pamco
Audience Measurement for Publishers

27 April 2021

PAMCo Batch 2 wave 1 online script

Contents

Q1_INTRO

Thank you for visiting PAMCo, the National Readership Survey.

This survey asks about the newspapers and magazines you read and how you read them.

On average this survey takes around 25 minutes, but everyone's experience is different.

The information you provide is used by publishers to help improve their publications and online sites and to tailor them better to their readers.
Please enter the password from your invitation letter or your postcard to start the survey.
[in Bold]

[Entry box for PIN part 1] - [Entry box for PIN part 2]

[Info button next to PIN entry box. Pop-up information given:
You can find your password on your invitation letter. The password consists of two sets of 4 alphanumerical characters.
Please take care when entering the password as it is case sensitive. If you have any problem please contact us by email at PAMCohelp@ipsos-mori.com.
[ERROR MESSAGES if survey completed already: 'This password has already been used']
[ERROR MESSAGES if invalid IDs: 'This password used is not valid please type your password again']

Q1A_INTRO

Please be assured that this information will be treated completely confidentially, used for research purposes only and the data will be totally anonymised at the analysis stage.
By clicking on the Next button below you. agree to Ipsos MORI processing your data for research purposes in line with our Privacy Policy (hyperlink) and to the use of cookies on this site.

The 'back' button at the bottom of your screen will allow you to go back one screen to review your answers to the previous question.
Do not use your browser button to go backwards.

Q1A_Age check

What is your age?

Code 1 – Under 15

Code 2 - 15 exactly

Code 3 – 16 or over

Filter if code 2'15 exactly' at Q1A_Age

Q1C_Parental permission

Please ask your parent or guardian to complete this question.

I confirm that the person completing this questionnaire is aged 15 and I am their parent or guardian. I understand participation in this survey is voluntary and I am giving my permission for the child that I am responsible for to take part in the survey.

Please indicate your consent by ticking the relevant box below and writing in your full name on the next screen.

Code 1 Yes, I give consent for the child that I am responsible for to take part in the survey.

Code 2 No I do not give consent

Parent/guardian name

Filter: if code 1 go to   Q1B_INTRO

if code 2 at Q1C, show Q1D_message and terminate the questionnaire

if code 1 at Q1A, show Q1A_message and terminate the questionnaire

Filter: [if code 1 is left blank at Q1C_Parental permission AND 5 or more letter characters]

Q1 C_Parental permission warning 1

Please also tick the box to indicate consent

Filter: [if code 1 selected at Q1C_Parental permission AND less than 5 letter characters]

Q1 C_Parental permission warning 2

Please provide your full name in the box below

Filter if code 1 'No I am under 15' at Q1A_Age)

Q1A_message

In order to be able to take this survey you must be at least 15 years old. Thank you for your interest.

CLOSE SURVEY

Filter if code 2 'No I do not give consent' at Q1C_Parental permission)

Q1D_message

In order to be able to take this survey you need parental consent. Thank you for your interest.

CLOSE SURVEY

Q1B_INTRO

If at any point you wish to stop the survey and start again later, you will be able to do so by closing the survey. When you wish to resume, you can pick up where you left off. Your answers will be saved.

If you want to review your answers to a previous question, please use the 'back' button at the bottom of your screen. Do not use your browser button to go backwards.

The first question is about the topics that you read or look at in newspapers or magazines, whether in print, on a computer, on a tablet or on a mobile phone.

START TIME "TOPICS"

Q2A_TOPICS_1

[Scripter: rotate the following list]

[Allow multiple answers]

[code 16. None of these is exclusive]

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT (AND ON 2 LINES IF ON 1 LINE IS TOO LONG). FOR MOBILE ALIGN THE SCALE VERTICALY IN DISPLAY THE OPTIONS IN THE CENTER OF THE SCREEN

Which of these **topics** do you read or look at? Please select ALL that apply and scroll down if needed.

MP

1.	News
2.	Politics
3.	Sport
4.	Cars/Motoring
5.	Food and Drink
6.	Home ideas/DIY
7.	Fashion/Clothes
8.	Beauty and Personal grooming
9.	Film/Video

10.	Photography
11.	Music
12.	Arts/Books/Theatre
13.	Craft
14.	Personal Finance
15.	Business/Finance
16.	None of these

Q2A_TOPICS_2

[Scripter: rotate the following list]

[Allow multiple answers]

[code 32. None of these is exclusive]

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT (AND ON 2 LINES IF ON 1 LINE IS TOO LONG). FOR MOBILE ALIGN THE SCALE VERTICALY IN DISPLAY THE OPTIONS IN THE CENTER OF THE SCREEN

Which of these **topics** do you read or look at? Please select ALL that apply and scroll down if needed.

17	Career and Jobs
18	Travel & Holidays
19	Phones, Tablets, Computers, Other technology
20	Gaming
21	Science
22	Natural world/Geography/Countryside
23	Environment
24	Angling
25	Hunting/Shooting
26	Gardening
27	Health & Fitness
28	Baby/Childcare/Parenting
29	Women's lifestyle
30	Celebrity news and gossip
31	TV
32	None of these

[Ask if code 3 (sport) selected at Q2A]

Q2B_SPORT

[Scripter: rotate the following list, code 15 should be fixed and exclusive]

[Allow multiple answers]

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT (AND ON 2 LINES IF ON 1 LINE IS TOO LONG). FOR MOBILE ALIGN THE SCALE VERTICALY IN DISPLAY THE OPTIONS IN THE CENTER OF THE SCREEN

Which of these sports do you read about or look at in newspapers or magazines, whether in print, on a computer, on a tablet or on a mobile phone? Please select ALL that apply and scroll down if needed.

MP

1. Football
2. Cricket
3. Golf
4. Horse racing
5. Horse riding
6. Boxing
7. Motor sports

8. Cycling/Mountain biking
9. Rugby League
10. Rugby Union
11. Athletics/Running/Jogging
12. Swimming
13. Tennis
14. Yachting/Sailing
15. Other sports

[Ask if code 1 (news) selected at Q2A]

Q2C_NEWS

[Scripter: rotate the following list, code 15 should be fixed and exclusive]

[Allow multiple answers]

[code 4. None of these is exclusive]

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY IN DISPLAY THE OPTIONS IN THE CENTER OF THE SCREEN

Which kinds of news do you read or look at in newspapers or magazines, whether in print, on a computer, on a tablet or on a mobile phone?

MP

1. Local news
2. National news
3. International news
4. None of these

END TIME "TOPICS"

START TIME "EML"

Q5_BRANDS_INTRO

We are going to ask you about which newspapers and magazines you read or look at in print or on screen, however briefly.

Please include:

• printed copies (including their separate parts and supplements)
• websites or apps you look at on a PC, tablet or phone
• newspaper or magazine content via social media

There are 35 screens, for which title go in which screen refer to column Z and for the internal order refer to column AA

Screens 4 and 5 are for regional titles (Column K in the media list) Show screen 4 and 5 after the dailies (Dailies – regional – magazine – Sundays) if rotation is forward. For revers show them after the dailies (Sundays – magazines – dailies – regional)

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

Q5C_ BRANDS_EML

Please answer **YES or NO** to tell us whether you have read or looked at **ANY** of these in the past 12 months **IN PRINT OR ON SCREEN**.

'IN PRINT OR ON SCREEN' AND 'ANY' PLEASE SHOW THIS IN BOLD FONT

'Past 12 months' PLEASE DON'TSHOW THIS IN BOLD FONT

1 YES, at least one of these

2 NO, none of these

Hide the Next button and set the question to auto-submit the answer.

END TIME "EML"

START TIME "DIGIONLYEML"

ASK THE FOLLOWING QUESTION ONLY FOR DIGITAL ONLY (Please refer to column K in the media list excel file)

Q6A_DIGITAL_ONLY_EML

REPLICATE THE SAME DESIGN USED FOR Q5C BRANDS EML

Please answer **YES or NO** to tell us whether you have read or looked at **ANY** of these **WEBSITES or APPS** in the past 12 months.

1. YES, at least one of these
2. NO, none of these

'ANY' PLEASE SHOW THIS IN BOLD FONT

END TIME "DIGIONLYEML"

START TIME "RPY"

[Routing any with code 1 (Yes) claims at Q5C, GO TO Q5E_INTRO]

[Routing with no code 1 (Yes) claims at Q5C, GO TO Q6A (Digital only)]

Q5E_INTRO

Now for the groups that you have said 'yes' to, please tell us which newspapers / magazines you have read or looked at, in the past 12 months, in print or on screen.

Please answer YES or NO to tell us whether you have read or looked at **EACH** one, however briefly.

'EACH' PLEASE SHOW THIS IN BOLD FONT

RPY_HIDDEN

[Scripter: Hidden question – punch the brands selected at questions Q5E_BRANDS_RPY_OP1 or Q5E_BRANDS_RPY_OP2 or Q5E_BRANDS_RPY_OP3 or Q5E_BRANDS_RPY_OP4]

Q5E_BRANDS_RPY_OP4

Please answer **YES or NO** to tell us whether you have read **EACH** of these in the past 12 months **IN PRINT OR ON SCREEN.**

'EACH' PLEASE SHOW THIS IN BOLD FONT

Script as a vertical grid, similar to the non DA version of the max diff module, only that there will be one answer per row.

IMAGES FOR EACH PUBLICATION NEED TO BE SHOW ON THE LEFT AND YES AND NO SHOULD BE ON THE SAME ROW ON THE RIGHT

USE RADIO BUTTON

1. YES
2. NO

[Scripter: 'Next' button is visible once a selection has been made for each of the 6 brands]

Q5E_BRANDS_RPY_OP4_ERROR MESSAGE

Please provide an answer for each one

END TIME "RPY"

START TIME "DIGITALONLYRPY"

ASK ONLY IF CODE 1 AT Q6A DIGITAL ONLY EML

Q6B_DIGITAL RPY

REPLICATE THE SAME DESIGN USED FOR Q5E BRANDS RPY AND REPLICATE BOTH OPTION

Please answer **YES or NO** to tell us whether you have looked at **EACH** of these **WEBSITES or APPS** in the past 12 months.

'EACH' PLEASE SHOW THIS IN BOLD FONT

1   YES
2   NO

Q6B_DIGITAL RPY__ERROR MESSAGE

Please provide an answer for each one

END TIME "DIGITALONLYRPY"

START TIME "LOCAL RPY"

SCRIPTER: FOR THE FOLLOWING QUESTIONS (Q19A,B AND C) REFER TO THE 'JICREG TITLES FOR RECONTACT' FILE. THE TITLES ASKED IN HERE ARE NOT ASKED TO ALL BUT JUST TO SAME PARTICIPANT WHICH ARE DEFINED USING COL A OF THE JICREG FILE.

IF 6 TITLES OR FEWER ARE ASKED PLEASE SHOW THEM ON ONE SCREEN ONLY.

IF MORE THAN 6 TITLES SPLIT THEM EQUALY BETWEEN 2 SCREENS

Q19A_LOCAL_WEEKLY_NEWSPAPERS_RPY

Thinking now about **LOCAL weekly** newspapers…

Please answer **YES or NO** to tell us whether you have read **EACH** of these in the past 12 months **IN PRINT OR ON SCREEN**.

[Use same design as Q5E and Q5B]

    1   YES
    2   NO

Q19A_LOCAL_WEEKLY_NEWSPAPERS_RPY__ERROR MESSAGE

Please provide an answer for each one

END TIME "LOCAL RPY"

START TIME "PLATFORM"

[Filter: All code 1 at Q5E RPY]

Q5G_PLATFORMS

[Scripter: brands, displayed in the order in which they were selected at Q5E]

IMAGES SHOULD BE SHOWN CENTERED AFTER QUESTION WORDING

How have you read [BRAND] in the past 12 months? Please select one answer.

SHOW 1 MASTHEAD - CENTERED BETWEEN THE QUESTION TEXT AND THE ANSWERS IF COLUMN H IS BLANK

FOR MAGAZINES (Refer to column K in the media list) AND Sunday People (code 0036)

SHOW 2 MASTHEADS - ONE ON THE LEFT, ONE ON THE RIGHT BETWEEN THE QUESTION TEXT AND THE ANSWERS IF YES IN COLUMN H.

FOR THE PRINT ONE REFER TO COLUMNS C&N AND FOR THE ON SCREEN ONE REFER TO COLUMNS I&S

SHOW TYPEFACE UNDER THE IMAGES – REFER TO COLUMN E IN THE EXCEL MEDIA LIST FILE IF ONE IMAGE ONLY IF 2 MASTHEADS REFER TO COLUMN E FOR PRINT NAME AND TO COLUNM I FOR ON SCREEN

SHOW ANSWER OPTIONS VERTICALLY

ANSWERS:

3	Both in print and on screen
1	In print only
2	On screen only

ALLIGN WORDING CODE 1 AND 2 NEED TO BE IN LINE WITH CODE 3 WORDING

END TIME "PLATFORM VERSION 2"

START TIME "MAGBRANDS"
[Filter: All code 1 at Q5E RPY]

Q7_INTRO
Now please tell us more about the newspapers / magazines that you said 'yes' to.
IF ACROSS ALL BRANDS AT Q5G RESPONDENT HAS CHOSEN CODE 3 OR (CODES 1 AND 2) SHOW THE FOLLOWING TEXT: We will ask you separate questions about IN PRINT and ON SCREEN.
Remember you can leave the survey and continue later. Your answers will be saved.

[Filter: All code 1 at Q5E RPY]
[Don't ask the Q7A-Q8B questions if 'Y' in column D in the media list excel file]
INSERT PICTURE CENTERED
SHOW Q7A, Q8A AND Q8B ONLY FOR MAGAZINES (Please refer to column K in the media list excel file)
ASK O7A-Q8B IN LOOP FOR ONE BRAND BEFORE SHOWING THE SAME FOR THE NEXT BRAND. USE THE SAME ORDER OF BRANDS AS IN Q5G.
[Don't ask Q7A-Q8B LOOP for publication with 'Y' in column D in the media list excel file]
[ask Q7A/Q7C just before Q7B (outside magazine loop) if Magazine (refer to column K in the media list) code 2 (on screen only) at Q5G]

SHOW IF Q5G = 2 OR 3.
Q7A_ON_SCREEN_FREQUENCY
ASK THIS QUESTION ONLY FOR BRAND WITHOUT AN IMAGE NAME IN COL I IN THE MEDIA LIST EXCEL FILE
[Don't ask this question if 'Y' in column Y in the media list excel file]

How often do you normally read or look at [brand] ON SCREEN on any device, however briefly?
PLEASE SHOW BRAND NAME IN BOLD FONT
INSERT PICTURE CENTERED

1	Every day
2	Most days
3	About once or twice per week
4	About once or twice per month
5	About once every 3 months
6	Less often than every 3 months

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

ASK THIS QUESTION ONLY FOR MAGAZINES (Please refer to column K on the media list file)
Q7E_intro
SHOW IF Q5G = 3.
Thinking now about [brand] [prompt the name of the newspaper asked at Q7C] in print…
PLEASE SHOW BRAND NAME IN BOLD FONT

Filter: Ask if code 2 or 3 at Q5G
Q7C_ON_SCREEN_FREQUENCY_DIG
ASK THIS QUESTION ONLY FOR BRAND WITH AN IMAGE NAME IN COL I IN THE MEDIA LIST
SHOW IMAGE REFERRING TO COLUMN I&S
How often do you normally read or look at [Brand_on] (the website of [Brand]) ON SCREEN, on any device, however briefly?
INSERT PICTURE CENTERED

     1   Every day

2   Most days
3   About once or twice per week
4   About once or twice per month
5   About once every 3 months
6   Less often than every 3 months

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALLY

Q8A_MAGAZINE_RECENCY

SHOW IF Q5G = 1 OR 3.

When did you last read or look at any copy of [brand] IN PRINT apart from today, however briefly?

SHOW FREQUENCY TYPEFACE (REFER TO COLUMN L) (e.g. Weekly, Monthly, etc.) inside the banner (should appear in the same place as day of week for newspapers)

PLEASE SHOW BRAND NAME IN BOLD FONT

INSERT PICTURE CENTERED

1. Yesterday
2. Past 7 days
3. Past 2 weeks (SHOW ONLY FOR Fortnightly magazine, please refer to column L in the media list file)
4. Past 4 weeks
5. Past 2 months (SHOW ONLY FOR Bi-monthly magazine, please refer to column L in the media list file)
6. Past 3 months
7. Longer ago

Q8B_MAGAZINE_FREQUENCY

SHOW IF Q5G= 1 OR 3.

How often do you normally read or look at [brand] IN PRINT, however briefly?

SHOW FREQUENCY TYPEFACE (REFER TO COLUMN L) (e.g. Weekly, Monthly, etc.) inside the banner (should appear in the same place as day of week for newspapers)

PLEASE SHOW BRAND NAME IN BOLD FONT

INSERT PICTURE CENTERED

1. Almost Always (3 or 4 copies out of 4)
2. Quite often (2 copies out of 4)
3. Occasionally (1 copy out of 4)
4. Less often

END TIME "MAGBRANDS"

START TIME "NEWSBRANDS"

ASK QUESTUIONS O9A-Q17C ONLY FOR DAILIES, REGIONALS AND SUNDAYS (Please refer to column K on the media list file)

ASK O9A-Q17C IN LOOP FOR ONE BRAND BEFORE SHOWING THE SAME FOR THE NEXT BRAND. USE THE SAME ORDER OF BRANDS AS IN Q5G. SOME OF THE QUESTIONS ARE ASKED ONLY FOR PARTICULAR BRANDS.

