



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

April 2014 to March 2015



Ipsos MediaCT

The Media, Content and Technology Research Specialists





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BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2014 - March 2015

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See also

VOLUME 2 - BBC Areas
VOLUME 3 - ITV Areas

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006 and with the Ipsos MORI Terms and Conditions which can be found at <http://www.ipsos-mori.com/terms>

Introduction

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This reports contains the weighted data results from the Establishment survey for the period April 2014 - March 2015

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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
AB	7176	6813	3057	1119	4966	2335	2631	6702
%V	26.1%	26.4%	27.6%	28.1%	26.1%	27.8%	24.8%	30.4%
%H (All HH)		94.9%	42.6%	15.6%	69.2%	32.5%	36.7%	93.4%
%H (TV HH)			44.9%	16.4%	72.9%	34.3%	38.6%	
C1	7418	6905	2980	1111	5069	2319	2750	6383
%V	27.0%	26.7%	26.9%	27.9%	26.6%	27.6%	25.9%	29.0%
%H (All HH)		93.1%	40.2%	15.0%	68.3%	31.3%	37.1%	86.0%
%H (TV HH)			43.2%	16.1%	73.4%	33.6%	39.8%	
C2	5694	5446	2566	840	4044	2025	2019	4648
%V	20.7%	21.1%	23.1%	21.1%	21.2%	24.1%	19.0%	21.1%
%H (All HH)		95.6%	45.1%	14.8%	71.0%	35.6%	35.5%	81.6%
%H (TV HH)			47.1%	15.4%	74.3%	37.2%	37.1%	
D	4156	3869	1591	581	2785	1123	1663	2842
%V	15.1%	15.0%	14.3%	14.6%	14.6%	13.3%	15.6%	12.9%
%H (All HH)		93.1%	38.3%	14.0%	67.0%	27.0%	40.0%	68.4%
%H (TV HH)			41.1%	15.0%	72.0%	29.0%	43.0%	
E	3064	2814	893	327	2176	611	1565	1453
%V	11.1%	10.9%	8.1%	8.2%	11.4%	7.3%	14.7%	6.6%
%H (All HH)		91.8%	29.1%	10.7%	71.0%	19.9%	51.1%	47.4%
%H (TV HH)			31.7%	11.6%	77.3%	21.7%	55.6%	

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 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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
Under 25	1189	971	341	132	661	231	430	1059
%V	4.3%	3.8%	3.1%	3.3%	3.5%	2.7%	4.0%	4.8%
%H (All HH)		81.7%	28.7%	11.1%	55.6%	19.4%	36.2%	89.1%
%H (TV HH)			35.1%	13.6%	68.1%	23.8%	44.3%	
25 - 34	4281	3856	1976	605	2408	1226	1182	3977
%V	15.6%	14.9%	17.8%	15.2%	12.6%	14.6%	11.1%	18.1%
%H (All HH)		90.1%	46.2%	14.1%	56.2%	28.6%	27.6%	92.9%
%H (TV HH)			51.2%	15.7%	62.4%	31.8%	30.7%	
35 - 44	4704	4427	2300	782	2968	1649	1320	4405
%V	17.1%	17.1%	20.7%	19.7%	15.6%	19.6%	12.4%	20.0%
%H (All HH)		94.1%	48.9%	16.6%	63.1%	35.1%	28.1%	93.6%
%H (TV HH)			52.0%	17.7%	67.0%	37.2%	29.8%	
45 - 54	5339	5113	2438	956	3712	1998	1715	4832
%V	19.4%	19.8%	22.0%	24.0%	19.5%	23.7%	16.1%	21.9%
%H (All HH)		95.8%	45.7%	17.9%	69.5%	37.4%	32.1%	90.5%
%H (TV HH)			47.7%	18.7%	72.6%	39.1%	33.5%	
55 - 64	4476	4283	1813	697	3282	1496	1785	3752
%V	16.3%	16.6%	16.4%	17.5%	17.2%	17.8%	16.8%	17.0%
%H (All HH)		95.7%	40.5%	15.6%	73.3%	33.4%	39.9%	83.8%
%H (TV HH)			42.3%	16.3%	76.6%	34.9%	41.7%	
65 +	7521	7195	2220	805	6010	1813	4197	4003
%V	27.3%	27.8%	20.0%	20.2%	31.6%	21.5%	39.5%	18.2%
%H (All HH)		95.7%	29.5%	10.7%	79.9%	24.1%	55.8%	53.2%
%H (TV HH)			30.9%	11.2%	83.5%	25.2%	58.3%	

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 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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
1	8555	7756	2150	907	6125	1509	4616	4832
%V	31.1%	30.0%	19.4%	22.8%	32.2%	17.9%	43.4%	21.9%
%H (All HH)		90.7%	25.1%	10.6%	71.6%	17.6%	54.0%	56.5%
%H (TV HH)			27.7%	11.7%	79.0%	19.5%	59.5%	
2	9284	8843	3865	1340	6677	3080	3596	7930
%V	33.7%	34.2%	34.9%	33.7%	35.1%	36.6%	33.8%	36.0%
%H (All HH)		95.2%	41.6%	14.4%	71.9%	33.2%	38.7%	85.4%
%H (TV HH)			43.7%	15.2%	75.5%	34.8%	40.7%	
3	4246	4037	2096	777	2752	1605	1147	4015
%V	15.4%	15.6%	18.9%	19.5%	14.5%	19.1%	10.8%	18.2%
%H (All HH)		95.1%	49.4%	18.3%	64.8%	37.8%	27.0%	94.6%
%H (TV HH)			51.9%	19.2%	68.2%	39.8%	28.4%	
4	3602	3476	1965	637	2386	1521	865	3494
%V	13.1%	13.4%	17.7%	16.0%	12.5%	18.1%	8.1%	15.9%
%H (All HH)		96.5%	54.6%	17.7%	66.2%	42.2%	24.0%	97.0%
%H (TV HH)			56.5%	18.3%	68.6%	43.8%	24.9%	
5+	1823	1735	1011	314	1101	698	403	1757
%V	6.6%	6.7%	9.1%	7.9%	5.8%	8.3%	3.8%	8.0%
%H (All HH)		95.2%	55.5%	17.2%	60.4%	38.3%	22.1%	96.4%
%H (TV HH)			58.3%	18.1%	63.5%	40.2%	23.2%	
Average HH size	2.33	2.36	2.67	2.56	2.27	2.66	1.96	2.56

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	27509	25846	11088	3977	19040	8413	10628	22028
%V (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
Without	20433	19029	7303	2770	14595	5753	8842	15309
%V	74.3%	73.6%	65.9%	69.7%	76.7%	68.4%	83.2%	69.5%
%H (All HH)		93.1%	35.7%	13.6%	71.4%	28.2%	43.3%	74.9%
%H (TV HH)			38.4%	14.6%	76.7%	30.2%	46.5%	
With	7077	6817	3785	1206	4445	2659	1786	6719
%V	25.7%	26.4%	34.1%	30.3%	23.3%	31.6%	16.8%	30.5%
%H (All HH)		96.3%	53.5%	17.0%	62.8%	37.6%	25.2%	94.9%
%H (TV HH)			55.5%	17.7%	65.2%	39.0%	26.2%	
0 - 3	2772	2639	1471	427	1638	923	715	2582
%V	10.1%	10.2%	13.3%	10.7%	8.6%	11.0%	6.7%	11.7%
%H (All HH)		95.2%	53.1%	15.4%	59.1%	33.3%	25.8%	93.1%
%H (TV HH)			55.7%	16.2%	62.1%	35.0%	27.1%	
4 - 9	3575	3454	1962	581	2203	1317	886	3382
%V	13.0%	13.4%	17.7%	14.6%	11.6%	15.7%	8.3%	15.4%
%H (All HH)		96.6%	54.9%	16.3%	61.6%	36.8%	24.8%	94.6%
%H (TV HH)			56.8%	16.8%	63.8%	38.1%	25.7%	
10 - 15	3201	3114	1744	587	2118	1332	786	3094
%V	11.6%	12.0%	15.7%	14.8%	11.1%	15.8%	7.4%	14.0%
%H (All HH)		97.3%	54.5%	18.3%	66.2%	41.6%	24.6%	96.7%
%H (TV HH)			56.0%	18.9%	68.0%	42.8%	25.2%	

