S Sunday Mail  
- Scotland
- S The Sunday Post  
- Scotland
- S Sunday Independent\*  
- Plymouth
- S The Independent on Sunday

#### **New Titles Screen 1**

- M Style at Home

## **Newspaper Supplements**

NB: All supplements to be asked 'read past year' questions;  
- 'recency' question to be asked only of 'eligible' supplements with #

### **1. The Sun on Saturdays**

TV Buzz #.

Fabulous #

the main part of the newspaper

### **2. the Daily Mail on Saturdays**

the Daily Mail Weekend magazine #

the main part of the newspaper

### **3. The Guardian on Saturdays**

The Guardian Weekend magazine #

Money #

The Guardian's The Guide #

Work

Sport

Review

Travel

Family

the main part of the newspaper

### **4. the Financial Times on Saturdays**

FT Money #

FT Magazine

FT Weekend

the main part of the newspaper

### **5. The Independent on Saturdays**

The Independent Magazine #

The Independent's The Information #

The Independent's Traveller

The Independent's Sport

the main part of the newspaper

### **6. Daily Star on Saturdays**

Hot TV #

the main part of the newspaper

### **7. The Daily Telegraph on Saturdays**

Telegraph Magazine #  
The Daily Telegraph's Your Money #  
The Daily Telegraph's Travel  
The Daily Telegraph's Sport  
The Daily Telegraph Weekend  
The Daily Telegraph's Review  
The Daily Telegraph's Motoring  
The Daily Telegraph's Property  
The Daily Telegraph's Gardening  
the main part of the newspaper

### **8. London Evening Standard**

ES Magazine # (published on Fridays)  
the main part of the newspaper

### **9. The Times on Saturdays**

The Times Magazine #  
The Times Saturday Review #  
The Times Weekend  
The Times Sport  
the main part of the newspaper

### **10. the Daily Express on Saturdays**

the Daily Express' Saturday magazine #  
the main part of the newspaper

### **11. the Daily Record on Saturdays**

Saturday Plus #  
the main part of the newspaper

### **12. the Daily Mirror on Saturdays**

We Love Telly #  
the main part of the newspaper

### **13. The Mail on Sunday**

You – The Mail on Sunday magazine #  
Live #  
Review - The Mail on Sunday 2  
The Mail on Sunday Sport on Sunday  
the main part of the newspaper

### **14. The Sunday Times**

The Sunday Times Magazine #  
The Sunday Times Style #  
The Sunday Times Culture #  
The Sunday Times Business #  
The Sunday Times Money #  
The Sunday Times News Review  
The Sunday Times Travel  
The Sunday Times Appointments  
The Sunday Times Sport  
The Sunday Times Home  
The Sunday Times In Gear  
the main part of the newspaper

### **15. The People**

Take it Easy #  
the main part of the newspaper

### **16. the Sunday Mail – Scotland**

the Sunday Mail's Seven Days magazine #  
Right at Home  
the main part of the newspaper

### **17. The Sunday Post – Scotland**

Post Plus # (monthly)  
the main part of the newspaper

### **18. The Sunday Telegraph**

Stella #

Seven #

The Sunday Telegraph Business #

The Sunday Telegraph Money #

The Sunday Telegraph Sport

The Sunday Telegraph Discover

The Sunday Telegraph Life

the main part of the newspaper

### **19. The Independent on Sunday**

The Independent on Sunday's The New Review #

The Independent on Sunday's Sport

the main part of the newspaper

### **20. The Observer**

The Observer Magazine #

The New Review

Sport

the main part of the newspaper

Observer Food Monthly #

### **21. the Sunday Mirror**

Celebs on Sunday – the Sunday Mirror magazine #

Homes & Holidays #

the main part of the newspaper

### **22. the Sunday Express**

the Sunday Express' S magazine #

the Sunday Express' Financial #

the main part of the newspaper

### **23. Daily Star Sunday**

OK! Extra #

the main part of the newspaper

### **24. The Times on Weekdays**

The Times Eureka #