



**Quantitative Research into Public Awareness, Attitudes, and Experience of
Smart Meters: Wave 4 Questionnaire**

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ERA Smart Meter question

Departmental public attitude tracker question

Introduction

I would now like to talk to you about energy use.

QDEM1

ASK ALL AGED 18+

SINGLE ANSWER

DO NOT READ OUT

**Are you either jointly or solely responsible for paying your household gas
and/or electricity bills?**

IF YES ASK: Is that jointly or solely?

- 1) Yes, jointly
- 2) Yes, solely
- 3) No

QDEM2

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD
ENERGY BILLS (CODES 1-2 AT QDEM1)

SINGLE ANSWER

SHOWCARD (R)

**How do you currently pay for the electricity you use in your home? Please
read out the letter that applies.**

- 1) A – Direct Debit/Standing Order
- 2) B – Quarterly bill (payment on demand)
- 3) C – Pre-payment meter (PPM, or card or key meter)
- 4) D – Other
- 5) Don't know (NOT ON SHOWCARD)

QDEM3

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)
SINGLE ANSWER FOR EACH PART
SHOWCARD (R)

How concerned, if at all, are you about each of the following? Please read out the letter that applies.

DOWN SIDE OF GRID:

- a) Climate change, sometimes referred to as 'global warming'
- b) The price of your household energy bills
- c) The state of your overall household finances

ACROSS TOP OF GRID:

- 1) A – Very concerned
- 2) B – Fairly concerned
- 3) C – Not very concerned
- 4) D – Not at all concerned
- 5) E – Don't know
- 6) F – No opinion

Awareness

- 1) Have consumers heard of smart meters?
- 2) If so from what source?

QAW1

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)
SINGLE ANSWER
DO NOT READ OUT

The next question is about smart meters. Here are some pictures of smart meters:



Smart meters are able to communicate with energy suppliers by sending and receiving information about the amount of energy being used. Smart meters are installed by a professional engineer from your gas or electricity company, unlike an energy monitor which can be installed by householders themselves.

Before today, had you heard of smart meters?

IF YES ASK: Do you have one?

- 1) Yes, I have one
- 2) Yes, but I do not have one
- 3) No – I have never heard of them

QAW2

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS AND WHO HAVE HEARD OF SMART METERS (CODES 1-2 AT QAW1)

SINGLE ANSWER

SHOWCARD (R)

How much, if anything, would you say you know about smart meters?

- 1) A great deal
- 2) A fair amount
- 3) Just a little
- 4) Heard of, know nothing about
- 5) Don't know (NOT ON SHOWCARD)

QAW3

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS AND WHO HAVE HEARD OF SMART METERS (CODES 1-2 AT QAW1)

MUTLIPLE ANSWER

DO NOT READ OUT

Where did you hear about Smart Meters?

IF FROM THE INTERNET: Which website did you go to?

IF FROM ENERGY SUPPLIER: Was it an advert or information sent directly to you?

IF ON TV: Was it an advert or a TV programme?

IF ON RADIO: Was it an advert or a radio programme?

PROBE: Anywhere else?

- 1) DECC (Department of Energy and Climate Change) – including the website
- 2) Energy Saving Trust
- 3) From a friend or relative/Word of Mouth
- 4) From an organised charity
- 5) From central Government/the Government
- 6) From my housing association
- 7) From my Local Authority
- 8) From my landlord

- 9) From my energy supplier/another energy supplier (information – e.g. email, letter, leaflet)
- 10) From my energy supplier/another energy supplier (advert – e.g. TV or newspaper advertising)
- 11) Read about them in a newspaper article
- 12) Seen on TV (news/current affairs programme - Panorama, World in Action, Dispatches, etc.)
- 13) Seen on TV (advert)
- 14) Heard on radio (programme)
- 15) Heard on radio (advert)
- 16) Through the internet (search engine – Google, Bing, etc.)
- 17) Through the internet (chat rooms, Facebook, Twitter, etc.)
- 18) Through the internet (government site such as Directgov, etc.)
- 19) Through the internet (non-government site such as money-saving expert, Consumer Focus, etc.)
- 20) Which? consumer magazine
- 21) Workplace
- 22) It was already installed when I moved in
- 23) Other (please specify)
- 24) Don't know

Understanding and attitudes

- 1) What do those aware of smart meters understand about them and what are their attitudes towards them?
- 2) Among those not aware, when presented with the concept, what is their reaction?
- 3) What are the perceived benefits? Are there any concerns?