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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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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
1	10738	10738	3635	1416	7183	1711	5472	7688
%V	39.0%	41.5%	32.8%	35.6%	37.7%	20.3%	51.5%	34.9%
%H (All HH)		100.0%	33.9%	13.2%	66.9%	15.9%	51.0%	71.6%
%H (TV HH)			33.9%	13.2%	66.9%	15.9%	51.0%	
2	8887	8887	3954	1431	6746	3248	3498	7289
%V	32.3%	34.4%	35.7%	36.0%	35.4%	38.6%	32.9%	33.1%
%H (All HH)		100.0%	44.5%	16.1%	75.9%	36.5%	39.4%	82.0%
%H (TV HH)			44.5%	16.1%	75.9%	36.5%	39.4%	
3	3842	3842	2049	696	3098	1967	1131	3536
%V	14.0%	14.9%	18.5%	17.5%	16.3%	23.4%	10.6%	16.1%
%H (All HH)		100.0%	53.3%	18.1%	80.6%	51.2%	29.4%	92.0%
%H (TV HH)			53.3%	18.1%	80.6%	51.2%	29.4%	
4	1562	1562	935	275	1313	946	366	1507
%V	5.7%	6.0%	8.4%	6.9%	6.9%	11.2%	3.4%	6.8%
%H (All HH)		100.0%	59.9%	17.6%	84.1%	60.6%	23.4%	96.5%
%H (TV HH)			59.9%	17.6%	84.1%	60.6%	23.4%	
5+	817	817	514	158	701	540	161	802
%V	3.0%	3.2%	4.6%	4.0%	3.7%	6.4%	1.5%	3.6%
%H (All HH)		100.0%	62.9%	19.3%	85.8%	66.1%	19.7%	98.2%
%H (TV HH)			62.9%	19.3%	85.8%	66.1%	19.7%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
Under 20"	5352	5352	2282	817	4532	2286	2246	4409
%V	19.5%	20.7%	20.6%	20.5%	23.8%	27.2%	21.1%	20.0%
%H (All HH)		100.0%	42.6%	15.3%	84.7%	42.7%	42.0%	82.4%
%H (TV HH)			42.6%	15.3%	84.7%	42.7%	42.0%	
20" - 29"	9191	9191	3814	1355	7392	3380	4012	7303
%V	33.4%	35.6%	34.4%	34.1%	38.8%	40.2%	37.7%	33.2%
%H (All HH)		100.0%	41.5%	14.7%	80.4%	36.8%	43.7%	79.5%
%H (TV HH)			41.5%	14.7%	80.4%	36.8%	43.7%	
30" - 39"	13741	13741	5976	2164	10439	4870	5570	11208
%V	50.0%	53.2%	53.9%	54.4%	54.8%	57.9%	52.4%	50.9%
%H (All HH)		100.0%	43.5%	15.7%	76.0%	35.4%	40.5%	81.6%
%H (TV HH)			43.5%	15.7%	76.0%	35.4%	40.5%	
40" and over	12318	12318	6684	2203	8617	5175	3442	11103
%V	44.8%	47.7%	60.3%	55.4%	45.3%	61.5%	32.4%	50.4%
%H (All HH)		100.0%	54.3%	17.9%	70.0%	42.0%	27.9%	90.1%
%H (TV HH)			54.3%	17.9%	70.0%	42.0%	27.9%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
Main living room	25468	25468	10994	3944	18795	8351	10443	20519
%V	92.6%	98.5%	99.2%	99.2%	98.7%	99.3%	98.3%	93.1%
%H (All HH)		100.0%	43.2%	15.5%	73.8%	32.8%	41.0%	80.6%
%H (TV HH)			43.2%	15.5%	73.8%	32.8%	41.0%	
Kitchen	3072	3072	1507	434	2699	1546	1153	2672
%V	11.2%	11.9%	13.6%	10.9%	14.2%	18.4%	10.8%	12.1%
%H (All HH)		100.0%	49.1%	14.1%	87.9%	50.3%	37.5%	87.0%
%H (TV HH)			49.1%	14.1%	87.9%	50.3%	37.5%	
Adult's bedroom	11203	11203	5578	1979	8847	5172	3675	9778
%V	40.7%	43.3%	50.3%	49.8%	46.5%	61.5%	34.6%	44.4%
%H (All HH)		100.0%	49.8%	17.7%	79.0%	46.2%	32.8%	87.3%
%H (TV HH)			49.8%	17.7%	79.0%	46.2%	32.8%	
Child's bedroom	2485	2485	1470	466	1819	1277	542	2379
%V	9.0%	9.6%	13.3%	11.7%	9.6%	15.2%	5.1%	10.8%
%H (All HH)		100.0%	59.2%	18.8%	73.2%	51.4%	21.8%	95.7%
%H (TV HH)			59.2%	18.8%	73.2%	51.4%	21.8%	
Other bedroom	1226	1226	677	225	992	654	337	1129
%V	4.5%	4.7%	6.1%	5.7%	5.2%	7.8%	3.2%	5.1%
%H (All HH)		100.0%	55.2%	18.4%	80.9%	53.3%	27.5%	92.1%
%H (TV HH)			55.2%	18.4%	80.9%	53.3%	27.5%	
Second living/dining room	2380	2380	1250	380	1914	1143	770	2112
%V	8.7%	9.2%	11.3%	9.6%	10.1%	13.6%	7.2%	9.6%
%H (All HH)		100.0%	52.5%	16.0%	80.4%	48.0%	32.4%	88.7%
%H (TV HH)			52.5%	16.0%	80.4%	48.0%	32.4%	
Study/office	367	367	199	48	296	177	119	357
%V	1.3%	1.4%	1.8%	1.2%	1.6%	2.1%	1.1%	1.6%
%H (All HH)		100.0%	54.2%	13.1%	80.7%	48.2%	32.4%	97.3%
%H (TV HH)			54.2%	13.1%	80.7%	48.2%	32.4%	
TV room	217	217	120	31	169	102	66	209
%V	0.8%	0.8%	1.1%	0.8%	0.9%	1.2%	0.6%	0.9%
%H (All HH)		100.0%	55.3%	14.3%	77.9%	47.0%	30.4%	96.3%
%H (TV HH)			55.3%	14.3%	77.9%	47.0%	30.4%	
Conservatory	551	551	305	78	467	293	174	502
%V	2.0%	2.1%	2.8%	2.0%	2.5%	3.5%	1.6%	2.3%
%H (All HH)		100.0%	55.4%	14.2%	84.8%	53.2%	31.6%	91.1%
%H (TV HH)			55.4%	14.2%	84.8%	53.2%	31.6%	
Attic or loft room	65	65	37	15	50	33	16	64
%V	0.2%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	56.9%	23.1%	76.9%	50.8%	24.6%	98.5%
%H (TV HH)			56.9%	23.1%	76.9%	50.8%	24.6%	
No specific location	36	36	16	2	28	13	15	32
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	44.4%	5.6%	77.8%	36.1%	41.7%	88.9%
%H (TV HH)			44.4%	5.6%	77.8%	36.1%	41.7%	
Other	234	234	130	29	190	114	76	219
%V	0.9%	0.9%	1.2%	0.7%	1.0%	1.4%	0.7%	1.0%
%H (All HH)		100.0%	55.6%	12.4%	81.2%	48.7%	32.5%	93.6%
%H (TV HH)			55.6%	12.4%	81.2%	48.7%	32.5%	

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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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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
Any DSAT provider	11088	11088	11088	182	6391	6391	0	9899
%V	40.3%	42.9%	100.0%	4.6%	33.6%	76.0%	0.0%	44.9%
%H (All HH)			100.0%	1.6%	57.6%	57.6%	0.0%	89.3%
%H (TV HH)			100.0%	1.6%	57.6%	57.6%	0.0%	
Sky with subscription	9090	9090	9090	81	5327	5327	0	8285
%V	33.0%	35.2%	82.0%	2.0%	28.0%	63.3%	0.0%	37.6%
%H (All HH)			100.0%	0.9%	58.6%	58.6%	0.0%	91.1%
%H (TV HH)			100.0%	0.9%	58.6%	58.6%	0.0%	
Sky without subscription	712	712	712	33	364	364	0	550
%V	2.6%	2.8%	6.4%	0.8%	1.9%	4.3%	0.0%	2.5%
%H (All HH)			100.0%	4.6%	51.1%	51.1%	0.0%	77.2%
%H (TV HH)			100.0%	4.6%	51.1%	51.1%	0.0%	
Freesat	1309	1309	1309	55	757	757	0	1101
%V	4.8%	5.1%	11.8%	1.4%	4.0%	9.0%	0.0%	5.0%
%H (All HH)			100.0%	4.2%	57.8%	57.8%	0.0%	84.1%
%H (TV HH)			100.0%	4.2%	57.8%	57.8%	0.0%	
Other satellite provider	358	358	358	21	174	174	0	318
%V	1.3%	1.4%	3.2%	0.5%	0.9%	2.1%	0.0%	1.4%
%H (All HH)			100.0%	5.9%	48.6%	48.6%	0.0%	88.8%
%H (TV HH)			100.0%	5.9%	48.6%	48.6%	0.0%	
DCAB	3977	3977	182	3977	2127	2127	0	3614
%V	14.5%	15.4%	1.6%	100.0%	11.2%	25.3%	0.0%	16.4%
%H (All HH)			4.6%	100.0%	53.5%	53.5%	0.0%	90.9%
%H (TV HH)			4.6%	100.0%	53.5%	53.5%	0.0%	
DTT	19040	19040	6391	2127	19040	8413	10628	14810
%V	69.2%	73.7%	57.6%	53.5%	100.0%	100.0%	100.0%	67.2%
%H (All HH)		100.0%	33.6%	11.2%	100.0%	44.2%	55.8%	77.8%
%H (TV HH)			33.6%	11.2%	100.0%	44.2%	55.8%	

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

%V = percentage of vertical total

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

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

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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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
PVR	15875	15875	9347	3296	10622	7240	3382	14321
%V	57.7%	61.4%	84.3%	82.9%	55.8%	86.1%	31.8%	65.0%
%H (All HH)		100.0%	58.9%	20.8%	66.9%	45.6%	21.3%	90.2%
%H (TV HH)			58.9%	20.8%	66.9%	45.6%	21.3%	
DVDR	988	988	393	148	815	359	455	826
%V	3.6%	3.8%	3.5%	3.7%	4.3%	4.3%	4.3%	3.7%
%H (All HH)		100.0%	39.8%	15.0%	82.5%	36.3%	46.1%	83.6%
%H (TV HH)			39.8%	15.0%	82.5%	36.3%	46.1%	
VCR	655	655	211	87	546	186	360	434
%V	2.4%	2.5%	1.9%	2.2%	2.9%	2.2%	3.4%	2.0%
%H (All HH)		100.0%	32.2%	13.3%	83.4%	28.4%	55.0%	66.3%
%H (TV HH)			32.2%	13.3%	83.4%	28.4%	55.0%	
Any recorder	16524	16524	9459	3343	11202	7330	3872	14723
%V	60.1%	63.9%	85.3%	84.1%	58.8%	87.1%	36.4%	66.8%
%H (All HH)		100.0%	57.2%	20.2%	67.8%	44.4%	23.4%	89.1%
%H (TV HH)			57.2%	20.2%	67.8%	44.4%	23.4%	
Receives HDTV (via STB or built-in reception)	15104	15104	7908	3116	10671	6435	4236	13616
%V	54.9%	58.4%	71.3%	78.4%	56.0%	76.5%	39.9%	61.8%
%H (All HH)		100.0%	52.4%	20.6%	70.7%	42.6%	28.0%	90.1%
%H (TV HH)			52.4%	20.6%	70.7%	42.6%	28.0%	
DVD/Blu-ray player or recorder	19532	19532	8807	3172	14647	7027	7619	16497
%V	71.0%	75.6%	79.4%	79.8%	76.9%	83.5%	71.7%	74.9%
%H (All HH)		100.0%	45.1%	16.2%	75.0%	36.0%	39.0%	84.5%
%H (TV HH)			45.1%	16.2%	75.0%	36.0%	39.0%	

