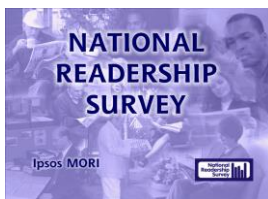




## NATIONAL READERSHIP SURVEY DS-CAPI PROTOCOL – DECEMBER 2016

This document lists the questions for the December 2016 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

I usually read or look at pages on this topic when reading newspapers or magazines

Arts, books, theatre	YES	NO
Photography	YES	NO
Personal finance, investment	YES	NO
Business, company news	YES	NO
Travel and holidays	YES	NO
Science, technology	YES	NO
Computers, the Internet	YES	NO
Computer games, games consoles	YES	NO
The natural world, geography	YES	NO
The countryside	YES	NO

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

I usually read or look at pages on this topic when reading newspapers or magazines

Beauty and personal appearance	YES	NO
Health and fitness	YES	NO
Education	YES	NO
Baby, children, parenting	YES	NO
Women's pages generally	YES	NO
Items for sale (e.g. cars, bikes, houses)	YES	NO
Jobs, appointments	YES	NO
Celebrity news and gossip	YES	NO
Crosswords, sudoku, other puzzles	YES	NO
TV programmes	YES	NO

dQT

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

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IF YES TO SPORT ASK:

**Sport Interest**



**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

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## Future Plans

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

Get married	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?

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

- 1 PERSONALLY
- 2 SOMEBODY ELSE

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## **Internet**

**INTL**



**BINTL**

intlX

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.

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## **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.**



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## Main Titles

## Read Past 12 Months



**QWHICH**

### 1 - Introduction to first EML screen selected if a newspaper screen

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

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

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

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

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

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

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

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

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

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

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

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

- 1 YES
- 2 NO

**QASK**

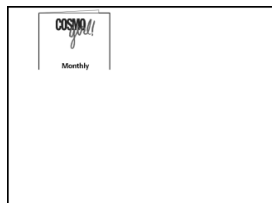
And \_\_\_\_\_?

- 1 YES
- 2 NO

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

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## New Titles



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

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## Recency / Frequency

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

- MONDAY-SATURDAY DAILY NEWSPAPERS
- SATURDAY DAILY NEWSPAPERS
- SATURDAY DAILY NEWSPAPER SUPPLEMENTS
- REGIONAL NEWSPAPERS
- 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.



...printed publications only

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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.

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## 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?



**RECALL**  
recask

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

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



**FREQASK**  
freqask

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

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## SATURDAY DAILY NEWSPAPERS



**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

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## SATURDAY DAILY NEWSPAPER SUPPLEMENTS

ASK ALL WITH POSITIVE FREQUENCY CLAIM FOR SATURDAY ISSUE  
PARENT PAPER

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

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

- 1 YES
- 2 NO

ETC. FOR EACH SATURDAY SUPPLEMENT



secask



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

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## 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

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## SATURDAY REGIONAL NEWSPAPERS



**RECASK**  
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

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## 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



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## SUNDAY NEWSPAPERS



**RECASK**  
recask

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

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## 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	
Paid for copy -	
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\*\*)

COSMOPOLITAN	
Monthly	
How the last copy was obtained	
Paid for copy -	
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

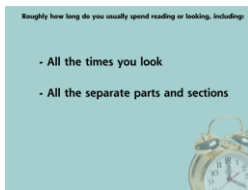
Paid for copy -

- 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

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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:

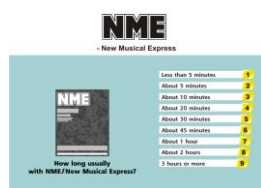


xxxx78  
tsrask4

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
-

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## 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.

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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



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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

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## **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

## 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

- 1 YES
- 2 NO

INTERVIEWER TO READ OUT EACH BRAND NAME IN TURN

d2ask

### Q.D3. INTRO

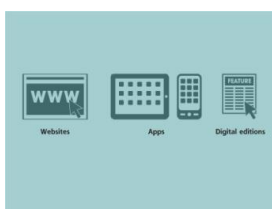
ALL WITH ANY 'YES' RESPONSE AT Q.D2

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



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

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?



