



BARB Establishment Survey Annual Data Report Volume 1: Total Network & Appendices

April 2012 to March 2013



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

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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 April 2012 - March 2013

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.

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
AB	6566	6337	2927	1019	4646	2233	2413
%V	23.9%	24.1%	25.8%	24.6%	23.7%	25.5%	22.2%
%H (All HH)		96.5%	44.6%	15.5%	70.8%	34.0%	36.7%
%H (TV HH)			46.2%	16.1%	73.3%	35.2%	38.1%
C1	7425	7077	3070	1187	5242	2424	2819
%V	27.1%	26.9%	27.1%	28.7%	26.7%	27.7%	26.0%
%H (All HH)		95.3%	41.3%	16.0%	70.6%	32.6%	38.0%
%H (TV HH)			43.4%	16.8%	74.1%	34.3%	39.8%
C2	5401	5262	2488	901	3934	2041	1893
%V	19.7%	20.0%	21.9%	21.8%	20.1%	23.3%	17.4%
%H (All HH)		97.4%	46.1%	16.7%	72.8%	37.8%	35.0%
%H (TV HH)			47.3%	17.1%	74.8%	38.8%	36.0%
D	4137	3969	1715	607	2879	1239	1640
%V	15.1%	15.1%	15.1%	14.7%	14.7%	14.2%	15.1%
%H (All HH)		95.9%	41.5%	14.7%	69.6%	29.9%	39.6%
%H (TV HH)			43.2%	15.3%	72.5%	31.2%	41.3%
E	3895	3689	1138	421	2915	816	2099
%V	14.2%	14.0%	10.0%	10.2%	14.9%	9.3%	19.3%
%H (All HH)		94.7%	29.2%	10.8%	74.8%	20.9%	53.9%
%H (TV HH)			30.8%	11.4%	79.0%	22.1%	56.9%

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	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
Under 25	1214	1056	439	155	709	282	427
%V	4.4%	4.0%	3.9%	3.7%	3.6%	3.2%	3.9%
%H (All HH)		87.0%	36.2%	12.8%	58.4%	23.2%	35.2%
%H (TV HH)			41.6%	14.7%	67.1%	26.7%	40.4%
25 - 34	4283	3984	2040	716	2517	1321	1195
%V	15.6%	15.1%	18.0%	17.3%	12.8%	15.1%	11.0%
%H (All HH)		93.0%	47.6%	16.7%	58.8%	30.8%	27.9%
%H (TV HH)			51.2%	18.0%	63.2%	33.2%	30.0%
35 - 44	4771	4579	2396	886	3114	1791	1322
%V	17.4%	17.4%	21.1%	21.4%	15.9%	20.5%	12.2%
%H (All HH)		96.0%	50.2%	18.6%	65.3%	37.5%	27.7%
%H (TV HH)			52.3%	19.3%	68.0%	39.1%	28.9%
45 - 54	5313	5153	2441	969	3805	2033	1772
%V	19.4%	19.6%	21.5%	23.4%	19.4%	23.2%	16.3%
%H (All HH)		97.0%	45.9%	18.2%	71.6%	38.3%	33.4%
%H (TV HH)			47.4%	18.8%	73.8%	39.5%	34.4%
55 - 64	4462	4337	1826	692	3396	1553	1843
%V	16.3%	16.5%	16.1%	16.7%	17.3%	17.7%	17.0%
%H (All HH)		97.2%	40.9%	15.5%	76.1%	34.8%	41.3%
%H (TV HH)			42.1%	16.0%	78.3%	35.8%	42.5%
65 +	7380	7225	2193	718	6076	1772	4304
%V	26.9%	27.4%	19.3%	17.4%	31.0%	20.2%	39.6%
%H (All HH)		97.9%	29.7%	9.7%	82.3%	24.0%	58.3%
%H (TV HH)			30.4%	9.9%	84.1%	24.5%	59.6%

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 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
1	9674	9033	2584	1028	7168	1830	5339
%V	35.3%	34.3%	22.8%	24.9%	36.5%	20.9%	49.1%
%H (All HH)		93.4%	26.7%	10.6%	74.1%	18.9%	55.2%
%H (TV HH)			28.6%	11.4%	79.4%	20.3%	59.1%
2	8346	8118	3657	1278	6088	2905	3183
%V	30.4%	30.8%	32.3%	30.9%	31.0%	33.2%	29.3%
%H (All HH)		97.3%	43.8%	15.3%	72.9%	34.8%	38.1%
%H (TV HH)			45.0%	15.7%	75.0%	35.8%	39.2%
3	4057	3969	2106	760	2796	1674	1122
%V	14.8%	15.1%	18.6%	18.4%	14.3%	19.1%	10.3%
%H (All HH)		97.8%	51.9%	18.7%	68.9%	41.3%	27.7%
%H (TV HH)			53.1%	19.1%	70.4%	42.2%	28.3%
4	3550	3475	1973	701	2412	1575	837
%V	12.9%	13.2%	17.4%	17.0%	12.3%	18.0%	7.7%
%H (All HH)		97.9%	55.6%	19.7%	67.9%	44.4%	23.6%
%H (TV HH)			56.8%	20.2%	69.4%	45.3%	24.1%
5+	1797	1739	1016	368	1151	769	382
%V	6.6%	6.6%	9.0%	8.9%	5.9%	8.8%	3.5%
%H (All HH)		96.8%	56.5%	20.5%	64.1%	42.8%	21.3%
%H (TV HH)			58.4%	21.2%	66.2%	44.2%	22.0%
Average HH size	2.28	2.30	2.62	2.58	2.22	2.64	1.88

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	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%V (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
Without	20622	19658	7622	2854	15143	6017	9126
%V	75.2%	74.6%	67.2%	69.0%	77.2%	68.7%	84.0%
%H (All HH)		95.3%	37.0%	13.8%	73.4%	29.2%	44.3%
%H (TV HH)			38.8%	14.5%	77.0%	30.6%	46.4%
With	6802	6676	3715	1281	4473	2736	1737
%V	24.8%	25.4%	32.8%	31.0%	22.8%	31.3%	16.0%
%H (All HH)		98.1%	54.6%	18.8%	65.8%	40.2%	25.5%
%H (TV HH)			55.6%	19.2%	67.0%	41.0%	26.0%
0 - 3	2616	2542	1423	455	1623	945	678
%V	9.5%	9.7%	12.6%	11.0%	8.3%	10.8%	6.2%
%H (All HH)		97.2%	54.4%	17.4%	62.0%	36.1%	25.9%
%H (TV HH)			56.0%	17.9%	63.8%	37.2%	26.7%
4 - 9	3381	3322	1903	624	2177	1352	825
%V	12.3%	12.6%	16.8%	15.1%	11.1%	15.4%	7.6%
%H (All HH)		98.3%	56.3%	18.5%	64.4%	40.0%	24.4%
%H (TV HH)			57.3%	18.8%	65.5%	40.7%	24.8%
10 - 15	3170	3129	1768	638	2179	1418	760
%V	11.6%	11.9%	15.6%	15.4%	11.1%	16.2%	7.0%
%H (All HH)		98.7%	55.8%	20.1%	68.7%	44.7%	24.0%
%H (TV HH)			56.5%	20.4%	69.6%	45.3%	24.3%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
1	10799	10799	3616	1408	7310	1700	5610
%V	39.4%	41.0%	31.9%	34.1%	37.3%	19.4%	51.6%
%H (All HH)		100.0%	33.5%	13.0%	67.7%	15.7%	51.9%
%H (TV HH)			33.5%	13.0%	67.7%	15.7%	51.9%
2	8877	8877	3965	1429	6840	3313	3527
%V	32.4%	33.7%	35.0%	34.6%	34.9%	37.8%	32.5%
%H (All HH)		100.0%	44.7%	16.1%	77.1%	37.3%	39.7%
%H (TV HH)			44.7%	16.1%	77.1%	37.3%	39.7%
3	4074	4074	2176	759	3294	2098	1196
%V	14.9%	15.5%	19.2%	18.4%	16.8%	24.0%	11.0%
%H (All HH)		100.0%	53.4%	18.6%	80.9%	51.5%	29.4%
%H (TV HH)			53.4%	18.6%	80.9%	51.5%	29.4%
4	1716	1716	1034	356	1430	1065	365
%V	6.3%	6.5%	9.1%	8.6%	7.3%	12.2%	3.4%
%H (All HH)		100.0%	60.3%	20.7%	83.3%	62.1%	21.3%
%H (TV HH)			60.3%	20.7%	83.3%	62.1%	21.3%
5+	867	867	545	183	741	578	164
%V	3.2%	3.3%	4.8%	4.4%	3.8%	6.6%	1.5%
%H (All HH)		100.0%	62.9%	21.1%	85.5%	66.7%	18.9%
%H (TV HH)			62.9%	21.1%	85.5%	66.7%	18.9%

