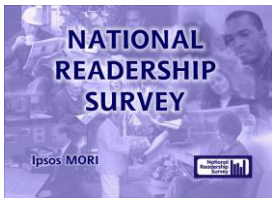




NATIONAL READERSHIP SURVEY DS-CAPI PROTOCOL – JULY 2015

This document lists the questions for the July 2015 NRS Double Screen CAPI questionnaire.

Introduction



NRS

Welcome to the National Readership Survey.

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

Topic Interest



dQT

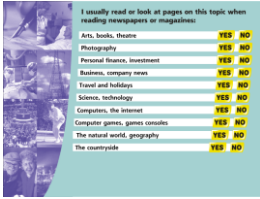
Here is a list of topics covered in newspapers and magazines.

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

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

- 1 YES
- 2 NO

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



dQT

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



dQT

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

IF YES TO SPORT ASK:

Sport Interest



bSP

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

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

- 1 YES
- 2 NO

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

Future Plans

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

Get married	1
Have a baby/another baby	2
Retire permanently from full time work	3
Move permanently from this address	4
Change job	5
Obtain a brand new car	6
Spend £500 or more on building, decorating or home improvements	7
None of these	8

aP9x

p9

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

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

FOR EACH ITEM CODED ASK:

And does _____ apply to you personally or to somebody else?

- 1 PERSONALLY
- 2 SOMEBODY ELSE

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

Get married	1
Have a baby/another baby	2
Retire permanently from full time work	3
Move permanently from this address	4
Change job	5
Obtain a brand new car	6
Spend £500 or more on building, decorating or home improvements	7
None of these	8

aP9A-aP9G

p9b

Internet

INTL



BINTL

intl

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

First of all, the Internet.

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

Have you accessed the Internet in the last 12 months, at home, at work, or anywhere else, including on a mobile device?

- 1 YES
- 2 NO

INTM

intmx

ASK INTM IF NO AT INTL. OTHERS GO TO Q. D1



aINT

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

- 1 YES
- 2 NO

Readership Introduction



aDPIN

Q. D1

It is possible to look at newspapers and magazines on-screen - on computers, mobiles, tablets, e-readers or other Internet-connected devices. This could be via websites, apps or as digital editions.



aDP1

I will ask you about your readership of printed newspapers and magazines shortly, but for now I would just like to know about your on-screen reading.



aDPIN

Do you ever look at newspapers or magazines in any of these on-screen ways? It does not matter how much time you spend or whether it is via websites, apps or digital editions.

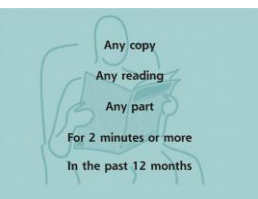
- 1 YES
- 2 NO

IF YES, ASK DIGITAL PLATFORMS (D2 – D6)
IF NO, SKIP DIGITAL PLATFORMS



bNR13

And now thinking about printed publications. We'd like to find out which printed newspapers and magazines you've read at all in the last 12 months.



aNI12

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

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

Any part of a magazine or newspaper counts.

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

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



bNRI3

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

We are only interested in reading of printed newspapers and magazines



bNRI4

The only reading which doesn't count is any reading done on a computer or other device such as those shown on the screen.



aNRI1

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

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

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

Initial Publication Sort



qa

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

- 1 YES
- 2 NO
- 3 NOT SURE

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

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

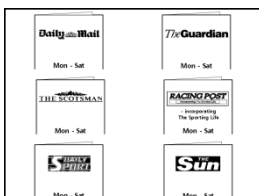
1. Participant cannot read English well enough to read newspapers and magazines.
2. Participant is blind/ partially sighted.
3. Other (specify)
4. No reason

Second Publication Sort



qb

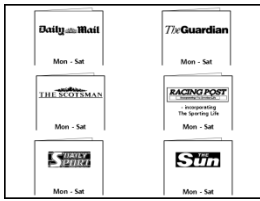
I'm going to show you the screens where you said you haven't read anything. Please double check whether there are any additional publications you have seen at all for at least two minutes in the last 12 months?



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

- 1 YES
- 2 NO

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- 1 YES
- 2 NO

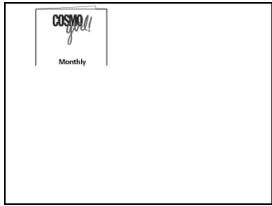
QASK

And _____?

- 1 YES
- 2 NO

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

New Titles



q1ask

Read Past 12 Months

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

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

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

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

1 YES

2 NO

ETC. FOR ALL NEW TITLES

Recency / Frequency

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

- MONDAY-SATURDAY DAILY NEWSPAPERS
- SATURDAY DAILY NEWSPAPERS
- SATURDAY DAILY NEWSPAPER SUPPLEMENTS
- SATURDAY MONTHLY NEWSPAPER SUPPLEMENTS (Do Something – The Guardian)
- REGIONAL NEWSPAPERS
- ARCHANT TITLES
- MAGAZINES (INCLUDING NEW TITLES)
- SUNDAY NEWSPAPERS
- SUNDAY NEWSPAPER SUPPLEMENTS



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

Remember, any part of a publication counts.



FOR PARTICIPANTS WHO HAVE ACCESSED THE INTERNET ONLY:

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



The only reading which doesn't count is any reading done on a computer or other device such as those shown on the screen.

MONDAY-SATURDAY DAILY NEWSPAPERS



YESASK
yesask

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

- 1 YES
- 2 NO

IF NO ASK:

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

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



RECASK
recask

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

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



FREQASK
freqask

SATURDAY DAILY NEWSPAPERS



RECSASK
recsask

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

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

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

IF LONGER AGO ASK:

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

- 1 YES
- 2 NO

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

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

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



FREQASK
frqsask

SATURDAY DAILY NEWSPAPER SUPPLEMENTS

ASK ALL WITH POSITIVE FREQUENCY CLAIM FOR SATURDAY ISSUE PARENT PAPER

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

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

- 1 YES
- 2 NO

ETC. FOR EACH SATURDAY SUPPLEMENT



secask

And the main part of the newspaper?

- 1 YES
- 2 NO

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

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



sec2ask

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

ETC. FOR EACH SATURDAY SUPPLEMENT

REGIONAL NEWSPAPERS



yesask



recask



freqask

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

- 1 YES
- 2 NO

IF NO ASK:

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

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

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

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

SATURDAY REGIONAL NEWSPAPERS



RECAASK
recsask

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

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

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

IF LONGER AGO ASK:

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

SPYASK
spyask

- 1 YES
- 2 NO

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

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



FREQASK
frqsask

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

ARCHANT TITLES



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

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



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

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

MAGAZINES



RECASK
recask

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

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



FREQASK
freqask

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

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

SUNDAY NEWSPAPERS



RECAASK
recsask

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

UNDISCLOSED PRE-CODES:

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



FREQASK
frqsask

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

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

SUNDAY NEWSPAPERS SUPPLEMENTS



secask

ASK ALL WITH POSITIVE FREQUENCY CLAIM

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

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

- 1 YES
- 2 NO

ETC. FOR EACH SUNDAY SUPPLEMENT



secask

And the main part of the newspaper?

