



BARB Establishment Survey
Annual Data Report
Volume 1: Total Network & Appendices
July 2011 to June 2012

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2011 - June 2012

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VOLUME 2 - BBC Areas	
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This reports contains the weighted data results from the Establishment survey for the period July 2011 - June 2012

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

Appendices contain details of the survey objectives, sample design, response rates and standard definitions. A copy of the questionnaire is also included at the end of the report.

Note on DTT estimates

The Establishment Survey questionnaire was substantially overhauled in April 2012 in order to keep the questionnaire relevant to the current TV environment, and to improve its flow for respondents.

For most categories the questionnaire change did not produce any discernible shifts in the data collected, or in existing trends. However it did produce a small but noticeable step change in digital terrestrial aerial claims with the quarterly household total reducing from 73.8% in Q1 to 70.9% in Q2. In the previous questionnaire, for a small proportion of households, use of a terrestrial aerial was inferred, based on answers to a related question on aerial location. In the new questionnaire the household has to explicitly claim that a reception platform is used to receive TV programmes in order to be counted to that platform.

It may therefore be best to treat Establishment Survey estimates for digital terrestrial from Q2 2012 on as a separate series to those up to Q1 2012.

If you would like more information on the questionnaire change, please email enquiries@barb.co.uk

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
AB	6592	6395	6285	2963	957	4690	2268	2423
%V	24.2%	24.4%	24.5%	26.4%	25.1%	23.7%	25.2%	22.5%
%H (All HH)		97.0%	95.3%	44.9%	14.5%	71.1%	34.4%	36.8%
%H (TV HH)			98.3%	46.3%	15.0%	73.3%	35.5%	37.9%
C1	7459	7103	6965	3105	1112	5361	2549	2812
%V	27.4%	27.1%	27.2%	27.6%	29.1%	27.1%	28.3%	26.1%
%H (All HH)		95.2%	93.4%	41.6%	14.9%	71.9%	34.2%	37.7%
%H (TV HH)			98.1%	43.7%	15.7%	75.5%	35.9%	39.6%
C2	5281	5141	5063	2377	830	3965	2063	1902
%V	19.4%	19.6%	19.8%	21.1%	21.7%	20.1%	22.9%	17.7%
%H (All HH)		97.3%	95.9%	45.0%	15.7%	75.1%	39.1%	36.0%
%H (TV HH)			98.5%	46.2%	16.1%	77.1%	40.1%	37.0%
D	4160	3995	3888	1733	564	2968	1336	1632
%V	15.3%	15.2%	15.2%	15.4%	14.8%	15.0%	14.8%	15.2%
%H (All HH)		96.0%	93.5%	41.7%	13.6%	71.3%	32.1%	39.2%
%H (TV HH)			97.3%	43.4%	14.1%	74.3%	33.4%	40.9%
E	3723	3568	3401	1064	355	2788	788	2000
%V	13.7%	13.6%	13.3%	9.5%	9.3%	14.1%	8.8%	18.6%
%H (All HH)		95.8%	91.4%	28.6%	9.5%	74.9%	21.2%	53.7%
%H (TV HH)			95.3%	29.8%	9.9%	78.1%	22.1%	56.1%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
Under 25	1214	1044	1012	436	161	731	307	423
%V	4.5%	4.0%	4.0%	3.9%	4.2%	3.7%	3.4%	3.9%
%H (All HH)		86.0%	83.4%	35.9%	13.3%	60.2%	25.3%	34.8%
%H (TV HH)			96.9%	41.8%	15.4%	70.0%	29.4%	40.5%
25 - 34	4279	4005	3911	2060	647	2618	1384	1233
%V	15.7%	15.3%	15.3%	18.3%	16.9%	13.2%	15.4%	11.4%
%H (All HH)		93.6%	91.4%	48.1%	15.1%	61.2%	32.3%	28.8%
%H (TV HH)			97.7%	51.4%	16.2%	65.4%	34.6%	30.8%
35 - 44	4845	4656	4588	2423	856	3310	1944	1366
%V	17.8%	17.8%	17.9%	21.6%	22.4%	16.7%	21.6%	12.7%
%H (All HH)		96.1%	94.7%	50.0%	17.7%	68.3%	40.1%	28.2%
%H (TV HH)			98.5%	52.0%	18.4%	71.1%	41.8%	29.3%
45 - 54	5233	5083	5019	2409	886	3885	2103	1782
%V	19.2%	19.4%	19.6%	21.4%	23.2%	19.6%	23.4%	16.5%
%H (All HH)		97.1%	95.9%	46.0%	16.9%	74.2%	40.2%	34.1%
%H (TV HH)			98.7%	47.4%	17.4%	76.4%	41.4%	35.1%
55 - 64	4458	4342	4266	1842	652	3416	1603	1814
%V	16.4%	16.6%	16.7%	16.4%	17.1%	17.3%	17.8%	16.8%
%H (All HH)		97.4%	95.7%	41.3%	14.6%	76.6%	36.0%	40.7%
%H (TV HH)			98.2%	42.4%	15.0%	78.7%	36.9%	41.8%
65 +	7188	7073	6807	2073	616	5814	1663	4151
%V	26.4%	27.0%	26.6%	18.4%	16.1%	29.4%	18.5%	38.5%
%H (All HH)		98.4%	94.7%	28.8%	8.6%	80.9%	23.1%	57.7%
%H (TV HH)			96.2%	29.3%	8.7%	82.2%	23.5%	58.7%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
1	9533	8957	8578	2486	997	6937	1806	5131
%V	35.0%	34.2%	33.5%	22.1%	26.1%	35.1%	20.1%	47.6%
%H (All HH)		94.0%	90.0%	26.1%	10.5%	72.8%	18.9%	53.8%
%H (TV HH)			95.8%	27.8%	11.1%	77.4%	20.2%	57.3%
2	8338	8141	8023	3675	1191	6230	3006	3224
%V	30.6%	31.1%	31.3%	32.7%	31.2%	31.5%	33.4%	29.9%
%H (All HH)		97.6%	96.2%	44.1%	14.3%	74.7%	36.1%	38.7%
%H (TV HH)			98.6%	45.1%	14.6%	76.5%	36.9%	39.6%
3	4022	3929	3879	2082	689	2897	1748	1148
%V	14.8%	15.0%	15.2%	18.5%	18.0%	14.7%	19.4%	10.7%
%H (All HH)		97.7%	96.4%	51.8%	17.1%	72.0%	43.5%	28.5%
%H (TV HH)			98.7%	53.0%	17.5%	73.7%	44.5%	29.2%
4	3534	3451	3420	1968	636	2513	1649	864
%V	13.0%	13.2%	13.4%	17.5%	16.7%	12.7%	18.3%	8.0%
%H (All HH)		97.7%	96.8%	55.7%	18.0%	71.1%	46.7%	24.4%
%H (TV HH)			99.1%	57.0%	18.4%	72.8%	47.8%	25.0%
5+	1790	1724	1702	1031	306	1197	795	402
%V	6.6%	6.6%	6.6%	9.2%	8.0%	6.1%	8.8%	3.7%
%H (All HH)		96.3%	95.1%	57.6%	17.1%	66.9%	44.4%	22.5%
%H (TV HH)			98.7%	59.8%	17.7%	69.4%	46.1%	23.3%
Average HH size	2.28	2.30	2.31	2.63	2.52	2.26	2.66	1.92

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
Without	20460	19591	19065	7552	2680	15100	6117	8983
%V	75.2%	74.8%	74.5%	67.2%	70.2%	76.4%	67.9%	83.4%
%H (All HH)		95.8%	93.2%	36.9%	13.1%	73.8%	29.9%	43.9%
%H (TV HH)			97.3%	38.5%	13.7%	77.1%	31.2%	45.9%
With	6757	6611	6537	3690	1138	4674	2888	1786
%V	24.8%	25.2%	25.5%	32.8%	29.8%	23.6%	32.1%	16.6%
%H (All HH)		97.8%	96.7%	54.6%	16.8%	69.2%	42.7%	26.4%
%H (TV HH)			98.9%	55.8%	17.2%	70.7%	43.7%	27.0%
0 - 3	2628	2546	2508	1415	411	1694	986	708
%V	9.7%	9.7%	9.8%	12.6%	10.8%	8.6%	11.0%	6.6%
%H (All HH)		96.9%	95.4%	53.8%	15.6%	64.5%	37.5%	26.9%
%H (TV HH)			98.5%	55.6%	16.1%	66.5%	38.7%	27.8%
4 - 9	3331	3260	3228	1871	561	2255	1420	835
%V	12.2%	12.4%	12.6%	16.6%	14.7%	11.4%	15.8%	7.8%
%H (All HH)		97.9%	96.9%	56.2%	16.8%	67.7%	42.6%	25.1%
%H (TV HH)			99.0%	57.4%	17.2%	69.2%	43.6%	25.6%
10 - 15	3172	3129	3098	1770	564	2320	1514	807
%V	11.7%	11.9%	12.1%	15.7%	14.8%	11.7%	16.8%	7.5%
%H (All HH)		98.6%	97.7%	55.8%	17.8%	73.1%	47.7%	25.4%
%H (TV HH)			99.0%	56.6%	18.0%	74.1%	48.4%	25.8%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
1	10773	10773	10319	3610	1336	7216	1815	5400
%V	39.6%	41.1%	40.3%	32.1%	35.0%	36.5%	20.2%	50.1%
%H (All HH)		100.0%	95.8%	33.5%	12.4%	67.0%	16.8%	50.1%
%H (TV HH)			95.8%	33.5%	12.4%	67.0%	16.8%	50.1%
2	8770	8770	8647	3875	1344	6860	3347	3513
%V	32.2%	33.5%	33.8%	34.5%	35.2%	34.7%	37.2%	32.6%
%H (All HH)		100.0%	98.6%	44.2%	15.3%	78.2%	38.2%	40.1%
%H (TV HH)			98.6%	44.2%	15.3%	78.2%	38.2%	40.1%
3	4037	4037	4019	2163	663	3397	2142	1255
%V	14.8%	15.4%	15.7%	19.2%	17.4%	17.2%	23.8%	11.7%
%H (All HH)		100.0%	99.6%	53.6%	16.4%	84.1%	53.1%	31.1%
%H (TV HH)			99.6%	53.6%	16.4%	84.1%	53.1%	31.1%
4	1728	1728	1722	1016	324	1499	1083	417
%V	6.3%	6.6%	6.7%	9.0%	8.5%	7.6%	12.0%	3.9%
%H (All HH)		100.0%	99.7%	58.8%	18.8%	86.7%	62.7%	24.1%
%H (TV HH)			99.7%	58.8%	18.8%	86.7%	62.7%	24.1%
5+	895	895	894	579	151	802	617	184
%V	3.3%	3.4%	3.5%	5.2%	4.0%	4.1%	6.9%	1.7%
%H (All HH)		100.0%	99.9%	64.7%	16.9%	89.6%	68.9%	20.6%
%H (TV HH)			99.9%	64.7%	16.9%	89.6%	68.9%	20.6%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
Under 20"	8509	8509	8335	3743	1242	7128	3688	3440
%V	31.3%	32.5%	32.6%	33.3%	32.5%	36.0%	41.0%	31.9%
%H (All HH)		100.0%	98.0%	44.0%	14.6%	83.8%	43.3%	40.4%
%H (TV HH)			98.0%	44.0%	14.6%	83.8%	43.3%	40.4%
20" - 29"	11367	11367	11050	4542	1542	9099	4029	5070
%V	41.8%	43.4%	43.2%	40.4%	40.4%	46.0%	44.7%	47.1%
%H (All HH)		100.0%	97.2%	40.0%	13.6%	80.0%	35.4%	44.6%
%H (TV HH)			97.2%	40.0%	13.6%	80.0%	35.4%	44.6%
30" - 39"	13233	13233	13111	6095	2057	10279	5189	5090
%V	48.6%	50.5%	51.2%	54.2%	53.9%	52.0%	57.6%	47.3%
%H (All HH)		100.0%	99.1%	46.1%	15.5%	77.7%	39.2%	38.5%
%H (TV HH)			99.1%	46.1%	15.5%	77.7%	39.2%	38.5%
40" and over	8681	8681	8638	5106	1524	6358	4221	2137
%V	31.9%	33.1%	33.7%	45.4%	39.9%	32.2%	46.9%	19.8%
%H (All HH)		100.0%	99.5%	58.8%	17.6%	73.2%	48.6%	24.6%
%H (TV HH)			99.5%	58.8%	17.6%	73.2%	48.6%	24.6%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
Main living room	25831	25831	25289	11146	3786	19521	8939	10582
%V	94.9%	98.6%	98.8%	99.1%	99.1%	98.7%	99.3%	98.3%
%H (All HH)		100.0%	97.9%	43.1%	14.7%	75.6%	34.6%	41.0%
%H (TV HH)			97.9%	43.1%	14.7%	75.6%	34.6%	41.0%
Kitchen	3454	3454	3421	1721	443	2970	1678	1291
%V	12.7%	13.2%	13.4%	15.3%	11.6%	15.0%	18.6%	12.0%
%H (All HH)		100.0%	99.0%	49.8%	12.8%	86.0%	48.6%	37.4%
%H (TV HH)			99.0%	49.8%	12.8%	86.0%	48.6%	37.4%
Adult's bedroom	11388	11388	11276	5742	1905	9349	5562	3787
%V	41.8%	43.5%	44.0%	51.1%	49.9%	47.3%	61.8%	35.2%
%H (All HH)		100.0%	99.0%	50.4%	16.7%	82.1%	48.8%	33.3%
%H (TV HH)			99.0%	50.4%	16.7%	82.1%	48.8%	33.3%
Child's bedroom	2295	2295	2287	1342	440	1935	1390	545
%V	8.4%	8.8%	8.9%	11.9%	11.5%	9.8%	15.4%	5.1%
%H (All HH)		100.0%	99.7%	58.5%	19.2%	84.3%	60.6%	23.7%
%H (TV HH)			99.7%	58.5%	19.2%	84.3%	60.6%	23.7%
Other bedroom	1172	1172	1165	642	189	994	637	357
%V	4.3%	4.5%	4.6%	5.7%	4.9%	5.0%	7.1%	3.3%
%H (All HH)		100.0%	99.4%	54.8%	16.1%	84.8%	54.4%	30.5%
%H (TV HH)			99.4%	54.8%	16.1%	84.8%	54.4%	30.5%
Second living/dining room	2718	2718	2698	1435	397	2272	1359	913
%V	10.0%	10.4%	10.5%	12.8%	10.4%	11.5%	15.1%	8.5%
%H (All HH)		100.0%	99.3%	52.8%	14.6%	83.6%	50.0%	33.6%
%H (TV HH)			99.3%	52.8%	14.6%	83.6%	50.0%	33.6%
Study/office	536	536	533	294	77	455	281	174
%V	2.0%	2.0%	2.1%	2.6%	2.0%	2.3%	3.1%	1.6%
%H (All HH)		100.0%	99.4%	54.9%	14.4%	84.9%	52.4%	32.5%
%H (TV HH)			99.4%	54.9%	14.4%	84.9%	52.4%	32.5%
TV room	219	219	218	136	31	177	122	55
%V	0.8%	0.8%	0.9%	1.2%	0.8%	0.9%	1.4%	0.5%
%H (All HH)		100.0%	99.5%	62.1%	14.2%	80.8%	55.7%	25.1%
%H (TV HH)			99.5%	62.1%	14.2%	80.8%	55.7%	25.1%
Conservatory	125	125	125	75	17	109	74	35
%V	0.5%	0.5%	0.5%	0.7%	0.4%	0.6%	0.8%	0.3%
%H (All HH)		100.0%	100.0%	60.0%	13.6%	87.2%	59.2%	28.0%
%H (TV HH)			100.0%	60.0%	13.6%	87.2%	59.2%	28.0%
Attic or loft room	15	15	15	5	4	13	6	7
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	33.3%	26.7%	86.7%	40.0%	46.7%
%H (TV HH)			100.0%	33.3%	26.7%	86.7%	40.0%	46.7%
No specific location	65	65	64	34	8	58	36	23
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	98.5%	52.3%	12.3%	89.2%	55.4%	35.4%
%H (TV HH)			98.5%	52.3%	12.3%	89.2%	55.4%	35.4%
Other	215	215	215	132	32	183	129	54
%V	0.8%	0.8%	0.8%	1.2%	0.8%	0.9%	1.4%	0.5%
%H (All HH)		100.0%	100.0%	61.4%	14.9%	85.1%	60.0%	25.1%
%H (TV HH)			100.0%	61.4%	14.9%	85.1%	60.0%	25.1%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

