

## PSB TRACKER – QUESTIONNAIRE – 2014

BLUE = SCRIPTWRITER INSTRUCTIONS

RED = INTERVIEWER INSTRUCTIONS TO APPEAR ON SCREEN

### INTRODUCTION:

Good afternoon/evening, my name is ... from BDRC Continental and we are conducting an important survey about television.

This study is being carried out for Ofcom (the Office of Communications) which is the body responsible for overseeing the quality of television in the UK amongst other things. The information from the study will help Ofcom to understand people's attitudes towards television channels.

#### CHECK QUOTA IF NECESSARY

As we need a representative sample of the UK population, can I speak to....

**EXPLAIN IF NECESSARY:** We need to select people like this to ensure our survey represents the views of all types of people in the UK

/ would you be willing to take part? (The interview will take around 20 minutes.)

Yes – CONTINUE

No – Arrange call-back if possible

Thank you.

Q1 – DUMMY QUESTION - IGNORE

**INTERVIEWER TO CODE TYPE OF NUMBER RESPONDENT WAS CALLED ON:**

Q2 Landline

Mobile phone

### **QUOTA QUESTIONS**

Q3 Before we start, please can you tell me which of the following age bands you fall into? **READ OUT**

16-24

25-34

35-44

45-54

55-64

65-74

75+

Q4 INTERVIEWER: CODE GENDER:

Male  
Female

Q5 And which country do you live in? READ OUT IF NECESSARY

England  
Scotland  
Wales  
Northern Ireland

Scotland: "STV"  
NI "UTV"  
Wales "ITV Wales"

**ASK ALL IN WELSH SAMPLE**

Q6 Do you ever watch S4C Digidol?  
Yes  
No  
DK

**ASK ALL IN SCOTLAND SAMPLE**

Q6b Do you ever watch BBC Alba? (INTERVIEWER NOTE: Pronounced 'Alaba')  
Yes  
No  
DK

**MAIN SECTION**

**ASK ALL**

Q7 Are there any children under 16 in your household?  
  
Yes  
No

**ASK IF YES AT Q7**

Q8 Thinking about the children under 16 in your household, please can you tell me how many fall into each of the following age bands?

**RECORD NUMBER OF CHILDREN IN EACH AGE BAND:**

0-4 \_\_\_  
5-11 \_\_\_  
12-15 \_\_\_

ASK IF YES AT Q7

Q9 And are you responsible for the children under 16 in your household? In other words – are you their parent or carer?

Yes  
No

ASK IF 'YES' AT Q9

Q10 On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?

READ OUT AND MULTICODE. ROTATE ORDER

Channel 4  
S4C (WALES ONLY)  
Channel Five  
CITV  
CBBC  
CBeebies  
BBC Alba INTERVIEWER NOTE: Pronounced 'Alaba (SCOTLAND ONLY)  
My children do not watch TV - DO NOT READ OUT  
I am not sure what channels my children watch - DO NOT READ OUT

ASK ALL

Q11 Which, if any, of these types of television does your household receive at the moment?

READ OUT

MULTICODE OK FOR CODES 1-8

SINGLE CODE FOR CODES 9-10

	1
Cable TV (through Virgin Media)	3
Satellite TV from Sky	4
Satellite TV from Freesat	4a
Satellite TV from anyone else	5
Freeview (through a set-top box or digital television set)	6
TV via a broadband line (e.g. BT Vision, Now TV or TalkTalk TV)	8
YouView	8a
TV content on-line via the internet (e.g. using a tablet or laptop etc.)	8b
Other SPECIFY	8c
No TV in household and do not access TV content via the internet (SINGLE CODE)	9 CLOSE
Don't know	10 CLOSE

Q11a – IF HAVE SATELLITE OTHER THAN FREESAT (CODES 4 OR 5 AT Q11)

Do you pay a subscription for your satellite TV service?