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	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
Under 20"	6882	6882	2999	1036	5935	3030	2905
%V	25.1%	26.1%	26.5%	25.1%	30.3%	34.6%	26.7%
%H (All HH)		100.0%	43.6%	15.1%	86.2%	44.0%	42.2%
%H (TV HH)			43.6%	15.1%	86.2%	44.0%	42.2%
20" - 29"	10425	10425	4155	1596	8518	3784	4734
%V	38.0%	39.6%	36.7%	38.6%	43.4%	43.2%	43.6%
%H (All HH)		100.0%	39.9%	15.3%	81.7%	36.3%	45.4%
%H (TV HH)			39.9%	15.3%	81.7%	36.3%	45.4%
30" - 39"	13413	13413	6037	2233	10294	5030	5264
%V	48.9%	50.9%	53.3%	54.0%	52.5%	57.5%	48.5%
%H (All HH)		100.0%	45.0%	16.6%	76.7%	37.5%	39.2%
%H (TV HH)			45.0%	16.6%	76.7%	37.5%	39.2%
40" and over	9881	9881	5684	1867	6880	4425	2455
%V	36.0%	37.5%	50.1%	45.2%	35.1%	50.6%	22.6%
%H (All HH)		100.0%	57.5%	18.9%	69.6%	44.8%	24.8%
%H (TV HH)			57.5%	18.9%	69.6%	44.8%	24.8%