Website on a PC or laptop

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

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



Website on a PC or laptop

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

Alt2B(1-8)

d4xask

Q. D4X

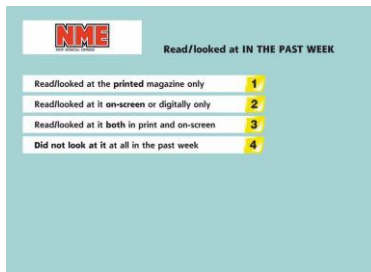
ALL WHO RESPONDED 'YES' AT YESASK (MONDAY-SATURDAY DAILY NEWSPAPERS) OR 'YESTERDAY' AT RECASK (SATURDAY DAILY NEWSPAPERS) AND 'YES' AT Q.D2 FOR THE SAME NEWSPAPER BRAND – 8 BRANDS.

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





**NME**  
Read/looked at IN THE PAST WEEK

Read/looked at the printed magazine only	1
Read/looked at it on-screen or digitally only	2
Read/looked at it both in print and on-screen	3
Did not look at it at all in the past week	4

**Alt2B(1-8)**

d4xask

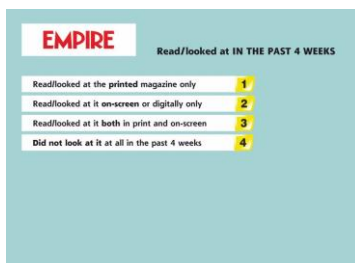
ALL WHO RESPONDED 'YESTERDAY' OR "PAST 7 DAYS" AT RECASK (WEEKLY MAGAZINES) FOR THE SAME MAGAZINE BRAND – 3 BRANDS.

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"

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



**EMPIRE**  
Read/looked at IN THE PAST 4 WEEKS

Read/looked at the printed magazine only	1
Read/looked at it on-screen or digitally only	2
Read/looked at it both in print and on-screen	3
Did not look at it at all in the past 4 weeks	4

**Alt2B(1-8)**

d4xask

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"

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



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

d5

ALL CODE 1

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

- 1 YES
- 2 NO

And which of these devices do you use to view newspaper  
content on-screen?

Laptop or computer (household owned)	1
Laptop or computer (employer owned)	2
Laptop or computer (other)	3
Smartphone	4
Tablet	5
Other	6

aD5A

Q. D5A

ASK ALL CODE 1 AT Q.D5

And which of these devices do you use to view newspaper content on-  
screen?

1. Laptop or computer (household owned)
2. Laptop or computer (employer owned)
3. Laptop or computer (other)
4. Smartphone
5. Tablet
6. Other

Q. D5B

FOR EACH DEVICE CLAIMED AT Q. D5A, CODES 1-5

Roughly how often do you look at newspaper content on your [insert  
device]?

Roughly how often do you look at newspaper content on your...

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

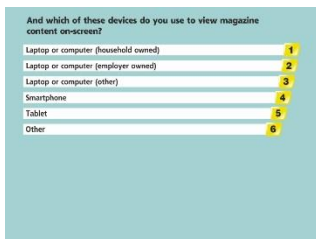
aD5B

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



**DP4**

**d6**



**aD6A**



**aD6B**

**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

**Q. D6A**

**ASK ALL CODE 1 AT Q.D6**

And which of these devices do you use to view magazine content on-screen?

1. Laptop or computer (household owned)
2. Laptop or computer (employer owned)
3. Laptop or computer (other)
4. Smartphone
5. Tablet
6. Other

**Q. D6B**

**FOR EACH DEVICE CLAIMED AT Q. D6A, CODES 1-5**

Roughly how often do you look at magazine content on your [insert device]?

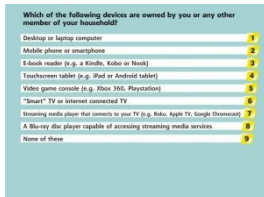
1. Several times a day
2. About once a day
3. A few times a week
4. About once a week
5. A few times a month
6. About once a month
7. Less often

## DEVICES



### Q.DV intro

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



aDV1

### Q. DV1

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 SMARTPHONE
- 3 MOBILE PHONE THAT IS NOT A SMARTPHONE
- 4 E-BOOK READER (E.G. A KINDLE, KOBO OR NOOK)
- 5 TOUCHSCREEN TABLET (E.G. IPAD OR ANDROID TABLET),
- 6 VIDEO GAME CONSOLE (E.G. XBOX 360, PLAYSTATION)
- 7 "SMART" TV OR INTERNET CONNECTED TV
- 8 STREAMING MEDIA PLAYER THAT CONNECTS TO YOUR TV (E.G. ROKU, APPLE TV, GOOGLE CHROMECAST)
- 9 A BLU-RAY DISC PLAYER CAPABLE OF ACCESSING STREAMING MEDIA SERVICES
- 10 SET TOP BOX
- 11 NONE OF THESE

