



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

April 2013 to March 2014



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2013 - March 2014

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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 2013 - March 2014

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
AB	6793	6541	3017	1070	4770	2308	2462	6220
%V	24.9%	25.1%	26.8%	26.0%	24.6%	26.5%	23.1%	30.0%
%H (All HH)		96.3%	44.4%	15.8%	70.2%	34.0%	36.2%	91.6%
%H (TV HH)			46.1%	16.4%	72.9%	35.3%	37.6%	
C1	7507	7096	3090	1183	5245	2447	2798	6216
%V	27.5%	27.2%	27.4%	28.7%	27.1%	28.1%	26.3%	30.0%
%H (All HH)		94.5%	41.2%	15.8%	69.9%	32.6%	37.3%	82.8%
%H (TV HH)			43.5%	16.7%	73.9%	34.5%	39.4%	
C2	5483	5322	2496	865	3991	2026	1965	4236
%V	20.1%	20.4%	22.2%	21.0%	20.6%	23.3%	18.4%	20.4%
%H (All HH)		97.1%	45.5%	15.8%	72.8%	37.0%	35.8%	77.3%
%H (TV HH)			46.9%	16.3%	75.0%	38.1%	36.9%	
D	4262	4037	1684	648	2925	1235	1690	2732
%V	15.6%	15.5%	15.0%	15.7%	15.1%	14.2%	15.9%	13.2%
%H (All HH)		94.7%	39.5%	15.2%	68.6%	29.0%	39.7%	64.1%
%H (TV HH)			41.7%	16.1%	72.5%	30.6%	41.9%	
E	3275	3084	969	355	2431	689	1742	1331
%V	12.0%	11.8%	8.6%	8.6%	12.6%	7.9%	16.3%	6.4%
%H (All HH)		94.2%	29.6%	10.8%	74.2%	21.0%	53.2%	40.6%
%H (TV HH)			31.4%	11.5%	78.8%	22.3%	56.5%	

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
Under 25	1225	1045	389	155	716	268	448	933
%V	4.5%	4.0%	3.5%	3.8%	3.7%	3.1%	4.2%	4.5%
%H (All HH)		85.3%	31.8%	12.7%	58.4%	21.9%	36.6%	76.2%
%H (TV HH)			37.2%	14.8%	68.5%	25.6%	42.9%	
25 - 34	4332	4007	2006	716	2587	1344	1243	3807
%V	15.9%	15.4%	17.8%	17.4%	13.4%	15.4%	11.7%	18.4%
%H (All HH)		92.5%	46.3%	16.5%	59.7%	31.0%	28.7%	87.9%
%H (TV HH)			50.1%	17.9%	64.6%	33.5%	31.0%	
35 - 44	4751	4544	2342	853	3023	1681	1342	4296
%V	17.4%	17.4%	20.8%	20.7%	15.6%	19.3%	12.6%	20.7%
%H (All HH)		95.6%	49.3%	18.0%	63.6%	35.4%	28.2%	90.4%
%H (TV HH)			51.5%	18.8%	66.5%	37.0%	29.5%	
45 - 54	5323	5134	2451	923	3825	2040	1785	4648
%V	19.5%	19.7%	21.8%	22.4%	19.8%	23.4%	16.7%	22.4%
%H (All HH)		96.4%	46.0%	17.3%	71.9%	38.3%	33.5%	87.3%
%H (TV HH)			47.7%	18.0%	74.5%	39.7%	34.8%	
55 - 64	4440	4288	1876	694	3293	1562	1731	3561
%V	16.3%	16.4%	16.7%	16.8%	17.0%	17.9%	16.2%	17.2%
%H (All HH)		96.6%	42.3%	15.6%	74.2%	35.2%	39.0%	80.2%
%H (TV HH)			43.8%	16.2%	76.8%	36.4%	40.4%	
65 +	7249	7063	2192	780	5917	1810	4108	3491
%V	26.5%	27.1%	19.5%	18.9%	30.6%	20.8%	38.5%	16.8%
%H (All HH)		97.4%	30.2%	10.8%	81.6%	25.0%	56.7%	48.2%
%H (TV HH)			31.0%	11.0%	83.8%	25.6%	58.2%	

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

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April 2013 - March 2014

Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
1	8494	7889	2253	932	6244	1597	4646	4307
%V	31.1%	30.2%	20.0%	22.6%	32.2%	18.3%	43.6%	20.8%
%H (All HH)		92.9%	26.5%	11.0%	73.5%	18.8%	54.7%	50.7%
%H (TV HH)			28.6%	11.8%	79.1%	20.2%	58.9%	
2	9133	8830	3879	1376	6692	3128	3564	7450
%V	33.4%	33.9%	34.5%	33.4%	34.6%	35.9%	33.4%	35.9%
%H (All HH)		96.7%	42.5%	15.1%	73.3%	34.2%	39.0%	81.6%
%H (TV HH)			43.9%	15.6%	75.8%	35.4%	40.4%	
3	4300	4155	2187	807	2909	1739	1170	3895
%V	15.7%	15.9%	19.4%	19.6%	15.0%	20.0%	11.0%	18.8%
%H (All HH)		96.6%	50.9%	18.8%	67.7%	40.4%	27.2%	90.6%
%H (TV HH)			52.6%	19.4%	70.0%	41.9%	28.2%	
4	3623	3508	1975	689	2396	1532	864	3424
%V	13.3%	13.5%	17.5%	16.7%	12.4%	17.6%	8.1%	16.5%
%H (All HH)		96.8%	54.5%	19.0%	66.1%	42.3%	23.8%	94.5%
%H (TV HH)			56.3%	19.6%	68.3%	43.7%	24.6%	
5+	1769	1699	964	317	1121	709	412	1660
%V	6.5%	6.5%	8.6%	7.7%	5.8%	8.1%	3.9%	8.0%
%H (All HH)		96.0%	54.5%	17.9%	63.4%	40.1%	23.3%	93.8%
%H (TV HH)			56.7%	18.7%	66.0%	41.7%	24.2%	
Average HH size	2.34	2.35	2.64	2.58	2.28	2.65	1.97	2.59

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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
Without	20288	19238	7498	2861	14789	5963	8826	14337
%V	74.3%	73.8%	66.6%	69.4%	76.4%	68.5%	82.8%	69.1%
%H (All HH)		94.8%	37.0%	14.1%	72.9%	29.4%	43.5%	70.7%
%H (TV HH)			39.0%	14.9%	76.9%	31.0%	45.9%	
With	7032	6842	3758	1259	4573	2742	1830	6399
%V	25.7%	26.2%	33.4%	30.6%	23.6%	31.5%	17.2%	30.9%
%H (All HH)		97.3%	53.4%	17.9%	65.0%	39.0%	26.0%	91.0%
%H (TV HH)			54.9%	18.4%	66.8%	40.1%	26.7%	
0 - 3	2759	2664	1444	470	1703	965	738	2414
%V	10.1%	10.2%	12.8%	11.4%	8.8%	11.1%	6.9%	11.6%
%H (All HH)		96.6%	52.3%	17.0%	61.7%	35.0%	26.7%	87.5%
%H (TV HH)			54.2%	17.6%	63.9%	36.2%	27.7%	
4 - 9	3495	3396	1922	596	2226	1353	873	3171
%V	12.8%	13.0%	17.1%	14.5%	11.5%	15.5%	8.2%	15.3%
%H (All HH)		97.2%	55.0%	17.1%	63.7%	38.7%	25.0%	90.7%
%H (TV HH)			56.6%	17.6%	65.5%	39.8%	25.7%	
10 - 15	3207	3138	1759	615	2172	1388	783	3023
%V	11.7%	12.0%	15.6%	14.9%	11.2%	15.9%	7.3%	14.6%
%H (All HH)		97.8%	54.8%	19.2%	67.7%	43.3%	24.4%	94.3%
%H (TV HH)			56.1%	19.6%	69.2%	44.2%	25.0%	

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

%V = percentage of vertical total

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

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

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
1	10767	10767	3630	1442	7302	1764	5538	7059
%V	39.4%	41.3%	32.2%	35.0%	37.7%	20.3%	52.0%	34.0%
%H (All HH)		100.0%	33.7%	13.4%	67.8%	16.4%	51.4%	65.6%
%H (TV HH)			33.7%	13.4%	67.8%	16.4%	51.4%	
2	8911	8911	4021	1503	6794	3372	3423	6991
%V	32.6%	34.2%	35.7%	36.5%	35.1%	38.7%	32.1%	33.7%
%H (All HH)		100.0%	45.1%	16.9%	76.2%	37.8%	38.4%	78.5%
%H (TV HH)			45.1%	16.9%	76.2%	37.8%	38.4%	
3	4004	4004	2148	714	3247	2065	1182	3587
%V	14.7%	15.4%	19.1%	17.3%	16.8%	23.7%	11.1%	17.3%
%H (All HH)		100.0%	53.6%	17.8%	81.1%	51.6%	29.5%	89.6%
%H (TV HH)			53.6%	17.8%	81.1%	51.6%	29.5%	
4	1613	1613	956	318	1344	979	365	1516
%V	5.9%	6.2%	8.5%	7.7%	6.9%	11.2%	3.4%	7.3%
%H (All HH)		100.0%	59.3%	19.7%	83.3%	60.7%	22.6%	94.0%
%H (TV HH)			59.3%	19.7%	83.3%	60.7%	22.6%	
5+	784	784	502	144	676	526	150	762
%V	2.9%	3.0%	4.5%	3.5%	3.5%	6.0%	1.4%	3.7%
%H (All HH)		100.0%	64.0%	18.4%	86.2%	67.1%	19.1%	97.2%
%H (TV HH)			64.0%	18.4%	86.2%	67.1%	19.1%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
Under 20"	6281	6281	2761	959	5300	2717	2583	5016
%V	23.0%	24.1%	24.5%	23.3%	27.4%	31.2%	24.2%	24.2%
%H (All HH)		100.0%	44.0%	15.3%	84.4%	43.3%	41.1%	79.9%
%H (TV HH)			44.0%	15.3%	84.4%	43.3%	41.1%	
20" - 29"	9882	9882	4077	1527	7993	3688	4305	7433
%V	36.2%	37.9%	36.2%	37.1%	41.3%	42.4%	40.4%	35.8%
%H (All HH)		100.0%	41.3%	15.5%	80.9%	37.3%	43.6%	75.2%
%H (TV HH)			41.3%	15.5%	80.9%	37.3%	43.6%	
30" - 39"	13810	13810	6105	2304	10481	5043	5438	10799
%V	50.5%	53.0%	54.2%	55.9%	54.1%	57.9%	51.0%	52.1%
%H (All HH)		100.0%	44.2%	16.7%	75.9%	36.5%	39.4%	78.2%
%H (TV HH)			44.2%	16.7%	75.9%	36.5%	39.4%	
40" and over	11009	11009	6186	1992	7718	4820	2899	9629
%V	40.3%	42.2%	55.0%	48.3%	39.9%	55.4%	27.2%	46.4%
%H (All HH)		100.0%	56.2%	18.1%	70.1%	43.8%	26.3%	87.5%
%H (TV HH)			56.2%	18.1%	70.1%	43.8%	26.3%	