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 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	27509	25846	11088	3977	19040	8413	10628	22028
%H (All HH)		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%
%H (TV HH)			42.9%	15.4%	73.7%	32.6%	41.1%	
Has broadband internet	22028	20822	9899	3614	14810	7631	7179	22028
%V	80.1%	80.6%	89.3%	90.9%	77.8%	90.7%	67.5%	100.0%
%H (All HH)		94.5%	44.9%	16.4%	67.2%	34.6%	32.6%	100.0%
%H (TV HH)			47.5%	17.4%	71.1%	36.6%	34.5%	
Number of computers (PCs and laptops)								
0	5449	5008	1233	406	4154	807	3348	593
%V	19.8%	19.4%	11.1%	10.2%	21.8%	9.6%	31.5%	2.7%
%H (All HH)		91.9%	22.6%	7.5%	76.2%	14.8%	61.4%	10.9%
%H (TV HH)			24.6%	8.1%	82.9%	16.1%	66.9%	
1	7857	7262	2960	1052	5295	2109	3186	7358
%V	28.6%	28.1%	26.7%	26.5%	27.8%	25.1%	30.0%	33.4%
%H (All HH)		92.4%	37.7%	13.4%	67.4%	26.8%	40.5%	93.6%
%H (TV HH)			40.8%	14.5%	72.9%	29.0%	43.9%	
2	6279	5961	2840	1048	4187	2156	2031	6189
%V	22.8%	23.1%	25.6%	26.4%	22.0%	25.6%	19.1%	28.1%
%H (All HH)		94.9%	45.2%	16.7%	66.7%	34.3%	32.3%	98.6%
%H (TV HH)			47.6%	17.6%	70.2%	36.2%	34.1%	
3	3679	3529	1860	643	2492	1475	1017	3659
%V	13.4%	13.7%	16.8%	16.2%	13.1%	17.5%	9.6%	16.6%
%H (All HH)		95.9%	50.6%	17.5%	67.7%	40.1%	27.6%	99.5%
%H (TV HH)			52.7%	18.2%	70.6%	41.8%	28.8%	
4	2063	1990	1041	406	1421	886	535	2055
%V	7.5%	7.7%	9.4%	10.2%	7.5%	10.5%	5.0%	9.3%
%H (All HH)		96.5%	50.5%	19.7%	68.9%	42.9%	25.9%	99.6%
%H (TV HH)			52.3%	20.4%	71.4%	44.5%	26.9%	
5+	2181	2096	1154	422	1491	980	511	2175
%V	7.9%	8.1%	10.4%	10.6%	7.8%	11.6%	4.8%	9.9%
%H (All HH)		96.1%	52.9%	19.3%	68.4%	44.9%	23.4%	99.7%
%H (TV HH)			55.1%	20.1%	71.1%	46.8%	24.4%	

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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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	50701	24226	8320	39007	20823	18184	43233
%H		47.8%	16.4%	76.9%	41.1%	35.9%	85.3%
Under 20"	6815	3014	1052	5814	3075	2739	5737
%V	13.4%	12.4%	12.6%	14.9%	14.8%	15.1%	13.3%
%H		44.2%	15.4%	85.3%	45.1%	40.2%	84.2%
20" - 29"	11707	5079	1758	9539	4656	4883	9535
%V	23.1%	21.0%	21.1%	24.5%	22.4%	26.9%	22.1%
%H		43.4%	15.0%	81.5%	39.8%	41.7%	81.4%
30" - 39"	16534	7501	2699	12636	6310	6326	13785
%V	32.6%	31.0%	32.4%	32.4%	30.3%	34.8%	31.9%
%H		45.4%	16.3%	76.4%	38.2%	38.3%	83.4%
40" and over	14871	8320	2690	10448	6546	3902	13564
%V	29.3%	34.3%	32.3%	26.8%	31.4%	21.5%	31.4%
%H		55.9%	18.1%	70.3%	44.0%	26.2%	91.2%
Don't know	774	311	121	570	236	334	612
%V	1.5%	1.3%	1.5%	1.5%	1.1%	1.8%	1.4%
%H		40.2%	15.6%	73.6%	30.5%	43.2%	79.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 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	50701	24226	8320	39007	20823	18184	43233
%H		47.8%	16.4%	76.9%	41.1%	35.9%	85.3%
Main living room	25605	11062	3965	18891	8403	10488	20636
%V	50.5%	45.7%	47.7%	48.4%	40.4%	57.7%	47.7%
%H		43.2%	15.5%	73.8%	32.8%	41.0%	80.6%
Kitchen	3081	1512	436	2706	1552	1155	2679
%V	6.1%	6.2%	5.2%	6.9%	7.5%	6.4%	6.2%
%H		49.1%	14.2%	87.8%	50.4%	37.5%	87.0%
Adult's bedroom	13383	6783	2438	10669	6453	4216	11871
%V	26.4%	28.0%	29.3%	27.4%	31.0%	23.2%	27.5%
%H		50.7%	18.2%	79.7%	48.2%	31.5%	88.7%
Child's bedroom	3273	1967	621	2393	1710	682	3152
%V	6.5%	8.1%	7.5%	6.1%	8.2%	3.8%	7.3%
%H		60.1%	19.0%	73.1%	52.2%	20.8%	96.3%
Other bedroom	1427	793	270	1167	784	383	1323
%V	2.8%	3.3%	3.2%	3.0%	3.8%	2.1%	3.1%
%H		55.6%	18.9%	81.8%	54.9%	26.8%	92.7%
Second living/dining room	2418	1275	384	1947	1167	780	2150
%V	4.8%	5.3%	4.6%	5.0%	5.6%	4.3%	5.0%
%H		52.7%	15.9%	80.5%	48.3%	32.3%	88.9%
Study/office	376	205	49	302	181	121	367
%V	0.7%	0.8%	0.6%	0.8%	0.9%	0.7%	0.8%
%H		54.5%	13.0%	80.3%	48.1%	32.2%	97.6%
TV room	218	121	31	169	103	66	209
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.4%	0.5%
%H		55.5%	14.2%	77.5%	47.2%	30.3%	95.9%
Conseervatory	552	306	78	468	294	174	503
%V	1.1%	1.3%	0.9%	1.2%	1.4%	1.0%	1.2%
%H		55.4%	14.1%	84.8%	53.3%	31.5%	91.1%
Attic or loft room	67	38	15	51	34	17	66
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		56.7%	22.4%	76.1%	50.7%	25.4%	98.5%
No specific location	38	18	2	30	15	15	34
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		47.4%	5.3%	78.9%	39.5%	39.5%	89.5%
Other	261	145	31	213	127	86	243
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.5%	0.6%
%H		55.6%	11.9%	81.6%	48.7%	33.0%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	50701	24226	8320	39007	20823	18184	43233
%H		47.8%	16.4%	76.9%	41.1%	35.9%	85.3%
PVR	20821	12803	4492	13552	9784	3768	19060
%V	41.1%	52.8%	54.0%	34.7%	47.0%	20.7%	44.1%
%H		61.5%	21.6%	65.1%	47.0%	18.1%	91.5%
DVDR	1071	433	161	882	394	488	902
%V	2.1%	1.8%	1.9%	2.3%	1.9%	2.7%	2.1%
%H		40.4%	15.0%	82.4%	36.8%	45.6%	84.2%
VCR	689	226	94	575	202	373	460
%V	1.4%	0.9%	1.1%	1.5%	1.0%	2.1%	1.1%
%H		32.8%	13.6%	83.5%	29.3%	54.1%	66.8%
Any recorder	21689	13004	4578	14327	9976	4351	19650
%V	42.8%	53.7%	55.0%	36.7%	47.9%	23.9%	45.5%
%H		60.0%	21.1%	66.1%	46.0%	20.1%	90.6%

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	50701	24226	8320	39007	20823	18184	43233
%H		47.8%	16.4%	76.9%	41.1%	35.9%	85.3%
Receives HDTV (via STB or built-in reception)	21215	11322	4572	15200	9614	5586	19413
%V	41.8%	46.7%	55.0%	39.0%	46.2%	30.7%	44.9%
%H		53.4%	21.6%	71.6%	45.3%	26.3%	91.5%
DVD/Blu-ray player or recorder	27994	13427	4770	21659	11690	9970	24396
%V	55.2%	55.4%	57.3%	55.5%	56.1%	54.8%	56.4%
%H		48.0%	17.0%	77.4%	41.8%	35.6%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	25779	11081	3975	19026	8411	10615	20764
%H		43.0%	15.4%	73.8%	32.6%	41.2%	80.5%
Under 20"	471	76	31	381	43	339	265
%V	1.8%	0.7%	0.8%	2.0%	0.5%	3.2%	1.3%
%H		16.1%	6.6%	80.9%	9.1%	72.0%	56.3%
20" - 29"	3272	784	346	2634	530	2104	2047
%V	12.7%	7.1%	8.7%	13.8%	6.3%	19.8%	9.9%
%H		24.0%	10.6%	80.5%	16.2%	64.3%	62.6%
30" - 39"	9756	3628	1414	7452	2790	4663	7460
%V	37.8%	32.7%	35.6%	39.2%	33.2%	43.9%	35.9%
%H		37.2%	14.5%	76.4%	28.6%	47.8%	76.5%
40" and over	11893	6472	2128	8285	4979	3305	10713
%V	46.1%	58.4%	53.5%	43.5%	59.2%	31.1%	51.6%
%H		54.4%	17.9%	69.7%	41.9%	27.8%	90.1%
Don't know	388	120	56	274	70	204	280
%V	1.5%	1.1%	1.4%	1.4%	0.8%	1.9%	1.3%
%H		30.9%	14.4%	70.6%	18.0%	52.6%	72.2%

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 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	25779	11081	3975	19026	8411	10615	20764
%H		43.0%	15.4%	73.8%	32.6%	41.2%	80.5%
PVR	15552	9210	3252	10344	7109	3235	14035
%V	60.3%	83.1%	81.8%	54.4%	84.5%	30.5%	67.6%
%H		59.2%	20.9%	66.5%	45.7%	20.8%	90.2%
DVDR	831	314	119	684	281	404	680
%V	3.2%	2.8%	3.0%	3.6%	3.3%	3.8%	3.3%
%H		37.8%	14.3%	82.3%	33.8%	48.6%	81.8%
VCR	559	176	70	459	143	316	355
%V	2.2%	1.6%	1.8%	2.4%	1.7%	3.0%	1.7%
%H		31.5%	12.5%	82.1%	25.6%	56.5%	63.5%
Any recorder	16175	9321	3296	10898	7197	3701	14415
%V	62.7%	84.1%	82.9%	57.3%	85.6%	34.9%	69.4%
%H		57.6%	20.4%	67.4%	44.5%	22.9%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25779	11081	3975	19026	8411	10615	20764
%H		43.0%	15.4%	73.8%	32.6%	41.2%	80.5%
Receives HDTV (via STB or built-in reception)	14702	7732	3052	10326	6260	4066	13263
%V	57.0%	69.8%	76.8%	54.3%	74.4%	38.3%	63.9%
%H		52.6%	20.8%	70.2%	42.6%	27.7%	90.2%
DVD/Blu-ray player or recorder	18239	8174	2942	13584	6403	7180	15353
%V	70.8%	73.8%	74.0%	71.4%	76.1%	67.6%	73.9%
%H		44.8%	16.1%	74.5%	35.1%	39.4%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 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	24922	13145	4345	19981	12411	7570	22469
%H		52.7%	17.4%	80.2%	49.8%	30.4%	90.2%
Under 20"	6344	2937	1022	5432	3032	2400	5473
%V	25.5%	22.3%	23.5%	27.2%	24.4%	31.7%	24.4%
%H		46.3%	16.1%	85.6%	47.8%	37.8%	86.3%
20" - 29"	8435	4296	1412	6906	4126	2779	7488
%V	33.8%	32.7%	32.5%	34.6%	33.2%	36.7%	33.3%
%H		50.9%	16.7%	81.9%	48.9%	32.9%	88.8%
30" - 39"	6779	3873	1284	5184	3520	1663	6325
%V	27.2%	29.5%	29.6%	25.9%	28.4%	22.0%	28.1%
%H		57.1%	18.9%	76.5%	51.9%	24.5%	93.3%
40" and over	2978	1848	562	2163	1567	596	2852
%V	11.9%	14.1%	12.9%	10.8%	12.6%	7.9%	12.7%
%H		62.1%	18.9%	72.6%	52.6%	20.0%	95.8%
Don't know	386	191	65	296	166	131	332
%V	1.5%	1.5%	1.5%	1.5%	1.3%	1.7%	1.5%
%H		49.5%	16.8%	76.7%	43.0%	33.9%	86.0%