QUN1

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

MULTIPLE ANSWER

DO NOT READ OUT

What, if anything, do you think you would benefit from if you had a smart meter installed in your home?

PROBE: Anything else?

- 1) Avoid wasting gas and electricity
- 2) Being offered tariffs which are more tailored to the times I use energy (i.e. the amount I use and the times of day I use it/'time of use' tariffs)
- 3) Do my bit for the environment
- 4) Encourage others in my home to think about how they use energy/save money
- 5) Getting accurate energy bills/stop overcharging
- 6) Help me to budget
- 7) Help me to reduce my energy bills
- 8) Help teach my children the importance of energy reduction/budgeting

- 9) Help the country to monitor/manage energy supplies
- 10) No longer receiving estimated bills
- 11) Not having to have my meter read
- 12) Secure energy supplies for our children/grandchildren
- 13) See what I'm spending on electricity and gas in real time/as I go
- 14) Other (please specify)
- 15) Nothing/no benefits
- 16) Don't know

QUN2

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

MULTIPLE ANSWER
SHOWCARD (R)

Looking at the list on this card, which, if any, do you think you would benefit from if you had a smart meter installed in your home? Please read out the letter or letters that apply.

- 1) A – No longer receiving estimated bills
- 2) B – Not having to be at home to have my meter read
- 3) C – Being offered tariffs which are more tailored to the times I use energy (i.e. the amount I use and the times of day I use it)
- 4) D – Helping me to monitor the amount of energy I use
- 5) E – Helping me to reduce the amount of energy I use
- 6) F – None of these
- 7) Don't know (NOT ON SHOWCARD)

QUN3

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

MULTIPLE ANSWER
DO NOT READ OUT

What, if anything, do you think are the disadvantages if you had a smart meter installed in your home?

PROBE: Anything else?

- 1) Difficult to use/understand
- 2) Having to be at home to have the meter changed
- 3) Health risks (general mention)
- 4) Installation will take a long time
- 5) Invasion of privacy/they will know exactly what I'm doing
- 6) It will be expensive for me
- 7) It will be expensive for the energy companies
- 8) It will be expensive for the government
- 9) Not being installed correctly (general mention)
- 10) Paying too much attention to the smart meter/checking it too much
- 11) Radiation from the meter

- 12) Someone might lose their job (meter checker)
- 13) The data could get into the wrong hands
- 14) The data could lead to greater chance of terrorist attacks
- 15) The installation will be expensive for taxpayers
- 16) The cost will be passed on to energy bills/energy prices will rise as a result
- 17) Too ugly for my home
- 18) Other (please specify)
- 19) Nothing/no disadvantages
- 20) Don't know

QUN4

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS AND WHO HAVE NOT HAD A SMART METER INSTALLED (CODES 2-3 AT QAW1)

SINGLE ANSWER

SHOWCARD (R)

Smart meters are installed by the energy suppliers. You can still switch energy supplier after the installation. To what extent would you be interested, or not, in having a smart meter installed in your home in the near future?

- 1) Very interested
- 2) Fairly interested
- 3) Not very interested
- 4) Not at all interested
- 5) Don't know (NOT ON SHOWCARD)

QUN4a

ASK ALL AGED 18+ WHO ARE INTERESTED IN RECEIVING A SMART METER (CODES 1-2 AT QUN4)

MULTIPLE ANSWER

DO NOT READ OUT

Why do you say that you are interested in having a smart meter installed in your home in the near future?

PROBE: Any other reasons?