ASK Q15A- Q17C AFTER SATURDAY IF THE PARENT PAPER IS SELECTED (refer to column G in the media list) – PLEASE SEE NOTE AND EXAMPLE IN THE APPENDIX

IF THE PARENT PAPER IS SELECTED (refer to column G in the media list) and code 2 or 3 at Q5G show Q9A/C once only before Q10CA and don't show it before Q15A.

Q9A and C should come once only if both daily and Sunday newspaper are selected.

If both dailies and Sundays are selected ask Q9A/C for daily only.

[ask Q9A/Q9C just before Q7B (outside newspaper loop) if Newspapers (refer to column K in the media list) code 2 (on screen only) at Q5G]

Q9A_ON_SCREEN_FREQUENCY

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

SHOW IF Q5G = 2 OR 3.

ASK THIS QUESTION ONLY FOR BRAND WITHOUT AN IMAGE NAME IN COL I IN THE MEDIA LIST EXCEL FILE

How often do you normally read or look at [brand] ON SCREEN, on any device, however briefly?

PLEASE SHOW BRAND NAME IN BOLD FONT

INSERT PICTURE CENTERED

1   Every day
2   Most days
3   About once or twice per week
4   About once or twice per month
5   About once every 3 months
6   Less often than every 3 months

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Q9C_ON_SCREEN_FREQUENCY_DIG

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

SHOW IF Q5G = 2 OR 3.

ASK THIS QUESTION ONLY FOR BRAND WITH AN IMAGE NAME IN COL I IN THE MEDIA LIST EXCEL FILE

SHOW IMAGE, REFERRING TO COLUMN I&S

How often do you normally read or look at **[Brand_on]** (the website of [Brand]) ON SCREEN, on any device, however briefly?

PLEASE SHOW [Brand_on] IN BOLD FONT

INSERT PICTURE CENTERED

1   Every day
2   Most days
3   About once or twice per week
4   About once or twice per month
5   About once every 3 months
6   Less often than every 3 months

FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

ASK THIS QUESTION ONLY FOR DAILIES and REGIONAL (Please refer to column K on the media list file)
Q10CA_INTRO
SHOW IF Q5G = 1 OR 3.
DO NOT SHOW IF PREVIOUS QUESTION IN THE RESPONDENTS VERSION WAS A PRINT QUESTION (I.E. NOT Q7A/C/9A/C)
FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST
BRAND NAME SHOULD BE TAKEN FROM COLUMN F

Thinking now about the [brand] [prompt the name of the newspaper asked at Q10CA] in print…
PLEASE SHOW BRAND NAME IN BOLD FONT

[Scripter: Do not show the following sentence for City AM (0002), Metro (0010) and i(0005)]

Please include your reading of any of the parts or supplements of the newspaper and any times that you read it, however briefly, apart from today.

[Scripter: Do not show for newspapers that are Monday-Friday/Show only for newspaper that are Monday - Saturday – Refer to column M in the excel Media list file]

Let's start with **Monday to Friday** editions…

ASK THIS QUESTION ONLY FOR DAILIES and REGIONAL (Please refer to column K on the media list file)
Q10CA_PRINT_RECENCY_MON_TO_FRIDAY
SHOW IF Q5G = 1 OR 3.

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST
BRAND NAME SHOULD BE TAKEN FROM COLUMN F
FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL P

[Scripter: Use the following wording for newspapers that do HAVE Saturday issues – Refer to column M in the excel Media list file]
Did you read or look at any **MONDAY to FRIDAY** copy of **[brand]** IN PRINT…?
PLEASE SHOW 'MONDAY to FRIDAY' AND BRAND NAME IN BOLD FONT

[Scripter: Use the following wording for newspapers that DO NOT HAVE Saturday issues – Refer to column M in the excel Media list file.]
Did you read or look at any copy of [Brand] IN PRINT…?

[Scripter – On this screen show masthead image on the left, Typeface name, Monday-Friday, and the words "-In Print" under the masthead and front page image on the right]
[Scripter – Don't show _FP image for regional titles]
INSERT PICTURE CENTERED
  1   Yesterday [SCRIPTER: use the following wording 'On Friday' instead of 'Yesterday' if the interview is done on Sunday or Monday]
  2   Before yesterday [SCRIPTER: use the following wording 'Before Friday' instead of 'Before yesterday' if the interview is done on Sunday or Monday]
  7   Not in the past 12 months
FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALLY
[IF CODE 2 (BEFORE THAT) IS SELECTED DISPLAY THE FOLLOWING CODES AS A DROP-DOWN LIST BETTWEN CODE 2 AND CODE 3]
[IF CODE 2 (BEFORE yesterday) IS SELECTED DISPLAY THE FOLLOWING text between option 2 and 2]

And was that…
[SHOW CODE 3 TO 6 INDENTED AND CODE 7 ALLIGNED WITH CODE 2]

3   Past 7 days
4   Past 4 weeks
5   Past 3 months
6   Past 4-12 months

ASK THIS QUESTION ONLY FOR DAILIES and REGIONAL (Please refer to column K on the media list file)
ASK IF codes 1-6 AT Q10CA

Q14_WEEKDAY_EDITIONS_FREQUENCY
SHOW IF Q5G = 1 OR 3.
[Scripter – Don't show _FP image for regional titles]
FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES
AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE
THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST
BRAND NAME SHOULD BE TAKEN FROM COLUMN F
FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL P

[Scripter: Use the following wording for newspapers that DO HAVE Saturday issues – Refer to column M in the
excel Media list file]
How often do you normally read or look at any **MONDAY-FRIDAY** issue of **[Brand]** IN PRINT?
PLEASE SHOW 'MONDAY to FRIDAY' AND BRAND NEME IN BOLD FONT

[Scripter: Use the following wording for newspapers that DO NOT HAVE Saturday issues – Refer to column M
in the excel Media list file]
How often do you normally read or look at any issue of **[Brand name]** IN PRINT?
[Scripter: Alternative wording for 0002_City AM and 0010_Metro]
How often do you normally read or look at any issue of **[Brand name]** IN PRINT?
[Scripter: Image includes masthead and typeface name and the words "- In Print"]
INSERT PICTURE CENTERED

1   Almost always (4 or 5 copies a week)
2   Quite often (2 or 3 copies a week)
3   Occasionally (1 copy a week)
4   Less often
FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

QSTDB_ES_MAG
SHOW IF Q10CA_PRINT_RECENCY_MON_TO_FRIDAY = CODE 1 OR 2 OR 3 OR 4 OR 5
SHOW THE FOLLOWING TYPEFACE UNDER THE IMAGE – ES – Evening Standard Magazine

ASK ONLY FOR THE BELOW BRAND:
       _0003 "Evening Standard",

When did you last read or look at any copy of **ES – Evening Standard magazine** IN PRINT apart from today?
PLEASE SHOW 'ES – Evening Standard magazine' IN BOLD FONT
INSERT PICTURE CENTERED
   1.   Yesterday
   2.   Past 7 days
   3.   Past 4 weeks
   4.   Past 3 months

5. Past 4-12 months
6. Not in the past 12 months

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Q10D_SATURDAY_INTRO

SHOW IF Q5G = 1 OR 3 AND IF NEWSPAPER IS MONDAY TO SATURDAY (Please refer to column M in the media list file)

[Scripter – On this screen show masthead image on the left, Typeface name, and the words "- In Print" under the masthead and front page image on the right]

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

[Scripter – Don't show _FP image for regional titles]

Moving on to the **Saturday** edition…

Please include your reading of any of the parts or supplements of the newspaper.

Q10E_PRINT_RECENCY_SATURDAY EDITIONS

SHOW IF Q5G = 1 OR 3 AND IF NEWSPAPER IS MONDAY TO SATURDAY (Please refer to column M in the media list file)

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

Thinking now about **SATURDAY** issues, when did you last read or look at a **SATURDAY** issue of **[Brand]** IN PRINT, apart from today?

PLEASE SHOW WORDS 'SATURDAY'AND BRAND NAME IN BOLD FONT

[Scripter – Don't show _FP image for regional titles]

INSERT PICTURE CENTERED

[Scripter – On this screen show masthead image on the left, Typeface name, and the words "- In Print" under the masthead and front page image on the right]

1. Yesterday
2. Past 7 days
3. Past 4 weeks
4. Past 3 months
5. Past 4-12 months
6. Not in the past 12 months

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

ASK IF codes1 - 5 AT Q10E

Q13_SATURDAY_EDITIONS_FREQUENCY

SHOW IF Q5G = 1 OR 3 AND IF NEWSPAPER IS MONDAY TO SATURDAY (Please refer to column M in the media list file)

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

How often do you normally read or look at **SATURDAY** issues of **[Brand]** IN PRINT?
PLEASE SHOW 'SATURDAY'AND BRAND NAME IN BOLD FONT
[Scripter – Don't show _FP image for regional titles]
INSERT PICTURE CENTERED
[Scripter – On this screen show masthead image on the left, Typeface name, and the words "- In Print" under the masthead and front page image on the right]
1   Almost always (3 or 4 copies a month)
2   Quite often (2 copies a month)
3   Occasionally (1 copy a month)
4   Less often
FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Filter: All who read each paper in past 3 months: codes 1- 4 at Q10E and YES at column AQ in the excel media list file
Q10F_SATURDAY SUPPLEMENTS_INTRO

Still thinking of the **SATURDAY** issue of **[Brand]** IN PRINT, but now its separate parts and supplements.
[Scripter – On this screen show masthead image on the left, Typeface name, and the words "- In Print" under the masthead and front page image on the right]
PLEASE SHOW 'SATURDAY'AND BRAND NAME IN BOLD FONT
FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST
BRAND NAME SHOULD BE TAKEN FROM COLUMN F
FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

For each supplement/separate section
Scripter: for supplements refer to column AR to BK
Q11A_SATURDAY_SUPPLEMENTS_RECENCY
[Scripter: Ask each of supplement in turn]
FOR REGION SC: BRAND NAME IN BANNER SHOULD BE TAKEN FROM COLUMN F

When did you last read or look at any copy of **[supplement]** IN PRINT apart from today?
[Scripter: Display supplements fan image showing supplement highlighted, Supplement name and the recency codes below. Similar to example at Q10E below.]
[Don't show typeface name of the supplement]
[Typeface: after newspaper name in banner add '– SATURDAY']

1. Yesterday
2. Past 7 days
3. Past 4 weeks
4. Past 3 months
5. Past 4-12 months
6. Not in the past 12 months

Filter: Ask Q11Z if Q11A is asked
Q11Z_MAIN PART
[Typeface: after newspaper name in banner add '– SATURDAY']
[Newspaper masthead is on the left and FP on the right]
[Don't show the following typeface 'the main part of the newspaper']

When did you last read or look at any copy of **the main part of the Saturday newspaper** IN PRINT apart from today?

SHOW 'the main part of the Saturday newspaper ' IN BOLD FONT

1. Yesterday
2. Past 7 days
3. Past 4 weeks
4. Past 3 months
5. Past 4-12 months
6. Not in the past 12 months

Q12A_SATURDAY_IN_PAPER_SECTIONS_INTRO

Filter All with claims for the main section of the Saturday edition in the past 3 months Q11Z (codes 1-4) and if YES in column CI in the excel media list file

FOR REGION SC: BRAND NAME SHOULD BE TAKEN FROM COLUMN F

Now moving on to the sections of the **SATURDAY** issue of **[Brand]** that are part of the main newspaper…

['SATURDAY' AND BRAND NAME IN BOLD]

Filter: Ask all who see Q12A

Filter: For each section: refer to column CJ to CU

Q12L_SATURDAY_IN_PAPER_SECTIONS_RECENCY

When did you last read or look at the **[section name]** section IN PRINT apart from today?

[Typeface: after newspaper name in banner add '– SATURDAY']

[SECTION NAME IN BOLD]

[Don't show typeface name of the section]

[Fan image showing supplement highlighted with the below the fan and the words "-In Print"]

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME IN BANNER SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

1. Yesterday
2. Past 7 days
3. Past 4 weeks
4. Past 3 months
5. Past 4-12 months
6. Not in the past 12 months

ASK QUESTIONS Q14D and Q18A FOR SUNDAYS ONLY (Please refer to column K in the media list file)

ASK Q14D only if the parent daily newspaper is asked as well

Q14D_SUNDAY_INTRO

SHOW IF Q5G = 1 OR 3 AND IF NEWSPAPER IS SUNDAY (Please refer to column M in the media list file)

[Scripter – On this screen show masthead image on the left, Typeface name, and the words "- In Print" under the masthead and front page image on the right]

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

[Scripter – Don't show _FP image for regional titles]

Moving on to the **Sunday** edition…

Please include your reading of any of the parts or supplements of the newspaper.

ASK QUESTIONS Q15A and Q18A FOR SUNDAYS ONLY (Please refer to column K in the media list file)

Q15A_SUNDAY_NEWSPAPERS_RECENCY

SHOW IF Q5G = 1 OR 3.

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

When did you last read or look at any PRINTED copy of **[Brand]** apart from today?

PLEASE SHOW BRAND IN BOLD FONT

INSERT PICTURE CENTERED

[Scripter – On this screen show masthead image on the left, and the words "- In Print" under the masthead and front page image on the right]

1	Yesterday
2	Past 7 days
3	Past 4 weeks
4	Past 3 months
5	Past 4-12 months
6	Not in the past 12 months

FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

ASK IF codes 1-5 AT Q15A

Q18A_SUNDAY_NEWSPAPERS_FREQUENCY

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

How often do you normally read or look at **[Brand]** IN PRINT?

PLEASE SHOW BRAND NAME IN BOLD FONT

INSERT PICTURE CENTERED

[Scripter – On this screen show masthead image on the left, and the words "- In Print" under the masthead and front page image on the right]

1	Almost always (3 or 4 copies a month)
2	Quite often (2 copies a month)
3	Occasionally (1 copy a month)
4	Less often

FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Filter: All who read each paper in past 3 months: codes 1-4 at Q15A and YES at column BL in the excel media list file

Q15B_SUNDAY_NEWSPAPERS_SUPPLEMENTS_INTRO

FOR REGION SC: BRAND NAME SHOULD BE TAKEN FROM COLUMN F

Still thinking of [**Brand**] IN PRINT, but now its separate parts and supplements.

PLEASE SHOW BRAND NAME IN BOLD FONT

Q16A_SUNDAY_SUPPLEMENTS_RECENCY

Scripter: for supplements refer to column BM to CH

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME IN BANNER SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

[Scripter: Ask each of supplement/section in turn.]

When did you last read or look at any copy of [**supplement**] IN PRINT apart from today?

PLEASE SHOW BRAND NAME IN BOLD FONT

1. Yesterday
2. Past 7 days
3. Past 4 weeks
4. Past 3 months
5. Past 4-12 months
6. Not in the past 12 months

[Scripter – On this screen show masthead image on the left, Typeface name, and the words "- In Print" under the masthead and front page image on the right and under it the supplement name]

Filter: Ask Q16Z if Q16A is asked

Q16Z_MAIN PART

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

When did you last read or look at any copy of **the main part of the newspaper** IN PRINT apart from today?

[Don't show the following typeface 'the main part of the newspaper']

SHOW 'the main part of the newspaper ' IN BOLD FONT

1. Yesterday
2. Past 7 days
3. Past 4 weeks
4. Past 3 months
5. Past 4-12 months
6. Not in the past 12 months

Filter: If codes 1-4 at Q15A for code 0215

QOBSA_MONTHLY

I would now like to ask you about Observer Food Monthly, which is published with the Observer once a month.

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

[Scripter: Display supplements an image showing supplement highlighted, Supplement name and the recency codes below.]

1. Yesterday

2. Past 7 days
3. Past 4 weeks
4. Past 3 months
5. Past 4-12 months
6. Not in the past 12 months

Filter All with claims for the main section of the Sunday edition at Q16Z (codes 1-4)) and if YES in column CV in the excel media list file

Q17A_SUNDAY_IN_PAPER_SECTIONS_INTRO

FOR REGION SC: BRAND NAME SHOULD BE TAKEN FROM COLUMN F

Now moving on to the sections of **[Brand]** that are part of the main newspaper itself.

[SECTION NAME IN BOLD]

Filter: Ask all who are shown Q17A

Filter for sections refer to column CW to DF

For each section:

Q17C_SUNDAY_IN_PAPER_SECTIONS_RECENCY

FOR REGION SC: IF A TITLE HAS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q5C, E, G AND FOLLOW THROUGH INTO LATER QUESTIONS – MASTHEAD IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINED FROM COL R IN THE MEDIA LIST

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

FRONT PAGES IMAGES HAS THE SAME NAME APART THE LAST LETTER WHICH IS DEFINED BY COL U

When did you last read or look at the **[section name]** section IN PRINT apart from today?

[SECTION NAME IN BOLD]

[Don't show typeface name of the section]

[Fan image showing supplement highlighted]

1. Yesterday
2. Past 7 days
3. Past 4 weeks
4. Past 3 months
5. Past 4-12 months
6. Not in the past 12 months

END TIME "NEWSBRANDS"

START TIME "LOCAL"

Filter: All with code 1 (yes) at Q19A

Q19B_LOCAL_WEEKLY_NEWSPAPERS_RECENCY

[Scripter: Add purple icons saying 'IN PRINT' and 'Weekly' inside the banner]

When did you last read or look at any PRINTED copy of **[brand]** apart from today?