- 1 YES
- 2 NO

FOR SUPPLEMENTS READ IN THE PAST 12 MONTHS, ASK:

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



sec2ask

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

ETC. FOR EACH SUNDAY SUPPLEMENT



ASK SOURCE OF COPY / TIME SPENT READING QUESTIONS FOR EACH TITLE (NOT FILLERS) WITH AN AIR CLAIM – FOR ALL TITLES APART FROM SUPPLEMENTS

Now I should like to ask some further questions about just a few of the titles you read or looked at recently.

Source of Copy

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

INTERVIEWER TO READ OUT LIST

How the last copy was obtained:

Bought at newsagent or shop	1
Delivered by newsagent	2
Subscription by post	3
Free copy -	
Delivered to home	4
Picked up on bus, train or tube	5
Picked up at station	6
Handed out in street	7
Picked up on plane or at airport	8
Picked up in shop	9
Other	10

COSMOPOLITAN Monthly

The last copy read or looked at:

I obtained it myself	1
Someone else in my household obtained it	2
Someone from another household obtained it	3
Saw work or office copy	4
Saw copy elsewhere	5

souask1

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

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

IF 1 OR 2:

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

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

COSMOPOLITAN Monthly

How the last copy was obtained:

Bought at newsagent or shop	1
Delivered by newsagent	2
Subscription by post	3
Free copy -	
Delivered to home	4
Picked up on bus, train or tube	5
Picked up at station	6
Handed out in street	7
Picked up on plane or at airport	8
Picked up in shop	9
Other	10

souask2

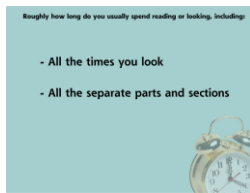
Paid for copy -

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

Free copy -

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

Time Spent Reading



INTSR

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

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

CODE SEPARATELY FOR EACH OF THE SATURDAY AND WEEKDAY EDITIONS



xxxx77
tsrask3

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

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



xxxx77a

IF NEWSPAPER SATURDAY ISSUE AIR ONLY:



xxxx76
tsrask2

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

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

IF NEWSPAPER MONDAY-SATURDAY (STANDARD) AIR ONLY:



xxxx78
tsrask1

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

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

IF SUNDAY NEWSPAPER AIR:



xxxx78
tsrask4

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

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

IF MAGAZINE AIR:



xxxx78
tsrask4

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

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

JICREG Weeklies



I'd now like to ask you about the local weekly newspapers that you have read or looked at in the last 12 months. Remember we are only interested in reading of printed newspapers.



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

PARTICIPANT SCREEN WILL DISPLAY A LIST OF UP TO 8 MASTHEADS OF JICREG LOCAL WEEKLY NEWSPAPERS

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

- 1 YES
- 2 NO

And _____ ?

- 1 YES
- 2 NO



FOR EACH TITLE READ IN THE PAST 12 MONTHS, ASK RECENCY AND FREQUENCY QUESTIONS

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



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

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



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

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

Local Weeklies

ASK ONLY THOSE WHO HAVE NOT BEEN SHOWN A JICREG LOCAL SCREEN.



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

Read or looked at any PAID FOR local weekly newspaper for at least 2 minutes in the past 7 days?

YES 1

NO 2

Have you read or looked at any PAID FOR local weekly newspaper for at least 2 minutes in the past 7 days?

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

Read or looked at any FREE local weekly newspaper for at least 2 minutes in the past 7 days?

YES 1

NO 2

And have you read or looked at any FREE local weekly newspaper for at least 2 minutes in the past 7 days?

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

Special Reading



SRINA
srinto

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

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

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

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

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

- 1 YES
- 2 NO

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

- 1 YES
- 2 NO

ASK RECENCY AND FREQUENCY QUESTIONS IF ANSWERED YES AT QUESTION 2

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

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

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



SRBRDBF
sr1

sr2



SRAS1A
srprt1

OSOS

Printed

Monthly Magazine

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

ALMOST ALWAYS - At least 3 times out of 4	1
QUITE OFTEN - At least 1 time out of 4	2
ONLY OCCASIONALLY - less than 1 time out of 4	3
NOT IN THE PAST 12 MONTHS	4

SRAS2A
srprt2

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

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

Digital Platforms



aDPIN

ALL WHO RESPONDED 'YES' AT Q. D1 (DIGITAL FILTER QUESTION)

Q. D2 INTRO

So far we have asked you mainly about reading printed newspapers and magazines, but you can also look at magazines and newspapers on-screen in a number of ways: On

- PCs or laptops
- mobiles
- tablets (e.g. iPad)
- e-readers (e.g. Kindle)
- or on other Internet-connected devices (e.g. Digital TV, games consoles)

We would like to ask you about newspapers and magazines that you may have seen on-screen on any of the devices mentioned. It does not matter how much time you spend or whether it is via websites, apps or digital editions.

Q. D2

Which of the following have you looked at on-screen in any way in the last 12 months?

Which of the following have you looked at on-screen in any way in the last 12 months?		
Daily Mail	YES	NO
Mirror	YES	NO
The Sun	YES	NO
Daily Record	YES	NO
Daily Star	YES	NO
The Scotsman	YES	NO
Metro	YES	NO
Financial Times	YES	NO
Evening Standard	YES	NO
The Independent	YES	NO
The Guardian	YES	NO
The Telegraph	YES	NO

aDPF1

INTERVIEWER TO READ OUT EACH BRAND NAME IN TURN

- 1 YES
- 2 NO

d2ask

Q.D3. INTRO

ALL WITH ANY 'YES' RESPONSE AT Q.D2

You can view these brands in a number of ways –

As a website, generally with a www.com or www.co.uk address

As an App on a mobile or tablet

As a digital edition, such as an e-paper, e-zine or .PDF



aDP2



Dalt 1A

d3ask

QD.3 FOR EACH BRAND IN TURN, BY AVAILABLE PLATFORM TYPE FOR THAT BRAND

In which of the following ways have you looked at [____] on-screen in the past 12 months? Please tell me as many as apply.

1. PC or laptop - website
2. PC or laptop - digital edition
3. Mobile - website
4. Mobile - app
5. Tablet - website
6. Tablet - app
7. Tablet - digital edition
8. E-Reader - digital edition
9. On-screen in another way

INTERVIEWER PROMPT – any others?