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 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
Main living room	25824	25824	11224	4093	19335	8679	10656
%V	94.2%	98.1%	99.0%	99.0%	98.6%	99.2%	98.1%
%H (All HH)		100.0%	43.5%	15.8%	74.9%	33.6%	41.3%
%H (TV HH)			43.5%	15.8%	74.9%	33.6%	41.3%
Kitchen	3233	3233	1602	464	2814	1605	1210
%V	11.8%	12.3%	14.1%	11.2%	14.3%	18.3%	11.1%
%H (All HH)		100.0%	49.6%	14.4%	87.0%	49.6%	37.4%
%H (TV HH)			49.6%	14.4%	87.0%	49.6%	37.4%
Adult's bedroom	10625	10625	5369	1950	8650	5193	3457
%V	38.7%	40.3%	47.4%	47.2%	44.1%	59.3%	31.8%
%H (All HH)		100.0%	50.5%	18.4%	81.4%	48.9%	32.5%
%H (TV HH)			50.5%	18.4%	81.4%	48.9%	32.5%
Child's bedroom	1929	1929	1125	417	1601	1172	429
%V	7.0%	7.3%	9.9%	10.1%	8.2%	13.4%	3.9%
%H (All HH)		100.0%	58.3%	21.6%	83.0%	60.8%	22.2%
%H (TV HH)			58.3%	21.6%	83.0%	60.8%	22.2%
Other bedroom	1217	1217	661	233	1021	667	354
%V	4.4%	4.6%	5.8%	5.6%	5.2%	7.6%	3.3%
%H (All HH)		100.0%	54.3%	19.1%	83.9%	54.8%	29.1%
%H (TV HH)			54.3%	19.1%	83.9%	54.8%	29.1%
Second living/dining room	2313	2313	1207	385	1899	1143	756
%V	8.4%	8.8%	10.6%	9.3%	9.7%	13.1%	7.0%
%H (All HH)		100.0%	52.2%	16.6%	82.1%	49.4%	32.7%
%H (TV HH)			52.2%	16.6%	82.1%	49.4%	32.7%
Study/office	395	395	200	68	329	196	133
%V	1.4%	1.5%	1.8%	1.6%	1.7%	2.2%	1.2%
%H (All HH)		100.0%	50.6%	17.2%	83.3%	49.6%	33.7%
%H (TV HH)			50.6%	17.2%	83.3%	49.6%	33.7%
TV room	202	202	123	37	154	107	47
%V	0.7%	0.8%	1.1%	0.9%	0.8%	1.2%	0.4%
%H (All HH)		100.0%	60.9%	18.3%	76.2%	53.0%	23.3%
%H (TV HH)			60.9%	18.3%	76.2%	53.0%	23.3%
Conservatory	501	501	282	93	427	293	134
%V	1.8%	1.9%	2.5%	2.2%	2.2%	3.3%	1.2%
%H (All HH)		100.0%	56.3%	18.6%	85.2%	58.5%	26.7%
%H (TV HH)			56.3%	18.6%	85.2%	58.5%	26.7%
Attic or loft room	50	50	25	10	42	26	15
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	50.0%	20.0%	84.0%	52.0%	30.0%
%H (TV HH)			50.0%	20.0%	84.0%	52.0%	30.0%
No specific location	63	63	30	12	52	30	22
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	47.6%	19.0%	82.5%	47.6%	34.9%
%H (TV HH)			47.6%	19.0%	82.5%	47.6%	34.9%
Other	134	134	80	23	110	79	31
%V	0.5%	0.5%	0.7%	0.6%	0.6%	0.9%	0.3%
%H (All HH)		100.0%	59.7%	17.2%	82.1%	59.0%	23.1%
%H (TV HH)			59.7%	17.2%	82.1%	59.0%	23.1%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
PVR	14351	14351	9139	2686	9607	6879	2728
%V	52.3%	54.5%	80.6%	65.0%	49.0%	78.6%	25.1%
%H (All HH)		100.0%	63.7%	18.7%	66.9%	47.9%	19.0%
%H (TV HH)			63.7%	18.7%	66.9%	47.9%	19.0%
DVDR	2167	2167	925	332	1731	805	926
%V	7.9%	8.2%	8.2%	8.0%	8.8%	9.2%	8.5%
%H (All HH)		100.0%	42.7%	15.3%	79.9%	37.1%	42.7%
%H (TV HH)			42.7%	15.3%	79.9%	37.1%	42.7%
VCR	1535	1535	557	226	1250	494	756
%V	5.6%	5.8%	4.9%	5.5%	6.4%	5.6%	7.0%
%H (All HH)		100.0%	36.3%	14.7%	81.4%	32.2%	49.3%
%H (TV HH)			36.3%	14.7%	81.4%	32.2%	49.3%
Any recorder	15983	15983	9431	2885	11025	7164	3860
%V	58.3%	60.7%	83.2%	69.8%	56.2%	81.8%	35.5%
%H (All HH)		100.0%	59.0%	18.1%	69.0%	44.8%	24.2%
%H (TV HH)			59.0%	18.1%	69.0%	44.8%	24.2%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
Receives HDTV (via STB or built-in reception)	12670	12670	6683	3074	8864	5743	3121
%V	46.2%	48.1%	59.0%	74.3%	45.2%	65.6%	28.7%
%H (All HH)		100.0%	52.7%	24.3%	70.0%	45.3%	24.6%
%H (TV HH)			52.7%	24.3%	70.0%	45.3%	24.6%
DVD/Blu-ray player or recorder	20595	20595	9351	3458	15429	7487	7942
%V	75.1%	78.2%	82.5%	83.6%	78.7%	85.5%	73.1%
%H (All HH)		100.0%	45.4%	16.8%	74.9%	36.4%	38.6%
%H (TV HH)			45.4%	16.8%	74.9%	36.4%	38.6%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26334	11336	4135	19616	8753	10863
%H (All HH)		96.0%	41.3%	15.1%	71.5%	31.9%	39.6%
%H (TV HH)			43.0%	15.7%	74.5%	33.2%	41.3%
Has PC or Laptop	20874	20111	9795	3639	14411	7679	6733
%V	76.1%	76.4%	86.4%	88.0%	73.5%	87.7%	62.0%
%H (All HH)		96.3%	46.9%	17.4%	69.0%	36.8%	32.3%
%H (TV HH)			48.7%	18.1%	71.7%	38.2%	33.5%
Has broadband internet	19661	19006	9467	3585	13512	7483	6029
%V	71.7%	72.2%	83.5%	86.7%	68.9%	85.5%	55.5%
%H (All HH)		96.7%	48.2%	18.2%	68.7%	38.1%	30.7%
%H (TV HH)			49.8%	18.9%	71.1%	39.4%	31.7%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	52325	25161	8952	40592	21996	18596
%H		48.1%	17.1%	77.6%	42.0%	35.5%
Under 20"	8861	4000	1360	7710	4115	3595
%V	16.9%	15.9%	15.2%	19.0%	18.7%	19.3%
%H		45.1%	15.3%	87.0%	46.4%	40.6%
20" - 29"	12866	5328	2051	10653	5072	5582
%V	24.6%	21.2%	22.9%	26.2%	23.1%	30.0%
%H		41.4%	15.9%	82.8%	39.4%	43.4%
30" - 39"	15588	7253	2698	12064	6256	5808
%V	29.8%	28.8%	30.1%	29.7%	28.4%	31.2%
%H		46.5%	17.3%	77.4%	40.1%	37.3%
40" and over	11300	6624	2166	7910	5237	2673
%V	21.6%	26.3%	24.2%	19.5%	23.8%	14.4%
%H		58.6%	19.2%	70.0%	46.3%	23.7%
Don't know	619	276	112	468	223	244
%V	1.2%	1.1%	1.3%	1.2%	1.0%	1.3%
%H		44.6%	18.1%	75.6%	36.0%	39.4%
Not Asked	3091	1680	565	1787	1093	694
%V	5.9%	6.7%	6.3%	4.4%	5.0%	3.7%
%H		54.4%	18.3%	57.8%	35.4%	22.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	52325	25161	8952	40592	21996	18596
%H		48.1%	17.1%	77.6%	42.0%	35.5%
Main living room	25970	11287	4110	19458	8735	10723
%V	49.6%	44.9%	45.9%	47.9%	39.7%	57.7%
%H		43.5%	15.8%	74.9%	33.6%	41.3%
Kitchen	3253	1611	466	2831	1614	1217
%V	6.2%	6.4%	5.2%	7.0%	7.3%	6.5%
%H		49.5%	14.3%	87.0%	49.6%	37.4%
Adult's bedroom	12410	6377	2353	10198	6323	3875
%V	23.7%	25.3%	26.3%	25.1%	28.7%	20.8%
%H		51.4%	19.0%	82.2%	51.0%	31.2%
Child's bedroom	2476	1451	546	2067	1533	533
%V	4.7%	5.8%	6.1%	5.1%	7.0%	2.9%
%H		58.6%	22.1%	83.5%	61.9%	21.5%
Other bedroom	1415	773	278	1194	793	401
%V	2.7%	3.1%	3.1%	2.9%	3.6%	2.2%
%H		54.6%	19.6%	84.4%	56.0%	28.3%
Second living/dining room	2342	1227	387	1924	1160	763
%V	4.5%	4.9%	4.3%	4.7%	5.3%	4.1%
%H		52.4%	16.5%	82.2%	49.5%	32.6%
Study/office	401	204	70	335	200	134
%V	0.8%	0.8%	0.8%	0.8%	0.9%	0.7%
%H		50.9%	17.5%	83.5%	49.9%	33.4%
TV room	206	126	37	156	108	48
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%
%H		61.2%	18.0%	75.7%	52.4%	23.3%
Conseervatory	504	285	93	430	295	134
%V	1.0%	1.1%	1.0%	1.1%	1.3%	0.7%
%H		56.5%	18.5%	85.3%	58.5%	26.6%
Attic or loft room	51	26	10	42	27	15
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		51.0%	19.6%	82.4%	52.9%	29.4%
No specific location	67	31	14	55	32	23
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		46.3%	20.9%	82.1%	47.8%	34.3%
Other	140	83	23	117	82	35
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%
%H		59.3%	16.4%	83.6%	58.6%	25.0%
Not Asked	3091	1680	565	1787	1093	694
%V	5.9%	6.7%	6.3%	4.4%	5.0%	3.7%
%H		54.4%	18.3%	57.8%	35.4%	22.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	52325	25161	8952	40592	21996	18596
%H		48.1%	17.1%	77.6%	42.0%	35.5%
PVR	18433	12301	3425	12087	9080	3007
%V	35.2%	48.9%	38.3%	29.8%	41.3%	16.2%
%H		66.7%	18.6%	65.6%	49.3%	16.3%
DVDR	2435	1068	374	1958	948	1010
%V	4.7%	4.2%	4.2%	4.8%	4.3%	5.4%
%H		43.9%	15.4%	80.4%	38.9%	41.5%
VCR	1663	613	256	1354	551	803
%V	3.2%	2.4%	2.9%	3.3%	2.5%	4.3%
%H		36.9%	15.4%	81.4%	33.1%	48.3%
Any recorder	20630	12864	3722	14004	9659	4345
%V	39.4%	51.1%	41.6%	34.5%	43.9%	23.4%
%H		62.4%	18.0%	67.9%	46.8%	21.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	52325	25161	8952	40592	21996	18596
%H		48.1%	17.1%	77.6%	42.0%	35.5%
Receives HDTV (via STB or built-in reception)	17325	9162	4384	12276	8169	4107
%V	33.1%	36.4%	49.0%	30.2%	37.1%	22.1%
%H		52.9%	25.3%	70.9%	47.2%	23.7%
DVD/Blu-ray player or recorder	29758	14349	5355	23028	12636	10393
%V	56.9%	57.0%	59.8%	56.7%	57.4%	55.9%
%H		48.2%	18.0%	77.4%	42.5%	34.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	26314	11333	4135	19603	8749	10854
%H		43.1%	15.7%	74.5%	33.2%	41.2%
Under 20"	769	136	65	640	83	557
%V	2.9%	1.2%	1.6%	3.3%	0.9%	5.1%
%H		17.7%	8.5%	83.2%	10.8%	72.4%
20" - 29"	5013	1321	573	4035	938	3097
%V	19.1%	11.7%	13.9%	20.6%	10.7%	28.5%
%H		26.4%	11.4%	80.5%	18.7%	61.8%
30" - 39"	10576	4288	1655	8125	3428	4697
%V	40.2%	37.8%	40.0%	41.4%	39.2%	43.3%
%H		40.5%	15.6%	76.8%	32.4%	44.4%
40" and over	9522	5485	1790	6598	4235	2363
%V	36.2%	48.4%	43.3%	33.7%	48.4%	21.8%
%H		57.6%	18.8%	69.3%	44.5%	24.8%
Don't know	292	102	52	205	66	140
%V	1.1%	0.9%	1.3%	1.0%	0.8%	1.3%
%H		34.9%	17.8%	70.2%	22.6%	47.9%
Not Asked	142	1	0	0	0	0
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.7%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	26314	11333	4135	19603	8749	10854
%H		43.1%	15.7%	74.5%	33.2%	41.2%
PVR	13962	8991	2610	9264	6709	2555
%V	53.1%	79.3%	63.1%	47.3%	76.7%	23.5%
%H		64.4%	18.7%	66.4%	48.1%	18.3%
DVDR	1885	777	277	1495	657	838
%V	7.2%	6.9%	6.7%	7.6%	7.5%	7.7%
%H		41.2%	14.7%	79.3%	34.9%	44.5%
VCR	1307	448	183	1052	374	678
%V	5.0%	4.0%	4.4%	5.4%	4.3%	6.2%
%H		34.3%	14.0%	80.5%	28.6%	51.9%
Any recorder	15541	9281	2802	10633	6989	3644
%V	59.1%	81.9%	67.8%	54.2%	79.9%	33.6%
%H		59.7%	18.0%	68.4%	45.0%	23.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	26314	11333	4135	19603	8749	10854
%H		43.1%	15.7%	74.5%	33.2%	41.2%
Receives HDTV (via STB or built-in reception)	12212	6472	3002	8465	5529	2937
%V	46.4%	57.1%	72.6%	43.2%	63.2%	27.1%
%H		53.0%	24.6%	69.3%	45.3%	24.1%
DVD/Blu-ray player or recorder	19458	8786	3248	14478	6917	7561