IF CODE 1 (DESKTOP OR LAPTOP COMPUTER) AT DV1, ASK DV1A DIRECTLY AFTER DV1:

DV1A How many desktop or laptop computers do you personally use?  
Please do not include any computers provided by your employer.

1. NONE
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10 OR MORE

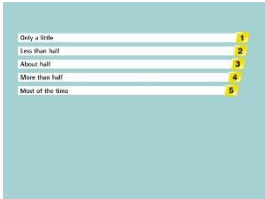
---

IF CODE 2 (1 COMPUTER) AT DV1A, ASK DV1A\_1

DV1A\_1

Does anyone other than you use that computer?

1. Yes
2. No



IF CODE 1 AT DV1A\_1, ASK DV1A\_2

DV1A\_2

Thinking of the total time that this computer may be in use, roughly what proportion of time spent on the computer is by people other than you?

aPV1

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time

IF CODES 3-11 (2+ COMPUTERS) AT DV1A, ASK DV1A\_3 & DV1A\_5

DV1A\_3

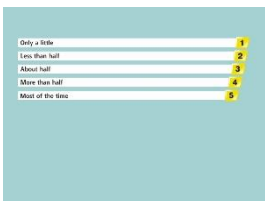
Thinking of the computer or laptop that you use MOST of the time, does anyone other than you use that computer?

1. Yes
2. No

IF CODE 1 AT DV1A\_3, ASK DV1A\_4, IF CODE 2 SKIP TO DV1A\_5

DV1A\_4

And thinking of the total time that this computer may be in use, roughly what proportion of time spent on the computer is by people other than you?



aPV1

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time

DV1A\_5

Thinking of the computer or laptop that you use SECOND MOST OFTEN, does anyone other than you use that computer?

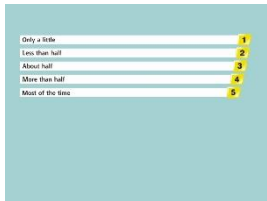
1. Yes
2. No

IF CODE 1 AT DV1A\_5, ASK DV1A\_6

DV1A\_6

And roughly what proportion of time spent on the computer is by people other than you?

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time



aPV1



ASK DV2\_A IF YES AT DV1 CODE 5 (TABLET) OTHERS GO TO Q.DV4

And thinking only about the touchscreen tablets in your household. What type of tablets are they?

1. APPLE IPAD
2. ANDROID TABLET
3. OTHER TABLET
4. NOT SURE



Q.DV3

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

- 1 APPLE IPAD
- 2 ANDROID TABLET
- 3 OTHER TABLET
- 4 NOT SURE

INTERVIEWER CAN CODE 'NONE'

---

ASK DV2 IF ANY CODES 1-3 AT QDV3

Q.DV2

And of which of these tablets would you say that you are the PRIMARY or main user?

- 1 APPLE IPAD
- 2 ANDROID TABLET
- 3 OTHER TABLET
- 4 NOT SURE

INTERVIEWER CAN CODE 'NONE'

IF CODE 1 (APPLE IPAD) AT DV2, ASK DV3\_1

DV3\_1

And are you the primary user of more than 1 Apple iPad?

1. Yes
2. No

IF CODE 2 (1 APPLE IPAD) AT DV3\_1, ASK DV3\_2

DV3\_2

Does anyone other than you use that Apple iPad?

1. Yes
2. No

IF CODE 1 AT DV3\_2, ASK DV3\_3

DV3\_3

Thinking of the total time that this Apple iPad may be in use, roughly what proportion of time spent on the Apple iPad is by people other than you?

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time

---

IF CODE 1 (more than 1 APPLE IPAD) AT DV3\_1, ASK DV3\_4 & DV3\_6

DV3\_4

Thinking of the Apple iPad that you use MOST of the time, does anyone other than you use that Apple iPad?