Dalt2A(1-9)

d4ask

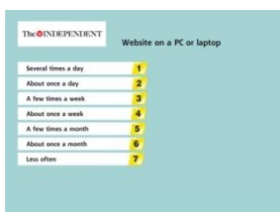
Q. D4

FOR EACH BRAND AND PLATFORM AT Q.D3.

How often do you look at [____] [website/App/digital edition] on a [device]?

- SEVERAL TIMES A DAY
- ABOUT ONCE A DAY
- A FEW TIMES A WEEK
- ABOUT ONCE A WEEK
- A FEW TIMES A MONTH
- ABOUT ONCE A MONTH
- LESS OFTEN

TO BE ASKED SEPARATELY FOR EACH PLATFORM RELEVANT TO THE BRAND



Alt2B(1-8)

d4xask

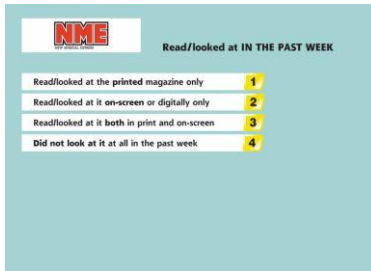
Q. D4X

ALL WHO RESPONDED 'YES' AT YESASK (MONDAY-SATURDAY DAILY NEWSPAPERS) OR 'YESTERDAY' AT RECASK (SATURDAY DAILY NEWSPAPERS) AND 'YES' AT Q.D2 FOR THE SAME NEWSPAPER BRAND – 8 BRANDS.

INTERVIEWER TO READ OUT FOR EACH NEWSPAPER BRAND IN TURN

“You mentioned earlier that you read the printed version of [X]. As you read this in different ways, please confirm which of the following describes the way you looked at [X] yesterday.”

1. READ/LOOKED AT THE **PRINTED** NEWSPAPER ONLY
2. READ/LOOKED AT IT **ON-SCREEN** OR DIGITALLY ONLY
3. READ/LOOKED AT IT **BOTH** IN PRINT AND ON-SCREEN
4. **DID NOT LOOK AT IT** AT ALL YESTERDAY



ALL WHO RESPONDED 'YESTERDAY' OR "PAST 7 DAYS" AT RECASK (WEEKLY MAGAZINES) FOR THE SAME MAGAZINE BRAND – 3 BRANDS.

INTERVIEWER TO READ OUT FOR EACH MAGAZINE BRAND IN TURN

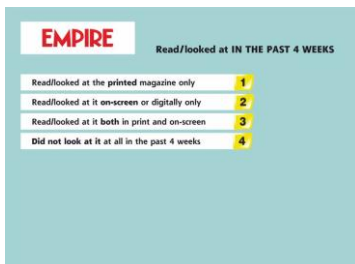
Interviewer prompt:

"You mentioned earlier that you read the printed edition of [X]. As you read this in different ways, please confirm which of the following describes the way you looked at [X] in the past week"

Alt2B(1-8)

d4xask

1. READ/LOOKED AT THE **PRINTED** MAGAZINE ONLY
2. READ/LOOKED AT IT **ON-SCREEN** OR DIGITALLY ONLY
3. READ/LOOKED AT IT **BOTH** IN PRINT AND ON-SCREEN
4. **DID NOT LOOK AT IT** AT ALL IN THE PAST WEEK



ALL WHO RESPONDED 'YESTERDAY' OR "PAST 7 DAYS" OR PAST 4 WEEKS" AT RECASK (MONTHLY MAGAZINES) FOR THE SAME MAGAZINE BRAND – 3 BRANDS.

INTERVIEWER TO READ OUT FOR EACH MAGAZINE BRAND IN TURN

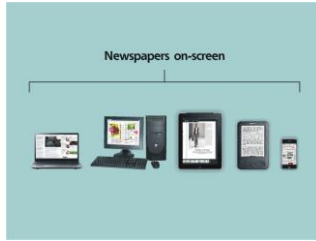
Interviewer prompt:

"You mentioned earlier that you read the printed edition of [X]. As you read this in different ways, please confirm which of the following describes the way you looked at [X] in the past 4 weeks"

Alt2B(1-8)

d4xask

1. READ/LOOKED AT THE **PRINTED** MAGAZINE ONLY
2. READ/LOOKED AT IT **ON-SCREEN** OR DIGITALLY ONLY
3. READ/LOOKED AT IT **BOTH** IN PRINT AND ON-SCREEN
4. **DID NOT LOOK AT IT** AT ALL IN THE PAST WEEK



DP3

~

Q. D5

ALL WITH POSITIVE CLAIMS AT Q. D1 AND NO NEWSPAPER CLAIMS AT Q.D3

I am not going to ask you any questions about specific newspapers, but are there any newspapers that were not on our list that you have looked at on-screen in any way in the last 12 months?

- 1 YES
- 2 NO

ALL CODE 1

And do you look at it or them at least once a month?

- 1 YES
- 2 NO



DP4

d6

Q. D6

ALL WITH POSITIVE CLAIMS AT Q.D1 AND NO MAGAZINE CLAIMS AT Q.D3

I am not going to ask you any questions about specific magazines, but are there any magazines that were not on our list that you have looked at on-screen in any way in the last 12 months?

- 1 YES
- 2 NO

ALL CODE 1

And do you look at it or them at least once a month?

- 1 YES
- 2 NO

DEVICES



Q.DV intro

I would now like to ask you about devices that are used in your household and by you personally.

Which of the following devices are owned by you or any other member of your household?

Desktop or laptop computer	1
Mobile phone or smartphone	2
E-book reader (e.g. a Kindle, Kobo or Nook)	3
Touchscreen tablet (e.g. iPad or Android tablet)	4
Video game console (e.g. Xbox 360, PlayStation)	5
"Smart" TV or internet connected TV	6
Streaming media player that connects to your TV (e.g. Roku, Apple TV, Google Chromecast)	7
A Blu-ray disc player capable of accessing streaming media services	8
None of these	9

aDV1

Q. DV 1

Which of the following devices are owned by you or any other member of your household who lives in your home?

Tell me all that apply.

- 1 DESKTOP OR LAPTOP COMPUTER
- 2 MOBILE PHONE OR SMARTPHONE
- 3 E-BOOK READER (E.G. A KINDLE, KOBO OR NOOK)
- 4 TOUCHSCREEN TABLET (E.G. IPAD OR ANDROID TABLET),
- 5 VIDEO GAME CONSOLE (E.G. XBOX 360, PLAYSTATION)
- 6 "SMART" TV OR INTERNET CONNECTED TV
- 7 STREAMING MEDIA PLAYER THAT CONNECTS TO YOUR TV (E.G. ROKU, APPLE TV, GOOGLE CHROMECAST)
- 8 A BLU-RAY DISC PLAYER CAPABLE OF ACCESSING STREAMING MEDIA SERVICES
- 9 NONE OF THESE

ASK DV2 AND DV3 IF YES AT DV1.4 (TABLET) OTHERS GO TO Q.DV4

Q.DV2

And thinking only about touchscreen tablets in your household. Would you say that you are the PRIMARY user of any tablet in your household?