July 2011 - June 2012

Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
PVR	13423	13423	13417	8717	2216	9428	6773	2655
%V	49.3%	51.2%	52.4%	77.5%	58.0%	47.7%	75.2%	24.7%
%H (All HH)		100.0%	100.0%	64.9%	16.5%	70.2%	50.5%	19.8%
%H (TV HH)			100.0%	64.9%	16.5%	70.2%	50.5%	19.8%
DVDR	2915	2915	2884	1321	453	2332	1185	1147
%V	10.7%	11.1%	11.3%	11.8%	11.9%	11.8%	13.2%	10.7%
%H (All HH)		100.0%	98.9%	45.3%	15.5%	80.0%	40.7%	39.3%
%H (TV HH)			98.9%	45.3%	15.5%	80.0%	40.7%	39.3%
VCR	2814	2814	2714	963	398	2222	840	1382
%V	10.3%	10.7%	10.6%	8.6%	10.4%	11.2%	9.3%	12.8%
%H (All HH)		100.0%	96.4%	34.2%	14.1%	79.0%	29.9%	49.1%
%H (TV HH)			96.4%	34.2%	14.1%	79.0%	29.9%	49.1%
Any recorder	16063	16063	15938	9246	2572	11593	7288	4305
%V	59.0%	61.3%	62.3%	82.2%	67.3%	58.6%	80.9%	40.0%
%H (All HH)		100.0%	99.2%	57.6%	16.0%	72.2%	45.4%	26.8%
%H (TV HH)			99.2%	57.6%	16.0%	72.2%	45.4%	26.8%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
July 2011 - June 2012
Household level data
Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
Receives HDTV (via STB or built-in reception)	10551	10551	10549	5871	2475	7609	5237	2372
%V	38.8%	40.3%	41.2%	52.2%	64.8%	38.5%	58.2%	22.0%
%H (All HH)		100.0%	100.0%	55.6%	23.5%	72.1%	49.6%	22.5%
%H (TV HH)			100.0%	55.6%	23.5%	72.1%	49.6%	22.5%
DVD/Blu-ray player or recorder	20741	20741	20474	9417	3217	15871	7827	8043
%V	76.2%	79.2%	80.0%	83.8%	84.2%	80.3%	86.9%	74.7%
%H (All HH)		100.0%	98.7%	45.4%	15.5%	76.5%	37.7%	38.8%
%H (TV HH)			98.7%	45.4%	15.5%	76.5%	37.7%	38.8%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
July 2011 - June 2012
Household level data
Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26203	25602	11242	3819	19773	9004	10769
%H (All HH)		96.3%	94.1%	41.3%	14.0%	72.6%	33.1%	39.6%
%H (TV HH)			97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
Has PC or Laptop	20489	19769	19492	9674	3348	14563	7883	6680
%V	75.3%	75.4%	76.1%	86.1%	87.7%	73.7%	87.5%	62.0%
%H (All HH)		96.5%	95.1%	47.2%	16.3%	71.1%	38.5%	32.6%
%H (TV HH)			98.6%	48.9%	16.9%	73.7%	39.9%	33.8%
Has broadband internet	19238	18600	18369	9321	3294	13620	7659	5961
%V	70.7%	71.0%	71.7%	82.9%	86.3%	68.9%	85.1%	55.4%
%H (All HH)		96.7%	95.5%	48.5%	17.1%	70.8%	39.8%	31.0%
%H (TV HH)			98.8%	50.1%	17.7%	73.2%	41.2%	32.0%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
July 2011 - June 2012
Set level data
Table 11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52184	51403	25064	8120	41464	22618	18846
%H		98.5%	48.0%	15.6%	79.5%	43.3%	36.1%
Under 20"	11416	11221	5236	1696	9695	5278	4417
%V	21.9%	21.8%	20.9%	20.9%	23.4%	23.3%	23.4%
%H		98.3%	45.9%	14.9%	84.9%	46.2%	38.7%
20" - 29"	14289	13935	6019	1984	11611	5540	6071
%V	27.4%	27.1%	24.0%	24.4%	28.0%	24.5%	32.2%
%H		97.5%	42.1%	13.9%	81.3%	38.8%	42.5%
30" - 39"	15370	15244	7324	2475	12040	6415	5625
%V	29.5%	29.7%	29.2%	30.5%	29.0%	28.4%	29.8%
%H		99.2%	47.7%	16.1%	78.3%	41.7%	36.6%
40" and over	9790	9745	5868	1733	7205	4896	2309
%V	18.8%	19.0%	23.4%	21.3%	17.4%	21.6%	12.3%
%H		99.5%	59.9%	17.7%	73.6%	50.0%	23.6%
Don't know	617	594	245	98	483	223	260
%V	1.2%	1.2%	1.0%	1.2%	1.2%	1.0%	1.4%
%H		96.3%	39.7%	15.9%	78.3%	36.1%	42.1%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Set level data

Table 12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52184	51403	25064	8120	41464	22618	18846
%H		98.5%	48.0%	15.6%	79.5%	43.3%	36.1%
Main living room	26031	25484	11245	3812	19675	9020	10655
%V	49.9%	49.6%	44.9%	46.9%	47.5%	39.9%	56.5%
%H		97.9%	43.2%	14.6%	75.6%	34.7%	40.9%
Kitchen	3474	3440	1731	443	2986	1685	1301
%V	6.7%	6.7%	6.9%	5.5%	7.2%	7.4%	6.9%
%H		99.0%	49.8%	12.8%	86.0%	48.5%	37.4%
Adult's bedroom	13691	13570	7057	2363	11377	7022	4355
%V	26.2%	26.4%	28.2%	29.1%	27.4%	31.0%	23.1%
%H		99.1%	51.5%	17.3%	83.1%	51.3%	31.8%
Child's bedroom	2966	2958	1755	576	2514	1833	681
%V	5.7%	5.8%	7.0%	7.1%	6.1%	8.1%	3.6%
%H		99.7%	59.2%	19.4%	84.8%	61.8%	23.0%
Other bedroom	1364	1357	755	219	1163	751	412
%V	2.6%	2.6%	3.0%	2.7%	2.8%	3.3%	2.2%
%H		99.5%	55.4%	16.1%	85.3%	55.1%	30.2%
Second living/dining room	2758	2738	1459	401	2306	1381	925
%V	5.3%	5.3%	5.8%	4.9%	5.6%	6.1%	4.9%
%H		99.3%	52.9%	14.5%	83.6%	50.1%	33.5%
Study/office	543	540	299	78	461	286	175
%V	1.0%	1.1%	1.2%	1.0%	1.1%	1.3%	0.9%
%H		99.4%	55.1%	14.4%	84.9%	52.7%	32.2%
TV room	222	221	137	32	179	123	56
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%
%H		99.5%	61.7%	14.4%	80.6%	55.4%	25.2%
Conseervatory	125	125	75	17	109	74	35
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%
%H		100.0%	60.0%	13.6%	87.2%	59.2%	28.0%
Attic or loft room	15	15	5	4	13	6	7
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	33.3%	26.7%	86.7%	40.0%	46.7%
No specific location	67	65	34	8	60	37	23
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		97.0%	50.7%	11.9%	89.6%	55.2%	34.3%
Other	226	226	139	32	192	136	57
%V	0.4%	0.4%	0.6%	0.4%	0.5%	0.6%	0.3%
%H		100.0%	61.5%	14.2%	85.0%	60.2%	25.2%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52184	51403	25064	8120	41464	22618	18846
%H		98.5%	48.0%	15.6%	79.5%	43.3%	36.1%
PVR	17209	17203	11744	2755	11952	8998	2954
%V	33.0%	33.5%	46.9%	33.9%	28.8%	39.8%	15.7%
%H		100.0%	68.2%	16.0%	69.5%	52.3%	17.2%
DVDR	3330	3298	1565	511	2681	1410	1271
%V	6.4%	6.4%	6.2%	6.3%	6.5%	6.2%	6.7%
%H		99.0%	47.0%	15.3%	80.5%	42.3%	38.2%
VCR	3138	3032	1099	458	2482	970	1511
%V	6.0%	5.9%	4.4%	5.6%	6.0%	4.3%	8.0%
%H		96.6%	35.0%	14.6%	79.1%	30.9%	48.2%
Any recorder	20945	20813	12814	3287	15040	10042	4998
%V	40.1%	40.5%	51.1%	40.5%	36.3%	44.4%	26.5%
%H		99.4%	61.2%	15.7%	71.8%	47.9%	23.9%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52184	51403	25064	8120	41464	22618	18846
%H		98.5%	48.0%	15.6%	79.5%	43.3%	36.1%
Receives HDTV (via STB or built-in reception)	13977	13975	7837	3377	10209	7193	3016
%V	26.8%	27.2%	31.3%	41.6%	24.6%	31.8%	16.0%
%H		100.0%	56.1%	24.2%	73.0%	51.5%	21.6%
DVD/Blu-ray player or recorder	30668	30378	14964	5025	24268	13495	10773
%V	58.8%	59.1%	59.7%	61.9%	58.5%	59.7%	57.2%
%H		99.1%	48.8%	16.4%	79.1%	44.0%	35.1%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
Set level data
Table 15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26186	25589	11240	3817	19763	9003	10760
%H		97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
Under 20"	895	798	142	79	670	92	578
%V	3.4%	3.1%	1.3%	2.1%	3.4%	1.0%	5.4%
%H		89.2%	15.9%	8.8%	74.9%	10.3%	64.6%
20" - 29"	5975	5675	1604	641	4597	1143	3455
%V	22.8%	22.2%	14.3%	16.8%	23.3%	12.7%	32.1%
%H		95.0%	26.8%	10.7%	76.9%	19.1%	57.8%
30" - 39"	10656	10543	4496	1590	8209	3675	4534
%V	40.7%	41.2%	40.0%	41.7%	41.5%	40.8%	42.1%
%H		98.9%	42.2%	14.9%	77.0%	34.5%	42.5%
40" and over	8350	8308	4910	1464	6086	4030	2056
%V	31.9%	32.5%	43.7%	38.4%	30.8%	44.8%	19.1%
%H		99.5%	58.8%	17.5%	72.9%	48.3%	24.6%
Don't know	280	264	87	43	201	63	137
%V	1.1%	1.0%	0.8%	1.1%	1.0%	0.7%	1.3%
%H		94.3%	31.1%	15.4%	71.8%	22.5%	48.9%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26186	25589	11240	3817	19763	9003	10760
%H		97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
PVR	13043	13038	8555	2143	9090	6587	2502
%V	49.8%	51.0%	76.1%	56.1%	46.0%	73.2%	23.3%
%H		100.0%	65.6%	16.4%	69.7%	50.5%	19.2%
DVDR	2487	2459	1086	384	1980	967	1013
%V	9.5%	9.6%	9.7%	10.1%	10.0%	10.7%	9.4%
%H		98.9%	43.7%	15.4%	79.6%	38.9%	40.7%
VCR	2308	2215	727	325	1804	623	1181
%V	8.8%	8.7%	6.5%	8.5%	9.1%	6.9%	11.0%
%H		96.0%	31.5%	14.1%	78.2%	27.0%	51.2%
Any recorder	15552	15436	9070	2481	11147	7089	4058
%V	59.4%	60.3%	80.7%	65.0%	56.4%	78.7%	37.7%
%H		99.3%	58.3%	16.0%	71.7%	45.6%	26.1%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26186	25589	11240	3817	19763	9003	10760
%H		97.7%	42.9%	14.6%	75.5%	34.4%	41.1%
Receives HDTV (via STB or built-in reception)	10132	10130	5648	2405	7241	5007	2234
%V	38.7%	39.6%	50.2%	63.0%	36.6%	55.6%	20.8%
%H		100.0%	55.7%	23.7%	71.5%	49.4%	22.0%
DVD/Blu-ray player or recorder	19577	19324	8826	3022	14930	7270	7660
%V	74.8%	75.5%	78.5%	79.2%	75.5%	80.8%	71.2%
%H		98.7%	45.1%	15.4%	76.3%	37.1%	39.1%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Set level data

Table 18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	25998	25814	13825	4303	21701	13615	8086
%H		99.3%	53.2%	16.6%	83.5%	52.4%	31.1%
Under 20"	10521	10423	5093	1617	9025	5186	3839
%V	40.5%	40.4%	36.8%	37.6%	41.6%	38.1%	47.5%
%H		99.1%	48.4%	15.4%	85.8%	49.3%	36.5%
20" - 29"	8314	8260	4415	1343	7014	4397	2616
%V	32.0%	32.0%	31.9%	31.2%	32.3%	32.3%	32.4%
%H		99.4%	53.1%	16.2%	84.4%	52.9%	31.5%
30" - 39"	4713	4701	2828	884	3831	2740	1090
%V	18.1%	18.2%	20.5%	20.5%	17.7%	20.1%	13.5%
%H		99.7%	60.0%	18.8%	81.3%	58.1%	23.1%
40" and over	1441	1437	958	269	1120	866	253
%V	5.5%	5.6%	6.9%	6.3%	5.2%	6.4%	3.1%
%H		99.7%	66.5%	18.7%	77.7%	60.1%	17.6%
Don't know	337	330	159	55	283	160	122
%V	1.3%	1.3%	1.2%	1.3%	1.3%	1.2%	1.5%
%H		97.9%	47.2%	16.3%	84.0%	47.5%	36.2%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Set level data