Yes

No

Don't know

**INSTRUCTIONS FOR Q13-19**

- ONLY ASK ABOUT S4C IN WALES – **NB THIS APPLIES TO ALL QUESTIONS**
- ONLY ASK ABOUT BBC Alba IN SCOTLAND– **NB THIS APPLIES TO ALL QUESTIONS**

Q13 Now thinking about when you watch particular TV channels

IF NECESSARY: Please include the main channel, as well as any 'plus 1' and HD versions..

How often do you watch <insert channel as detailed below>?

Would you say you watch it... **READ OUT. SINGLE CODE.**

Regularly

Occasionally

Never

Don't know (**DO NOT READ OUT**)

REPEAT FOR EACH CHANNEL GROUP RESPONDENT RECEIVES. CHANNELS TO APPEAR AS:

BBC1, BBC2, BBC3, BBC4, BBC News, BBC Alba (SCOTLAND ONLY), ITV1, Channel 4, S4C (WALES ONLY), and Channel Five.

ORDER OF CHANNELS TO BE ROTATED WITH:

ITV1, Channel 4, S4C (WALES ONLY), Channel 5, BBC1, BBC2, BBC3, BBC4, BBC Alba (SCOTLAND ONLY) and BBC News

**ONLY NEED TO READ OUT PRE-CODES FOR FIRST TIME EACH QUESTION ASKED – AFTER THAT DO NOT READ OUT UNLESS NECESSARY.**

ASK Q14 OF ALL WHO CODE 1 OR 2 (REGULARLY OR OCCASIONALLY) FOR ANY AT Q13.

NB ORDER OF CHANNELS SHOULD MATCH THE ORDER AT Q13.

Q14. So for <insert channel>, is that...? **READ OUT. SINGLE CODE.**  
**REPEAT FOR ALL WATCHED REGULARLY OR OCCASIONALLY (EACH CHANNEL CODED 1 OR 2 FOR AT Q13):** And what about <insert channel>?

Every day  
Most days  
2-3 times a week  
About once a week  
Less than once a week  
Don't know

**NOTE: REPEAT Q13 AND Q14 FOR OTHER CHANNELS, AS APPROPRIATE.**  
**ONLY NEED TO READ OUT PRECODES FOR FIRST TIME EACH QUESTION ASKED – AFTER THAT DO NOT READ OUT UNLESS NECESSARY.**

### **RATINGS AND IMPORTANCE SECTION**

FOR FIRST STATEMENT: ASK Q15 FOR EACH CHANNEL WATCHED REGULARLY AT Q13 THEN 16 ABOUT ALL CHANNELS AT Q13 COMBINED. (AT Q15, ASK ABOUT **BBC ALBA** OF ALL CODING “REGULAR” **OR** “OCCASIONAL” FOR BBC ALBA AT Q13)  
AND THEN Q17 ABOUT ALL CHANNELS AT Q13 COMBINED, THEN REPEAT Q15-17 FOR SECOND RELEVANT STATEMENT, AND SO ON.  
  
DON'T ASK ABOUT CHANNELS FROM Q13a AT Q15-17

### **READ TO ALL:**

The next part of this survey is about your views on particular TV channels. I'm going to ask you to rate certain channels on different aspects of broadcasting.

ASK Q15 ABOUT ALL CHANNELS CODED 1 AT Q13 (WATCH REGULARLY). ASK ABOUT **BBC ALBA** OF ALL CODING “REGULAR” **OR** “OCCASIONAL” FOR BBC ALBA AT Q13. NOTE GRID TO SEE WHICH STATEMENTS ARE ASKED  
Q15 To begin with, I am going to ask you questions about the TV channels you watch regularly– **READ OUT ALL CODED 1 AT Q13**

If you're not sure about a particular statement or channel, for example if you don't watch those programmes either on that channel or in general, then please say you 'Don't know'.