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

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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	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
Main living room	25660	25660	11152	4083	19098	8638	10461	19607
%V	93.9%	98.4%	99.1%	99.1%	98.6%	99.2%	98.2%	94.6%
%H (All HH)		100.0%	43.5%	15.9%	74.4%	33.7%	40.8%	76.4%
%H (TV HH)			43.5%	15.9%	74.4%	33.7%	40.8%	
Kitchen	3078	3078	1538	436	2673	1543	1131	2603
%V	11.3%	11.8%	13.7%	10.6%	13.8%	17.7%	10.6%	12.6%
%H (All HH)		100.0%	50.0%	14.2%	86.8%	50.1%	36.7%	84.6%
%H (TV HH)			50.0%	14.2%	86.8%	50.1%	36.7%	
Adult's bedroom	11086	11086	5576	1999	8854	5264	3590	9352
%V	40.6%	42.5%	49.5%	48.5%	45.7%	60.5%	33.7%	45.1%
%H (All HH)		100.0%	50.3%	18.0%	79.9%	47.5%	32.4%	84.4%
%H (TV HH)			50.3%	18.0%	79.9%	47.5%	32.4%	
Child's bedroom	2411	2411	1426	487	1824	1300	525	2232
%V	8.8%	9.2%	12.7%	11.8%	9.4%	14.9%	4.9%	10.8%
%H (All HH)		100.0%	59.1%	20.2%	75.7%	53.9%	21.8%	92.6%
%H (TV HH)			59.1%	20.2%	75.7%	53.9%	21.8%	
Other bedroom	1290	1290	693	242	1061	693	369	1159
%V	4.7%	4.9%	6.2%	5.9%	5.5%	8.0%	3.5%	5.6%
%H (All HH)		100.0%	53.7%	18.8%	82.2%	53.7%	28.6%	89.8%
%H (TV HH)			53.7%	18.8%	82.2%	53.7%	28.6%	
Second living/dining room	2357	2357	1209	398	1909	1137	772	2041
%V	8.6%	9.0%	10.7%	9.7%	9.9%	13.1%	7.2%	9.8%
%H (All HH)		100.0%	51.3%	16.9%	81.0%	48.2%	32.8%	86.6%
%H (TV HH)			51.3%	16.9%	81.0%	48.2%	32.8%	
Study/office	407	407	223	65	322	200	122	390
%V	1.5%	1.6%	2.0%	1.6%	1.7%	2.3%	1.1%	1.9%
%H (All HH)		100.0%	54.8%	16.0%	79.1%	49.1%	30.0%	95.8%
%H (TV HH)			54.8%	16.0%	79.1%	49.1%	30.0%	
TV room	196	196	107	34	145	89	56	186
%V	0.7%	0.8%	1.0%	0.8%	0.7%	1.0%	0.5%	0.9%
%H (All HH)		100.0%	54.6%	17.3%	74.0%	45.4%	28.6%	94.9%
%H (TV HH)			54.6%	17.3%	74.0%	45.4%	28.6%	
Conservatory	555	555	320	90	481	328	153	505
%V	2.0%	2.1%	2.8%	2.2%	2.5%	3.8%	1.4%	2.4%
%H (All HH)		100.0%	57.7%	16.2%	86.7%	59.1%	27.6%	91.0%
%H (TV HH)			57.7%	16.2%	86.7%	59.1%	27.6%	
Attic or loft room	63	63	26	15	53	31	22	59
%V	0.2%	0.2%	0.2%	0.4%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	41.3%	23.8%	84.1%	49.2%	34.9%	93.7%
%H (TV HH)			41.3%	23.8%	84.1%	49.2%	34.9%	
No specific location	43	43	18	6	37	18	18	35
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	41.9%	14.0%	86.0%	41.9%	41.9%	81.4%
%H (TV HH)			41.9%	14.0%	86.0%	41.9%	41.9%	
Other	217	217	125	36	177	115	62	204
%V	0.8%	0.8%	1.1%	0.9%	0.9%	1.3%	0.6%	1.0%
%H (All HH)		100.0%	57.6%	16.6%	81.6%	53.0%	28.6%	94.0%
%H (TV HH)			57.6%	16.6%	81.6%	53.0%	28.6%	

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 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%V (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
Any DSAT provider	11257	11257	11257	204	6576	6576	0	9731
%V	41.2%	43.2%	100.0%	5.0%	34.0%	75.5%	0.0%	46.9%
%H (All HH)			100.0%	1.8%	58.4%	58.4%	0.0%	86.4%
%H (TV HH)			100.0%	1.8%	58.4%	58.4%	0.0%	
Sky with subscription	9329	9329	9329	112	5480	5480	0	8235
%V	34.1%	35.8%	82.9%	2.7%	28.3%	63.0%	0.0%	39.7%
%H (All HH)			100.0%	1.2%	58.7%	58.7%	0.0%	88.3%
%H (TV HH)			100.0%	1.2%	58.7%	58.7%	0.0%	
Sky without subscription	642	642	642	29	342	342	0	462
%V	2.3%	2.5%	5.7%	0.7%	1.8%	3.9%	0.0%	2.2%
%H (All HH)			100.0%	4.5%	53.3%	53.3%	0.0%	72.0%
%H (TV HH)			100.0%	4.5%	53.3%	53.3%	0.0%	
Freesat	1121	1121	1121	44	688	688	0	912
%V	4.1%	4.3%	10.0%	1.1%	3.6%	7.9%	0.0%	4.4%
%H (All HH)			100.0%	3.9%	61.4%	61.4%	0.0%	81.4%
%H (TV HH)			100.0%	3.9%	61.4%	61.4%	0.0%	
Other satellite provider	362	362	362	25	180	180	0	303
%V	1.3%	1.4%	3.2%	0.6%	0.9%	2.1%	0.0%	1.5%
%H (All HH)			100.0%	6.9%	49.7%	49.7%	0.0%	83.7%
%H (TV HH)			100.0%	6.9%	49.7%	49.7%	0.0%	
DCAB	4120	4120	204	4120	2232	2232	0	3649
%V	15.1%	15.8%	1.8%	100.0%	11.5%	25.6%	0.0%	17.6%
%H (All HH)			5.0%	100.0%	54.2%	54.2%	0.0%	88.6%
%H (TV HH)			5.0%	100.0%	54.2%	54.2%	0.0%	
DTT	19362	19362	6576	2232	19362	8705	10657	14187
%V	70.9%	74.2%	58.4%	54.2%	100.0%	100.0%	100.0%	68.4%
%H (All HH)		100.0%	34.0%	11.5%	100.0%	45.0%	55.0%	73.3%
%H (TV HH)			34.0%	11.5%	100.0%	45.0%	55.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
PVR	15749	15749	9402	3130	10664	7287	3377	13815
%V	57.6%	60.4%	83.5%	76.0%	55.1%	83.7%	31.7%	66.6%
%H (All HH)		100.0%	59.7%	19.9%	67.7%	46.3%	21.4%	87.7%
%H (TV HH)			59.7%	19.9%	67.7%	46.3%	21.4%	
DVDR	1217	1217	547	194	943	461	482	1012
%V	4.5%	4.7%	4.9%	4.7%	4.9%	5.3%	4.5%	4.9%
%H (All HH)		100.0%	44.9%	15.9%	77.5%	37.9%	39.6%	83.2%
%H (TV HH)			44.9%	15.9%	77.5%	37.9%	39.6%	
VCR	884	884	311	135	732	286	446	567
%V	3.2%	3.4%	2.8%	3.3%	3.8%	3.3%	4.2%	2.7%
%H (All HH)		100.0%	35.2%	15.3%	82.8%	32.4%	50.5%	64.1%
%H (TV HH)			35.2%	15.3%	82.8%	32.4%	50.5%	
Any recorder	16548	16548	9565	3216	11346	7419	3927	14273
%V	60.6%	63.5%	85.0%	78.1%	58.6%	85.2%	36.8%	68.8%
%H (All HH)		100.0%	57.8%	19.4%	68.6%	44.8%	23.7%	86.3%
%H (TV HH)			57.8%	19.4%	68.6%	44.8%	23.7%	
Receives HDTV (via STB or built-in reception)	13783	13783	7325	3040	9674	6097	3577	12047
%V	50.5%	52.8%	65.1%	73.8%	50.0%	70.0%	33.6%	58.1%
%H (All HH)		100.0%	53.1%	22.1%	70.2%	44.2%	26.0%	87.4%
%H (TV HH)			53.1%	22.1%	70.2%	44.2%	26.0%	
DVD/Blu-ray player or recorder	20250	20250	9218	3384	15124	7371	7753	16290
%V	74.1%	77.6%	81.9%	82.1%	78.1%	84.7%	72.8%	78.6%
%H (All HH)		100.0%	45.5%	16.7%	74.7%	36.4%	38.3%	80.4%
%H (TV HH)			45.5%	16.7%	74.7%	36.4%	38.3%	

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

DATA PERIOD: ANNUAL
April 2013 - March 2014
Household level data
Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	26080	11257	4120	19362	8705	10657	20736
%H (All HH)		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%
%H (TV HH)			43.2%	15.8%	74.2%	33.4%	40.9%	
Has broadband internet	20736	19915	9731	3649	14187	7665	6522	20736
%V	75.9%	76.4%	86.4%	88.6%	73.3%	88.1%	61.2%	100.0%
%H (All HH)		96.0%	46.9%	17.6%	68.4%	37.0%	31.5%	100.0%
%H (TV HH)			48.9%	18.3%	71.2%	38.5%	32.7%	
Number of computers (PCs and laptops)								
0	5770	5436	1341	464	4530	922	3608	311
%V	21.1%	20.8%	11.9%	11.3%	23.4%	10.6%	33.9%	1.5%
%H (All HH)		94.2%	23.2%	8.0%	78.5%	16.0%	62.5%	5.4%
%H (TV HH)			24.7%	8.5%	83.3%	17.0%	66.4%	
1	9068	8606	3680	1305	6335	2749	3586	8194
%V	33.2%	33.0%	32.7%	31.7%	32.7%	31.6%	33.6%	39.5%
%H (All HH)		94.9%	40.6%	14.4%	69.9%	30.3%	39.5%	90.4%
%H (TV HH)			42.8%	15.2%	73.6%	31.9%	41.7%	
2	5965	5737	2850	1073	4067	2252	1815	5783
%V	21.8%	22.0%	25.3%	26.0%	21.0%	25.9%	17.0%	27.9%
%H (All HH)		96.2%	47.8%	18.0%	68.2%	37.8%	30.4%	96.9%
%H (TV HH)			49.7%	18.7%	70.9%	39.3%	31.6%	
3	3128	3023	1583	601	2122	1277	845	3094
%V	11.4%	11.6%	14.1%	14.6%	11.0%	14.7%	7.9%	14.9%
%H (All HH)		96.6%	50.6%	19.2%	67.8%	40.8%	27.0%	98.9%
%H (TV HH)			52.4%	19.9%	70.2%	42.2%	28.0%	
4	1667	1614	884	314	1124	707	417	1652
%V	6.1%	6.2%	7.9%	7.6%	5.8%	8.1%	3.9%	8.0%
%H (All HH)		96.8%	53.0%	18.8%	67.4%	42.4%	25.0%	99.1%
%H (TV HH)			54.8%	19.5%	69.6%	43.8%	25.8%	
5+	1722	1663	920	362	1183	798	385	1703
%V	6.3%	6.4%	8.2%	8.8%	6.1%	9.2%	3.6%	8.2%
%H (All HH)		96.6%	53.4%	21.0%	68.7%	46.3%	22.4%	98.9%
%H (TV HH)			55.3%	21.8%	71.1%	48.0%	23.2%	