- 1) Avoid wasting gas and electricity
- 2) Being offered tariffs which are more tailored to the times I use energy (i.e. the amount I use and the times of day I use it/'time of use' tariffs)
- 3) Do my bit for the environment
- 4) Encourage others in my home to think about how they use energy/save money
- 5) Generally interested
- 6) Getting accurate energy bills/stop overcharging
- 7) Help me to budget
- 8) Help me to reduce my energy bills
- 9) Help teach my children the importance of energy reduction/budgeting
- 10) Help the country to monitor/manage energy supplies
- 11) I like to have the latest technology / gadgets
- 12) No longer receiving estimated bills

- 13) Not having to have my meter read
- 14) Recommendation from friends/family
- 15) Secure energy supplies for our children/grandchildren
- 16) See what I'm spending on electricity and gas in real time/as I go
- 17) Other (please specify)
- 18) Don't know

QUN4b

ASK ALL AGED 18+ WHO ARE NOT INTERESTED IN RECEIVING A SMART METER (CODES 3-4 AT QUN4)

MULTIPLE ANSWER

DO NOT READ OUT

Why do you say that you are not interested in having a smart meter installed in your home in the near future?

PROBE: Any other reasons?

- 1) Difficult to use/understand
- 2) Friends / family have advised against it
- 3) Generally not interested
- 4) Having to be at home to have the meter changed
- 5) Health risks (general mention)
- 6) I don't know enough about it / I've not heard of it before
- 7) Installation will take a long time
- 8) Invasion of privacy/they will know exactly what I'm doing
- 9) It will be expensive for me
- 10) It will be expensive for the energy companies
- 11) It will be expensive for the government
- 12) I've had my meter replaced recently
- 13) Not being installed correctly (general mention)
- 14) Paying too much attention to the smart meter/checking it too much
- 15) Radiation from the meter
- 16) Someone might lose their job (meter checker)
- 17) The data could get into the wrong hands
- 18) The data could lead to greater chance of terrorist attacks
- 19) The installation will be expensive for taxpayers
- 20) The cost will be passed on to energy bills/energy prices will rise as a result
- 21) Too much effort / hassle
- 22) Too ugly for my home
- 23) Other (please specify)
- 24) Don't know

QUN5

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

SINGLE ANSWER

SHOWCARD (R)

To what extent do you support or oppose the installation of smart meters in every home? Please read out the letter that applies.

- 1) A – Strongly support
- 2) B – Tend to support
- 3) C – No feelings either way
- 4) D – Tend to oppose
- 5) E – Strongly oppose
- 6) Don't know (NOT ON SHOWCARD)

Experience of and attitude towards installation of a smart meter

- 1) Have respondents had a smart meter installed
- 2) If so, how was the experience for them?
- 3) What is the reaction to the idea of having their meter replaced with a smart meter?

Just to keep it fresh in your mind, a smart meter is a more sophisticated, electronic version of the gas and electricity meters. Smart meters are able to communicate with energy suppliers by sending and receiving information about the amount of energy being used.

QEX1A

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS AND WHO HAVE A SMART METER INSTALLED (CODE 1 AT QAW1)

SINGLE ANSWER FOR EACH PART

SHOWCARD (R)

Overall, to what extent have you been satisfied or dissatisfied with each of the following?

DOWN SIDE OF GRID:

- a) Arranging the appointment for the engineer to fit your smart meter
- b) The installation process on the day your smart meter was fitted
- c) The overall experience of using your smart meter

ACROSS TOP OF GRID:

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 6) Don't know (NOT ON SHOWCARD)

Awareness, understanding and experience of in-home energy display units (IHD)

- 1) Do respondents have one installed?
- 2) If yes, where did they get it (e.g. from supplier)
- 3) If yes, what has their experience been?

QIHD1

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

SINGLE ANSWER

SHOWCARD (R)

Do you have an in-home energy display or energy monitor in your home? An in-home energy display is a portable device that displays current and past energy usage and how much it is costing or will cost. You may also know these as a Real Time Display. If you have a smart meter installed, it should have come with one of these displays.