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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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	24922	13145	4345	19981	12411	7570	22469
%H		52.7%	17.4%	80.2%	49.8%	30.4%	90.2%
PVR	5269	3593	1240	3208	2675	533	5024
%V	21.1%	27.3%	28.5%	16.1%	21.6%	7.0%	22.4%
%H		68.2%	23.5%	60.9%	50.8%	10.1%	95.4%
DVDR	239	119	42	198	113	85	222
%V	1.0%	0.9%	1.0%	1.0%	0.9%	1.1%	1.0%
%H		49.8%	17.6%	82.8%	47.3%	35.6%	92.9%
VCR	130	51	24	117	59	58	106
%V	0.5%	0.4%	0.6%	0.6%	0.5%	0.8%	0.5%
%H		39.2%	18.5%	90.0%	45.4%	44.6%	81.5%
Any recorder	5514	3683	1281	3429	2779	650	5235
%V	22.1%	28.0%	29.5%	17.2%	22.4%	8.6%	23.3%
%H		66.8%	23.2%	62.2%	50.4%	11.8%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	24922	13145	4345	19981	12411	7570	22469
%H		52.7%	17.4%	80.2%	49.8%	30.4%	90.2%
Receives HDTV (via STB or built-in reception)	6513	3589	1519	4874	3354	1519	6149
%V	26.1%	27.3%	35.0%	24.4%	27.0%	20.1%	27.4%
%H		55.1%	23.3%	74.8%	51.5%	23.3%	94.4%
DVD/Blu-ray player or recorder	9755	5253	1828	8076	5286	2789	9043
%V	39.1%	40.0%	42.1%	40.4%	42.6%	36.8%	40.2%
%H		53.8%	18.7%	82.8%	54.2%	28.6%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64185	60880	29534	10187	43228	22350	20877	56263
%H		94.9%	46.0%	15.9%	67.3%	34.8%	32.5%	87.7%
Total Children	12253	11824	6665	2041	7626	4569	3057	11623
%V	19.1%	19.4%	22.6%	20.0%	17.6%	20.4%	14.6%	20.7%
%H		96.5%	54.4%	16.7%	62.2%	37.3%	24.9%	94.9%
0 - 3	3283	3125	1742	500	1935	1083	852	3056
%V	5.1%	5.1%	5.9%	4.9%	4.5%	4.8%	4.1%	5.4%
%H		95.2%	53.1%	15.2%	58.9%	33.0%	26.0%	93.1%
4 - 15	8969	8698	4923	1541	5691	3486	2205	8567
%V	14.0%	14.3%	16.7%	15.1%	13.2%	15.6%	10.6%	15.2%
%H		97.0%	54.9%	17.2%	63.5%	38.9%	24.6%	95.5%
4 - 9	4763	4602	2626	781	2907	1749	1158	4502
%V	7.4%	7.6%	8.9%	7.7%	6.7%	7.8%	5.5%	8.0%
%H		96.6%	55.1%	16.4%	61.0%	36.7%	24.3%	94.5%
10 - 15	4207	4097	2297	760	2784	1737	1047	4065
%V	6.6%	6.7%	7.8%	7.5%	6.4%	7.8%	5.0%	7.2%
%H		97.4%	54.6%	18.1%	66.2%	41.3%	24.9%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	64185	60880	29534	10187	43228	22350	20877	56263
%H		94.9%	46.0%	15.9%	67.3%	34.8%	32.5%	87.7%
Total Adults (16+)	51933	49057	22869	8146	35601	17781	17820	44640
%V	80.9%	80.6%	77.4%	80.0%	82.4%	79.6%	85.4%	79.3%
%H		94.5%	44.0%	15.7%	68.6%	34.2%	34.3%	86.0%
16 - 19	2918	2756	1465	531	1968	1221	747	2813
%V	4.5%	4.5%	5.0%	5.2%	4.6%	5.5%	3.6%	5.0%
%H		94.4%	50.2%	18.2%	67.4%	41.8%	25.6%	96.4%
20 - 24	4100	3636	1632	670	2530	1324	1207	3883
%V	6.4%	6.0%	5.5%	6.6%	5.9%	5.9%	5.8%	6.9%
%H		88.7%	39.8%	16.3%	61.7%	32.3%	29.4%	94.7%
25 - 34	8823	8012	4181	1382	5081	2782	2299	8301
%V	13.7%	13.2%	14.2%	13.6%	11.8%	12.4%	11.0%	14.8%
%H		90.8%	47.4%	15.7%	57.6%	31.5%	26.1%	94.1%
35 - 44	8354	7907	4234	1409	5269	3029	2240	7903
%V	13.0%	13.0%	14.3%	13.8%	12.2%	13.6%	10.7%	14.0%
%H		94.6%	50.7%	16.9%	63.1%	36.3%	26.8%	94.6%
45 - 54	9131	8815	4388	1680	6354	3597	2756	8443
%V	14.2%	14.5%	14.9%	16.5%	14.7%	16.1%	13.2%	15.0%
%H		96.5%	48.1%	18.4%	69.6%	39.4%	30.2%	92.5%
55 - 64	7376	7122	3237	1197	5431	2709	2723	6438
%V	11.5%	11.7%	11.0%	11.8%	12.6%	12.1%	13.0%	11.4%
%H		96.6%	43.9%	16.2%	73.6%	36.7%	36.9%	87.3%
65+	11231	10810	3732	1278	8967	3119	5849	6858
%V	17.5%	17.8%	12.6%	12.5%	20.7%	14.0%	28.0%	12.2%
%H		96.3%	33.2%	11.4%	79.8%	27.8%	52.1%	61.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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+)	51933	49057	22869	8146	35601	17781	17820	44640
%H		94.5%	44.0%	15.7%	68.6%	34.2%	34.3%	86.0%
AB	14328	13698	6519	2376	9886	5066	4820	13678
%V	27.6%	27.9%	28.5%	29.2%	27.8%	28.5%	27.0%	30.6%
%H		95.6%	45.5%	16.6%	69.0%	35.4%	33.6%	95.5%
C1	14252	13270	6167	2263	9636	4921	4715	12906
%V	27.4%	27.1%	27.0%	27.8%	27.1%	27.7%	26.5%	28.9%
%H		93.1%	43.3%	15.9%	67.6%	34.5%	33.1%	90.6%
C2	11486	11049	5524	1832	8139	4471	3668	9926
%V	22.1%	22.5%	24.2%	22.5%	22.9%	25.1%	20.6%	22.2%
%H		96.2%	48.1%	15.9%	70.9%	38.9%	31.9%	86.4%
D	7648	7141	3282	1188	4978	2354	2624	5848
%V	14.7%	14.6%	14.4%	14.6%	14.0%	13.2%	14.7%	13.1%
%H		93.4%	42.9%	15.5%	65.1%	30.8%	34.3%	76.5%
E	4219	3898	1378	487	2962	969	1993	2282
%V	8.1%	7.9%	6.0%	6.0%	8.3%	5.4%	11.2%	5.1%
%H		92.4%	32.7%	11.5%	70.2%	23.0%	47.2%	54.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2014 - March 2015
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+)	51933	49057	22869	8146	35601	17781	17820	44640
%H		94.5%	44.0%	15.7%	68.6%	34.2%	34.3%	86.0%
Working full time	24301	23044	11781	4279	15880	9008	6872	23114
%V	46.8%	47.0%	51.5%	52.5%	44.6%	50.7%	38.6%	51.8%
%H		94.8%	48.5%	17.6%	65.3%	37.1%	28.3%	95.1%
Working part time	5269	5067	2525	884	3689	2039	1650	4926
%V	10.1%	10.3%	11.0%	10.9%	10.4%	11.5%	9.3%	11.0%
%H		96.2%	47.9%	16.8%	70.0%	38.7%	31.3%	93.5%
Not working	22363	20946	8563	2983	16033	6734	9299	16599
%V	43.1%	42.7%	37.4%	36.6%	45.0%	37.9%	52.2%	37.2%
%H		93.7%	38.3%	13.3%	71.7%	30.1%	41.6%	74.2%
Housewife/Houseperson	27509	25846	11088	3977	19040	8413	10628	22028
%V	53.0%	52.7%	48.5%	48.8%	53.5%	47.3%	59.6%	49.3%
%H		94.0%	40.3%	14.5%	69.2%	30.6%	38.6%	80.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	25343	23787	11379	3982	17103	8824	8279	22126
%H		93.9%	44.9%	15.7%	67.5%	34.8%	32.7%	87.3%
16 - 19	1508	1426	776	281	1005	641	364	1463
%V	6.0%	6.0%	6.8%	7.1%	5.9%	7.3%	4.4%	6.6%
%H		94.6%	51.5%	18.6%	66.6%	42.5%	24.1%	97.0%
20 - 24	2049	1815	829	331	1252	674	578	1955
%V	8.1%	7.6%	7.3%	8.3%	7.3%	7.6%	7.0%	8.8%
%H		88.6%	40.5%	16.2%	61.1%	32.9%	28.2%	95.4%
25 - 34	4396	3949	2050	678	2522	1393	1129	4137
%V	17.3%	16.6%	18.0%	17.0%	14.7%	15.8%	13.6%	18.7%
%H		89.8%	46.6%	15.4%	57.4%	31.7%	25.7%	94.1%
35 - 44	4140	3871	2070	680	2560	1459	1101	3889
%V	16.3%	16.3%	18.2%	17.1%	15.0%	16.5%	13.3%	17.6%
%H		93.5%	50.0%	16.4%	61.8%	35.2%	26.6%	93.9%
45 - 54	4493	4314	2169	807	3082	1739	1343	4124
%V	17.7%	18.1%	19.1%	20.3%	18.0%	19.7%	16.2%	18.6%
%H		96.0%	48.3%	18.0%	68.6%	38.7%	29.9%	91.8%
55 - 64	3620	3483	1601	582	2648	1330	1318	3143
%V	14.3%	14.6%	14.1%	14.6%	15.5%	15.1%	15.9%	14.2%
%H		96.2%	44.2%	16.1%	73.1%	36.7%	36.4%	86.8%
65+	5136	4930	1885	623	4034	1589	2445	3415
%V	20.3%	20.7%	16.6%	15.6%	23.6%	18.0%	29.5%	15.4%
%H		96.0%	36.7%	12.1%	78.5%	30.9%	47.6%	66.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	25343	23787	11379	3982	17103	8824	8279	22126
%H		93.9%	44.9%	15.7%	67.5%	34.8%	32.7%	87.3%
AB	7156	6829	3328	1178	4887	2555	2332	6866
%V	28.2%	28.7%	29.2%	29.6%	28.6%	29.0%	28.2%	31.0%
%H		95.4%	46.5%	16.5%	68.3%	35.7%	32.6%	95.9%
C1	6669	6164	2979	1054	4422	2376	2046	6178
%V	26.3%	25.9%	26.2%	26.5%	25.9%	26.9%	24.7%	27.9%
%H		92.4%	44.7%	15.8%	66.3%	35.6%	30.7%	92.6%
C2	6180	5908	2933	980	4334	2362	1971	5286
%V	24.4%	24.8%	25.8%	24.6%	25.3%	26.8%	23.8%	23.9%
%H		95.6%	47.5%	15.9%	70.1%	38.2%	31.9%	85.5%
D	3625	3349	1577	575	2304	1134	1171	2858
%V	14.3%	14.1%	13.9%	14.4%	13.5%	12.9%	14.1%	12.9%
%H		92.4%	43.5%	15.9%	63.6%	31.3%	32.3%	78.8%
E	1712	1538	563	194	1156	397	759	938
%V	6.8%	6.5%	4.9%	4.9%	6.8%	4.5%	9.2%	4.2%
%H		89.8%	32.9%	11.3%	67.5%	23.2%	44.3%	54.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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+)	25343	23787	11379	3982	17103	8824	8279	22126
%H		93.9%	44.9%	15.7%	67.5%	34.8%	32.7%	87.3%
Working full time	14845	14057	7319	2537	9649	5521	4128	14072
%V	58.6%	59.1%	64.3%	63.7%	56.4%	62.6%	49.9%	63.6%
%H		94.7%	49.3%	17.1%	65.0%	37.2%	27.8%	94.8%
Working part time	1148	1062	482	181	768	379	388	1039
%V	4.5%	4.5%	4.2%	4.5%	4.5%	4.3%	4.7%	4.7%
%H		92.5%	42.0%	15.8%	66.9%	33.0%	33.8%	90.5%
Not working	9351	8668	3578	1264	6686	2924	3762	7015
%V	36.9%	36.4%	31.4%	31.7%	39.1%	33.1%	45.4%	31.7%
%H		92.7%	38.3%	13.5%	71.5%	31.3%	40.2%	75.0%
Housewife/Houseperson	5884	5251	1938	720	3873	1373	2500	4159
%V	23.2%	22.1%	17.0%	18.1%	22.6%	15.6%	30.2%	18.8%
%H		89.2%	32.9%	12.2%	65.8%	23.3%	42.5%	70.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2014 - March 2015