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

DATA PERIOD: ANNUAL
April 2013 - March 2014
Set level data
Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51290	24662	8626	39665	21471	18193	41985
%H		48.1%	16.8%	77.3%	41.9%	35.5%	81.9%
Under 20"	7994	3626	1232	6809	3633	3176	6533
%V	15.6%	14.7%	14.3%	17.2%	16.9%	17.5%	15.6%
%H		45.4%	15.4%	85.2%	45.4%	39.7%	81.7%
20" - 29"	12473	5373	1970	10220	5046	5174	9665
%V	24.3%	21.8%	22.8%	25.8%	23.5%	28.4%	23.0%
%H		43.1%	15.8%	81.9%	40.5%	41.5%	77.5%
30" - 39"	16373	7513	2811	12509	6392	6117	13115
%V	31.9%	30.5%	32.6%	31.5%	29.8%	33.6%	31.2%
%H		45.9%	17.2%	76.4%	39.0%	37.4%	80.1%
40" and over	12863	7405	2352	9048	5844	3204	11397
%V	25.1%	30.0%	27.3%	22.8%	27.2%	17.6%	27.1%
%H		57.6%	18.3%	70.3%	45.4%	24.9%	88.6%
Don't know	794	318	126	623	275	348	583
%V	1.5%	1.3%	1.5%	1.6%	1.3%	1.9%	1.4%
%H		40.1%	15.9%	78.5%	34.6%	43.8%	73.4%
Not Asked	793	427	135	456	281	174	692
%V	1.5%	1.7%	1.6%	1.1%	1.3%	1.0%	1.6%
%H		53.8%	17.0%	57.5%	35.4%	21.9%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2013 - March 2014
Set level data
Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51290	24662	8626	39665	21471	18193	41985
%H		48.1%	16.8%	77.3%	41.9%	35.5%	81.9%
Main living room	25810	11219	4106	19200	8683	10517	19726
%V	50.3%	45.5%	47.6%	48.4%	40.4%	57.8%	47.0%
%H		43.5%	15.9%	74.4%	33.6%	40.7%	76.4%
Kitchen	3094	1547	436	2689	1551	1138	2614
%V	6.0%	6.3%	5.1%	6.8%	7.2%	6.3%	6.2%
%H		50.0%	14.1%	86.9%	50.1%	36.8%	84.5%
Adult's bedroom	13039	6695	2386	10511	6458	4053	11181
%V	25.4%	27.1%	27.7%	26.5%	30.1%	22.3%	26.6%
%H		51.3%	18.3%	80.6%	49.5%	31.1%	85.8%
Child's bedroom	3161	1898	637	2398	1736	662	2944
%V	6.2%	7.7%	7.4%	6.0%	8.1%	3.6%	7.0%
%H		60.0%	20.2%	75.9%	54.9%	20.9%	93.1%
Other bedroom	1494	813	275	1236	814	423	1351
%V	2.9%	3.3%	3.2%	3.1%	3.8%	2.3%	3.2%
%H		54.4%	18.4%	82.7%	54.5%	28.3%	90.4%
Second living/dining room	2383	1224	402	1932	1152	780	2066
%V	4.6%	5.0%	4.7%	4.9%	5.4%	4.3%	4.9%
%H		51.4%	16.9%	81.1%	48.3%	32.7%	86.7%
Study/office	415	229	65	330	206	124	397
%V	0.8%	0.9%	0.8%	0.8%	1.0%	0.7%	0.9%
%H		55.2%	15.7%	79.5%	49.6%	29.9%	95.7%
TV room	199	108	35	147	90	57	189
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.5%
%H		54.3%	17.6%	73.9%	45.2%	28.6%	95.0%
Conseervatory	558	321	91	483	329	154	507
%V	1.1%	1.3%	1.1%	1.2%	1.5%	0.8%	1.2%
%H		57.5%	16.3%	86.6%	59.0%	27.6%	90.9%
Attic or loft room	64	27	15	53	31	23	59
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		42.2%	23.4%	82.8%	48.4%	35.9%	92.2%
No specific location	46	20	6	39	19	20	38
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		43.5%	13.0%	84.8%	41.3%	43.5%	82.6%
Other	234	134	36	191	122	69	220
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.4%	0.5%
%H		57.3%	15.4%	81.6%	52.1%	29.5%	94.0%
Not Asked	793	427	135	456	281	174	692
%V	1.5%	1.7%	1.6%	1.1%	1.3%	1.0%	1.6%
%H		53.8%	17.0%	57.5%	35.4%	21.9%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2013 - March 2014
Set level data
Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51290	24662	8626	39665	21471	18193	41985
%H		48.1%	16.8%	77.3%	41.9%	35.5%	81.9%
PVR	20537	12798	4221	13540	9756	3785	18364
%V	40.0%	51.9%	48.9%	34.1%	45.4%	20.8%	43.7%
%H		62.3%	20.6%	65.9%	47.5%	18.4%	89.4%
DVDR	1327	599	216	1030	510	520	1109
%V	2.6%	2.4%	2.5%	2.6%	2.4%	2.9%	2.6%
%H		45.1%	16.3%	77.6%	38.4%	39.2%	83.6%
VCR	943	337	148	784	316	468	607
%V	1.8%	1.4%	1.7%	2.0%	1.5%	2.6%	1.4%
%H		35.7%	15.7%	83.1%	33.5%	49.6%	64.4%
Any recorder	21624	13106	4360	14479	10048	4431	19063
%V	42.2%	53.1%	50.5%	36.5%	46.8%	24.4%	45.4%
%H		60.6%	20.2%	67.0%	46.5%	20.5%	88.2%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51290	24662	8626	39665	21471	18193	41985
%H		48.1%	16.8%	77.3%	41.9%	35.5%	81.9%
Receives HDTV (via STB or built-in reception)	19132	10275	4424	13577	8885	4691	17063
%V	37.3%	41.7%	51.3%	34.2%	41.4%	25.8%	40.6%
%H		53.7%	23.1%	71.0%	46.4%	24.5%	89.2%
DVD/Blu-ray player or recorder	29160	14118	5096	22500	12338	10162	24398
%V	56.9%	57.2%	59.1%	56.7%	57.5%	55.9%	58.1%
%H		48.4%	17.5%	77.2%	42.3%	34.8%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26035	11252	4119	19349	8704	10645	19883
%H		43.2%	15.8%	74.3%	33.4%	40.9%	76.4%
Under 20"	609	103	51	505	67	438	346
%V	2.3%	0.9%	1.2%	2.6%	0.8%	4.1%	1.7%
%H		16.9%	8.4%	82.9%	11.0%	71.9%	56.8%
20" - 29"	4045	1012	472	3271	738	2533	2371
%V	15.5%	9.0%	11.5%	16.9%	8.5%	23.8%	11.9%
%H		25.0%	11.7%	80.9%	18.2%	62.6%	58.6%
30" - 39"	10343	4024	1622	7872	3178	4694	7618
%V	39.7%	35.8%	39.4%	40.7%	36.5%	44.1%	38.3%
%H		38.9%	15.7%	76.1%	30.7%	45.4%	73.7%
40" and over	10649	5999	1926	7436	4643	2793	9299
%V	40.9%	53.3%	46.8%	38.4%	53.3%	26.2%	46.8%
%H		56.3%	18.1%	69.8%	43.6%	26.2%	87.3%
Don't know	353	114	49	266	78	187	219
%V	1.4%	1.0%	1.2%	1.4%	0.9%	1.8%	1.1%
%H		32.3%	13.9%	75.4%	22.1%	53.0%	62.0%
Not Asked	36	0	0	0	0	0	30
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2013 - March 2014
Set level data
Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26035	11252	4119	19349	8704	10645	19883
%H		43.2%	15.8%	74.3%	33.4%	40.9%	76.4%
PVR	15401	9253	3071	10362	7134	3229	13521
%V	59.2%	82.2%	74.6%	53.6%	82.0%	30.3%	68.0%
%H		60.1%	19.9%	67.3%	46.3%	21.0%	87.8%
DVDR	1042	448	157	800	361	440	851
%V	4.0%	4.0%	3.8%	4.1%	4.1%	4.1%	4.3%
%H		43.0%	15.1%	76.8%	34.6%	42.2%	81.7%
VCR	734	245	107	597	211	386	451
%V	2.8%	2.2%	2.6%	3.1%	2.4%	3.6%	2.3%
%H		33.4%	14.6%	81.3%	28.7%	52.6%	61.4%
Any recorder	16184	9420	3153	11028	7266	3763	13977
%V	62.2%	83.7%	76.5%	57.0%	83.5%	35.3%	70.3%
%H		58.2%	19.5%	68.1%	44.9%	23.3%	86.4%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26035	11252	4119	19349	8704	10645	19883
%H		43.2%	15.8%	74.3%	33.4%	40.9%	76.4%
Receives HDTV (via STB or built-in reception)	13342	7123	2971	9293	5898	3395	11676
%V	51.2%	63.3%	72.1%	48.0%	67.8%	31.9%	58.7%
%H		53.4%	22.3%	69.7%	44.2%	25.4%	87.5%
DVD/Blu-ray player or recorder	19040	8611	3173	14120	6774	7346	15288
%V	73.1%	76.5%	77.0%	73.0%	77.8%	69.0%	76.9%
%H		45.2%	16.7%	74.2%	35.6%	38.6%	80.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2013 - March 2014
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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25254	13410	4508	20315	12767	7548	22103
%H		53.1%	17.9%	80.4%	50.6%	29.9%	87.5%
Under 20"	7385	3523	1181	6305	3566	2738	6188
%V	29.2%	26.3%	26.2%	31.0%	27.9%	36.3%	28.0%
%H		47.7%	16.0%	85.4%	48.3%	37.1%	83.8%
20" - 29"	8429	4361	1498	6949	4308	2641	7294
%V	33.4%	32.5%	33.2%	34.2%	33.7%	35.0%	33.0%
%H		51.7%	17.8%	82.4%	51.1%	31.3%	86.5%
30" - 39"	6030	3489	1189	4637	3214	1423	5496
%V	23.9%	26.0%	26.4%	22.8%	25.2%	18.9%	24.9%
%H		57.9%	19.7%	76.9%	53.3%	23.6%	91.1%
40" and over	2214	1406	426	1612	1200	411	2098
%V	8.8%	10.5%	9.4%	7.9%	9.4%	5.4%	9.5%
%H		63.5%	19.2%	72.8%	54.2%	18.6%	94.8%
Don't know	441	204	77	357	197	161	364
%V	1.7%	1.5%	1.7%	1.8%	1.5%	2.1%	1.6%
%H		46.3%	17.5%	81.0%	44.7%	36.5%	82.5%
Not Asked	755	427	137	455	282	174	663
%V	3.0%	3.2%	3.0%	2.2%	2.2%	2.3%	3.0%
%H		56.6%	18.1%	60.3%	37.4%	23.0%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25254	13410	4508	20315	12767	7548	22103
%H		53.1%	17.9%	80.4%	50.6%	29.9%	87.5%
PVR	5136	3544	1150	3178	2622	556	4843
%V	20.3%	26.4%	25.5%	15.6%	20.5%	7.4%	21.9%
%H		69.0%	22.4%	61.9%	51.1%	10.8%	94.3%
DVDR	285	151	59	230	149	80	257
%V	1.1%	1.1%	1.3%	1.1%	1.2%	1.1%	1.2%
%H		53.0%	20.7%	80.7%	52.3%	28.1%	90.2%
VCR	209	93	41	186	105	82	156
%V	0.8%	0.7%	0.9%	0.9%	0.8%	1.1%	0.7%
%H		44.5%	19.6%	89.0%	50.2%	39.2%	74.6%
Any recorder	5440	3686	1207	3451	2783	668	5086
%V	21.5%	27.5%	26.8%	17.0%	21.8%	8.9%	23.0%
%H		67.8%	22.2%	63.4%	51.2%	12.3%	93.5%