**INTERVIEWER NOTE: IF RESPONDENTS ARE PROVIDING A RATING OF 5 CONSISTENTLY PLEASE CHECK THAT THE RESPONDENT MEANS TO GIVE A RATING OF 5 AND NOT THAT THE RESPONSE SHOULD BE “DON'T KNOW”. IF THE RESPONDENT IS NOT SURE ABOUT A PARTICULAR STATEMENT OR CHANNEL THEY SHOULD PROVIDE A RATING OF DON'T KNOW RATHER THAN A RATING OF 5.**

**READ TO ALL:**

The first statement is <insert 1<sup>st</sup> statement >. REFER TO GRID BELOW TO SEE WHICH STATEMENTS TO READ OUT FOR WHICH CHANNEL(S). ROTATE ORDER OF STATEMENTS FOR EACH RESPONDENT EXCEPT FOR "Its regional news programmes provide a wide range of good quality news about my area" – ALWAYS ASK LAST

\*EXCLUDE S4C/BBC ALBA FROM LIST OF CHANNELS READ OUT AT FOR THESE TWO/FOUR STATEMENTS.

Notes	Qs to ask at (for relevant respondents)	Statements to be included	BBC 1	BBC 2	ITV1 /STV /UTV/ITV Wales	Ch 4	Ch 5	BBC 3	BBC 4	BBC News	Cbeebies	CBBC	S4C	BBC Alba
	15-17	Its programmes help me understand what's going on in the world today	x	x	x	x	x	x	x	x			X	X
	15-17	It's news programmes are trustworthy	x	x	x	x	x	x	x	x			X	X
	15-17	It shows interesting programmes about history, science or the arts	x	x	x	x	x	x	x				X	X
	15-17	It shows high quality soaps or dramas made in the UK	x	x	x	x	x	x	x				X	*
	15-17	It shows high-quality comedy made in the UK	x	x	x	x	x	x	x				X	*
SUBSTITUTE TEXT BASED ON COUNTRY	15-17	It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/"Northern Ireland")fairly to the rest of the UK	x	x	x	x	x	x	x				*	*
	15-17	It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales	x	x	x	x	x	x	x				*	*
	15-17	Its programmes show different kinds of cultures within the UK	x	x	x	x	x	x	x				X	X
	15-17	It shows well-made, high quality programmes	x	x	x	x	x	x	x				X	X
	15-17	It shows programmes with new ideas and different approaches	x	x	x	x	x	x	x				X	X
	15-17	The style of its programmes is different to	x	x	x	x	x	x	x				X	X



How would you rate <insert regular channel 1> *individually* on this statement, on a scale of 1 to 10, where 10 is the highest score and 1 is the lowest?

And how would you rate.... <insert regular channel 2 >

REPEAT FOR EACH CHANNEL WATCHED REGULARLY AT Q13  
ORDER OF CHANNELS SHOULD MATCH THE ORDER AT Q13.

ASK Q16 FOR THIS STATEMENT, AND THEN Q17.  
HOWEVER ONLY ASK Q16 IF THEY WATCH AT LEAST ONE CHANNEL  
REGULARLY OR OCCASIONALLY (CODE 1 OR 2 ) AT Q13 ASK Q17 OF ALL.

ASK Q16 OF ALL WATCHING AT LEAST ONE CHANNEL REGULARLY OR  
OCCASIONALLY

Q16

How would you rate ALL the following channels **combined**, that is 1<sup>st</sup> TIME Q16 IS  
ASKED READ OUT CHANNELS RECEIVED : BBC1, BBC2, BBC3, BBC4, BBC  
News, BBC Alba (SCOTLAND ONLY), ITV1, S4C (WALES ONLY), Channel 4, and  
Channel Five on this statement/IF Q15 NOT ALREADY ASKED FOR THAT  
STATEMENT READ IT OUT (on a scale of 1 to 10 where 10 is the highest score and 1  
the lowest)?