PLEASE SHOW BRAND IN BOLD FONT

[Scripter: Image includes masthead and typeface name.]

1　Yesterday
2　Past 7 days
3　Past 4 weeks
4　Past 3 months
5　Past 4-12 months

Q19C_LOCAL_WEEKLY_NEWSPAPERS_FREQUENCY

[Scripter: Add purple icons saying 'IN PRINT' and 'Weekly' inside the banner]

[Filter: All with code 1 (yes) at Q19A]

How often do you normally read or look at **[Brand]** IN PRINT?
PLEASE SHOW BRAND IN BOLD FONT
 [Title Name, masthead name]

1   Almost always (3 or 4 copies a month)
2   Quite often (2 copies a month)
3   Occasionally (1 copy a month)
4   Less often
END TIME "LOCAL"

START TIME "DIGIONLYFREQ"
ASK ONLY IF CODE 1 AT Q6B DIGITAL ONLY RPY OR CODE 2 (ON SCREEN ONLY) AT Q5G
Q19_ON_SCREEN_INTRO
These next questions are about the newspaper or magazine brands that you've ONLY read or looked at **on a screen** (through websites or apps), not in print.

[Ask Q7A/Q7C just before Q7B (outside magazine loop) if Magazine (refer to column K in the media list) code 2 (on screen only) at Q5G]
[Ask Q9A/Q9C just before Q7B (outside newspaper loop) if Newspapers (refer to column K in the media list) code 2 (on screen only) at Q5G]
[Don't ask Q7B for publication with 'Y' in column D in the media list excel file]

ASK ONLY IF CODE 1 AT Q6B DIGITAL ONLY RPY
Q7B_ON_SCREEN_FREQUENCY_DIGITAL_ONLY
How often do you look at [Brand] ON SCREEN, on any device, however briefly?
PLEASE SHOW BRAND NAME IN BOLD FONT
PLEASE FOLLOW THE DESIGN USED AT Q7A AND Q9A
INSERT PICTURE CENTERED
1   Every day
2   Most days
3   About once or twice per week
4   About once or twice per month
5   About once every 3 months
6   Less often than every 3 months

FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY
END TIME "DIGIONLYFREQ"

START TIME "SofC/TSR/ATT LOOP"
ASK Q20A-Q21A IN LOOP FOR ONE BRAND BEFORE MOVING TO THE NEXT ONE.
Filter for Q20A-Q21A:
[Don't ask Q20A-Q21A if 'Y' in column D in the media list excel file]
Should be in same order as appeared in Q5C
For Digital only titles (refer to column K in the media list) ask only Q21A
Filter for Q20_Intro/Q20A:
Code 1 at Q10CA (Mon-Fri) OR Code (1or 2) at Q10E (Sat) OR Code (1 or 2) at Q15A (Sun);
Magazine print AIR for brand: Weekly = codes 1 or 2 at Q8A; Fortnightly = codes 1, 2 or 3; Monthly = codes 1,2 or 4; Bi-monthly = codes 1,2,4 or 5; Quarterly = codes 1,2,4 or 6.
For Magazine frequency refer to column L in the excel media list
FOR NEWSPAPER ASK SUNDAYS AFTER MONDAY - FRIDAY/SATURDAY TITLES IF THE PARENT PAPER IS SELECTED (refer to column G in the media list).
EXAMPLE ASK Q20A- Q21A FOR THE TIMES THEN FOR THE SUNDAY TIMES IF BOTH ARE SELECTED

Rotation A: Newsbrands first followed by magazine brands. – Show first all the newspaper then ask the question for Magazines. Should be in same order as appeared in Q5C

Q20_INTRO

We'd now like to find out a bit more about some of the newspapers / magazines that you've read.

FOR REGION SC: IF A TITLE AS A NAME IN COL F IN THE MEDIA LIST NEED TO USE DIFFERENT IMAGES AT Q20 to Q22 – IMAGES NAME WILL BE THE SAME BUT THE LAST LETTER WILL BE DETERMINATE FROM COL R IN THE MEDIA LIST

DON'T ASK Q20 to Q22 FOR PUBLICATIONS LABELLED AS 'Regional' on col K AND FOR PUBLICATIONS COMING THROUGH Q19B/C

BRAND NAME SHOULD BE TAKEN FROM COLUMN F

Q20A_SOURCE OF COPY_WHO

Thinking of the **last** copy of [brand] you read or looked at IN PRINT, whose copy was it?

PLEASE SHOW BRAND NAME IN BOLD FONT

SHOW THE FOLLOWING TYPEFACE FOR DAILIES AND SUNDAYS (refer to column K):

MONDAY TO FRIDAY if code 1 at Q10CA and code 3or4or5or6 at Q10E

MONDAY TO SATURDAY if code 1 at Q10CA and code 1or2 at Q10E

SATURDAY if code 2or3 at Q10CA and code 1or2 at Q10E

SUNDAY if code 1or2 at Q15A

INSERT PICTURE CENTERED

1 My copy

2 Someone else in my household's copy

3 Someone from outside of my household's copy

4 Work or office copy

5 Copy seen elsewhere

FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Filter – Codes 3, 4 or 5 at Q20A Don't' ask Q20B, Q20C and Q20D

Filter – Codes 1 or 2 at Q20A (primary readers)

For the following please refer to column W in the excel media list

For publications that are Membership, Paid/inf. Distribution, or Paid Subscription: skip Don't ask Q20B and Q20D

For publications that are Mainly Paid: Ask Q20B_PaidFree

For Publications that are part paid/part loyalty: Go to Q20B_PaidFree

For Publications that are Paid Only: Don't ask Q20B and Q20D/ Ask Q20C_How_obtained

For Publications that are Free: Don' ask Q20B/ Ask Q20D_free_only

 Q20B_PaidFree

 Was this copy of [BRAND]…?

PLEASE SHOW BRAND NAME IN BOLD FONT

INSERT PICTURE CENTERED

1. Paid

2. Free

3. Don't know

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

For the following please refer to column W in the excel media list

If part paid/part loyalty: don't ask Q20C-D

If Mainly paid and code 3 at Q20B_PaidFree: don't ask Q20C-D

Filter: All Paid only or code 1 or 2 at Q20B_PaidFree

Q20C_How_obtained

How was the last copy obtained?

INSERT PICTURE CENTERED

FOR NEWSPAPER OR MAGAZINE REFER TO TYPE (COLUMN K) IN EXCEL MEDIA LIST. NEWSPAPERS ARE EITHER DAILY OR SUNDAY

SA

1. Bought at newsagent or shop	If code 1 at Q20B and Mainly paid or Paid Only (Newspapers and Magazine)
2. Delivered by newsagent	If code 1 at Q20B and Mainly paid or Paid Only (Newspaper and Magazine)
3. Delivered with online shopping	If code 1 or 2 at Q20B and Mainly paid or Paid Only (Newspaper and Magazine)
4. Subscription delivered to home	If code 1 at Q20B and Mainly paid or Paid Only(Newspaper only)
5. I/Someone else in my household subscribe to it	If code 1 at Q20B and Mainly paid or Paid Only (Magazine only)
6. Picked up on bus, train or tube	If code 2 at Q20B and Mainly paid (Newspaper and Magazine)
7. Picked up on a plane or at airport	If code 2 at Q20B and Mainly paid (Newspaper and Magazine)
8. Picked up in a shop	If code 2 at Q20B and if Publication are Mainly paid for (Newspaper and Magazine)
9. Other	Ask all
10. Don't know	Ask all

For the following please refer to column W in the excel media list

Filter: If Free only

Q20D_howfree

SHOW IF Q20A_SOURCE OF COPY_WHO = CODE 1 OR 2 AND IF TITLES IS FREE IN COLUMN W IN THE MEDIA LIST

 How was the copy of [BRAND] IN PRINT obtained?

PLEASE SHOW BRAND NAME IN BOLD FONT

1. On street or at a station

2. Picked up on a bus, train or tube

3. Picked up in a shop

4. At a recreation outlet (gym, club, etc.)

5. At a student campus

6. Other

7. Don't know

FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Filter: if codes 1 at 10CA AND codes 1 or 2 at Q10E: Ask Q20G

Q20G_TIME _MON-FRI

Roughly how long do you usually spend in total with a **MONDAY-FRIDAY** issue of [**Brand**], including all the

times you look at it and all the parts and supplements?

BOLD MONDAY-FRIDAY

PLEASE SHOW BRAND NAME IN BOLD FONT
INSERT PICTURE CENTERED

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

ACTIVATE THE NEXT BUTTON
FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Filter: if codes 1 at 10CA AND codes 1 or 2 at Q10E: Ask Q20H AND Monday – Saturday in column M
Q20H_TIME _SAT

And roughly how long do you usually spend in total with the **SATURDAY** issue of [**Brand**]; including all the times you look at it and all the parts and supplements?

BOLD SATURDAY

PLEASE SHOW BRAND NAME IN BOLD FONT

[Scripter, show Brand name, "Saturday" and masthead. Horizontal scale design to be applied.]

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

Filter: If codes 1 at 10CA and NOT code 1 and 2 at Q10E Ask Q20i
Q20i_TIME_WEEKDAY only

Roughly how long do you usually spend in total with a **MONDAY-FRIDAY** issue of [**Brand**], including all the

times you look at it and all the parts and supplements?

BOLD MONDAY-FRIDAY
PLEASE SHOW BRAND NAME IN BOLD FONT

[Scripter, show Brand name, "Monday-Friday" and masthead. Horizontal scale design to be applied.]

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

Filter: If codes 1 or 2 at Q10E and NOT code 1 at Q10CA Ask Q20j
Q20J_TIME_SAT_only

Roughly how long do you usually spend in total with a **SATURDAY** issue of [**Brand**], including all the times you look at it and all the parts and supplements?

BOLD SATURDAY

PLEASE SHOW BRAND NAME IN BOLD FONT
[Scripter, show Brand name, "Saturday" and masthead. Horizontal scale design to be applied.]

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

Q22L_TIME_SPENT_READING_SUNDAY

Filter: If codes 1 or 2 at Q15A

Roughly how long do you usually spend in total with an issue of [**Brand**], including all the times you look at it

and all the parts and supplements?

PLEASE SHOW BRAND NAME IN BOLD FONT
INSERT PICTURE CENTERED

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

FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Q22M_TIME_SPENT_MAGAZINE

Filter: Weekly: (codes 1 or 2 at Q8A); Fortnightly (codes 1,2 or 3 at Q8A); Monthly (codes 1,2 or 4 at Q8A); Bi-Monthly (codes 1,2,4 or 5 at Q8A); Quarterly (codes 1,2,4 or 6 at Q8A)]

Roughly how long do you usually spend in total with an issue of [**Brand**], including all the times you look at it?

PLEASE SHOW BRAND NAME IN BOLD FONT
INSERT PICTURE CENTERED

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

ACTIVATE THE NEXT BUTTON
FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY

Q21A_ATTITUDE LOOP OF SA PROGRESSIVE GRIDS

DON'T ASK FOR REGIONAL/DAILIES/SUNDAYS and publication CODE 0049 (Please refer to column K on the media list file)

if a title is filtered through Q7A/Q7C (code 1 or 2 or 3 or 4) twice ask about that title only once at Q21A

Ask each brand/title one time only
For the following please refer to column L in the excel media list
Magazines at Q8A (refer to column L in the media list excel file):
Weeklies = codes 1 or 2 at Q8A;
Fortnightly = codes 1, 2 or 3 at Q8A;
Monthlies = codes 1,2 or 4 at Q8A;
Bi-monthlies = codes 1,2,4 or 5 at Q8A;
Quarterlies = codes 1,2,4 or 6 at Q8A.
OR
Code 1 or 2 or 3 or 4 at Q7A/Q7C
OR
Code 1 or 2 or 3 or 4 at Q7B.

Show 2 mastheads (SHOW IMAGE, REFERRING TO COLUMN I&S) if:
Code 1 or 2 or 3 or 4 at Q7A/Q7C
Show 1 masthead only if code 1 at Q5G

How much do you agree or disagree with the following statements?

If you see this brand in print and on screen please consider both of these when making your response.

INSERT PICTURE CENTERED – USE LOGOS FROM RPY (Q5C and Q6B)
STATEMENTS:

1. Reading or looking at it is time well spent
2. Its advertising is relevant to me
3. It gives me something I can't get elsewhere
4. I trust what I see in it

SCALE:

1. Agree strongly
2. Agree a little
3. Neither agree nor disagree
4. Disagree a little
5. Disagree strongly

RANDOMISE STATEMENTS (BUT SHOW SAME ORDER EACH TIME FOR A RESPONDENT)
FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY
END TIME "SofC/TSR/ATT LOOP"

START TIME "GENERAL ATTITUDE"
Filter: Ask for Newspapers and only publication CODE 0049 – refer to column K in the excel media list file
Don't ask if Magazines or Digital only ONLY are selected - refer to column K in the excel media list file
Filter: IF AT (Newspapers) Q5G = CODE 1 OR CODE 3 and/or publication CODE 0049 code 1 at Q6B
Q21G_ATTITUDE_intro
The next questions are about Newspapers in general.

Q21G_ATTITUDE – SA PROGRESSIVE GRID
How much do you agree or disagree with the following statements about the newspaper brand(s) you read regularly?

If you read newspaper brand(s) in print and on screen please consider both of these when giving your response.

STATEMENTS:

1. Reading or looking at my preferred newspaper brand(s) is time well spent

2. Advertising in my preferred newspaper brand(s) is relevant to me
3. My preferred newspaper brand(s) gives me something I can't get elsewhere
4. I trust what I see in my preferred newspaper brand(s)

SCALE:

1. Agree strongly
2. Agree a little
3. Neither agree nor disagree
4. Disagree a little
5. Disagree strongly

RANDOMISE STATEMENTS
FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT. FOR MOBILE ALIGN THE SCALE VERTICALY
END TIME "GENERAL ATTITUDE"

START TIME "HH composition"

Q23 _intro
You have now finished the first section of the survey.

For many people this is the longest part.

Coming up, there are four shorter sections in which we'd like you to tell us a bit more about you and your household.

Your answers will help the publishers of newspapers and magazines to better understand both their readers and non-readers.

The sections are:

- You and your household
- Shopping
- Devices in your household
- General lifestyle

Q23H_intro
Section 2 (of 5)
You and your household
[Scripter: show the wording on 2 line and centralised show image (image name HH) under the text]

Q23A_New
How many people, in total, live in this household? (please include yourself and any children)
Please exclude any people who cater for themselves separately.
[Scripter: show a drop-down numerical answer 1 to 10]
Dropdown selection:

1 2 **3** 4 **5** 6 **7** 8 **9** 10

[Scripter: insert a pop up message available by clicking on the word 'here' at the end of the following sentence]
For more information on what a household is please click here.
[Message]
A 'household' is one person or a group of people who live together.
A group of people in a household should share some of the living accommodation, like a living room.

[Scripter: must have a response >0 at Q23A to move to Q23B]

[Scripter if the field is left blanc show the following error message: Please provide an answer clicking on the arrow and selecting a value from the dropdown menu]

Q23B_Number_in_household_categories
How many people are there in the following age bands, including yourself? Please type in below.

[Scripter: show numeric answer field allowing 1-10 answers, with cursor already positioned in the box]
[Scripter: show error message if code 1+2+3+4 does not equal answer from Q23A]
Filter: if Q23A=1 don't show code 1 and 2

1	5 years or under	
2	6-14 years	
3	15-17 years	
4	18+	
5	Prefer not to say	SP

Q23B error message:
Please provide an answer for the [insert number from Q23A] [if Q23A=1 prompt] person [if Q23A>1 prompt] people in your household or go back to correct the total number at the previous question.
END TIME "HH composition"

START TIME "CLASS"
Q38A_Participant_age
Please tell us your exact age: [enter#]
Allow codes 16 to 100
Code 1. Prefer not to say

Filter: if code 1 is selected at Q38A_ Participant _age show the following question
Q38Z_age_estimate
SP
Please select the age group you fall into.
1. 15-17
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+
9. Prefer not to say

[filter: ONLY if code 9 at Q38Z_age_estimate]
Q38Z_age_estimate_warning
While you are free not to answer this question, your response will help us to ensure we represent all types of people.
Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.
Code 1. Return to previous question   **[GO back to Q38Z_age_estimate]**
Code 2. Continue (I'd prefer not to answer this question)

Summary components | Internal/Strictly Confidential | This work will be carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2012, and with the Ipsos MORI Terms and Conditions which can be found at http://www.ipsos-mori.com/terms. © Ipsos MORI 2014.

Q38B_ Participant _gender

Which of the following describes how you think of yourself?

SP

1	Male
2	Female
3	In another way
4	Prefer not to say

[SCRIPTER: ONLY IF CODE 4 at Q38B_ Participant _gender]

Q38B_Participant _gender_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   **[GO back to Q38B_Participant _gender]**

Code 2. Continue (I'd prefer not to answer this question)

Q38C_Participant_marital_status

Which of the following best describes you?

SP

1	Single
2	Married/Living with partner/Civil partnership
3	Widowed
4	Divorced/Separated
5	Prefer not to say

Q38D_Participant_working_status

Which of these options best describes your current working status?