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	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25254	13410	4508	20315	12767	7548	22103
%H		53.1%	17.9%	80.4%	50.6%	29.9%	87.5%
Receives HDTV (via STB or built-in reception)	5790	3152	1454	4284	2987	1297	5387
%V	22.9%	23.5%	32.3%	21.1%	23.4%	17.2%	24.4%
%H		54.4%	25.1%	74.0%	51.6%	22.4%	93.0%
DVD/Blu-ray player or recorder	10120	5507	1923	8380	5564	2816	9110
%V	40.1%	41.1%	42.7%	41.3%	43.6%	37.3%	41.2%
%H		54.4%	19.0%	82.8%	55.0%	27.8%	90.0%

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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April 2013 - March 2014

Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63762	61254	29699	10579	43984	23025	20960	53585
%H		96.1%	46.6%	16.6%	69.0%	36.1%	32.9%	84.0%
Total Children	12168	11828	6564	2167	7815	4715	3100	11074
%V	19.1%	19.3%	22.1%	20.5%	17.8%	20.5%	14.8%	20.7%
%H		97.2%	53.9%	17.8%	64.2%	38.7%	25.5%	91.0%
0 - 3	3289	3173	1715	576	2015	1146	869	2865
%V	5.2%	5.2%	5.8%	5.4%	4.6%	5.0%	4.1%	5.3%
%H		96.5%	52.1%	17.5%	61.3%	34.8%	26.4%	87.1%
4 - 15	8880	8655	4849	1591	5800	3569	2231	8210
%V	13.9%	14.1%	16.3%	15.0%	13.2%	15.5%	10.6%	15.3%
%H		97.5%	54.6%	17.9%	65.3%	40.2%	25.1%	92.5%
4 - 9	4656	4520	2556	788	2956	1788	1168	4229
%V	7.3%	7.4%	8.6%	7.4%	6.7%	7.8%	5.6%	7.9%
%H		97.1%	54.9%	16.9%	63.5%	38.4%	25.1%	90.8%
10 - 15	4224	4135	2293	803	2844	1780	1063	3980
%V	6.6%	6.8%	7.7%	7.6%	6.5%	7.7%	5.1%	7.4%
%H		97.9%	54.3%	19.0%	67.3%	42.1%	25.2%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63762	61254	29699	10579	43984	23025	20960	53585
%H		96.1%	46.6%	16.6%	69.0%	36.1%	32.9%	84.0%
Total Adults (16+)	51594	49426	23134	8413	36169	18309	17860	42510
%V	80.9%	80.7%	77.9%	79.5%	82.2%	79.5%	85.2%	79.3%
%H		95.8%	44.8%	16.3%	70.1%	35.5%	34.6%	82.4%
16 - 19	2970	2874	1513	575	2070	1289	781	2760
%V	4.7%	4.7%	5.1%	5.4%	4.7%	5.6%	3.7%	5.2%
%H		96.8%	50.9%	19.4%	69.7%	43.4%	26.3%	92.9%
20 - 24	4155	3738	1742	701	2626	1423	1203	3695
%V	6.5%	6.1%	5.9%	6.6%	6.0%	6.2%	5.7%	6.9%
%H		90.0%	41.9%	16.9%	63.2%	34.2%	29.0%	88.9%
25 - 34	8885	8270	4263	1548	5392	2984	2409	7998
%V	13.9%	13.5%	14.4%	14.6%	12.3%	13.0%	11.5%	14.9%
%H		93.1%	48.0%	17.4%	60.7%	33.6%	27.1%	90.0%
35 - 44	8359	8024	4242	1533	5311	3063	2248	7663
%V	13.1%	13.1%	14.3%	14.5%	12.1%	13.3%	10.7%	14.3%
%H		96.0%	50.7%	18.3%	63.5%	36.6%	26.9%	91.7%
45 - 54	9069	8804	4408	1613	6504	3669	2835	8139
%V	14.2%	14.4%	14.8%	15.2%	14.8%	15.9%	13.5%	15.2%
%H		97.1%	48.6%	17.8%	71.7%	40.5%	31.3%	89.7%
55 - 64	7282	7084	3256	1187	5428	2751	2677	6131
%V	11.4%	11.6%	11.0%	11.2%	12.3%	11.9%	12.8%	11.4%
%H		97.3%	44.7%	16.3%	74.5%	37.8%	36.8%	84.2%
65+	10875	10632	3709	1256	8838	3131	5707	6125
%V	17.1%	17.4%	12.5%	11.9%	20.1%	13.6%	27.2%	11.4%
%H		97.8%	34.1%	11.5%	81.3%	28.8%	52.5%	56.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2013 - March 2014
Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51594	49426	23134	8413	36169	18309	17860	42510
%H		95.8%	44.8%	16.3%	70.1%	35.5%	34.6%	82.4%
AB	13635	13195	6476	2240	9562	5044	4517	12816
%V	26.4%	26.7%	28.0%	26.6%	26.4%	27.5%	25.3%	30.1%
%H		96.8%	47.5%	16.4%	70.1%	37.0%	33.1%	94.0%
C1	14489	13672	6364	2459	9990	5195	4795	12709
%V	28.1%	27.7%	27.5%	29.2%	27.6%	28.4%	26.8%	29.9%
%H		94.4%	43.9%	17.0%	68.9%	35.9%	33.1%	87.7%
C2	11076	10793	5354	1889	8005	4420	3585	9163
%V	21.5%	21.8%	23.1%	22.5%	22.1%	24.1%	20.1%	21.6%
%H		97.4%	48.3%	17.1%	72.3%	39.9%	32.4%	82.7%
D	7827	7433	3421	1276	5244	2531	2713	5643
%V	15.2%	15.0%	14.8%	15.2%	14.5%	13.8%	15.2%	13.3%
%H		95.0%	43.7%	16.3%	67.0%	32.3%	34.7%	72.1%
E	4567	4333	1519	548	3368	1119	2249	2179
%V	8.9%	8.8%	6.6%	6.5%	9.3%	6.1%	12.6%	5.1%
%H		94.9%	33.3%	12.0%	73.7%	24.5%	49.2%	47.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2013 - March 2014
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51594	49426	23134	8413	36169	18309	17860	42510
%H		95.8%	44.8%	16.3%	70.1%	35.5%	34.6%	82.4%
Working full time	23534	22584	11629	4348	15745	9096	6650	21773
%V	45.6%	45.7%	50.3%	51.7%	43.5%	49.7%	37.2%	51.2%
%H		96.0%	49.4%	18.5%	66.9%	38.7%	28.3%	92.5%
Working part time	5490	5321	2637	965	3837	2117	1720	4938
%V	10.6%	10.8%	11.4%	11.5%	10.6%	11.6%	9.6%	11.6%
%H		96.9%	48.0%	17.6%	69.9%	38.6%	31.3%	89.9%
Not working	22571	21522	8868	3100	16587	7097	9490	15799
%V	43.7%	43.5%	38.3%	36.8%	45.9%	38.8%	53.1%	37.2%
%H		95.4%	39.3%	13.7%	73.5%	31.4%	42.0%	70.0%
Housewife/Houseperson	27320	26080	11257	4120	19362	8705	10657	20736
%V	53.0%	52.8%	48.7%	49.0%	53.5%	47.5%	59.7%	48.8%
%H		95.5%	41.2%	15.1%	70.9%	31.9%	39.0%	75.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25195	24001	11503	4161	17378	9090	8288	21069
%H		95.3%	45.7%	16.5%	69.0%	36.1%	32.9%	83.6%
16 - 19	1521	1479	765	309	1053	657	397	1423
%V	6.0%	6.2%	6.7%	7.4%	6.1%	7.2%	4.8%	6.8%
%H		97.2%	50.3%	20.3%	69.2%	43.2%	26.1%	93.6%
20 - 24	2078	1857	888	346	1296	735	560	1873
%V	8.2%	7.7%	7.7%	8.3%	7.5%	8.1%	6.8%	8.9%
%H		89.4%	42.7%	16.7%	62.4%	35.4%	26.9%	90.1%
25 - 34	4438	4099	2120	773	2682	1503	1179	3999
%V	17.6%	17.1%	18.4%	18.6%	15.4%	16.5%	14.2%	19.0%
%H		92.4%	47.8%	17.4%	60.4%	33.9%	26.6%	90.1%
35 - 44	4142	3951	2058	751	2588	1456	1131	3750
%V	16.4%	16.5%	17.9%	18.0%	14.9%	16.0%	13.6%	17.8%
%H		95.4%	49.7%	18.1%	62.5%	35.2%	27.3%	90.5%
45 - 54	4464	4309	2167	797	3152	1786	1365	3950
%V	17.7%	18.0%	18.8%	19.2%	18.1%	19.6%	16.5%	18.7%
%H		96.5%	48.5%	17.9%	70.6%	40.0%	30.6%	88.5%
55 - 64	3574	3455	1598	587	2642	1353	1289	2979
%V	14.2%	14.4%	13.9%	14.1%	15.2%	14.9%	15.6%	14.1%
%H		96.7%	44.7%	16.4%	73.9%	37.9%	36.1%	83.4%
65+	4978	4850	1907	599	3966	1599	2367	3095
%V	19.8%	20.2%	16.6%	14.4%	22.8%	17.6%	28.6%	14.7%
%H		97.4%	38.3%	12.0%	79.7%	32.1%	47.5%	62.2%

