

**ASK ALL**

**Q.9** Which of these, if any, do you have either in your home or for your own personal use? **READ OUT.**

	Yes	No
Fixed telephone landline - in your home .....	1	2
Broadband internet access - at home .....	1	2
Mobile broadband - broadband access from a lap-top computer that you can access anywhere, using a mobile provider .....	1	2
Digital TV service – such as Virgin Media (UPC), Sky, Saorview, eir Vision...	1	2
Internet TV – such as Apple TV, Netflix, Video on demand, TV Player .....	1	2
PVR - hard disc recorder for Virgin Media (UPC), Sky or Eir – such as Sky+, Digital+, eir Vision .....	1	2
Blackberry/ Smart phone/ iPhone .....	1	2
iPod/MP3 Player.....	1	2
Tablet device – such as iPad or Samsung Galaxy .....	1	2
Audio streaming service – such as Spotify, Grooveshark, Deezer or Tidal.....	1	2

**ASK ALL - OTHER INTERACTIONS WITH RADIO**

**Q.10** When, if ever, did you last do any of the following. **READ OUT LIST. SHOW CARD**

<b>READ OUT</b> ↓	Yester day	Past week	Past month	Past 6 months	Past year	Longer ago	Never
Phone into a radio station .....	1	2	3	4	5	6	7
Send a text to a radio station ...	1	2	3	4	5	6	7
Visit a radio station’s web-site .	1	2	3	4	5	6	7
Participate in a radio station’s competition or promotion .....	1	2	3	4	5	6	7
Visit a radio station’s Facebook page .....	1	2	3	4	5	6	7
Follow a radio station on Twitter .....	1	2	3	4	5	6	7
Subscribe to / pay for a radio podcast .....	1	2	3	4	5	6	7
Listen back to a radio programme or radio clip - via a website, player or podcast .....	1	2	3	4	5	6	7

**ASK ALL**

**Q.11** Have you downloaded any radio station APPS?

Yes .....

**1 GO TO Q.12**

No .....

**2 SKIP TO Q.13**

**Q.12** Which radio APPS have you downloaded? **DO NOT READ OUT.**

**WRITE IN & CODE TO PRE-CODES** \_\_\_\_\_

RTE Radio Player .....	01	Radio Nova .....	15
RTE Radio 1.....	02	Classic Hits 4FM .....	16
RTE 2FM.....	03	Cork’s 96FM.....	17
Newstalk 106-108 .....	04	C103 .....	18
Today FM.....	05	Red FM .....	19
iRadio.....	06	Local Station _____	20
Beat 102-103.....	07	Irish Radioplayer .....	26
Spin South West .....	08	Any BBC Radio .....	21
FM104.....	09	SKY FM.....	22
98FM.....	10	TuneIn Radio .....	23
Q102 .....	11	Spotify .....	24
Spin 103.8.....	12	Apple’s Music – Beats 1 .....	27
TXFM .....	13		
Sunshine Radio.....	14	Other _____	25

**ASK ALL - CROSS MEDIA CONSUMPTION**

**Q.13** When, if ever, did you last do any of the following? **SHOW CARD**

<b>READ OUT</b> ↓	<b>Yes-terday</b>	<b>Past week</b>	<b>Past month</b>	<b>Past 6 months</b>	<b>Past year</b>	<b>Longer ago</b>	<b>Never</b>
Read a national newspaper - including on-line edition .....	1	2	3	4	5	6	7
Read a local newspaper including on-line edition .....	1	2	3	4	5	6	7
Watch Video Content on Demand - such as Netflix, SKY Go, Virgin Media (UPC), TV Player .....	1	2	3	4	5	6	7
Watch TV – <i>live or recorded</i> .....	1	2	3	4	5	6	7
Listen to radio .....	1	2	3	4	5	6	7
Listen to your own music – vinyl, CDs, songs stored on ipod, MP3 or smart phone .....	1	2	3	4	5	6	7
Listen to an audio streaming service - such as Spotify, Grooveshark, Deezer or Tidal .....	1	2	3	4	5	6	7
Listen, or listen back, to any music or audio material from a podcast or player .....	1	2	3	4	5	6	7
Use Social Media such as Facebook, Twitter, LinkedIn, Instagram, Snapchat .....	1	2	3	4	5	6	7
Use a search engine e.g. Google or Yahoo .....	1	2	3	4	5	6	7
Access the internet .....	1	2	3	4	5	6	7
Share content online, for example post a link on Facebook, tweet/retweet a link .....	1	2	3	4	5	6	7

