

Please answer the questions by putting a cross **X** in the appropriate boxes using a black pen. If you make a mistake, please completely fill the box to show the mistake [■] and then cross the correct answer. Alternatively, you can complete the questionnaire online as detailed in the cover letter.

What is your personal handset letter? A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G ☐ H ☐

YOUR HOLIDAYS AND TRAVEL

1 In the next 12 months, how many holidays consisting of 2 or more nights away from home are you likely to take? (Please place one cross on each line across)

	None	1	2	3 or more
Inside the UK	☐	☐	☐	☐
Outside the UK	☐	☐	☐	☐

2 In the next 12 months, if you are thinking of taking a holiday outside the UK, which destinations are you considering visiting? (Please cross all that apply)

- | | | | |
|--------------------------------------|--|--|--|
| ☐ Europe | ☐ North America | ☐ Central/South America | ☐ Asia/Far East |
| ☐ Middle East | ☐ Africa | ☐ Australia/New Zealand | ☐ Other |

3 In the next 12 months, what types of holiday are you considering taking, either inside or outside the UK? (Please cross all that apply)

- | | | | |
|---|---|---|---|
| ☐ Beach/coast | ☐ City | ☐ Country/rural | ☐ Cruise |
| ☐ Camping/glamping | ☐ Caravanning | ☐ Backpacking/travelling | ☐ Off the beaten track |
| ☐ Skiing/snow | ☐ Visiting friends or family | ☐ Holiday park | ☐ Other |

4 How many return trips are you likely to make by air in the next 12 months? (Place one cross on each line across)

	None	1	2	3 or more
Personal/holiday	☐	☐	☐	☐
Business trips	☐	☐	☐	☐

YOUR INTERESTS AND SPARE TIME ACTIVITIES

5 Which of the following are you particularly interested in? (Please cross all that apply)

- | | | | |
|--|---|--|---|
| ☐ Sport | ☐ Politics/current affairs | ☐ Gardening | ☐ DIY |
| ☐ Music | ☐ Culture/the arts | ☐ The environment | ☐ Animals or pets |
| ☐ Property | ☐ Cars | ☐ Reading | ☐ Savings/investment |
| ☐ Cinema/films | ☐ Cooking/food | ☐ Gaming | ☐ New technology |
| ☐ Fashion/style | ☐ Travel/holidays | ☐ Personal appearance/ beauty | ☐ None of these |

6 When did you last do the following activities...? (Please place one cross on each line across)

	Today or yesterday	In the past week	In the past month	In the past year	Not in the past year
Go to a gym	☐	☐	☐	☐	☐
Play sport or go swimming	☐	☐	☐	☐	☐
Go running / jogging / cycling	☐	☐	☐	☐	☐
Attend a live sports event	☐	☐	☐	☐	☐
Attend a live music event	☐	☐	☐	☐	☐
Go to the cinema	☐	☐	☐	☐	☐
Visit a museum or art gallery	☐	☐	☐	☐	☐
Eat out	☐	☐	☐	☐	☐
Go to a café or coffee shop	☐	☐	☐	☐	☐
Go to a pub, bar or club	☐	☐	☐	☐	☐
Place a bet (online or in a betting shop)	☐	☐	☐	☐	☐
Give to charity	☐	☐	☐	☐	☐

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7 How much do you agree with the following statements...? (Please place one cross on each line across)

	Agree strongly	Agree slightly	Neutral	Disagree slightly	Disagree strongly
I am prepared to make lifestyle changes to benefit the environment	☐	☐	☐	☐	☐
I often talk about things I've seen on TV	☐	☐	☐	☐	☐
I make sure I have the latest TV technology	☐	☐	☐	☐	☐
I love to try new products and brands	☐	☐	☐	☐	☐
I am prepared to pay extra for better quality	☐	☐	☐	☐	☐
I'm always looking for new ideas to improve my home	☐	☐	☐	☐	☐
I like to be surrounded by different people, cultures and lifestyles	☐	☐	☐	☐	☐
I often buy things on impulse	☐	☐	☐	☐	☐

8a How much have you personally spent in the past year on the following? (Please place one cross on each line across)

	Nothing	Up to £50	£50 - £149	£150 - £500	Over £500
Clothing	☐	☐	☐	☐	☐
Beauty or grooming products	☐	☐	☐	☐	☐
Gardening	☐	☐	☐	☐	☐
DIY	☐	☐	☐	☐	☐
Games (console/PC/mobile) inc. in-game purchases	☐	☐	☐	☐	☐
Lottery tickets or scratch cards	☐	☐	☐	☐	☐

8b How do you generally shop for non-grocery items, like clothes, beauty, homeware, gifts, technology, entertainment, and leisure goods? (Please cross one only)