Table 19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	25998	25814	13825	4303	21701	13615	8086
%H		99.3%	53.2%	16.6%	83.5%	52.4%	31.1%
PVR	4166	4165	3189	612	2862	2411	452
%V	16.0%	16.1%	23.1%	14.2%	13.2%	17.7%	5.6%
%H		100.0%	76.5%	14.7%	68.7%	57.9%	10.8%
DVDR	844	840	479	127	701	443	258
%V	3.2%	3.3%	3.5%	3.0%	3.2%	3.3%	3.2%
%H		99.5%	56.8%	15.0%	83.1%	52.5%	30.6%
VCR	830	817	372	133	678	347	330
%V	3.2%	3.2%	2.7%	3.1%	3.1%	2.5%	4.1%
%H		98.4%	44.8%	16.0%	81.7%	41.8%	39.8%
Any recorder	5393	5376	3743	806	3893	2953	940
%V	20.7%	20.8%	27.1%	18.7%	17.9%	21.7%	11.6%
%H		99.7%	69.4%	14.9%	72.2%	54.8%	17.4%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	25998	25814	13825	4303	21701	13615	8086
%H		99.3%	53.2%	16.6%	83.5%	52.4%	31.1%
Receives HDTV (via STB or built-in reception)	3846	3845	2188	972	2968	2187	782
%V	14.8%	14.9%	15.8%	22.6%	13.7%	16.1%	9.7%
%H		100.0%	56.9%	25.3%	77.2%	56.9%	20.3%
DVD/Blu-ray player or recorder	11090	11054	6137	2003	9338	6225	3113
%V	42.7%	42.8%	44.4%	46.5%	43.0%	45.7%	38.5%
%H		99.7%	55.3%	18.1%	84.2%	56.1%	28.1%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	62135	60184	59170	29565	9638	44621	23970	20650
%H		96.9%	95.2%	47.6%	15.5%	71.8%	38.6%	33.2%
Total Children	11733	11461	11335	6524	1939	8042	5026	3016
%V	18.9%	19.0%	19.2%	22.1%	20.1%	18.0%	21.0%	14.6%
%H		97.7%	96.6%	55.6%	16.5%	68.5%	42.8%	25.7%
0 - 3	3155	3052	3009	1705	490	2029	1181	849
%V	5.1%	5.1%	5.1%	5.8%	5.1%	4.5%	4.9%	4.1%
%H		96.7%	95.4%	54.0%	15.5%	64.3%	37.4%	26.9%
4 - 15	8577	8409	8326	4819	1449	6013	3845	2167
%V	13.8%	14.0%	14.1%	16.3%	15.0%	13.5%	16.0%	10.5%
%H		98.0%	97.1%	56.2%	16.9%	70.1%	44.8%	25.3%
4 - 9	4395	4288	4244	2473	717	2963	1860	1103
%V	7.1%	7.1%	7.2%	8.4%	7.4%	6.6%	7.8%	5.3%
%H		97.6%	96.6%	56.3%	16.3%	67.4%	42.3%	25.1%
10 - 15	4182	4121	4081	2346	732	3050	1986	1064
%V	6.7%	6.8%	6.9%	7.9%	7.6%	6.8%	8.3%	5.2%
%H		98.5%	97.6%	56.1%	17.5%	72.9%	47.5%	25.4%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	62135	60184	59170	29565	9638	44621	23970	20650
%H		96.9%	95.2%	47.6%	15.5%	71.8%	38.6%	33.2%
Total Adults (16+)	50403	48723	47836	23041	7699	36579	18944	17635
%V	81.1%	81.0%	80.8%	77.9%	79.9%	82.0%	79.0%	85.4%
%H		96.7%	94.9%	45.7%	15.3%	72.6%	37.6%	35.0%
16 - 19	2973	2869	2845	1547	552	2200	1405	795
%V	4.8%	4.8%	4.8%	5.2%	5.7%	4.9%	5.9%	3.8%
%H		96.5%	95.7%	52.0%	18.6%	74.0%	47.3%	26.7%
20 - 24	4027	3697	3620	1809	704	2688	1526	1162
%V	6.5%	6.1%	6.1%	6.1%	7.3%	6.0%	6.4%	5.6%
%H		91.8%	89.9%	44.9%	17.5%	66.7%	37.9%	28.9%
25 - 34	8473	7996	7831	4272	1362	5303	3024	2278
%V	13.6%	13.3%	13.2%	14.4%	14.1%	11.9%	12.6%	11.0%
%H		94.4%	92.4%	50.4%	16.1%	62.6%	35.7%	26.9%
35 - 44	8442	8160	8044	4440	1465	5766	3523	2243
%V	13.6%	13.6%	13.6%	15.0%	15.2%	12.9%	14.7%	10.9%
%H		96.7%	95.3%	52.6%	17.4%	68.3%	41.7%	26.6%
45 - 54	8858	8654	8558	4323	1540	6597	3789	2808
%V	14.3%	14.4%	14.5%	14.6%	16.0%	14.8%	15.8%	13.6%
%H		97.7%	96.6%	48.8%	17.4%	74.5%	42.8%	31.7%
55 - 64	7244	7097	6994	3228	1091	5571	2821	2751
%V	11.7%	11.8%	11.8%	10.9%	11.3%	12.5%	11.8%	13.3%
%H		98.0%	96.5%	44.6%	15.1%	76.9%	38.9%	38.0%
65+	10387	10251	9943	3422	986	8453	2856	5597
%V	16.7%	17.0%	16.8%	11.6%	10.2%	18.9%	11.9%	27.1%
%H		98.7%	95.7%	32.9%	9.5%	81.4%	27.5%	53.9%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50403	48723	47836	23041	7699	36579	18944	17635
%H		96.7%	94.9%	45.7%	15.3%	72.6%	37.6%	35.0%
AB	12975	12654	12478	6253	1996	9300	4936	4365
%V	25.7%	26.0%	26.1%	27.1%	25.9%	25.4%	26.1%	24.8%
%H		97.5%	96.2%	48.2%	15.4%	71.7%	38.0%	33.6%
C1	14007	13336	13128	6370	2254	10012	5359	4652
%V	27.8%	27.4%	27.4%	27.6%	29.3%	27.4%	28.3%	26.4%
%H		95.2%	93.7%	45.5%	16.1%	71.5%	38.3%	33.2%
C2	10547	10338	10209	5125	1768	7989	4555	3434
%V	20.9%	21.2%	21.3%	22.2%	23.0%	21.8%	24.0%	19.5%
%H		98.0%	96.8%	48.6%	16.8%	75.7%	43.2%	32.6%
D	7817	7521	7346	3646	1147	5505	2850	2655
%V	15.5%	15.4%	15.4%	15.8%	14.9%	15.0%	15.0%	15.1%
%H		96.2%	94.0%	46.6%	14.7%	70.4%	36.5%	34.0%
E	5057	4873	4675	1646	534	3772	1244	2528
%V	10.0%	10.0%	9.8%	7.1%	6.9%	10.3%	6.6%	14.3%
%H		96.4%	92.4%	32.5%	10.6%	74.6%	24.6%	50.0%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50403	48723	47836	23041	7699	36579	18944	17635
%H		96.7%	94.9%	45.7%	15.3%	72.6%	37.6%	35.0%
Working full time	22343	21683	21404	11407	3967	15722	9429	6293
%V	44.3%	44.5%	44.7%	49.5%	51.5%	43.0%	49.8%	35.7%
%H		97.0%	95.8%	51.1%	17.8%	70.4%	42.2%	28.2%
Working part time	5381	5232	5160	2640	878	3907	2196	1711
%V	10.7%	10.7%	10.8%	11.5%	11.4%	10.7%	11.6%	9.7%
%H		97.2%	95.9%	49.1%	16.3%	72.6%	40.8%	31.8%
Not working	22678	21808	21271	8995	2854	16950	7320	9631
%V	45.0%	44.8%	44.5%	39.0%	37.1%	46.3%	38.6%	54.6%
%H		96.2%	93.8%	39.7%	12.6%	74.7%	32.3%	42.5%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24649	23697	23277	11577	3832	17626	9485	8142
%H		96.1%	94.4%	47.0%	15.5%	71.5%	38.5%	33.0%
16 - 19	1531	1490	1478	809	295	1145	743	401
%V	6.2%	6.3%	6.3%	7.0%	7.7%	6.5%	7.8%	4.9%
%H		97.3%	96.5%	52.8%	19.3%	74.8%	48.5%	26.2%
20 - 24	2040	1864	1822	932	374	1353	810	543
%V	8.3%	7.9%	7.8%	8.1%	9.8%	7.7%	8.5%	6.7%
%H		91.4%	89.3%	45.7%	18.3%	66.3%	39.7%	26.6%
25 - 34	4287	4007	3919	2131	687	2660	1514	1146
%V	17.4%	16.9%	16.8%	18.4%	17.9%	15.1%	16.0%	14.1%
%H		93.5%	91.4%	49.7%	16.0%	62.0%	35.3%	26.7%
35 - 44	4181	4012	3952	2199	702	2798	1701	1097
%V	17.0%	16.9%	17.0%	19.0%	18.3%	15.9%	17.9%	13.5%
%H		96.0%	94.5%	52.6%	16.8%	66.9%	40.7%	26.2%
45 - 54	4359	4237	4191	2124	760	3216	1851	1365
%V	17.7%	17.9%	18.0%	18.3%	19.8%	18.2%	19.5%	16.8%
%H		97.2%	96.1%	48.7%	17.4%	73.8%	42.5%	31.3%
55 - 64	3543	3453	3402	1603	529	2706	1400	1306
%V	14.4%	14.6%	14.6%	13.8%	13.8%	15.4%	14.8%	16.0%
%H		97.5%	96.0%	45.2%	14.9%	76.4%	39.5%	36.9%
65+	4708	4634	4512	1779	485	3749	1466	2283
%V	19.1%	19.6%	19.4%	15.4%	12.7%	21.3%	15.5%	28.0%
%H		98.4%	95.8%	37.8%	10.3%	79.6%	31.1%	48.5%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
		HH	HH	HH	HH	HH	HH	Cab/DSat HH	HH
Total Males (16+)		24649	23697	23277	11577	3832	17626	9485	8142
	%H		96.1%	94.4%	47.0%	15.5%	71.5%	38.5%	33.0%
AB		6564	6381	6294	3230	1025	4665	2554	2111
	%V	26.6%	26.9%	27.0%	27.9%	26.7%	26.5%	26.9%	25.9%
	%H		97.2%	95.9%	49.2%	15.6%	71.1%	38.9%	32.2%
C1		6469	6123	6037	3079	1075	4538	2579	1959
	%V	26.2%	25.8%	25.9%	26.6%	28.1%	25.7%	27.2%	24.1%
	%H		94.7%	93.3%	47.6%	16.6%	70.1%	39.9%	30.3%
C2		5726	5589	5512	2748	952	4306	2433	1873
	%V	23.2%	23.6%	23.7%	23.7%	24.8%	24.4%	25.7%	23.0%
	%H		97.6%	96.3%	48.0%	16.6%	75.2%	42.5%	32.7%
D		3773	3598	3512	1804	562	2587	1390	1197
	%V	15.3%	15.2%	15.1%	15.6%	14.7%	14.7%	14.7%	14.7%
	%H		95.4%	93.1%	47.8%	14.9%	68.6%	36.8%	31.7%
E		2117	2007	1923	716	218	1531	529	1003
	%V	8.6%	8.5%	8.3%	6.2%	5.7%	8.7%	5.6%	12.3%
	%H		94.8%	90.8%	33.8%	10.3%	72.3%	25.0%	47.4%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24649	23697	23277	11577	3832	17626	9485	8142
%H		96.1%	94.4%	47.0%	15.5%	71.5%	38.5%	33.0%
Working full time	13929	13475	13308	7205	2421	9738	5899	3839
%V	56.5%	56.9%	57.2%	62.2%	63.2%	55.2%	62.2%	47.2%
%H		96.7%	95.5%	51.7%	17.4%	69.9%	42.4%	27.6%
Working part time	1189	1123	1097	541	168	816	411	405
%V	4.8%	4.7%	4.7%	4.7%	4.4%	4.6%	4.3%	5.0%
%H		94.4%	92.3%	45.5%	14.1%	68.6%	34.6%	34.1%
Not working	9531	9099	8872	3830	1243	7072	3175	3898
%V	38.7%	38.4%	38.1%	33.1%	32.4%	40.1%	33.5%	47.9%
%H		95.5%	93.1%	40.2%	13.0%	74.2%	33.3%	40.9%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2011 - June 2012

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25754	25026	24559	11465	3866	18952	9459	9493
%H		97.2%	95.4%	44.5%	15.0%	73.6%	36.7%	36.9%
16 - 19	1442	1379	1367	738	257	1055	661	394
%V	5.6%	5.5%	5.6%	6.4%	6.6%	5.6%	7.0%	4.2%
%H		95.6%	94.8%	51.2%	17.8%	73.2%	45.8%	27.3%
20 - 24	1987	1833	1798	878	330	1335	716	619
%V	7.7%	7.3%	7.3%	7.7%	8.5%	7.0%	7.6%	6.5%
%H		92.2%	90.5%	44.2%	16.6%	67.2%	36.0%	31.2%
25 - 34	4186	3989	3912	2141	675	2642	1510	1132
%V	16.3%	15.9%	15.9%	18.7%	17.5%	13.9%	16.0%	11.9%
%H		95.3%	93.5%	51.1%	16.1%	63.1%	36.1%	27.0%
35 - 44	4261	4148	4092	2241	763	2968	1823	1146
%V	16.5%	16.6%	16.7%	19.5%	19.7%	15.7%	19.3%	12.1%
%H		97.3%	96.0%	52.6%	17.9%	69.7%	42.8%	26.9%
45 - 54	4498	4417	4367	2199	780	3381	1938	1443
%V	17.5%	17.6%	17.8%	19.2%	20.2%	17.8%	20.5%	15.2%
%H		98.2%	97.1%	48.9%	17.3%	75.2%	43.1%	32.1%
55 - 64	3701	3644	3592	1625	561	2865	1421	1444
%V	14.4%	14.6%	14.6%	14.2%	14.5%	15.1%	15.0%	15.2%
%H		98.5%	97.1%	43.9%	15.2%	77.4%	38.4%	39.0%
65+	5680	5617	5430	1643	501	4704	1390	3314
%V	22.1%	22.4%	22.1%	14.3%	13.0%	24.8%	14.7%	34.9%
%H		98.9%	95.6%	28.9%	8.8%	82.8%	24.5%	58.3%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
Individual level data
Table 29: Social Grade (Females 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		25754	25026	24559	11465	3866	18952	9459	9493
	%H		97.2%	95.4%	44.5%	15.0%	73.6%	36.7%	36.9%
AB		6411	6274	6184	3023	971	4636	2382	2254
	%V	24.9%	25.1%	25.2%	26.4%	25.1%	24.5%	25.2%	23.7%
	%H		97.9%	96.5%	47.2%	15.1%	72.3%	37.2%	35.2%
C1		7538	7214	7091	3291	1178	5474	2780	2694
	%V	29.3%	28.8%	28.9%	28.7%	30.5%	28.9%	29.4%	28.4%
	%H		95.7%	94.1%	43.7%	15.6%	72.6%	36.9%	35.7%
C2		4821	4749	4697	2378	816	3683	2122	1561
	%V	18.7%	19.0%	19.1%	20.7%	21.1%	19.4%	22.4%	16.4%
	%H		98.5%	97.4%	49.3%	16.9%	76.4%	44.0%	32.4%
D		4044	3923	3834	1843	585	2918	1460	1458
	%V	15.7%	15.7%	15.6%	16.1%	15.1%	15.4%	15.4%	15.4%
	%H		97.0%	94.8%	45.6%	14.5%	72.2%	36.1%	36.1%
E		2940	2867	2752	930	316	2241	715	1526
	%V	11.4%	11.5%	11.2%	8.1%	8.2%	11.8%	7.6%	16.1%
	%H		97.5%	93.6%	31.6%	10.7%	76.2%	24.3%	51.9%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2011 - June 2012
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25754	25026	24559	11465	3866	18952	9459	9493
%H		97.2%	95.4%	44.5%	15.0%	73.6%	36.7%	36.9%
Working full time	8415	8208	8096	4201	1546	5984	3530	2454
%V	32.7%	32.8%	33.0%	36.6%	40.0%	31.6%	37.3%	25.9%
%H		97.5%	96.2%	49.9%	18.4%	71.1%	41.9%	29.2%
Working part time	4192	4109	4063	2098	709	3090	1785	1306
%V	16.3%	16.4%	16.5%	18.3%	18.3%	16.3%	18.9%	13.8%
%H		98.0%	96.9%	50.0%	16.9%	73.7%	42.6%	31.2%
Not working	13147	12709	12399	5165	1611	9878	4145	5733
%V	51.0%	50.8%	50.5%	45.1%	41.7%	52.1%	43.8%	60.4%
%H		96.7%	94.3%	39.3%	12.3%	75.1%	31.5%	43.6%

Base: Total Network (All Areas) - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.
2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:

Age of housewife
Size of household
Presence of children
Social grade
Age
Sex
Working status (adults)
Terminal age of education
Number of sets
Set characteristics
Ownership of TV related equipment
3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

The Establishment Survey is selected as an annual sample, which is then divided into twelve monthly replicates. The design is such that the monthly samples will support Network reporting and the quarterly samples will support full regional reporting. This appendix details the sampling procedures used.

POPULATION DEFINITIONS AND GEOGRAPHY

The Establishment survey is designed to be representative of all permanent residents in private households in the UK. This excludes about 3% of individuals who are resident in non-private households.

The population is divided into ITV reception areas and BBC editorial regions. These are defined by BARB in terms of postal geography.

BBC editorial regions and ITV reception areas are both non-overlapping geographically defined regions. There are 13 BBC editorial regions and 14 ITV reception areas.

When ITV areas and BBC regions are overlaid, a total of 32 mutually exclusive BBC/ITV area segments are generated.

A number of these are then further subdivided based on geographical considerations and a total of 48 BBC/ITV segments are used for sampling purposes.

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

- BBC/ITV Segment
- Low Population Density (Yes/No)
- Cable areas
- five Reception areas
- DTT area stratifier (low/medium/high)
- Ethnicity
- Geodemographic

BBC/ITV segment is the primary stratification. Sample requirements within the 48 BBC/ITV segments are calculated with reference to ITV area panel sizes. The total annual sample size is 56,508 which is split into four quarterly replicates.

SAMPLE SELECTION

The sample selection within BBC/ITV segment entails the systematic selection of output areas followed by the selection of addresses within output area.

a) Selection of output areas

There are two procedures for the selection of output areas based on density of population. The method covering the less densely populated parts of the country (about 15% of the population) uses a more clustered design which is necessary to create a workable fieldwork task.

Type A - Higher Population Density

Within each BBC/ITV segment, output areas are ordered within the following hierarchy:

- Cable Areas (Yes/No)
- five Reception Areas (Yes/No)
- DTT Area
- Ethnic stratifier

This creates up to 24 sub-strata categories. If a sub-stratum has a population estimate smaller than the sampling interval, it is collapsed into the adjoining stratum. Output areas are then sorted by ACORN code within strata, and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure. Three output areas per assignment are selected, being grouped according to their geographic proximity.

Type B - Lower Population Density

Within each BBC/ITV segment postcode sectors are ordered within the 8 reception sub-strata. They are then sorted within these strata by "wealth indicator" (averaged ACORN code for the constituent output areas) and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure.

Within selected postcode sectors, four output areas per assignment are systematically selected.

b) Selection of addresses

Within selected output areas, addresses from the small user postcode address file are ordered by postcode and a start address is selected at random. Subsequent addresses are selected with a fixed interval of five addresses in Type A assignments and three addresses in Type B assignments. A matched sample of substitute addresses within the same output area is also drawn, for use if the matched primary sample address is ineligible (i.e. no household is found at the address).

The number of addresses issued per assignment varies by BBC/ITV segment, in line with varying response rates. Because this number is not always a multiple of three or four, the number of addresses per output area within assignment also varies. These requirements are updated in line with the latest response rate information.

If two or three households are resident at an issued address, an interview is attempted with each one. If more than three addresses are found, a Kish grid procedure is employed to identify which three households should be approached.

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between July 2011 and June 2012

The following table shows the fieldwork results. Data are given for the total sample.

An explanation of some of the terms is given below.

SHOP/BUSINESS

The small user part of the Postcode Addresses File lists delivery points. It includes any business which receives an average of fewer than 20 letters per day. These addresses are ineligible for interview unless there is a private household at the same address.

OTHER NON EFFECTIVE

This category includes all reasons other than those shown in the table for classifying the addresses as non-effective.

SUBSTITUTE ADDRESSES

Ineligible addresses are replaced with substitute addresses - see Appendix B - Selection of addresses.

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

Some addresses, such as houses converted into flats, yield more than one household. The procedure at these addresses is described in Appendix H.

NON CONTACT

In these cases the address was believed to be occupied but no reply was obtained from at least 4 calls. At least two of those calls were made in the evening or at a weekend.

REFUSAL

All total and partial refusals by, or on behalf of, either the head of household or 'housewife', or a partner of either of these, are included in this group.

Response Analysis: July 2011 - June 2012							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	80,718	19361	2537	10468	3705	2313	2863
Shop / Business	856	208	16	108	55	21	25
Demolished / Incomplete	177	32	1	12	12	2	4
Empty	5,385	736	86	773	149	131	164
Holiday Home	703	25	22	21	20	21	96
Other Non Effective	1,039	205	41	109	42	34	44
Eligible Addresses	72,558	18155	2371	9445	3427	2104	2530
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	761	478	14	15	3	13	49
Total Additional Households	2,859	2588	2125	2114	2103	2114	2151
Total Valid Households	81,435	19830	2553	10480	3704	2325	2899
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,790	3185	190	869	393	195	184
	9.6%	16.1%	7.4%	8.3%	10.6%	8.4%	6.3%
No English Spoken	146	77	0	21	9	2	2
	0.2%	0.4%	0.0%	0.2%	0.2%	0.1%	0.1%
Refusals	16,786	4929	549	2114	899	416	819
	20.6%	24.9%	21.5%	20.2%	24.3%	17.9%	28.3%
Total Interviews	56,713	11639	1814	7476	2403	1712	1894
	69.6%	58.7%	71.1%	71.3%	64.9%	73.6%	65.3%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4745	5271	2524	7053	6446	4927	8505
Shop / Business	40	43	24	89	78	67	82
Demolished / Incomplete	11	4	6	34	15	22	22
Empty	176	338	174	538	678	552	890
Holiday Home	45	33	42	45	97	78	158
Other Non Effective	68	42	26	108	47	95	178
Eligible Addresses	4405	4811	2252	6239	5531	4113	7175
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	27	16	4	29	37	16	60
Total Additional Households	2130	2120	2109	2135	2144	2124	2169
Total Valid Households	4772	5288	2528	7086	6482	4935	8553
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	502	341	221	498	341	348	523
	10.5%	6.4%	8.7%	7.0%	5.3%	7.1%	6.1%
No English Spoken	8	6	1	3	5	10	2
	0.2%	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%
Refusals	1167	1025	407	1411	1225	648	1177
	24.5%	19.4%	16.1%	19.9%	18.9%	13.1%	13.8%
Total Interviews	3095	3916	1899	5174	4911	3929	6851
	64.9%	74.1%	75.1%	73.0%	75.8%	79.6%	80.1%

Response Analysis: July 2011 - June 2012							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	79,550	16996	10081	6936	6578	2400	6696
Shop / Business	787	206	89	54	36	11	75
Demolished / Incomplete	158	19	26	10	13	4	18
Empty	5,845	793	839	495	430	150	597
Holiday Home	618	28	20	45	26	9	81
Other Non Effective	1,188	241	164	97	65	18	81
Eligible Addresses	70,954	15709	8943	6235	6008	2208	5844
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	938	572	59	20	18	0	41
Total Additional Households	3,036	2671	2159	2121	2120	2103	2151
Total Valid Households	80,454	17568	10137	6959	6596	2402	6733
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,878	2864	899	527	322	207	460
	9.8%	16.3%	8.9%	7.6%	4.9%	8.6%	6.8%
No English Spoken	144	51	25	12	12	3	10
	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	0.1%
Refusals	15,478	4257	1984	1435	1196	433	1227
	19.2%	24.2%	19.6%	20.6%	18.1%	18.0%	18.2%
Total Interviews	56,954	10396	7229	4985	5066	1759	5036
	70.8%	59.2%	71.3%	71.6%	76.8%	73.2%	74.8%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	5852	4312	2725	4635	1077	2600	8662
Shop / Business	74	29	34	62	21	19	77
Demolished / Incomplete	8	12	9	21	6	2	10
Empty	298	287	169	638	109	158	882
Holiday Home	33	37	105	48	49	12	125
Other Non Effective	113	43	48	123	26	45	124
Eligible Addresses	5326	3904	2360	3743	866	2364	7444
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	51	11	46	8	3	42	67
Total Additional Households	2162	2115	2151	2114	2110	2150	2176
Total Valid Households	5898	4323	2760	4629	1077	2644	8728
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	742	441	165	369	49	294	539
	12.6%	10.2%	6.0%	8.0%	4.5%	11.1%	6.2%
No English Spoken	11	4	2	3	1	4	6
	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Refusals	1267	963	662	583	124	388	959
	21.5%	22.3%	24.0%	12.6%	11.5%	14.7%	11.0%
Total Interviews	3878	2915	1931	3674	903	1958	7224
	65.8%	67.4%	70.0%	79.4%	83.8%	74.1%	82.8%

Appendix D

Definitions

Population

The “All Households” and “Individuals in all Households” values are based on Office of National Statistics estimates and projections.

Private household

Interviews are only carried out at private households. A private household consists of either one person living alone or a group of people, usually but not always members of one family, who live together and whose food and other household expenses are managed as one unit.

Working TV Set

A TV set is defined as working if it is in working order and is used at least once every six months or if arrangements have been made to repair the set in the next 4 weeks.

TV household

A TV Household is a household which has at least one BARB defined working television set.

Multichannel household

A multichannel household is defined as a household which receives broadcasts from any station other than BBC1, BBC2, ITV, CH4, five, S4C or RTE. It excludes homes which receive only terrestrial stations via cable.

DSAT / DTT / Cable

Reception by digital satellite / digital terrestrial / digital or analogue cable.

BBC areas

These are as defined by BARB at the date of the survey.

ITV areas

These are as defined by BARB at the date of the survey. S4C results are based on homes in the principality of Wales.

Household member

Every individual who lives regularly in a private household address is included as a regular household member.

Household members include:

- a) All relatives living in the household for at least four nights a week.
- b) Married people living away from home most of the week but who return to their spouse at this household for at least one night per week (e.g. at weekends).
- c) Any who are away in hospital or on a business trip at the time of the interview, unless they have been away for more than six months.
- d) Fisherman or armed forces personnel where this is their only permanent address.
- e) Children under 16 years away at boarding school.
- f) Boarders in residence for at least four nights a week unless they are married and return to their own spouse at least one night per week.

Household member (cont)

Household members exclude:

- a) Students, over 16 years away at school, college or university.
- b) Armed forces or merchant navy personnel who are stationed permanently away from home.
- c) Lodgers from separate households as they cater for themselves (whereas boarders have at least one meal provided by the housewife).

Housewife or Houseperson

The housewife is the member of the household who is solely or mainly responsible for the household duties.

- a) There is one and only one housewife in a household
- b) A housewife may be male or female
- c) If two person of different sex share the household duties the women is regarded as the housewife
- d) If two people of the same sex claim shared responsibility, the elder is taken as the housewife
- e) Paid domestic help is never the housewife.

Head of household

The Head of the Household is the member of the household who meets one or more of the following requirements:

- a) Owns the property.
- b) Is legally responsible for the rent of the accommodation.
- c) Has the use of the accommodation because of the job.
- d) Is related to the owner or tenant who is not a regular member of the household. For example the wife of a member of the armed forces who is permanently posted away from home will be the Head of the Household.

Joint responsibility for head of household can be claimed between a couple who share ownership, however in such cases a single head of household will be defined based on sex (the male will be taken in a mixed-sex couple) and age, with the eldest being taken.

Social Grading

The social grade of a household is determined by the occupation of the Chief Income Earner.

Chief income earner

The Chief Income Earner is the member of the household with the greatest total income, whether from employment, pensions, state benefits, investments or any other sources.

Screen size

The size of the television screen is measured diagonally across the screen.

Employment status

In the report tables, working F/T is defined as those working 30 or more hours per week while working P/T is defined as those working between 8 and 29 hours per week (the working category in the projected tables include those working 8 or more hours per week). Adults and housewives working less than 8 hours per week or in full time education are included in the "not working" groups.

Appendix E

Number of televisions in the household

The Establishment Survey report provides data for only those sets which are working or temporarily out of order.

Any set “permanently out of order” has been deducted from the number of sets in a household. Thus, if a household has two sets and one of the two is “permanently out of order”, it has been treated as a single set household in the tables. Similarly, if a household has only one set, which is “permanently out of order”, it is shown as a “No TV” household.

Appendix F

Rounding

The values shown in the tables in this report are those obtained from the weighted sample data rounded to the nearest thousand. The effect of this is that in some instances the component parts in a table may not sum exactly to the total and, similarly, values in the one table may not sum to a value in another table (e.g. men + women might not equal adults).

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from July 2011 to June 2012

In addition to Total Network, further tables show bases for each of the areas reported in volumes 2 and 3 (BBC and ITV Areas)

Total Network	All Households	Total TV Households	Multichannel Households
All Households	56713	54959	53659
All Sets	113065	113065	111294
All Individuals	139624	135764	133323
Children 0-15	27659	27045	26696
All Adults	111965	108719	106627
Adult Males	53903	52136	51178
Adult Females	58062	56583	55449

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11639	11106	10647
All Sets	21667	21667	21081
All Individuals	30741	29433	28509
Children 0-15	6351	6127	5979
All Adults	24390	23306	22530
Adult Males	11872	11259	10896
Adult Females	12518	12047	11634

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1814	1779	1692
All Sets	3748	3748	3624
All Individuals	4361	4288	4151
Children 0-15	811	796	780
All Adults	3550	3492	3371
Adult Males	1658	1632	1581
Adult Females	1892	1860	1790

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7476	7250	7178
All Sets	14798	14798	14708
All Individuals	18536	18036	17904
Children 0-15	3757	3658	3639
All Adults	14779	14378	14265
Adult Males	7185	6970	6919
Adult Females	7594	7408	7346

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2403	2332	2313
All Sets	4956	4956	4930
All Individuals	5944	5793	5742
Children 0-15	1219	1185	1171
All Adults	4725	4608	4571
Adult Males	2296	2235	2219
Adult Females	2429	2373	2352

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1712	1658	1654
All Sets	3400	3400	3395
All Individuals	4139	4015	4008
Children 0-15	764	741	740
All Adults	3375	3274	3268
Adult Males	1626	1578	1574
Adult Females	1749	1696	1694

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	1894	1839	1834
All Sets	3798	3798	3790
All Individuals	4430	4329	4319
Children 0-15	770	755	752
All Adults	3660	3574	3567
Adult Males	1755	1706	1702
Adult Females	1905	1868	1865

BBC South	All Households	Total TV Households	Multichannel Households
All Households	3095	3002	2940
All Sets	6179	6179	6101
All Individuals	7698	7494	7377
Children 0-15	1541	1516	1505
All Adults	6157	5978	5872
Adult Males	2995	2897	2847
Adult Females	3162	3081	3025

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3916	3795	3751
All Sets	8109	8109	8053
All Individuals	9343	9103	9008
Children 0-15	1929	1891	1868
All Adults	7414	7212	7140
Adult Males	3558	3449	3413
Adult Females	3856	3763	3727

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	1899	1870	1810
All Sets	3951	3951	3863
All Individuals	4266	4213	4117
Children 0-15	747	742	735
All Adults	3519	3471	3382
Adult Males	1654	1627	1589
Adult Females	1865	1844	1793

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5174	5061	5047
All Sets	10649	10649	10633
All Individuals	12764	12520	12498
Children 0-15	2556	2515	2515
All Adults	10208	10005	9983
Adult Males	4902	4799	4785
Adult Females	5306	5206	5198

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4911	4745	4721
All Sets	9857	9857	9827
All Individuals	11215	10875	10831
Children 0-15	2006	1982	1979
All Adults	9209	8893	8852
Adult Males	4406	4241	4222
Adult Females	4803	4652	4630

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3929	3834	3402
All Sets	8229	8229	7590
All Individuals	9917	9717	8955
Children 0-15	2182	2150	2056
All Adults	7735	7567	6899
Adult Males	3703	3607	3314
Adult Females	4032	3960	3585

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	6851	6688	6670
All Sets	13724	13724	13699
All Individuals	16270	15948	15904
Children 0-15	3026	2987	2977
All Adults	13244	12961	12927
Adult Males	6293	6136	6117
Adult Females	6951	6825	6810

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4502	4360	4318
All Sets	8888	8888	8836
All Individuals	11070	10746	10666
Children 0-15	2211	2138	2126
All Adults	8859	8608	8540
Adult Males	4309	4175	4146
Adult Females	4550	4433	4394

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2974	2890	2860
All Sets	5910	5910	5872
All Individuals	7466	7290	7238
Children 0-15	1546	1520	1513
All Adults	5920	5770	5725
Adult Males	2876	2795	2773
Adult Females	3044	2975	2952

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	11958	11422	10948
All Sets	22274	22274	21665
All Individuals	31541	30227	29265
Children 0-15	6495	6265	6107
All Adults	25046	23962	23158
Adult Males	12195	11583	11206
Adult Females	12851	12379	11952

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	8053	7807	7732
All Sets	15947	15947	15854
All Individuals	20030	19485	19346
Children 0-15	4098	3993	3974
All Adults	15932	15492	15372
Adult Males	7748	7510	7456
Adult Females	8184	7982	7916

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5222	5110	5096
All Sets	10746	10746	10730
All Individuals	12867	12624	12602
Children 0-15	2574	2532	2532
All Adults	10293	10092	10070
Adult Males	4952	4850	4836
Adult Females	5341	5242	5234

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	4086	3965	3912
All Sets	8472	8472	8403
All Individuals	9716	9477	9369
Children 0-15	1998	1961	1938
All Adults	7718	7516	7431
Adult Males	3704	3595	3552
Adult Females	4014	3921	3879

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1345	1324	1273
All Sets	2853	2853	2778
All Individuals	3060	3017	2934
Children 0-15	547	542	535
All Adults	2513	2475	2399
Adult Males	1164	1145	1114
Adult Females	1349	1330	1285

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3458	3349	3334
All Sets	6826	6826	6805
All Individuals	7955	7724	7700
Children 0-15	1461	1446	1445
All Adults	6494	6278	6255
Adult Males	3097	2986	2977
Adult Females	3397	3292	3278

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1202	1152	1145
All Sets	2526	2526	2519
All Individuals	2726	2629	2613
Children 0-15	466	457	455
All Adults	2260	2172	2158
Adult Males	1096	1049	1041
Adult Females	1164	1123	1117

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	4087	3977	3847
All Sets	8301	8301	8125
All Individuals	9960	9729	9512
Children 0-15	1919	1888	1865
All Adults	8041	7841	7647
Adult Males	3830	3725	3639
Adult Females	4211	4116	4008

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2440	2368	2348
All Sets	5060	5060	5034
All Individuals	6032	5878	5835
Children 0-15	1239	1208	1200
All Adults	4793	4670	4635
Adult Males	2324	2260	2246
Adult Females	2469	2410	2389

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1793	1742	1737
All Sets	3578	3578	3570
All Individuals	4167	4072	4062
Children 0-15	703	688	685
All Adults	3464	3384	3377
Adult Males	1661	1615	1611
Adult Females	1803	1769	1766

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3929	3834	3402
All Sets	8229	8229	7590
All Individuals	9917	9717	8955
Children 0-15	2182	2150	2056
All Adults	7735	7567	6899
Adult Males	3703	3607	3314
Adult Females	4032	3960	3585

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	630	614	612
All Sets	1232	1232	1230
All Individuals	1368	1344	1340
Children 0-15	207	207	207
All Adults	1161	1137	1133
Adult Males	557	542	540
Adult Females	604	595	593

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1659	1607	1603
All Sets	3297	3297	3292
All Individuals	4015	3893	3886
Children 0-15	744	721	720
All Adults	3271	3172	3166
Adult Males	1579	1533	1529
Adult Females	1692	1639	1637

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	6851	6688	6670
All Sets	13724	13724	13699
All Individuals	16270	15948	15904
Children 0-15	3026	2987	2977
All Adults	13244	12961	12927
Adult Males	6293	6136	6117
Adult Females	6951	6825	6810

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	101	97	97
All Sets	220	220	220
All Individuals	263	257	257
Children 0-15	67	67	67
All Adults	196	190	190
Adult Males	94	91	91
Adult Females	102	99	99

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5122	4959	4914
All Sets	10127	10127	10072
All Individuals	12674	12304	12217
Children 0-15	2570	2491	2479
All Adults	10104	9813	9738
Adult Males	4920	4763	4731
Adult Females	5184	5050	5007

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2931	2848	2818
All Sets	5820	5820	5782
All Individuals	7356	7181	7129
Children 0-15	1528	1502	1495
All Adults	5828	5679	5634
Adult Males	2828	2747	2725
Adult Females	3000	2932	2909

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4660	4501	4479
All Sets	9352	9352	9324
All Individuals	10681	10353	10313
Children 0-15	1927	1903	1900
All Adults	8754	8450	8413
Adult Males	4193	4035	4018
Adult Females	4561	4415	4395

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	8510	8295	8273
All Sets	17021	17021	16991
All Individuals	20285	19841	19790
Children 0-15	3770	3708	3697
All Adults	16515	16133	16093
Adult Males	7872	7669	7646
Adult Females	8643	8464	8447

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	10303	10037	10010
All Sets	20599	20599	20561
All Individuals	24452	23913	23852
Children 0-15	4473	4396	4382
All Adults	19979	19517	19470
Adult Males	9533	9284	9257
Adult Females	10446	10233	10213

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	18356	17844	17742
All Sets	36546	36546	36415
All Individuals	44482	43398	43198
Children 0-15	8571	8389	8356
All Adults	35911	35009	34842
Adult Males	17281	16794	16713
Adult Females	18630	18215	18129

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3986	3880	3750
All Sets	8081	8081	7905
All Individuals	9697	9472	9255
Children 0-15	1852	1821	1798
All Adults	7845	7651	7457
Adult Males	3736	3634	3548
Adult Females	4109	4017	3909

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6527	6345	6195
All Sets	13361	13361	13159
All Individuals	15992	15607	15347
Children 0-15	3158	3096	3065
All Adults	12834	12511	12282
Adult Males	6154	5985	5885
Adult Females	6680	6526	6397

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11283	11013	10893
All Sets	23303	23303	23141
All Individuals	27011	26462	26245
Children 0-15	5326	5242	5212
All Adults	21685	21220	21033
Adult Males	10377	10132	10042
Adult Females	11308	11088	10991

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5431	5289	5185
All Sets	11325	11325	11181
All Individuals	12776	12494	12303
Children 0-15	2545	2503	2473
All Adults	10231	9991	9830
Adult Males	4868	4740	4666
Adult Females	5363	5251	5164

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5852	5724	5708
All Sets	11978	11978	11960
All Individuals	14235	13968	13942
Children 0-15	2781	2739	2739
All Adults	11454	11229	11203
Adult Males	5509	5392	5376
Adult Females	5945	5837	5827

S4C	All Households	Total TV Households	Multichannel Households
All Households	6851	6688	6670
All Sets	13724	13724	13699
All Individuals	16270	15948	15904
Children 0-15	3026	2987	2977
All Adults	13244	12961	12927
Adult Males	6293	6136	6117
Adult Females	6951	6825	6810

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	16830	16382	16205
All Sets	33960	33960	33720
All Individuals	40444	39520	39199
Children 0-15	7631	7492	7447
All Adults	32813	32028	31752
Adult Males	15687	15269	15142
Adult Females	17126	16759	16610

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10653	10399	10281
All Sets	22071	22071	21911
All Individuals	25643	25118	24905
Children 0-15	5119	5035	5005
All Adults	20524	20083	19900
Adult Males	9820	9590	9502
Adult Females	10704	10493	10398

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	5290	5115	5091
All Sets	10584	10584	10554
All Individuals	12049	11697	11653
Children 0-15	2134	2110	2107
All Adults	9915	9587	9546
Adult Males	4750	4577	4558
Adult Females	5165	5010	4988

Appendix H

Multiple households at issued addresses

Establishment Survey interviewers are issued with a set of pre-selected addresses to which all interviewing is restricted. It is possible for more than one household to exist resident at a single address, however, therefore after checking the address with a responsible adult, the interviewer first determines the number of households living at the address.

In the small proportion where the answer is two or more, special procedures apply.

If the number of households is two or three, the interviewer attempts to interview each of the households.

If there are four or more households at the address the interviewer lists the details of the households in a Kish grid. This procedure provides random selections determining the three households that the interviewer should attempt to interview.

The procedure at the additional households is as for any other interview. The total of these additional households by area and overall are shown in the fieldwork response analysis given in Appendix C.

Appendix I

Weighting

Quarterly Establishment Survey data are weighted using a rim weighting technique to control for the following:

Household size (1 and 2+) by geographical segment (48 in total)

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

0-4, 5-9, 10-14, 15-24, 25-34, 35-44, 45-54, 55-64, 65+

Population targets for these rims are derived from census data, ONS and Department of Environment projections

Appendix J

The Questionnaire (June 2012)

BARB Establishment Survey

Questionnaire Script

June 2012
Version 9.0
21/05/2012

INTRODUCTION

NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents:

“ Good morning/afternoon/evening. My name is from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “

PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER:

[JOINT] HEAD OF HOUSEHOLD

[JOINT] HOUSEPERSON

THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.

INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.

ATTITUDINAL AND INTRO SECTION

ASK ALL			
H1	SHOW CARD		MP
	Which of the following kinds of TV programmes do you like to watch?		
	Films	1	Classical Music 16
	British Drama	2	Arts 17
	US Drama	3	Science/technology 18
	British Soaps	4	Documentaries 19
	Australian Soaps	5	Nature/wildlife 20
	British Comedy	6	Religious 21
	US Comedy	7	Current Affairs 22
	Quiz/Game Shows	8	National News 23
	Chat Shows	9	Local/Regional News 24
	Animation	10	Financial/Business 25
	DIY/Home/Garden improvement	11	Consumer 26
	Cookery	12	Reality 27
	Sport	13	Don't know
	Fashion	14	No answer
	Pop/Rock Music	15	

ASK ALL			
H2	SHOW CARD		
Intro	How much do you agree or disagree with each of the following statements?		
H2	Watching TV is my main leisure activity		SP
H3	I can usually find something to watch on TV		SP
H4	I always make sure I have the latest TV technology		SP
H5	I structure my evening's activity around the TV schedule		SP
H6	I watch programmes my friends or colleagues talk about		SP
H7	The TV schedules are filled with 'mindless' programmes		SP
	I agree strongly I agree slightly I neither agree or disagree I disagree slightly I disagree strongly Don't know		

ASK ALL	
H61	Have you bought or acquired a TV in the past 6 months?
	Yes
	No

ASK ALL	
H62	Do you intend to buy or acquire a TV in the next 6 months?
	Yes
	No

INITIAL HOUSEHOLD LEVEL SECTION

ASK ALL	
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...
H8	First of all how many TV sets are there in your household? Note: Please think of all the rooms in the household and include all TV sets WRITE IN (0-99) IF 0 GO TO H17 IF =1 GO TO H63a IF >1 GO TO H63b
ASK IF H8=1	
H63a	Has this set been used to watch television programmes in the last 6 months? Yes Code as Value of 01 GO TO H64 No Code as Value of 00 GO TO H82
ASK IF H8>1	
H63b	How many of these sets have been used to watch television programmes in the last 6 months? WRITE IN (0-Max value of H8) IF H63=H8 GO TO H64 IF H63<H8 GO TO H82
ASK FOR EACH SET IDENTIFIED AS NOT WORKING AT H63 IF ONLY ONE SET REMOVE '<FIRST>' IF 2+ SETS UPDATE FIRST WITH SECOND ETC...	
H82	SHOW SCREEN Which of these best describes the <first> set not used to watch television programmes Temporarily out of order Used only for games or a computer or to play back tapes or DVDs Not in use but in working order Permanently out of order
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET	
H64 intro	SINGLE SET: I'd now like to ask about the ways that your household is able to receive TV programmes... 2+ SETS: I'd now like to ask about the ways that your household is able to receive TV programmes on any TV set...
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET	
H64	Do you receive TV programmes via cable? E.g. Virgin Media Note: this would mean that there is a cable running from your home to a cable network in the street through which you receive a TV signal Yes No
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET	
H65	Do you receive TV programmes via a satellite dish on the outside of your home? Note: this would include any communal systems sometimes used in flats Yes No
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET	
H66	Do you receive TV programmes via a TV aerial? This could include Freeview Note: this might be fixed on the outside of your home or could be an indoor or set-top aerial Yes No

ASK IF H66=YES																							
FILTER BY REGIONS WHICH HAVE NOT COMPLETED DSO																							
H67	Do you receive digital television services, such as Freeview, via an aerial?																						
	Yes No																						
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET																							
H68	SHOW SCREEN																						
	Does your household receive TV programmes on any TV sets via any of the following methods? Via a direct connection to the internet Via a connection to a games console Via a connection to a computer BT Vision TalkTalk TV (formerly Tiscali TV) Other (Specify) None of these																						
IF NO METHOD CLAIMED AT HH																							
ASK IF H66, H64, H65 ALL = NO AND H68 = NONE OF THESE																							
H69	How does your home receive its television programmes?																						
	Interviewer to code all methods <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Cable</td> <td style="width: 40%; text-align: right;"><RECODE H64 = YES></td> </tr> <tr> <td>Satellite</td> <td style="text-align: right;"><RECODE H65 = YES></td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview)</td> <td style="text-align: right;"><RECODE H66=YES AND H67=YES></td> </tr> <tr> <td>An aerial with an analogue signal</td> <td style="text-align: right;"> (ROUTE ON DSO STATUS) <RECODE H66 = YES AND H67 = NO> </td> </tr> <tr> <td>TalkTalk</td> <td style="text-align: right;"><RECODE H68 = TALKTALK></td> </tr> <tr> <td>BT Vision</td> <td style="text-align: right;"><RECODE H68 = BT VISION></td> </tr> <tr> <td>A connection to a games console</td> <td style="text-align: right;"><RECODE H68 = CONSOLE></td> </tr> <tr> <td>A connection to a computer</td> <td style="text-align: right;"><RECODE H68 = COMPUTER></td> </tr> <tr> <td>A direct connection to the internet</td> <td style="text-align: right;"><RECODE H68 = INTERNET></td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td style="text-align: right;"><RECODE H68 = OTHER></td> </tr> <tr> <td colspan="2">No TV signals received <AMEND ALL WORKING SETS TO H82 = CODE 3 – NOT IN USE BUT IN WORKING ORDER AND CONTINUE TO H17 AS A NO BARB WORKING TV HOUSEHOLD></td> </tr> </table>	Cable	<RECODE H64 = YES>	Satellite	<RECODE H65 = YES>	An aerial with a digital signal (known as Freeview)	<RECODE H66=YES AND H67=YES>	An aerial with an analogue signal	(ROUTE ON DSO STATUS) <RECODE H66 = YES AND H67 = NO>	TalkTalk	<RECODE H68 = TALKTALK>	BT Vision	<RECODE H68 = BT VISION>	A connection to a games console	<RECODE H68 = CONSOLE>	A connection to a computer	<RECODE H68 = COMPUTER>	A direct connection to the internet	<RECODE H68 = INTERNET>	Another TV supplier (Specify)	<RECODE H68 = OTHER>	No TV signals received <AMEND ALL WORKING SETS TO H82 = CODE 3 – NOT IN USE BUT IN WORKING ORDER AND CONTINUE TO H17 AS A NO BARB WORKING TV HOUSEHOLD>	
Cable	<RECODE H64 = YES>																						
Satellite	<RECODE H65 = YES>																						
An aerial with a digital signal (known as Freeview)	<RECODE H66=YES AND H67=YES>																						
An aerial with an analogue signal	(ROUTE ON DSO STATUS) <RECODE H66 = YES AND H67 = NO>																						
TalkTalk	<RECODE H68 = TALKTALK>																						
BT Vision	<RECODE H68 = BT VISION>																						
A connection to a games console	<RECODE H68 = CONSOLE>																						
A connection to a computer	<RECODE H68 = COMPUTER>																						
A direct connection to the internet	<RECODE H68 = INTERNET>																						
Another TV supplier (Specify)	<RECODE H68 = OTHER>																						
No TV signals received <AMEND ALL WORKING SETS TO H82 = CODE 3 – NOT IN USE BUT IN WORKING ORDER AND CONTINUE TO H17 AS A NO BARB WORKING TV HOUSEHOLD>																							
ASK IF (H66=NO) AND (H64=YES OR H65=YES OR H68 NOT = NONE OF THESE)																							
H70	You have said that your household receives TV programmes via:																						
	DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) TalkTalk (if H68 = TalkTalk) BT Vision (if H68 = BT Vision) A connection to a games console (if H68 = games console) A connection to a computer (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) You have also said that you do not receive TV programmes via an aerial. By this I mean receiving channels even if you do not watch them. Is this correct? Yes No – an aerial is used on at least one set H67 <RECODE H66 TO YES, ASK IF ROUTED IN>																						

IF H68 = DIRECT CONNECTION TO THE INTERNET CODE H17 = YES		
ASK ALL ELSE		
H17	Do you or anyone in your household subscribe to a broadband provider to access the internet at home? Yes No Don't know	SP
ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads WRITE IN (0-99)	
ASK ALL		
H72	IF H51=1 Do you, or any member of your household, ever use this computer to watch television programmes? IF H51>1 Do you, or any member of your household, ever use any of these computers to watch television programmes? Yes No	
ASK IF H51>1 AND YES AT H72		
IF H51 = 1 AND YES AT H72 CODE H73 AS 1		
H73	And how many of these do you, or members of your household, use to watch television programmes? WRITE IN (0-Max value of H51)	
ASK IF H73 >0		
H58	How often is your computer (IF 1 COMPUTER) are any of your computers (IF 2+ COMPUTERS) used to watch TV programmes via the internet at home? Daily At least once a week At least once a month Less often than once a month Don't know	SP
ASK IF H73 >0		
H59	How often do you personally use the internet for watching TV programmes at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ASK IF NUMBER OF WORKING SETS = 0 AND H73 >0		
H60	SHOW SCREEN How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

**REPEAT THE FOLLOWING QUESTIONS FOR ALL WORKING TV SETS
THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:**

- A) IN USE (COUNTED AT H63)**
- B) TEMPORARILY OUT OF ORDER (CODED AT H82) –
EXCLUDE COMPUTERS USED TO WATCH TV**

NOTE TO SCRIPTER: NEED TO REPLICATE THE CURRENT SET SUMMARY INFO AS WE WONT HAVE ALL OF THESE AT THE START OF THE LOOP

(IF 1st TV) Talking about your main set only, which is located in the <<INSERT S3 RESPONSE>>.

**FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2nd/3rd set...” ETC AS APPLICABLE FOR S4-S38
DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT**

ASK FOR ALL SETS

IF 1 valid set: Thinking about the TV set that your household uses to watch television...

IF 1 valid set defined as Temporarily Out of Order at H82: Thinking about the TV set that your household normally uses to watch television when it's working...

If 2+ valid sets: Going back to ask about the TV sets that your household uses to watch television.

Thinking of each television set in turn and starting with the one that you and your household watch most often...

If 2+ valid sets and at least one of these is defined as Temporarily Out of Order at H82:

Going back to ask about the TV sets that your household use to watch television and including the TV <set/sets> which <is/are> temporarily out of order but which you would normally use to watch TV

Thinking of each television set in turn and starting with the one that you and your household normally watch most often...

2+ SET: Now thinking of your <second, third, fourth etc...> TV set

S3 SHOW SCREEN

In which room in your house is this TV set?

- A. Main living room
- B. Kitchen (which is not the main living room)
- C. Adult's bedroom (which is not the main living room)
- D. Child's bedroom (0-15) (which is not the main living room)
- E. Other bedroom
- F. Second living/dining room
- G. Study/office
- H. TV room
- K. Conservatory
- L. Attic or loft room
- I. No specific location/frequently moved
- J. Other (WRITE IN)

ASK ONLY IF WORKING TV SET

S5 What is the screen size in inches? By that I mean the diagonal measurement across the screen

NOTE: if screen size is not known, measure diagonally across the screen

WRITE IN (2 digits required)
Don't know

ASK ONLY IF WORKING TV SET

S6 **NOTE: Was the diagonal screen measurement ...?**

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF H63=1

S64 IF ONE METHOD CLAIMED AT HH LEVEL

To confirm, the method you said your household can use to receive television programmes is:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

A connection to a games console (if H68 = games console)

A connection to a computer (if H68 = computer)

A direct connection to the internet (if H68 = internet)

Another TV supplier (H68 verbatim) (if H68 = other)

Is this the method used by this set?

IF 2+ METHODS CLAIMED AT HH LEVEL

To confirm, the methods that you said your household can use to receive television programmes are:

DISPLAY LIST AS ABOVE

Are all of these received on this set?

Yes

CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE

No

GO TO S63

ASK IF (H67 = YES OR (H66 = YES AND DSO = YES)) AND S64=YES

S65 SHOW SCREEN

How does this set receive its TV services via this aerial?

Separate box

Built-in reception

Both (separate box and built-in reception)

Don't know

(TO CONFIRM: if DK selected force to Built-in reception?)

ASK IF S64=YES

S66 In addition to:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

A connection to a games console (if H68 = games console)

A connection to a computer (if H68 = computer)

A direct connection to the internet (if H68 = internet)

Another TV supplier (H68 verbatim) (if H68 = other)

Are there any other methods this set can use to receive TV programmes?

Yes

GO TO S61

No

GO TO S24

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = NO AND H68 = NONE OF THESE	S9a = YES AND S14a = NO
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = SEPARATE BOX AND H68 = NONE OF THESE	S9a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BUILT IN AND H68 = NONE OF THESE	S9a = YES AND S1b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BOTH AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
IF H66 = NO AND H64 = YES AND H65 = NO AND H68 = NONE OF THESE	S10a = YES
IF H66 = NO AND H64 = NO AND H65 = YES AND H68 = NONE OF THESE	S11a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = TALKTALK	S54a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = BT VISION	S55a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = OTHER (SPECIFY)	S59a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = GAMES CONSOLE	S56a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = COMPUTER	S57a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = DIRECT CONNECTION VIA THE INTERNET	S58a = YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H67 = NO	S9b = YES AND S14a = NO
IF H66 = YES AND H67 = YES AND S65 = SEPARATE BOX	S9b = YES AND S14a = SEPARATE BOX
IF H66 = YES AND H67 = YES AND S65 = BUILT IN	S9b = YES AND S14a = BUILT IN
IF H66 = YES AND H67 = YES AND S65 = BOTH	S9b = YES AND S14a = BOTH
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H68 = TALKTALK	S54b = YES
IF H68 = BT VISION	S55b = YES
IF H68 = OTHER (SPECIFY)	S59b = YES
IF H68 = GAMES CONSOLE	S56b = YES
IF H68 = COMPUTER	S57b = YES
IF H68 = DIRECT CONNECTION VIA THE INTERNET	S58b = YES

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

ASK IF H64=YES AND CABLE ONLY CLAIMED AT HH	
S10a	Can you confirm that this set is connected to cable TV services?
	Yes No
ASK IF H64=YES AND 2+ PLATFORMS CLAIMED AT HH	
S10b	Is this set connected to cable TV services?
	Yes No
ASK IF H65 = YES AND SATELLITE ONLY CLAIMED AT HH	
S11a	Can you confirm that this set is connected to satellite TV services?
	Yes No
ASK IF H65 = YES AND 2+ PLATFORMS CLAIMED AT HH	
S11b	Is this set connected to satellite TV services?
	Yes No
ASK IF H66=YES AND AERIAL ONLY CLAIMED AT HH	
S9a	Can you confirm that this set receives TV programmes via an aerial?
	Yes No
ASK IF H66=YES AND 2+ PLATFORMS CLAIMED AT HH	
S9b	Does this set receive TV programmes via an aerial?
	Yes No
NON DSO AREAS	
ASK IF S9A/B = YES	
S14a	Does this set receive Freeview? SP
	Freeview is the digital TV service available through an aerial and which gives you a selection of 16 or more channels.
	Yes No Don't know
DSO AREAS ASK IF S9A/B = YES	
NON DSO AREAS ASK IF S14a = YES	
S14b	SHOW SCREEN SP
	How does this set receive its TV services via this aerial?
	Separate box Built-in reception Both (separate box and built-in reception) Don't know
ASK IF H68= TALKTALK AND TALKTALK ONLY CLAIMED AT HH	
S54a	Can you confirm that this set receives TV from TALKTALK?
	Yes No
ASK IF H68= TALKTALK AND 2+ PLATFORMS CLAIMED AT HH	
S54b	Does this set receive TV from TALKTALK?
	Yes No

ASK IF H68= BT VISION AND BT VISION ONLY CLAIMED AT HH	
S55a	Can you confirm that this set receives TV from BT Vision?
	Yes No
ASK IF H68= BT VISION AND 2+ PLATFORMS CLAIMED AT HH	
S55b	Does this set receive TV from BT Vision?
	Yes No
ASK IF H68= GAMES CONSOLE AND GAMES CONSOLE ONLY CLAIMED AT HH	
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?
	Yes No
ASK IF H68= GAMES CONSOLE AND 2+ PLATFORMS CLAIMED AT HH	
S56b	Does this set receive TV programmes via a connection to a games console?
	Yes No
ASK IF H68= COMPUTER AND COMPUTER ONLY CLAIMED AT HH	
S57a	Can you confirm that this set receives TV programmes via a connection to a computer?
	Yes No
ASK IF H68= COMPUTER AND 2+ PLATFORMS CLAIMED AT HH	
S57b	Does this set receive TV programmes via a connection to a computer?
	Yes No
ASK IF H68= INTERNET AND INTERNET ONLY CLAIMED AT HH	
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?
	Yes No
ASK H68= INTERNET AND 2+ PLATFORMS CLAIMED AT HH	
S58b	Does this set receive TV programmes via a direct connection to the internet?
	Yes No
ASK IF H68= OTHER (SPECIFY) SUPPLIER AND OTHER(SPECIFY) ONLY CLAIMED AT HH	
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?
	Yes No
ASK IF H68= OTHER (SPECIFY) SUPPLIER AND 2+ PLATFORMS CLAIMED AT HH	
S59b	Does this set receive TV from another supplier: <H68 Other>?
	Yes No

ASK IF AT LEAST ONE PLATFORM CLAIMED AT S9A/B/C, S10A/B, S11A/B, S54A/B, S55A/B, S56A/B, S57A/B, S58A/B, S59A/B	
S60	In addition to receiving TV programmes via: DISPLAY AS APPROPRIATE: Cable (if S10a/b = Yes) Satellite (if S11a/b = Yes) A TV Aerial (if S9a/b = Yes) TalkTalk (if S54A/B = Yes) BT Vision (if S55A/B = BT Vision) A connection to a games console (if S56A/B = games console) A connection to a computer (if S57A/B = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if S59A/B = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24

S61 / S62 / S63 PERMIT ADDITIONAL PLATFORMS TO BE CODED FOR BOTH SINGLE AND MULTIPLE WORKING SETS

ASK IF S66 = YES OR S60 = YES																																	
S61	Which other methods can you use to receive TV programmes on this set? MP NOTE: INTERVIEWER TO PROBE FULLY NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE <table border="0"> <tr> <td>Cable</td> <td>CODE S10a/b=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a/b=YES AND H65=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview) and a separate box</td> <td>(ROUTE ON ANY AERIAL)</td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14a=Yes S14b=SEPARATE BOX, H66=YES AND H67=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview) and built-in reception</td> <td>(ROUTE ON ANY AERIAL)</td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14a=Yes S14b=BUILT IN, H66=YES AND H67=YES</td> </tr> <tr> <td>An outdoor or indoor Aerial with an analogue signal</td> <td>(ROUTE SEPARATELY ON ANY AERIAL AND ON DSO STATUS)</td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14a=NO, H66=YES AND H67=YES</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a/b=YES AND H68=TALKTALK</td> </tr> <tr> <td>BT Vision</td> <td>CODE S55a/b =YES AND H68=BT VISION</td> </tr> <tr> <td>Games Console</td> <td>CODE S56a/b =YES AND H68=CONSOLE</td> </tr> <tr> <td>Computer</td> <td>CODE S57a/b =YES AND H68=COMPUTER</td> </tr> <tr> <td>Direct connection to the internet</td> <td>CODE S58a/b =YES AND H68 = INTERNET</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a/b</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>	Cable	CODE S10a/b=YES AND H64=YES	Satellite	CODE S11a/b=YES AND H65=YES	An aerial with a digital signal (known as Freeview) and a separate box	(ROUTE ON ANY AERIAL)		CODE S9a/b=YES, S14a=Yes S14b=SEPARATE BOX, H66=YES AND H67=YES	An aerial with a digital signal (known as Freeview) and built-in reception	(ROUTE ON ANY AERIAL)		CODE S9a/b=YES, S14a=Yes S14b=BUILT IN, H66=YES AND H67=YES	An outdoor or indoor Aerial with an analogue signal	(ROUTE SEPARATELY ON ANY AERIAL AND ON DSO STATUS)		CODE S9a/b=YES, S14a=NO, H66=YES AND H67=YES	TalkTalk	CODE S54a/b=YES AND H68=TALKTALK	BT Vision	CODE S55a/b =YES AND H68=BT VISION	Games Console	CODE S56a/b =YES AND H68=CONSOLE	Computer	CODE S57a/b =YES AND H68=COMPUTER	Direct connection to the internet	CODE S58a/b =YES AND H68 = INTERNET	Another TV supplier (Specify)	CODE H68=OTHER. DO NOT CODE S59a/b	None of these		Don't know	
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None of these																																	
Don't know																																	

RECODE H66 - H68 AS APPROPRIATE

ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET	
IF H63>1 AND NONE OF S10A/B AND S11A/B AND S9A/B/C AND S54A/B, S55A/B, S56A/B, S57A/B, S58A/B, S59A/B =1	
S62	You have said this set does not receive TV programmes by any method, is this correct? Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET No GO TO S63

ASK IF S64=NO OR ASK IF S62=NO	
S63	Which methods can you use to receive TV programmes on this set?
NOTE: INTERVIEWER TO PROBE FULLY	
NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE	
Cable	CODE S10a/b=YES AND H64=YES
Satellite	CODE S11a/b=YES AND H65=YES
An aerial with a digital signal (known as Freeview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES AND H67=YES
An aerial with a digital signal (known as Freeview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES AND H67=YES
An outdoor or indoor Aerial with an analogue signal	(ROUTE ON DSO STATUS) CODE S9=YES, S14=NO, H66=YES AND H67=YES
TalkTalk	CODE S54a/b=YES AND H68=TALKTALK
BT Vision	CODE S55a/b =YES AND H68=BT VISION
Games Console	CODE S56a/b =YES AND H68=CONSOLE
Computer	CODE S57a/b =YES AND H68=COMPUTER
Direct connection to the internet	CODE S58a/b =YES, AND H68 = INTERNET
Another TV supplier (Specify)	CODE H68=OTHER.
CODE S59a ONLY IF SINGLE CODE CHOSEN	
None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	
Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	
RECODE H66 - H68 AS APPROPRIATE	

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF YES AT S10, OTHERWISE GO TO S18		
S24	SHOW SCREEN	SP
(IF S9, S11 OR ANY OF S54a/b TO S58a/b = YES) You have said this set is able to receive TV services via cable. Can the cable box also be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF YES AT S10 AND NO AT S24 OTHERWISE GO TO S18		
S53	SHOW SCREEN	SP
I would now like to ask you about High Definition television or HD. Are you able to receive HD channels via cable TV? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF YES AT S11, OTHERWISE GO TO S25		
S18	SHOW SCREEN	MP
(IF S9, S10 OR ANY OF S54A/B TO S58A/B = YES) You have said this set is able to receive TV services via satellite How do you receive your satellite service? Sky – with subscription (only 1 Sky code permitted) Sky – without subscription (only 1 Sky code permitted) Freesat – not Sky Other – not Sky or Freesat Don't know		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S20	SHOW SCREEN	SP
Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S21	SHOW SCREEN	SP
(IF S53 HAS NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S22	SHOW SCREEN	SP
Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S23	SHOW SCREEN	SP
(IF S53 AND S21 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF CODE 1 OR 3 (FREEVIEW WITH SEPARATE BOX OR BOTH) AT S14b OR S65, OTHERWISE GO TO S51		
S25	SHOW SCREEN	SP
(IF S10 or S11 or ANY OF S54A/B TO S58A/B = YES) You have said this set is able to receive TV programmes via a separate Freeview box. Can this box also be used to record TV programmes (IF S10 AND S11 AND ANY OF S54A/B TO S58A/B = NO) Can the Freeview box be used to record TV programmes? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF YES (CODES 1 OR 2 OR 3) AT S14b OR S65, OTHERWISE GO TO S51		
S50	SHOW SCREEN	SP
(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD? Freeview HD is the high definition service available with Freeview NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		

ASK FOR ALL TVS		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) In addition to the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or Tivo box (S25=1) Freeview recorder Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1> equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP

ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S52		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? (OPTIONS REORDERED) On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs None of these Don't know	MP

ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP

REPEAT ABOVE FOR ALL TV SETS		
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END OF SET LOOPS

HH VS SETS – PLATFORM VALIDATION QUESTIONS

FOR 2+ SETS ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL ASK IF H64=YES AND S10=NO FOR ALL SETS		
H83	You said that your household was able to access TV services via cable but no set has cable services claimed. Are you able to access TV services via cable? Yes ASK H84 No RECODE H64 TO NO	
ASK IF H83=YES		
H84	Which of the sets you have mentioned is connected to cable TV services? MP LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H64 TO NO, RECODE H83 to NO RECODE H64 TO NO, RECODE H83 to NO	
RECODE S10 FOR SETS CLAIMED AT H83 – GO TO S24, S53 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL ASK IF H65=YES AND S11=NO FOR ALL SETS		
H85	You said that your household was able to access TV services via satellite but no set has satellite services claimed. Are you able to access TV services via satellite? Yes ASK H86 No RECODE H65 TO NO	
ASK IF H85=YES		
H86	Which of the sets you have mentioned is connected to satellite TV services? MP LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H65 TO NO, RECODE H85 to NO RECODE H65 TO NO, RECODE H85 to NO	
RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S18-S23 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS ASK IF AERIAL CLAIMED AT HH LEVEL AND NO AERIAL CLAIMED AT SET LEVEL ASK IF H66=YES AND S9=NO FOR ALL SETS		
H87	You said that your household was able to access TV services via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV services via a TV aerial? Yes ASK H88 No RECODE H66 TO NO	
ASK IF H87=YES		
H88	Which of the sets you have mentioned receives TV services from a TV aerial? MP LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H66 TO NO, RECODE H87 to NO RECODE H66 TO NO, RECODE H87 to NO	
RECODE S9 FOR SETS CLAIMED AT H88 – GO TO S14, S25 AND S50 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL ASK IF TALKTALK AT H68 AND S54A/B=NO FOR ALL SETS		
H89	You said that your household was able to access TV services from TALKTALK but no set has TALKTALK claimed. Are you able to access TV services via TALKTALK? Yes ASK H90 No IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK	

ASK IF H89=YES		
H90	Which of the sets you have mentioned receives TV services from TALKTALK?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H89 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK
	Don't know	RECODE H89 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK
RECODE S54A/B FOR SETS CLAIMED AT H90		

FOR 2+ SETS		
ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL		
ASK IF BT VISION AT H68 AND S55A/B=NO FOR ALL SETS		
H91	You said that your household was able to access TV services from BT Vision but no set has BT Vision claimed. Are you able to access TV services via BT Vision	
	Yes	ASK H92
	No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION

ASK IF H91=YES		
H92	Which of the sets you have mentioned receives TV services from BT Vision?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H91 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION
	Don't know	RECODE H91 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION
RECODE S55A/B FOR SETS CLAIMED AT H92		

FOR 2+ SETS		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL		
ASK IF GAMES CONSOLE AT H68 AND S56A/B=NO FOR ALL SETS		
H93	You said that your household was able to access TV services via a Games Console but no set has a Games Console claimed. Are you able to access TV services via a Games Console?	
	Yes	ASK H94
	No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

ASK IF H93=YES		
H94	Which of the sets you have mentioned receives TV services via a Games Console?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H93 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD
	Don't know	RECODE H93 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD
RECODE S56A/B FOR SETS CLAIMED AT H94		

FOR 2+ SETS		
ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL		
ASK IF COMPUTER AT H68 AND S57A/B=NO FOR ALL SETS		

H95	You said that your household was able to access TV services via a computer but no set has a computer claimed. Are you able to access TV services via a computer?	
	Yes	ASK H96
	No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

ASK IF H95=YES

H96	Which of the sets you have mentioned receives TV services via a computer?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	
	None of these	RECODE H95 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD
	Don't know	RECODE H95 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

RECODE S57A/B FOR SETS CLAIMED AT H96

FOR 2+ SETS

ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL

ASK IF IINTERNET AT H68 AND S58A/B=NO FOR ALL SETS

H97	You said that your household was able to access TV services via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV services via a direct connection to the internet?	
	Yes	ASK H98
	No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

ASK IF H95=YES

H98	Which of the sets you have mentioned receives TV services via a direct connection to the internet?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	
	None of these	RECODE H97 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD
	Don't know	RECODE H97 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

RECODE S58a/b FOR SETS CLAIMED AT H98

FORCE CODE AS FOLLOWS:

IF H83, H85, H87, H89, H91, H93, H95, H97 = NO FOR ALL PLATFORMES CLAIMED IN THAT HH

CODE

H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

END OF PLATFORM VALIDATION QUESTIONS

SECOND HOUSEHOLD SECTION

ASK IF 2+ SET LOOPS HAVE BEEN COMPLETED OTHERWISE SKIP TO H77

H77 (2+ WORKING SETS) Thinking about all of your TV sets collectively
intro

ASK IF ANY SET LOOP HAS BEEN COMPLETED

H77 SHOW SCREEN MP

(SINGLE WORKING SET) Which of the following ITV1 regional channels can you receive on your TV set?

(2+ WORKING SETS) Which of the following ITV1 regional channels can you receive on any of your TV set(s)?

- A. STV (formerly Grampian), with local news North Tonight
- B. STV, with local news Scotland Today
- C. UTV (Ulster)
- D. ITV1 Border
- E. ITV1 Tyne Tees
- F. ITV1 Granada
- G. ITV1 Yorkshire (formerly Yorkshire – YTV)
- H. ITV1 Wales (formerly HTV Wales)
- I. ITV1 Central
- J. ITV1 Anglia
- K. ITV1 Westcountry
- L. ITV1 West (formerly HTV West)
- M. ITV1 London (formerly Carlton and London Weekend/LWT)
- N. ITV1 Meridian
- O. Channel
- Don't know
- No answer

ASK IF TWO OR MORE ITV1 STATIONS RECEIVED AT H77, OTHERWISE SKIP TO H22a Intro1
RESTRICT LIST TO ITV1 STATIONS CLAIMED AT H77 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED

H24 You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT H77) NUM
For every ten hours of viewing to these stations, how do you think you and your household divide 0-10
the ten hours between them?

- A. STV (formerly Grampian), with local news North Tonight
- B. STV, with local news Scotland Today
- C. UTV (Ulster)
- D. ITV1 Border
- E. ITV1 Tyne Tees
- F. ITV1 Granada
- G. ITV1 Yorkshire (formerly Yorkshire - YTV)
- H. ITV1 Wales (formerly HTV Wales)
- I. ITV1 Central
- J. ITV1 Anglia
- K. ITV1 Westcountry
- L. ITV1 West (formerly HTV West)
- M. ITV1 London (formerly Carlton and London Weekend/LWT)
- N. ITV1 Meridian
- O. Channel

NOTE: Answers must add up to 10

H24 So out of every ten hours you and your household watch ITV1 stations, you would view ____ SP
Check hours of ____ (FIRST CHANNEL RECEIVED AT H77); ____ hours ____ (SECOND CHANNEL
RECEIVED AT H77) etc... (INCLUDE ALL ITV1 CHANNELS CLAIMED AT H77/H24 WITH THE
RESPONSE GIVEN ABOVE)

- Yes
- No

If correct code appropriately, if incorrect ask again

ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) OTHERWISE SKIP TO H55 INTRO		
H22a Intro1	Thinking about your household in general and other ways that TV sets can be used...	
ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) IF(S57a/b = YES OR H95/H96 = YES) FOR ANY SET – CODE H22a AS YES AND GO TO H22b		
H22a	Do you or does anyone in your household ever connect a computer to your TV set(s)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know	
ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) IF (S56a/b = YES OR H93/H94 = YES) FOR ANY SET – CODE H22b AS YES AND GO TO H23		
H22b	Do you or does anyone in your household ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	
ASK IF Yes (CODE 1) AT H22b		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Game Cube Nintendo Wii Other Nintendo PS2 PS3 Other Playstation Xbox Xbox 360 Any other games/computer console Don't know	MP
ASK IF Yes (CODE 1) AT H22b		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP

ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) IF 'VIA A DIRECT CONNECTION TO THE INTERNET (CODE 1) AT H68: CODE H78 = YES IF 'VIA A CONNECTION TO GAMES CONSOLE (CODE 2) AT H68: CODE H78 = YES IF 'VIA A CONNECTION TO A COMPUTER' (CODE 3) AT H68: CODE H78 = YES IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES		
H78	SHOW SCREEN (Cable HH) In addition to your Cable connection (TALKTALK HH) In addition to your TalkTalk connection (BT Vision HH) In addition to your BT Vision connection (Cable and TALKTALK HH) In addition to your Cable and TalkTalk connections (Cable and BT Vision HH) In addition to your Cable and BT vision connections (TALKTALK and BT Vision HH) In addition to your TalkTalk and BT Vision connections (Cable, TALKTALK and BT Vision HH) In addition to your Cable, TalkTalk and BT Vision connections (Single Set Household) Can your TV set be connected to the internet? (Multi Set Households) Can any of your TV sets be connected to the internet? (ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet. NOTE: For a more detailed explanation click on further information Yes No Don't know Further Information	SP

ASK IF H78 = YES AND H68 NOT = CODE 1,2 OR 3 AND H54 NOT = CODE 2		
H79	SHOW SCREEN (Cable HH) In addition to your Cable connection (TALKTALK HH) In addition to your TalkTalk connection (BT Vision HH) In addition to your BT Vision connection (Cable and TALKTALK HH) In addition to your Cable and TalkTalk connections (Cable and BT Vision HH) In addition to your Cable and BT vision connections (TALKTALK and BT Vision HH) In addition to your TalkTalk and BT Vision connections (Cable, TALKTALK and BT Vision HH) In addition to your Cable, TalkTalk and BT Vision connections (Single Set Household) By which methods or devices can your TV set be connected to the internet? (Multi Set Households) By which methods or devices can any of your TV sets be connected to the internet? (ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet. NOTE: For a more detailed explanation click on further information A direct connection between the TV set and the Internet A connection to a dedicated, internet TV set-top box A connection to a standard computer (desktop, laptop or tablet) A connection to a games console A connection to a Blu-ray player that connects to the internet Another device that connects to the internet (Specify)	MP

ASK IF H68 = CODE 1,2 OR 3 OR H54 = CODE 2		
H80	SHOW SCREEN	MP
(Set claim for Computer connection H68 code 3) You have said that your TV set receives TV programmes using a connection to a computer. In addition to this (Set claim for Direct connection H68 code 1) You have said that your TV set receives TV programmes using a direct connection to the internet. In addition to this (Set claim for Games Console connection H68 code 2 OR H54 code 2) You have said that your Games Console is used to connect to the internet. In addition to this (Set claim for Computer and Direct connections H68 code 3 and H68 code 1) You have said that your TV set receives TV programmes using a connection to a computer and using a direct connection to the internet. In addition to these (Set claim for Computer and Games Console connections H68 code 3 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a connection to a computer and that your Games Console is used to connect to the internet. In addition to these (Set claim for Direct and Games Console connections H68 code 1 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these (Set claim for Computer, Direct and Games Console connection H68 code 3 AND H68 code 1 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a connection to a computer and using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these (Cable HH) and your Cable connection (TALKTALK HH) and your TalkTalk connection (BT Vision HH) and your BT Vision connection (Cable and TALKTALK HH) and your Cable and TalkTalk connections (Cable and BT Vision HH) and your Cable and BT vision connections (TALKTALK and BT Vision HH) and your TalkTalk and BT Vision connections (Cable, TALKTALK and BT Vision HH) and your Cable, TalkTalk and BT Vision connections (Single Set Household) are there any other ways that your TV set can be connected to the internet? (Multi Set Households) are there any other ways that your TV sets can be connected to the internet? NOTE: For a more detailed explanation click on further information A direct connection between the TV set and the Internet REMOVE IF H68 = CODE 1 A connection to a dedicated, internet TV set-top box A connection to a standard computer (desktop, laptop or tablet) REMOVE IF H68 = CODE 3 A connection to a games console REMOVE IF H68 = CODE 2 OR H54 =CODE 2 A connection to a DVD or Blu-ray player that connects to the internet Another device that connects to the internet (Specify) No		
ASK IF ANY SET LOOP HAS BEEN COMPLETED		
H81	SHOW SCREEN	SP
(Single Set Household) Is your TV set capable of showing movies and TV programmes in 3D? (Multi Set Households) Are any of your TV sets capable of showing movies and TV programmes in 3D? NOTE: For a more detailed explanation click on further information Yes No Don't know Further Information		

END OF SECOND HOUSEHOLD SECTION

ASK ALL	
H55	HOUSEHOLD COMPOSITION
Intro	Now I would like you to tell me about the people usually living in your household; by this I mean household members who share a communal living space and/or at least one meal a day.

ASK ALL	
H55	How many individuals are there in your household altogether, including any children and yourself? NUM
	WRITE IN (00-99)

START OF PERSON LOOP

ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55	
IF H55 = 1 GO TO P2	
IF H55>1 SHOW P2 INTRO	

IF PERSON 1 GO TO P2 INTRO1, THEN P2	
IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2	

P2	I'm going to ask you some questions about each person in your household. Please tell me about the
Intro1	members of your household in the following order: - you - your spouse or partner - any children starting with the eldest - anyone else

P2	Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc) household member
Intro2	

FOR PERSON 1 SHOW HEADER 'RESPONDENT'	
FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'	

ASK ALL	
P2	Record sex of <u>respondent</u> (IF RESPONDENT) SP
	What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)
	(MAY NOT BE BLANK)
	Male
	Female

ASK ALL	
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER
	WRITE IN >
	(ALLOW REF)

ASK IF P3 IS REF		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P6		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT)... (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P11		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT P9, OTHERWISE SKIP TO P11		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	SP
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP

ASK IF YES (CODE 1) AT P11, OTHERWISE GO TO P13		
P12	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know		
ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
Yes No Don't know		
IF YES (CODE 1) AT P13 OTHERWISE GO TO P15		
P14	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know		
ASK ALL		
P15	SHOW SCREEN	SP
Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Note: Please include any health problems related to old age Yes – limited a lot Yes – limited a little No Refused		

ASK ALL		
P16	SHOW SCREEN	SP
Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to?		
White		
– English/Welsh/Scottish/Northern Irish/British – Irish – Gypsy or Irish Traveller – Any other White background (specify)		
Mixed/multiple ethnic groups		
– White and Black Caribbean – White and Black African – White and Asian – Any other mixed/multiple ethnic background (specify)		
Asian/Asian British		
– Indian – Pakistani – Bangladeshi – Chinese – Any other Asian background (specify)		
Black/African/Caribbean/Black British		
– African – Caribbean – Any other African/Caribbean background (specify)		
Any other ethnic background		
– Arab – Any other ethnic group (specify)		
Refused (Code from list to continue)		

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27		
H26	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK ALL		
H27	SHOW SCREEN	MP
Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H56 AND H28-H30 = 1)		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H28	Which of the household members you have mentioned is solely or mainly responsible for the household duties?	MP
This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H29	And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops?	MP
In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be equally responsible.		

LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)

H30 And which of the household members you have mentioned is the chief income earner in your household? **MP**

By that I mean the person with the largest income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal.

LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE

IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE AT Q56 (H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE - IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE - THEN STATE:

I would now like to check some details about you (**IF RESPONDENT**) household member <<**INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED**>> (**IF NOT RESPONDENT**).

ASK ALL

H57 IF CIE IS:

RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of your present job

RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of your previous job

NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of <**INSERT CIE PERSON NUMBER'S**> present job

NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of <**INSERT CIE PERSON NUMBER'S**> previous job

WRITE IN
Don't know
Refused

ASK ALL

H35 What type of firm or organisation do (**IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT**) does (**IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT**) did (**IF CIE IS UNEMPLOYED/RETIRED**) you (**IF RESPONDENT**) he (**IF CIE IS MALE AT P2 AND NOT RESPONDENT**) she (**IF CIE IS FEMALE AT P2 AND NOT RESPONDENT**) work in?

WRITE IN
Don't know
Refused

ASK ALL

H36 What is (**IF CIE IS IN EMPLOYMENT AT P9**) was (**IF CIE IS UNEMPLOYED/RETIRED**) the position held or job title?

NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.

WRITE IN
Don't know
Refused

ASK ALL		
H37	Are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS. Yes No Don't know Refused	SP
ASK IF SELF EMPLOYED (CODE 1 AT H37), OTHERWISE SKIP TO H39		
H38	How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE Don't know	
ASK ALL		
H39	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) actually do? PLEASE GIVE DETAILS. WRITE IN Don't know Refused	
ASK ALL		
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know	SP
ASK IF YES (CODE 1 OR 2) AT H40, OTHERWISE SKIP TO H43		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	
ASK IF H40 = YES (CODE 1 OR 2)		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	
ASK ALL		
H43	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications? NOTE: If teacher – state whether primary, secondary or other level. (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details. WRITE IN Don't know Refused	

IF CIE RETIRED (CODE 6 AT P9) ASK H31 IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9) ASK H32 OTHERWISE SKIP TO H35		
H31	(IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments. Yes (retired/pensioner/widow with income other than or in addition to state benefits) No (retired/pensioner/widow with state benefits only) Don't know Refused	SP
PLEASE NOW SKIP TO H44		
ASK IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9)		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT) In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education Don't know Refused	SP
PLEASE NOW SKIP TO H44		
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32		
H34	Is that Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP
CODE FOR ALL		
H44	BRING UP SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP

ASK ALL																				
H45	SHOW SCREEN	MP																		
Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?																				
<table border="0"> <tr> <td>Daily Telegraph</td> <td>The Sun (Not on Sunday)</td> </tr> <tr> <td>The Guardian</td> <td>The Times</td> </tr> <tr> <td>The Scotsman</td> <td>Daily Express</td> </tr> <tr> <td>The Herald</td> <td>Daily Mail</td> </tr> <tr> <td>The Daily Mirror</td> <td>Daily Sport</td> </tr> <tr> <td>The Independent</td> <td>Metro</td> </tr> <tr> <td>Daily Record</td> <td>Any Evening Paper</td> </tr> <tr> <td>Daily Star</td> <td>None of these</td> </tr> <tr> <td>Financial Times</td> <td>Don't know</td> </tr> </table>			Daily Telegraph	The Sun (Not on Sunday)	The Guardian	The Times	The Scotsman	Daily Express	The Herald	Daily Mail	The Daily Mirror	Daily Sport	The Independent	Metro	Daily Record	Any Evening Paper	Daily Star	None of these	Financial Times	Don't know
Daily Telegraph	The Sun (Not on Sunday)																			
The Guardian	The Times																			
The Scotsman	Daily Express																			
The Herald	Daily Mail																			
The Daily Mirror	Daily Sport																			
The Independent	Metro																			
Daily Record	Any Evening Paper																			
Daily Star	None of these																			
Financial Times	Don't know																			

ASK ALL																		
H46	SHOW SCREEN	MP																
Which of the following Sunday publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?																		
<table border="0"> <tr> <td>Sunday Telegraph</td> <td>The Sun (Sunday)</td> </tr> <tr> <td>The Observer</td> <td>The Sunday Times</td> </tr> <tr> <td>Sunday Post</td> <td>The Sunday People</td> </tr> <tr> <td>Sunday Mirror</td> <td>The Sunday Express</td> </tr> <tr> <td>Independent on Sunday</td> <td>The Mail on Sunday</td> </tr> <tr> <td>Sunday Mail (Scotland)</td> <td>Sunday Sport</td> </tr> <tr> <td>Daily Star Sunday</td> <td>None of these</td> </tr> <tr> <td></td> <td>Don't know</td> </tr> </table>			Sunday Telegraph	The Sun (Sunday)	The Observer	The Sunday Times	Sunday Post	The Sunday People	Sunday Mirror	The Sunday Express	Independent on Sunday	The Mail on Sunday	Sunday Mail (Scotland)	Sunday Sport	Daily Star Sunday	None of these		Don't know
Sunday Telegraph	The Sun (Sunday)																	
The Observer	The Sunday Times																	
Sunday Post	The Sunday People																	
Sunday Mirror	The Sunday Express																	
Independent on Sunday	The Mail on Sunday																	
Sunday Mail (Scotland)	Sunday Sport																	
Daily Star Sunday	None of these																	
	Don't know																	

ASK ALL		
H47	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over?	SP
Yes No Don't know		

ASK IF YES (CODE 1) AT H47, OTHERWISE GO TO H50		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?	MP
Landline Mobile telephone Both Other Don't know Refused		
		(SP)

ASK ALL WITH ANY TELEPHONE AT H48		
H49	What is the Telephone number, including the National Dialling (STD) code, of the household's main phone or mobile connection?	
NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number		
WRITE IN Refused		

ASK ALL:		
H50	Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. BARB's TV viewing research is carried out by a number of agencies, ourselves, Ipsos MORI, Kantar Media and RSMB Television Research.	SP
Yes No		