SP

1	Full time paid work (30+ hours per week) – including furlough
2	Part time paid work (8-29 hours per week) – including furlough
3	Part time paid work (under 8 hours per week) – including furlough
4	Unemployed (seeking work)
5	Retired
6	Not in paid employment (and not seeking work)
7	Full time education
8	Prefer not to say

[SCRIPTER: ONLY IF CODE 8 at Q38D_Participant_working_status]

Q38D_Participant_working_status_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   **[GO back to Q38D_Participant_working_status]**

Code 2. Continue (I'd prefer not to answer this question)

IF Q23A > 1 ask Q40A Intro and Q40A Chief income earner

Q40A_Chief_Income_Earner_Intro

In Great Britain, a standard way of classifying households is according to the working status of the person in a household who has the **largest income**, whether from

- Employment
- Pensions
- State benefits
- Investments or other sources

so the next few questions are about the working status of the **main income earner in your household**.

Q40A_Chief_Income_Earner

Who in your household would you say is the MAIN INCOME EARNER, that is the person with the largest income?

[Scripter: insert a pop up message available by clicking on the word 'here' at the end of the following sentence]

For more information about the Main Income Earner definition please click here.

[Message]

- *The Main Income Earner is either yourself or someone who is related to you or married/co-habiting with you.*

- *If two or more people in the household have equal incomes, please select the older person as Main Income Earner.*

- *If you are part of a group of unrelated people that are not in financially dependent relationships and are sharing living accommodation then you are your own Main Income Earner*

SP

1	I am the main income earner
2	My spouse or partner is the main income earner
3	Someone else in my household is the main income earner

[IF codes 2 or 3 at Q40A]

Q40B_CIE_working_status

Which of these options best describes the current working status of the **main income earner**?

SP

1	Full time paid work (30+ hours per week) – including furlough
2	Part time paid work (8-29 hours per week) – including furlough
3	Part time paid work (under 8 hours per week) – including furlough
4	Unemployed (seeking work)
5	Retired
6	Not in paid employment (and not seeking work)
7	Full time student
8	Don't know
9	Prefer not to say

[SCRIPTER: ONLY IF and 9 at Q40B_CIE_working_status]

Q40B_CIE_working_status_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   **[GO back to Q40B_CIE_working_status]**

Code 2. Continue (I'd prefer not to answer this question)

Filter: If code 4 (unemployed) at Q40B (CIE working status)

Q40C_CIE_Length_unemployed

For how long has the main income earner been unemployed?

SP

1	Six months or less
2	More than six months
3	Don't know
4	Prefer not to say

Filter: if code 2 (more than 6 months) at Q40C (CIE unemployed)

Q40D_CIE_unemployed_six_months_Plus

Does the main income earner have any income apart from state benefits?

SP

1	Yes
2	No
3	Don't know
4	Prefer not to say

Filter: if code 5 (retired) at Q40B CIE Working Status)

Q40E_CIE_pension

Does the main income earner have a private pension or a pension from any previous place of work?

SP

1	Yes
2	No
3	Don't know
4	Prefer not to say

Filter: if code 5 (retired) at Q40B CIE Working Status) and code 2 (No private or work pension) at Q40E

Q40O_CIE_PENSION_

Does the main income earner have state benefits and/or other form of private income (such as pension from a deceased spouse, savings or investments etc.)?

SP

1	State benefits only
2	State benefits and some other form of income
3	No state benefits but has some other form of income
4	No income
5	Don't know

Filter: ask 40i to 40N if codes 1, 2, 3, 4, 5, 6, 7, 8 or 9 at Q40B_CIE_working_status

Filter: Ask Q40i_NOT-EMPLOYED INTRO only if codes 4,5 or 6 at Q40B_CIE_working_status

Q40i_NOT-EMPLOYED INTRO

While you are answering the next questions please think about the main income earner's most recent job.

Don't ask if code7 at Q40B_CIE_working_status

Q40J_SELF-EMPLOYED

If codes 1,2,3, 8 or 9 at Q40B_CIE_working_status

Is the main income earner…?

If codes 4,5 or 6 at Q40B_CIE_working_status

Was the main income earner…?

SP

1	An employee of a company
2	Self-employed or freelance without employees
3	Self-employed with employees
4	Don't know
5	Prefer not to say

Filter: ONLY if code 5 at Q40J_SELF-EMPLOYED

Q40J_SELF-EMPLOYED_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q40J_SELF-EMPLOYED]

Code 2. Continue (I'd prefer not to answer this question)

Filter: Do not show Q40K if code 2 at Q40J

Q40K_NUMBER_AT_WORK

Filter: if code 1,2,3,8 or 9 at Q40B AND codes 1,3,4 or 5 at Q40J show the following text

Approximately how many people work there in total (including the main income earner)?

Filter: if code 4,5 or 6 at Q40B AND codes 1,3,4 or 5 at Q40J show the following text

Approximately how many people were working there in total (including the main income earner)?

SP

1	1-24
2	25-199
3	200 or more
4	Don't know
5	Prefer not to say

Filter: ONLY if code 5 at Q40K_NUMBER_AT_WORK

Q40K_NUMBER_AT_WORK_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q40K_NUMBER_AT_WORK]

Code 2. Continue (I'd prefer not to answer this question)

Filter: Do not show Q40L if code 2 at Q40J

Q40L_NUMBER_RESPONSIBLE

Filter: if code 1,2,3,8 or 9 at Q40B AND codes 1,3,4 or 5 at Q40J show the following text

Approximately how many people is the main income earner responsible for?

Filter: if code 4,5 or 6 at Q40B AND codes 1,3,4 or 5 at Q40J show the following text

Approximately how many people was the main income earner responsible for?

SP

1	None
2	1
3	2-4
4	5-9
5	10-24
6	25 or more
7	Don't know
8	Prefer not to say

Filter: ONLY if code 8 at Q40L_NUMBER_RESPONSIBLE

Q40L_NUMBER_RESPONSIBLE_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q40L_NUMBER_RESPONSIBLE]

Code 2. Continue (I'd prefer not to answer this question)

[Show Q40I and H on the same screen]

Don't ask if code7 at Q40B_CIE_working_status

Q40I_JOB

Filter: if code 1,2,3, 8 or 9 at Q40B show the following text

To help us in classifying your responses, we need to understand the type of job that they do.

What is the main income earner's full job title?

Filter: if code 4,5 or 6 at Q40B show the following text

To help us in classifying your responses, we need to understand the type of job that they had.

What was the main income earner's full job title in their last job?

Filter: All

For example: "primary school teacher", "car mechanic", "district nurse", "structural engineer"

Please include rank/grade if appropriate, for example: Rank if in Armed Forces, Police or Fire Service or Grade/Band if in NHS

SP

1. [enter]

2. Don't know

Don't ask if code7 at Q40B_CIE_working_status

Q40H_WORK _DONE

Filter: if code 1,2,3, 8 or 9 at Q40B show the following text

Please provide a brief description of what the main income earner does in their main job:

Filter: if code 4,5 or 6 at Q40B show the following text

Please provide a brief description of what the main income earner did in their main job:

SP

1. [enter]

2. Don't know

Filter: [if code 1 is left blank at Q40H_WORK _DONE OR have less than 5 characters OR have only numbers] OR [if code 1 is left blank at Q40I_JOB OR have less than 5 characters OR have only numbers]

Q40H_WORK_DONE_not enough info_warning

Please provide more details about the type of work done in this job. The more information that you can provide the better we are able to ensure that this research represents all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q40H_WORK _DONE]

Code 2. I'd prefer not to answer this question   [Q40H_WORK _DONE _warning]

Filter: ONLY if code 2 at Q40H_WORK _DONE_not enough info_warning

Q40H_WORK _DONE _warning

While you are free not to answer this question, your answer to questions in this section are only used to check how well our research represents people from different types of backgrounds.

The best way for us to do this is to know a little bit about the type of work the main incomer earner does/did. By sharing these details it will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q40H_WORK _DONE]

Code 2. Continue (I'd prefer not to answer this question)

Don't ask if code7 at Q40B_CIE_working_status

Q40G_TYPE OF FIRM

Filter: if code 1,2,3, 8 or 9 at Q40B show the following text

Thinking about where the main income earner works, what type of business is it?

Filter: if code 4,5 or 6 at Q40B show the following text

Thinking about where the main income earner last worked, what type of business is it?

ALL

For example: primary education, repairing cars, contract catering, computer servicing

If the name of organisation is widely known and recognisable to the general public, please write this in, for example Royal Mail or NHS

SP

1. [enter]

2. Don't know

Filter: ONLY if code 1 is left blank at Q40G_TYPE OF FIRM

Q40G_TYPE OF FIRM_warning

While you are free not to answer this question, sharing these details will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q40G_TYPE OF FIRM]

Code 2. Continue (I'd prefer not to answer this question)

Don't ask if code7 at Q40B_CIE_working_status

[Show Q40M and N on the same screen]

Q40M_QUALIFICATIONS

Does the main income earner have any qualifications which are relevant to the job being done?

For example: NVQ/HNC/HND/GNVQ/Degree in a relevant subject, or professional qualifications such as those for teaching, medicine, law, engineering, accountancy etc.

SP

1	Yes
2	No
3	Don't know

filter: If code 1 (yes) at Q40M (qualifications) show the following text and codes on the same screen

Q40N_QUALIFICATIONS_TYPE

Please provide details of the qualifications held that are relevant to their job.

SP

1. | Enter |

2. Don't know

If code 2 or 3 at Q40A chief income

Q45_Education_CIE

At what age did the main income earner finish their full-time education? Please scroll, if needed, to review all options.

SP

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
8	Don't know
9	Prefer not to say

if code 2 or 3 at Q40A chief income earner

Q40Q_CIE_summary

Filter: if code 1,2,3,7, 8 or 9 at Q40B show the following text

Which of the following best describes the main income earner's main job?

If codes 4,5 or 6 at Q40B_CIE_working_status

Which of the following best describes the main income earner's most recent job?

SP

Code 1	**Unskilled or semi-skilled manual worker** (no responsibility for other employees) *For example: farm worker, cleaner, postal worker, van driver, care worker, waiter, taxi driver, shop assistant, apprentice/trainee in skilled trade*
Code 2	**Skilled manual worker (**no responsibility for other employees) *For example: HGV driver, train/bus/ambulance driver, chef, hairdresser, mechanic, plumber, bricklayer, carpenter, painter, electrician, caterer, specialised machinery operator, fire-fighter, pub/bar worker*
Code 3	**Manual worker – Manager -** Responsible for 1-24 employees
Code 4	**Manual worker – Manager -** Responsible for 25+ employees

Code 5	**Non-management office role; middle manager in small organisation; Qualified nurse; Performing artist** *For example: secretary, personal assistant, clerical worker, office worker, call centre agent, salesperson, nurse or nursery nurse, actor, musician, sportsperson*
Code 6	**Middle manager or executive in large organisation; Senior manager of small organisation; Qualified professional (**with no senior management responsibility**)** *For example: department manager, teacher, engineer, accountant, doctor, manager of small building firm*
Code 7	**Top/Senior manager in large organisation; Qualified senior professional** *For example: main board director, senior civil servant, headteacher, partner in professional practice, surgeon*
Code 8	**Business Owner - R**esponsible for 1-4 employees
Code 9	**Business Owner -** Responsible for 5-24 employees
Code 10	**Business Owner -** Responsible for 25+ employees
Code 11	**Casual worker or no regular income**
Code 12	**Full time student**
Code 13	**Don't know**
Code 14	**Prefer not to say**

Filter: ONLY if code 14 at Q40Q_CIE_summary

Q40Q_ CIE_summary_JOB_warning

While you are free not to answer this question, your answer to questions in this section are only used to check how well our research represents people from different types of backgrounds.

The best way for us to do this is to know a little bit about the type of work the main incomer earner does/did. By sharing these details it will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   **[Q40Q_CIE_summary]**

Code 2. Continue (I'd prefer not to answer this question)

IF CODE 2 (partner or spouse of CIE) at Q40A

Q43_CIE_INCOME

Thinking about the main income earner, which category comes closest to his/her **net annual income**, that is after deducting income tax, national insurance and contributions to pension schemes? Please scroll, if needed, to review all options.

SP

1 - Up to £3,499 a year (= up to £299 per month)

2 - £3,500 - £4,999 a year (= up to £300 - £399 per month)

3 - £5,000 - £11,999 a year (= up to £400 - £999 per month)

4 - £12,000 - £19,999 a year (= up to £1,000 - £1,699 per month)

5 - £20,000 - £29,999 a year (= up to £1,700 - £2,499 per month)

6 - £30,000 - £49,999 a year (= up to £2,500 - £4,199 per month)

7 - £50,000 - £69,999 a year (= up to £4,200 - £5,799 per month)

9 - £70,000+ a year (= up to £5,800 per month)

10 – Don't know

11 – Prefer not to say

Filter: only if code 11 at Q43_CIE_INCOME

Q43_CIE_INCOME_warning

While you are free not to answer this question, your answer to questions in this section are only used to check how well our research represents people from different types of backgrounds.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1 Return to previous question GO back to Q43_CIE_INCOME

Code 2 Continue (I'd prefer not to answer this question)

Filter: if code 1 at Q40A

Filter: Ask questions Q38E to Q41i ONLY if code 1 at Q40A chief income earner or Q23A = 1

Filter: Ask Q38E intro and Q38E time unemployed if code 4 (unemployed) at Q38D (working status)

Q38E_ Participant_unemployed_intro

The next few questions are included to help us understand more about your current situation.

Q38E_Participant_time_unemployed

For how long have you been unemployed?

SP

1	Six months or less
2	More than six months
3	Prefer not to say

Filter: Ask Q38F if code 2 (more than 6 months) at Q38E

Q38F_Participant_time_unemployed

Do you have any income apart from state benefits?

SP

1	Yes
2	No
3	Prefer not to say

Filter: Ask Q38G if code 5 (retired) at Q38D

Q38G_Retirement_details

Do you have a private pension or a pension from any previous place of work?

SP

1	Yes
2	No
3	Prefer not to say

Filter: if code 5 (retired) at Q38D Participant Working Status) and code 2 (No private or work pension) at Q38G

Q41J_PARTICIPANT_PENSION

Do you have state benefits and/or other form of private income (such as pension from a deceased spouse, savings or investments etc.)?

SP

1	State benefits only
2	State benefits and some other form of income
3	No state benefits but some other form of income
4	No income
5	Don't know

Filter: if code 4, 5 or 6 at Q38D show the following text

Q41i_NOT-EMPLOYED INTRO

While you are answering the next questions please think about your latest job.

Filter: don't ask if code 7 at Q38D
Q41E_SELF-EMPLOYED
Filter: if code 1,2,3 or 8 at Q38D show the following text

Are you…?

Filter: if code 4, 5 or 6 at Q38D show the following text

Were you…?

SP

1	An employee of a company
2	Self-employed or freelance without employees
3	Self-employed with employees
4	Prefer not to say

Q41E_SELF-EMPLOYED_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q41E_SELF-EMPLOYED]

Code 2. Continue (I'd prefer not to answer this question)

Filter: Do not show Q41F if code 2 at Q41E; Ask Q41F if code 1,2,3,4,5,6,8 at Q38D
Q41F_NUMBER_AT_WORK
Filter: if code 1,2,3 or 8 at Q38D AND codes 1,3 or 4 at Q41E show the following text
Approximately how many people work there in total? (including you)

Filter: if code 4, 5 or 6 at Q38D AND codes 1,3 or 4 at Q41E show the following text
Approximately how many people were working there in total? (including you)

SP

1	1-24
2	25-199
3	200 or more
4	Don't know
5	Prefer not to say

Filter: ONLY if code 5 at Q41F_NUMBER_AT_WORK
Q41F_NUMBER_AT_WORK_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q41F_NUMBER_AT_WORK]

Code 2. Continue (I'd prefer not to answer this question)

Filter: Do not show Q41G if code 2 at Q41E; Ask Q41G if code 1,2,3,4,5,6,8 at Q38D
Q41G_NUMBER_RESPONSIBLE
Filter: if code 1,2,3 or 8 at Q38D AND codes 1,3 or 4 at Q41E show the following text
Approximately how many people are you responsible for?

Filter: if code 4, 5 or 6 at Q38D AND codes 1,3 or 4 at Q41E show the following text

Approximately how many people were you responsible for?

SP

1	None
2	1
3	2-4
4	5-9
5	10-24
6	25 or more
7	Prefer not to say

Filter: ONLY if code 7 at Q41G_NUMBER_RESPONSIBLE

Q41G_NUMBER_RESPONSIBLE_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1 Return to previous question   [GO back to Q41G_NUMBER_RESPONSIBLE]

Code 2 Continue (I'd prefer not to answer this question)

Filter ask Q41D,B,C for all codes 1, 2 or 3 (working) or code 5 (Retired) at Q38D participant working status

[Show Q41D and C on the same screen]

Filter: don't ask if code 7 at Q38D

Q41D_Participant_JOB

Filter: if code 1,2 or 3 at Q38D show the following text

To help us in classifying your responses we need to understand the type of job that you have.
What is your full job title?

Filter: if code 4 or 5 at Q38D show the following text

To help us in classifying your responses we need to understand-the type of job that you had.

What was your full job title in your last job?

Filter: All

For example: "primary school teacher", "car mechanic", "district nurse", "structural engineer"

Please include rank/grade if appropriate, for example: Rank if in Armed Forces, Police or Fire Service or Grade/Band if in NHS

SP

1.   [enter]

Filter: don't ask if code 7 at Q38D

Q41C_Participant_WORK _DONE

Filter: if code 1,2,3 or 8 at Q38D show the following text

Please provide a brief description of what you do in your main job:

Filter: if code 4,5 or 6 at Q38D show the following text

Please provide a brief description of what you did in your main job:

SP   enter

1.