1. YES
2. NO

Are you the PRIMARY user of any touchscreen tablet in your household?

Yes	1
No	2

aDV2

Q.DV3

Which type of media tablet do you personally own or use?

- 1 APPLE IPAD
- 2 ANDROID TABLET
- 3 OTHER TABLET

Which type of tablet do you personally own or use?

Apple iPad	1
Android tablet	2
Other tablet	3

aDV3

INTERVIEWER CAN CODE 'NONE'

Q.DV4

The next questions are based on mobile phones



Do you currently own or are you the main user of a mobile phone?

Yes 1

No 2

aDV4

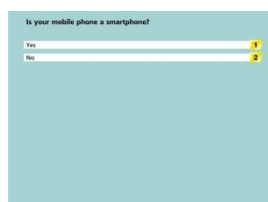
Do you currently own or are you the main user of a mobile phone? (include any mobile phones that are provided by your employer for your exclusive use.)

- 1 YES
- 2 NO

ASK DV5 IF YES AT DV4

Q.DV5

Is your mobile phone a smartphone? For example, an iPhone, Android phone, Blackberry or Windows phone, etc.?



Is your mobile phone a smartphone?

Yes 1

No 2

aDV5

- 1 YES
- 2 NO

ASK DV6 IF YES AT DV5

Q.DV6

Which type of smartphone do you personally own or use?



Which type of smartphone do you personally own or use?

Apple iPhone 1

Android phone (including Google phone) 2

BlackBerry 3

Windows Phone 4

Other smartphone 5



aDV6

- 1 APPLE IPHONE
- 2 ANDROID PHONE (INCLUDING GOOGLE PHONE)
- 3 BLACKBERRY
- 4 WINDOWS PHONE
- 5 OTHER SMARTPHONE

Internet



Repeat image bINTL

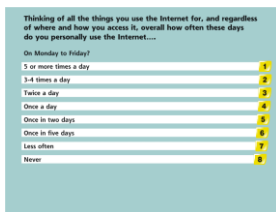
ASK PARTICIPANTS WITH A YES CLAIM AT INTL (accessed the Internet in the last 12 months)

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

Thinking of all the things you use the Internet for, and regardless of what devices you use and where you access it.

How often these days do you personally use the Internet....

INTNA



aINTNA

On Monday to Friday?

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

INTNB

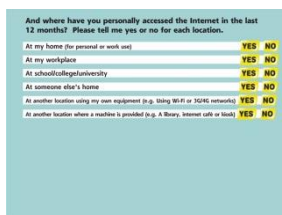


aINTNB

And on Saturday and Sunday?

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

INTO



bINTO

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

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

- 1 YES
- 2 NO

- AT MY HOME
- AT MY WORKPLACE
- AT SCHOOL/COLLEGE/UNIVERSITY
- AT SOMEONE ELSE'S HOME
- AT ANOTHER LOCATION USING MY OWN EQUIPMENT (E.G USING WI-FI OR 3G/4G)
- AT ANOTHER LOCATION WHERE A MACHINE IS PROVIDED (E.G. A LIBRARY, INTERNET CAFÉ OR KIOSK)

INTP

Regardless of where you may have used it, which of these devices have you used to access the Internet in the last 12 months? Please tell me each one that applies?

My / our own PC / laptop	1
A laptop / PC provided by work	2
A mobile phone	3
A touchscreen tablet (e.g. iPad or Android tablet)	4
A games console	5
An internet-enabled TV	6
A streaming media player that connects to your TV (e.g. Roku, Apple TV)	7
A Blu-ray disc player capable of accessing streaming media services	8
None of these	9

cINTP

Regardless of where you may have used it, which of these devices have you used to access the Internet in the last 12 months? Please tell me each one that applies?

- 1 MY/OUR OWN PC/LAPTOP
- 2 A LAPTOP/PC PROVIDED BY WORK
- 3 A MOBILE PHONE
- 4 A TABLET COMPUTER (such as the iPad or PlayBook)
- 5 A GAMES CONSOLE
- 6 AN INTERNET-ENABLED TV
- 7 A STREAMING MEDIA PLAYER THAT CONNECTS TO YOUR TV (E.G. ROKU, APPLE TV).
- 8 A BLU-RAY DISC PLAYER CAPABLE OF ACCESSING STREAMING MEDIA SERVICES
- 9 NONE OF THESE

Ask INTQ for each location given at INTO, and INTDEV for each device used at INTP

INTQ/INTDEV

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

Yesterday	1
In the last 2-3 days	2
In the last week	3
In the last month	4
In the last year	5

aINTQ

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

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

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

INTR



aINTR

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

- 1 YES
- 2 NO

INTT



aINT
intt

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

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

- 1 YES
- 2 NO

INTU



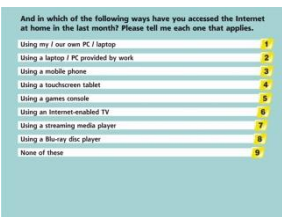
aINT
intu

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

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

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

INTV



cINTV
intv

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

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

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

PROBE (all participants): Any others?

- 1 USING MY/OUR OWN PC/LAPTOP
- 2 USING A LAPTOP/PC PROVIDED BY WORK
- 3 USING A MOBILE PHONE
- 4 USING A TABLET COMPUTER
- 5 USING A GAMES CONSOLE
- 6 USING AN INTERNET-ENABLED TV
- 7 USING A STREAMING MEDIA PLAYER
- 8 USING A BLU-RAY DISC PLAYER
- 9 NONE OF THESE

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

INTW

aINTW
intw

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

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

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

INTX

aINTX
intx

Ask INTX if access the Internet at work at INTO. Others go to INTY

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

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

INTY

aINTY

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

- 1 YES
 - 2 NO
-

General Websites

Q. GW1 ASK PARTICIPANTS WITH A YES CLAIM AT INTL (accessed the Internet in the last 12 months)

On the screen you will see a number of websites. Which of these, if any, have you visited in the last 12 months? Please tell me all that apply.

Website	URL	Frequency
amazon	www.amazon.co.uk	1
Argos	www.argos.co.uk	2
BBC	www.bbc.co.uk	3
Channel4	www.channel4.com	4
IMDb	www.imdb.com	5
ITV	www.itv.com	6
Moneysavingexpert	www.moneysavingexpert.com	7
NHS Direct	www.nhsdirect.nhs.uk	8
Wikipedia	www.wikipedia.org	9
YAHOO!	uk.yahoo.com	10

aiNTZ
gw1ask

1. Amazon
2. Argos
3. BBC
4. Channel4
5. IMDb
6. ITV
7. Moneysavingexpert
8. NHS Direct
9. Wikipedia
10. Yahoo

INTERVIEWER PROMPT: Any others?