1. Yes
2. No

IF CODE 1 AT DV3\_4, ASK DV3\_5, IF CODE 2 SKIP TO DV3\_6

DV3\_5

And thinking of the total time that this Apple iPad may be in use, roughly what proportion of time spent on the Apple iPad is by people other than you?

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time

DV3\_6

Thinking of the Apple iPad that you use SECOND MOST OFTEN, does anyone other than you use that Apple iPad?

1. Yes
2. No

IF CODE 1 AT DV3\_6, ASK DV3\_7

DV3\_7

And roughly what proportion of time spent on the Apple iPad is by people other than you?

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time





aPV1

IF CODE 2 (ANDROID TABLET) AT DV3, ASK DV3\_8

DV3\_8

And are you the primary user of more than 1 Android Tablet?

1. Yes
2. No

IF CODE 2 (1 ANDROID TABLET) AT DV3\_8, ASK DV3\_9

DV3\_9

Does anyone other than you use that Android tablet?

1. Yes
2. No

IF CODE 1 AT DV3\_9, ASK DV3\_10

DV3\_10

Thinking of the total time that this Android tablet may be in use, roughly what proportion of time spent on the Android tablet is by people other than you?

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time

---

IF CODE 1 (more than 1 ANDROID TABLET) AT DV3\_8, ASK DV3\_11 & DV3\_13

DV3\_11

Thinking of the Android tablet that you use MOST of the time, does anyone other than you use that Android tablet?

1. Yes
2. No

IF CODE 1 AT DV3\_11, ASK DV3\_12, IF CODE 2 SKIP TO DV3\_13

DV3\_12

And thinking of the total time that this Android tablet may be in use, roughly what proportion of time spent on the Android tablet is by people other than you?

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time

DV3\_13

Thinking of the Android tablet that you use SECOND MOST OFTEN, does anyone other than you use that Android tablet?

1. Yes
2. No

IF CODE 1 AT DV3\_13, ASK DV3\_14

DV3\_14

And roughly what proportion of time spent on the Android tablet is by people other than you?

1. Only a little
2. Less than half
3. About half
4. More than half
5. Most of the time



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

Yes 1

No 2

aDV4

Q.DV4

The next questions are based on mobile phones.

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



Is your mobile phone a smartphone?

Yes 1

No 2

aDV5

Q.DV5

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

- 1 YES
- 2 NO

ASK DV6 IF YES AT DV5



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

Q.DV6

Which type of smartphone do you personally own or use?

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

Q.DV7

Do you use more than one smartphone?

- 1 YES
- 2 NO

ASK IF Code 2 AT DV7.

Q.DV8

And are you the primary or main user of this phone?

- 1 YES
- 2 NO

---

ASK IF Code 1 AT DV7.

Q.DV8B

And are you the primary or main user of any of these phones?

- 1 YES
- 2 NO

ASK IF Code 1 AT DV8B.

Q.DV9

Of which type of smartphone are you the primary or main user?  
PARTICIPANT CAN SELECT MORE THAN ONE TYPE

- 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...

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

## INTNA

aINTNA

## 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

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

## INTO

bINTO

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 (such as the iPad or PlayBook)
- 5 A VIDEO GAME CONSOLE (e.g. Xbox one, PS4, Wii U)
- 6 AN INTERNET-ENABLED OR "SMART" TV
- 7 A STREAMING MEDIA DEVICE THAT CONNECTS TO YOUR TV (E.G. ROKU, APPLE TV).
- 8 A BLU-RAY DISC PLAYER CAPABLE OF ACCESSING STREAMING MEDIA SERVICES
- 9 AN INTERNET-CONNECTED SET TOP BOX OR DVR
- 10 NONE OF THESE

## 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

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

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

## INTR



aINTR

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.

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



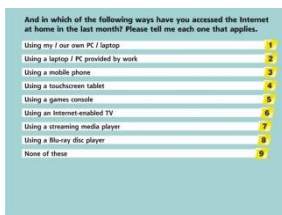
aINT  
intu

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 (such as the iPad or PlayBook)
- 5 USING A VIDEO GAME CONSOLE (e.g. Xbox one, PS4, Wii U)
- 6 USING AN INTERNET-ENABLED OR "SMART" TV
- 7 USING A STREAMING MEDIA DEVICE THAT CONNECTS TO YOUR TV (e.g. ROKU, Apple TV)
- 8 USING A BLU-RAY DISC PLAYER CAPABLE OF ACCESSING STREAMING MEDIA DEVICES
- 9 USING AN INTERNET-CONNECTED SET TOP BOX OR DVR
- 10 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

## INTW1

Ask INTW1 if 1 computer at INTW

And which type of computer is this?