Here are a few pictures of what in-home energy displays may look like:



IF YES: How often, if at all, do you look at the display or monitor?

IF NO: Have you been offered one in the past?

- 1) Yes, I look at it every day
- 2) Yes, I look at it occasionally
- 3) Yes, but I never look at it
- 4) Yes, but I have never installed it
- 5) No, I was not offered one
- 6) No, I was offered one but refused it
- 7) Don't know (NOT ON SHOWCARD)

QIHD2

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS AND HAVE AN IN-HOME ENERGY DISPLAY (CODES 1-4 AT QIHD1)

SINGLE ANSWER

DO NOT READ OUT

**Where did you get your in-home energy display or energy monitor from?
IF FROM ENERGY COMPANY: Did you request it or was it offered to you?**

- 1) I was offered it by an energy company and said yes
- 2) I requested it from an energy company
- 3) It came with my smart meter
- 4) I bought (it in a shop/on the internet)
- 5) I was given it by a friend or relative
- 6) I don't know, I just received it
- 7) Other (please specify)
- 8) Don't know

QIHD3

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS, HAVE AN IN-HOME ENERGY DISPLAY IN THEIR HOME AND LOOK AT IT (CODES 1-2 AT QIHD1)

SINGLE ANSWER FOR EACH PART

RANDOMISE ORDER OF STATEMENTS

SHOWCARD (R)

Thinking about how you use your in-home energy display or energy monitor, to what extent do you agree or disagree with the following statements?

DOWN SIDE OF GRID:

- a) I feel I understand how to get the most out of my display
- b) I use or have used my display to find out which appliances use the most electricity
- c) I regularly check my display when I am on my way in or out of the house
- d) I use the display to encourage others in my household to reduce their electricity use
- e) I feel more in control of my electricity bills thanks to the display
- f) It will help to reduce the amount of electricity we use in the household
- g) It will help to reduce the amount of money my household spends on electricity
- h) I use or have used my display to find out how much gas we use in the household

ACROSS TOP OF GRID:

- 1) Strongly agree
- 2) Tend to agree
- 3) Neither agree nor disagree
- 4) Tend to disagree
- 5) Strongly disagree
- 6) Don't know (NOT ON SHOWCARD)
- 7) Not applicable (ONLY FOR STATEMENT h)

QIHD4

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS, HAVE AN IN-HOME ENERGY DISPLAY IN THEIR HOME AND LOOK AT IT (CODES 1-2 AT QIHD1)

MUTIPLE ANSWER

SHOWCARD (R)

Which of the following, if any, describe the measures you look at when you check your in-home energy display or energy monitor?

- 1) I look at the kilo-watts measure
- 2) I look at the money display
- 3) I look at the carbon saving measures
- 4) I don't know what to look at when I check it
- 5) I don't tend to look at it
- 6) Don't know (NOT ON SHOWCARD)

QIHD5

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS, HAVE AN IN-HOME ENERGY DISPLAY IN THEIR HOME AND LOOK AT IT (CODES 1-2 AT QIHD1)

SINGLE ANSWER

SHOWCARD (R)

Overall, how satisfied or dissatisfied are you with your in-home energy display or energy monitor?

- 1) Very satisfied
- 2) Fairly satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Fairly dissatisfied
- 5) Very dissatisfied
- 6) Don't know (NOT ON SHOWCARD)

QIHD6

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS AND WHO DO NOT HAVE AN IN-HOME ENERGY DISPLAY IN THEIR HOME (CODES 5-7 AT QIHD1)

SINGLE ANSWER

SHOWCARD (R)

To what extent would you be interested, or not, in having an in-home energy display or energy monitor installed in your home in the near future?

- 1) Very interested
- 2) Fairly interested
- 3) Not very interested
- 4) Not at all interested
- 5) Don't know (NOT ON SHOWCARD)

Knowledge

- 1) To explore where consumers would expect to find out about smart meters/IHD.
- 2) What are considered the most trusted sources of information?
- 3) What type of information consumers would be looking for?