INTERVIEWER CAN CODE 'NONE OF THESE'

Ask Q. GW2 FOR EACH WEBSITE AT GW1
And how often do you visit_____?

Frequency	Code
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
A few times a month	5
About once a month	6
Less often	7

lat1
gw2ask

- 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

Cinema

Cinema

Once a week or more often 1

2 to 3 times a month 2

Once a month 3

Once every 2 to 3 months 4

2 or 3 times a year 5

Once a year 6

Less often 7

Never go these days 8

bC1A
c1a

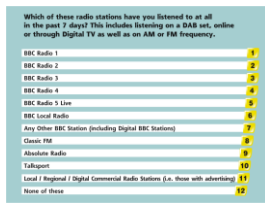
The next few questions are about cinema, radio and television.

How often these days do you go to the cinema?

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

Radio

Now radio.



dR1
r1

Which of these radio stations have you listened to at all in the past 7 days? This includes listening on a DAB set, online or through Digital TV as well as on AM or FM frequency. It need not have been at home, it could have been in a car, in somebody else's home or outside.

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

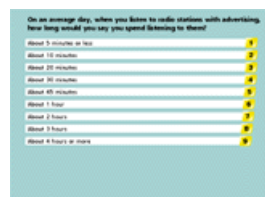
IF CODE '11' ASK R2 AND R3



bR2
r2

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

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

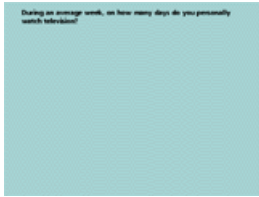


bR3
r3

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

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

Television



bTV1A
tv1a

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

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

IF CODES 1 TO 7 ASK TV1B, TV1G, AND TV1H
IF CODE 8 IS SELECTED ASK TV1G AND TV1H



bTV1B
tv1b

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

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

Classification

Introduction



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

Shopping

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

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

All or most items	1
About half	2
A few	3
None or almost none	4

aS1A
s1a

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

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

IF THE PARTICIPANT SELECTS OPTIONS 1-3, ASK S1B THEN S1D.
IF THE PARTICIPANT SELECTS OPTION 4, THEN IT WILL GO TO S1D.

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

About £10 or less	1
About £20	2
About £30	3
About £40	4
About £50	5
About £75	6
About £100	7
About £125 or more	8

aS1B
s1b

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

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

Direct Response



cS1D
s1d

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

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

HOUSEHOLD MEMBERS



newc1

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

Are there any children under 16 in the household?

- 1 YES
- 2 NO

IF NO GO TO PARTICIPANT AGE

newc2

Are any of the children aged 4 or under?

- 1 YES
- 2 NO

newc3

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

- 1 YES
- 2 NO

NUMAD

numad

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

- 1 ONE
- 2 TWO
- 3 THREE OR MORE

CD1C

respage

Can I check your age last birthday:

0 to 99 (Age must be 15+)

respsex

Sex of participant

- 1 MALE
- 2 FEMALE

CD3

respmar

Marital Status of participant

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



aCD1
cd1

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

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

Any more people?

- 1 YES
- 2 NO



CD1A
Cd1a

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

Relationship to participant

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

IF 11 OR 12 AT CD1A THEN ASK CD1AOM/CD1AOF

cd1aom/
cd1aof

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

IF 13-16 AT CD1A THEN ASK CD1B

Cd1b

Sex of (RELATIONSHIP)

- 1 MALE
- 2 FEMALE

CD1C
cd1c

Age last birthday of (RELATIONSHIP)

0 to 99

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



CD3
cd3

Marital Status

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

Normal Occupation. Status

aCD4
cd4

ASK WORKING STATUS FOR PARTICIPANT AND FOR EACH OTHER PERSON

Working Status?

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

Length of Unemployment



aCDU1ASK
cdu1

IF PERSON IS UNEMPLOYED

Length of time person has been unemployed?

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

Income Level

CDU2ASK
cdu2

IF UNEMPLOYED FOR MORE THAN SIX MONTHS

Does the income from all sources exceed state benefit level?

- 1 YES
- 2 NO

Retired

PROMPT IF PARTICIPANT IS RETIRED:



PENSION

PARTICIPANT IS RETIRED

DO THEY HAVE A PRIVATE PENSION OR A PENSION FROM ANY PREVIOUS PLACE OF WORK?

INTERVIEWER TO CODE:

PARTICIPANT IS RETIRED AND...

- 1 HAS PRIVATE OR COMPANY PENSION
- 2 DOES NOT HAVE PRIVATE OR COMPANY PENSION

INTERVIEWER PROMPT FOR EACH OTHER PERSON THAT IS RETIRED AT cd4

PERSON [PIPE IN #, RELATIONSHIP] IS RETIRED

DO THEY HAVE A PRIVATE PENSION OR A PENSION FROM ANY PREVIOUS PLACE OF WORK?

INTERVIEWER TO CODE:

PENSION

Person [PIPE IN #] IS RETIRED AND...

- 1 HAS PRIVATE OR COMPANY PENSION
- 2 DOES NOT HAVE PRIVATE OR COMPANY PENSION

[interviewer can code Don't Know]

Chief Income Earner

aCD6A
cd6a

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

IF 'EQUAL INCOME' ENTER OLDEST

CIE

ENTER PERSON NUMBER 1 to 10

aCD6B
cd6b

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

- 1 YES
- 2 NO

Occupation Details of Chief Income Earner

PROMPT IF CIE IS RETIRED

INTERVIEWER NOTE: CIE IS RETIRED. IF THEY HAVE TAKEN ANOTHER JOB AFTER RETIREMENT, RECORD DETAILS OF THE MAIN OR HIGHEST OCCUPATION

CD7A
cd7a

ENTER TYPE OF FIRM

CD7B
cd7b

ENTER WORK ACTUALLY DONE

CD7C
cd7c

ENTER TITLE, RANK, GRADE, ETC.

CD7D
cd7d

SELF-EMPLOYED?

- 1 YES
- 2 NO

CD7E
cd7e

ENTER NUMBER OF PEOPLE WORKING THERE ALTOGETHER (including CIE)

CD7F
cd7f

ENTER NUMBER RESPONSIBLE FOR (excluding CIE)

CD7G
cd7g

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

- 1 YES
- 2 NO

IF 'YES' ASK CD7H

CD7H
cd7h

ENTER QUALIFICATIONS

CD7I
cd7i

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

PROMPT IF CIE IS RETIRED AND CODE 2 AT 'PENSION' (i.e.DOES NOT HAVE A PRIVATE OR COMPANY PENSION)

INTERVIEWER NOTE. CIE DOES NOT HAVE A PRIVATE PENSION OR PENSION FROM FORMER PLACE OF EMPLOYMENT.