**ASK ALL - CROSS MEDIA CONSUMPTION**

**Q.13a** And when, if ever, did you last do any of the following? **SHOW CARD**

<b>READ OUT</b> ↓	<b>Yes-terday</b>	<b>Past week</b>	<b>Past month</b>	<b>Past 6 months</b>	<b>Past year</b>	<b>Longer ago</b>	<b>Never</b>
Listen to radio using a radio station APP.....	1	2	3	4	5	6	7
Listen to Irish radio - specifically using the “ <i>Irish RadioPlayer</i> ” APP (SHOW CARD with APP LOGO)....	1	2	3	4	5	6	7
Listen to Apple Music on Apple’s Beats 1 .....	1	2	3	4	5	6	7

**ASK FOR EACH MEDIA ACTIVITY MENTIONED YESTERDAY @ Q13**

**Q.14** Now thinking specifically about YESTERDAY, about how much time did you spend on each of the following activities? **ASK FOR EACH MEDIA ACTIVITY YESTERDAY. SHOW CARD.**

<b>READ OUT</b> ↓	<b>&lt;15 mins</b>	<b>16-30 mins</b>	<b>31-60 mins (1 hr)</b>	<b>1 to 1½ hrs</b>	<b>1½ to 2 hrs</b>	<b>2 to 3 hrs</b>	<b>3 to 5 hrs</b>	<b>5+ hrs</b>
Reading a national newspaper (inc. on-line edition) .....	1	2	3	4	5	6	7	8
Reading a local newspaper (incl. on-line edition).....	1	2	3	4	5	6	7	8
Watching Video Content on Demand - such as Netflix, SKY Go, Virgin Media (UPC), TV Player .....	1	2	3	4	5	6	7	8
Watching TV – <i>live or recorded</i> .	1	2	3	4	5	6	7	8
Listening to radio .....	1	2	3	4	5	6	7	8
Listening to your own music – vinyl, CDs, songs stored on ipod, MP3 or smart phone .....	1	2	3	4	5	6	7	8
Listening to an audio streaming service such as Spotify, Grooveshark, Deezer or Tidal .....	1	2	3	4	5	6	7	8
Listening/listen back to any music or audio material from a podcast or player .....	1	2	3	4	5	6	7	8
Using Social Media such as Facebook, Twitter, LinkedIn, Instagram, Snapchat .....	1	2	3	4	5	6	7	8
Using a search engine e.g. Google or Yahoo .....	1	2	3	4	5	6	7	8
Accessing the internet .....	1	2	3	4	5	6	7	8

**CLASSIFICATION**

*I have a few questions for classification purposes, to ensure that we have interviewed a true cross section of people. Your answers will be held in strict confidence and used only for statistical purposes.*

**NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

\*Ipsos MRBI (our head office) will be contacting about 20% of the people interviewed on this survey to validate that this interview was conducted.

Can you give me your telephone number please? \_\_\_\_\_

**AGE:** PLEASE RECORD THE **ACTUAL AGE** AS GIVEN TO YOU BY THE RESPONDENT

**STATE ACTUAL AGE**   (**ESTIMATED AGE**)

15 .....	01	19 .....	05	35-39 .....	09	55-59 .....	13
16 .....	02	20-24 .....	06	40-44 .....	10	60-64 .....	14
17 .....	03	25-29 .....	07	45-49 .....	11	65-69 .....	15
18 .....	04	30-34 .....	08	50-54 .....	12	70+ .....	16

**SEX:** Male ..... 1  
Female ..... 2

**STATUS:** What is your current status? Are you ...?  
Single ..... 1  
Married / Living as married ..... 2  
Separated / Divorced ..... 3  
Widowed ..... 4

**SHOPPER:** Who normally does most of the shopping for groceries for your household?  
Respondent/shared ..... 1  
Other person ..... 2

**OCCUPATION CHIEF INCOME EARNER (C.I.E.)/ H.O.H.**

If C.I.E. is unemployed less than 6 months or has private/contributory/widow/widower pension, ASK FOR PREVIOUS OCCUPATION

**A** Specify details - Occupation of Chief Income Earner (WRITE IN DETAIL)

<b><u>IF</u></b>	Farmer 50+ acres	Code as F1
	Farmer <50 acres	Code as F2
	Student	Code as C1
	Home maker (state pension only)	Code as E

**B** **EMPLOYMENT TYPE**

Is the Chief Income Earner employed, self-employed, unemployed or retired? (Code to pre-codes)

Employed .....	01
Self-employed .....	02
Unemployed (less than 6 months) .....	03
Unemployed (more than 6 months) ..... 04 (E)	
Retired (private pension - contributory, widow(er)) ..... 05 (E)	05
Retired (state pension only) ..... 06 (E)	
Farmer 50+ acres..... 07 (F1)	
Farmer <50 acres..... 08 (F2)	
Student ..... 09 (C1)	
Other – dependent on state pension only ..... 10 (E)	

**C** *(If Retired with private pension or unemployed less than 6 months ask in relation to previous job)*

**Special responsibilities of C.I.E.**

Does the Chief Income Earner have a management or supervisory role within the company? (Code to pre-codes)

Owner/Managing Director .....	1
Other Director / Partner .....	2
Manager .....	3
Supervisor.....	4
Foreman.....	5
Sole Trader .....	6
Other management role .....	7
None of these roles .....	9

**D** **NO. OF STAFF C.I.E. RESPONSIBLE FOR**     *If not responsible for any employees, write in zero*  
*(Ask for ALL incl. those with no special responsibilities).*

**E** **QUALIFICATIONS**

Does Chief Income Earner have particular qualifications for this job?