QKN1

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

MUTLIPLE ANSWER

DO NOT READ OUT

What, if anything, would you like to know in relation to smart meters or in-home energy displays?

PROBE: **Anything else?**

- 1) Are there any health risks?
- 2) How easy they are to use/read
- 3) How easy they are to install
- 4) How much energy would be saved
- 5) How much money would I save/would energy bills be lower
- 6) How much they cost/will it cost me anything
- 7) How secure would the data/information collected be
- 8) How the smart meters/displays work
- 9) General information about smart meters/displays
- 10) More or clearer literature/leaflets
- 11) The advantages/benefits
- 12) The disadvantages
- 13) Where could I get one/see one?
- 14) Where smart meter funding is coming from/who is paying
- 15) Who would have access to the data/information collected
- 16) Other (please specify)
- 17) Don't know
- 18) Not interested
- 19) Nothing

QKN2

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

MUTLIPLE ANSWER

DO NOT READ OUT

If you wanted to know more about Smart Meters or In Home Displays, where would you go for this information?

IF FROM THE INTERNET: **Which website would you go to?**

PROBE: **Anywhere else?**

- 1) DECC (Department of Energy and Climate Change) – including the website
- 2) The Energy Saving Trust
- 3) To a friend or relative/Word of Mouth

- 4) To an organised charity
- 5) Central Government/the Government
- 6) My housing association
- 7) My Local Authority
- 8) My landlord
- 9) My electricity supplier/another electricity supplier
- 10) My gas supplier/another gas supplier
- 11) Newspaper articles
- 12) News/current affairs programme (Panorama, World in Action, Dispatches, etc.)
- 13) The internet (search engine – Google, Bing, etc.)
- 14) The internet (chat rooms, Facebook, Twitter, etc.)
- 15) The internet (government site such as Directgov, etc.)
- 16) The internet (non-government site such as money-saving expert, Consumer Focus, etc.)
- 17) Which? consumer magazine
- 18) Other consumer bodies (non-internet)
- 19) Other (please specify)
- 20) Don't know
- 21) Nowhere/I wouldn't need any information

QKN3

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)
 MULTIPLE ANSWER
 SHOWCARD (R)

Please take a look at this card. Thinking about any concerns you may have about smart meters or In Home Displays, which, if any, of these would you trust to give you accurate information about smart meters or in-home displays?

PROBE: Any others?

- 1) DECC (Department of Energy and Climate Change) – including the website
- 2) The Energy Saving Trust
- 3) A friend or relative/Word of Mouth
- 4) An organised charity
- 5) Central Government/the Government (including websites such as Directgov)
- 6) My housing association
- 7) My Local Authority
- 8) My landlord
- 9) My electricity supplier/another electricity supplier
- 10) My gas supplier/another gas supplier
- 11) Newspaper articles
- 12) News/current affairs programme (Panorama, World in Action, Dispatches, etc.)
- 13) Internet chat rooms (Facebook, Twitter, etc.)
- 14) Non-government Internet sites such as money-saving expert, Consumer Focus, etc.
- 15) Which? consumer magazine

- 16) Other consumer magazines
- 17) None of these
- 18) Don't know (NOT ON SHOWCARD)

List of demographics

QENER

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)
SINGLE ANSWER FOR EACH PART
SHOWCARD (R)

I am now going to read out a number of statements that other people have made about the energy they use at home. For each statement, please tell me to what extent you agree or disagree? Please read out the letter that applies.

DOWN SIDE OF GRID:

- a) I have tried to reduce the amount of energy I use at home
- b) I think there is more I could do to reduce the amount of energy I use at home
- c) I am more concerned about having a warm and comfortable home than saving energy

ACROSS TOP OF GRID:

- 1) A – Strongly agree
- 2) B – Tend to agree
- 3) C – Neither agree nor disagree
- 4) D – Tend to disagree
- 5) E – Strongly disagree
- 6) Don't know (NOT ON SHOWCARD)

QDIS

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)
MULTICODE CODES 1-2, SINGLE CODE 'NO'
DO NOT READ OUT

Do you have any long-standing illness, disability or infirmity? By long-standing, I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time.