DOES RETIRED CIE HAVE STATE BENEFITS AND/OR OTHER FORM OF PRIVATE INCOME (SUCH AS PENSION FROM A DECEASED SPOUSE, SAVINGS OR INVESTMENTS ETC.)?

INTERVIEWER TO CODE:

BENEFIT

- 1 CIE HAS STATE BENEFITS ONLY
- 2 CIE HAS STATE BENEFITS AND SOME OTHER FORM OF INCOME
- 3 CIE HAS NO STATE BENEFITS BUT HAS SOME OTHER FORM OF INCOME
- 4 CIE HAS NO INCOME
- 5 DK [INTERVIEWER TO WRITE IN COMMENT]

Social Grade of Chief Income Earner

PROMPT IF CIE IS RETIRED:

ALL CODE 1 AT 'PENSION' OR CODE 2 OR 3 AT 'BENEFIT':

CIE IS RETIRED AND HAS A PRIVATE PENSION OR SOME OTHER FORM OF PRIVATE INCOME

ALL CODE 1 AT 'BENEFIT':

CIE IS RETIRED AND HAS STATE BENEFITS ONLY

ALL CODE 4 AT 'BENEFIT':

CIE IS RETIRED AND HAS NO STATED FORM OF INCOME

**CD7
cd7**

CODE SOCIAL GRADE OF CHIEF INCOME EARNER

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

**Participant
Classification**

ASK CD8A-CD8 IF PARTICIPANT IS WORKING AND IS NOT CHIEF
INCOME EARNER

CD8A

ENTER TYPE OF FIRM

cd8a

aCD8B

ENTER WORK ACTUALLY DONE

cd8b

aCD8C

ENTER TITLE, RANK, GRADE, ETC.

cd8c

aCD8D

SELF-EMPLOYED?

cd8d

1 YES

2 NO

aCD8E

ENTER NUMBER OF PEOPLE WORKING THERE ALTOGETHER
(including participant)

cd8e

aCD8F

ENTER NUMBER RESPONSIBLE FOR (excluding participant)

cd8f

aCD8G

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

cd8g

1 YES

2 NO

IF YES ASK CD8H

aCD8H

ENTER QUALIFICATIONS

cd8h

aCD8I

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

cd8i

Participant Social Grade

CD8
cd8

CODE SOCIAL GRADE OF PARTICIPANT:

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

aCD9A
cd9a

PARTICIPANT IS -

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

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

Tenure

*cd10stme



aCD10A
cd10a

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

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



BX3

And does your household have a telephone which is not a mobile phone?

- 1 YES
- 2 NO

Lifestyle Data

Motoring



How many cars or light vans are there in this household?

One

Two

Three or more

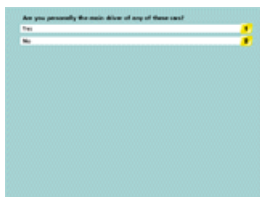
None

BP1T
p1t

How many cars are there in this household?

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

IF NONE GO TO (P2B)



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

Yes

No

aP1B
p1b

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

- 1 YES
- 2 NO

IF NO GO TO (P2B)



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

Obtained new

Obtained second-hand

aP2T
p2t

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

- 1 OBTAINED NEW
- 2 OBTAINED SECOND-HAND



Do you personally own any of the following?

Motorcycle

Moped/scooter

aP2B
p2b

Do you personally own any of the following?

- 1 MOTORCYCLE
- 2 MOPED/SCOOTER

Holidays



aP3
p3

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

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



aP4T
p4t

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

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



aP4B
p4b

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

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

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



cP5
p5

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

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

Business Air Travel



aP6
p6

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

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

Education

When did you finish your full-time education?

Still studying full-time 1

16 or under 2

Age 17 3

Age 18 4

Age 19 5

Age 20 6

Age 21 or over 7

aP8
p8

When did you finish your full-time education?

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

*p9astme

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

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

Professional qualification of degree status 2

First Degree (e.g. BA, BSc) 3

Other qualification requiring A levels for entry (level 4 or 5) 4

One or more A levels (or equivalent) 5

Other qualification at level 3 (BTEC, NVQ, etc.) 6

5 or more O levels (or GCSE grades A-C or equivalent) 7

Other O levels, GCSE or CSE passes 8

Trade Apprenticeship 9

None of these/ not applicable 10

bP9
p9a

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

1. POSTGRADUATE QUALIFICATION (e.g. PHD, MBA)
2. PROFESSIONAL QUALIFICATION OF DEGREE STATUS
3. FIRST DEGREE (e.g. BA, BSc)
4. OTHER QUALIFICATION REQUIRING A LEVELS FOR ENTRY (LEVEL 4 OR 5)
5. ONE OR MORE A LEVELS (OR EQUIVALENT)
6. OTHER QUALIFICATION AT LEVEL 3 (BTEC, NVQ, etc.)
7. 5 OR MORE O LEVELS (OR GCSE GRADES A-C OR EQUIVALENT)
8. OTHER O LEVELS, GCSE OR CSE PASSES
9. TRADE APPRENTICESHIP
10. NONE OF THESE/ NOT APPLICABLE

Cards

BP10
p10

(Which of these do you have?)

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

Investments

bP11
p11

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

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

bP12
p12

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

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

Financial Activity

bP13
p13

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

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

Participant Income

NCD9
cd9

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

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

CIE Income

NCD10
cd10

IF SPOUSE/PARTNER OF CIE ASK:

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

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

Ethnic origin



aCD11
cd11

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

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

Willingness to be interviewed again



RECON
recon

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

- 1 YES
- 2 NO

NRS July 2015 Media List

* = filler (non paying title)

Screen 1

- D The Scotsman
- D City a.m.*
- E London Evening Standard
- London
- D The Sun
- D Daily Mail
- D The Guardian

Screen 2

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

Screen 3

- D Metro
- D The Daily Telegraph
- D The Times
- D Daily Express
- D Daily Record
- D Daily Mirror

Scotland Government Office Region X

Screen 4

- E Evening Express
- Aberdeen
- D The Press and Journal
- Aberdeen
- E Evening Times*
- Glasgow
- E Edinburgh Evening News
- D The Courier
- Dundee
- E Evening Telegraph
- Dundee

Screen 5

- E Greenock Telegraph
- D Paisley Daily Express
- D The Journal
- Newcastle
- D The Chronicle
- Newcastle
- E North West Evening Mail
- E News & Star
- Carlisle