Yes .....	1
No.....	2

**SC. SOCIAL CLASS - CODE**

A.....	1
B.....	2
C1.....	3
C2.....	4
D.....	5
E.....	6
F1 .....	7
F2 .....	8

*If Manager or Supervisor (in non-manual role), (Code 3 or 4 @ C above,) and you are unsure if S/Class is AB or C1:  
 12+ employees – Code A/ B  
 <12 employees – Code C1*

**IN ALL FARMING HOUSEHOLDS, ASK:**

**(a)** Are you the person responsible for running the farm - either solely responsible, or responsible jointly with somebody else?

Yes .....	1
No .....	2

**(b)** Is the farmer in this household a part time or a full time farmer?

Full-time .....	1
Part-time .....	2

**PERSONAL EMPLOYMENT STATUS:**

Which of these best describes YOUR OWN current situation? **SHOW CARD**

Working/employee (full/part-time) .....		1
Self-employed .....		2
Unemployed / seeking work .....	3	
Retired .....	4	
Full-time home-maker (looking after family).....	5	
Student .....	6	
Other .....	7	

**ASK THOSE WORKING OR SELF-EMPLOYED (CODE 1 OR 2)**

Do you have a full-time occupation/paid job of 30+ hours per week .....	1
A part-time occupation/paid job of 18-29 hours per week .....	2
A part-time occupation/paid job of 17 hours or less per week .....	3

**EDUCATION:**

A	Did you <u>complete</u> a university / college degree?	Yes .....	1
		No .....	2

B	And did you complete the Leaving Certificate or did you finish school before the Leaving Certificate?	Completed Leaving Cert .....	1
		Did not complete Leaving Cert ...	2
		Still in 2 <sup>nd</sup> level .....	3
		Not stated .....	4

**CHIEF INCOME EARNER: Are you the Chief Income Earner/HOH in this household, or not?**

Yes .....	1
No .....	2

**HOUSEHOLD: Number of persons in household (incl. respondent)?**

1 – 2 persons .....	1
3 – 4 persons .....	2
5 – 6 persons .....	3
7+ persons .....	4

Are there dependent children/young adults living in the household?

Yes ..... 1 No ..... 2

Are there children aged 2 or under?	Yes .....	1	No .....	X
Are there children aged between 3 and 5?	Yes .....	2	No .....	X
Are there children aged between 6 and 10?	Yes .....	3	No .....	X
Are there children aged between 11 and 15?	Yes .....	4	No .....	X
Are there children aged between 16 and 17?	Yes .....	5	No .....	X
Are there children aged 18 and over?	Yes .....	6	No .....	X

**COUNTRY OF BIRTH:**

Republic of Ireland.....	1
Northern Ireland.....	2
Britain (England/Scotland/Wales) .....	3
Other European country (Non-EU) ....	9
Other EU country .....	4
Africa .....	5
China.....	6
Other Asian country.....	7
Any other country .....	8

**HOUSE TENURE: Is this home ...?**

**SHOW CARD**

Owned outright (no mortgage) .....	1
Being purchased (with mortgage) .....	2
Being purchased (shared mortgage) .....	3
Rented from council/corporation .....	4
Rented privately .....	5
Other .....	6

**FUTURE RESEARCH**

Thank you very much for taking part in this survey. Would you be willing to take part in future research?

Yes .....	1
No .....	2

**PLEASE REMEMBER TO FILL IN THESE DETAILS**

**INTERVIEW DETAILS**

**DAY:**            Monday ..... 6                      Tuesday ..... 1                      Wednesday ..... 2  
                         Thursday ..... 3                      Friday ..... 4                      Saturday ..... 5

**DATE:**            (e.g. 15th)           

**MONTH:**        Jan..... 01                      Feb..... 02                      Mar ..... 03  
                         Apr..... 04                      May ..... 05                      Jun..... 06  
                         Jul..... 07                      Aug..... 08                      Sept ..... 09  
                         Oct..... 10                      Nov..... 11                      Dec ..... 12

**TIME OF INTERVIEW:**        From \_\_\_\_\_ to \_\_\_\_\_

I certify that I have interviewed the above named respondent in accordance with survey instructions.

**SIGNED** \_\_\_\_\_                      **DATE** \_\_\_\_\_

**OUO**  
Interviewer  
  
Coder