- 1 WINDOWS PC (Examples: HP, Asus, Lenovo, Dell, Samsung, Acer, Toshiba, MSI)
- 2 APPLE OR MAC
- 3 ANOTHER TYPE OF COMPUTER
- 4 DON'T KNOW

## INTW2

Ask if 2 or more computers at INTW

And which type of household-owned computer did you use most often for Internet access in the past 30 days?

- 1 WINDOWS PC (Examples: HP, Asus, Lenovo, Dell, Samsung, Acer, Toshiba, MSI)
- 2 APPLE OR MAC
- 3 ANOTHER TYPE OF COMPUTER
- 4 DON'T KNOW



---

INTX



aINTX  
intx

Ask INTX if access the Internet at work at INTO. Others go to INTX1

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

INTX1

All who use Laptop/PC provided by work in the last month (INTP/INTQ)

Thinking of the employer-provided computer that you used to access the Internet in the past 30 days, what type of computer is this?

- 1 WINDOWS PC (Examples: HP, Asus, Lenovo, Dell, Samsung, Acer, Toshiba, MSI)
- 2 APPLE OR MAC
- 3 ANOTHER TYPE OF COMPUTER
- 4 DON'T KNOW

INTERVIEWER. IF PARTICIPANT USES MORE THAN ONE TYPE OF COMPUTER AT WORK, CODE THE TYPE USED MOST OFTEN.

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	Number
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

alNTZ  
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	Number
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

latl1  
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

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

How often these days do you go to the 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

- 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.

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.

BBC Radio 1	1
BBC Radio 2	2
BBC Radio 3	3
BBC Radio 4	4
BBC Radio 5 Live	5
BBC Local Radio	6
Any Other BBC Station (including Digital BBC Stations)	7
Classic FM	8
Absolute Radio	9
Talksport	10
Local / Regional / Digital Commercial Radio Stations (i.e. those with advertising)	11
None of these	12

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

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

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

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

About 5 minutes or less	1
About 10 minutes	2
About 20 minutes	3
About 30 minutes	4
About 45 minutes	5
About 1 hour	6
About 2 hours	7
About 3 hours	8
About 4 hours or more	9

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



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.

Marital Status

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



**CD3**  
cd3

**Normal Occupation.**  
**Status**

ASK WORKING STATUS FOR PARTICIPANT AND FOR EACH OTHER PERSON

**aCD4**  
cd4

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**

IF PERSON IS UNEMPLOYED

Length of time person has been unemployed?

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



**aCDU1ASK**  
cdu1

**Income Level**

IF UNEMPLOYED FOR MORE THAN SIX MONTHS

**CDU2ASK**  
cdu2

Does the income from all sources exceed state benefit level?

- 1 YES
- 2 NO

## **Retired**



### **PENSION**

PROMPT IF PARTICIPANT IS RETIRED:

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  
**CD7B**  
cd7b  
**CD7C**  
cd7c  
**CD7D**  
cd7d

ENTER TYPE OF FIRM

ENTER WORK ACTUALLY DONE

ENTER TITLE, RANK, GRADE, ETC.

SELF-EMPLOYED?

- 1 YES
- 2 NO

**CD7E**  
cd7e

ENTER NUMBER OF PEOPLE WORKING THERE  
ALTOGETHER (including CIE)

**CD7F**  
cd7f  
**CD7G**  
cd7g

ENTER NUMBER RESPONSIBLE FOR (excluding CIE)

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  
**CD7I**  
cd7i

ENTER QUALIFICATIONS

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 BENFITS 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**

**CD8A**

cd8a

**aCD8B**

cd8b

**aCD8C**

cd8c

**aCD8D**

cd8d

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

ENTER TYPE OF FIRM

ENTER WORK ACTUALLY DONE

ENTER TITLE, RANK, GRADE, ETC.

SELF-EMPLOYED?