**IF NECESSARY:** – even if you don't personally watch all of them, what is your general  
view across these channels for .....<insert statement>.

Q16 FOR ALL SUBSEQUENT STATEMENTS

How would you rate ALL the channels **combined**, IF NECESSARY: that is all the BBC  
channels, ITV1, S4C (WALES ONLY) and Channels 4 and 5 on this statement/IF Q15  
NOT ALREADY ASKED FOR THAT STATEMENT READ IT OUT (on a scale of 1 to  
10 where 10 is the highest score and 1 the lowest)?

**IF NECESSARY:** – even if you don't personally watch all of them, what is your general  
view across these channels for .....<insert statement>.

ASK ALL

Q17 (ONLY SHOW IF Q15 OR 16 ASKED: "And now thinking about IMPORTANCE")

**ONLY SHOW IF Q15 OR 16 NOT ALREADY ASKED:** Thinking about BBC1, BBC2,  
BBC3, BBC4, BBC News, BBC Alba (SCOTLAND ONLY), ITV1, S4C (WALES ONLY)  
Channel 4, and Channel Five **combined**

**SHOW TO ALL:** How important do you think it is, in general that all those TV channels  
combined do this? On a scale of 1 to 10, where 10 means "extremely important" and 1  
is "not at all important."



The next statement is...<read out 2<sup>nd</sup> statement>

REMINDER: REPEAT FOR EACH STATEMENT AS FOLLOWS:

1. Q15 - INDIVIDUAL CHANNELS RATING FOR EACH CHANNEL (EACH WATCHED REGULARLY, IN SAME ORDER, AS PER Q13. NB INCLUDE OCCASIONAL VIEWERS FOR BBC ALBA)
2. Q16 - ALL CHANNELS RATING (ALL WATCHING AT LEAST ONE CHANNEL REGULARLY OR OCCASIONALLY)
3. Q17 - ALL CHANNELS IMPORTANCE (ASK OF ALL)

ASK Q18 AND 19 OF ALL RESPONDENTS WHO CODE ANY CHANNEL 1 OR 2 AT Q13 (WATCH REGULARLY OR OCCASIONALLY).

Q18. And now, if you think about ALL THE channels combined - in other words **the BBC channels, ITV1, S4C (WALES ONLY) and Channels 4, and Five** - how satisfied are you that combined they provide these elements that we have talked about? **READ OUT. SINGLE CODE**

Very satisfied  
Quite satisfied  
Neither satisfied nor dissatisfied  
Quite dissatisfied  
Very dissatisfied  
Don't know

Q19 Thinking again about these channels combined **IF NECESSARY: READ OUT** the BBC channels, ITV1, S4C (WALES ONLY) and Channels 4, and Five do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?

**READ OUT IF NECESSARY. SINGLE CODE**

More Satisfied  
Less satisfied  
Same Satisfaction  
Don't know

**IF SAYS MORE SATISFIED AT Q19**

Q20 What makes you say this? (open question) **PROBE FULLY**

**IF SAYS LESS SATISFIED AT Q19**

Q21 What makes you say this? (open question) **PROBE FULLY**

**KIDS QUESTIONS** – ONLY ASK THOSE WITH KIDS THAT WATCH ANY CHANNEL AT Q10

Q22i Now thinking about the channels that your child/children watch(es), specifically **INSERT CHANNELS VIEWED AT Q10 APART FROM CHANNEL 4**

How would you rate each one on the statement *It provides a wide range of high quality and UK-made programmes for children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

So firstly **INSERT 1<sup>ST</sup> CHANNEL FROM Q10. ROTATE ORDER.**

And how would you rate... **REPEAT FOR EACH CHANNEL (APART FROM CHANNEL 4) CODED AT Q10**  
**REPEAT STATEMENT IF NECESSARY**

Q22ii And how would you rate the following channels **combined** on that statement, that is **SHOW ALL:** , S4C (**WALES ONLY**), Channel Five, CBBC, Cbeebies and CITV