%V	73.9%	77.5%	78.5%	73.9%	79.1%	69.7%
%H		45.2%	16.7%	74.4%	35.5%	38.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	26011	13828	4817	20989	13247	7743
%H		53.2%	18.5%	80.7%	50.9%	29.8%
Under 20"	8092	3864	1295	7070	4032	3038
%V	31.1%	27.9%	26.9%	33.7%	30.4%	39.2%
%H		47.8%	16.0%	87.4%	49.8%	37.5%
20" - 29"	7853	4007	1478	6619	4134	2485
%V	30.2%	29.0%	30.7%	31.5%	31.2%	32.1%
%H		51.0%	18.8%	84.3%	52.6%	31.6%
30" - 39"	5012	2965	1043	3939	2828	1111
%V	19.3%	21.4%	21.7%	18.8%	21.3%	14.3%
%H		59.2%	20.8%	78.6%	56.4%	22.2%
40" and over	1778	1138	376	1313	1003	310
%V	6.8%	8.2%	7.8%	6.3%	7.6%	4.0%
%H		64.0%	21.1%	73.8%	56.4%	17.4%
Don't know	328	173	60	262	158	105
%V	1.3%	1.3%	1.2%	1.2%	1.2%	1.4%
%H		52.7%	18.3%	79.9%	48.2%	32.0%
Not Asked	2948	1681	565	1786	1092	694
%V	11.3%	12.2%	11.7%	8.5%	8.2%	9.0%
%H		57.0%	19.2%	60.6%	37.0%	23.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	26011	13828	4817	20989	13247	7743
%H		53.2%	18.5%	80.7%	50.9%	29.8%
PVR	4470	3311	815	2823	2371	451
%V	17.2%	23.9%	16.9%	13.4%	17.9%	5.8%
%H		74.1%	18.2%	63.2%	53.0%	10.1%
DVDR	550	291	97	463	291	171
%V	2.1%	2.1%	2.0%	2.2%	2.2%	2.2%
%H		52.9%	17.6%	84.2%	52.9%	31.1%
VCR	356	165	73	302	177	125
%V	1.4%	1.2%	1.5%	1.4%	1.3%	1.6%
%H		46.3%	20.5%	84.8%	49.7%	35.1%
Any recorder	5089	3583	921	3371	2670	701
%V	19.6%	25.9%	19.1%	16.1%	20.2%	9.1%
%H		70.4%	18.1%	66.2%	52.5%	13.8%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	26011	13828	4817	20989	13247	7743
%H		53.2%	18.5%	80.7%	50.9%	29.8%
Receives HDTV (via STB or built-in reception)	5112	2689	1382	3811	2640	1171
%V	19.7%	19.4%	28.7%	18.2%	19.9%	15.1%
%H		52.6%	27.0%	74.6%	51.6%	22.9%
DVD/Blu-ray player or recorder	10301	5563	2106	8551	5719	2832
%V	39.6%	40.2%	43.7%	40.7%	43.2%	36.6%
%H		54.0%	20.4%	83.0%	55.5%	27.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	62512	60516	29657	10657	43584	23109	20475
%H		96.8%	47.4%	17.0%	69.7%	37.0%	32.8%
Total Children	11818	11587	6569	2232	7689	4794	2895
%V	18.9%	19.1%	22.1%	20.9%	17.6%	20.7%	14.1%
%H		98.0%	55.6%	18.9%	65.1%	40.6%	24.5%
0 - 3	3136	3043	1698	549	1939	1123	816
%V	5.0%	5.0%	5.7%	5.2%	4.4%	4.9%	4.0%
%H		97.0%	54.1%	17.5%	61.8%	35.8%	26.0%
4 - 15	8682	8544	4871	1683	5750	3671	2079
%V	13.9%	14.1%	16.4%	15.8%	13.2%	15.9%	10.2%
%H		98.4%	56.1%	19.4%	66.2%	42.3%	23.9%
4 - 9	4531	4449	2556	845	2909	1818	1091
%V	7.2%	7.4%	8.6%	7.9%	6.7%	7.9%	5.3%
%H		98.2%	56.4%	18.6%	64.2%	40.1%	24.1%
10 - 15	4151	4095	2316	838	2841	1853	988
%V	6.6%	6.8%	7.8%	7.9%	6.5%	8.0%	4.8%
%H		98.7%	55.8%	20.2%	68.4%	44.6%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	62512	60516	29657	10657	43584	23109	20475
%H		96.8%	47.4%	17.0%	69.7%	37.0%	32.8%
Total Adults (16+)	50694	48929	23089	8425	35895	18316	17580
%V	81.1%	80.9%	77.9%	79.1%	82.4%	79.3%	85.9%
%H		96.5%	45.5%	16.6%	70.8%	36.1%	34.7%
16 - 19	2956	2875	1521	608	2075	1323	752
%V	4.7%	4.8%	5.1%	5.7%	4.8%	5.7%	3.7%
%H		97.3%	51.5%	20.6%	70.2%	44.8%	25.4%
20 - 24	4009	3684	1795	694	2600	1443	1157
%V	6.4%	6.1%	6.1%	6.5%	6.0%	6.2%	5.7%
%H		91.9%	44.8%	17.3%	64.9%	36.0%	28.9%
25 - 34	8640	8106	4330	1528	5166	2927	2239
%V	13.8%	13.4%	14.6%	14.3%	11.9%	12.7%	10.9%
%H		93.8%	50.1%	17.7%	59.8%	33.9%	25.9%
35 - 44	8322	8040	4350	1586	5452	3286	2166
%V	13.3%	13.3%	14.7%	14.9%	12.5%	14.2%	10.6%
%H		96.6%	52.3%	19.1%	65.5%	39.5%	26.0%
45 - 54	8937	8729	4345	1701	6419	3667	2752
%V	14.3%	14.4%	14.7%	16.0%	14.7%	15.9%	13.4%
%H		97.7%	48.6%	19.0%	71.8%	41.0%	30.8%
55 - 64	7221	7069	3194	1155	5491	2716	2776
%V	11.6%	11.7%	10.8%	10.8%	12.6%	11.8%	13.6%
%H		97.9%	44.2%	16.0%	76.0%	37.6%	38.4%
65+	10610	10425	3553	1154	8691	2953	5738
%V	17.0%	17.2%	12.0%	10.8%	19.9%	12.8%	28.0%
%H		98.3%	33.5%	10.9%	81.9%	27.8%	54.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50694	48929	23089	8425	35895	18316	17580
%H		96.5%	45.5%	16.6%	70.8%	36.1%	34.7%
AB	13046	12675	6210	2193	9298	4950	4348
%V	25.7%	25.9%	26.9%	26.0%	25.9%	27.0%	24.7%
%H		97.2%	47.6%	16.8%	71.3%	37.9%	33.3%
C1	13989	13361	6275	2451	9711	5055	4657
%V	27.6%	27.3%	27.2%	29.1%	27.1%	27.6%	26.5%
%H		95.5%	44.9%	17.5%	69.4%	36.1%	33.3%
C2	10779	10564	5340	1925	7856	4486	3370
%V	21.3%	21.6%	23.1%	22.8%	21.9%	24.5%	19.2%
%H		98.0%	49.5%	17.9%	72.9%	41.6%	31.3%
D	7640	7333	3523	1234	5178	2580	2598
%V	15.1%	15.0%	15.3%	14.6%	14.4%	14.1%	14.8%
%H		96.0%	46.1%	16.2%	67.8%	33.8%	34.0%
E	5239	4997	1741	622	3852	1246	2606
%V	10.3%	10.2%	7.5%	7.4%	10.7%	6.8%	14.8%
%H		95.4%	33.2%	11.9%	73.5%	23.8%	49.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50694	48929	23089	8425	35895	18316	17580
%H		96.5%	45.5%	16.6%	70.8%	36.1%	34.7%
Working full time	22614	21907	11454	4332	15333	9065	6268
%V	44.6%	44.8%	49.6%	51.4%	42.7%	49.5%	35.7%
%H		96.9%	50.7%	19.2%	67.8%	40.1%	27.7%
Working part time	5413	5282	2640	963	3833	2124	1709
%V	10.7%	10.8%	11.4%	11.4%	10.7%	11.6%	9.7%
%H		97.6%	48.8%	17.8%	70.8%	39.2%	31.6%
Not working	22666	21740	8995	3131	16729	7127	9603
%V	44.7%	44.4%	39.0%	37.2%	46.6%	38.9%	54.6%
%H		95.9%	39.7%	13.8%	73.8%	31.4%	42.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24801	23792	11613	4138	17254	9163	8091
%H		95.9%	46.8%	16.7%	69.6%	36.9%	32.6%
16 - 19	1537	1497	814	301	1093	716	377
%V	6.2%	6.3%	7.0%	7.3%	6.3%	7.8%	4.7%
%H		97.4%	53.0%	19.6%	71.1%	46.6%	24.5%
20 - 24	2003	1836	916	345	1299	745	554
%V	8.1%	7.7%	7.9%	8.3%	7.5%	8.1%	6.8%
%H		91.7%	45.7%	17.2%	64.9%	37.2%	27.7%
25 - 34	4381	4074	2192	759	2593	1489	1104
%V	17.7%	17.1%	18.9%	18.3%	15.0%	16.3%	13.6%
%H		93.0%	50.0%	17.3%	59.2%	34.0%	25.2%
35 - 44	4124	3951	2134	750	2667	1580	1087
%V	16.6%	16.6%	18.4%	18.1%	15.5%	17.2%	13.4%
%H		95.8%	51.7%	18.2%	64.7%	38.3%	26.4%
45 - 54	4397	4268	2140	843	3106	1787	1318
%V	17.7%	17.9%	18.4%	20.4%	18.0%	19.5%	16.3%
%H		97.1%	48.7%	19.2%	70.6%	40.6%	30.0%
55 - 64	3531	3438	1593	562	2643	1339	1304
%V	14.2%	14.5%	13.7%	13.6%	15.3%	14.6%	16.1%
%H		97.4%	45.1%	15.9%	74.9%	37.9%	36.9%
65+	4827	4728	1823	577	3854	1508	2346
%V	19.5%	19.9%	15.7%	13.9%	22.3%	16.5%	29.0%
%H		97.9%	37.8%	12.0%	79.8%	31.2%	48.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24801	23792	11613	4138	17254	9163	8091
%H		95.9%	46.8%	16.7%	69.6%	36.9%	32.6%
AB	6583	6374	3181	1105	4655	2533	2122
%V	26.5%	26.8%	27.4%	26.7%	27.0%	27.6%	26.2%
%H		96.8%	48.3%	16.8%	70.7%	38.5%	32.2%
C1	6518	6174	3070	1151	4400	2449	1951
%V	26.3%	25.9%	26.4%	27.8%	25.5%	26.7%	24.1%
%H		94.7%	47.1%	17.7%	67.5%	37.6%	29.9%
C2	5849	5707	2878	1023	4234	2400	1835
%V	23.6%	24.0%	24.8%	24.7%	24.5%	26.2%	22.7%
%H		97.6%	49.2%	17.5%	72.4%	41.0%	31.4%
D	3723	3544	1763	601	2454	1264	1190
%V	15.0%	14.9%	15.2%	14.5%	14.2%	13.8%	14.7%
%H		95.2%	47.4%	16.1%	65.9%	34.0%	32.0%
E	2127	1994	723	257	1511	518	993
%V	8.6%	8.4%	6.2%	6.2%	8.8%	5.7%	12.3%
%H		93.7%	34.0%	12.1%	71.0%	24.4%	46.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24801	23792	11613	4138	17254	9163	8091
%H		95.9%	46.8%	16.7%	69.6%	36.9%	32.6%
Working full time	14056	13587	7240	2617	9470	5663	3807
%V	56.7%	57.1%	62.3%	63.2%	54.9%	61.8%	47.1%
%H		96.7%	51.5%	18.6%	67.4%	40.3%	27.1%
Working part time	1190	1134	553	183	804	399	404
%V	4.8%	4.8%	4.8%	4.4%	4.7%	4.4%	5.0%
%H		95.3%	46.5%	15.4%	67.6%	33.5%	33.9%
Not working	9555	9072	3820	1338	6980	3101	3880
%V	38.5%	38.1%	32.9%	32.3%	40.5%	33.8%	48.0%
%H		94.9%	40.0%	14.0%	73.1%	32.5%	40.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25893	25137	11475	4288	18641	9152	9489
%H		97.1%	44.3%	16.6%	72.0%	35.3%	36.6%
16 - 19	1419	1378	707	306	982	607	375
%V	5.5%	5.5%	6.2%	7.1%	5.3%	6.6%	4.0%
%H		97.1%	49.8%	21.6%	69.2%	42.8%	26.4%
20 - 24	2006	1848	879	349	1301	699	602
%V	7.7%	7.4%	7.7%	8.1%	7.0%	7.6%	6.3%
%H		92.1%	43.8%	17.4%	64.9%	34.8%	30.0%
25 - 34	4259	4032	2137	768	2573	1438	1135
%V	16.4%	16.0%	18.6%	17.9%	13.8%	15.7%	12.0%
%H		94.7%	50.2%	18.0%	60.4%	33.8%	26.6%
35 - 44	4198	4089	2216	836	2785	1707	1079
%V	16.2%	16.3%	19.3%	19.5%	14.9%	18.7%	11.4%
%H		97.4%	52.8%	19.9%	66.3%	40.7%	25.7%
45 - 54	4540	4461	2205	858	3314	1880	1434
%V	17.5%	17.7%	19.2%	20.0%	17.8%	20.5%	15.1%
%H		98.3%	48.6%	18.9%	73.0%	41.4%	31.6%
55 - 64	3690	3631	1601	592	2849	1376	1472
%V	14.3%	14.4%	14.0%	13.8%	15.3%	15.0%	15.5%
%H		98.4%	43.4%	16.0%	77.2%	37.3%	39.9%
65+	5782	5697	1730	577	4837	1445	3392
%V	22.3%	22.7%	15.1%	13.5%	25.9%	15.8%	35.7%
%H		98.5%	29.9%	10.0%	83.7%	25.0%	58.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25893	25137	11475	4288	18641	9152	9489
%H		97.1%	44.3%	16.6%	72.0%	35.3%	36.6%
AB	6463	6301	3030	1088	4643	2417	2226
%V	25.0%	25.1%	26.4%	25.4%	24.9%	26.4%	23.5%
%H		97.5%	46.9%	16.8%	71.8%	37.4%	34.4%
C1	7471	7187	3205	1301	5311	2606	2706
%V	28.9%	28.6%	27.9%	30.3%	28.5%	28.5%	28.5%
%H		96.2%	42.9%	17.4%	71.1%	34.9%	36.2%
C2	4931	4857	2462	901	3622	2086	1536
%V	19.0%	19.3%	21.5%	21.0%	19.4%	22.8%	16.2%
%H		98.5%	49.9%	18.3%	73.5%	42.3%	31.1%
D	3916	3789	1760	633	2724	1316	1408
%V	15.1%	15.1%	15.3%	14.8%	14.6%	14.4%	14.8%
%H		96.8%	44.9%	16.2%	69.6%	33.6%	36.0%
E	3112	3003	1018	365	2341	728	1613
%V	12.0%	11.9%	8.9%	8.5%	12.6%	8.0%	17.0%
%H		96.5%	32.7%	11.7%	75.2%	23.4%	51.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2012 - March 2013