1 YES

2 NO

**aCD8E**

cd8e

**aCD8F**

cd8f

**aCD8G**

cd8g

ENTER NUMBER OF PEOPLE WORKING THERE ALTOGETHER  
(including participant)

ENTER NUMBER RESPONSIBLE FOR (excluding participant)

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

1 YES

2 NO

IF YES ASK CD8H

**aCD8H**

cd8h

ENTER QUALIFICATIONS

**aCD8I**

cd8i

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

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## **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)

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## **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                |



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

- |   |     |
|---|-----|
| 1 | YES |
| 2 | NO  |

**BX3**

---

---

## **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 secondhand ☐

**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

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

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

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

Any Savings Account with a Bank/Building Society (including cash ISAs)	1
Any Unit Trust/Investment Trust (including equity or Stocks & Shares ISAs)	2
Any Shares in the company you work for	3
Any other Stocks or Shares	4
Any National Savings (including Premium Bonds)	5
None of these	6

**bP11**  
p11

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

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

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

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

**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

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

Acquired a new Credit Card	1
Opened a New Bank/Building Society Account (including cash ISAs)	2
Bought or Sold any Unit Trust/Investment Trust/Stocks & Shares/Equity ISAs	3
Arranged New or Additional Private Life Assurance	4
Changed your Pension Arrangements	5
Taken out a Mortgage/Changed Mortgage Provider	6
Taken out a Personal Loan of £5000 or more	7
None of these	8

**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

NET INCOME: i.e. 'Take Home' pay after deducting income tax, national insurance, contributions to pension schemes etc.

Up to £3,499	1
£3,500 - £4,999	2
£5,000 - £11,999	3
£12,000 - £19,999	4
£20,000 - £29,999	5
£30,000 - £49,999	6
£50,000 - £69,999	7
£70,000 +	8

**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

NET INCOME: i.e. 'Take Home' pay after deducting income tax, national insurance, contributions to pension schemes etc.

Up to £3,499	1
£3,500 - £4,999	2
£5,000 - £11,999	3
£12,000 - £19,999	4
£20,000 - £29,999	5
£30,000 - £49,999	6
£50,000 - £69,999	7
£70,000 +	8

**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 December 2016 Media List

\* = filler (non paying title)

### **Screen 1**

- D The Scotsman
- D City a.m.\*
- E London Evening Standard  
- London
- D The Sun
- D i  
- newspaper
- D The Guardian

### **Screen 2**

- D Yorkshire Post
- D Financial Times\*
- D The Times
- D Daily Star
- D The Herald  
- Scotland
- D Daily Mail

### **Screen 3**

- D Metro
- D The Daily Telegraph
- D The Wall Street Journal Europe\*
- 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 not required

-

**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**

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

**Screen 7**

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

**Screen 8**

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

**Screen 9**

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

**Screen 10**

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

**Screen 11**

M Running Fitness\*  
M Men's Health  
M 220 Triathlon  
M Runner's World  
M Men's Fitness  
W Coach\*

**Screen 12**

M Total Film\*  
M Sight & Sound\*  
M Empire  
M Stuff  
M GQ  
M Esquire

**Screen 13**

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

**Screen 14**

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

**Screen 15**

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

**Screen 16**

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

**Screen 17**

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

**Screen 18**

F Private Eye  
M Conde Nast Traveller  
M Wired  
W The Week  
M BBC Focus  
M Lonely Planet Magazine

**Screen 19**

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

**Screen 20**

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

**Screen 21**

M Mountain Biking UK  
M MBR Mountain Bike Rider\*  
M Cycling Plus  
M Today's Golfer  
M Golf Monthly  
M Golf World

**Screen 22**

M Mother & Baby  
Q The Mother\*  
M Prima Baby & Pregnancy\*  
BM Brides  
BM You & Your Wedding  
M Perfect Wedding\*

**Screen 23**

M The Classic MotorCycle\*  
M Bike  
M Ride  
M Superbike Magazine\*  
W MCN  
- Motor Cycle News  
M Performance Bikes

**Screen 24**

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

**Screen 25**

W Kerrang!  
M Q  
W NME  
M Top Of The Pops\*  
M Mojo  
M Mixmag\*

**Screen 26**

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

**Screen 27**

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

**Screen 28**

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

**Screen 29**

M Cosmopolitan  
M Hello! Fashion Monthly  
M Marie Claire  
M Glamour  
W Look  
W Grazia