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 2013 - March 2014

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25195	24001	11503	4161	17378	9090	8288	21069
%H		95.3%	45.7%	16.5%	69.0%	36.1%	32.9%	83.6%
AB	6847	6614	3301	1145	4753	2565	2188	6462
%V	27.2%	27.6%	28.7%	27.5%	27.4%	28.2%	26.4%	30.7%
%H		96.6%	48.2%	16.7%	69.4%	37.5%	32.0%	94.4%
C1	6742	6324	3048	1175	4534	2482	2052	6059
%V	26.8%	26.3%	26.5%	28.2%	26.1%	27.3%	24.8%	28.8%
%H		93.8%	45.2%	17.4%	67.3%	36.8%	30.4%	89.9%
C2	5932	5750	2841	1011	4248	2334	1914	4851
%V	23.5%	24.0%	24.7%	24.3%	24.4%	25.7%	23.1%	23.0%
%H		96.9%	47.9%	17.0%	71.6%	39.3%	32.3%	81.8%
D	3739	3514	1674	611	2446	1235	1211	2760
%V	14.8%	14.6%	14.6%	14.7%	14.1%	13.6%	14.6%	13.1%
%H		94.0%	44.8%	16.3%	65.4%	33.0%	32.4%	73.8%
E	1936	1798	639	221	1398	474	924	937
%V	7.7%	7.5%	5.6%	5.3%	8.0%	5.2%	11.1%	4.4%
%H		92.9%	33.0%	11.4%	72.2%	24.5%	47.7%	48.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2013 - March 2014
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25195	24001	11503	4161	17378	9090	8288	21069
%H		95.3%	45.7%	16.5%	69.0%	36.1%	32.9%	83.6%
Working full time	14485	13866	7257	2652	9607	5631	3976	13339
%V	57.5%	57.8%	63.1%	63.7%	55.3%	61.9%	48.0%	63.3%
%H		95.7%	50.1%	18.3%	66.3%	38.9%	27.4%	92.1%
Working part time	1196	1134	504	193	809	377	432	1015
%V	4.7%	4.7%	4.4%	4.6%	4.7%	4.1%	5.2%	4.8%
%H		94.8%	42.1%	16.1%	67.6%	31.5%	36.1%	84.9%
Not working	9515	9001	3742	1317	6963	3082	3881	6716
%V	37.8%	37.5%	32.5%	31.7%	40.1%	33.9%	46.8%	31.9%
%H		94.6%	39.3%	13.8%	73.2%	32.4%	40.8%	70.6%
Housewife/Houseperson	6009	5503	2079	802	4073	1511	2562	3900
%V	23.8%	22.9%	18.1%	19.3%	23.4%	16.6%	30.9%	18.5%
%H		91.6%	34.6%	13.3%	67.8%	25.1%	42.6%	64.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2013 - March 2014

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26400	25425	11631	4251	18791	9220	9571	21441
%H		96.3%	44.1%	16.1%	71.2%	34.9%	36.3%	81.2%
16 - 19	1449	1395	749	266	1017	632	384	1338
%V	5.5%	5.5%	6.4%	6.3%	5.4%	6.9%	4.0%	6.2%
%H		96.3%	51.7%	18.4%	70.2%	43.6%	26.5%	92.3%
20 - 24	2077	1880	855	355	1331	688	643	1822
%V	7.9%	7.4%	7.4%	8.4%	7.1%	7.5%	6.7%	8.5%
%H		90.5%	41.2%	17.1%	64.1%	33.1%	31.0%	87.7%
25 - 34	4447	4172	2143	775	2711	1481	1230	3999
%V	16.8%	16.4%	18.4%	18.2%	14.4%	16.1%	12.9%	18.7%
%H		93.8%	48.2%	17.4%	61.0%	33.3%	27.7%	89.9%
35 - 44	4216	4074	2184	782	2724	1607	1117	3913
%V	16.0%	16.0%	18.8%	18.4%	14.5%	17.4%	11.7%	18.3%
%H		96.6%	51.8%	18.5%	64.6%	38.1%	26.5%	92.8%
45 - 54	4605	4495	2241	816	3352	1882	1470	4189
%V	17.4%	17.7%	19.3%	19.2%	17.8%	20.4%	15.4%	19.5%
%H		97.6%	48.7%	17.7%	72.8%	40.9%	31.9%	91.0%
55 - 64	3708	3629	1658	600	2786	1398	1388	3151
%V	14.0%	14.3%	14.3%	14.1%	14.8%	15.2%	14.5%	14.7%
%H		97.9%	44.7%	16.2%	75.1%	37.7%	37.4%	85.0%
65+	5896	5781	1802	658	4871	1532	3340	3030
%V	22.3%	22.7%	15.5%	15.5%	25.9%	16.6%	34.9%	14.1%
%H		98.0%	30.6%	11.2%	82.6%	26.0%	56.6%	51.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 28

DATA PERIOD: ANNUAL

April 2013 - March 2014

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26400	25425	11631	4251	18791	9220	9571	21441
%H		96.3%	44.1%	16.1%	71.2%	34.9%	36.3%	81.2%
AB	6788	6581	3175	1096	4809	2479	2329	6354
%V	25.7%	25.9%	27.3%	25.8%	25.6%	26.9%	24.3%	29.6%
%H		97.0%	46.8%	16.1%	70.8%	36.5%	34.3%	93.6%
C1	7747	7348	3316	1285	5456	2713	2744	6650
%V	29.3%	28.9%	28.5%	30.2%	29.0%	29.4%	28.7%	31.0%
%H		94.8%	42.8%	16.6%	70.4%	35.0%	35.4%	85.8%
C2	5144	5043	2513	879	3758	2086	1671	4312
%V	19.5%	19.8%	21.6%	20.7%	20.0%	22.6%	17.5%	20.1%
%H		98.0%	48.9%	17.1%	73.1%	40.6%	32.5%	83.8%
D	4089	3919	1748	665	2799	1296	1502	2883
%V	15.5%	15.4%	15.0%	15.6%	14.9%	14.1%	15.7%	13.4%
%H		95.8%	42.7%	16.3%	68.5%	31.7%	36.7%	70.5%
E	2632	2534	879	327	1970	645	1325	1242
%V	10.0%	10.0%	7.6%	7.7%	10.5%	7.0%	13.8%	5.8%
%H		96.3%	33.4%	12.4%	74.8%	24.5%	50.3%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2013 - March 2014
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26400	25425	11631	4251	18791	9220	9571	21441
%H		96.3%	44.1%	16.1%	71.2%	34.9%	36.3%	81.2%
Working full time	9049	8718	4372	1696	6139	3465	2674	8434
%V	34.3%	34.3%	37.6%	39.9%	32.7%	37.6%	27.9%	39.3%
%H		96.3%	48.3%	18.7%	67.8%	38.3%	29.6%	93.2%
Working part time	4294	4187	2133	773	3028	1740	1288	3924
%V	16.3%	16.5%	18.3%	18.2%	16.1%	18.9%	13.5%	18.3%
%H		97.5%	49.7%	18.0%	70.5%	40.5%	30.0%	91.4%
Not working	13056	12521	5126	1783	9624	4015	5609	9084
%V	49.5%	49.2%	44.1%	41.9%	51.2%	43.5%	58.6%	42.4%
%H		95.9%	39.3%	13.7%	73.7%	30.8%	43.0%	69.6%
Housewife/Houseperson	21312	20577	9177	3319	15288	7194	8094	16835
%V	80.7%	80.9%	78.9%	78.1%	81.4%	78.0%	84.6%	78.5%
%H		96.6%	43.1%	15.6%	71.7%	33.8%	38.0%	79.0%

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 2013 and March 2014

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 2013 - March 2014							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	78,253	18904	2727	10383	4132	2132	2968
Shop / Business	990	294	16	99	50	22	47
Demolished / Incomplete	145	30	1	15	11	2	0
Empty	5,465	816	149	748	168	120	189
Holiday Home	570	26	13	33	26	9	105
Other Non Effective	1,073	181	49	121	46	40	59
Eligible Addresses	70,010	17557	2499	9367	3831	1939	2568
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	776	566	31	31	5	15	25
Total Additional Households	2,874	2676	2142	2130	2105	2116	2127
Total Valid Households	79,038	19476	2760	10428	4135	2149	2986
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6,966	2566	238	838	346	169	176
	8.8%	13.2%	8.6%	8.0%	8.4%	7.9%	5.9%
No English Spoken	140	61	2	18	7	0	2
	0.2%	0.3%	0.1%	0.2%	0.2%	0.0%	0.1%
Refusals	17,376	4969	598	2385	1003	566	853
	22.0%	25.5%	21.7%	22.9%	24.3%	26.3%	28.6%
Total Interviews	54,556	11880	1922	7187	2779	1414	1955
	69.0%	61.0%	69.6%	68.9%	67.2%	65.8%	65.5%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4017	4678	2763	7660	6144	4944	6801
Shop / Business	48	38	21	88	105	67	95
Demolished / Incomplete	7	9	8	22	7	15	18
Empty	140	356	179	687	584	516	813
Holiday Home	28	12	29	27	89	31	142
Other Non Effective	53	54	30	113	59	107	161
Eligible Addresses	3741	4209	2496	6723	5300	4208	5572
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	6	5	7	25	4	6	50
Total Additional Households	2109	2109	2112	2131	2111	2114	2159
Total Valid Households	4028	4689	2766	7691	6153	4954	6823
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	457	269	220	562	361	333	431
	11.3%	5.7%	8.0%	7.3%	5.9%	6.7%	6.3%
No English Spoken	4	11	5	8	4	12	6
	0.1%	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%
Refusals	1063	971	461	1596	1235	739	937
	26.4%	20.7%	16.7%	20.8%	20.1%	14.9%	13.7%
Total Interviews	2504	3438	2080	5525	4553	3870	5449
	62.2%	73.3%	75.2%	71.8%	74.0%	78.1%	79.9%

Response Analysis: April 2013 - March 2014							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	78,253	10383	4132	2132	2968	4017	18904
Shop / Business	990	99	50	22	47	48	294
Demolished / Incomplete	145	15	11	2	0	7	30
Empty	5,465	748	168	120	189	140	816
Holiday Home	570	33	26	9	105	28	26
Other Non Effective	1,073	121	46	40	59	53	181
Eligible Addresses	70,010	9367	3831	1939	2568	3741	17557
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	776	31	5	15	25	6	566
Total Additional Households	2,874	2130	2105	2116	2127	2109	2676
Total Valid Households	79,038	10428	4135	2149	2986	4028	19476
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6,966	838	346	169	176	457	2566
	8.8%	8.0%	8.4%	7.9%	5.9%	11.3%	13.2%
No English Spoken	140	18	7	0	2	4	61
	0.2%	0.2%	0.2%	0.0%	0.1%	0.1%	0.3%
Refusals	17,376	2385	1003	566	853	1063	4969
	22.0%	22.9%	24.3%	26.3%	28.6%	26.4%	25.5%
Total Interviews	54,556	7187	2779	1414	1955	2504	11880
	69.0%	68.9%	67.2%	65.8%	65.5%	62.2%	61.0%

	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	2727	4678	2763	7660	6144	4944	6801
Shop / Business	16	38	21	88	105	67	95
Demolished / Incomplete	1	9	8	22	7	15	18
Empty	149	356	179	687	584	516	813
Holiday Home	13	12	29	27	89	31	142
Other Non Effective	49	54	30	113	59	107	161
Eligible Addresses	2499	4209	2496	6723	5300	4208	5572
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	31	5	7	25	4	6	50
Total Additional Households	2142	2109	2112	2131	2111	2114	2159
Total Valid Households	2760	4689	2766	7691	6153	4954	6823
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	238	269	220	562	361	333	431
	8.6%	5.7%	8.0%	7.3%	5.9%	6.7%	6.3%
No English Spoken	2	11	5	8	4	12	6
	0.1%	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%
Refusals	598	971	461	1596	1235	739	937
	21.7%	20.7%	16.7%	20.8%	20.1%	14.9%	13.7%
Total Interviews	1922	3438	2080	5525	4553	3870	5449
	69.6%	73.3%	75.2%	71.8%	74.0%	78.1%	79.9%

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 2013 to March 2014

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	54556	52319	51863
All Sets	105862	105862	105274
All Individuals	135333	130357	129156
Children 0-15	26233	25478	25232
All Adults	109100	104879	103924
Adult Males	52973	50717	50167
Adult Females	56127	54162	53757

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11880	11080	10993
All Sets	20725	20725	20608
All Individuals	32068	30081	29823
Children 0-15	6541	6213	6156
All Adults	25527	23868	23667
Adult Males	12463	11616	11498
Adult Females	13064	12252	12169

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1964	1884	1866
All Sets	3921	3921	3893
All Individuals	4866	4701	4633
Children 0-15	950	925	907
All Adults	3916	3776	3726
Adult Males	1866	1788	1758
Adult Females	2050	1988	1968

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7187	6957	6897
All Sets	14062	14062	13995
All Individuals	17875	17402	17263
Children 0-15	3604	3525	3504
All Adults	14271	13877	13759
Adult Males	6867	6654	6586
Adult Females	7404	7223	7173

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2779	2661	2640
All Sets	5588	5588	5560
All Individuals	6899	6636	6579
Children 0-15	1353	1306	1294
All Adults	5546	5330	5285
Adult Males	2704	2596	2573
Adult Females	2842	2734	2712

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1414	1363	1347
All Sets	2721	2721	2703
All Individuals	3465	3359	3310
Children 0-15	618	610	597
All Adults	2847	2749	2713
Adult Males	1389	1326	1306
Adult Females	1458	1423	1407

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	1955	1876	1858
All Sets	3780	3780	3757
All Individuals	4612	4439	4393
Children 0-15	815	781	770
All Adults	3797	3658	3623
Adult Males	1848	1774	1756
Adult Females	1949	1884	1867

BBC South	All Households	Total TV Households	Multichannel Households
All Households	2462	2381	2368
All Sets	4802	4802	4785
All Individuals	6082	5900	5868
Children 0-15	1175	1148	1145
All Adults	4907	4752	4723
Adult Males	2450	2365	2346
Adult Females	2457	2387	2377

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3438	3352	3328
All Sets	7037	7037	7003
All Individuals	8207	8026	7950
Children 0-15	1564	1543	1527
All Adults	6643	6483	6423
Adult Males	3216	3129	3098
Adult Females	3427	3354	3325

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2080	2028	2010
All Sets	4129	4129	4105
All Individuals	4829	4719	4665
Children 0-15	866	851	832
All Adults	3963	3868	3833
Adult Males	1900	1845	1821
Adult Females	2063	2023	2012

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5525	5357	5313
All Sets	11222	11222	11163
All Individuals	13499	13141	13041
Children 0-15	2623	2565	2546
All Adults	10876	10576	10495
Adult Males	5301	5121	5075
Adult Females	5575	5455	5420

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4553	4380	4322
All Sets	9164	9164	9090
All Individuals	10530	10187	10066
Children 0-15	1900	1862	1847
All Adults	8630	8325	8219
Adult Males	4187	4034	3976
Adult Females	4443	4291	4243

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3870	3735	3712
All Sets	7455	7455	7429
All Individuals	9529	9254	9199
Children 0-15	1928	1890	1883
All Adults	7601	7364	7316
Adult Males	3652	3517	3487
Adult Females	3949	3847	3829

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	5449	5265	5209
All Sets	11256	11256	11183
All Individuals	12872	12512	12366
Children 0-15	2296	2259	2224
All Adults	10576	10253	10142
Adult Males	5130	4952	4887
Adult Females	5446	5301	5255

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4651	4526	4501
All Sets	9214	9214	9184
All Individuals	11548	11282	11219
Children 0-15	2253	2214	2197
All Adults	9295	9068	9022
Adult Males	4501	4374	4347
Adult Females	4794	4694	4675

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2536	2431	2396
All Sets	4848	4848	4811
All Individuals	6327	6120	6044
Children 0-15	1351	1311	1307
All Adults	4976	4809	4737
Adult Males	2366	2280	2239
Adult Females	2610	2529	2498

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	12133	11319	11228
All Sets	21236	21236	21112
All Individuals	32767	30740	30471
Children 0-15	6696	6362	6303
All Adults	26071	24378	24168
Adult Males	12721	11854	11730
Adult Females	13350	12524	12438

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7763	7513	7451
All Sets	15160	15160	15091
All Individuals	19302	18783	18640
Children 0-15	3879	3792	3771
All Adults	15423	14991	14869
Adult Males	7447	7211	7142
Adult Females	7976	7780	7727

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5562	5395	5352
All Sets	11322	11322	11264
All Individuals	13598	13243	13144
Children 0-15	2638	2581	2562
All Adults	10960	10662	10582
Adult Males	5340	5161	5115
Adult Females	5620	5501	5467

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	3608	3516	3490
All Sets	7376	7376	7339
All Individuals	8623	8431	8348
Children 0-15	1650	1627	1607
All Adults	6973	6804	6741
Adult Males	3371	3277	3244
Adult Females	3602	3527	3497

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1613	1570	1555
All Sets	3190	3190	3170
All Individuals	3747	3656	3613
Children 0-15	686	675	662
All Adults	3061	2981	2951
Adult Males	1462	1417	1396
Adult Females	1599	1564	1555

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3340	3215	3175
All Sets	6710	6710	6659
All Individuals	7753	7495	7406
Children 0-15	1395	1371	1359
All Adults	6358	6124	6047
Adult Males	3056	2947	2907
Adult Females	3302	3177	3140

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1020	975	958
All Sets	2082	2082	2060
All Individuals	2356	2274	2243
Children 0-15	432	418	415
All Adults	1924	1856	1828
Adult Males	965	923	905
Adult Females	959	933	923

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	3613	3474	3450
All Sets	7165	7165	7130
All Individuals	8879	8592	8511
Children 0-15	1723	1680	1661
All Adults	7156	6912	6850
Adult Males	3472	3344	3304
Adult Females	3684	3568	3546

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2862	2747	2725
All Sets	5762	5762	5733
All Individuals	7088	6835	6774
Children 0-15	1373	1327	1315
All Adults	5715	5508	5459
Adult Males	2794	2691	2666
Adult Females	2921	2817	2793

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1843	1769	1751
All Sets	3521	3521	3498
All Individuals	4346	4182	4136
Children 0-15	772	740	729
All Adults	3574	3442	3407
Adult Males	1743	1671	1653
Adult Females	1831	1771	1754

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3870	3735	3712
All Sets	7455	7455	7429
All Individuals	9529	9254	9199
Children 0-15	1928	1890	1883
All Adults	7601	7364	7316
Adult Males	3652	3517	3487
Adult Females	3949	3847	3829

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	510	502	499
All Sets	1000	1000	997
All Individuals	1139	1124	1118
Children 0-15	181	178	176
All Adults	958	946	942
Adult Males	474	467	466
Adult Females	484	479	476

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1370	1324	1308
All Sets	2627	2627	2609
All Individuals	3334	3236	3187
Children 0-15	584	578	565
All Adults	2750	2658	2622
Adult Males	1346	1285	1265
Adult Females	1404	1373	1357

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	5449	5265	5209
All Sets	11256	11256	11183
All Individuals	12872	12512	12366
Children 0-15	2296	2259	2224
All Adults	10576	10253	10142
Adult Males	5130	4952	4887
Adult Females	5446	5301	5255

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	112	107	107
All Sets	259	259	259
All Individuals	266	257	257
Children 0-15	43	41	41
All Adults	223	216	216
Adult Males	105	103	103
Adult Females	118	113	113

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5270	5124	5097
All Sets	10405	10405	10373
All Individuals	13079	12766	12699
Children 0-15	2545	2498	2481
All Adults	10534	10268	10218
Adult Males	5124	4973	4945
Adult Females	5410	5295	5273

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2493	2389	2354
All Sets	4755	4755	4718
All Individuals	6223	6017	5941
Children 0-15	1334	1294	1290
All Adults	4889	4723	4651
Adult Males	2323	2238	2197
Adult Females	2566	2485	2454

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4360	4190	4133
All Sets	8792	8792	8719
All Individuals	10109	9769	9649
Children 0-15	1827	1789	1774
All Adults	8282	7980	7875
Adult Males	4021	3870	3812
Adult Females	4261	4110	4063

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	6819	6589	6517
All Sets	13883	13883	13792
All Individuals	16206	15748	15553
Children 0-15	2880	2837	2789
All Adults	13326	12911	12764
Adult Males	6476	6237	6152
Adult Females	6850	6674	6612

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	8662	8358	8268
All Sets	17404	17404	17290
All Individuals	20552	19930	19689
Children 0-15	3652	3577	3518
All Adults	16900	16353	16171
Adult Males	8219	7908	7805
Adult Females	8681	8445	8366

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	16425	15871	15719
All Sets	32564	32564	32381
All Individuals	39854	38713	38329
Children 0-15	7531	7369	7289
All Adults	32323	31344	31040
Adult Males	15666	15119	14947
Adult Females	16657	16225	16093

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3501	3367	3343
All Sets	6906	6906	6871
All Individuals	8613	8335	8254
Children 0-15	1680	1639	1620
All Adults	6933	6696	6634
Adult Males	3367	3241	3201
Adult Females	3566	3455	3433

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6475	6221	6175
All Sets	12927	12927	12863
All Individuals	15967	15427	15285
Children 0-15	3096	3007	2976
All Adults	12871	12420	12309
Adult Males	6266	6035	5970
Adult Females	6605	6385	6339

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11293	10983	10896
All Sets	22888	22888	22770
All Individuals	27107	26454	26223
Children 0-15	5155	5061	5007
All Adults	21952	21393	21216
Adult Males	10647	10322	10221
Adult Females	11305	11071	10995

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5221	5086	5045
All Sets	10566	10566	10509
All Individuals	12370	12087	11961
Children 0-15	2336	2302	2269
All Adults	10034	9785	9692
Adult Males	4833	4694	4640
Adult Females	5201	5091	5052

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	6072	5897	5851
All Sets	12322	12322	12261
All Individuals	14737	14367	14262
Children 0-15	2819	2759	2738
All Adults	11918	11608	11524
Adult Males	5814	5628	5581
Adult Females	6104	5980	5943

S4C	All Households	Total TV Households	Multichannel Households
All Households	5449	5265	5209
All Sets	11256	11256	11183
All Individuals	12872	12512	12366
Children 0-15	2296	2259	2224
All Adults	10576	10253	10142
Adult Males	5130	4952	4887
Adult Females	5446	5301	5255

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	15137	14579	14443
All Sets	30331	30331	30153
All Individuals	36519	35357	34974
Children 0-15	6748	6584	6494
All Adults	29771	28773	28480
Adult Males	14485	13943	13775
Adult Females	15286	14830	14705

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10783	10481	10397
All Sets	21888	21888	21773
All Individuals	25968	25330	25105
Children 0-15	4974	4883	4831
All Adults	20994	20447	20274
Adult Males	10173	9855	9755
Adult Females	10821	10592	10519

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	4870	4692	4632
All Sets	9792	9792	9716
All Individuals	11248	10893	10767
Children 0-15	2008	1967	1950
All Adults	9240	8926	8817
Adult Males	4495	4337	4278
Adult Females	4745	4589	4539

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 2014)



BARB Establishment Survey Questionnaire

Version: 19.1

Date: 12/12/2013

Internal Use Only

Status: Final

Prepared for fieldwork month: January 2014



Version Control

Changes included in this version:

Question No	Description of changes to this version
H23	PS4 and Xbox One games consoles added
H17	Routing change to ask all respondents
H17	Question text change
H110	New question on TV services
H102	Update to be a Multi Punch

INTRO AND ATTITUDINAL SECTION

ASK ALL	
intro	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: <i>“ 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. “</i> 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.

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
	NOTE: if queried this can be either live broadcasts or catch-up TV services
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

INITIAL HOUSEHOLD LEVEL SECTION

ASK ALL		
H61	Have you bought or acquired a TV in the past 6 months?	SP
	Yes	
	No	
ASK ALL		
H62	Do you intend to buy or acquire a TV in the next 6 months?	SP
	Yes	
	No	
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?	NUM
	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 1 TV SET CLAIMED [H8=1]		
H63a	Has this set been used to watch television programmes in the last 6 months?	SP
	Yes	Code as Value of 01 GO TO H64
	No	Code as Value of 00 GO TO H82
ASK IF 2+ TV SETS CLAIMED [H8>1]		
H63b	How many of these sets have been used to watch television programmes in the last 6 months?	SP
	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 [H63<H8]		
IF ONLY ONE SET REMOVE '<FIRST>'		
IF 2+ SETS UPDATE FIRST WITH SECOND ETC...		
H82	SHOW SCREEN	SP
	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 ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP 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 ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H64	Do you receive TV programmes via cable? E.g. Virgin Media	SP
	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 ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP 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	SP
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H66	Do you receive TV programmes via a TV aerial? This could include Freeview (<i>in NI only</i>) or Saorview Note: This could be fixed on the outside of your home or be an indoor or set-top aerial Yes No	SP
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP 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 e.g. a 'Smart TV' Via a connection to a games console Via a connection to a computer or tablet BT Vision YouView Other (Specify) None of these	MP
ASK IF NO METHOD CLAIMED AT HH [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 (<i>in NI only</i>) or Saorview) <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 or tablet <RECODE H68 = COMPUTER> A direct connection to the internet e.g. a 'Smart' TV <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>	MP
ASK IF NO AERIAL CLAIM AT HH AND ANOTHER PLATFORM CLAIM MADE [(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 or tablet (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, >	SP

ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home?	SP
	Yes No Don't know	
ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads WRITE IN (0-99)	NUM
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablet computers WRITE IN (0-99) Don't know	NUM
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer. Do you, or any member of your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet Do you, or any member of your household, ever use this tablet to watch TV programmes? IF H101=0 AND H51>1 (multiple devices; no tablets claimed) Thinking about all the computers in your household Do you, or any member of your household, ever use any of these computers to watch TV programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) Thinking about all the tablets in your household Do you, or any member of your household, ever use any of these tablets to watch TV programmes? IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed) Thinking about all the computers and tablets in your household Do you, or any member of your household, ever use any of these computers or tablets to watch TV programmes? Yes No	SP
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET H73 TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		
ASK IF 2+ COPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]		
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)	NUM

ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [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 NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [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 NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [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	SP

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

- A) IN USE (COUNTED AT H63)
B) TEMPORARILY OUT OF ORDER (CODED AT H82) –

SUMMARY TO BE PROVIDED FOR REST OF SET LOOP ONCE LOCATION (S3) IS ASKED

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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 S5-S38

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 intro 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 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/s> 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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

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 FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF SINGLE 'WORKING SET' HH [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 or tablet (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	SP
ASK IF HH PLATFORMS ARE SET PLATFORMS AND INCLUDE DTT [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	SP
ASK IF HH PLATFORMS ARE SET PLATFORMS [S64=YES]		
S66	Apart from: 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 or tablet (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	SP

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

ASK IF CABLE IS THE ONLY PLATFORM CLAIM AT HH [(H64=YES) AND (H65 = NO, H66 = NO AND H68 = NONE OF THESE)]		
S10a	Can you confirm that this set is connected to cable TV services?	SP
	Yes	
	No	

ASK IF CABLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H64=YES) AND (H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE)]		
S10b	Is this set connected to cable TV services?	SP
	Yes	
	No	

ASK IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH [(H65=YES) AND (H64 = NO, H66 = NO AND H68 = NONE OF THESE)]		
S11a	Can you confirm that this set is connected to satellite TV services?	SP
	Yes No	
ASK IF SATELLITE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H65=YES) AND (H64 = YES OR H66 = YES OR H68 NOT NONE OF THESE)]		
S11b	Is this set connected to satellite TV services?	SP
	Yes No	
ASK IF DTT IS THE ONLY PLATFORM CLAIM AT HH [(H66=YES) AND (H64 = NO, H65 = NO AND H68 = NONE OF THESE)]		
S9a	Can you confirm that this set receives TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H66=YES) AND (H64 = YES OR H65 = YES OR H68 NOT NONE OF THESE)]		
S9b	Does this set receive TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT ON SET [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 BTVISION IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S55a	Can you confirm that this set receives TV from BT Vision?	SP
	Yes No	
ASK IF BTVISION CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=BTVISION) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S55b	Does this set receive TV from BT Vision?	SP
	Yes No	
ASK IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH [(H68=YOUVIEW) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S67a	Can you confirm that this set receives TV from YouView?	SP
	Yes No	
ASK IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=YOUVIEW) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S67b	Does this set receive TV from YouView?	SP
	Yes No	
ASK IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?	SP
	Yes No	

ASK IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=GAMES CONSOLE) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S56b	Does this set receive TV programmes via a connection to a games console?	SP
	Yes No	
ASK IF CONNECTION TO A COMPUTER OR TABLET IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S57a	Can you confirm that this set receives TV programmes via a connection to a computer or tablet?	SP
	Yes No	
ASK IF CONNECTION TO A COMPUTER/TABLET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=COMPUTER/TABLET) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S57b	Does this set receive TV programmes via a connection to a computer or tablet?	SP
	Yes No	
ASK IF DIRECT CONNECTION TO THE INTERNET IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?	SP
	Yes No	
ASK IF DIRECT CONNECTION TO THE INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=DC TO INTERNET) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S58b	Does this set receive TV programmes via a direct connection to the internet?	SP
	Yes No	
ASK IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?	SP
	Yes No	
ASK IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=OTHER) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S59b	Does this set receive TV from another supplier: <H68 Other>?	SP
	Yes No	
ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET [S9 OR S10 OR S11 OR S55 OR S67 OR S56 OR S57 OR S58OR S59 = YES]		
S60	Apart from 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 or tablet (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	SP

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

ASK IF ANOTHER METHOD CLAIMED [S66 = YES OR S60 = YES]		
S61	Which other methods can you use to receive TV programmes on this set? 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(in NI only) or Saorview) 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(in NI only) or Saorview) and built-in reception (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, 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 or tablet 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	MP
RECODE H66 - H68 AS APPROPRIATE		
ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET [IF H63>1 AND NONE OF (S10 / S11/ S9 / S55 / S67 / S56 / S57 / S58 / S59 =YES)]		
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	SP
ASK IF NO PLATFORMS CLAIMED ON SET [S64=NO OR 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(in NI only) or Saorview) and a separate box CODE S9=YES, S14=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and built-in reception CODE S9=YES, S14=BUILT IN, 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 or tablet 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	MP
RECODE H66 - H68 AS APPROPRIATE		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF CABLE CLAIM ON SET [S10 = YES]		
S24	SHOW SCREEN (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. Is the cable box able 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 – V+ Yes – TiVo Yes – Other cable box No Don't know Further information	SP
ASK IF CABLE CLAIM ON SET [S10 = YES]		
S53	SHOW SCREEN I would now like to ask you about High Definition television or HD. Do you receive HD channels via cable TV? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S18	SHOW SCREEN (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? Freesat – not Sky Sky – with subscription (only 1 Sky code permitted) Sky – without subscription (only 1 Sky code permitted) Other – not Sky or Freesat Don't know	MP
ASK IF SKY IS SATELLITE PROVIDER [S18 = SKY (CODE 1 OR 2)]		
S20	SHOW SCREEN 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	SP

ASK IF SKY IS SATELLITE PROVIDER [S18 = SKY (CODE 1 OR 2)]		
S21	SHOW SCREEN (IF S53 NOT 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	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S18 = FREESAT]		
S22	SHOW SCREEN 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	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S18 = FREESAT]		
S23	SHOW SCREEN (IF S53 AND S21 NOT 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	SP
ASK IF DTT ON SET [S9 = YES]		
S25	SHOW SCREEN (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	SP

ASK IF DTT ON SET [S9 = YES]		
S50	SHOW SCREEN (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 (<i>in NI only</i>) or Saorview HD? Freeview HD is the high definition service available from Freeview (<i>in NI only</i>) and Saorview HD is the high definition service available from Saorview NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) Apart from 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 (<i>in NI only</i>) or Saorview 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 ANOTHER RECORDER CLAIMED [S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs Other (specify) None of these Don't know	MP

ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38 [S38 NOT ONTO DVD/BLU RAY DISCS]		
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 MAIN SET LOOPS

HH VS SETS – PLATFORM VALIDATION QUESTIONS FOR 2+ WORKING SETS (IN SET LOOPS) ONLY

ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL [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?	SP
	Yes	ASK H84
	No	RECODE H64 TO NO
ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [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		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL [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?	SP
	Yes	ASK H86
	No	RECODE H65 TO NO
ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [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		
ASK IF DTT CLAIMED AT HH LEVEL AND NO DTT CLAIMED AT SET LEVEL [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?	SP
	Yes	ASK H88
	No	RECODE H66 TO NO
ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION [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		
ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H68 = BTVISION AND S55=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?	SP
	Yes	ASK H92
	No	IF SINGLE CODE AT H68, CLEAR H68 IF MULTI AT H68, CLEAR H68 RESPONSE FOR BTVIS

ASK IF BTVISION CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H91=YES]		
H92	Which of the sets you have mentioned receives TV services from BT Vision?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 None of these	RECODE H91 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTI T H68, CLEAR H68 RESPONSE FOR BTVIS
	Don't know	RECODE H91 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTI T H68, CLEAR H68 RESPONSE FOR BTVIS
RECODE S55A/B FOR SETS CLAIMED AT H92		
ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H68=YOUVIEW AND S67=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?	SP
	Yes	ASK H100
	No	IF SINGLE CODE AT H68, CLEAR H68 IF MULTI AT H68, CLEAR H68 RESPONSE FOR YOUVIEW
ASK IF YOUVIEW CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H99=YES]		
H100	Which of the sets you have mentioned receives TV services from YouView?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 None of these	RECODE H99 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTI AT H68, CLEAR H68 RESPONSE FOR YOUVIEW
	Don't know	RECODE H99 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTI AT H68, CLEAR H68 RESPONSE FOR YOUVIEW
RECODE S67A/B FOR SETS CLAIMED AT H100		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL [H68=GAMES CONSOLE AND S56=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?	SP
	Yes	ASK H94
	No	IF SINGLE CODE AT H68, CLEAR H68 IF MULTI AT H68, CLEAR H68 RESPONSE FOR CONSOLE
ASK IF GAMES CONSOLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H93=YES]		
H94	Which of the sets you have mentioned receives TV services via a Games Console?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 None of these	RECODE H93 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE
	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 S56A/B FOR SETS CLAIMED AT H94		

ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL [H68=COMPUTER AND S57=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	SP
ASK IF COMPUTER CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H95=YES]		
H96	Which of the sets you have mentioned receives TV services via a computer? 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	MP
RECODE S57A/B FOR SETS CLAIMED AT H96		
ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL [H68=INTERNET AND S58=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	SP
ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H97=YES]		
H98	Which of the sets you have mentioned receives TV services via a direct connection to the internet? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these 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 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	MP
RECODE S58a/b FOR SETS CLAIMED AT H98		
FORCE CODE AS FOLLOWS: IF H83, H85, H87, H89, H91, H99, H93, H95, H97 = NO FOR ALL PLATFORMES CLAIMED IN THAT HH		CODE H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR ALL TV SETS USED ONLY FOR PLAYBACK OR WITH A COMPUTER OR GAMES CONSOLE (H82)

ASK FOR ALL SETS USED ONLY FOR PLAYBACK OR WITH A GAMES CONSOLE OR COMPUTER

IF 1 set defined as used only for games, a computer or to playback tapes or DVDs:

You said that you have one set which is used only for games or a computer or to playback tapes or DVDs.

Thinking about this TV set...

If 2+ valid sets:

You said that you had <insert number of sets> sets which are used only for games or a computer or to play back tapes or DVDs

Thinking about each of these sets in turn and starting with the one that you and your household use most often...

2+ SET: Now thinking of the <second, third, fourth etc...> set used only for games or a computer or to playback tapes or DVDs...

SX3	SHOW SCREEN	SP
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 FOR ALL SETS USED ONLY FOR PLAYBACK OR WITH A GAMES CONSOLE OR COMPUTER

SX5	What is the screen size in inches? By that I mean the diagonal measurement across the screen	NUM
NOTE: if screen size is not known, measure diagonally across the screen		
WRITE IN (2 digits required)		
Don't know		

ASK FOR ALL SETS USED ONLY FOR PLAYBACK OR WITH A GAMES CONSOLE OR COMPUTER

SX6	NOTE: Was the diagonal screen measurement ...?	SP
Claim		
Actual measurement		

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

ASK ALL		
H102	Thinking about your TV viewing in general (IF ANY WORKING SET OR COMPUTER/TABLET USED TO WATCH TV [H63>0 OR ANY SET TEMP OUT OF ORDER AT H82 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet computer(s) (ALL) Are there any other devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	MP
ASK IF SKY – WITH SUBSCRIPTION [S18 = CODE 1]		
H108	Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels? Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK IF CABLE [S10a/b = CODE 1]		
H109	Does your Cable TV subscription include any premium Sky Movies or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK ALL		
H110	Do you, or does anyone in your household, subscribe to any of the following ...? LoveFilm Netflix NowTV Xbox Live None of these Don't know	MP

ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED		
H77	(SINGLE WORKING SET) Going back to the TV set you use to watch TV programmes	
intro	(2+ WORKING SETS) Now thinking about all of your TV sets you use to watch TV programmes	

ASK IF ANY MAIN 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, with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV Border E. ITV Tyne Tees F. ITV Granada G. ITV Yorkshire H. ITV Wales I. ITV Central J. ITV Anglia K. ITV Westcountry L. ITV West M. ITV London N. ITV Meridian O. Channel - Don't know - No answer	

**ASK IF TWO OR MORE ITV STATIONS RECEIVED AT H77, OTHERWISE SKIP TO H22a Intro1
RESTRICT TO ITV REGIONS 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) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?	NUM 0-10
	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 MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED
OTHERWISE SKIP TO H55 INTRO**

H22a	Thinking about your household in general and other ways that TV sets can be used...
Intro1	

IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES

[S57=YES (FOR ANY SET)]

ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED

H22a	Do you or does anyone in your household ever connect a computer or tablet to your TV set(s)?	SP
	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	

IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES

[S56=YES (FOR ANY SET)]

ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED

H22b	Do you or does anyone in your household ever connect a games console to your TV set(s)	SP
	Yes ASK H23	
	No	
	Don't know	

ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 PS4 Other Playstation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP
IF 'VIA A DIRECT CONNECTION TO THE INTERNET (S58 = YES): CODE H78 = YES IF 'VIA A CONNECTION TO GAMES CONSOLE (S56 = YES): CODE H78 = YES IF 'VIA A CONNECTION TO A COMPUTER/TABLET' (S57 = YES): CODE H78 = YES IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H78	SHOW SCREEN (Cable HH) In addition to your Cable connection (BT Vision HH) In addition to your BT Vision connection (YouView HH) In addition to your YouView connection (Cable and BT Vision HH) In addition to your Cable and BT vision connections (Cable and YouView HH) In addition to your Cable and YouView connections (YouView and BT Vision HH) In addition to your YouView and BT Vision connections (Cable, BT Vision and YouView) In addition to your Cable, BT Vision and YouView connections (Single Set Household) Can your TV set be connected to the internet? (Multi Set Households) Can any of your TV sets be connected to the internet? (ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet. NOTE: For a more detailed explanation click on further information Yes No Don't know Further Information	SP

IF 'VIA A DIRECT CONNECTION TO THE INTERNET (S58=YES): SKIP TO H80
IF 'VIA A CONNECTION TO GAMES CONSOLE (S56=YES OR H54 = CODE 2): SKIP OT H80
IF 'VIA A CONNECTION TO A COMPUTER' (S57=YES): SKIP TO H80
ELSE ASK IF SET CONNECTION TO THE INTERNET CLAIMED THEN SKIP TO H81
[H78 = YES AND H68 NOT CODE 1,2 OR 3 (OR H54=TO WATCH TV PROGS)]
OTHERWISE SKIP TO H81

H79	SHOW SCREEN	MP
	(Cable HH) In addition to your Cable connection (BT Vision HH) In addition to your BT Vision connection (YouView HH) In addition to your Youview connection (Cable and BT Vision HH) In addition to your Cable and BT vision connections (Cable and YouView HH) In addition to your Cable and YouView connections (YouView and BT Vision HH) In addition to your YouView and BT Vision connections (Cable, BT Vison and YouView) In addition to your Cable, BT Vision and YouView connections (Single Set HH) By which methods or devices can your TV set be connected to the internet? (Multi Set HH) By which methods or devices can any of your TV sets be connected to the internet? (ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet. NOTE: For a more detailed explanation click on further information - A direct connection between the TV set and the Internet - A connection to a dedicated, internet TV set-top box - A connection to a computer 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)	

H80	SHOW SCREEN	MP
Single internet platform claims You have said that your ((ANY SET: S56=YES OR H54 = CODE 2)) Games Console is used to connect to the internet. ((ANY SET: S57=YES)) TV set receives TV programmes using a connection to a computer. ((ANY SET: S58=YES)) TV set receives TV programmes using a direct connection to the internet. In addition to this Multiple internet platform claims You have said that your TV set receives TV programmes using a ((ANY SET: S57=YES) AND (ANY SET: S58=YES)) connection to a computer and using a direct connection to the internet. ((ANY SET: S57=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) connection to a computer and that your Games Console is used to connect to the internet. ((ANY SET: S58=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) direct connection to the internet and that your Games Console is used to connect to the internet. ((ANY SET: S57=YES) AND (ANY SET: S58=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) 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 HH) are there any other ways that your TV set can be connected to the internet? (Multi Set HH) 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 computer 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 MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H81	SHOW SCREEN	SP
(Single Set HH) Is your TV set capable of showing movies and TV programmes in 3D? (Multi Set HH) 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.

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 PERSON 1 GO TO P2 INTRO1, THEN P2	
IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2	
P2	(Single person HH (H55=1)) I'm now going to ask some questions about you
Intro1	(Multi person HH (H55>1)) 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: - 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? SP
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER
	WRITE IN >
	(ALLOW REF)
ASK IF AGE IS DK OR REFUSED [AT P3]	
P4	Record age group household member falls into SP
	(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+

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
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' [P9=CODE4]		
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 WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN 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	SP
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP

ASK IF GAELIC SPEAKER [P13=YES]		
P14	SHOW SCREEN 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	SP
ASK ALL		
P15	SHOW SCREEN 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	SP
ASK ALL		
P16	SHOW SCREEN 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)	SP
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

ASK IF MULTI PERSON HH [H55>1]		
H25	Thinking about all the people in your household...	
Intro		
ASK IF ANY PERSONS WELSH SPEAKING IS EXTREMELY WELL OR QUITE WELL [P12 = CODE 1 OR 2]		
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 PERSONS GAELIC SPEAKING IS EXTREMELY WELL OR QUITE WELL [P14 = CODE 1 OR 2]		
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 SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 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 SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 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 SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H29	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? 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	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services?) For 2 or more household members to share this responsibility then they must be equally responsible NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> 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	MP
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT 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		
ASK IF MULTI PERSON HH [H55>1]		
H57 Intro	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 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Refused	

ASK ALL	
H35	What type of firm or organisation do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7)) 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 (CODE 1-3)) was (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) 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 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) 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 [H37=YES]	
H38	How many staff do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)) 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 NUM
ASK ALL	
H39	What jobs do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) 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 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) 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 MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) 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	NUM
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	
ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)		
H104	You said that you/they are retired. Thinking about your/their sources of income: Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.? Yes No Don't know Refused	SP
ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)		
H105	[If Yes at H104] In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their [[if widowed at P5] or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Refused	SP

ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)		
H106	And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused	SP
ASK IF NO / DK OR REF TO EACH OF H104-106 NO POSITIVE CLAIM FOR INCOME IN RETIREMENT		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYEMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
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 [H32 = LESS THAN 6 MONTHS]		
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 part time paid employment (<8 hours per week) In full time education Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS [H32 = MORE THAN 6 MONTHS]		
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	SP
	CODE SOCIAL GRADE	
	MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
	A	
	B	
	C1	
	C2	
	D	
	E	
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 TELEPHONE CLAIMED		
[H47 = YES]		
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	(SP)
	Other	
	Don't know	
	Refused	
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		
NAME	RECORD RESPONDENTS FULL NAME	
	WRITE IN	
	Refused	
ASK ALL		
ADD	Can I take your full postcode?-	
	Yes – record postcode, confirm address and code house number	
	No – enter full address (code from sample sheet if 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, GfK NOP and RSMB Television Research.	SP
	Yes	
	No	

END OF THIRD HH SECTION