

The British Population Survey

Data Catalogue - NOVEMBER 2012

This document is split into two sections:

The Population Section – contains details of all the data collected in The British Population Survey.

The Marketing Section – contains details of the data collected on 'Marketing' topics.

This catalogue is designed to fulfil three functions

- 1 To act as a comprehensive guide to the full extent of the data available
- 2 To assist users to identify and access the data they are seeking
- 3 To provide users with the full texts of both the questions, and the full list of available responses

Also available from the website -

The Geodemographic Segmentation Appendix - an entirely separate section with details of all the Geodemographic Segmentation models which are now included with the survey.

If you –

- Have any specific queries about the content of this catalogue
- Have any suggestions for expansion of the questionnaires
- Require further information about any aspect of The British Population Survey

Please contact us at **info@thebps.co.uk**

Section 1 – Population Section

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

COUNTRY	England Scotland Wales
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

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
I NEWSPAPER
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
THE SUN ON SUNDAY/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

DURABLES

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

DURABLES
(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

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

GEODEMOGRAPHICS

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

Section 2 - Marketing Section

MARKETING CHANNELS

Marketing data is collected from a population representative sub set (1,000/month) of The British Population Survey.

CHANNELS RECEIVED Which of the following types of marketing have you seen, or received, during the last few weeks

- Leaflets Through Your Door
- Leaflets In Your Newspapers
- Leaflets In Your Magazines
- Leaflets In Your Newspapers / Magazines (Net)
- Mail Addressed To 'The Householder' Or 'The Occupier' Or Similar
- Mail Addressed To You By Name From Companies You Have Not Dealt With In The Past
- Mail Addressed To You By Name From Companies You Have Dealt With In The Past
- Newspaper Adverts
- Magazine Adverts
- Newspaper/Magazine Adverts
- Customer 'Magazines'
- Radio Advertisements
- TV Advertisements
- Leaflets / Samples Handed To You In The Street
- Leaflets / Samples Handed To You Or Picked Up Inside Shops
- Poster Advertising
- Email From Companies You Have Not Dealt With In The Past
- Email From Companies You Have Dealt With In The Past
- Internet Advertising
- Messages on your Mobile Phone
- Telephone Calls
- Cinema Advertising
- Offers and Promotions on product packaging
- None Of These
- Email (Net)
- Any (Net)

CHANNELS RESPONDED TO Looking again at the list, have you responded to, requested information from, or made purchases as a result of, any of these in the last few weeks?
LIST AS FOR CHANNELS RECEIVED

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

FUTURE RESPONSES Looking again at the list, would you be prepared to respond to, request information from, or make purchases from, any of these in the future?
LIST AS FOR CHANNELS RECEIVED

MARKETING SECTORS

SECTORS RECEIVED

Thinking of these types of marketing, which of the following types of companies / organisations, do you recall seeing or receiving information from in the last few weeks?

Banks
Credit Card Companies
Insurance Companies
Savings And Investment Companies
Charities
Supermarkets
'Catalogue' Companies
Clothing Companies
Magazines And Other Publishing
Home Improvements
DIY / Gardening
Health Care Products And Services
Travel / Holidays
Electricity, Oil And Gas Companies
Home / Mobile Phones
TV Services / Broadcasters
Car Dealers And Manufacturers
Domestic Appliances (added from Nov 2009)
Entertainment, Gaming and Computer Electronics (added from Nov 2009)
Sports and Leisure Activities and Equipment (Added January 2011)
Concerts, Shows, Entertainments and Sports Events (Added January 2011)
Local Or National Government Services Or Information
Local Businesses And Services, Individually Or Grouped Together
Other (Not asked from January 2011)
None Of These

ACCEPTABLE SECTORS

Thinking of these types of marketing, which of the following types of companies / organisations, do you regard it as acceptable for you to receive such information from?

LIST AS FOR SECTORS RECEIVED

LIKELY TO PURCHASE

Looking again at the list, which (if any) of them are you likely to make a purchase from in the next few weeks? Please select as many answers as you like. (Question added Jan 2010)

Banks
Credit Card Companies
Insurance Companies
Savings And Investment Companies
Charities
'Catalogue' Companies
Clothing Companies
Magazines And Other Publishing
Home Improvements
DIY / Gardening
Health Care Products And Services
Travel / Holidays
Electricity, Oil And Gas Companies
Home / Mobile Phones
TV Services / Broadcasters
Car Dealers And Manufacturers
Domestic Appliances
Entertainment, Gaming and Computer Electronics
Sports and Leisure Activities and Equipment (Added January 2011)
Concerts, Shows, Entertainments and Sports Events (Added January 2011)
Local Or National Government Services Or Information
Local Businesses And Services, Individually Or Grouped Together
Other (Not asked from January 2011)
None Of These

FINANCIAL PROSPECTS Thinking about your overall financial situation at present, how do you think it is likely to have changed, if at all, in three months time? (Question added Jan 2010)

- MUCH BETTER THAN NOW
- BETTER THAN NOW
- ABOUT THE SAME AS NOW
- WORSE THAN NOW
- MUCH WORSE THAN NOW
- BETTER (NET)
- WORSE (NET)
- DON'T KNOW

INFLUENCES TO PURCHASE Which, if any, of the following are likely to influence your choice of product, brand, shop or website when you are considering making a purchase? NOTE – included from May 2011.

- Advice from Friends / Family
- My good experience of them in the past
- Offers or Vouchers through my door
- Email offers or vouchers
- Sales / discounts in the shops
- Offers and Promotions on product packaging
- Advice from my Professional Adviser
- Top / famous people recommend / use them
- Brands I follow on Twitter or Facebook or similar
- Offers on my mobile phone when I am shopping
- Online / Internet Offers (e.g. vouchers.co.uk, groupon.co.uk)
- Seen on TV
- Personal offers in the post
- Prize Draws
- Competitions
- On Pack Promotions
- Recommendations on my Social Networks (Facebook, Twitter etc)
- Leaflets/samples handed to me while I am shopping
- Online reviews from other customers
- Price comparison websites
- Advice from salesperson in a shop
- Magazine or newspaper reviews
- Other
- None of these

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 or email us at the address below.

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