- 1) Yes – long-standing illness
- 2) Yes – long-standing disability or infirmity
- 3) No

QLAN

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)
SINGLE ANSWER
SHOWCARD (R)

Which of the following best describes you?

- 1) I speak English as my first language
- 2) English is not my first language, but I speak it fluently
- 3) English is not my first language, and I'm still learning the language
- 4) I can't speak English

QACC

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

SINGLE ANSWER

SHOWCARD

Which of the following types of property best describes your accommodation?

- 1) Flat or Maisonette
- 2) Terrace Property
- 3) Semi Detached Property
- 4) Detached Property
- 5) Other (specify)
- 6) Don't know (NOT ON SHOWCARD)

QROOM

ASK ALL AGED 18+ WHO ARE RESPONSIBLE FOR PAYING HOUSEHOLD ENERGY BILLS (CODES 1-2 AT QDEM1)

NUMERICAL ANSWER

How many rooms are available for use by this household? Do not count bathrooms, toilets, halls or landings and rooms that can only be used for storage such as cupboards.

Please do include all other rooms including kitchens, living rooms, utility rooms, bedrooms, studies and conservatories.

If two rooms have been converted into one, count them as one room.

[ENTER NUMBER]

Don't know

ACORN classification

- 1) Wealthy Achievers
- 2) Urban Prosperity
- 3) Comfortably Off
- 4) Moderate Means
- 5) Hard Pressed

Age

- 1) 18-24
- 2) 25-34
- 3) 35-44
- 4) 45-54
- 5) 55-64
- 6) 65+

Sex

- 1) Male
- 2) Female

Number in household

- 1) 1
- 2) 2
- 3) 3
- 4) 4
- 5) 5+

Number of children in household

- 1) 1
- 2) 2
- 3) 3
- 4) 4
- 5) 5+

Household income

- 1) Up to 4,499
- 2) 4,500 - 6,499
- 3) 6,500 - 7,499
- 4) 7,500 - 9,499
- 5) 9,500 - 11,499
- 6) 11,500 - 13,499
- 7) 13,500 - 15,499
- 8) 15,500 - 17,499
- 9) 17,500 - 24,999
- 10) 25,000 - 29,999
- 11) 30,000 - 39,999
- 12) 40,000 - 49,999
- 13) 50,000 - 74,999
- 14) 75,000 - 99,999
- 15) 100,000 or more

Social Grade

- 1) AB
- 2) C1
- 3) C2
- 4) DE

Marital status

- 1) Married / Living as married
- 2) Single
- 3) Widowed / Divorced / Separated

Working status

- 1) Working – full-time
- 2) Working – part-time
- 3) Self-employed
- 4) Not working – housewife
- 5) Still in education
- 6) Unemployed
- 7) Retired
- 8) Other

Daily newspaper readership

- 1) Broadsheet
- 2) Mid-markets
- 3) Tabloid

Sunday newspaper readership

- 1) Broadsheet
- 2) Mid-markets
- 3) Tabloid

Government Office Region

- 1) North
- 2) North West
- 3) Yorkshire
- 4) West Midlands
- 5) East Midlands
- 6) East Anglia
- 7) South West
- 8) South East
- 9) London
- 10) Wales
- 11) Scotland

Education

- 1) GCSE/O Level/NVQ12
- 2) A-Level or equivalent
- 3) Degree/Masters/PhD
- 4) No formal qualifications

Tenure

- 1) Own outright
- 2) Buying on mortgage
- 3) Rent – Local Authority
- 4) Rent – Private
- 5) Other

Access to internet

- 1) Access at home
- 2) Access at work
- 3) No access

Area

- 1) Rural
- 2) Suburban
- 3) Urban
- 4) Metropolitan