North East- Government Office Region 1

Screen 4

- D The Journal
- Newcastle
- E Evening Times
- Glasgow
- E Edinburgh Evening News
- D The Chronicle
- Newcastle
- E Evening Gazette
- Teesside, Middlesbrough, Stockton
- E The Shields Gazette

Screen 5

- E Sunderland Echo
- D The Northern Echo
- E North West Evening Mail
- E News & Star
- Carlisle
- E Hartlepool Mail
- D Manchester Evening News

North West – Government Office Region 2

Screen 4

- E Lancashire Telegraph
- D Lancashire Evening Post
- D Manchester Evening News
- D The Sentinel
- Staffordshire
- D Liverpool Echo
- E Wigan Evening Post

Screen 5

- D The Leader
- Chester
- E The Bolton News
- E News & Star
- Carlisle
- E Oldham Evening Chronicle
- E The Gazette
- Blackpool
- E North West Evening Mail

Yorkshire and the Humber – Government Office Region 3

Screen 4

- E The Press
 - York
- D Yorkshire Evening Post
- D Manchester Evening News
- D Hull Daily Mail
- D The Star
 - Sheffield, Doncaster
- E Telegraph & Argus
 - Bradford

Screen 5

- D The Northern Echo
- E Grimsby Telegraph
- E The Huddersfield Daily Examiner
- D The Journal
 - Newcastle
- E Evening Gazette
 - Teesside, Middlesbrough, Stockton
- E The Shields Gazette

West Midlands – Government Office Region 4

Screen 4

- E Coventry Telegraph
- D Birmingham Mail
- D Western Daily Press
- D The Sentinel
- Staffordshire
- D Express & Star
- West Midlands
- E Shropshire Star

Screen 5

- E Worcester News
- D Nuneaton News
- E Burton Mail
- D Leicester Mercury
- E Gloucestershire Echo
- E The Citizen
- Gloucester

East Midlands – Government Office Region 5

Screen 4

- E Burton Mail
- D Derby Telegraph
- D Leicester Mercury
- D Nottingham Post
- D The Sentinel
- Staffordshire
- E Coventry Telegraph

Screen 5

- E Grimsby Telegraph
- D The Star
- Sheffield, Doncaster
- D Nuneaton News
- D Oxford Mail
- D Eastern Daily Press
- D Manchester Evening News

East of England – Government Office Region 6

Screen 4

- E Echo
 - Basildon
- D Eastern Daily Press
- D East Anglian Daily Times
- E Evening News
 - Norwich
- E Daily Gazette
 - Colchester
- E Echo
 - Southend

Screen 5

- E Cambridge News
- E Ipswich Star
- E Swindon Advertiser
- D Leicester Mercury
- D Nottingham Post
- D Derby Telegraph

South West – Government Office Region 7

Screen 4

- E Daily Echo
– Bournemouth
- D Western Daily Press
- D Bristol Post
- E Dorset Echo
- D Western Morning News
- Plymouth
- E The Herald
– Plymouth

Screen 5

- E Worcester News
- E Daily Echo
– Southampton
- E Swindon Advertiser
- E Gloucestershire Echo
- E The Citizen
- Gloucester
- E The News
- Portsmouth

South-East/Greater London – Government Office Region 8/9

Screen 4

- E The News
- Portsmouth
- E Daily Echo
- Southampton
- E Daily Echo
- Bournemouth
- E The Argus
- Brighton, East Sussex, West Sussex
- D Oxford Mail
- E Swindon Advertiser

Screen 5 – Greater London – Government Office Region 9

Area 1

- M The Guide resident
- M Living South resident
- M SW resident
- M SW19 resident*
- M The resident*
- M The Hill resident*

Area 2

- M SW resident
- M SW19 resident
- M Richmond & Barnes resident
- M The resident*
- M Living South resident*
- M Westside resident*

Area 3

- M Richmond & Barnes resident
- M SW resident
- M The Grove resident*
- M Westside resident
- M The Hill resident*
- M The resident

Screen 5 – Greater London – Government office Region 9 cont.

Area 4

- M Westside resident
- M The Grove resident
- M The resident
- M The Hill resident
- M Richmond & Barnes resident*
- M SW resident*

Area 5

- M The Grove resident
- M The Angel resident
- M North West resident
- M Westside resident*
- M The Hill resident*
- M The resident*

Area 6

- M The Grove resident
- M The Angel resident
- M The Hill resident
- M North West resident*
- M Westside resident*
- M The resident*

Area 7

- M The Hill resident
- M The resident
- M The Grove resident*
- M SW resident*
- M Westside resident*
- M The Angel resident*

Wales – Government Office Region 0

Screen 4

- D Daily Post
– Wales
- D Western Mail
- Wales
- D South Wales Echo
- E South Wales Argus
- D South Wales Evening Post
- D The Leader
– Wrexham

Screen 5 not required

**Screen 6 – North West, Yorkshire, West Midlands and East Midlands – Government
Office Regions 2, 3, 4 and 5**

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

Screen 7

M Waitrose Kitchen
M BBC Good Food
M Jamie
- magazine only, NOT books
M Delicious
M Olive
BM BBC Easy Cook

Screen 8

M Asda Magazine
BM Boots Health & Beauty
M Sainsbury's Magazine
Q John Lewis Edition
- magazine from John Lewis
M Tesco – Food Family Living
-magazine
BM Morrisons

Screen 9

W TNT Magazine*
W Shortlist
W Sport*
W Time Out
W The Big Issue
W Stylist*

Screen 10

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

Screen 11

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

Screen 12

M T3*
M Men's Health
W Zoo
M FHM
M Men's Fitness
M Bizarre*

Screen 13

M Total Film*
M Film Review*
M Empire
M Stuff
M GQ
M Esquire

Screen 14

W Real People
W That's Life!
W Chat
W Pick Me Up
W Love It!
W Take a Break

Screen 15

F Shout
W New!
W Closer
W Now
W Reveal
W Star

Screen 16

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

Screen 17

W Autocar
W Auto Express
W Autosport
M BBC Top Gear
M F1 Racing
M EVO

Screen 18

M Practical Classics
M What Car?
M Car
M Classic & Sports Car*
M Land Rover Owner International
M Classic Cars

Screen 19

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

Screen 20

M Viz*
W The Spectator
F Private Eye
W The Economist*
M Moneywise*
W The Week

Screen 21

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

Screen 22

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

Screen 23

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

Screen 24

M Mother & Baby
M Pregnancy & Birth
M Prima Baby & Pregnancy*
BM Brides
BM You & Your Wedding
M Perfect Wedding*

Screen 25

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

Screen 26

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

Screen 27

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

Screen 28

M Health & Fitness*
BM Slimming World Magazine
M Weight Watchers Magazine
M Natural Health*
M Top Santé
M Women's Health