**IF NECESSARY:** – even if your child/children doesn't/don't personally watch all of them, what is your general view across these channels for the statement *It provides a wide range of high quality and UK-made programmes for children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

Q22iii And how important do you think it is that those TV channels, (IF NECESSARY that is, S4C (**WALES ONLY**), Channel Five, CBBC Cbeebies and CITV) combined do this? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important"

**ONLY ASK THOSE WITH A KID AGED 12-15 AND HAVE A KID THAT WATCHES C4 AT Q10**

**Q22x – Now thinking about Channel 4 only...** How would you rate it on the statement *It provides a wide range of high quality and UK-made programmes for **older** children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

Q22xx And how important do you think it is that Channel 4 does this? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important"

## INTERNET SECTION – ASK ALL

That's the end of asking about the statements. I'm now going to ask you a few questions about the internet.

Q23 Do you have access to the internet at home?

Yes

No

Don't know

### ASK ALL CODING 1

Q25. Which of these methods does your household use to connect to the internet at home? **READ OUT. MULTICODE**

- Broadband via your landline. IF NECESSARY This would be via your phone line or cable service – perhaps using a Wi-Fi router. This includes superfast broadband services.
- Using a mobile phone or smartphone. IF NECESSARY – i.e. through a Wi-Fi network or your phone's mobile network
- Dial-up access
- Connecting your laptop or tablet via a mobile network using in built connectivity or a dongle. IF NECESSARY i.e. rather than using a landline and modem or wireless router.
- Connecting your laptop or tablet via a mobile network using your **mobile phone's** internet connection. IF NECESSARY This is known as tethering.
- Other (WRITE IN)
- Don't know (SINGLE CODE)

### ASK ALL

Q27 The BBC has a website - [www.bbc.co.uk](http://www.bbc.co.uk) . Thinking about this specifically, how important is it that the BBC provides a website with high quality content that you can trust? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important.

Q28 Channel 4 has a website - [channel4.com](http://channel4.com). Thinking about this specifically, how important is it that Channel 4 provides websites with high quality content that you can trust? Again where 10 means "extremely important" and 1 is "not at all important.

### ASK ALL WITH HOME INTERNET ACCESS AT Q23

Q29 Which of these websites have you used in the last month?

BBC.co.uk

channel4.com

s4c.co.uk (**WALES ONLY**)

**ASK ALL CODING ANY AT Q29**

Q30 And how would you rate your overall satisfaction with <1<sup>st</sup> website> where 10 is the highest score and 1 is the lowest? **ALLOW DK SINGLE CODE**

**REPEAT FOR EACH CODED AT Q29**

**ASK ALL WITH HOME INTERNET ACCESS AT Q23**

Q31 Do you ever use the internet to go online to watch or download TV programmes or films? This could be via an internet website or an app on your mobile phone, tablet or games console for example

Yes

No

Don't know

**Q32 DELETED**

**OTHER VIEWING SECTION - ASK ALL**

**ASK ALL**

We are now nearing the end of the interview.

Q33. BBC, ITV, Channel 4 and Channel 5 offer catch-up television services, where you can choose to watch previously broadcast programmes. These could be via the internet

**IF HAVE VIRGIN (CODE 3 AT Q11):** or your Virgin TV set top box

**IF HAVE SKY (CODE 4 AT Q11):** or via your Sky TV set top box

**IF HAVE Digital TV via a broadband line (CODE 8 or 8a AT Q11):** or via your TV set top box.

**ALL:** Which of the following catch-up services have you ever used?

**READ OUT. MULTICODE.**

BBC iPlayer

ITV Player

4OD – the Channel 4 on Demand service

S4C Clic - the S4C on Demand service **WALES ONLY**

Demand 5 – the Channel 5 on Demand service

None GOTO Q34

Don't know GOTO Q34

**ASK ALL CODING ANY AT Q33**

**Q33a** And for each one please could you tell me how often you typically watch each one. So for READ OUT FIRST ONE. Do you watch that...READ OUT EACH OPTION IF NECESSARY.