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25893	25137	11475	4288	18641	9152	9489
%H		97.1%	44.3%	16.6%	72.0%	35.3%	36.6%
Working full time	8558	8320	4215	1715	5863	3402	2461
%V	33.1%	33.1%	36.7%	40.0%	31.5%	37.2%	25.9%
%H		97.2%	49.3%	20.0%	68.5%	39.8%	28.8%
Working part time	4223	4148	2086	780	3029	1724	1305
%V	16.3%	16.5%	18.2%	18.2%	16.2%	18.8%	13.8%
%H		98.2%	49.4%	18.5%	71.7%	40.8%	30.9%
Not working	13112	12668	5174	1793	9749	4026	5723
%V	50.6%	50.4%	45.1%	41.8%	52.3%	44.0%	60.3%
%H		96.6%	39.5%	13.7%	74.4%	30.7%	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 April 2012 and March 2013

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: April 2012 - March 2013							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	80,270	19516	2526	10449	3832	2397	2930
Shop / Business	819	229	21	90	47	30	20
Demolished / Incomplete	171	30	1	15	19	0	10
Empty	5,629	732	105	794	181	119	162
Holiday Home	624	18	22	22	31	20	95
Other Non Effective	1,151	200	67	147	49	49	83
Eligible Addresses	71,876	18307	2310	9381	3505	2179	2560
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	654	415	10	19	3	24	32
Total Additional Households	2,752	2525	2121	2118	2103	2125	2134
Total Valid Households	80,924	19940	2536	10468	3830	2421	2958
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,454	2918	192	855	397	216	203
	9.2%	14.6%	7.6%	8.2%	10.4%	8.9%	6.9%
No English Spoken	161	68	1	44	11	2	0
	0.2%	0.3%	0.0%	0.4%	0.3%	0.1%	0.0%
Refusals	17,275	5134	515	2233	938	579	807
	21.3%	25.7%	20.3%	21.3%	24.5%	23.9%	27.3%
Total Interviews	56,034	11820	1828	7336	2484	1624	1948
	69.2%	59.3%	72.1%	70.1%	64.9%	67.1%	65.9%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4604	5139	2487	6840	6192	4741	8617
Shop / Business	42	53	18	61	93	54	61
Demolished / Incomplete	8	5	8	25	15	22	13
Empty	193	359	169	663	696	565	891
Holiday Home	35	21	18	34	106	54	148
Other Non Effective	71	70	24	92	43	87	169
Eligible Addresses	4255	4631	2250	5965	5239	3959	7335
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	29	22	2	30	17	20	31
Total Additional Households	2132	2126	2107	2136	2124	2128	2140
Total Valid Households	4634	5165	2495	6868	6211	4751	8647
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	461	306	180	413	317	311	685
	9.9%	5.9%	7.2%	6.0%	5.1%	6.5%	7.9%
No English Spoken	6	9	2	4	11	2	1
	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.0%
Refusals	1114	980	445	1333	1282	635	1280
	24.0%	19.0%	17.8%	19.4%	20.6%	13.4%	14.8%
Total Interviews	3053	3870	1868	5118	4601	3803	6681
	65.9%	74.9%	74.9%	74.5%	74.1%	80.0%	77.3%