☐ All online
 ☐ Mostly Online
 ☐ Mix of In Store / Online
 ☐ Mostly In Store
 ☐ All In Store

9 Which of the following pets do you or your family have at home? (Please cross all that apply)

☐ Dog
 ☐ Cat
 ☐ Any other pet
 ☐ No pet

CARS

10 How many cars are there in your household (including company cars)?

☐ None
 ☐ 1
 ☐ 2
 ☐ 3 or more

11 Are you the main driver of a car? ☐ Yes (go to **12**) ☐ No (go to **13**)

12 *If you are the main driver of more than one car then please answer for the car you drive most often.*

12a Was this car bought new or used? ☐ New ☐ Used

12b What fuel type does your car use?

☐ Petrol
 ☐ Diesel
 ☐ Hybrid
 ☐ Electric

12c What type of car is it?

☐ Small city car, e.g. Aygo, i10, VW Up	☐ Supermini, e.g. Fiesta, Ibiza, C3	☐ Small Family car, e.g. Astra, Focus, Golf
☐ Large family car, e.g. Peugeot 508, Passat, Insignia, Tesla Model 3	☐ Luxury car, e.g. A8, S Class, 7 series	☐ Sports car, e.g. Audi TT, Mazda MX5
☐ Small SUV, e.g. Qashqai, Tiguan, X1	☐ Large SUV, e.g. Audi Q7, Peugeot 5008	☐ MPV/People carrier, e.g. C4, S-Max, Scenic
☐ Other type of car		

12d When do you next expect to change your car? (Please cross one only)

☐ In the next 12 months
 ☐ In 1-3 years
 ☐ In more than 3 years
 ☐ Don't know

12e Do you belong to a breakdown service? ☐ Yes ☐ No

12f How did you buy the car?

☐ Online service (e.g. Cazoo, Cinch)
 ☐ Dealership
 ☐ Privately
 ☐ Other

WORK

- 13** Which of the following best describes your current working status? (Please cross one only)
- ☐ Working as an employee ☐ Running your own or a family business ☐ Not currently working (go to **15**)
☐ Self-employed or freelance ☐ Studying/in full time education ☐ Permanently retired (go to **15**)
- 14** What is the main way you travel to your workplace? (Please cross one only)
- ☐ By car ☐ Bus or coach ☐ Tube, metro, tram ☐ Train ☐ Walking / cycling ☐ Work from home/ other
- 15** In the past year how much have you spent, or authorised to be spent, on behalf of your business or the organisation that employs you? (Please cross one only)
- ☐ Nil ☐ Up to £30,000 ☐ More than £30,000

FOOD, DRINK AND SHOPPING

- 16** How much of your household's supermarket and grocery shopping do you do? (Please cross one only)
- ☐ All or almost all ☐ Half or more ☐ Less than half ☐ Little or none
- 16 a** How do you do most of your household's grocery shopping? (Please cross one only)
- ☐ All online ☐ Mostly Online ☐ Mix of In Store / Online ☐ Mostly In Store ☐ All In Store
- 16 b** Which of these do you use most often for your household's grocery shopping (Please cross one only)
- ☐ Aldi ☐ Asda ☐ Co-Op ☐ Iceland
☐ Lidl ☐ Marks and Spencer ☐ Morrisons ☐ Amazon Fresh
☐ Ocado ☐ Sainsburys ☐ Tesco ☐ Waitrose
☐ Local independent shop ☐ Market or farm shop ☐ Independent delivery service (e.g. Abel&Cole) ☐ Other
- 16 c** Which of these do you ever use for your household's grocery shopping (Please cross all that apply)
- ☐ Aldi ☐ Asda ☐ Co-Op ☐ Iceland
☐ Lidl ☐ Marks and Spencer ☐ Morrisons ☐ Amazon Fresh
☐ Ocado ☐ Sainsburys ☐ Tesco ☐ Waitrose
☐ Local independent shop ☐ Market or farm shop ☐ Independent delivery service (e.g. Abel&Cole) ☐ Other
- 17** When did you last have one of the following drinks? (Please place one cross on each line across)

	Today or yesterday	In the past week	In the past month	In the past year	Not in the past year
Tea	☐	☐	☐	☐	☐
Coffee	☐	☐	☐	☐	☐
A soft fizzy drink	☐	☐	☐	☐	☐
Bottled water	☐	☐	☐	☐	☐
Fruit juice or smoothie	☐	☐	☐	☐	☐
Lager	☐	☐	☐	☐	☐
Cider	☐	☐	☐	☐	☐
Ale/bitter/stout	☐	☐	☐	☐	☐
Wine	☐	☐	☐	☐	☐
Spirits or liqueurs	☐	☐	☐	☐	☐