REPEAT FOR ALL WATCHED AT Q33

	Every day	Several times a week	At least once a week	At least once a month	Less than once a month	
BBC iPlayer	1	2	3	4	5	
ITV Player	1	2	3	4	5	
4OD – IF NECESSARY -the Channel 4 on Demand service	1	2	3	4	5	
S4C Clic - IF NECESSARY the S4C on Demand service <b>WALES ONLY</b>	1	2	3	4	5	
Demand 5 – IF NECESSARY the Channel 5 on Demand service	1	2	3	4	5	

**ASK ALL CODING EACH AT Q33Q34** And how would you rate your overall satisfaction with <1<sup>st</sup> online player used at Q33> where 10 is the highest score and 1 is the lowest? **ALLOW DK SINGLE CODE**

**ASK ALL**

**Q34a** How important do you think it is that broadcasters provide these types of catch-up television services, that allow viewers to watch previously broadcast programmes? On a scale of 1 to 10, where 10 means “extremely important” and 1 is “not at all important.”

ASK Q35 OF ALL WHO RECEIVE SKY, VIRGIN BROADBAND TV, OR BROADBAND TV (BT VISION, NOW TV, TALK TALK TV OR YOUVIEW) (CODES 3, 4 8 OR 8A AT Q11)

Q35. Do you ever watch any programmes 'on demand' through your TV service? IF YOU AREN'T SURE RESPONDENT KNOWS WHAT YOU MEAN: By this I mean pay-per-view programmes or using the TV catch-up services that allow you to watch some of the programmes shown in the last week, for example Sky on Demand Virgin TV on Demand or BT Vision's or You View's on demand services. I don't mean watching programmes that you have personally recorded onto your hard-drive e.g. though Sky Plus or a digital video recorder

Yes – use on-demand

No

Don't know (DO NOT READ OUT)

ASK ALL

Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV? IF NECESSARY: For example, Sky Plus, V Plus, TiVo (NB PRONOUNCED "Tee Vo") BT Vision Plus - Box , Freeview Plus) or YouView

Yes

No

Don't know (DO NOT READ OUT)

Q37a ASK ALL

Does your household get a High Definition TV service? To get the service you will need to have a special HD set-top box from either Sky, Virgin Media, Freesat or Freeview, as well as an HD TV set. IF NECESSARY: This provides television that offers better picture quality with much more detail and vibrant colour than standard definition TV.

SINGLE CODE

Yes, household has an HD TV service 1

No 2

Don't know (DO NOT READ OUT) 3

Q37b Thinking now again about watching TV channels, via any method. How often do you watch <insert channel as detailed below>?

IF NECESSARY: We won't be asking any further questions about these, we just want know how often you watch them!

Would you say you watch it... **READ OUT. SINGLE CODE.**

Regularly

Occasionally

Never

Don't know (**DO NOT READ OUT**)

**CHANNELS : E4, More 4, Film 4, ITV 2, ITV 3, ITV 4**

**ORDER OF CHANNELS TO BE ROTATED WITH: ITV 2, ITV 3, ITV 4, Film 4, More 4, E4.**

Q37c I'm going to read out three statements, and I'd like you to tell me how much agree or disagree with each one.

Firstly...**READ OUT FIRST. ROTATE TOP TO BOTTOM..**

Do you agree or disagree with that? Is that slightly or strongly?