Screen 29

M Woman & Home
M Red
M Good Housekeeping
M Psychologies Magazine*
M Essentials
M Prima

Screen 30

W TV Times
W Radio Times
W TV Choice
W What's On TV
W Total TV Guide
W TV & Satellite Week

Screen 31

M Cosmopolitan
M Asian Woman*
M Marie Claire
M Glamour
W Look
W Grazia

Screen 32

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

Screen 33

M The World of Interiors
M Elle Decoration
M Homes & Antiques
M 25 Beautiful Homes
M Style at Home
M Living etc

Screen 34

- M House & Garden
- M Homes & Gardens
- M Garden Answers
- M BBC Gardeners' World
- W Garden News
- W Amateur Gardening

Screen 35

- M Ideal Home
- M House Beautiful
- M Period Living
- M Real Homes
- M Country Homes & Interiors
- M Country Living

Screen 36

- M BBC Wildlife Magazine
- W Horse & Hound
- M Sporting Gun
- M The Field
- W Country Life
- Q Animal Life Magazine*
-RSPCA

Screen 37

- M BBC History Magazine
- Q The National Trust Magazine
- Q Scotland In Trust*
- Journal of the National Trust for Scotland
- M BBC Music
- M Gramophone*
- Q English Heritage Members' Magazine

Screen 38

- S Wales on Sunday*
- S The Sunday Times
- S Sunday People
- S Sunday Herald
 - Scotland
- S Sunday Express
- S Scotland on Sunday

Screen 39

- S Daily Star Sunday
- S The Sunday Telegraph
- S The Observer
- S Sunday Sun*
 - Newcastle
- S Sunday Mirror
- S The Sun on Sunday

Screen 40

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

New Titles Screen 1

- M Hello! Fashion Monthly
- Q Nature's Home
 - The RSPB magazine

Newspaper Supplements

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

1. The Sun on Saturdays

TV Magazine #

the main part of the newspaper

2. the Daily Mail on Saturdays

the Daily Mail Weekend magazine #

the main part of the newspaper

3. The Guardian on Saturdays

The Guardian Weekend magazine #

The Guardian's The Guide #

Cook

Sport

Review

Travel

Family

the main part of the newspaper

Do Something # (monthly)

4. the Financial Times on Saturdays

FT Money #

FT Magazine

FT Weekend

the main part of the newspaper

5. The Independent on Saturdays

The Independent Magazine #

The Independent's Radar#

The Independent's Traveller

The Independent's Saturday Sport

the main part of the newspaper

6. Daily Star on Saturdays

Hot TV #

the main part of the newspaper

7. The Daily Telegraph on Saturdays

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

8. London Evening Standard

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

9. The Times on Saturdays

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

10. the Daily Express on Saturdays

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

11. the Daily Record on Saturdays

Saturday Plus #
the main part of the newspaper

12. the Daily Mirror on Saturdays

We Love TV #
the main part of the newspaper

13. The Mail on Sunday

You – The Mail on Sunday magazine #
Event #
The Mail on Sunday Sport on Sunday
the main part of the newspaper

14. The Sunday Times

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

15. Sunday People

Take it Easy #
the main part of the newspaper

16. the Sunday Mail – Scotland

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

17. The Sunday Telegraph

Stella #

Seven #

The Sunday Telegraph Business #

The Sunday Telegraph Money #

The Sunday Telegraph Sport

The Sunday Telegraph Discover

The Sunday Telegraph Life

the main part of the newspaper

18. The Independent on Sunday

The Independent on Sunday's The New Review #

Sport on Sunday

the main part of the newspaper

19. The Observer

The Observer Magazine #

The New Review

Sport

the main part of the newspaper

Observer Food Monthly #

Observer Tech Monthly

20. the Sunday Mirror

Notebook #

Holidays and Getaways#

the main part of the newspaper

21. the Sunday Express

the Sunday Express' S magazine #

the Sunday Express' Financial #

the main part of the newspaper

22. Daily Star Sunday

OK! Extra #

the main part of the newspaper

23. The Sun on Sunday

Fabulous #

the main part of the newspaper

Digital Brands: July – September 2015

		Available Platform								
	Digital Brand	Website on a PC or laptop	Digital edition on a PC or laptop	Website on a mobile	App on a mobile	Website on a tablet	App on a tablet	Digital edition on a tablet	Digital edition on an e-reader	On-screen in another way
Screen 1 (FWD)										
1	Daily Mail	X	X	X	X	X	X	X	X	X
2	Express	X	X	X	X	X	X	X	X	X
3	Mirror	X	X	X	X	X		X	X	X
4	The Sun	X		X	X	X	X	X		X
5	Daily Star	X	X	X	X	X	X	X	X	X
6	Daily Record	X		X		X	X	X		X
7	The Scotsman	X		X	X	X	X	X		X
8	Metro	X	X	X	X	X	X	X	X	X
9	Evening Standard	X	X	X	X	X	X	X	X	X
10	The Independent	X		X	X	X	X			X
11	The Guardian	X	X	X	X	X	X	X	X	X
12	The Telegraph	X	X	X	X	X	X	X	X	X
13	The Times	X	X	X	X	X	X	X	X	X

former position in brackets	Digital Brand	Website on a PC or laptop	Digital edition on a PC or laptop	Website on a mobile	App on a mobile	Website on a tablet	App on a tablet	Digital edition on a tablet	Digital edition on an e-reader	On-screen in another way
Screen 2/3 (FWD)										
14	BBC Good Food	X	X	X	X	X	X	X	X	X
15	Time Out London	X	X	X	X	X	X	X	X	X
16	Empire	X	X	X		X		X	X	X
17	Radio Times	X		X		X				X
18	National Geographic	X	X	X		X		X	X	X
19	New Scientist	X	Y	X	X	X		X	X	X
20	NME	X	X	X	X	X	X	X	X	X
21	Kerrang!	X		X		X				X
22	Men's Health	X	X	X		X		X	X	X
23	Auto Express	X		X		X	X			X
24	What Car?	X	X	X	X	X	X	X	X	X
25	Top Gear	X	X	X	X	X	X	X	X	X
Screen 3/2 (FWD)										
26	Cosmopolitan	X	X	X	X	X		X	X	X
27	Marie Claire	X		X	X	X	X	X	X	X
28	Woman & Home	X	X	X	X	X	X	X	X	X
29	Red	X	X	X	X	X	X	X		X
30	Elle	X	X	X	X	X	X	X	X	X
31	Glamour	X	X	X	X	X	X	X	X	X
32	Now	X	X	X	X	X	X	X	X	X
33	Closer	X		X	X	X	X	X		X
34	Reveal	X	X	X		X		X		X
35	Hello	X	X	X	X	X	X	X	X	X
36	Heat	X		X	X	X				X
37	OK!	X	X	X	X	X		X	X	X