Q41C_WORK_DONE_not enough info_warning

Please provide more details about the type of work done in this job. The more information that you can provide the better we are able to ensure that this research represents all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question   [GO back to Q41C_Participant_WORK _DONE]

Code 2. I'd prefer not to answer this question   [Q41C_Participant_WORK _DONE]

Q41C_Participant_WORK _DONE_warning

While you are free not to answer this question, your answer to questions in this section are only used to check how well our research represents people from different types of backgrounds.

The best way for us to do this is to know a little bit about the type of work you do/did. By sharing these details, it will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1 Return to previous question   [GO back to Q41C_Participant_WORK _DONE]

Code 2 Continue (I'd prefer not to answer this question)

Q41B_Participant_TYPE OF FIRM
What is the main activity of your employer/business?

What was the main activity of your employer/business?

ALL

For example: primary education, repairing cars, contract catering, computer servicing

If the name of organisation is widely known and recognisable to the general public, please write this in, for example Royal Mail or NHS

SP   enter

1.

Q41B_Participant_TYPE OF FIRM_warning

While you are free not to answer this question, sharing these details will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1 Return to previous question   [GO back to Q41B_Participant_TYPE OF FIRM]

Code 2 Continue (I'd prefer not to answer this question)

[Show Q41H and i on the same screen]

Q41H_QUALIFICATIONS

Do you have any qualifications which are relevant to your job?

For example: NVQ/HNC/HND/GNVQ/Degree in a relevant subject, or professional qualifications such as those for teaching, medicine, law, engineering, accountancy etc.

SP

1	Yes
2	No
3	Don't know

Q41i QUALIFICATIONS_TYPE

Please provide details of the qualifications you hold that are relevant to your job.

SP

1. [enter]

If code 1 at Q40A chief income earner or Q23A = 1

Q40Q_no data_

Filter: if code 1,2,3,7 or 8 at Q38D show the following text

Which of the following best describes your main job?

Filter: if code 4, 5 or 6 at Q38D show the following text

Which of the following best describes your most recent job?

SP

Code 1	**Unskilled or semi-skilled manual worker** (no responsibility for other employees) *For example: farm worker, cleaner, postal worker, van driver, care worker, waiter, taxi driver, shop assistant, apprentice/trainee in skilled trade*
Code 2	**Skilled manual worker (**no responsibility for other employees) *For example: HGV driver, train/bus/ambulance driver, chef, hairdresser, mechanic, plumber, bricklayer, carpenter, painter, electrician, caterer, specialised machinery operator, fire-fighter, pub/bar worker*
Code 3	**Manual worker – Manager -** Responsible for 1-24 employees
Code 4	**Manual worker – Manager -** Responsible for 25+ employees
Code 5	**Non-management office role; middle manager in small organisation; Qualified nurse; Performing artist** *For example: secretary, personal assistant, clerical worker, office worker ~~clerk~~, call centre agent, salesperson, nurse or nursery nurse, actor, musician, sportsperson*
Code 6	**Middle manager or executive in large organisation; Senior manager of small organisation; Qualified professional (**with no senior management responsibility**)** *For example: department manager, teacher, engineer, accountant, doctor, manager of small building firm*
Code 7	**Top/Senior manager in large organisation; Qualified senior professional** *For example: main board director, senior civil servant, headteacher, partner in professional practice, surgeon*
Code 8	**Business Owner - R**esponsible for 1-4 employees
Code 9	**Business Owner -** Responsible for 5-24 employees
Code 10	**Business Owner -** Responsible for 25+ employees
Code 11	**Casual worker or no regular income**
Code 12	**Full time student**
Code 13	**Don't know**
Code 14	**Prefer not to say**

Q40Q_no data_JOB_warning

While you are free not to answer this question, your answer to questions in this section are only used to check how well our research represents people from different types of backgrounds.

The best way for us to do this is to know a little bit about the type of work you do /did. By sharing these details it will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1. Return to previous question **[Q40Q_no data]**

Code 2. Continue (I'd prefer not to answer this question)

END TIME "CLASS"

START TIME "EDQUAL"

Q44_Education

If code 2 or 3 at Q40A chief income earner show the following text:

Now some questions about YOUR education.

if code 1 at Q40A chief income earner show the following text:

Now some questions about your education.

How old were you when you finished your full-time education? Please scroll, if needed, to review all options.

SP

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
8	Don't know
9	Prefer not to say

Q44_Qualifications

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

Please scroll, if needed, to review all options.

SP

1	GCSEs/O levels / CSEs or equivalent
2	Vocational qualifications, including NVQ levels 1 and 2
3	A levels or equivalent, including NVQ level 3
4	Degree or equivalent, including NVQ level 4 and 5
5	Masters/PhD or equivalent
6	Other
7	No formal qualifications
8	Prefer not to answer

END TIME "EDQUAL"

START TIME "TENURE"

Q44B_Household_tenure

Is the home you live in…

SP

1	Owned outright
2	Owned with mortgage/loan
3	Rented from council

4	Rented from someone else
5	Rent free
6	Don't know
7	Prefer not to say

END TIME "TENURE"

START TIME "INCOME"

Filter: Ask Q42 Participant income only if code 1 or 2 or 3 at Q40A or Q23A=1

Q42_PARTICIPANT_INCOME

Please tell me the income category that comes closest to your personal **net annual income**, that is after deducting income tax, national insurance and contributions to pension schemes. Please scroll, if needed, to review all options.

SP

1 - Up to £3,499 a year (= up to £299 per month)

2 - £3,500 - £4,999 a year (= up to £300 - £399 per month)

3 - £5,000 - £11,999 a year (= up to £400 - £999 per month)

4 - £12,000 - £19,999 a year (= up to £1,000 - £1,699 per month)

5 - £20,000 - £29,999 a year (= up to £1,700 - £2,499 per month)

6 - £30,000 - £49,999 a year (= up to £2,500 - £4,199 per month)

7 - £50,000 - £69,999 a year (= up to £4,200 - £5,799 per month)

9 - £70,000+ a year (= up to £5,800 per month)

10 – No Income – (SHOW ONLY IF code 2 or 3 at Q40A)

12 – Don't know

13 – Prefer not to say

Filter: only if code 12 or 13 at Q42_PARTICIPANT_INCOME

Q42_PARTICIPANT_INCOME_warning

While you are free not to answer this question, your answer to questions in this section are only used to check how well our research represents people from different types of backgrounds.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1 Return to previous question   GO back to Q42_PARTICIPANT_INCOME

Code 2 Continue (I'd prefer not to answer this question)

END TIME "INCOME"

Q38l_Ethnicity

SP

Which of these ethnic backgrounds do you consider yourself to belong to? Please scroll, if needed, to review all options.

	White
1	English/Welsh/Scottish/Northern Irish/British
2	Irish
3	Gypsy or Irish Traveller
20	Roma
4	Any other White background

		Mixed/Multiple ethnic groups
5		White and Black Caribbean
6		White and Black African
7		White and Asian
8		Any other Mixed/Multiple ethnic background
		Asian/Asian British
9		Indian
10		Pakistani
11		Bangladeshi
12		Chinese
13		Any other Asian background
		Black/African/Caribbean/Black British
14		African
15		Caribbean
16		Any other Black/African/Caribbean background
		Other ethnic group
17		Arab
18		Any other ethnic group
19		Prefer not to say

[Filter: ONLY if code 19 at Q38I_Ethnicity]

Q38I_Ethnicity_warning

While you are free not to answer this question, your response will help us to ensure we represent all types of people.

Your response will be kept confidential by Ipsos MORI and will only be used for statistical purposes.

Code 1 Return to previous question   **[GO back to Q38I_Ethnicity]**
Code 2 Continue (I'd prefer not to answer this question)

Q39A_ Participant _sexual_orientation

Which of the following describes your sexual orientation?

SP

1	Heterosexual/Straight
2	Gay/Lesbian
3	Bisexual
4	Other
5	Prefer not to say

Q39B_ Participant _disability

Do you have any long-term disability, health problem or illness that limits your daily activities?

SP

1	Yes
2	No
3	Prefer not to say

START TIME "SHOPPER"

Q37_Intro

Section 3 (of 5)

Shopping

[Scripter: show the wording on 2 line and centralised show image (image name SHOP) under the text]

Q37A_Main_Shopper

Thinking about all of the items purchased for your household from supermarkets and food shops, do you personally select…?

SP

1	All or most items
2	About half
3	Less than half
4	None or almost none

Filter: if code 1, 2 or 3 at Q37A ask question Q37B

Q37B_Main _Shopper_spend

And how much do you personally spend **in an average week** on food and household items?

[Single punch]

1	About £20 or less
2	About £30
3	About £40
4	About £50
5	About £75
6	About £100
7	About £125
8	About £150 or more
9	Don't know
10	Prefer not to say

Q37C_Supermarkets visited in the past 3 months_not online

In which of the following supermarkets and shops have you personally done your **household grocery shopping in the past 3 months**?

Do not include online shopping or non-grocery shopping

Please select ALL that apply and scroll down if needed.

[Please rotate using the position number and not alphabetically]

[Multi punch for code 1 to 19, single punch if code 20]

1	Aldi	11	Morrisons
2	Asda	12	Nisa
3	Budgens	13	Poundland/Pound shops
4	The Co-operative Food	14	Sainsbury's
5	Costco	15	Spar
6	Costcutter	16	Tesco
7	Farmfoods	17	Waitrose
8	Iceland	18	Wilko

9	Lidl	19	Other supermarket/Food shop
10	Marks & Spencer	20	None of these

Scripter: DO NOT ROTATE (keep option Other supermarket and None of these as last ones always)
For desktop: codes 19 and 20 must be at the bottom of the second column

Q37D_Proportion of grocery shopping done online
How much of your grocery shopping do you buy online?
[Single punch]

1	All or most items
2	About half
3	Less than half
4	None or almost none

Filter: ask Q37E if code 1 to 3 at Q37D

Q37E_Supermarkets visited online in the past 3 months
Please select the online sites and delivery services you have used for your household grocery shopping in the past 3 months.
Please select ALL that apply and scroll down if needed.

[Multi punch for code 1 to 11, single punch if code 12]

2	Aldi
3	Amazon Fresh
1	Asda
4	Iceland
5	Morrisons
6	Ocado
7	Sainsbury's
8	Tesco
10	Waitrose
11	Other online site / delivery service
12	None of these

Scripter: DO NOT ROTATE
For desktop: codes 11 and 12 must be at the bottom of the second column

Q37F_Categories researched/browsed online in past 3 months
Scripter: rotate the following list]
[Allow multiple answers]
[code 14. None of these is exclusive]
FOR DESKTOP, ALIGN THE SCALE FROM LEFT TO RIGHT (AND ON 2 LINES IF ON 1 LINE IS TOO LONG). FOR MOBILE ALIGN THE SCALE VERTICALY IN DISPLAY THE OPTIONS IN THE CENTRE OF THE SCREEN
Please select the types of products or services you have **RESEARCHED OR BROWSED** online in the past 3 months.
Please select ALL that apply and scroll down if needed.

[Multi punch for code 1 to 13, single punch if code 14]

1	Food and drink
2	Travel and holidays
3	Health, wellbeing, sport and fitness
4	Fashion/Clothes
5	Beauty and cosmetics
6	Cars and motoring

7	Arts, books and music
8	Technology, entertainment and electronics
9	Household electrical items
10	Luxury goods
11	Gardening, home furnishings and DIY
12	Personal finance
13	Property
14	None of these

Scripter: rotate vertically (keep option None of these as last one always)
For desktop: code 14 must be at the bottom of the second column

Q37G_Categories purchased online in past 3 month
Scripter: rotate the following list
[Allow multiple answers]
[code 14. None of these is exclusive]
FOR DESKTOP, ALLIGN THE SCALE FROM LEFT TO RIGHT (AND ON 2 LINES IF ON 1 LINE IS TOO LONG). FOR MOBILE ALIGN THE SCALE VERTICALY IN DISPLAY THE OPTIONS IN THE CENTRE OF THE SCREEN
Please select the types of products or services you have **PURCHASED** online in the past 3 months.
Please select ALL that apply and scroll down if needed.

 [Multi punch for code 1 to 13, single punch if code 14]

1	Food and drink
2	Travel and holidays
3	Health, wellbeing, sport and fitness
4	Fashion/Clothes
5	Beauty and cosmetics
6	Cars and motoring
7	Arts, books and music
8	Technology, entertainment and electronics
9	Household electrical items
10	Luxury goods
11	Gardening, home furnishings and DIY
12	Personal finance
13	Property
14	None of these

Scripter: rotate vertically (keep option None of these as last one always)
For desktop: code 14 must be at the bottom of the second column
END TIME "SHOPPER"

Q4B _ Intro_devices
Section 4 (of 5)
Devices in your household

[Scripter: show the wording on 2 line and centralised show image (image name DEV) under the text]

START TIME "INTN"
Q4_INTERNET_ACCESS
Apart from today, when did you last use the internet at home, at work or anywhere else from any device?
SP.

1   Yesterday
2   Within the past 7 days
3   Within the past 30 days
4   Within the past 3 months
5   Within the past 12 months
6   Longer ago than 12 months

[Filter: if code 1 to 5 are selected on Q4_INTERNET_ACCESS]

Q4A_INTERNET_ACCESS_FREQUENCY

And how often do you use the internet from any device?

SP.

1	More than once or twice a day
2	About once or twice a day
3	About 4 or 5 times a week
4	About 2 or 3 times a week
5	About once a week
6	About once a month
7	Less Often

END TIME "INTN"

START TIME "PHONE"

Q25_SMARTPHONE_household

How many of each of these types of smartphone do you have in your household? Please only count those that are **WORKING AND IN USE** and exclude work devices.

Please type your response in the boxes below.

[Scripter: show numeric answer field allowing 0-10 answers]

A - Apple iPhone	1 Household	
B - Android Phone	1 Household	
C - Other /Type not known	1 Household	

[Filter: Ask Q25A smartphone if # > 1 at Q23 and if at Q25 code A+B+C > 0]

Error message: Please enter a value or click next if this is correct

Q25A_SMARTPHONE_primary user

And of these, how many of each type of smartphone do you **PERSONALLY USE**?

Please type your response in the boxes below.

[Scripter: show 'personally use' in CAPITAL letters and bold]

A	Apple iPhone	[pipe in device name from Q25_SMARTPHONE A # > 0	
B	Android phone	[pipe in device name from Q25_SMARTPHONE B # > 0	
C	Other/Type not known	[pipe in device name from Q25_SMARTPHONE C # > 0	

[Scripter: if Q23A >1 and Q25A_A >then Q25_A show error message: 'The number you personally use cannot be greater than the number in your household.']
[Scripter: if Q23A >1 and Q25A_B >then Q25_B show error message: 'The number you personally use cannot be greater than the number in your household.']
[Scripter: if Q23A >1 and Q25A_C >then Q25_C show error message: 'The number you personally use cannot be greater than the number in your household.']
[Scripter: if Q23A >1 and Q25_A>0 and Q25A_A = blank then Q25_ show error message 'Please enter a value Please enter a value or click next if this is correct'. Next button should then populate all with zeros]
Scripter: if Q23A >1 and Q25_B>0 and Q25A_B = blank then Q25_ show error message 'Please enter a value Please enter a value or click next if this is correct'. Next button should then populate all with zeros]
Scripter: if Q23A >1 and Q25_C>0 and Q25A_C = blank then Q25_ show error message 'Please enter a value Please enter a value or click next if this is correct'. Next button should then populate all with zeros]

Q25D_SMARTPHONES_MAIN
Ask Q25D if #=1 at Q23A_Number in Household and at Q25_SMARTPHONE respondent selects more than one type or if #>1 at Q23A_Number in Household and respondent selects more than one type at Q25A_SMARTPHONE

And which one do you use most often?
SP.

A	Apple iPhone	[pipe in device name [from Q25A_SMARTPHONE A # > 0 and Q23 #>1] OR [from Q25_SMARTPHONE A # > 0 and Q23 # =1]
B	Android phone	[pipe in device name from Q25A_SMARTPHONE B # > 0 and Q23 #>1] OR [from Q25_SMARTPHONE A # > 0 and QB3 # =1]
C	Other/Type not known	[pipe in device name from Q25A_SMARTPHONE C # > 0 and Q23 #>1] OR [from Q25_SMARTPHONE C # > 0 and Q23 # =1]

END TIME "PHONE"

START TIME "TABLET"
Q26_TABLET_TYPE_household
How many of each of these types of tablet do you have in your household? Please only count those that are **WORKING AND IN USE** and exclude work devices.
Please type your response in the boxes below.

[Scripter: show numeric answer field allowing 0-10 answers]

	1 Household	
A - Apple iPad		
B - Android tablet	1 Household	
C - Other /Type not known	1 Household	

[Filter: Ask Q26A tablet if # > 1 at Q23 and if at Q26 code A+B+C >=0]

Error message: Please enter a value or click next if this is correct

Q26A_TABLET_TYPE_personally use
How many of each type of tablet do you **PERSONALLY USE**? Please type your response in the boxes below.
[Scripter: show 'personally use' in CAPITAL letters and bold]

If Q26_TABLET_TYPE A # > 0	A - Apple iPad	
If Q26_TABLET_TYPE B # > 0	B - Android tablet	
If Q26_TABLET_TYPE C # > 0	C - Other /Type not known	

[Scripter: if Q23A >1 and Q26A_A >then Q26_A show error message: 'The number you personally use cannot be greater than the number in your household.']