YOUR NEWSPAPERS AND MAGAZINES

- 19** In which ways do you read newspapers and magazines? (Please cross all that apply)
- ☐ A printed copy ☐ On the website ☐ Via a tablet/mobile app ☐ I don't read them (go to **23**)
- 20** Which of these weekly publications have you read or looked at in the past seven days? Include print, online and app versions. (Please cross all that apply).
- ☐ Radio Times ☐ Total TV Guide ☐ TV Choice ☐ TV & Satellite Week
☐ TV Times ☐ What's on TV ☐ None of these

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21 Which of these daily newspapers or newspaper websites did you read or look at yesterday? Include print, online and app versions. (If you are answering on a Monday, please reply for Saturday) (Please cross all that apply)

- | | | | |
|--|---|---|---|
| ☐ Daily Express | ☐ Daily Mail | ☐ Daily Mirror | ☐ Daily Record |
| ☐ Daily Star | ☐ Daily Telegraph | ☐ Evening Standard | ☐ Financial Times |
| ☐ The Guardian | ☐ I | ☐ Metro | ☐ The Sun |
| ☐ The Times | ☐ Local free paper | ☐ Local paid for paper | ☐ Other daily paper / news app |
| ☐ None of these | | | |

22 Which of these Sunday newspapers or websites have you read or looked at in the past seven days? Include print, online and app versions. (Please cross all that apply).

- | | | | |
|--|---|---|---|
| ☐ Daily Star Sunday | ☐ The Mail on Sunday | ☐ The Observer | ☐ Sunday Express |
| ☐ Sunday Mirror | ☐ Sunday People | ☐ The Sunday Telegraph | ☐ The Sunday Times |
| ☐ The Sun on Sunday | ☐ Local Sunday paper | ☐ Any other Sunday paper | ☐ None of these |

YOUR RADIO and ONLINE LISTENING

23 In the last seven days, which of the following have you listened to? Include all listening whether via radio, apps, TV or online. (Please cross all that apply)

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|---|--|--------------------------------------|--|
| ☐ Absolute Radio | ☐ BBC Radio 5 live | ☐ Heart | ☐ talkSPORT |
| ☐ Any BBC local radio | ☐ BBC 5 live sports extra | ☐ Hits | ☐ Times Radio |
| ☐ Any local commercial radio | ☐ BBC 6 Music | ☐ Kiss | ☐ Virgin Radio |
| ☐ BBC Radio 1 | ☐ BBC Asian Network | ☐ LBC | ☐ An audio book |
| ☐ BBC Radio 2 | ☐ BBC 1Xtra | ☐ Magic | ☐ A podcast |
| ☐ BBC Radio 3 | ☐ Capital | ☐ Planet Rock | ☐ A streaming service (e.g. Spotify, Prime Music) |
| ☐ BBC Radio 4 | ☐ Classic FM | ☐ Radio X | |
| ☐ BBC Radio 4 Extra | ☐ Gold | ☐ Smooth | ☐ None of these |

TV, ONLINE and COMMUNICATIONS

24 How do you find out about what is on TV? (Please cross all that apply)

- | | | | |
|---|--|---|--|
| ☐ EPG/TV set guide | ☐ Newspaper listings or TV supplement | ☐ TV listings magazine | ☐ Online |
| ☐ From friends | ☐ Social media | ☐ Trailers (on TV) | ☐ Advertising (not on TV) |
| ☐ None of these | | | |

25 Which of the following devices do you have? (Please cross all that apply)

- | | |
|--|--|
| ☐ Computer or laptop | ☐ Tablet (e.g. iPad, Samsung Galaxy Tab) |
| ☐ Smartphone (e.g. iPhone, Samsung Galaxy) | ☐ Games Console (e.g. PS5, Nintendo Switch) |
| ☐ Smart speaker (e.g. Amazon Echo, Google Home Speaker) | ☐ Smart watch, fitness tracker (e.g. Apple Watch, Samsung Gear, Fitbit) |
| ☐ None of these | |

26 When did you last use the following services...? (Please place an cross on each line across)

	Today or yesterday	In the past week	In the past month	In the past year	Not in past year/ never
Facebook	☐	☐	☐	☐	☐
Tik Tok	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
Snapchat	☐	☐	☐	☐	☐
Twitter	☐	☐	☐	☐	☐
Order a taxi /ride service via app (e.g. Uber, Lyft)	☐	☐	☐	☐	☐
Order takeaway via app (e.g. JustEat, Deliveroo)	☐	☐	☐	☐	☐
An online pharmacy service	☐	☐	☐	☐	☐
A voice-controlled assistant e.g. Alexa, Nest	☐	☐	☐	☐	☐
A voice-controlled assistant on the TV set	☐	☐	☐	☐	☐