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+)	26589	25269	11490	4164	18498	8957	9542	22513
%H		95.0%	43.2%	15.7%	69.6%	33.7%	35.9%	84.7%
16 - 19	1410	1330	690	251	963	581	383	1350
%V	5.3%	5.3%	6.0%	6.0%	5.2%	6.5%	4.0%	6.0%
%H		94.3%	48.9%	17.8%	68.3%	41.2%	27.2%	95.7%
20 - 24	2051	1821	804	339	1279	650	629	1929
%V	7.7%	7.2%	7.0%	8.1%	6.9%	7.3%	6.6%	8.6%
%H		88.8%	39.2%	16.5%	62.4%	31.7%	30.7%	94.1%
25 - 34	4427	4063	2131	703	2559	1389	1170	4164
%V	16.6%	16.1%	18.5%	16.9%	13.8%	15.5%	12.3%	18.5%
%H		91.8%	48.1%	15.9%	57.8%	31.4%	26.4%	94.1%
35 - 44	4213	4036	2164	729	2709	1570	1139	4014
%V	15.8%	16.0%	18.8%	17.5%	14.6%	17.5%	11.9%	17.8%
%H		95.8%	51.4%	17.3%	64.3%	37.3%	27.0%	95.3%
45 - 54	4638	4501	2219	873	3272	1859	1413	4319
%V	17.4%	17.8%	19.3%	21.0%	17.7%	20.8%	14.8%	19.2%
%H		97.0%	47.8%	18.8%	70.5%	40.1%	30.5%	93.1%
55 - 64	3756	3639	1636	615	2784	1379	1405	3295
%V	14.1%	14.4%	14.2%	14.8%	15.1%	15.4%	14.7%	14.6%
%H		96.9%	43.6%	16.4%	74.1%	36.7%	37.4%	87.7%
65+	6095	5880	1847	655	4933	1530	3403	3442
%V	22.9%	23.3%	16.1%	15.7%	26.7%	17.1%	35.7%	15.3%
%H		96.5%	30.3%	10.7%	80.9%	25.1%	55.8%	56.5%

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 2014 - March 2015

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+)	26589	25269	11490	4164	18498	8957	9542	22513
%H		95.0%	43.2%	15.7%	69.6%	33.7%	35.9%	84.7%
AB	7172	6869	3191	1198	4999	2511	2488	6812
%V	27.0%	27.2%	27.8%	28.8%	27.0%	28.0%	26.1%	30.3%
%H		95.8%	44.5%	16.7%	69.7%	35.0%	34.7%	95.0%
C1	7582	7106	3188	1209	5214	2545	2669	6727
%V	28.5%	28.1%	27.7%	29.0%	28.2%	28.4%	28.0%	29.9%
%H		93.7%	42.0%	15.9%	68.8%	33.6%	35.2%	88.7%
C2	5306	5142	2590	852	3805	2109	1696	4640
%V	20.0%	20.3%	22.5%	20.5%	20.6%	23.5%	17.8%	20.6%
%H		96.9%	48.8%	16.1%	71.7%	39.7%	32.0%	87.4%
D	4022	3793	1705	613	2674	1220	1453	2990
%V	15.1%	15.0%	14.8%	14.7%	14.5%	13.6%	15.2%	13.3%
%H		94.3%	42.4%	15.2%	66.5%	30.3%	36.1%	74.3%
E	2507	2359	815	292	1806	572	1234	1344
%V	9.4%	9.3%	7.1%	7.0%	9.8%	6.4%	12.9%	6.0%
%H		94.1%	32.5%	11.6%	72.0%	22.8%	49.2%	53.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2014 - March 2015

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+)	26589	25269	11490	4164	18498	8957	9542	22513
%H		95.0%	43.2%	15.7%	69.6%	33.7%	35.9%	84.7%
Working full time	9456	8987	4462	1742	6230	3486	2744	9042
%V	35.6%	35.6%	38.8%	41.8%	33.7%	38.9%	28.8%	40.2%
%H		95.0%	47.2%	18.4%	65.9%	36.9%	29.0%	95.6%
Working part time	4121	4004	2043	703	2921	1660	1261	3887
%V	15.5%	15.8%	17.8%	16.9%	15.8%	18.5%	13.2%	17.3%
%H		97.2%	49.6%	17.1%	70.9%	40.3%	30.6%	94.3%
Not working	13012	12278	4985	1719	9347	3811	5536	9584
%V	48.9%	48.6%	43.4%	41.3%	50.5%	42.5%	58.0%	42.6%
%H		94.4%	38.3%	13.2%	71.8%	29.3%	42.5%	73.7%
Housewife/Houseperson	21625	20595	9150	3256	15168	7040	8128	17869
%V	81.3%	81.5%	79.6%	78.2%	82.0%	78.6%	85.2%	79.4%
%H		95.2%	42.3%	15.1%	70.1%	32.6%	37.6%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.

2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:

Age of housewife
Size of household
Presence of children
Social grade
Age
Sex
Working status (adults)
Terminal age of education
Number of sets
Set characteristics
Ownership of TV related equipment

3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

- BBC/ITV Segment
- Low Population Density (Yes/No)
- Cable areas
- 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 54,756 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 2014 and March 2015

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 2014 - March 2015							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South-West
Addresses Issued	78,415	18086	2563	10343	4235	1997	3030
Shop / Business	950	194	23	114	61	21	80
Demolished / Incomplete	98	20	0	13	5	1	4
Empty	5,690	780	158	834	197	125	162
Holiday Home	815	28	36	29	42	6	194
Other Non Effective	1,187	177	64	167	74	63	69
Eligible Addresses	69,675	16887	2282	9186	3856	1781	2521
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	779	569	16	12	7	32	32
Total Additional Households	2,877	2679	2127	2111	2107	2133	2134
Total Valid Households	79,135	18658	2579	10355	4243	2030	3044
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,460	2513	213	837	430	146	221
	9.4%	13.5%	8.3%	8.1%	10.1%	7.2%	7.3%
No English Spoken	130	50	0	29	5	2	0
	0.2%	0.3%	0.0%	0.3%	0.1%	0.1%	0.0%
Refusals	17,216	4625	579	2310	1072	392	666
	21.8%	24.8%	22.5%	22.3%	25.3%	19.3%	21.9%
Total Interviews	54,329	11470	1787	7179	2736	1490	2157
	68.7%	61.5%	69.3%	69.3%	64.5%	73.4%	70.9%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4309	4517	3148	8298	6358	4662	6869
Shop / Business	56	42	23	117	76	54	89
Demolished / Incomplete	1	0	6	9	11	16	12
Empty	163	335	254	752	616	399	915
Holiday Home	35	23	44	52	135	36	155
Other Non Effective	62	50	30	137	44	107	143
Eligible Addresses	3992	4067	2791	7231	5476	4050	5555
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	22	12	4	26	14	2	31
Total Additional Households	2125	2116	2109	2132	2121	2110	2140
Total Valid Households	4328	4528	3151	8315	6369	4663	6872
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	400	281	265	818	437	328	571
	9.2%	6.2%	8.4%	9.8%	6.9%	7.0%	8.3%
No English Spoken	6	8	3	11	3	11	2
	0.1%	0.2%	0.1%	0.1%	0.0%	0.2%	0.0%
Refusals	1072	957	645	1860	1311	811	916
	24.8%	21.1%	20.5%	22.4%	20.6%	17.4%	13.3%
Total Interviews	2850	3282	2238	5626	4618	3513	5383
	65.9%	72.5%	71.0%	67.7%	72.5%	75.3%	78.3%