Response Analysis: April 2012 - March 2013							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	80,270	20079	11321	6927	5376	1815	5903
Shop / Business	819	232	107	61	56	13	90
Demolished / Incomplete	171	32	15	26	5	4	13
Empty	5,629	761	815	671	369	113	653
Holiday Home	624	20	29	25	24	4	89
Other Non Effective	1,151	223	167	102	67	11	43
Eligible Addresses	71,876	18811	10188	6042	4855	1670	5015
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	654	415	19	30	24	0	16
Total Additional Households	2,752	2514	2119	2131	2126	2103	2126
Total Valid Households	80,924	20503	11340	6956	5404	1819	5920
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,454	2951	942	421	327	141	302
	9.2%	14.4%	8.3%	6.1%	6.1%	7.8%	5.1%
No English Spoken	161	69	44	4	10	2	11
	0.2%	0.3%	0.4%	0.1%	0.2%	0.1%	0.2%
Refusals	17,275	5227	2411	1343	1055	323	1242
	21.3%	25.5%	21.3%	19.3%	19.5%	17.8%	21.0%
Total Interviews	56,034	12256	7943	5188	4012	1353	4365
	69.2%	59.8%	70.0%	74.6%	74.2%	74.4%	73.7%

	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	5739	3905	2794	4741	717	2336	8617
Shop / Business	50	45	18	54	5	27	61
Demolished / Incomplete	6	19	10	22	6	0	13
Empty	257	184	154	565	85	111	891
Holiday Home	53	31	95	54	37	15	148
Other Non Effective	106	49	77	87	7	43	169
Eligible Addresses	5267	3577	2440	3959	577	2140	7335
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	42	3	29	20	1	24	31
Total Additional Households	2153	2107	2134	2126	2108	2132	2140
Total Valid Households	5781	3903	2819	4751	720	2361	8647
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	536	407	190	311	29	212	685
	9.3%	10.4%	6.7%	6.5%	4.0%	9.0%	7.9%
No English Spoken	7	10	0	2	0	1	1
	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Refusals	1367	951	782	635	99	560	1280
	23.6%	24.4%	27.7%	13.4%	13.8%	23.7%	14.8%
Total Interviews	3871	2535	1847	3803	592	1588	6681
	67.0%	65.0%	65.5%	80.0%	82.2%	67.3%	77.3%

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 April 2012 to March 2013

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	56034	54192	53607
All Sets	111716	111716	110930
All Individuals	138733	134821	133543
Children 0-15	27417	26887	26685
All Adults	111316	107934	106858
Adult Males	53738	51900	51326
Adult Females	57578	56034	55532

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11820	11177	11071
All Sets	21387	21387	21255
All Individuals	31588	30090	29834
Children 0-15	6599	6385	6336
All Adults	24989	23705	23498
Adult Males	12114	11409	11304
Adult Females	12875	12296	12194

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1828	1790	1765
All Sets	3799	3799	3766
All Individuals	4520	4430	4386
Children 0-15	847	837	834
All Adults	3673	3593	3552
Adult Males	1747	1704	1681
Adult Females	1926	1889	1871

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7336	7159	7108
All Sets	14697	14697	14636
All Individuals	18335	17955	17829
Children 0-15	3717	3649	3632
All Adults	14618	14306	14197
Adult Males	7013	6848	6778
Adult Females	7605	7458	7419

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2484	2413	2394
All Sets	5105	5105	5077
All Individuals	6144	6003	5948
Children 0-15	1257	1240	1228
All Adults	4887	4763	4720
Adult Males	2401	2335	2315
Adult Females	2486	2428	2405

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1624	1566	1552
All Sets	3168	3168	3147
All Individuals	3916	3812	3772
Children 0-15	711	702	696
All Adults	3205	3110	3076
Adult Males	1562	1506	1484
Adult Females	1643	1604	1592

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	1948	1877	1864
All Sets	3877	3877	3861
All Individuals	4551	4417	4388
Children 0-15	785	778	770
All Adults	3766	3639	3618
Adult Males	1833	1773	1761
Adult Females	1933	1866	1857

BBC South	All Households	Total TV Households	Multichannel Households
All Households	3053	2952	2935
All Sets	6155	6155	6135
All Individuals	7569	7343	7289
Children 0-15	1456	1440	1433
All Adults	6113	5903	5856
Adult Males	2989	2877	2849
Adult Females	3124	3026	3007