**REPEAT FOR EACH.**

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	
I am always one of the first to try out new technology						
I prefer to wait until new technology products have become cheaper before thinking about buying them						
Technology gets more and more complicated and hard to use						

DEMOGRAPHICS:

**READ OUT:**

**We're now at the very final section of the interview. I'd just like to ask you a few questions about you. These will only be used to help analyse the results at a broad level – this data will not be used to identify you in any way.**

**ASK ALL:**

**Q38. How many ADULTS aged 16+ including yourself, live in your household?**

- One
- Two
- Three
- Four
- Five
- Six or more

**ASK ALL:**

**Q39 Please can you tell me which of the following best describes you? READ OUT ALL CODES UNTIL RESPONDENT PROVIDES ANSWER. SINGLE CODE**

- White British
- White Irish
- Other White background
- Black Caribbean
- Black African
- Other Black background
- Indian
- Pakistani
- Bangladeshi
- Other Asian background
- Middle Eastern
- Mixed or multiple ethnic background
- Chinese
- Other ethnic group
- Refused (DO NOT READ OUT)

Q40 - DELETED

Q41 **ASK ALL**

Which of these, if any, limit your daily activities or the work you can do? Please tell me all that apply

**READ OUT. MULTICODE**

A	Breathlessness or chest pains	1
B	Poor vision, partial sight or blindness	2
C	Difficulty in speaking or in communicating	3



D	Poor hearing, partial hearing or deafness	4
E	Cannot walk at all / use a wheelchair	5
F	Cannot walk far or manage stairs or can only do so with difficulty	6
G	Limited ability to reach	7
H	Mental health problems or difficulties	8
I	Dyslexia	9
J	Other illnesses or health problems which limit your daily activities or the work that you can do (WRITE IN AND CODE 10) _____	10
	None	11
	Don't know / refused	12

ASK ALL:

**Q44**

**ASK STANDARD SOCIAL GRADE QUESTION**

**Which member of your household, either yourself or related to you, 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 source: IF TWO OR MORE RELATED PEOPLE IN HOUSEHOLD HAVE EQUAL INCOME, CODE THE PERSON WHO IS OLDEST. TREAT COUPLES LIVING TOGETHER AS MARRIED AS RELATED. TAKE RESPONDENT'S OCCUPATION IF NOT RELATED TO OTHERS IN HOUSEHOLD.**

Self

Spouse/Partner

Other adult (specify)

**Q44a Are you... / Is the CHIEF INCOME EARNER...**

Working full time – ASK NEXT QUESTION

Working part time (8-29 hours per week) – ASK NEXT QUESTION

Working part time (under 8 hours per week) – ASK NEXT QUESTION

Retired/not working with PRIVATE PENSION/MEANS – ASK NEXT

QUESTION

Unemployed less than 6 months – ASK NEXT QUESTION

Unemployed more than 6 months – CODE SOCIAL GRADE AS E

Retired with STATE BENEFIT/PENSION ONLY – CODE SOCIAL GRADE AS

E

Not working with STATE BENEFIT ONLY – CODE SOCIAL GRADE AS E

Student – CODE SOCIAL GRADE AS C1

**What is your occupation? / What is the occupation of the CHIEF INCOME EARNER?**

Job title  
Job description  
Industry  
Size of company  
Qualifications  
If manager/supervisor/self-employed – number of people responsible for

ASK ALL WHO ARE NOT THE C.I.E.:

**What is your current working status? READ OUT – SINGLE CODE**

Working full time (30+ hours per week)  
Working part time (8-29 hours per week)  
Working part time (under 8 hours per week)  
Unemployed  
Student  
Housewife / Househusband  
Retired

**INTERVIEWER: CODE SOCIAL GRADE**

A  
B  
C1  
C2  
D  
E

CLOSE – READ OUT:

**Thank you very much for taking the time to complete this interview - we really appreciate your input.**

**If we have any questions arising from the answers you've give us today, would you be happy for us to contact you again?**

Yes  
No

IF YES – record name only (we will already have telephone number from the sample)

STANDARD CLOSING SCREEN - OFFERS RESPONDENTS MRS TELEPHONE NUMBER IF THEY WISH TO CHECK COMPANY CREDENTIALS