Response Analysis: April 2014 - March 2015							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	78,415	18527	10360	8367	4698	2499	6028
Shop / Business	950	192	115	123	39	16	70
Demolished / Incomplete	98	20	13	9	0	4	11
Empty	5,690	809	833	749	342	213	575
Holiday Home	815	30	35	26	21	26	111
Other Non Effective	1,187	187	167	138	54	23	40
Eligible Addresses	69,675	17289	9197	7322	4242	2217	5221
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	779	568	12	26	12	4	14
Total Additional Households	2,877	2667	2112	2127	2114	2107	2124
Total Valid Households	79,135	19098	10371	8388	4710	2502	6039
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,460	2570	847	819	275	229	427
	9.4%	13.5%	8.2%	9.8%	5.8%	9.2%	7.1%
No English Spoken	130	50	29	11	8	2	3
	0.2%	0.3%	0.3%	0.1%	0.2%	0.1%	0.0%
Refusals	17,216	4698	2298	1892	1022	506	1258
	21.8%	24.6%	22.2%	22.6%	21.7%	20.2%	20.8%
Total Interviews	54,329	11780	7197	5666	3405	1765	4351
	68.7%	61.7%	69.4%	67.5%	72.3%	70.5%	72.0%

	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	6451	4342	2894	4662	799	1919	6869
Shop / Business	83	64	76	54	10	19	89
Demolished / Incomplete	2	5	3	16	2	1	12
Empty	306	190	150	399	83	126	915
Holiday Home	68	43	194	36	64	6	155
Other Non Effective	117	75	62	107	9	65	143
Eligible Addresses	5875	3965	2409	4050	631	1702	5555
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	47	8	23	2	0	32	31
Total Additional Households	2158	2112	2128	2108	2107	2140	2140
Total Valid Households	6495	4351	2899	4663	795	1952	6872
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	575	430	204	328	48	137	571
	8.9%	9.9%	7.0%	7.0%	6.0%	7.0%	8.3%
No English Spoken	5	5	0	11	1	3	2
	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.0%
Refusals	1558	1114	648	811	124	371	916
	24.0%	25.6%	22.4%	17.4%	15.6%	19.0%	13.3%
Total Interviews	4357	2802	2047	3513	622	1441	5383
	67.1%	64.4%	70.6%	75.3%	78.2%	73.8%	78.3%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

- a) There is one and only one housewife in a household
- b) A housewife may be male or female
- c) If two people of different sex share the household duties the woman 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 2014 to March 2015

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	54329	51381	50765
All Sets	103687	103687	102873
All Individuals	135394	129003	127380
Children 0-15	26405	25482	25116
All Adults	108989	103521	102264
Adult Males	52891	50004	49310
Adult Females	56098	53517	52954

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11470	10615	10487
All Sets	19534	19534	19383
All Individuals	31031	28891	28519
Children 0-15	6374	6014	5923
All Adults	24657	22877	22596
Adult Males	12057	11106	10955
Adult Females	12600	11771	11641

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1787	1700	1679
All Sets	3537	3537	3509
All Individuals	4558	4384	4327
Children 0-15	875	854	839
All Adults	3683	3530	3488
Adult Males	1782	1707	1685
Adult Females	1901	1823	1803

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7179	6827	6760
All Sets	13880	13880	13795
All Individuals	18007	17242	17065
Children 0-15	3630	3499	3454
All Adults	14377	13743	13611
Adult Males	6949	6616	6554
Adult Females	7428	7127	7057

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2736	2598	2567
All Sets	5425	5425	5379
All Individuals	6618	6346	6281
Children 0-15	1228	1195	1183
All Adults	5390	5151	5098
Adult Males	2632	2501	2469
Adult Females	2758	2650	2629

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1490	1412	1388
All Sets	2888	2888	2856
All Individuals	3630	3467	3394
Children 0-15	693	679	663
All Adults	2937	2788	2731
Adult Males	1431	1357	1324
Adult Females	1506	1431	1407

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	2157	2062	2025
All Sets	4138	4138	4087
All Individuals	4963	4788	4704
Children 0-15	844	825	806
All Adults	4119	3963	3898
Adult Males	1966	1891	1862
Adult Females	2153	2072	2036

BBC South	All Households	Total TV Households	Multichannel Households
All Households	2850	2705	2670
All Sets	5508	5508	5464
All Individuals	7134	6823	6725
Children 0-15	1343	1309	1301
All Adults	5791	5514	5424
Adult Males	2834	2689	2630
Adult Females	2957	2825	2794

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3282	3123	3073
All Sets	6587	6587	6512
All Individuals	8064	7734	7604
Children 0-15	1523	1494	1476
All Adults	6541	6240	6128
Adult Males	3199	3039	2972
Adult Females	3342	3201	3156

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2238	2137	2127
All Sets	4432	4432	4422
All Individuals	5266	5075	5051
Children 0-15	956	936	929
All Adults	4310	4139	4122
Adult Males	2058	1969	1960
Adult Females	2252	2170	2162

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5626	5338	5290
All Sets	11201	11201	11135
All Individuals	13814	13194	13075
Children 0-15	2659	2559	2520
All Adults	11155	10635	10555
Adult Males	5388	5107	5064
Adult Females	5767	5528	5491

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4618	4341	4278
All Sets	8972	8972	8895
All Individuals	10594	10049	9896
Children 0-15	1943	1875	1846
All Adults	8651	8174	8050
Adult Males	4198	3949	3880
Adult Females	4453	4225	4170

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3513	3370	3333
All Sets	6642	6642	6597
All Individuals	8741	8475	8394
Children 0-15	1854	1821	1805
All Adults	6887	6654	6589
Adult Males	3319	3192	3158
Adult Females	3568	3462	3431

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	5383	5153	5088
All Sets	10943	10943	10839
All Individuals	12974	12535	12345
Children 0-15	2483	2422	2371
All Adults	10491	10113	9974
Adult Males	5078	4881	4797
Adult Females	5413	5232	5177

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4665	4432	4397
All Sets	9204	9204	9158
All Individuals	11665	11173	11079
Children 0-15	2286	2206	2182
All Adults	9379	8967	8897
Adult Males	4527	4315	4280
Adult Females	4852	4652	4617

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2514	2395	2363
All Sets	4676	4676	4637
All Individuals	6342	6069	5986
Children 0-15	1344	1293	1272
All Adults	4998	4776	4714
Adult Males	2422	2301	2274
Adult Females	2576	2475	2440

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	11780	10913	10787
All Sets	20135	20135	19984
All Individuals	31855	29692	29332
Children 0-15	6559	6197	6111
All Adults	25296	23495	23221
Adult Males	12362	11400	11252
Adult Females	12934	12095	11969

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7197	6841	6774
All Sets	13901	13901	13816
All Individuals	18044	17272	17095
Children 0-15	3642	3509	3464
All Adults	14402	13763	13631
Adult Males	6962	6627	6565
Adult Females	7440	7136	7066

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5666	5378	5331
All Sets	11286	11286	11221
All Individuals	13911	13289	13172
Children 0-15	2666	2566	2527
All Adults	11245	10723	10645
Adult Males	5433	5151	5109
Adult Females	5812	5572	5536

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	3405	3248	3196
All Sets	6841	6841	6764
All Individuals	8360	8031	7894
Children 0-15	1584	1555	1535
All Adults	6776	6476	6359
Adult Males	3312	3153	3084
Adult Females	3464	3323	3275

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1765	1676	1669
All Sets	3483	3483	3476
All Individuals	4176	4004	3989
Children 0-15	753	734	729
All Adults	3423	3270	3260
Adult Males	1636	1556	1550
Adult Females	1787	1714	1710

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3258	3057	3014
All Sets	6365	6365	6311
All Individuals	7462	7080	6974
Children 0-15	1359	1308	1288
All Adults	6103	5772	5686
Adult Males	2947	2770	2722
Adult Females	3156	3002	2964

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1093	1025	1008
All Sets	2118	2118	2099
All Individuals	2556	2409	2372
Children 0-15	475	462	457
All Adults	2081	1947	1915
Adult Males	1037	970	952
Adult Females	1044	977	963

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	4357	4139	4085
All Sets	8566	8566	8498
All Individuals	10939	10482	10330
Children 0-15	2050	1998	1975
All Adults	8889	8484	8355
Adult Males	4327	4121	4043
Adult Females	4562	4363	4312

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2802	2663	2627
All Sets	5546	5546	5494
All Individuals	6778	6505	6423
Children 0-15	1241	1209	1192
All Adults	5537	5296	5231
Adult Males	2712	2580	2541
Adult Females	2825	2716	2690

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	2047	1956	1919
All Sets	3881	3881	3830
All Individuals	4694	4526	4442
Children 0-15	805	786	767
All Adults	3889	3740	3675
Adult Males	1858	1785	1756
Adult Females	2031	1955	1919

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3513	3370	3333
All Sets	6642	6642	6597
All Individuals	8741	8475	8394
Children 0-15	1854	1821	1805
All Adults	6887	6654	6589
Adult Males	3319	3192	3158
Adult Females	3568	3462	3431

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	622	602	597
All Sets	1214	1214	1208
All Individuals	1391	1359	1345
Children 0-15	264	259	255
All Adults	1127	1100	1090
Adult Males	522	509	504
Adult Females	605	591	586

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1441	1360	1337
All Sets	2766	2766	2736
All Individuals	3513	3344	3273
Children 0-15	670	656	640
All Adults	2843	2688	2633
Adult Males	1386	1309	1277
Adult Females	1457	1379	1356

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	5383	5153	5088
All Sets	10943	10943	10839
All Individuals	12974	12535	12345
Children 0-15	2483	2422	2371
All Adults	10491	10113	9974
Adult Males	5078	4881	4797
Adult Females	5413	5232	5177

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	110	106	106
All Sets	257	257	257
All Individuals	269	262	262
Children 0-15	39	39	39
All Adults	230	223	223
Adult Males	108	106	106
Adult Females	122	117	117

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4717	4480	4445
All Sets	9307	9307	9261
All Individuals	11790	11291	11197
Children 0-15	2316	2234	2210
All Adults	9474	9057	8987
Adult Males	4575	4361	4326
Adult Females	4899	4696	4661

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2480	2361	2329
All Sets	4594	4594	4555
All Individuals	6254	5981	5898
Children 0-15	1326	1275	1254
All Adults	4928	4706	4644
Adult Males	2387	2266	2239
Adult Females	2541	2440	2405

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4351	4082	4022
All Sets	8483	8483	8410
All Individuals	10018	9489	9346
Children 0-15	1834	1770	1745
All Adults	8184	7719	7601
Adult Males	3984	3740	3674
Adult Females	4200	3979	3927

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	6824	6513	6425
All Sets	13709	13709	13575
All Individuals	16487	15879	15618
Children 0-15	3153	3078	3011
All Adults	13334	12801	12607
Adult Males	6464	6190	6074
Adult Females	6870	6611	6533

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	8871	8469	8344
All Sets	17590	17590	17405
All Individuals	21181	20405	20060
Children 0-15	3958	3864	3778
All Adults	17223	16541	16282
Adult Males	8322	7975	7830
Adult Females	8901	8566	8452

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	16068	15310	15118
All Sets	31491	31491	31221
All Individuals	39225	37677	37155
Children 0-15	7600	7373	7242
All Adults	31625	30304	29913
Adult Males	15284	14602	14395
Adult Females	16341	15702	15518