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3870	3759	3722
All Sets	8133	8133	8087
All Individuals	9441	9228	9136
Children 0-15	1946	1904	1880
All Adults	7495	7324	7256
Adult Males	3548	3458	3421
Adult Females	3947	3866	3835

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	1868	1832	1803
All Sets	3898	3898	3858
All Individuals	4293	4231	4176
Children 0-15	789	784	775
All Adults	3504	3447	3401
Adult Males	1681	1651	1629
Adult Females	1823	1796	1772

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5118	4989	4972
All Sets	10415	10415	10389
All Individuals	12531	12247	12208
Children 0-15	2472	2406	2399
All Adults	10059	9841	9809
Adult Males	4841	4729	4715
Adult Females	5218	5112	5094

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4601	4449	4419
All Sets	9273	9273	9236
All Individuals	10508	10209	10137
Children 0-15	1905	1877	1866
All Adults	8603	8332	8271
Adult Males	4121	3960	3926
Adult Females	4482	4372	4345

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3803	3708	3527
All Sets	7825	7825	7560
All Individuals	9607	9424	9122
Children 0-15	2032	2008	1976
All Adults	7575	7416	7146
Adult Males	3739	3652	3519
Adult Females	3836	3764	3627

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	6681	6521	6475
All Sets	13984	13984	13923
All Individuals	15730	15432	15318
Children 0-15	2901	2877	2860
All Adults	12829	12555	12458
Adult Males	6149	5998	5944
Adult Females	6680	6557	6514

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4649	4538	4514
All Sets	9360	9360	9331
All Individuals	11600	11352	11294
Children 0-15	2368	2321	2312
All Adults	9232	9031	8982
Adult Males	4443	4335	4304
Adult Females	4789	4696	4678

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2687	2621	2594
All Sets	5337	5337	5305
All Individuals	6735	6603	6535
Children 0-15	1349	1328	1320
All Adults	5386	5275	5215
Adult Males	2570	2513	2474
Adult Females	2816	2762	2741

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	12256	11599	11484
All Sets	22283	22283	22141
All Individuals	32710	31183	30904
Children 0-15	6792	6577	6524
All Adults	25918	24606	24380
Adult Males	12562	11843	11729
Adult Females	13356	12763	12651

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7943	7740	7686
All Sets	15835	15835	15771
All Individuals	19858	19408	19275
Children 0-15	4039	3965	3947
All Adults	15819	15443	15328
Adult Males	7610	7409	7336
Adult Females	8209	8034	7992

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5188	5058	5041
All Sets	10590	10590	10564
All Individuals	12718	12432	12393
Children 0-15	2507	2440	2433
All Adults	10211	9992	9960
Adult Males	4917	4805	4791
Adult Females	5294	5187	5169

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	4012	3900	3862
All Sets	8428	8428	8381
All Individuals	9790	9577	9480
Children 0-15	2015	1974	1949
All Adults	7775	7603	7531
Adult Males	3683	3593	3553
Adult Females	4092	4010	3978

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1353	1325	1298
All Sets	2807	2807	2769
All Individuals	3123	3074	3025
Children 0-15	600	596	588
All Adults	2523	2478	2437
Adult Males	1201	1176	1158
Adult Females	1322	1302	1279

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3334	3229	3211
All Sets	6703	6703	6680
All Individuals	7695	7487	7437
Children 0-15	1426	1409	1399
All Adults	6269	6078	6038
Adult Males	2974	2857	2834
Adult Females	3295	3221	3204

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1031	990	982
All Sets	2115	2115	2106
All Individuals	2309	2228	2215
Children 0-15	407	398	397
All Adults	1902	1830	1818
Adult Males	935	895	888
Adult Females	967	935	930

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	3871	3772	3740
All Sets	8003	8003	7961
All Individuals	9563	9341	9267
Children 0-15	1827	1809	1804
All Adults	7736	7532	7463
Adult Males	3748	3640	3598
Adult Females	3988	3892	3865

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2535	2465	2448
All Sets	5222	5222	5196
All Individuals	6246	6109	6060
Children 0-15	1275	1257	1245
All Adults	4971	4852	4815
Adult Males	2428	2364	2347
Adult Females	2543	2488	2468

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1847	1777	1764
All Sets	3633	3633	3617
All Individuals	4280	4148	4119
Children 0-15	731	724	716
All Adults	3549	3424	3403
Adult Males	1724	1665	1653
Adult Females	1825	1759	1750

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3803	3708	3527
All Sets	7825	7825	7560
All Individuals	9607	9424	9122
Children 0-15	2032	2008	1976
All Adults	7575	7416	7146
Adult Males	3739	3652	3519
Adult Females	3836	3764	3627

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	592	579	574
All Sets	1197	1197	1191
All Individuals	1296	1274	1264
Children 0-15	187	184	184
All Adults	1109	1090	1080
Adult Males	548	539	534
Adult Females	561	551	546

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1588	1529	1515
All Sets	3091	3091	3070
All Individuals	3808	3704	3664
Children 0-15	678	669	663
All Adults	3130	3035	3001
Adult Males	1520	1464	1442
Adult Females	1610	1571	1559

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	6681	6521	6475
All Sets	13984	13984	13923
All Individuals	15730	15432	15318
Children 0-15	2901	2877	2860
All Adults	12829	12555	12458
Adult Males	6149	5998	5944
Adult Females	6680	6557	6514

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	101	100	100
All Sets	244	244	244
All Individuals	271	269	269
Children 0-15	54	54	54
All Adults	217	215	215
Adult Males	109	108	108
Adult Females	108	107	107

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5309	5171	5144
All Sets	10619	10619	10587
All Individuals	13273	12954	12889
Children 0-15	2724	2671	2661
All Adults	10549	10283	10228
Adult Males	5100	4956	4922
Adult Females	5449	5327	5306

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2634	2569	2542
All Sets	5216	5216	5184
All Individuals	6585	6454	6386
Children 0-15	1315	1294	1286
All Adults	5270	5160	5100
Adult Males	2510	2453	2414
Adult Females	2760	2707	2686

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4365	4219	4193
All Sets	8818	8818	8786
All Individuals	10004	9715	9652
Children 0-15	1833	1807	1796
All Adults	8171	7908	7856
Adult Males	3909	3752	3722
Adult Females	4262	4156	4134

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	8269	8050	7990
All Sets	17075	17075	16993
All Individuals	19538	19136	18982
Children 0-15	3579	3546	3523
All Adults	15959	15590	15459
Adult Males	7669	7462	7386
Adult Females	8290	8128	8073

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	10116	9827	9754
All Sets	20708	20708	20610
All Individuals	23818	23284	23101
Children 0-15	4310	4270	4239
All Adults	19508	19014	18862
Adult Males	9393	9127	9039
Adult Females	10115	9887	9823

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	18059	17567	17440
All Sets	36543	36543	36381
All Individuals	43676	42692	42376
Children 0-15	8349	8235	8186
All Adults	35327	34457	34190
Adult Males	17003	16536	16375
Adult Females	18324	17921	17815

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3770	3672	3640
All Sets	7759	7759	7717
All Individuals	9292	9072	8998
Children 0-15	1773	1755	1750
All Adults	7519	7317	7248
Adult Males	3639	3532	3490
Adult Females	3880	3785	3758

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6406	6237	6188
All Sets	13225	13225	13157
All Individuals	15809	15450	15327
Children 0-15	3102	3066	3049
All Adults	12707	12384	12278
Adult Males	6176	6004	5945
Adult Females	6531	6380	6333

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11145	10862	10775
All Sets	23022	23022	22905
All Individuals	26927	26357	26162
Children 0-15	5309	5194	5154
All Adults	21618	21163	21008
Adult Males	10349	10113	10036
Adult Females	11269	11050	10972

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5365	5225	5160
All Sets	11235	11235	11150
All Individuals	12913	12651	12505
Children 0-15	2615	2570	2537
All Adults	10298	10081	9968
Adult Males	4884	4769	4711
Adult Females	5414	5312	5257