**Screen 30**

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

**Screen 31**

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

**Screen 32**

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

**Screen 33**

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

**Screen 34**

M BBC Wildlife Magazine  
W Horse & Hound  
M Sporting Gun  
M The Field  
W Country Life  
M BBC Countryfile

**Screen 35**

M BBC History Magazine  
Q The National Trust Magazine  
Q Nature's Home  
- the RSPB Magazine  
M BBC Music  
M Gramophone\*  
Q English Heritage Members' Magazine

**Screen 36**

- S The Mail on Sunday
- S The Sunday Times
- S Sunday People
- S Sunday Mail
  - Scotland
- S Sunday Mirror
- S Scotland on Sunday

**Screen 37**

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

**Screen 38**

- S Sunday Herald
  - Scotland
- S Sunday Mercury\*
  - Birmingham
- S Wales on Sunday\*
- S Sunday Post
  - Scotland
- S Sunday Independent\*
  - Plymouth
- S Kent on Sunday\*



## **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

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

FT Money

FT Magazine

FT Weekend

the main part of the newspaper

### **5. Daily Star on Saturdays**

Big TV #

the main part of the newspaper

#### **6. 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 Cars  
The Daily Telegraph's Property  
The Daily Telegraph's Gardening  
the main part of the newspaper

#### **7. The Times on Saturdays**

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

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

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

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

Saturday #  
the main part of the newspaper

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

We Love TV #  
the main part of the newspaper

### **11. The Mail on Sunday**

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

### **12. 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 Travel  
The Sunday Times Sport  
The Sunday Times Home  
the main part of the newspaper

### **13. Sunday People**

Love Sunday #  
the main part of the newspaper

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

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

### **15. The Sunday Telegraph**

Stella #

The Sunday Telegraph Business #

The Sunday Telegraph Money #

The Sunday Telegraph Sport

The Sunday Telegraph Discover

The Sunday Telegraph Living

Television & Radio

the main part of the newspaper

### **16. The Observer**

The Observer Magazine #

The New Review

Sport

the main part of the newspaper

Observer Food Monthly #

### **17. the Sunday Mirror**

Notebook #

the main part of the newspaper

### **18. the Sunday Express**

the Sunday Express' S magazine #

the main part of the newspaper

### **19. Daily Star Sunday**

TV Life #

the main part of the newspaper

### **20. The Sun on Sunday**

Fabulous #

TV Soap #

the main part of the newspaper

### **21. London Evening Standard**

ES Magazine #

the main part of the newspaper

## Digital Brands: October-December 2016

		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
<b>Screen 1 (FWD)</b>										
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	i News	X	X	X	X	X	X	X	X	X
12	The Guardian	X	X	X	X	X	X	X	X	X
13	The Telegraph	X	X	X	X	X	X	X	X	X
14	The Times	X	X	X	X	X	X	X	X	X

	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
<b>Screen 2/3 (FWD)</b>										
15	BBC Good Food	X	X	X	X	X	X	X	X	X
16	Time Out London	X	X	X	X	X	X	X	X	X
17	Empire	X	X	X		X		X	X	X
18	Radio Times	X		X		X				X
19	National Geographic	X	X	X		X		X	X	X
20	New Scientist	X	Y	X	X	X		X	X	X
21	NME	X	X	X	X	X	X	X	X	X
22	Kerrang!	X		X		X				X
23	Men's Health	X	X	X		X		X	X	X
24	Auto Express	X		X		X	X			X
25	What Car?	X	X	X	X	X	X	X	X	X
26	Top Gear	X	X	X	X	X	X	X	X	X
<b>Screen 3/2 (FWD)</b>										
27	Cosmopolitan	X	X	X	X	X		X	X	X
28	Marie Claire	X		X	X	X	X	X	X	X
29	Woman & Home	X	X	X	X	X	X	X	X	X
30	Red	X	X	X	X	X	X	X		X
31	Elle	X	X	X	X	X	X	X	X	X
32	Glamour	X	X	X	X	X	X	X	X	X
33	Now	X	X	X	X	X	X	X	X	X
34	Closer	X		X	X	X	X	X		X
35	Reveal	X	X	X		X		X		X
36	Hello	X	X	X	X	X	X	X	X	X
37	Heat	X		X	X	X				X
38	OK!	X	X	X	X	X		X	X	X