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	4247	4033	3979
All Sets	8309	8309	8241
All Individuals	10670	10220	10068
Children 0-15	2011	1959	1936
All Adults	8659	8261	8132
Adult Males	4219	4015	3937
Adult Females	4440	4246	4195

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	7159	6802	6712
All Sets	14112	14112	13992
All Individuals	17717	16987	16753
Children 0-15	3291	3207	3167
All Adults	14426	13780	13586
Adult Males	7039	6701	6584
Adult Females	7387	7079	7002

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11458	10904	10793
All Sets	22824	22824	22669
All Individuals	27838	26683	26400
Children 0-15	5267	5114	5046
All Adults	22571	21569	21354
Adult Males	10903	10369	10247
Adult Females	11668	11200	11107

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5170	4924	4865
All Sets	10324	10324	10240
All Individuals	12536	12035	11883
Children 0-15	2337	2289	2264
All Adults	10199	9746	9619
Adult Males	4948	4709	4634
Adult Females	5251	5037	4985

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	6288	5980	5928
All Sets	12500	12500	12429
All Individuals	15302	14648	14517
Children 0-15	2930	2825	2782
All Adults	12372	11823	11735
Adult Males	5955	5660	5613
Adult Females	6417	6163	6122

S4C	All Households	Total TV Households	Multichannel Households
All Households	5383	5153	5088
All Sets	10943	10943	10839
All Individuals	12974	12535	12345
Children 0-15	2483	2422	2371
All Adults	10491	10113	9974
Adult Males	5078	4881	4797
Adult Females	5413	5232	5177

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	16030	15271	15056
All Sets	31702	31702	31397
All Individuals	38898	37392	36813
Children 0-15	7249	7071	6945
All Adults	31649	30321	29868
Adult Males	15361	14676	14414
Adult Females	16288	15645	15454

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10836	10302	10196
All Sets	21610	21610	21461
All Individuals	26447	25324	25055
Children 0-15	5003	4855	4791
All Adults	21444	20469	20264
Adult Males	10381	9860	9743
Adult Females	11063	10609	10521

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	4973	4684	4619
All Sets	9697	9697	9618
All Individuals	11409	10848	10691
Children 0-15	2098	2029	2000
All Adults	9311	8819	8691
Adult Males	4506	4249	4178
Adult Females	4805	4570	4513

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 2015)



BARB Establishment Survey Questionnaire

Version: User 24.2

Date: 05/12/2014

Internal Use Only

Status: Final

Prepared for fieldwork month: January 2015



Version Control

Changes included in this version:

Question No	Description of changes to this version
S71	New check question for Freesat and Sky claims
S68/S69	Questions switched so that Sky is asked about first.
S24	Question and option text change
P17	New question asking about mobile phone ownership
P18	New question asking about smartphone ownership
H118	New re-contact question specifically for joining the BARB panel

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	Music	11	
Drama	2	Arts	12	
Soaps	3	Science/technology	13	
Comedy	4	Documentaries	14	
Quiz/Game Shows	5	Nature/wildlife	15	
Chat Shows	6	News / Current Affairs	16	
Animation	7	Reality	17	
DIY/Home/Garden improvement	8	Other (Specify)	18	
Cookery	9	Don't know	19	
Sport	10	No answer	20	

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? For example Freesat or Sky 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 or YouView (<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]		
H112	Does your household receive TV programmes on any TV sets via a YouView, Talk Talk or BT TV set top box? Note: please code all that apply Note: For a more detailed explanation of any of these set top boxes click on further information YouView Talk Talk BT Vision or BT TV set top box None of these (SP)	MP
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? Note: please code all that apply NOTE: For a more detailed explanation click on further information INTERVIEWER: READ OUT OPTIONS 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 Other (Specify) None of these (SP)	MP
ASK IF NO METHOD CLAIMED AT HH [H66, H64, H65 ALL = NO AND H112, 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 or BT TV set top box <RECODE H112 = BT VISION OR BT SET TOP BOX> TalkTalk <RECODE H112 = TALKTALK> YouView <RECODE H112 = 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 H112 NOT NONE OF THESE 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 or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = 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	SP
ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home? NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G. And includes any broadband connection shared with a neighbour Yes No Don't know	SP
ASK IF BROADBAND [H17=Yes]		
H115	How do you, or any members of your household, access the internet? Fixed home broadband (via a router or Wi-Fi) 3G or 4G mobile phone 3G or 4G mobile broadband device (Such as a Dongle) Tablet or Computer with a 3G or 4G data SIM card Other (Specify) Don't know	MP
ASK IF NO BROADBAND CLAIM [H17=NO OR DK]		
H113	Do you, or does anyone in your household, have any sort of internet access at home? Yes No Don't know	SP
ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	What type of internet access is this? 3G or 4G mobile phone 3G or 4G mobile internet device(Such as a Dongle) Tablet or Computer with a 3G or 4G data SIM card Dial-up using the home phone line Other (Specify) Don't know	MP

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 1 COMPUTER CLAIMED [H51=1]		
H111a	Has this computer/tablet been used in the last 6 months? Yes No	SP
ASK IF 2+ COMPUTERS CLAIMED [H51>1]		
H111b	How many of these computers/tablets been used in the last 6 months? WRITE IN (0-Max value of H51)	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 or tablet (IF 1 COMPUTER) are any of your computers or tablets (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/sets> which <is/are> temporarily out of order but which you would normally use to watch TV

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

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

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 IF S5 = 5 - 9

S5a You have said that the TV screen size is <<insert size at S5>> inches. Is this correct? SP

 Yes

 No

IF NO, ROUTE BACK TO S5

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 or BT TV set top box (if H112 = BT Vision or BT TV set top box BT Vision) TalkTalk (if H112 = TalkTalk) YouView (if H112 = 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 or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = 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 H112 = NONE OF THESE 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 H112 NOT NONE OF THESE 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 H112 = NONE OF THESE AND H68 = NONE OF THESE)]		
S11a	Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes	
	No	
ASK IF SATELLITE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H65=YES) AND (H64 = YES OR H66 = YES OR H112 NOT NONE OF THESE OR H68 NOT NONE OF THESE)]		
S11b	Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes	
	No	
ASK IF DTT IS THE ONLY PLATFORM CLAIM AT HH [(H66=YES) AND (H64 = NO, H65 = NO AND H112 = NONE OF THESE 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 H112 NOT NONE OF THESE 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 How does this set receive its TV services via this aerial?	SP
	Separate box	
	Built-in reception	
	Both (separate box and built-in reception)	
	Don't know	
ASK IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH [(H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND (H64 = NO, H65 = NO, H66 = NO AND H68= NONE OF THESE)]		
S55a	Can you confirm that this set receives TV from a BT Vision or BT TV set top box?	SP
	Yes	
	No	

ASK IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H112=TALKTALK) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)]		
S55b	Does this set receive TV from a BT Vision or BT TV set top box?	SP
	Yes	
	No	
ASK IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH [(H112=TALKTALK (ONLY) AND (H64 = NO, H65 = NO, H66 = NO AND H68= NONE OF THESE))]		
S54a	Can you confirm that this set receives TV from TalkTalk?	SP
	Yes	
	No	
ASK IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H112=TALKTALK) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)]		
S54b	Does this set receive TV from TalkTalk?	SP
	Yes	
	No	
ASK IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH [(H112 OR H68=YOUVIEW (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H68= NONE OF THESE))]		
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 [(H112 OR H68=YOUVIEW) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE 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= GAMES CONSOLE (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
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 H112 NOT NONE OF THESE 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= COMPUTER/TABLET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
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 H112 NOT NONE OF THESE 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= DC TO INTERNET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
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 H112 NOT NONE OF THESE 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= OTHER (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
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 H112 NOT NONE OF THESE 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 or BT TV set top box (if S55A/B = BT Vision or BT TV set top box) TalkTalk (if S54A/B = TalkTalk) 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 ON SET 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 Satellite An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and a separate box An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and built-in reception BT Vision or BT TV set top box TalkTalk YouView Games Console Computer or tablet Direct connection to the internet Another TV supplier (Specify) None of these Don't know	MP CODE S10a/b=YES AND H64=YES CODE S11a/b=YES AND H65=YES (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX CODE S54a/b =YES AND H112=TALKTALK CODE S67a/b =YES AND H112=YOUVIEW CODE S56a/b =YES AND H68=CONSOLE CODE S57a/b =YES AND H68=COMPUTER CODE S58a/b =YES AND H68 = INTERNET CODE H68=OTHER. DO NOT CODE S59a/b
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 Satellite An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and a separate box An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and built-in reception BT Vision or BT TV set top box TalkTalk YouView Games Console Computer or tablet Direct connection to the internet Another TV supplier (Specify) 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 CODE S10a/b=YES AND H64=YES CODE S11a/b=YES AND H65=YES CODE S9=YES, S14=SEPARATE BOX, H66=YES CODE S9=YES, S14=BUILT IN, H66=YES CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX CODE S54a/b =YES AND H112=TALKTALK CODE S67a/b =YES AND H112 =YOUVIEW CODE S56a/b =YES AND H68=CONSOLE CODE S57a/b =YES AND H68=COMPUTER CODE S58a/b =YES, AND H68 = INTERNET CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN
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. Can the cable box be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation click on further information Yes – V+ Yes – TiVo Yes – but not sure which type of 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]		
S69	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 Do you receive your satellite TV services via Sky? Yes – via Sky with subscription Yes – via Sky without subscription No Don't know	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S68	SHOW SCREEN In Addition to Sky, (If S69=code 1 or 2) Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP

ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S70	SHOW SCREEN In Addition to Sky, (If S69=code1 or 2) In Addition to Freesat, (If S68=code1 or 2) In Addition to Sky and Freesat, (If S69=code 1 or 2 AND S68=Yes 1 or 2) Do you receive your satellite TV services via a set top box that is not from Sky or Freesat? Yes (Specify) No Don't know	SP

ASK IF SKY AND FREESAT CLAIM ON SET [S69+S68 = YES (code 1 or 2)]		
S71	SHOW SCREEN [IF S70 is YES] In addition to the set top box that is not from Sky or Freesat you have said that this set also receives satellite TV from BOTH Sky and Freesat. [IF S70 is No or DK] You have said that this set receives satellite TV from BOTH Sky and Freesat. In order to receive both you would need to have either: • A Freesat box AND a Sky box, or • A TV with Freesat built in AND a separate Sky box Does this set receive satellite from both Sky and Freesat? Yes – BOTH Sky and Freesat No – Sky Only No – Freesat Only Don't know	SP

ASK IF SKY IS SATELLITE PROVIDER [S69 = 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 [S69 = 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 [S68 = FREESAT(CODE 1 OR 2)]		
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 [S68 = FREESAT(CODE 1 OR 2)]		
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 (in NI only) or Saorview HD? Freeview HD is the high definition service available from Freeview (in NI only) 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		