[Scripter: if Q23A >1 and Q26A_B >then Q26_B show error message: 'The number you personally use cannot be greater than the number in your household.']

[Scripter: if Q23A >1 and Q26A_C >then Q26_C show error message: 'The number you personally use cannot be greater than the number in your household.']

[Scripter: if Q23A >1 and Q26_A>0 and Q26A_A = blank then Q25_ show error message '~~Please enter a value~~ Please enter a value or click next if this is correct'. Next button should then populate all with zeros]

Scripter: if Q23A >1 and Q26_B>0 and Q26A_B = blank then Q25_ show error message ''~~Please enter a value~~ Please enter a value or click next if this is correct'. Next button should then populate all with zeros]

Scripter: if Q23A >1 and Q26_C>0 and Q26A_C = blank then Q25_ show error message '~~Please enter a value~~ Please enter a value or click next if this is correct'. Next button should then populate all with zeros]

Q26B_ TABLET_PRIMARY

Filter: if Q23A > 1 (more than one person in household) and If Q26A_TABLET_TYPE A + B + C > 1

Thinking now of the tablets you use, of how many of these are you the **main** user? Please type your response in the boxes below.

[Scripter: show numeric answer field allowing 0-10 answers]

[Scripter: if Q26A ># Q26B for corresponding code show error message: 'The number you are the main user of cannot be greater than the number you personally use.'

SP

If Q26A_TABLET_TYPE A > 0	A - Apple iPad	1 Main User	
If Q26A_TABLET_TYPE B > 0	B - Android tablet	1 Main User	
If Q26A_TABLET_TYPE C > 0	C - Other /Type not known	1 Main User	

Ask Q26C only if # > 1 at Q23A (more than one person in household) and if codes A+B+C = 1 at Q26B (primary user of one tablet only).

SP.

Q26C_TABLET_OTHERS

And does anyone else use this tablet?

    1   Yes
    2   No

Ask Q26F [if #=1 at Q23A_Number in Household and at Q26_TABLET_TYPE more than one type (A,B,C) selected] or [if #>1 at Q23A_Number in Household and more than one type (A,B,C) selected at Q26A (Type of tablet main user)]

SP.
Q26F_TABLETS_MOST OFTEN
And which tablet do you personally use most often?
[Scripter: variable list filtered from Q26_TABLET_TYPE]

A	Apple iPad	[pipe in device name [from Q26A_TABLET A # > 0 and Q23 #>1] OR [from Q26_TABLET A # > 0 and Q23 # =1]
B	Android tablet	[pipe in device name [from Q26A_TABLET B # > 0 and Q23 #>1] OR [from Q26_TABLET B # > 0 and Q23 # =1]
C	Other Tablet/Type not known	[pipe in device name [from Q26A_TABLET B # > 0 and Q23 #>1] OR [from Q26_TABLET B # > 0 and Q23 # =1]

[pipe in device name [from Q26A_TABLET A # > 0 and Q23 #>1] OR [from Q26_TABLET A # > 0 and Q23 # =1]

If any response at Q26F and if # > 1 at Q23A (more than one person in household)
SP.
Q26G_TABLET_OTHERS
And does anyone else use this [pipe in brand name from Q26F]?

  1   Yes
  2   No
END TIME "TABLET"

START TIME "DEVICES"
Q24A_DIGITAL_DEVICES
How many PCs/laptops do you have in your household? Please type your response in the box below.
Please only count those that are **WORKING AND IN USE** and exclude work devices.

[Scripter: show numeric answer field allowing 0-10 answers]

| | A. PC/Laptop (exclude work PC/laptop) | 1 | Household | Insert number |

[Filter: Ask Q24B if # > 1 at Q23 and if Q24A > 0]
Q24B_DIGITAL_DEVICES
How many PCs/Laptops do you **PERSONALLY USE**? Please type your response in the box below.

[Scripter: show 'personally use' in CAPITAL letters and bold]

  A.   PC/Laptop (exclude work PC/laptop)   Insert number

[Scripter: if Q23A >1 and Q24B >then Q24A show error message: 'The number you personally use cannot be greater than the number in your household.']
[Scripter: if Q23A >1 and Q24A>0 and Q24B= blank then show error message Please enter a value or click next if this is correct'. Next button should then populate all with zeros]

Ask Q24L ONLY IF >1 PERSON IN HOUSEHOLD AT Q23A

Filter: If # = 1 (one computer only personally used) at Q24B_DIGITAL_DEVICES

Q24L_ONE_COMPUTER_OTHERS

Does anyone other than you use that PC/Laptop?

1. Yes
2. No

Ask Q24N only if >1 person in household Q23A

Filter: If # > 1 (more than one computer personally used) at Q24B_DIGITAL_DEVICES

Q24N_MAIN_COMPUTER

Thinking of the PC/Laptop that you use MOST of the time, does anyone other than you use this computer?

SP

1. Yes
2. No

Q23Z_DIGITAL_DEVICES_HouseHold

How many of each of these do you have in your household? Please only count those that are WORKING AND IN USE and exclude work devices. Please type your responses in the boxes below.

[Scripter: show numeric answer field allowing 0-10 answers]

A E-Book	Household	
B Smart watch	Household	
C Video Game Console	Household	
D Smart TV	Household	
E Blu Ray player	Household	
F Streaming devices	Household	
G An internet connected Set Top Box or DVR	Household	

Error message: Please enter a value or click next if this is correct

END TIME "DEVICES"

START TIME "NONHHDEV"

DON'T ASK Q27 and Q27B if code 5 at Q38D_Participant_working_status

SP.

Q27_NON_HOUSEHOLD_DEVICES Laptop/PC

In the last 30 days, have you used any **PCs/laptops** that are **owned by your place of work/education**?

1 Yes
2 No

SP.

Q27B_NON_HOUSEHOLD_DEVICES smartphone

In the last 30 days, have you used any **smartphones** that are **owned by your place of work/education**?

1 Yes
2 No

END TIME "NONHHDEV"

START TIME "DEVINT"

Filter: all code 1 to 5 at Q4 (Accessed the Internet in the past 12 months) AND

[Q24A_DIGITAL_DEVICES IF # >= 1 and Q23 #=1]

OR

[Q24B_DIGITAL_DEVICES IF # >= 1 and Q23 #>1]

OR

Q27_NON_HOUSEHOLD_DEVICES Code 1

OR
[Q25_SMARTPHONE A # > =1 and Q23 #=1]
OR
[Q25A_SMARTPHONE A # > =1 and Q23 #>1]
OR
[Q25_SMARTPHONE B # > =1 and Q23 #=1]
OR
[Q25A_SMARTPHONE B # > =1 and Q23 #>1]
OR
[Q25_SMARTPHONE C # > =1 and Q23 #=1]
OR
[Q25A_SMARTPHONE C # > =1 and Q23 #>1]
OR
Q27B_NON_HOUSEHOLD_DEVICES Code 1
OR
[Q26_Tablet A # > =1 and Q23 #=1]
OR
[Q26A_Tablet A # > =1 and Q23 #>1]
OR
[Q26_Tablet B # > =1 and Q23 #=1]
OR
[Q26A_Tablet B # > =1 and Q23 #>1]
OR
[Q26_Tablet C # > =1 and Q23 #=1]
OR
[Q26A_Tablet C # > =1 and Q23 #>1]
OR
If Q23Z codes B, C, E, F or G >=1]

SP PER ROW.

Q28_Internet_Devices_recency

 [scripter: for the following questions please use the text in each row]

Filtered list from [Q24B_DIGITAL_DEVICES Q25A_SMARTPHONE A,B,C and Q26A_TABLET_TYPE and Q23 #>1] OR [Q24A_DIGITAL_DEVICES Q25_SMARTPHONE A,B,C and Q26_TABLET_TYPE and Q23 #=1] Q27_NON_HOUSEHOLD_DEVICES (Code 1, any)

Filtered from:							
[Q24A DIGITAL DEVICES IF # >=1 and Q23 # =1] OR [Q24B_DIGITAL_DEVICES IF # >= 1 and Q23 # >1]	Q28 A	Apart from today, when did you last access the internet with your laptop or computer (household-owned)?	1.Yesterd ay	2. Past 7 Days	3. Past 30 days	4.Longe r ago	5.Never access with this device
Q27_NON_HOUSEH OLD_DEVICES Code 1	Q28 B	Apart from today, when did you last access the internet with your laptop or computer (work/education owned)?	1.Yesterd ay	2. Past 7 Days	3. Past 30 days	4.Longe r ago	5.Never access with this device
[Q25_SMARTPHONE A # > =1 and Q23 #=1] OR	Q28 D	Apart from today, when did you last access the internet with your smartphone – Apple iPhone?	1.Yesterd ay	2. Past 7 Days	3. Past 30 days	4.Longe r ago	5.Never access with this device

[Q25A_SMARTPHONE A # > =1 and Q23 #>1]							
[Q25_SMARTPHONE B # > =1 and Q23 #=1] OR [Q25A_SMARTPHONE B # > =1 and Q23 #>1]	Q28E	Apart from today, when did you last access the internet with your smartphone – Android phone?	1.Yesterday	2. Past 7 Days	3. Past 30 days	4.Longer ago	5.Never access with this device
[Q25_SMARTPHONE C # > =1 and Q23 #=1] OR [Q25A_SMARTPHONE C # > =1 and Q23 #>1]	Q28H	Apart from today, when did you last access the internet with your smartphone – Other /Type not known?	1.Yesterday	2. Past 7 Days	3. Past 30 days	4.Longer ago	5.Never access with this device
Q27B_NON_HOUSEHOLD_DEVICES Code 1	Q28I	Apart from today, when did you last access the internet with your smartphone (work/education owned)?	1.Yesterday	2. Past 7 Days	3. Past 30 days	4.Longer ago	5.Never access with this device
[Q26_Tablet A # > =1 and Q23 #=1] OR [Q26A_Tablet A # > =1 and Q23 #>1]	Q28J	Apart from today, when did you last access the internet with your tablet – Apple iPad?	1.Yesterday	2. Past 7 Days	3. Past 30 days	4.Longer ago	5.Never access with this device
[Q26_Tablet B # > =1 and Q23 #=1] OR [Q26A_Tablet B # > =1 and Q23 #>1]	Q28K	Apart from today, when did you last access the internet with your tablet – Android tablet?	1.Yesterday	2. Past 7 Days	3. Past 30 days	4.Longer ago	5.Never access with this device
[Q26_Tablet C # > =1 and Q23 #=1] OR [Q26A_Tablet C # > =1 and Q23 #>1]	Q28L	Apart from today, when did you last access the internet with your tablet – Other/Type not known?	1.Yesterday	2. Past 7 Days	3. Past 30 days	4.Longer ago	5.Never access with this device

[Filter if code 1, code 2 and code 3 at Q28A Laptop or computer (household-owned)] and [(if #>1 at Q24B_DIGITAL_DEVICES and Q23 # >1) OR (Q24A DIGITAL DEVICES IF # >1 and Q23 # =1)]

Q29A_PC_TYPE

[Scripter: show numeric answer field allowing 0-10 answers]

[Scripter: if code 1+2+3+4 at Q29A > than [Q24A DIGITAL DEVICES IF # >1 and Q23 # =1] OR [Q24B_DIGITAL_DEVICES IF # > 1 and Q23 # >1] show error message: 'The number of PCs cannot be greater than the number you personally use.']

[Scripter: if code 1+2+3+4 at Q29A < than [Q24A DIGITAL DEVICES IF # >1 and Q23 # =1] OR [Q24B_DIGITAL_DEVICES IF # > 1 and Q23 # >1] show error message: 'Please provide an answer for each of the PCs that you personally use.']

IMAGES FOR EACH TYPE NEED TO BE SHOW ON THE LEFT AND THE ANSWER BOX NEED TO BE ON THE RIGHT WITH TYPEFACE "NUMBER"
ADD TYPEFACE ALONG THE IMAGE

Of the [pipe in # from [Q24A DIGITAL DEVICES IF # >1 and Q23 # =1] OR [Q24B_DIGITAL_DEVICES IF # > 1 and Q23 # >1] **household PCs/Laptops** that you have personally used to access the internet in the past 30 days, how many are…? Please type your response in the boxes below.

1	Windows PC (e.g. HP, Dell, Samsung)	
2	Apple (Mac)	
3	Another type of computer	
4	Don't know the type	

Q29E_PC_TYPE: [Filter if code 1, code 2 and code 3 at Q28A Laptop or computer (household-owned)] and   [(if #=1 at Q24B_DIGITAL_DEVICES and Q23 # >1) OR (Q24A DIGITAL DEVICES IF # =1 and Q23 # =1)]

Q29E_PC_TYPE

IMAGES FOR EACH TYPE NEED TO BE SHOW ON THE LEFT AND THE ANSWER BOX NEED TO BE ON THE RIGHT WITH TYPEFACE "NUMBER"

ADD TYPEFACE ALONG THE IMAGE

Which type of **household-owned PC/Laptop** have you used to access the internet in the past 30 days?

SP

1	Windows PC (e.g. HP, Dell, Samsung)
2	Apple (Mac)
3	Another type of computer I
4	Don't know the type

Filter: If (more than one PC type at) # > Q29A_PC_TYPE (codes (1 and 2) or (1 and 3) or (2 and 3) or (1 and 2 and 3)

SP.

Q29B_PC_TYPE

Which type of **household-owned PC/Laptop** did you use most often for internet access in the past 30 days?

Filtered from:		
If c.1 >0 at Q29A	1	Windows PC (e.g. HP, Dell, Samsung)
If c.2 >0 at Q29A	2	Apple or Mac
If c.3 >0 at Q29A	3	Another type of computer
If c.4 >0 at Q29A	4	Don't know the type

Filter if code 1, code 2 and code 3 at Q28 code B

Q29C_PC_TYPE

[Scripter: show numeric answer field allowing 0-10 answers]

IMAGES FOR EACH TYPE NEED TO BE SHOW ON THE LEFT AND THE ANSWER BOX NEED TO BE ON THE RIGHT WITH TYPEFACE "NUMBER"

ADD TYPEFACE ALONG THE IMAGE

Of the **work/education PC/Laptop(s)** that you used to access the internet in the past 30 days how many are...? Please type your response in the boxes below.

SP.

1	Windows PC (e.g. HP, Dell, Samsung)	
2	Apple or Mac	
3	Another type of computer	
4	Don't know the type	

Filter: If (more than one PC type at) # > Q29C_PC_TYPE (codes (1 and 2) or (1 and 3) or (2 and 3) or (1 and 2 and 3)

SP.

Q29D_PC_TYPE

Which type of **work/education PC/Laptop** did you use most often for internet access in the past 30 days?

Filtered from:		
If c.1 >0 at Q29C	1	Windows PC (e.g. HP, Dell, Samsung)
If c.2 >0 at Q29C	2	Apple or Mac
If c.3 >0 at Q29C	3	Another type of computer
If c.4 >0 at Q29C	4	Don't know the type

START TIME "INTACT"

Q31NEW_ Internet Activities_stream

[Scripter: Multi punch question. Code 9 and 10 are exclusive]

Which of the following have you **used in the last 30 days** to STREAM movies, films, videos, TV shows (e.g. on BBC iPlayer, Netflix, YouTube etc.)?

Filtered from:		
[Q24A DIGITAL DEVICES IF # >=1 and Q23 # =1] OR [Q24B_DIGITAL_DEVICES IF # >= 1 and Q23 # >1]	1	PC/laptop
if # >= 1 at Q25 Smartphone [A,B and C >=1] if 1=Q23A or if #->= 1 at Q25A Smartphone [A,B and C >=1]if Q23A>1	2	Smartphone
If Q26_TABLET_TYPE A+B+C # >= 1 if 1=Q23A or If Q26A_TABLET_TYPE A+B+C # >= 1 if 1>Q23A	3	Tablet
if # >= 1 at Q23Z_DIGITAL_DEVICES_HouseHold [B SMART TV]	4	Smart TV
if # >= 1 at Q23Z_DIGITAL_DEVICES_HouseHold [C VIDEO GAME CONSOLE]	5	Video Game Console
if # >= 1 at Q23Z_DIGITAL_DEVICES_HouseHold [E BLU-RAY DISC PLAYER]	6	Blu-Ray
if # >= 1 at Q23Z_DIGITAL_DEVICES_HouseHold [F STREAMING DEVICE	7	Streaming Device
if # >= 1 at Q23Z_DIGITAL_DEVICES_HouseHold [G INTERNET CONNECTED SET TOP BOX OR DVR	8	Internet connected Set Top Box or DVR
All. This code is exclusive	9	Don't know
All. This code is exclusive	10	None of these

END TIME "INTACT"

START TIME "CHILDRENDEV"
SP.

IF CODE 2 AT Q23B categories code 2 > 0 ask Q60A

Q60A_CHILDREN PERMISSION

With your permission, we'd now like to ask you some questions about the use of some of these types of device by a **child aged 6-14** in your household.

We don't need you to identify the child you tell us about and the data will be entirely confidential and anonymous.

As with all the information you provide, this will only be used for research purposes.

1 Continue

2 Prefer not to say

Filter: Ask Q39C if code 1 (continue) at Q_60A children permission – Don't ask questions Q39C to Q64 if code 2 at Q60A

Q39C_Parent or Guardian

Are you the parent or guardian of any of the children aged 6 to 14 years old in your household?

SP.

1	Yes
2	No
3	Prefer not to say

Filter: Ask Q61/Q61A/Q61B if code 1 (yes) at Q39C_Parent or Guardian

Q61_Child selection

For these next questions, please answer about one child between the ages of 6 and 14 in your household of whom you are the parent or guardian.

If there is more than one, please think about the child who had a birthday most recently.

Q61A_Child age

How old is this child?

Code 1. Prefer not to say

Scripter: Allow numeric 6-14

SP.

Q61B Child gender

And is this child….?

1.	Male
2.	Female
3.	Prefer not to say

Filter: if number of iPads in HH at Q26_TABLET_TYPE Code A code 1) > number of iPads primary user of at Q26B_TABLET_PRIMARY Code A (code 2) and code 1 (yes) at Q39C_Parent or Guardian

SP.

Q62_CHILDREN iPad (Children tablet)

Thinking now of the [Pipe in # number of iPads in HH at Q26_TABLET_TYPE Code A (MINUS) number of iPads primary user of at Q26B_TABLET_PRIMARY Code A] [if number piped in = 1] <iPad> [if number piped in > 1] <iPads> of which you are not the main user…

Is the child you are telling us about the main user of [if number piped in = 1]<this> [if number piped in > 1] <any of these> [if number piped in = 1] <iPad> [if number piped in > 1] <iPads>?

1	Yes
2	No
3	Don't know
4	Prefer not to say

Filter: if number of Android tablets in HH at Q26_TABLET_TYPE Code B (code 1) > number of Androids primary user of at Q26B_TABLET_PRIMARY Code B] (code 2) and code 1 (yes) at Q39C_Parent or Guardian
SP.

Q62A_CHILDREN Android (Children tablet)

Thinking now of the [Pipe in # number of Androids in HH at Q26_TABLET_TYPE Code B (MINUS) number of Androids primary user of at Q26B_TABLET_PRIMARY Code B] [if number piped in = 1 <Android tablet> if number piped in > 1] <Android tablets> of which you are not the main user…

Is the child you are telling us about the main user of [if number piped in = 1]<this> [if number piped in > 1] <any of these> [if number piped in = 1] < Android tablet > [if number piped in > 1] < Android tablets>?

1	Yes
2	No
3	Don't know
4	Prefer not to say

Filter: if number of other tablets in HH at Q26_TABLET_TYPE Code C (code 1) > number of other type primary user of at Q26B_TABLET_PRIMARY Code C (code 2) and code 1 (yes) at Q39C_Parent or Guardian
SP.

Q62B_CHILDREN Other tablet (Children tablet)

Thinking now of the [Pipe in # number of Other tablets in HH at Q26_TABLET_TYPE Code C (MINUS) number of other type primary user of at Q26B_TABLET_PRIMARY Code C] [if number piped in = 1 <tablet> if number piped in > 1] <tablets> of which you are not the main user, that [if number piped in = 1] <is> [if number piped in > 1] <are> not iPad or Android (or you weren't sure of the type)…

Is the child you are telling us about the main user of [if number piped in = 1] <this> [if number piped in > 1] <any of these> [if number piped in = 1] <tablet> [if number piped in > 1] <tablets>?

1	Yes
2	No
3	Don't know
4	Prefer not to say

Filter: ask Q63 if code 1 (yes) at Q39C_Parent or Guardian
SP.

Q63_CHILD phone

Does this child have a smartphone for their own personal use?

Please do not include phones that are shared with other members of the household.

1	Yes
2	No
3	Prefer not to say

Filter: if code 1 (Yes) at Q63_CHILD phone
SP.

Q63A_CHILD phone type

Thinking of the main smartphone this child uses for their personal use, what type of smartphone is it?

1	Apple iPhone
2	Android Phone

3	Other Smartphone/Type not known
4	Prefer not to say

Filter: Ask Q64 if code 1 (yes) at Q39C_Parent or Guardian

Q64_CHILDREN ACTIVITIES

Which of the following has your child used, with or without assistance, to **access the internet in the past 30 days**?

[Scripter: Multi punch question. Code 8 and 9 are exclusive]

Filtered from:		code
If > 1 person HH: Q24B_DIGITAL_DEVICES if # >= 1	Laptop or computer (household-owned)	1
Code 1 at Q63A_CHILD phone type	Their iPhone	2
Code 2 at Q63A_CHILD phone type	Their Android phone	3
Code 3 and Code 4 at Q63A_CHILD phone type	Their smartphone	4
If > 1 person HH: Q26_TABLET_TYPE A code 1 > = 1	iPad	5
If > 1 person HH: Q26_TABLET_TYPE B code 1 > = 1	Android tablet	6
If > 1 person HH: Q26_TABLET_TYPE C code 1 > = 1	Other tablet	7
All. This code is exclusive	Don't know	8
All. This code is exclusive	None of these	10
All. This code is exclusive	Prefer not to say	9

END TIME "CHILDRENDEV"

START TIME "CONTENT"

Filter: All who personally use a Laptop or computer, Smartphone or Tablet:

[Q24A DIGITAL DEVICES IF # >=1 and Q23 # =1] OR [Q24B_DIGITAL_DEVICES IF # >= 1 and Q23 # >1], Code 1 at Q27, code 1 Q27B, if # >= 1 at Q25 Smartphone [A,B and C >=1] if 1=Q23A or if # >= 1 at Q25A Smartphone [A,B and C >=1]if Q23A>1, If Q26_TABLET_TYPE A+B+C # >= 1 if 1=Q23A or If Q26A_TABLET_TYPE A+B+C # >= 1 if 1>Q23A

Q33A Intro

Now thinking more generally about any newspaper or magazine content that you may have looked at ON SCREEN. This includes:

- any websites or apps
- digital editions
- newspaper or magazine content seen through social media or other sites.

Q33A Newspaper_content

Which of these devices do you use to look at **newspaper** content?

PLEASE SHOW 'newspaper' IN BOLD FONT

M.P. Code 7 is exclusive

Filtered from:		
[Q24A DIGITAL DEVICES IF # >=1 and Q23 # =1] OR [Q24B_DIGITAL_DEVICES IF # >= 1 and Q23 # >1]	1	Laptop or computer (household-owned)
Q27 Code 1	2	Laptop or computer (employer-owned)
if # >= 1 at Q25 Smartphone [A,B and C >=1] if 1=Q23A or if #->= 1 at Q25A Smartphone [A,B and C >=1]if Q23A>1	4	Smartphone
Q27B Code 1	3	Smartphone (employer-owned)
If Q26_TABLET_TYPE A+B+C # >= 1 if 1=Q23A or If Q26A_TABLET_TYPE A+B+C # >= 1 if 1>Q23A	5	Tablet
	6	Other
	7	Don't look at this type of content

Q33B Magazine_content

Which of these devices do you use to look at **magazine** content?

PLEASE SHOW 'magazine' IN BOLD FONT

M.P. Code 7 is exclusive

Filtered from:		
[Q24A DIGITAL DEVICES IF # >=1 and Q23 # =1] OR [Q24B_DIGITAL_DEVICES IF # >= 1 and Q23 # >1]	1	Laptop or computer (household-owned)
Q27 Code 1	2	Laptop or computer (employer-owned)
if # >= 1 at Q25 Smartphone [A,B and C >=1] if 1=Q23A or if #->= 1 at Q25A Smartphone [A,B and C >=1]if Q23A>1	4	Smartphone
Q27B Code 1	3	Smartphone (employer-owned)
If Q26_TABLET_TYPE A+B+C # >= 1 if 1=Q23A or If Q26A_TABLET_TYPE A+B+C # >= 1 if 1>Q23A	5	Tablet
	6	Other
	7	Don't look at this type of content

If Codes 1,2, 3, 4 or 5 (laptop, computer, smartphone or tablet) at Q33A (newspaper content)]
Filter: If Q33A code 1
SP.

Q34A_Household_computer_frequency

How often do you look at NEWSPAPER content on your **household-owned laptop or computer**?

1. Several times a day

2. About once a day

3. A few times a week

4. About once a week

5. A few times a month

6. About once a month

7. Less often

Filter: If Q33A code 2

SP.

Q34B_Employer_computer_frequency

How often do you look at NEWSPAPER content on your **employer-owned laptop or computer**?

Frequency codes as per Q34A

Filter: If Q33A code 4

SP.

Q34D_Smartphone_frequency

How often do you look at NEWSPAPER content on your **smartphone**?

Frequency codes as per Q34A

Filter: If Q33A code 3

SP.

Q34C__ Employer_smartphone_frequency

How often do you look at NEWSPAPER content on your **employer-owned smartphone**?

Frequency codes as per Q34A

Filter: If Q33A code 5

SP.

Q34E_Tablet_frequency

How often do you look at NEWSPAPER content on your **tablet**?

Frequency codes as per Q34A

Filter: If Q33B code 1

SP.

Q35A_Household_computer_frequency

How often do you look at MAGAZINE content on your **household-owned laptop or computer**?

1. Several times a day

2. About once a day

3. A few times a week

4. About once a week

5. A few times a month

6. About once a month

7. Less often

Filter: If Q33B code 2

SP.

Q35B_Employer_computer_frequency

How often do you look at MAGAZINE content on your **employer-owned laptop or computer**?

Frequency codes as per Q34A

Filter: If Q33B code 4

Q35D_Smartphone_frequency

How often do you look at MAGAZINE content on your **smartphone**?

Frequency codes as per Q34A

Q35C_ Employer_smartphone_frequency

How often do you look at MAGAZINE content on your **employer-owned smartphone**?

Frequency codes as per Q34A

Q35E_Tablet_frequency

How often do you look at MAGAZINE content on your **tablet**?

Frequency codes as per Q34A

ALL

Q36_Podcast intro

Now thinking about newspaper and magazine content that you can listen to in audio format…

Q36A_Podcast

Have you **listened** to any **newspaper** content in audio format in the past 30 days? This could be podcasts, audio newsfeeds or any other audio content provided by a newspaper brand. Please don't include radio listening.

Code 1. Yes

Code 2. No

Q36B_Podcast

Have you **listened** to any **magazine** content in audio format in the past 30 days? This could be podcasts, audio newsfeeds or any other audio content provided by a magazine brand.   Please don't include radio listening.

Code 1. Yes

Code 2. No

Q36C_Podcast

Which of the following types of content provided by newspaper or magazine brands have you listened to in audio format in the past 30 days?

MP [code 19 is exclusive]

1	News	11	Travel
2	Politics	12	Jobs/Careers
3	Football	13	Motoring
4	Other Sport	14	Fashion / Beauty

5	Arts / Entertainment / Music	15	Natural World / Environment
6	Food & Drink	16	Health & Fitness
7	Business & Finance	17	Lifestyle / Hobbies
8	Science & Technology	18	Other
9	Celebrity News	19	None of these
10	Home / Garden / DIY		

Scripter: rotate (keep option Other as last one always)

END TIME "CONTENT"

Q50_Lifestyle_Intro

Final section 5 (of 5)

General lifestyle

[Scripter: show the wording on 2 line and centralised show image (image name MEDIA) under the text]

START TIME "PLANS"

Q52_FINANCIAL_PLANS

Which of these do you expect to do over the next 6 months?

Please select ALL that apply and scroll down if needed.

[Multi punch for code 1 to 5, single punch if code 6,7 or 8]

1   Change mobile phone provider
2   Change internet service provider
3   Change gas or electricity provider
4   Change bank
5   Change other financial services provider e.g. insurance, pension
6   None of these
7   Don't know
8   Prefer not to say

Filter: Rotate, keep code 6, 7 and 8 as last ones always

For Desktop: place them on the bottom of the second column

Q3_FUTURE_PLANS

Which of these do you expect to do over the next 6 months? Please select ALL that apply and scroll down if needed.

[Multi punch code 1 to 7, single punch if code 8]

1   Get Married
2   Have a baby/ another baby (you or your partner)
3   Retire permanently from full time work
4   Move home
5   Change job
6   Obtain a new car
7   Spend £1,000 or more on home improvements or furnishings
8   None of these

END TIME "PLANS"

START TIME "LIFESTYLE"

Q50A_Cars

[Single punch]

How many cars are there in your household?

1   One

2   Two
3   Three or more
4   None

Q50B_Driver

Are you personally a main driver of any car in your household?

SP

1   Yes
2   No

Q50C_Obtained

[Single punch]

Please answer for the car that you drive most often. Was that car…?

1   Obtained new
2   Obtained second-hand
3   Provided by a company/employer
4   Don't know

Q50D_other motoring

[Multi punch for code 1 and 2, Single punch if code 3]

Do you personally own any of the following?

1   Motorcycle
2   Moped/Scooter
3   None of these

Filter: ask if code 1,2,3 or 7 at Q38D
Q70_Commuters

At the current time, how many days a week on average do you leave your home to travel to your place of <work> (IF code 1,2 or 3 at Q38D) / <education> (IF code 7 at Q38D)

SP

1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	None

Q73_ Business Decision Makers

If codes 1,2 or 3at Q38D_Participant_working_status

Does your role involve purchase and/or leasing decisions?

1. Yes

2. No

Filter: ask if codes 1-7 at Q70
Q71_Commuters

How do you currently travel to <work> (IF code 1,2 or 3 at Q38D) <your place of education> (IF code 7 at Q38D)?

Please select ALL that apply.

MC

6	Car or van
5	Motorcycle, scooter or moped
8	Bicycle
9	On foot
4	Bus, minibus or coach
1	London Underground / Docklands Light Rail/ London Overground
2	Metro, light rail, tram (excluding London Underground/DLR)
3	Train (excluding London Overground)
7	Taxi/minicab
10	Other

Filter: ask if code 1,2,3 or 7 at Q38D

Q72_Commuters

In which of these city centre locations, if any, is your <work> IF code 1,2 or 3 at Q38D) <place of education> (IF code 7 at Q38D) based?

MC except code 8 (code 8 is exclusive)

1	Central London
2	Central Birmingham
3	Central Manchester
4	Central Glasgow
5	Central Edinburgh
6	Central Cardiff
7	Other city centre location
8	None of these

Q51_Holidays_Britain

[Single punch]

How many holidays of 2 or more nights in paid accommodation have you taken in England, Scotland or Wales in the past 12 months?

1   One
2   Two
3   Three or more
4   None

Q51A_Holidays_Abroad

How many holidays of 2 or more nights have you taken **outside** of England, Scotland and Wales in the past 12 months?

[Single punch]

1   One
2   Two
3   Three or more
4   None

Q51B_Holidays_Abroad_last 2 years

Now, thinking of the **last 2 years**, have you taken any of these types of holidays **outside** of England, Scotland and Wales?

[Multi punch for code 1 to 6, single punch if code 7]

1   Any package holiday

2   Any city break
3   Any holiday that was not a package holiday or city break
4   Any visit mainly to friends or relatives
5   Any winter sports holiday
6   Any cruise
7   None in last 2 years

Filter: If code 7 go to Q51D_ Business Air Travel
Q51C_Holidays_Abroad_transport
How have you travelled outside of England, Scotland and Wales on holiday in the past 2 years?
[Multi punch]
1   By air
2   By ferry with a car
3   By ferry passenger only
4   Channel tunnel, with a car (Eurotunnel le shuttle)
5   Channel tunnel, passenger only (Eurostar)
6   Other rail
7   Other

Filter: Don't ask if code 6 or 7 at Q38D_Participant_working_status
Q51D_Business Air Travel
[Single punch]
How many round trips by air have you made for **business** in the last 12 months?
1   One
2   Two
3   Three or more
4   None
END TIME "LIFESTYLE"

START TIME "MEDIA"
Q46_Cinema
How often do you go to the cinema?
SP

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
9	Don't know
10	Prefer not to say

Q47A_Radio_days
How many days do you listen to the **radio** in an average week?

Please include your listening across all devices, as well as on-demand and radio podcasts.

SP

7	7 days
6	6 days
5	5 days

4	4 days
3	3 days
2	2 days
1	One day or less
8	Never listen to radio
9	Don't know
10	Prefer not to say

Filter: Any codes 1-7 at Q47 (radio)

Q47B_Radio_hours

How long do you spend listening to the radio on an average day?

Please include all the different ways of listening.

SP

1	10 minutes or less
2	About 30 minutes
3	1 hour (less than 2)
4	2 hours (less than 3)
5	3 hours (less than 4)
6	4 hours (less than 5)
7	5 hours (less than 6)
8	6 or more hours
9	Don't know
10	Prefer not to say

Q48A_TV_days

How many days do you watch **television** in an average week?

Please include your viewing across all devices, as well as catch-up, recorded and on-demand, such as Netflix.

SP

7	7 days
6	6 days
5	5 days
4	4 days
3	3 days
2	2 days
1	One day or less
8	Never watch TV
9	Don't know
10	Prefer not to say

Q48B_TV_hours

How many hours do you view on an average day you watch television?

Please include all the different ways of viewing.

Filter: All codes 1-7 at Q48A (days watch TV)

SP

| 1 | 10 minutes or less |

2	About 30 minutes
3	1 hour (less than 2)
4	2 hours (less than 3)
5	3 hours (less than 4)
6	4 hours (less than 5)
7	5 hours (less than 6)
8	6 or more hours
9	Don't know
10	Prefer not to say

ENDTIME "MEDIA"

STARTTIME "CHANGE"

Q92B_FUTURE

Imagine that Government restrictions are lifted and people are able to meet inside the home. If an interviewer called at your home to invite you to take part in this survey, which of the following best describes how likely you would be to invite them into your home so that they could ask you the questions in person. The interview would take about 25 minutes, with a thank you gift of the same value as for this survey.

SP

1	Very likely
2	Fairly likely
3	Not very likely
4	Very unlikely
5	Not sure

ENDTIME "CHANGE"

STARTTIME "RECONTACT"
Q93_ Quality_control

You are almost at the end of the survey, just a few final screens before you confirm your voucher choice.

This PAMCo National Readership Survey was conducted by Ipsos MORI to understand your readership of newspapers and magazines.

In this survey we ask for occupational details so that we can group individuals with other, similar, participants. This helps us with our analysis, and helps us understand if the people that have taken part in our study are representative of your region and the country. Sometimes the information shared doesn't given us quite enough information to do so and we might want to contact you to clarify some of the responses you gave.

To enable us to do so please write in your name, phone number and/or email address.

Name: [don't force an answer]

Telephone number: [don't force an answer]

Allow 10-11 digits, force first digit to be 0
If fewer than 10 digits or first digit isn't 0 error message: 'Please enter your full telephone number including area code for landlines'

If greater than 11 digits error message: 'Please do not enter more than 11 digits'

If number start with 07 need to have 11 digits. If starts with 07 don't allow less than 11 digits or more than 11digits.

Email: [don't force an answer]

Q90B_Recontact_request

We are also interested in whether you would be willing to be re-contacted by Ipsos MORI for the purpose of further research on the same subject during the next two years. In all cases you can decide whether to participate or not. This re-contact could be by post, phone or email.

SP

[code 3 is exclusive]

2. Yes, I consent to being re-contacted for further research
3. No further contact

Filter: Do not ask Q90C if code 3 at Q90B

Q90C_Recontact_request

So that we have your details for recontact please reconfirm your name, telephone number and email below

Name telephone number and email should be all on the same screen

[don't force an answer]

Name:

[don't force an answer]

Telephone number

Allow 10-11 digits, force first digit to be 0

If fewer than 10 digits or first digit isn't 0 error message: 'Please enter your full telephone number including area code for landlines'

If greater than 11 digits error message: 'Please do not enter more than 11 digits'

If number start with 07 need to have 11 digits. If starts with 07 don't allow less than 11 digits or more than 11digits.

[don't force an answer]

Email

Filter: All code 2 at Q90B_Recontact_request

Q90E_iris_Recontact

Ipsos iris is a continuous research panel that is the official source of online measurement in the UK.

Panel members are asked to load an Ipsos iris application onto smartphones, tablets and computers which measures time spent on websites visited. This is done passively and does not affect how devices are used.

Panel members earn £10 worth of reward points for joining and £5-£10 worth of points each month they remain on the panel. Points can be redeemed for goods, vouchers or donated to charity.

Participation is voluntary and you can opt out at any time. Would you be interested in joining the Ipsos Iris panel?

If you agree to be contacted for the Ipsos iris panel, we will use the contact details that you have already provided us with.

SP

1.   Yes, I consent to being re-contacted about the Ipsos iris panel
2.   No, I would not like to be re-contacted about the Ipsos iris panel

Q90_INCENTIVE_CHOICE
Thank you for your time. The last questions in the survey are about your incentive.

Please choose below which type of £20 thank you gift you would prefer. You will have a chance on the next screen to choose from 3 charities shown below.
Single Code

1. £20 Amazon voucher
2. £20 Love2Shop e-voucher
3. £20 Love2shop card (delivered by the interviewer) (don't show in wave 1/wave 2 only)
4. Charity donation to Age UK, British Red Cross or NHS Charities Together

Q90A_ Incentive_end
Filter: All code 1 or 2 at Q90
Hyperlink PAMCohelp@ipsos-mori.com

Your voucher will be sent to you by email within 2 weeks of you completing this survey. If you do not receive our email after 2 weeks, please contact us by email at PAMCohelp@ipsos-mori.com.

Scripter: if "email" is left blank at Q93_ Quality_control and Q90C_Recontact_request or if "email" at Q93_ Quality_control and "email" at Q90C_Recontact_request are not the same please show the following text:
Please enter the email address that we should send the vouchers to carefully here.

Scripter: if "email" at Q93_ Quality_control and Q90C_Recontact_request are the same email or if Q93 only is blank or if Q90C only is blank show the following text:
Can you confirm that this is the email that you would like the incentive to be sent to?

Pop in email from Q93 or Q90C

1.   Yes
2.   No

If code 2
Please enter the email address that we should send the vouchers to carefully here.

Q90AAA_CHARITY
To which charity would you like us to donate £20 on your behalf?

Filter: All code 4 at Q90
SP

1.   Age UK
2.   British Red Cross
3.   NHS Charities Together

Q91_CLOSE

Thank you for taking the time to complete this survey.

Direct to pamco.co.uk once the survey is completed

ENDTIME "RECONTACT"

Help page

To be shown when '?' clicked on the bottom right hand side of each page.

Hyperlink PAMCohelp@ipsos-mori.com

Single code

If you have any questions about this survey or encounter any problems, you can get in touch by emailing us at PAMCohelp@ipsos-mori.com and we'll get back to you.

Code 1. Return to previous question   **[Go back to previous question]**

APPENDIX A- Rotations

QUESTION	Screen #	FORWARD	Screen #	REVERSE
Q5C BRANDS EML		(media list)		(media list)
	1	Newsbrands (Daily)	38	Newsbrands (Sunday)
	2	Newsbrands (Daily)	37	Newsbrands (Sunday)
	3	Newsbrands (Daily)	36	Newsbrands (Sunday)
	4	Regional	35	Magazines - Culture/membership magazines
	5	Regional	34	Magazines - Country interests
	6	Magazines - Food	33	Magazines - Home
	7	Magazines - Supermarket	32	Magazines - Home and Garden
	8	Magazines - Free	31	Magazines - Home
	9	Magazines - Mature	30	Magazines - Women's Monthlies
	10	Magazines - Women's Weeklies	29	Magazines - Women's Monthlies
	11	Magazines - Men's fitness	28	Magazines - Women's Monthlies
	12	Magazines - Film, general men's interest	27	Magazines - Women's Monthlies
	13	Magazines - Celebrity/gossip	26	Magazines - Women's Fitness
	14	Magazines - Celebrity/gossip	25	Magazines - Music
	15	Magazines - Celebrity/gossip	24	Magazines - Boats and fishing
	16	Magazines - Car	23	Magazines - Bikes
	17	Magazines - Car	22	Magazines - Baby and Wedding
	18	Magazines - travel and current affairs	21	Magazines - Cycling and Golf
	19	Magazines - Sport	20	Magazines - Hobbies
	20	Magazines - Hobbies	19	Magazines - Sport
	21	Magazines - Cycling and Golf	18	Magazines - travel and current affairs
	22	Magazines - Baby and Wedding	17	Magazines - Car
	23	Magazines - Bikes	16	Magazines - Car
	24	Magazines - Boats and fishing	15	Magazines - Celebrity/gossip
	25	Magazines - Music	14	Magazines - Celebrity/gossip
	26	Magazines - Women's Fitness	13	Magazines - Celebrity/gossip
	27	Magazines - Women's Monthlies	12	Magazines - Film, general men's interest
	28	Magazines - Women's Monthlies	11	Magazines - Men's fitness
	29	Magazines - Women's Monthlies	10	Magazines - Women's Weeklies
	30	Magazines - Women's Monthlies	9	Magazines - Mature
	31	Magazines - Home	8	Magazines - Free
	32	Magazines - Home and Garden	7	Magazines - Supermarket
	33	Magazines - Home	6	Magazines - Food
	34	Magazines - Country interests	3	Newsbrands (Daily)
	35	Magazines - Culture/membership magazines	2	Newsbrands (Daily)
	36	Newsbrands (Sunday)	1	Newsbrands (Daily)
	37	Newsbrands (Sunday)	5	Regional
	38	Newsbrands (Sunday)	4	Regional

Regional variables to be retrieved from sample:

NE
NW
YH
WM
EM
EA
SW
SE
Lon
SC
WA

| **Q5C** | **FOR ALL ROTATIONS:** |
| **BRANDS EML** | Screen composition: Random rotation of each of the positions below |
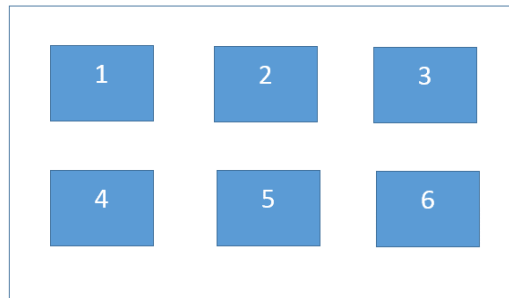
Q5E	**FOR ALL ROTATIONS:**
BRANDS RPY	In the order selected at Q5C
Q5G	

PLATFORMS	Newsbrands (Daily)	Magazine brands
	Regional	Newsbrands (Sunday)
	Newsbrands (Sunday)	Newsbrands (Daily)
	Magazine brands	Regional

Titles within publication types in the order selected at Q5E
Exception is magazine brand with shared websites, which appear consecutively
(with the first of the brands appearing in the order selected at Q5E

FOR ALL ROTATIONS:
INDIVIDUAL BRAND QUESTIONS (Recency and Frequency)

Magazine brands first		Same
Q7A	On screen frequency	
Q8A	Print recency	
Q8B	Print frequency	
		Magazines in the order
	Magazines in the order selected at Q5G	selected at Q5G

Newsbrands second		Same
Q9A	On screen frequency	
Q10C*	Print recency: Monday - Friday	

Q14	Print frequency: Monday - Friday
Q10E	Print recency: Saturday
Q13	Print frequency: Saturday
Q15A	Print recency: Sunday
Q18A	Print frequency: Sunday
Q11A	Print recency: Saturday supplements
Q12A	Print recency: Saturday in-paper sections
Q16A	Print recency: Sunday supplements recency
Q17A	Print recency: Sunday in-paper sections

Brand sequence

Newsbrands in the order selected at Q5G

Newsbrands in the order selected at Q5G

When both a Daily and Sunday edition of the same brand are selected at Q5G (Platforms), the brand will appear in the order of whichever of its editions were prompted first at Q5G, while still maintaining the question order above (see example)

Example	Q5G Platforms brand order		1	The Sunday Telegraph
			2	The Sunday Times
			3	Daily Mail
			4	The Times
			5	The Daily Telegraph
	Recency and Frequency brand order	1 (5 at Q5G)		The Daily Telegraph
		2 (1)		The Sunday Telegraph
		3 (4)		The Times
		4 (2)		The Sunday Times
		5 (3)		Daily Mail

*Random rotation applied for test versions Q10CvA and Q10CvB

Q6A DIGITAL ONLY

Screen	1	Magazine digital only	5	Newsbrand digital only
	2	Magazine digital only	4	Magazine digital only
	3	Magazine digital only	3	Magazine digital only
	4	Magazine digital only	2	Magazine digital only
	5	Newsbrand digital only	1	Magazine digital only

Q6B DIGITAL RPY/Q7B FREQUENCY

In order selected at Q6A

Q19 LOCAL NEWSBRANDS

(Print title prompted on a sample point basis)

ENGAGEMENT QUESTIONS: EACH question asked for all brands before moving to next engagement question

Q20A SOURCE OF COPY (PRINT AIR)

Print: Dailies	Print: Magazines
Print: Sunday	Print: Dailies
Print: Magazines	Print: Sunday

Titles within publication types in the order selected at Recency and Frequency questions
IF AIR of both a Daily and Sunday edition of a brand have been selected, appear consecutively

Q20F TIME SPENT READING (PRINT AIR)

Q20G/H	Print: Monday - Friday/ Saturday	**Q20M**	Print: Magazines
Q20i	Print: Monday - Friday (only)	**Q20G/H**	Print: Monday - Friday/ Saturday
Q20J	Print: Saturday (only)	**Q20i**	Print: Monday - Friday (only)
Q20L	Print: Sunday	**Q20J**	Print: Saturday (only)
Q20M	Print: Magazines	**Q20L**	Print: Sunday

Titles within publication types in the order prompted at Q20A Source of Copy

Q21A ATTITUDE (PRINT AIR OR EQUIVALENT DIGITAL FREQUENCY)

Print/Digital: Monday - Friday/ Saturday

Print/Digital: Sunday

Print/Digital: Magazines

Digital only

Print/Digital: Magazines

Print/Digital: Monday - Friday/ Saturday

Print/Digital: Sunday

Digital Only

Titles within publication types in the order prompted at Q5G Platforms

IF AIR of both a Daily and Sunday edition of a brand have been selected, these appear consecutively

DAILIES AND SUNDAYS FLOW

Publication should follow the order they appeared ad Q5C.

There is one exception when Daily title and Sunday title of the same brand are selected.

If the titles are showed in forward order the order for Newspaper should be:

Daily Brand 1 (with no Sunday)

Q9A (if eligible)

Q10CA

Q14

Q10E

Q13

Q10F, Q11A, Q11Z, Q12A,Q12L,

Daily Brand 2 (with Sunday)

Q9A (if eligible)

Q10CA

Q14

Q10E

Q13

Sunday

Q15A

Q18A

Then

Q10F, Q11A, Q11Z, Q12A,Q12L,

Then

Q15B,Q16A,Q16Z,Q17A,Q17C

If the titles are showed in reversed order the order for Newspaper should be:

Sunday Brand 1 (if no Daily pairing):

Q15A

Q18A

Q15B

Q15B,Q16A,Q16Z,Q17A,Q17C

Daily Brand paired with Sunday

Q9A (if eligible)

Q10CA

Q14

Q10E

Q13

Sunday

~~Q15A~~
~~Q18A~~
~~Then~~
~~Q10F, Q11A, Q11Z, Q12A,Q12L,~~
~~Then~~
~~Q15B,Q16A,Q16Z,Q17A,Q17C~~

APPENDIX B: SOURCE OF COPY CATEGORIES	FILTER	"Which of these best describes how the copy was obtained?"	
		PAID	FREE
a) Publications that may not require Source of Copy (how obtained) data: For publications that have narrow, defined distribution channels it may not be necessary to gather information on where the copy was obtained. We propose that the following two categories are not asked that part of the Source of Copy question: 1) Publications only available through membership schemes (for example English Heritage Members' Magazine, Saga Magazine, The National Trust Magazine) 2) Publications that have a single distribution model (for example The Big Issue	**n/a**	**n/a**	**n/a**

b) Publications that are mainly paid for:	"Did you or your household buy it, or did you get it for free?" 1. PAID 2. FREE 3. DON'T KNOW	1. Bought at newsagent or shop 2. Delivered by newsagent 3. Delivered with online shopping 4. Delivered directly from the publisher 5. Through subscription by post 6. Through subscription vouchers received from publishers 7. Other 8. Don't Know	1. Picked up on bus, train or tube 2. Picked up on a plane or at airport 3. Picked up in a shop 4. Delivered with online shopping 5. Other 6. Don't know
For publications that have a cover price, but have a proportion of free/bulk copies, we propose an initial filter question to determine whether the copy was free or paid for. We also propose extending the code list to include all possible distribution channels. Publications that fall into this category include all of the national newspapers and possibly some magazines (publishers to confirm).			
	FILTER	"Which of these best describes how the copy was obtained?"	
		1 PAID	FREE

c) Publications that are paid only: We have assumed that the majority of magazines fall into the "paid only" distribution model. In this category, no initial filter free/paid filter question will be asked. The following codes are proposed:	**n/a**	1. Bought at newsagent or shop 2. Delivered by newsagent 3. Delivered with online shopping 4. Through subscription by post 5. Through subscription vouchers received from publishers 6. Other 7. Don't Know	**n/a**
d) Publications that are free only: This category of publications will not require the Free/Paid for filter, and the distribution codes should be modified to include all channels of 'free only' distribution.	**n/a**	**n/a**	1. On a bus, train or tube 2. On street or at a station 3. In a shop 4. At a recreation outlet (gym, club, etc.) 5. At a student campus 6. Other 7. Don't know
e) Publications that are part paid/ part loyalty: This category includes the Supermarket magazines, where 'club' members can obtain the copy for free and non-members are able to purchase the magazine. We recommend establishing whether or not the publication was obtained for free (club members) or paid for but not asking any further questions. The assumption here is that paid for publications would all have been purchased in the Supermarket, whilst free publications could be delivered by, or picked up in, the supermarket.	"And was it a paid-for publication or a free publication?" 1. PAID 2. FREE 3. OTHER/ DON'T KNOW	**n/a**	**n/a**

PAMCo Team
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For more information

About Ipsos Connect

Ipsos Connect plays a prominent role within media and communications research, holding key industry audience measurement contracts and conducting bespoke research to assist our clients in informing their strategic decisions. We work across all media, technology and entertainment sectors and our teams of experts have extensive experience, partnering with our clients to gain a better understanding of this challenging industry. We have particular expertise in sampling minority audiences that are usually difficult to reach, such as senior business people, high-income consumers, ethnic minorities, other groups that are socially excluded, slow technology adopters and homes that receive different radio and TV platforms. We are involved in running all the major media audience measurement surveys, including PAMCo, the Outdoor Measurement Survey (Route), the Establishment Survey for the TV Measurement Panel (BARB) and Europe's largest and most complex survey – the Radio Audience Measurement Survey (RAJAR). In addition, media owners, ad agencies and advertisers use our regular multi-country syndicated surveys of business leaders and opinion formers for media planning. The Business Elite Surveys have been running since the 1970s and survey the top business executives globally.