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5780	5637	5615
All Sets	11787	11787	11755
All Individuals	14014	13706	13657
Children 0-15	2694	2624	2617
All Adults	11320	11082	11040
Adult Males	5465	5344	5325
Adult Females	5855	5738	5715

S4C	All Households	Total TV Households	Multichannel Households
All Households	6681	6521	6475
All Sets	13984	13984	13923
All Individuals	15730	15432	15318
Children 0-15	2901	2877	2860
All Adults	12829	12555	12458
Adult Males	6149	5998	5944
Adult Females	6680	6557	6514

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	16522	16064	15942
All Sets	33933	33933	33767
All Individuals	39627	38734	38428
Children 0-15	7412	7336	7288
All Adults	32215	31398	31140
Adult Males	15569	15131	14984
Adult Females	16646	16267	16156

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10553	10283	10201
All Sets	21825	21825	21714
All Individuals	25631	25083	24898
Children 0-15	5122	5010	4970
All Adults	20509	20073	19928
Adult Males	9801	9574	9502
Adult Females	10708	10499	10426

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	4957	4798	4767
All Sets	10015	10015	9977
All Individuals	11300	10989	10916
Children 0-15	2020	1991	1980
All Adults	9280	8998	8936
Adult Males	4457	4291	4256
Adult Females	4823	4707	4680

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 (March 2013)

BARB Establishment Survey

Questionnaire Script

March 2013
Version 14.3 FINAL
13/02/2012

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 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
YouView
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

Cable	<RECODE H64 = YES>
Satellite	<RECODE H65 = YES>
An aerial with a digital signal (known as Freeview)	<RECODE H66=YES >
	<RECODE H66 = YES >
BT Vision	<RECODE H68 = BT VISION>
YouView	<RECODE H68 = YOUVIEW>
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)
BT Vision (if H68 = BT Vision)
YouView (if H68 = YouView)
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

<RECODE H66 TO YES, >

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)

BT Vision (if H68 = BT Vision)

YouView (if H68 = YouView)

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 H66 = 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)

BT Vision (if H68 = BT Vision)

YouView (if H68 = YouView)

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 S65 = SEPARATE BOX AND H68 = NONE OF THESE	S9a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BUILT IN AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BOTH AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = DON'T KNOW AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
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=BT VISION	S55a =YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=YOUVIEW	S67a =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 S65 = SEPARATE BOX	S9b = YES AND S14b = SEPARATE BOX
IF H66 = YES AND S65 = BUILT IN	S9b = YES AND S14b = BUILT IN
IF H66 = YES AND S65 = BOTH	S9b = YES AND S14b = BOTH
IF H66 = YES AND S65 = DON'T KNOW	S9b = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H68=BT VISION	S55b =YES
IF H68=YOUVIEW	S67b =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	
ASK IF S9A/B = 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= 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= YOUVIEW AND YOUVIEW ONLY CLAIMED AT HH	
S67a	Can you confirm that this set receives TV from YouView?
	Yes No
ASK IF H68= YOUVIEW AND 2+ PLATFORMS CLAIMED AT HH	
S67b	Does this set receive TV from YouView?
	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, S55A/B, S67A/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)

BT Vision (if **S55A/B** = BT Vision)

YouView (if **S67A/B** = YouView)

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

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, S14b=SEPARATE BOX, H66=YES

An aerial with a digital signal (known as Freeview) and built-in reception

(ROUTE ON ANY AERIAL)

CODE S9a/b=YES, S14b=BUILT IN, H66=YES

CODE S9a/b=YES, H66=YES

BT Vision

CODE S55a/b =YES AND H68=BT VISION

YouView

CODE S67a/b =YES AND H68=YOUVIEW

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

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 S55A/B, S67A/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
An aerial with a digital signal (known as Freeview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES
	CODE S9=YES, S14=NO, H66=YES
BT Vision	CODE S55a/b =YES AND H68=BT VISION
YouView	CODE S67a/b =YES AND H68=YOUVIEW
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 S55a/b TO S58a/b or S67a/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 S55A/B TO S58A/B or S67a/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 (YES) AT S9A/B, OTHERWISE GO TO S51		
S25	SHOW SCREEN	SP
(IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = YES) You have said this set is able to receive TV services via an aerial. Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF CODE 1 (YES) AT S9A/B, 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	RECODE H64 TO NO, RECODE H83 to NO
	Don't know	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	RECODE H65 TO NO, RECODE H85 to NO
	Don't know	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	RECODE H66 TO NO, RECODE H87 to NO
	Don't know	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 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 H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR BT VISION	
ASK IF H91=YES		
H92	Which of the sets you have mentioned receives TV services from BT Vision? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H91 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE T H68, CLEAR H68 RESPONSE FOR BT VISION RECODE H91 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE T H68, CLEAR H68 RESPONSE FOR BT VISION	MP
RECODE S55A/B FOR SETS CLAIMED AT H92		
FOR 2+ SETS ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL ASK IF YOUVIEW AT H68 AND S67A/B=NO FOR ALL SETS		
H99	You said that your household was able to access TV services from YouView but no set has YouView claimed. Are you able to access TV services via YouView?	
	Yes ASK H100 No IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR YOUVIEW	
ASK IF H99=YES		
H100	Which of the sets you have mentioned receives TV services from YouView? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H99 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR YOUVIEW RECODE H99 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AAT H68, CLEAR H68 RESPONSE FOR YOUVIEW	MP
RECODE S67A/B FOR SETS CLAIMED AT H100		
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 H68, CLEAR H68 MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE	IF
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 Don't know RECODE H93 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE RECODE H93 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE	
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 No ASK H96 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER	

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 Don't know RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER	
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 INTERNET 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 No ASK H98 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET	

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 H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET
	Don't know	RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET
RECODE S58a/b FOR SETS CLAIMED AT H98		

FORCE CODE AS FOLLOWS:	CODE
IF H83, H85, H87, H89, H91, H99, H93, H95, H97 = NO FOR ALL PLATFORMES CLAIMED IN THAT HH	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 MP 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 Nintendo Wii U Other Nintendo PS2 PS3 Other Playstation Xbox Xbox 360 Any other games/computer console Don't know
ASK IF Yes (CODE 1) AT H22b	
H54	SHOW SCREEN MP 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

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 <i>(Cable HH)</i> In addition to your Cable connection <i>(BT Vision HH)</i> In addition to your BT Vision connection <i>(YouView HH)</i> In addition to your YouView connection <i>(Cable and BT Vision HH)</i> In addition to your Cable and BT vision connections <i>(Cable and YouView HH)</i> In addition to your Cable and YouView connections <i>(YouView and BT Vision HH)</i> In addition to your YouView and BT Vision connections <i>(Cable, BT Vision and YouView)</i> In addition to your Cable, BT Vision and YouView connections <i>(Single Set Household)</i> Can your TV set be connected to the internet? <i>(Multi Set Households)</i> Can any of your TV sets be connected to the internet? <i>(ALL)</i> 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 <i>(Cable HH)</i> In addition to your Cable connection <i>(BT Vision HH)</i> In addition to your BT Vision connection <i>(YouView HH)</i> In addition to your Youview connection <i>(Cable and BT Vision HH)</i> In addition to your Cable and BT vision connections <i>(Cable and YouView HH)</i> In addition to your Cable and YouView connections <i>(YouView and BT Vision HH)</i> In addition to your YouView and BT Vision connections <i>(Cable, BT Vision and YouView)</i> In addition to your Cable, BT Vision and YouView connections <i>(Single Set Household)</i> By which methods or devices can your TV set be connected to the internet? <i>(Multi Set Households)</i> By which methods or devices can any of your TV sets be connected to the internet? <i>(ALL)</i> 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 (BT Vision HH) and your BT Vision connection (YouView HH) and your Youview connection (Cable and BT Vision HH) and your Cable and BT vision connections (Cable and YouView HH) and your Cable and YouView connections (YouView and BT Vision HH) and your YouView and BT Vision connections (Cable, BT Vision and YouView) and your Cable, BT Vision and YouView 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 members of your household in the following order:
Intro1	- 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
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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: (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		