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 programmes via cable but no set has cable claimed. Are you able to access TV programmes 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 receives TV programmes from cable TV?	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 programmes via satellite but no set has satellite claimed. Are you able to access TV programmes 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 receives TV programmes from satellite TV?	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 S68-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 programmes via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV programmes 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 programmes 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 OR BT TV SET TOP BOX CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 = BT VISION OR BT TV SET TOP BOX AND S55=NO (FOR ALL SETS)]		
H91	You said that your household was able to access TV programmes from BT Vision or BT TV set top box but no set has a BT Vision or BT TV set top box claimed. Are you able to access TV programmes via a BT Vision or BT TV set top box? Yes ASK H92 No IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR BTVIS	SP
ASK IF BT VISION OR BT TV SET TOP BOX CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H91=YES]		
H92	Which of the sets you have mentioned receives TV programmes from a BT Vision or BT TV set top box? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these RECODE H91 to NO IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR BT Don't know RECODE H91 to NO IF SINGLE CODE AT H112, CLEAR H112 IF MULTI T H112, CLEAR H112 RESPONSE FOR BT	MP
RECODE S55A/B FOR SETS CLAIMED AT H92		
ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112= TALKTALK AND S54=NO (FOR ALL SETS)]		
H89	You said that your household was able to access TV programmes from TalkTalk but no set has TalkTalk claimed. Are you able to access TV programmes via TalkTalk? Yes ASK H100 No IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR TALKTALK	SP
ASK IF TALKTALK CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H89=YES]		
H90	Which of the sets you have mentioned receives TV programmes from TalkTalk? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these RECODE H89 to NO IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR TALKTALK Don't know RECODE H89 to NO IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR TALKTALK	MP
RECODE S54A/B FOR SETS CLAIMED AT H90		
ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112=YOUVIEW AND S67=NO (FOR ALL SETS)]		
H99	You said that your household was able to access TV programmes from YouView but no set has YouView claimed. Are you able to access TV programmes via YouView? Yes ASK H100 No IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR YOUVIEW	SP

ASK IF YOUVIEW CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H99=YES]		
H100	Which of the sets you have mentioned receives TV programmes from YouView? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE H99 to NO IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR YOUVIEW RECODE H99 to NO IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 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 programmes via a Games Console but no set has a Games Console claimed. Are you able to access TV programmes via a Games Console? Yes No	SP ASK H94 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 programmes via a Games Console? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE H93 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE RECODE H93 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE
RECODE S56A/B FOR SETS CLAIMED AT H94		
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 programmes via a computer but no set has a computer claimed. Are you able to access TV programmes on any of your TV sets via a computer? Yes No	SP ASK H96 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER

ASK IF COMPUTER CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H95=YES]		
H96	Which of the sets you have mentioned receives TV programmes via a computer? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER
RECODE S57A/B FOR SETS CLAIMED AT H96		
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 programmes via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV programmes via a direct connection to the internet? Yes No	SP ASK H98 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET
ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H97=YES]		
H98	Which of the sets you have mentioned receives TV programmes via a direct connection to the internet? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP 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
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 IF SX5 = 5 - 9

SX5a You have said that the TV screen size is <<insert size at SX5>> inches. Is this correct?

SP

Yes

No

IF NO, ROUTE BACK TO SX5

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 [S69 = 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/Amazon Prime Instant Video Netflix NowTV Xbox Live None of these Don't know	MP
ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED		
H77 intro	(SINGLE WORKING SET) Going back to the TV set you use to watch TV programmes (2+ WORKING SETS) Now thinking about all the TV sets you use to watch TV programmes	

ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED		
H77	SHOW SCREEN (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	MP
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, 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	
NOTE: Answers must add up to 10		
H24 Check	So out of every ten hours you and your household watch ITV1 stations, you would view ____ 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)	SP
	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 Intro1	Thinking about your household in general and other ways that TV sets can be used...	

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)? 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	SP
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) Yes ASK H23 No Don't know	SP
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 SP

(Cable HH) In addition to your Cable connection
(BT Vision or BT TV set top box HH) In addition to your BT Vision or BT TV set top box connection
(TalkTalkHH) In addition to your TalkTalk connection
(YouView HH) In addition to your YouView connection
(Cable and BT Vision or BT TV set top box HH) In addition to your Cable and BT Vision or BT TV set top box connections
(Cable and TalkTalkHH) In addition to your Cable and TalkTalk connections
(Cable and YouView HH) In addition to your Cable and YouView connections
(BT Vision or BT TV set top box and TalkTalk HH) In addition to your BT Vision or BT TV set top box and TalkTalk connections
(YouView and BT Vision or BT TV set top box HH) In addition to your YouView and BT Vision or BT TV set top box connections
(YouView and TalkTalkHH) In addition to your YouView and TalkTalk connections
(Cable, BT Vision or BT TV set top box and TalkTalk HH) In addition to your Cable, BT Vision or BT TV set top box and TalkTalk connections
(Cable, BT Vision or BT TV set top box and YouView HH) In addition to your Cable, BT Vision or BT TV set top box and YouView connections
(BT Vision or BT TV set top box TalkTalk and YouView HH) In addition to your BT Vision or BT TV set top box, TalkTalk and YouView connections
(Cable, TalkTalk and YouView HH) In addition to your Cable, TalkTalk and YouView connections
(Cable, BT Vision or BT TV set top box, TalkTalk and YouView HH) In addition to your Cable BT Vision or BT TV set top box , TalkTalk 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

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 or BT TV set top box HH) In addition to your BT Vision or BT TV set top box connection

(TalkTalkHH) In addition to your TalkTalk connection

(YouView HH) In addition to your YouView connection

(Cable and BT Vision or BT TV set top box HH) In addition to your Cable and BT Vision or BT TV set top box connections

(Cable and TalkTalkHH) In addition to your Cable and TalkTalk connections

(Cable and YouView HH) In addition to your Cable and YouView connections

(BT Vision or BT TV set top box and TalkTalk HH) In addition to your BT Vision or BT TV set top box and TalkTalk connections

(YouView and BT Vision or BT TV set top box HH) In addition to your YouView and BT Vision or BT TV set top box connections

(YouView and TalkTalkHH) In addition to your YouView and TalkTalk connections

(Cable, BT Vision or BT TV set top box and TalkTalk) In addition to your Cable, BT Vision or BT TV set top box and TalkTalk connections

(Cable, BT Vision or BT TV set top box and YouView) In addition to your Cable, BT Vision or BT TV set top box and YouView connections

(BT Vision or BT TV set top box, TalkTalk and YouView HH) In addition to your BT Vision or BT TV set top box, TalkTalk and YouView connections

(Cable, TalkTalk and YouView) In addition to your Cable, TalkTalk and YouView connections

(Cable, BT Vision or BT TV set top box, TalkTalk and YouView) In addition to your Cable, BT Vision or BT TV set top box, TalkTalk 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)

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 or BT TV set top box HH) and your BT Vision or BT TV set top box connection

(TalkTalkHH) and your TalkTalk connection

(YouView HH) and your YouView connection

(Cable and BT Vision or BT TV set top box HH) and your Cable and BT Vision or BT TV set top box connections

(Cable and TalkTalkHH) and your Cable and TalkTalk connections

(Cable and YouView HH) and your Cable and YouView connections

(BT Vision or BT TV set top box and TalkTalk HH) and your BT Vision or BT TV set top box and TalkTalk connections

(YouView and BT TV / BT Vis HH) and your YouView and BT Vision or BT TV set top box connections

(YouView and TalkTalkHH) and your YouView and TalkTalk connections

(Cable, BT Vision or BT TV set top box and TalkTalk) and your Cable, BT Vision or BT TV set top box and TalkTalk connections

(Cable, BT Vision or BT TV set top box and YouView) and your Cable, BT Vision or BT TV set top box and YouView connections

(BT Vision or BT TV set top box, TalkTalk and YouView HH) and your BT Vision or BT TV set top box, TalkTalk and YouView connections

(Cable, TalkTalk and YouView) and your Cable, TalkTalk and YouView connections

(Cable, BT Vision or BT TV set top box, TalkTalk and YouView) and your Cable, BT Vision or BT TV set top box , TalkTalk 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 <i>(Single Set HH)</i> Is your TV set capable of showing movies and TV programmes in 3D? <i>(Multi Set HH)</i> 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	SP

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 (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
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?	SP
	Yes No Don't know	
ASK IF WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN	SP
	How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
	Yes No Don't know	
ASK IF GAELIC SPEAKER [P13=YES]		
P14	SHOW SCREEN	SP
	How well do you (IF RESPONDENT) / does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know	
ASK ALL		
P15	SHOW SCREEN	SP
	Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Note: Please include any health problems related to old age Yes – limited a lot Yes – limited a little No Refused	

ASK ALL		
P16	SHOW SCREEN 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
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again I'm going to ask about ownership of a mobile phone.	
	Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question please say 'Refused'.	
P17	SHOW SCREEN	SP
	(IF RESPONDENT) Do you have your own mobile phone? (IF NOT RESPONDENT) Does this person have their own mobile phone?	
	Yes No Don't know Refused	

ASK IF OWN A MOBILE PHONE [P17=YES]

P18 SHOW SCREEN

SP

(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes?

(IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes?

INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE.

Yes

No

Don't know

Refused

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

ASK IF MULTI PERSON HH [H55>1]		
H25 Intro	Thinking about all the people in your household...	
ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT P14, OTHERWISE SKIP TO H27		
H26	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK IF ANY HH members are Asian/Asian British		
H116	SHOW SCREEN	MP
Which [other (IF H25 or H26 asked)] languages do you speak? (ASK IF 1 PERSON HOUSEHOLD) Which [other (IF H25 or H26 asked)] languages do you or other household members use when talking to each other? (ASK IF 2+ PERSON HOUSEHOLD) English (Supress if H25 or H26 asked) Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh (Supress if H25 asked) Gaelic (Supress if H26 asked) Other (Specify) None of these		

ASK IF ANY HH members are Asian/Asian British and more than one option chosen at H116 ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED		
H117	SHOW SCREEN Which is the main language Spoken in your household? English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Other (Specify)	SP
ASK ALL		
H27	SHOW SCREEN 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	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H56	Which of the household members you have mentioned is the Head of Household? 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	MP
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? 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	MP

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 (<i>IF RESPONDENT</i>) household member <<INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED>> (<i>IF NOT RESPONDENT</i>).	
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 <u>is</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)) <u>was</u> (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 <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (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 <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (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 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	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' THROUGHTOUT)		
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	

ASK IF H50 = NO

H118 Thank you.

SP

BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK.

We understand that you would prefer not to be recontacted for future research generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested you would be under no obligation to take part.

Yes

No

Not Asked *[Extra code for interviewers who don't ask this question based on a very definite No at H50]*

END OF THIRD HH SECTION

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW