



BARB Establishment Survey Annual Data Report Volume 1: Total Network & Appendices January to December 2012



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
January - December 2012

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Introduction

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This reports contains the weighted data results from the Establishment survey for the period January - December 2012

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
AB	6525	6307	6248	2915	1014	4626	2244	2381
%V	23.9%	24.0%	24.1%	25.8%	24.9%	23.5%	25.3%	22.0%
%H (All HH)		96.7%	95.8%	44.7%	15.5%	70.9%	34.4%	36.5%
%H (TV HH)			99.1%	46.2%	16.1%	73.3%	35.6%	37.8%
C1	7397	7035	6940	3031	1167	5260	2442	2818
%V	27.0%	26.8%	26.8%	26.9%	28.6%	26.7%	27.5%	26.0%
%H (All HH)		95.1%	93.8%	41.0%	15.8%	71.1%	33.0%	38.1%
%H (TV HH)			98.6%	43.1%	16.6%	74.8%	34.7%	40.1%
C2	5365	5231	5179	2471	880	3953	2068	1885
%V	19.6%	19.9%	20.0%	21.9%	21.6%	20.1%	23.3%	17.4%
%H (All HH)		97.5%	96.5%	46.1%	16.4%	73.7%	38.5%	35.1%
%H (TV HH)			99.0%	47.2%	16.8%	75.6%	39.5%	36.0%
D	4180	4007	3942	1737	622	2944	1310	1634
%V	15.3%	15.3%	15.2%	15.4%	15.3%	14.9%	14.7%	15.1%
%H (All HH)		95.9%	94.3%	41.6%	14.9%	70.4%	31.3%	39.1%
%H (TV HH)			98.4%	43.3%	15.5%	73.5%	32.7%	40.8%
E	3888	3687	3605	1131	393	2923	818	2105
%V	14.2%	14.0%	13.9%	10.0%	9.6%	14.8%	9.2%	19.4%
%H (All HH)		94.8%	92.7%	29.1%	10.1%	75.2%	21.0%	54.1%
%H (TV HH)			97.8%	30.7%	10.7%	79.3%	22.2%	57.1%

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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Household level data

Table 2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
Under 25	1228	1065	1024	459	159	715	301	414
%V	4.5%	4.1%	4.0%	4.1%	3.9%	3.6%	3.4%	3.8%
%H (All HH)		86.7%	83.4%	37.4%	12.9%	58.2%	24.5%	33.7%
%H (TV HH)			96.2%	43.1%	14.9%	67.1%	28.3%	38.9%
25 - 34	4281	3986	3900	2048	698	2547	1351	1196
%V	15.6%	15.2%	15.0%	18.1%	17.1%	12.9%	15.2%	11.1%
%H (All HH)		93.1%	91.1%	47.8%	16.3%	59.5%	31.6%	27.9%
%H (TV HH)			97.8%	51.4%	17.5%	63.9%	33.9%	30.0%
35 - 44	4807	4610	4563	2419	867	3186	1839	1347
%V	17.6%	17.5%	17.6%	21.4%	21.3%	16.2%	20.7%	12.4%
%H (All HH)		95.9%	94.9%	50.3%	18.0%	66.3%	38.3%	28.0%
%H (TV HH)			99.0%	52.5%	18.8%	69.1%	39.9%	29.2%
45 - 54	5288	5133	5095	2420	949	3839	2049	1790
%V	19.3%	19.5%	19.7%	21.4%	23.3%	19.5%	23.1%	16.5%
%H (All HH)		97.1%	96.4%	45.8%	17.9%	72.6%	38.7%	33.9%
%H (TV HH)			99.3%	47.1%	18.5%	74.8%	39.9%	34.9%
55 - 64	4447	4323	4288	1807	692	3416	1580	1836
%V	16.3%	16.5%	16.5%	16.0%	17.0%	17.3%	17.8%	17.0%
%H (All HH)		97.2%	96.4%	40.6%	15.6%	76.8%	35.5%	41.3%
%H (TV HH)			99.2%	41.8%	16.0%	79.0%	36.5%	42.5%
65 +	7304	7152	7044	2132	711	6001	1761	4240
%V	26.7%	27.2%	27.2%	18.9%	17.4%	30.5%	19.8%	39.2%
%H (All HH)		97.9%	96.4%	29.2%	9.7%	82.2%	24.1%	58.1%
%H (TV HH)			98.5%	29.8%	9.9%	83.9%	24.6%	59.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data
Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
1	9627	9000	8815	2548	1051	7105	1846	5259
%V	35.2%	34.3%	34.0%	22.6%	25.8%	36.1%	20.8%	48.6%
%H (All HH)		93.5%	91.6%	26.5%	10.9%	73.8%	19.2%	54.6%
%H (TV HH)			97.9%	28.3%	11.7%	78.9%	20.5%	58.4%
2	8337	8104	8016	3638	1269	6141	2959	3182
%V	30.5%	30.9%	30.9%	32.2%	31.1%	31.2%	33.3%	29.4%
%H (All HH)		97.2%	96.1%	43.6%	15.2%	73.7%	35.5%	38.2%
%H (TV HH)			98.9%	44.9%	15.7%	75.8%	36.5%	39.3%
3	4060	3974	3935	2113	733	2854	1713	1141
%V	14.8%	15.1%	15.2%	18.7%	18.0%	14.5%	19.3%	10.5%
%H (All HH)		97.9%	96.9%	52.0%	18.1%	70.3%	42.2%	28.1%
%H (TV HH)			99.0%	53.2%	18.4%	71.8%	43.1%	28.7%
4	3544	3464	3441	1974	668	2461	1608	853
%V	13.0%	13.2%	13.3%	17.5%	16.4%	12.5%	18.1%	7.9%
%H (All HH)		97.7%	97.1%	55.7%	18.8%	69.4%	45.4%	24.1%
%H (TV HH)			99.3%	57.0%	19.3%	71.0%	46.4%	24.6%
5+	1788	1726	1707	1011	355	1143	755	387
%V	6.5%	6.6%	6.6%	9.0%	8.7%	5.8%	8.5%	3.6%
%H (All HH)		96.5%	95.5%	56.5%	19.9%	63.9%	42.2%	21.6%
%H (TV HH)			98.9%	58.6%	20.6%	66.2%	43.7%	22.4%
Average HH size	2.28	2.30	2.30	2.62	2.55	2.23	2.64	1.90

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

%V = percentage of vertical total

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

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

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Household level data
Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
Without	20584	19628	19325	7590	2844	15171	6110	9061
%V	75.2%	74.7%	74.6%	67.3%	69.8%	77.0%	68.8%	83.7%
%H (All HH)		95.4%	93.9%	36.9%	13.8%	73.7%	29.7%	44.0%
%H (TV HH)			98.5%	38.7%	14.5%	77.3%	31.1%	46.2%
With	6770	6640	6589	3695	1232	4534	2772	1762
%V	24.7%	25.3%	25.4%	32.7%	30.2%	23.0%	31.2%	16.3%
%H (All HH)		98.1%	97.3%	54.6%	18.2%	67.0%	40.9%	26.0%
%H (TV HH)			99.2%	55.6%	18.6%	68.3%	41.7%	26.5%
0 - 3	2604	2528	2498	1420	438	1633	953	680
%V	9.5%	9.6%	9.6%	12.6%	10.7%	8.3%	10.7%	6.3%
%H (All HH)		97.1%	95.9%	54.5%	16.8%	62.7%	36.6%	26.1%
%H (TV HH)			98.8%	56.2%	17.3%	64.6%	37.7%	26.9%
4 - 9	3377	3317	3295	1905	599	2221	1377	844
%V	12.3%	12.6%	12.7%	16.9%	14.7%	11.3%	15.5%	7.8%
%H (All HH)		98.2%	97.6%	56.4%	17.7%	65.8%	40.8%	25.0%
%H (TV HH)			99.3%	57.4%	18.1%	67.0%	41.5%	25.4%
10 - 15	3166	3127	3109	1762	621	2220	1441	779
%V	11.6%	11.9%	12.0%	15.6%	15.2%	11.3%	16.2%	7.2%
%H (All HH)		98.8%	98.2%	55.7%	19.6%	70.1%	45.5%	24.6%
%H (TV HH)			99.4%	56.3%	19.9%	71.0%	46.1%	24.9%

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 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
1	10759	10759	10490	3609	1394	7266	1740	5526
%V	39.3%	41.0%	40.5%	32.0%	34.2%	36.9%	19.6%	51.1%
%H (All HH)		100.0%	97.5%	33.5%	13.0%	67.5%	16.2%	51.4%
%H (TV HH)			97.5%	33.5%	13.0%	67.5%	16.2%	51.4%
2	8892	8892	8823	3938	1436	6935	3387	3548
%V	32.5%	33.9%	34.0%	34.9%	35.2%	35.2%	38.1%	32.8%
%H (All HH)		100.0%	99.2%	44.3%	16.1%	78.0%	38.1%	39.9%
%H (TV HH)			99.2%	44.3%	16.1%	78.0%	38.1%	39.9%
3	4033	4033	4022	2156	734	3306	2108	1198
%V	14.7%	15.4%	15.5%	19.1%	18.0%	16.8%	23.7%	11.1%
%H (All HH)		100.0%	99.7%	53.5%	18.2%	82.0%	52.3%	29.7%
%H (TV HH)			99.7%	53.5%	18.2%	82.0%	52.3%	29.7%
4	1724	1724	1719	1033	340	1456	1072	384
%V	6.3%	6.6%	6.6%	9.2%	8.3%	7.4%	12.1%	3.5%
%H (All HH)		100.0%	99.7%	59.9%	19.7%	84.5%	62.2%	22.3%
%H (TV HH)			99.7%	59.9%	19.7%	84.5%	62.2%	22.3%
5+	860	860	860	548	171	742	575	167
%V	3.1%	3.3%	3.3%	4.9%	4.2%	3.8%	6.5%	1.5%
%H (All HH)		100.0%	100.0%	63.7%	19.9%	86.3%	66.9%	19.4%
%H (TV HH)			100.0%	63.7%	19.9%	86.3%	66.9%	19.4%

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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Household level data
Table 6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
Under 20"	7394	7394	7330	3235	1115	6325	3253	3073
%V	27.0%	28.1%	28.3%	28.7%	27.4%	32.1%	36.6%	28.4%
%H (All HH)		100.0%	99.1%	43.8%	15.1%	85.5%	44.0%	41.6%
%H (TV HH)			99.1%	43.8%	15.1%	85.5%	44.0%	41.6%
20" - 29"	10668	10668	10549	4226	1613	8703	3876	4827
%V	39.0%	40.6%	40.7%	37.4%	39.6%	44.2%	43.6%	44.6%
%H (All HH)		100.0%	98.9%	39.6%	15.1%	81.6%	36.3%	45.2%
%H (TV HH)			98.9%	39.6%	15.1%	81.6%	36.3%	45.2%
30" - 39"	13356	13356	13293	6071	2184	10310	5120	5191
%V	48.8%	50.8%	51.3%	53.8%	53.6%	52.3%	57.6%	48.0%
%H (All HH)		100.0%	99.5%	45.5%	16.4%	77.2%	38.3%	38.9%
%H (TV HH)			99.5%	45.5%	16.4%	77.2%	38.3%	38.9%
40" and over	9595	9595	9559	5524	1778	6800	4394	2407
%V	35.1%	36.5%	36.9%	48.9%	43.6%	34.5%	49.5%	22.2%
%H (All HH)		100.0%	99.6%	57.6%	18.5%	70.9%	45.8%	25.1%
%H (TV HH)			99.6%	57.6%	18.5%	70.9%	45.8%	25.1%

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
Main living room	25803	25803	25567	11183	4031	19427	8808	10619
%V	94.3%	98.2%	98.7%	99.1%	98.9%	98.6%	99.2%	98.1%
%H (All HH)		100.0%	99.1%	43.3%	15.6%	75.3%	34.1%	41.2%
%H (TV HH)			99.1%	43.3%	15.6%	75.3%	34.1%	41.2%
Kitchen	3290	3290	3276	1632	469	2846	1628	1218
%V	12.0%	12.5%	12.6%	14.5%	11.5%	14.4%	18.3%	11.3%
%H (All HH)		100.0%	99.6%	49.6%	14.3%	86.5%	49.5%	37.0%
%H (TV HH)			99.6%	49.6%	14.3%	86.5%	49.5%	37.0%
Adult's bedroom	10849	10849	10804	5460	1952	8896	5330	3566
%V	39.7%	41.3%	41.7%	48.4%	47.9%	45.1%	60.0%	32.9%
%H (All HH)		100.0%	99.6%	50.3%	18.0%	82.0%	49.1%	32.9%
%H (TV HH)			99.6%	50.3%	18.0%	82.0%	49.1%	32.9%
Child's bedroom	2074	2074	2072	1193	434	1724	1237	487
%V	7.6%	7.9%	8.0%	10.6%	10.7%	8.7%	13.9%	4.5%
%H (All HH)		100.0%	99.9%	57.5%	20.9%	83.1%	59.6%	23.5%
%H (TV HH)			99.9%	57.5%	20.9%	83.1%	59.6%	23.5%
Other bedroom	1197	1197	1193	645	225	1005	650	355
%V	4.4%	4.6%	4.6%	5.7%	5.5%	5.1%	7.3%	3.3%
%H (All HH)		100.0%	99.7%	53.9%	18.8%	84.0%	54.3%	29.7%
%H (TV HH)			99.7%	53.9%	18.8%	84.0%	54.3%	29.7%
Second living/dining room	2459	2459	2447	1306	391	2027	1230	798
%V	9.0%	9.4%	9.4%	11.6%	9.6%	10.3%	13.8%	7.4%
%H (All HH)		100.0%	99.5%	53.1%	15.9%	82.4%	50.0%	32.5%
%H (TV HH)			99.5%	53.1%	15.9%	82.4%	50.0%	32.5%
Study/office	434	434	434	230	73	365	225	140
%V	1.6%	1.7%	1.7%	2.0%	1.8%	1.9%	2.5%	1.3%
%H (All HH)		100.0%	100.0%	53.0%	16.8%	84.1%	51.8%	32.3%
%H (TV HH)			100.0%	53.0%	16.8%	84.1%	51.8%	32.3%
TV room	212	212	212	127	39	165	112	53
%V	0.8%	0.8%	0.8%	1.1%	1.0%	0.8%	1.3%	0.5%
%H (All HH)		100.0%	100.0%	59.9%	18.4%	77.8%	52.8%	25.0%
%H (TV HH)			100.0%	59.9%	18.4%	77.8%	52.8%	25.0%
Conservatory	394	394	393	224	74	333	230	103
%V	1.4%	1.5%	1.5%	2.0%	1.8%	1.7%	2.6%	1.0%
%H (All HH)		100.0%	99.7%	56.9%	18.8%	84.5%	58.4%	26.1%
%H (TV HH)			99.7%	56.9%	18.8%	84.5%	58.4%	26.1%
Attic or loft room	41	41	40	20	9	34	21	13
%V	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	97.6%	48.8%	22.0%	82.9%	51.2%	31.7%
%H (TV HH)			97.6%	48.8%	22.0%	82.9%	51.2%	31.7%
No specific location	63	63	63	31	11	54	31	23
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	49.2%	17.5%	85.7%	49.2%	36.5%
%H (TV HH)			100.0%	49.2%	17.5%	85.7%	49.2%	36.5%
Other	150	150	150	89	26	126	89	37
%V	0.5%	0.6%	0.6%	0.8%	0.6%	0.6%	1.0%	0.3%
%H (All HH)		100.0%	100.0%	59.3%	17.3%	84.0%	59.3%	24.7%
%H (TV HH)			100.0%	59.3%	17.3%	84.0%	59.3%	24.7%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
PVR	13966	13966	13959	9007	2550	9473	6870	2603
%V	51.1%	53.2%	53.9%	79.8%	62.6%	48.1%	77.3%	24.1%
%H (All HH)		100.0%	99.9%	64.5%	18.3%	67.8%	49.2%	18.6%
%H (TV HH)			99.9%	64.5%	18.3%	67.8%	49.2%	18.6%
DVDR	2456	2456	2443	1052	390	1965	933	1032
%V	9.0%	9.3%	9.4%	9.3%	9.6%	10.0%	10.5%	9.5%
%H (All HH)		100.0%	99.5%	42.8%	15.9%	80.0%	38.0%	42.0%
%H (TV HH)			99.5%	42.8%	15.9%	80.0%	38.0%	42.0%
VCR	1909	1909	1878	669	291	1543	605	938
%V	7.0%	7.3%	7.2%	5.9%	7.1%	7.8%	6.8%	8.7%
%H (All HH)		100.0%	98.4%	35.0%	15.2%	80.8%	31.7%	49.1%
%H (TV HH)			98.4%	35.0%	15.2%	80.8%	31.7%	49.1%
Any recorder	15954	15954	15909	9365	2816	11181	7241	3940
%V	58.3%	60.7%	61.4%	83.0%	69.1%	56.7%	81.5%	36.4%
%H (All HH)		100.0%	99.7%	58.7%	17.7%	70.1%	45.4%	24.7%
%H (TV HH)			99.7%	58.7%	17.7%	70.1%	45.4%	24.7%

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

DATA PERIOD: ANNUAL
January - December 2012

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
Receives HDTV (via STB or built-in reception)	12167	12167	12166	6497	2907	8624	5661	2964
%V	44.5%	46.3%	46.9%	57.6%	71.3%	43.8%	63.7%	27.4%
%H (All HH)		100.0%	100.0%	53.4%	23.9%	70.9%	46.5%	24.4%
%H (TV HH)			100.0%	53.4%	23.9%	70.9%	46.5%	24.4%
DVD/Blu-ray player or recorder	20659	20659	20540	9354	3425	15649	7654	7995
%V	75.5%	78.6%	79.3%	82.9%	84.0%	79.4%	86.2%	73.9%
%H (All HH)		100.0%	99.4%	45.3%	16.6%	75.7%	37.0%	38.7%
%H (TV HH)			99.4%	45.3%	16.6%	75.7%	37.0%	38.7%

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

DATA PERIOD: ANNUAL
January - December 2012

Household level data
Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26268	25914	11286	4075	19705	8882	10823
%H (All HH)		96.0%	94.7%	41.3%	14.9%	72.0%	32.5%	39.6%
%H (TV HH)			98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
Has PC or Laptop	20754	19996	19777	9757	3577	14466	7771	6694
%V	75.9%	76.1%	76.3%	86.5%	87.8%	73.4%	87.5%	61.8%
%H (All HH)		96.3%	95.3%	47.0%	17.2%	69.7%	37.4%	32.3%
%H (TV HH)			98.9%	48.8%	17.9%	72.3%	38.9%	33.5%
Has broadband internet	19494	18837	18645	9413	3515	13516	7552	5964
%V	71.3%	71.7%	71.9%	83.4%	86.3%	68.6%	85.0%	55.1%
%H (All HH)		96.6%	95.6%	48.3%	18.0%	69.3%	38.7%	30.6%
%H (TV HH)			99.0%	50.0%	18.7%	71.8%	40.1%	31.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2012

Set level data

Table 11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52197	51739	25070	8745	40893	22243	18650
%H		99.1%	48.0%	16.8%	78.3%	42.6%	35.7%
Under 20"	9640	9571	4384	1481	8324	4487	3837
%V	18.5%	18.5%	17.5%	16.9%	20.4%	20.2%	20.6%
%H		99.3%	45.5%	15.4%	86.3%	46.5%	39.8%
20" - 29"	13242	13104	5478	2066	10954	5232	5722
%V	25.4%	25.3%	21.9%	23.6%	26.8%	23.5%	30.7%
%H		99.0%	41.4%	15.6%	82.7%	39.5%	43.2%
30" - 39"	15494	15428	7270	2637	12046	6320	5725
%V	29.7%	29.8%	29.0%	30.2%	29.5%	28.4%	30.7%
%H		99.6%	46.9%	17.0%	77.7%	40.8%	36.9%
40" and over	10938	10899	6425	2054	7777	5165	2613
%V	21.0%	21.1%	25.6%	23.5%	19.0%	23.2%	14.0%
%H		99.6%	58.7%	18.8%	71.1%	47.2%	23.9%
Don't know	613	603	273	106	464	225	239
%V	1.2%	1.2%	1.1%	1.2%	1.1%	1.0%	1.3%
%H		98.4%	44.5%	17.3%	75.7%	36.7%	39.0%
Not Asked	2270	2134	1240	401	1328	814	514
%V	4.3%	4.1%	4.9%	4.6%	3.2%	3.7%	2.8%
%H		94.0%	54.6%	17.7%	58.5%	35.9%	22.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Set level data

Table 12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52197	51739	25070	8745	40893	22243	18650
%H		99.1%	48.0%	16.8%	78.3%	42.6%	35.7%
Main living room	25983	25743	11266	4053	19574	8881	10693
%V	49.8%	49.8%	44.9%	46.3%	47.9%	39.9%	57.3%
%H		99.1%	43.4%	15.6%	75.3%	34.2%	41.2%
Kitchen	3312	3298	1643	471	2865	1637	1228
%V	6.3%	6.4%	6.6%	5.4%	7.0%	7.4%	6.6%
%H		99.6%	49.6%	14.2%	86.5%	49.4%	37.1%
Adult's bedroom	12773	12725	6546	2369	10579	6546	4032
%V	24.5%	24.6%	26.1%	27.1%	25.9%	29.4%	21.6%
%H		99.6%	51.2%	18.5%	82.8%	51.2%	31.6%
Child's bedroom	2659	2656	1551	562	2224	1625	599
%V	5.1%	5.1%	6.2%	6.4%	5.4%	7.3%	3.2%
%H		99.9%	58.3%	21.1%	83.6%	61.1%	22.5%
Other bedroom	1395	1391	763	264	1179	776	403
%V	2.7%	2.7%	3.0%	3.0%	2.9%	3.5%	2.2%
%H		99.7%	54.7%	18.9%	84.5%	55.6%	28.9%
Second living/dining room	2488	2475	1325	392	2050	1245	806
%V	4.8%	4.8%	5.3%	4.5%	5.0%	5.6%	4.3%
%H		99.5%	53.3%	15.8%	82.4%	50.0%	32.4%
Study/office	439	438	234	74	369	229	140
%V	0.8%	0.8%	0.9%	0.8%	0.9%	1.0%	0.8%
%H		99.8%	53.3%	16.9%	84.1%	52.2%	31.9%
TV room	216	216	129	39	167	114	54
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%
%H		100.0%	59.7%	18.1%	77.3%	52.8%	25.0%
Conseervatory	396	396	226	74	335	232	103
%V	0.8%	0.8%	0.9%	0.8%	0.8%	1.0%	0.6%
%H		100.0%	57.1%	18.7%	84.6%	58.6%	26.0%
Attic or loft room	41	41	21	9	35	22	13
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	51.2%	22.0%	85.4%	53.7%	31.7%
No specific location	67	67	33	12	56	32	24
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	49.3%	17.9%	83.6%	47.8%	35.8%
Other	159	159	93	26	134	92	42
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%
%H		100.0%	58.5%	16.4%	84.3%	57.9%	26.4%
Not Asked	2270	2134	1240	401	1328	814	514
%V	4.3%	4.1%	4.9%	4.6%	3.2%	3.7%	2.8%
%H		94.0%	54.6%	17.7%	58.5%	35.9%	22.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52197	51739	25070	8745	40893	22243	18650
%H		99.1%	48.0%	16.8%	78.3%	42.6%	35.7%
PVR	17932	17924	12139	3221	11908	9048	2860
%V	34.4%	34.6%	48.4%	36.8%	29.1%	40.7%	15.3%
%H		100.0%	67.7%	18.0%	66.4%	50.5%	15.9%
DVDR	2773	2759	1218	444	2236	1103	1133
%V	5.3%	5.3%	4.9%	5.1%	5.5%	5.0%	6.1%
%H		99.5%	43.9%	16.0%	80.6%	39.8%	40.9%
VCR	2089	2057	742	332	1694	685	1008
%V	4.0%	4.0%	3.0%	3.8%	4.1%	3.1%	5.4%
%H		98.5%	35.5%	15.9%	81.1%	32.8%	48.3%
Any recorder	20647	20601	12843	3615	14258	9795	4463
%V	39.6%	39.8%	51.2%	41.3%	34.9%	44.0%	23.9%
%H		99.8%	62.2%	17.5%	69.1%	47.4%	21.6%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52197	51739	25070	8745	40893	22243	18650
%H		99.1%	48.0%	16.8%	78.3%	42.6%	35.7%
Receives HDTV (via STB or built-in reception)	16508	16507	8862	4090	11831	7960	3871
%V	31.6%	31.9%	35.3%	46.8%	28.9%	35.8%	20.8%
%H		100.0%	53.7%	24.8%	71.7%	48.2%	23.4%
DVD/Blu-ray player or recorder	30160	30028	14578	5317	23608	13044	10564
%V	57.8%	58.0%	58.1%	60.8%	57.7%	58.6%	56.6%
%H		99.6%	48.3%	17.6%	78.3%	43.2%	35.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26247	25898	11282	4075	19690	8878	10811
%H		98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
Under 20"	815	780	141	70	657	88	569
%V	3.1%	3.0%	1.2%	1.7%	3.3%	1.0%	5.3%
%H		95.7%	17.3%	8.6%	80.6%	10.8%	69.8%
20" - 29"	5234	5124	1370	605	4170	991	3180
%V	19.9%	19.8%	12.1%	14.8%	21.2%	11.2%	29.4%
%H		97.9%	26.2%	11.6%	79.7%	18.9%	60.8%
30" - 39"	10588	10528	4358	1648	8151	3536	4615
%V	40.3%	40.7%	38.6%	40.4%	41.4%	39.8%	42.7%
%H		99.4%	41.2%	15.6%	77.0%	33.4%	43.6%
40" and over	9234	9199	5317	1705	6515	4199	2316
%V	35.2%	35.5%	47.1%	41.8%	33.1%	47.3%	21.4%
%H		99.6%	57.6%	18.5%	70.6%	45.5%	25.1%
Don't know	274	268	96	47	196	65	131
%V	1.0%	1.0%	0.9%	1.2%	1.0%	0.7%	1.2%
%H		97.8%	35.0%	17.2%	71.5%	23.7%	47.8%
Not Asked	102	0	0	0	0	0	0
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26247	25898	11282	4075	19690	8878	10811
%H		98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
PVR	13590	13583	8858	2477	9142	6704	2438
%V	51.8%	52.4%	78.5%	60.8%	46.4%	75.5%	22.6%
%H		99.9%	65.2%	18.2%	67.3%	49.3%	17.9%
DVDR	2122	2110	873	325	1689	758	930
%V	8.1%	8.1%	7.7%	8.0%	8.6%	8.5%	8.6%
%H		99.4%	41.1%	15.3%	79.6%	35.7%	43.8%
VCR	1609	1581	526	240	1287	458	829
%V	6.1%	6.1%	4.7%	5.9%	6.5%	5.2%	7.7%
%H		98.3%	32.7%	14.9%	80.0%	28.5%	51.5%
Any recorder	15498	15455	9208	2731	10778	7061	3717
%V	59.0%	59.7%	81.6%	67.0%	54.7%	79.5%	34.4%
%H		99.7%	59.4%	17.6%	69.5%	45.6%	24.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26247	25898	11282	4075	19690	8878	10811
%H		98.7%	43.0%	15.5%	75.0%	33.8%	41.2%
Receives HDTV (via STB or built-in reception)	11721	11721	6283	2831	8240	5445	2795
%V	44.7%	45.3%	55.7%	69.5%	41.8%	61.3%	25.9%
%H		100.0%	53.6%	24.2%	70.3%	46.5%	23.8%
DVD/Blu-ray player or recorder	19536	19422	8791	3230	14715	7100	7615
%V	74.4%	75.0%	77.9%	79.3%	74.7%	80.0%	70.4%
%H		99.4%	45.0%	16.5%	75.3%	36.3%	39.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	25951	25841	13788	4671	21203	13364	7839
%H		99.6%	53.1%	18.0%	81.7%	51.5%	30.2%
Under 20"	8825	8791	4243	1411	7667	4400	3268
%V	34.0%	34.0%	30.8%	30.2%	36.2%	32.9%	41.7%
%H		99.6%	48.1%	16.0%	86.9%	49.9%	37.0%
20" - 29"	8009	7980	4108	1461	6783	4241	2542
%V	30.9%	30.9%	29.8%	31.3%	32.0%	31.7%	32.4%
%H		99.6%	51.3%	18.2%	84.7%	53.0%	31.7%
30" - 39"	4906	4900	2912	989	3895	2784	1111
%V	18.9%	19.0%	21.1%	21.2%	18.4%	20.8%	14.2%
%H		99.9%	59.4%	20.2%	79.4%	56.7%	22.6%
40" and over	1704	1700	1107	349	1263	966	296
%V	6.6%	6.6%	8.0%	7.5%	6.0%	7.2%	3.8%
%H		99.8%	65.0%	20.5%	74.1%	56.7%	17.4%
Don't know	339	335	177	60	268	160	108
%V	1.3%	1.3%	1.3%	1.3%	1.3%	1.2%	1.4%
%H		98.8%	52.2%	17.7%	79.1%	47.2%	31.9%
Not Asked	2168	2135	1241	401	1327	813	514
%V	8.4%	8.3%	9.0%	8.6%	6.3%	6.1%	6.6%
%H		98.5%	57.2%	18.5%	61.2%	37.5%	23.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	25951	25841	13788	4671	21203	13364	7839
%H		99.6%	53.1%	18.0%	81.7%	51.5%	30.2%
PVR	4342	4342	3281	744	2766	2344	422
%V	16.7%	16.8%	23.8%	15.9%	13.0%	17.5%	5.4%
%H		100.0%	75.6%	17.1%	63.7%	54.0%	9.7%
DVDR	651	649	345	119	548	345	203
%V	2.5%	2.5%	2.5%	2.5%	2.6%	2.6%	2.6%
%H		99.7%	53.0%	18.3%	84.2%	53.0%	31.2%
VCR	479	477	216	91	407	227	180
%V	1.8%	1.8%	1.6%	1.9%	1.9%	1.7%	2.3%
%H		99.6%	45.1%	19.0%	85.0%	47.4%	37.6%
Any recorder	5149	5145	3635	884	3480	2733	747
%V	19.8%	19.9%	26.4%	18.9%	16.4%	20.5%	9.5%
%H		99.9%	70.6%	17.2%	67.6%	53.1%	14.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	25951	25841	13788	4671	21203	13364	7839
%H		99.6%	53.1%	18.0%	81.7%	51.5%	30.2%
Receives HDTV (via STB or built-in reception)	4786	4786	2579	1258	3591	2515	1076
%V	18.4%	18.5%	18.7%	26.9%	16.9%	18.8%	13.7%
%H		100.0%	53.9%	26.3%	75.0%	52.5%	22.5%
DVD/Blu-ray player or recorder	10624	10606	5788	2087	8893	5944	2949
%V	40.9%	41.0%	42.0%	44.7%	41.9%	44.5%	37.6%
%H		99.8%	54.5%	19.6%	83.7%	55.9%	27.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	62387	60361	59687	29589	10379	43959	23422	20537
%H		96.8%	95.7%	47.4%	16.6%	70.5%	37.5%	32.9%
Total Children	11784	11545	11459	6574	2134	7812	4870	2941
%V	18.9%	19.1%	19.2%	22.2%	20.6%	17.8%	20.8%	14.3%
%H		98.0%	97.2%	55.8%	18.1%	66.3%	41.3%	25.0%
0 - 3	3126	3029	2994	1698	528	1954	1136	818
%V	5.0%	5.0%	5.0%	5.7%	5.1%	4.4%	4.9%	4.0%
%H		96.9%	95.8%	54.3%	16.9%	62.5%	36.3%	26.2%
4 - 15	8658	8516	8465	4876	1606	5857	3735	2123
%V	13.9%	14.1%	14.2%	16.5%	15.5%	13.3%	15.9%	10.3%
%H		98.4%	97.8%	56.3%	18.5%	67.6%	43.1%	24.5%
4 - 9	4502	4416	4390	2555	793	2953	1843	1110
%V	7.2%	7.3%	7.4%	8.6%	7.6%	6.7%	7.9%	5.4%
%H		98.1%	97.5%	56.8%	17.6%	65.6%	40.9%	24.7%
10 - 15	4156	4100	4076	2321	813	2904	1892	1012
%V	6.7%	6.8%	6.8%	7.8%	7.8%	6.6%	8.1%	4.9%
%H		98.7%	98.1%	55.8%	19.6%	69.9%	45.5%	24.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data
Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	62387	60361	59687	29589	10379	43959	23422	20537
%H		96.8%	95.7%	47.4%	16.6%	70.5%	37.5%	32.9%
Total Adults (16+)	50603	48816	48228	23015	8245	36148	18552	17596
%V	81.1%	80.9%	80.8%	77.8%	79.4%	82.2%	79.2%	85.7%
%H		96.5%	95.3%	45.5%	16.3%	71.4%	36.7%	34.8%
16 - 19	2942	2850	2820	1532	590	2088	1338	750
%V	4.7%	4.7%	4.7%	5.2%	5.7%	4.7%	5.7%	3.7%
%H		96.9%	95.9%	52.1%	20.1%	71.0%	45.5%	25.5%
20 - 24	4041	3709	3622	1820	700	2632	1477	1155
%V	6.5%	6.1%	6.1%	6.2%	6.7%	6.0%	6.3%	5.6%
%H		91.8%	89.6%	45.0%	17.3%	65.1%	36.6%	28.6%
25 - 34	8584	8056	7900	4292	1481	5200	2958	2241
%V	13.8%	13.3%	13.2%	14.5%	14.3%	11.8%	12.6%	10.9%
%H		93.8%	92.0%	50.0%	17.3%	60.6%	34.5%	26.1%
35 - 44	8362	8078	8000	4396	1530	5558	3357	2201
%V	13.4%	13.4%	13.4%	14.9%	14.7%	12.6%	14.3%	10.7%
%H		96.6%	95.7%	52.6%	18.3%	66.5%	40.1%	26.3%
45 - 54	8911	8701	8642	4317	1653	6482	3691	2792
%V	14.3%	14.4%	14.5%	14.6%	15.9%	14.7%	15.8%	13.6%
%H		97.6%	97.0%	48.4%	18.6%	72.7%	41.4%	31.3%
55 - 64	7228	7070	7020	3176	1154	5550	2771	2780
%V	11.6%	11.7%	11.8%	10.7%	11.1%	12.6%	11.8%	13.5%
%H		97.8%	97.1%	43.9%	16.0%	76.8%	38.3%	38.5%
65+	10536	10351	10224	3483	1138	8638	2961	5677
%V	16.9%	17.1%	17.1%	11.8%	11.0%	19.7%	12.6%	27.6%
%H		98.2%	97.0%	33.1%	10.8%	82.0%	28.1%	53.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50603	48816	48228	23015	8245	36148	18552	17596
%H		96.5%	95.3%	45.5%	16.3%	71.4%	36.7%	34.8%
AB	12935	12572	12467	6184	2155	9210	4933	4277
%V	25.6%	25.8%	25.9%	26.9%	26.1%	25.5%	26.6%	24.3%
%H		97.2%	96.4%	47.8%	16.7%	71.2%	38.1%	33.1%
C1	13944	13277	13106	6209	2387	9780	5102	4678
%V	27.6%	27.2%	27.2%	27.0%	29.0%	27.1%	27.5%	26.6%
%H		95.2%	94.0%	44.5%	17.1%	70.1%	36.6%	33.5%
C2	10685	10483	10389	5292	1853	7897	4517	3381
%V	21.1%	21.5%	21.5%	23.0%	22.5%	21.8%	24.3%	19.2%
%H		98.1%	97.2%	49.5%	17.3%	73.9%	42.3%	31.6%
D	7793	7477	7361	3594	1272	5376	2750	2626
%V	15.4%	15.3%	15.3%	15.6%	15.4%	14.9%	14.8%	14.9%
%H		95.9%	94.5%	46.1%	16.3%	69.0%	35.3%	33.7%
E	5246	5007	4905	1735	579	3885	1250	2635
%V	10.4%	10.3%	10.2%	7.5%	7.0%	10.7%	6.7%	15.0%
%H		95.4%	93.5%	33.1%	11.0%	74.1%	23.8%	50.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50603	48816	48228	23015	8245	36148	18552	17596
%H		96.5%	95.3%	45.5%	16.3%	71.4%	36.7%	34.8%
Working full time	22555	21869	21643	11441	4238	15507	9220	6286
%V	44.6%	44.8%	44.9%	49.7%	51.4%	42.9%	49.7%	35.7%
%H		97.0%	96.0%	50.7%	18.8%	68.8%	40.9%	27.9%
Working part time	5378	5240	5188	2650	933	3829	2148	1681
%V	10.6%	10.7%	10.8%	11.5%	11.3%	10.6%	11.6%	9.6%
%H		97.4%	96.5%	49.3%	17.3%	71.2%	39.9%	31.3%
Not working	22669	21708	21397	8924	3074	16812	7183	9628
%V	44.8%	44.5%	44.4%	38.8%	37.3%	46.5%	38.7%	54.7%
%H		95.8%	94.4%	39.4%	13.6%	74.2%	31.7%	42.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24749	23728	23414	11594	4050	17390	9307	8083
%H		95.9%	94.6%	46.8%	16.4%	70.3%	37.6%	32.7%
16 - 19	1521	1480	1461	819	300	1087	720	367
%V	6.1%	6.2%	6.2%	7.1%	7.4%	6.3%	7.7%	4.5%
%H		97.3%	96.1%	53.8%	19.7%	71.5%	47.3%	24.1%
20 - 24	2027	1854	1808	941	355	1319	778	541
%V	8.2%	7.8%	7.7%	8.1%	8.8%	7.6%	8.4%	6.7%
%H		91.5%	89.2%	46.4%	17.5%	65.1%	38.4%	26.7%
25 - 34	4350	4042	3950	2174	731	2606	1502	1105
%V	17.6%	17.0%	16.9%	18.8%	18.0%	15.0%	16.1%	13.7%
%H		92.9%	90.8%	50.0%	16.8%	59.9%	34.5%	25.4%
35 - 44	4143	3971	3929	2165	734	2711	1623	1087
%V	16.7%	16.7%	16.8%	18.7%	18.1%	15.6%	17.4%	13.4%
%H		95.8%	94.8%	52.3%	17.7%	65.4%	39.2%	26.2%
45 - 54	4385	4250	4213	2112	813	3149	1798	1351
%V	17.7%	17.9%	18.0%	18.2%	20.1%	18.1%	19.3%	16.7%
%H		96.9%	96.1%	48.2%	18.5%	71.8%	41.0%	30.8%
55 - 64	3535	3442	3415	1589	554	2686	1372	1314
%V	14.3%	14.5%	14.6%	13.7%	13.7%	15.4%	14.7%	16.3%
%H		97.4%	96.6%	45.0%	15.7%	76.0%	38.8%	37.2%
65+	4787	4689	4637	1794	564	3832	1515	2317
%V	19.3%	19.8%	19.8%	15.5%	13.9%	22.0%	16.3%	28.7%
%H		98.0%	96.9%	37.5%	11.8%	80.1%	31.6%	48.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24749	23728	23414	11594	4050	17390	9307	8083
%H		95.9%	94.6%	46.8%	16.4%	70.3%	37.6%	32.7%
AB	6513	6311	6259	3180	1080	4602	2532	2070
%V	26.3%	26.6%	26.7%	27.4%	26.7%	26.5%	27.2%	25.6%
%H		96.9%	96.1%	48.8%	16.6%	70.7%	38.9%	31.8%
C1	6518	6146	6051	3032	1126	4457	2479	1979
%V	26.3%	25.9%	25.8%	26.2%	27.8%	25.6%	26.6%	24.5%
%H		94.3%	92.8%	46.5%	17.3%	68.4%	38.0%	30.4%
C2	5800	5668	5613	2867	996	4258	2435	1823
%V	23.4%	23.9%	24.0%	24.7%	24.6%	24.5%	26.2%	22.6%
%H		97.7%	96.8%	49.4%	17.2%	73.4%	42.0%	31.4%
D	3787	3604	3542	1790	614	2549	1345	1204
%V	15.3%	15.2%	15.1%	15.4%	15.2%	14.7%	14.5%	14.9%
%H		95.2%	93.5%	47.3%	16.2%	67.3%	35.5%	31.8%
E	2131	1999	1949	724	234	1524	517	1008
%V	8.6%	8.4%	8.3%	6.2%	5.8%	8.8%	5.6%	12.5%
%H		93.8%	91.5%	34.0%	11.0%	71.5%	24.3%	47.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24749	23728	23414	11594	4050	17390	9307	8083
%H		95.9%	94.6%	46.8%	16.4%	70.3%	37.6%	32.7%
Working full time	14037	13578	13436	7241	2563	9609	5781	3829
%V	56.7%	57.2%	57.4%	62.5%	63.3%	55.3%	62.1%	47.4%
%H		96.7%	95.7%	51.6%	18.3%	68.5%	41.2%	27.3%
Working part time	1189	1127	1111	556	182	797	403	394
%V	4.8%	4.7%	4.7%	4.8%	4.5%	4.6%	4.3%	4.9%
%H		94.8%	93.4%	46.8%	15.3%	67.0%	33.9%	33.1%
Not working	9523	9023	8868	3797	1305	6984	3123	3861
%V	38.5%	38.0%	37.9%	32.7%	32.2%	40.2%	33.6%	47.8%
%H		94.7%	93.1%	39.9%	13.7%	73.3%	32.8%	40.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25854	25089	24813	11421	4195	18758	9245	9513
%H		97.0%	96.0%	44.2%	16.2%	72.6%	35.8%	36.8%
16 - 19	1420	1371	1359	713	290	1001	618	383
%V	5.5%	5.5%	5.5%	6.2%	6.9%	5.3%	6.7%	4.0%
%H		96.5%	95.7%	50.2%	20.4%	70.5%	43.5%	27.0%
20 - 24	2013	1855	1814	879	345	1313	699	614
%V	7.8%	7.4%	7.3%	7.7%	8.2%	7.0%	7.6%	6.5%
%H		92.2%	90.1%	43.7%	17.1%	65.2%	34.7%	30.5%
25 - 34	4234	4014	3950	2118	750	2594	1457	1137
%V	16.4%	16.0%	15.9%	18.5%	17.9%	13.8%	15.8%	12.0%
%H		94.8%	93.3%	50.0%	17.7%	61.3%	34.4%	26.9%
35 - 44	4219	4107	4070	2231	796	2847	1733	1114
%V	16.3%	16.4%	16.4%	19.5%	19.0%	15.2%	18.7%	11.7%
%H		97.3%	96.5%	52.9%	18.9%	67.5%	41.1%	26.4%
45 - 54	4526	4451	4428	2205	840	3334	1893	1440
%V	17.5%	17.7%	17.8%	19.3%	20.0%	17.8%	20.5%	15.1%
%H		98.3%	97.8%	48.7%	18.6%	73.7%	41.8%	31.8%
55 - 64	3693	3628	3605	1586	600	2864	1399	1465
%V	14.3%	14.5%	14.5%	13.9%	14.3%	15.3%	15.1%	15.4%
%H		98.2%	97.6%	42.9%	16.2%	77.6%	37.9%	39.7%
65+	5748	5662	5587	1689	574	4805	1446	3359
%V	22.2%	22.6%	22.5%	14.8%	13.7%	25.6%	15.6%	35.3%
%H		98.5%	97.2%	29.4%	10.0%	83.6%	25.2%	58.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25854	25089	24813	11421	4195	18758	9245	9513
%H		97.0%	96.0%	44.2%	16.2%	72.6%	35.8%	36.8%
AB	6422	6261	6208	3004	1075	4608	2401	2207
%V	24.8%	25.0%	25.0%	26.3%	25.6%	24.6%	26.0%	23.2%
%H		97.5%	96.7%	46.8%	16.7%	71.8%	37.4%	34.4%
C1	7426	7132	7055	3177	1261	5322	2623	2699
%V	28.7%	28.4%	28.4%	27.8%	30.1%	28.4%	28.4%	28.4%
%H		96.0%	95.0%	42.8%	17.0%	71.7%	35.3%	36.3%
C2	4886	4815	4776	2425	858	3640	2082	1558
%V	18.9%	19.2%	19.2%	21.2%	20.5%	19.4%	22.5%	16.4%
%H		98.5%	97.7%	49.6%	17.6%	74.5%	42.6%	31.9%
D	4005	3873	3818	1804	657	2827	1405	1422
%V	15.5%	15.4%	15.4%	15.8%	15.7%	15.1%	15.2%	14.9%
%H		96.7%	95.3%	45.0%	16.4%	70.6%	35.1%	35.5%
E	3115	3008	2956	1011	345	2361	734	1627
%V	12.0%	12.0%	11.9%	8.9%	8.2%	12.6%	7.9%	17.1%
%H		96.6%	94.9%	32.5%	11.1%	75.8%	23.6%	52.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2012

Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	channel	HH	HH	HH	Cab/DSat	HH
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25854	25089	24813	11421	4195	18758	9245	9513
%H		97.0%	96.0%	44.2%	16.2%	72.6%	35.8%	36.8%
Working full time	8519	8291	8207	4200	1676	5897	3439	2458
%V	33.0%	33.0%	33.1%	36.8%	40.0%	31.4%	37.2%	25.8%
%H		97.3%	96.3%	49.3%	19.7%	69.2%	40.4%	28.9%
Working part time	4189	4112	4077	2094	751	3033	1745	1288
%V	16.2%	16.4%	16.4%	18.3%	17.9%	16.2%	18.9%	13.5%
%H		98.2%	97.3%	50.0%	17.9%	72.4%	41.7%	30.7%
Not working	13146	12685	12529	5127	1769	9828	4061	5767
%V	50.8%	50.6%	50.5%	44.9%	42.2%	52.4%	43.9%	60.6%
%H		96.5%	95.3%	39.0%	13.5%	74.8%	30.9%	43.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between January and December 2012

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: January - December 2012							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	80,305	19434	2554	10476	3798	2297	2896
Shop / Business	809	229	21	100	48	28	21
Demolished / Incomplete	153	20	1	14	11	0	11
Empty	5,637	745	94	777	171	119	164
Holiday Home	663	20	26	25	31	11	98
Other Non Effective	1,059	190	63	146	46	32	65
Eligible Addresses	71,984	18230	2349	9414	3491	2107	2537
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	664	411	15	23	3	23	33
Total Additional Households	2,762	2521	2126	2122	2103	2124	2135
Total Valid Households	80,968	19853	2570	10504	3795	2321	2925
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,476	2982	208	822	380	199	186
	9.2%	15.0%	8.1%	7.8%	10.0%	8.6%	6.4%
No English Spoken	174	80	1	39	12	2	0
	0.2%	0.4%	0.0%	0.4%	0.3%	0.1%	0.0%
Refusals	17,006	4995	512	2229	961	496	832
	21.0%	25.2%	19.9%	21.2%	25.3%	21.4%	28.4%
Total Interviews	56,312	11796	1849	7414	2442	1624	1907
	69.5%	59.4%	71.9%	70.6%	64.3%	70.0%	65.2%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4678	5138	2487	6891	6302	4788	8566
Shop / Business	34	45	18	66	84	50	65
Demolished / Incomplete	10	5	7	26	14	19	15
Empty	190	346	177	653	712	554	935
Holiday Home	36	19	27	48	113	69	140
Other Non Effective	68	56	23	83	39	82	166
Eligible Addresses	4340	4667	2235	6015	5340	4014	7245
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	37	22	4	21	20	19	33
Total Additional Households	2140	2126	2109	2127	2127	2127	2142
Total Valid Households	4716	5167	2492	6909	6323	4798	8595
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	474	301	209	409	315	307	684
	10.1%	5.8%	8.4%	5.9%	5.0%	6.4%	8.0%
No English Spoken	8	6	3	4	12	6	1
	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%	0.0%
Refusals	1100	973	406	1383	1265	622	1232
	23.3%	18.8%	16.3%	20.0%	20.0%	13.0%	14.3%
Total Interviews	3134	3887	1874	5113	4731	3863	6678
	66.5%	75.2%	75.2%	74.0%	74.8%	80.5%	77.7%

Response Analysis: January - December 2012							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	80,305	19952	11311	6962	5389	1810	6013
Shop / Business	809	233	110	68	46	13	82
Demolished / Incomplete	153	22	16	26	5	4	12
Empty	5,637	766	793	662	363	115	668
Holiday Home	663	23	29	39	31	4	98
Other Non Effective	1,059	208	162	86	62	11	39
Eligible Addresses	71,984	18700	10201	6081	4882	1663	5114
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	664	411	23	21	24	0	19
Total Additional Households	2,762	2510	2123	2122	2126	2103	2129
Total Valid Households	80,968	20371	11339	6981	5419	1813	6032
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,476	3022	904	416	325	162	308
	9.2%	14.8%	8.0%	6.0%	6.0%	8.9%	5.1%
No English Spoken	174	80	39	4	7	3	12
	0.2%	0.4%	0.3%	0.1%	0.1%	0.2%	0.2%
Refusals	17,006	5088	2408	1395	1038	297	1222
	21.0%	25.0%	21.2%	20.0%	19.2%	16.4%	20.3%
Total Interviews	56,312	12181	7988	5166	4049	1351	4490
	69.5%	59.8%	70.4%	74.0%	74.7%	74.5%	74.4%

	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	5866	3868	2777	4788	727	2276	8566
Shop / Business	47	46	19	50	6	24	65
Demolished / Incomplete	7	11	11	19	5	0	15
Empty	249	168	156	554	92	116	935
Holiday Home	55	31	98	69	35	11	140
Other Non Effective	107	45	57	82	6	28	166
Eligible Addresses	5401	3567	2436	4014	583	2097	7245
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	58	3	27	19	3	23	33
Total Additional Households	2169	2107	2132	2125	2110	2131	2142
Total Valid Households	5925	3865	2800	4798	729	2301	8595
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	571	394	165	307	26	192	684
	9.6%	10.2%	5.9%	6.4%	3.6%	8.3%	8.0%
No English Spoken	8	12	0	6	0	2	1
	0.1%	0.3%	0.0%	0.1%	0.0%	0.1%	0.0%
Refusals	1348	971	807	622	92	486	1232
	22.8%	25.1%	28.8%	13.0%	12.6%	21.1%	14.3%
Total Interviews	3998	2488	1828	3863	611	1621	6678
	67.5%	64.4%	65.3%	80.5%	83.8%	70.4%	77.7%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from January to December 2012

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

Total Network	All Households	Total TV Households	Multichannel Households
All Households	56312	54467	53685
All Sets	112093	112093	111043
All Individuals	139244	135259	133653
Children 0-15	27474	26928	26703
All Adults	111770	108331	106950
Adult Males	53928	52053	51350
Adult Females	57842	56278	55600

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11796	11174	10959
All Sets	21504	21504	21226
All Individuals	31481	30042	29547
Children 0-15	6482	6290	6207
All Adults	24999	23752	23340
Adult Males	12167	11471	11269
Adult Females	12832	12281	12071

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1849	1807	1767
All Sets	3852	3852	3800
All Individuals	4616	4515	4448
Children 0-15	874	861	856
All Adults	3742	3654	3592
Adult Males	1769	1724	1696
Adult Females	1973	1930	1896

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7414	7207	7162
All Sets	14766	14766	14712
All Individuals	18370	17902	17808
Children 0-15	3696	3611	3597
All Adults	14674	14291	14211
Adult Males	7081	6876	6828
Adult Females	7593	7415	7383

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2442	2366	2350
All Sets	5067	5067	5048
All Individuals	6110	5961	5920
Children 0-15	1233	1213	1210
All Adults	4877	4748	4710
Adult Males	2380	2312	2296
Adult Females	2497	2436	2414

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1624	1571	1559
All Sets	3230	3230	3213
All Individuals	3939	3842	3807
Children 0-15	749	736	730
All Adults	3190	3106	3077
Adult Males	1539	1494	1474
Adult Females	1651	1612	1603

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	1907	1845	1840
All Sets	3820	3820	3813
All Individuals	4472	4360	4349
Children 0-15	791	783	780
All Adults	3681	3577	3569
Adult Males	1777	1724	1718
Adult Females	1904	1853	1851

BBC South	All Households	Total TV Households	Multichannel Households
All Households	3134	3036	3015
All Sets	6277	6277	6251
All Individuals	7786	7559	7504
Children 0-15	1540	1519	1514
All Adults	6246	6040	5990
Adult Males	3075	2962	2933
Adult Females	3171	3078	3057

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3887	3773	3738
All Sets	8110	8110	8067
All Individuals	9326	9114	9027
Children 0-15	1919	1881	1857
All Adults	7407	7233	7170
Adult Males	3535	3436	3401
Adult Females	3872	3797	3769

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	1874	1833	1788
All Sets	3846	3846	3779
All Individuals	4255	4180	4102
Children 0-15	776	772	766
All Adults	3479	3408	3336
Adult Males	1655	1620	1586
Adult Females	1824	1788	1750

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5113	4987	4972
All Sets	10320	10320	10297
All Individuals	12418	12127	12096
Children 0-15	2408	2347	2342
All Adults	10010	9780	9754
Adult Males	4817	4697	4683
Adult Females	5193	5083	5071

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4731	4578	4555
All Sets	9543	9543	9513
All Individuals	10786	10489	10432
Children 0-15	1942	1915	1907
All Adults	8844	8574	8525
Adult Males	4214	4061	4033
Adult Females	4630	4513	4492

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3863	3769	3492
All Sets	7991	7991	7600
All Individuals	9826	9623	9154
Children 0-15	2136	2100	2053
All Adults	7690	7523	7101
Adult Males	3758	3666	3463
Adult Females	3932	3857	3638

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	6678	6521	6488
All Sets	13767	13767	13724
All Individuals	15859	15545	15459
Children 0-15	2928	2900	2884
All Adults	12931	12645	12575
Adult Males	6161	6010	5970
Adult Females	6770	6635	6605

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4619	4485	4465
All Sets	9228	9228	9203
All Individuals	11376	11057	11022
Children 0-15	2298	2231	2224
All Adults	9078	8826	8798
Adult Males	4390	4254	4239
Adult Females	4688	4572	4559

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2795	2722	2697
All Sets	5538	5538	5509
All Individuals	6994	6845	6786
Children 0-15	1398	1380	1373
All Adults	5596	5465	5413
Adult Males	2691	2622	2589
Adult Females	2905	2843	2824

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	12181	11548	11326
All Sets	22271	22271	21985
All Individuals	32476	31015	30501
Children 0-15	6669	6473	6386
All Adults	25807	24542	24115
Adult Males	12554	11848	11639
Adult Females	13253	12694	12476

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7988	7758	7710
All Sets	15844	15844	15787
All Individuals	19793	19265	19163
Children 0-15	3999	3909	3895
All Adults	15794	15356	15268
Adult Males	7641	7405	7353
Adult Females	8153	7951	7915

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5166	5039	5024
All Sets	10458	10458	10435
All Individuals	12556	12263	12232
Children 0-15	2432	2370	2365
All Adults	10124	9893	9867
Adult Males	4874	4754	4740
Adult Females	5250	5139	5127

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	4049	3935	3897
All Sets	8441	8441	8393
All Individuals	9727	9516	9423
Children 0-15	2012	1975	1951
All Adults	7715	7541	7472
Adult Males	3678	3580	3540
Adult Females	4037	3961	3932

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1351	1321	1280
All Sets	2775	2775	2714
All Individuals	3074	3016	2945
Children 0-15	566	563	557
All Adults	2508	2453	2388
Adult Males	1185	1158	1130
Adult Females	1323	1295	1258

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3391	3289	3277
All Sets	6786	6786	6768
All Individuals	7778	7584	7549
Children 0-15	1412	1398	1392
All Adults	6366	6186	6157
Adult Males	2998	2895	2876
Adult Females	3368	3291	3281

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1099	1053	1046
All Sets	2285	2285	2278
All Individuals	2487	2393	2380
Children 0-15	444	433	431
All Adults	2043	1960	1949
Adult Males	1007	960	955
Adult Females	1036	1000	994

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	3998	3891	3840
All Sets	8202	8202	8135
All Individuals	9923	9677	9580
Children 0-15	1916	1890	1884
All Adults	8007	7787	7696
Adult Males	3875	3757	3710
Adult Females	4132	4030	3986

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2488	2411	2395
All Sets	5175	5175	5156
All Individuals	6200	6047	6008
Children 0-15	1250	1231	1228
All Adults	4950	4816	4780
Adult Males	2412	2342	2327
Adult Females	2538	2474	2453

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1828	1768	1763
All Sets	3650	3650	3643
All Individuals	4275	4167	4156
Children 0-15	752	744	741
All Adults	3523	3423	3415
Adult Males	1699	1648	1642
Adult Females	1824	1775	1773

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3863	3769	3492
All Sets	7991	7991	7600
All Individuals	9826	9623	9154
Children 0-15	2136	2100	2053
All Adults	7690	7523	7101
Adult Males	3758	3666	3463
Adult Females	3932	3857	3638

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	611	596	591
All Sets	1216	1216	1210
All Individuals	1344	1319	1309
Children 0-15	215	212	212
All Adults	1129	1107	1097
Adult Males	552	541	536
Adult Females	577	566	561

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1621	1568	1556
All Sets	3232	3232	3215
All Individuals	3926	3829	3794
Children 0-15	743	730	724
All Adults	3183	3099	3070
Adult Males	1534	1489	1469
Adult Females	1649	1610	1601

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	6678	6521	6488
All Sets	13767	13767	13724
All Individuals	15859	15545	15459
Children 0-15	2928	2900	2884
All Adults	12931	12645	12575
Adult Males	6161	6010	5970
Adult Females	6770	6635	6605

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	79	77	77
All Sets	170	170	170
All Individuals	197	193	193
Children 0-15	39	39	39
All Adults	158	154	154
Adult Males	78	76	76
Adult Females	80	78	78

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5243	5085	5062
All Sets	10421	10421	10393
All Individuals	12943	12563	12520
Children 0-15	2634	2562	2555
All Adults	10309	10001	9965
Adult Males	5004	4837	4818
Adult Females	5305	5164	5147

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2745	2673	2648
All Sets	5423	5423	5394
All Individuals	6850	6702	6643
Children 0-15	1365	1347	1340
All Adults	5485	5355	5303
Adult Males	2637	2568	2535
Adult Females	2848	2787	2768

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4490	4342	4323
All Sets	9071	9071	9046
All Individuals	10265	9977	9929
Children 0-15	1856	1831	1823
All Adults	8409	8146	8106
Adult Males	4005	3855	3831
Adult Females	4404	4291	4275

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	8299	8089	8044
All Sets	16999	16999	16939
All Individuals	19785	19374	19253
Children 0-15	3671	3630	3608
All Adults	16114	15744	15645
Adult Males	7695	7499	7439
Adult Females	8419	8245	8206

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	10127	9857	9807
All Sets	20649	20649	20582
All Individuals	24060	23541	23409
Children 0-15	4423	4374	4349
All Adults	19637	19167	19060
Adult Males	9394	9147	9081
Adult Females	10243	10020	9979

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	18115	17615	17517
All Sets	36493	36493	36369
All Individuals	43853	42806	42572
Children 0-15	8422	8283	8244
All Adults	35431	34523	34328
Adult Males	17035	16552	16434
Adult Females	18396	17971	17894

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3919	3814	3763
All Sets	8032	8032	7965
All Individuals	9726	9484	9387
Children 0-15	1877	1851	1845
All Adults	7849	7633	7542
Adult Males	3797	3681	3634
Adult Females	4052	3952	3908

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6486	6302	6235
All Sets	13377	13377	13291
All Individuals	16123	15724	15588
Children 0-15	3166	3121	3112
All Adults	12957	12603	12476
Adult Males	6287	6099	6037
Adult Females	6670	6504	6439

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11177	10891	10792
All Sets	22890	22890	22752
All Individuals	26701	26114	25909
Children 0-15	5225	5120	5085
All Adults	21476	20994	20824
Adult Males	10289	10033	9946
Adult Females	11187	10961	10878

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5400	5256	5177
All Sets	11216	11216	11107
All Individuals	12801	12532	12368
Children 0-15	2578	2538	2508
All Adults	10223	9994	9860
Adult Males	4863	4738	4670
Adult Females	5360	5256	5190

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5777	5635	5615
All Sets	11674	11674	11645
All Individuals	13900	13582	13541
Children 0-15	2647	2582	2577
All Adults	11253	11000	10964
Adult Males	5426	5295	5276
Adult Females	5827	5705	5688

S4C	All Households	Total TV Households	Multichannel Households
All Households	6678	6521	6488
All Sets	13767	13767	13724
All Individuals	15859	15545	15459
Children 0-15	2928	2900	2884
All Adults	12931	12645	12575
Adult Males	6161	6010	5970
Adult Females	6770	6635	6605

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	16613	16159	16042
All Sets	34026	34026	33873
All Individuals	40183	39265	38997
Children 0-15	7589	7495	7461
All Adults	32594	31770	31536
Adult Males	15681	15246	15118
Adult Females	16913	16524	16418

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10566	10295	10201
All Sets	21674	21674	21542
All Individuals	25357	24795	24600
Children 0-15	5010	4908	4873
All Adults	20347	19887	19727
Adult Males	9737	9492	9410
Adult Females	10610	10395	10317

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	5101	4938	4914
All Sets	10287	10287	10256
All Individuals	11609	11296	11238
Children 0-15	2071	2043	2035
All Adults	9538	9253	9203
Adult Males	4557	4396	4367
Adult Females	4981	4857	4836

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 (December 2012)

BARB Establishment Survey

Questionnaire Script

Dec 2012
Version 13.1.2 FINAL
13/11/2012

INTRODUCTION

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

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

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

[JOINT] HEAD OF HOUSEHOLD

[JOINT] HOUSEPERSON

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

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

ATTITUDINAL AND INTRO SECTION

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

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

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

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

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

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

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

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

**(IF 1st TV) Talking about your main set only, which is located in the <<INSERT S3 RESPONSE>>.
FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2nd/3rd set...” ETC AS APPLICABLE FOR S4-S38
DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT**

ASK FOR ALL SETS

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

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

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

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

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

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

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

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

S3 SHOW SCREEN

In which room in your house is this TV set?

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

ASK ONLY IF WORKING TV SET

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

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

WRITE IN (2 digits required)
Don't know

ASK ONLY IF WORKING TV SET

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF H63=1

S64 IF ONE METHOD CLAIMED AT HH LEVEL

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

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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

A connection to a computer (if H68 = computer)

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

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

Is this the method used by this set?

IF 2+ METHODS CLAIMED AT HH LEVEL

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

DISPLAY LIST AS ABOVE

Are all of these received on this set?

Yes

CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE

No

GO TO S63

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

S65 SHOW SCREEN

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

Separate box

Built-in reception

Both (separate box and built-in reception)

Don't know

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

ASK IF S64=YES

S66 In addition to:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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

A connection to a computer (if H68 = computer)

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

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

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

Yes

GO TO S61

No

GO TO S24

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = NO AND H68 = NONE OF THESE	S9a = YES AND S14a = NO
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = SEPARATE BOX AND H68 = NONE OF THESE	S9a = YES AND S14a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BUILT IN AND H68 = NONE OF THESE	S9a = YES AND S14a = YES AND S14b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BOTH AND H68 = NONE OF THESE	S9a = YES AND S14a = YES AND S14b = BOTH
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = DON'T KNOW AND H68 = NONE OF THESE	S9a = YES AND S14a = YES AND S14b = BUILT IN
IF H66 = NO AND H64 = YES AND H65 = NO AND H68 = NONE OF THESE	S10a = YES
IF H66 = NO AND H64 = NO AND H65 = YES AND H68 = NONE OF THESE	S11a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = TALKTALK	S54a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = BT VISION	S55a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = OTHER (SPECIFY)	S59a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = GAMES CONSOLE	S56a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = COMPUTER	S57a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = DIRECT CONNECTION VIA THE INTERNET	S58a = YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H67 = NO	S9b = YES AND S14a = NO
IF H66 = YES AND H67 = YES AND S65 = SEPARATE BOX	S9b = YES AND S14a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H67 = YES AND S65 = BUILT IN	S9b = YES AND S14a = YES AND S14b = BUILT IN
IF H66 = YES AND H67 = YES AND S65 = BOTH	S9b = YES AND S14a = YES AND S14b = BOTH
IF H66 = YES AND H67 = YES AND S65 = DON'T KNOW	S9b = YES AND S14a = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H68 = TALKTALK	S54b = YES
IF H68 = BT VISION	S55b = YES
IF H68 = OTHER (SPECIFY)	S59b = YES
IF H68 = GAMES CONSOLE	S56b = YES
IF H68 = COMPUTER	S57b = YES
IF H68 = DIRECT CONNECTION VIA THE INTERNET	S58b = YES

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

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

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

ASK IF AT LEAST ONE PLATFORM CLAIMED AT S9A/B/C, S10A/B, S11A/B, S54A/B, S55A/B, S56A/B, S57A/B, S58A/B, S59A/B

S60 In addition to receiving TV programmes via:

DISPLAY AS APPROPRIATE:

Cable (if S10a/b = Yes)

Satellite (if S11a/b = Yes)

A TV Aerial (if S9a/b = Yes)

TalkTalk (if **S54A/B** = Yes)

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

A connection to a games console (if **S56A/B** = games console)

A connection to a computer (if **S57A/B** = computer)

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

Another TV supplier (H68 verbatim) (if **S59A/B** = other)

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

Yes GO TO S61

No GO TO S24

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

ASK IF S66 = YES OR S60 = YES

S61 Which other methods can you use to receive TV programmes on this set?

MP

NOTE: INTERVIEWER TO PROBE FULLY

NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED

NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE

Cable

CODE S10a/b=YES AND H64=YES

Satellite

CODE S11a/b=YES AND H65=YES

An aerial with a digital signal (known as Freeview) and a separate box

(ROUTE ON ANY AERIAL)

CODE S9a/b=YES, S14a=Yes S14b=SEPARATE BOX, H66=YES AND H67=YES

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

(ROUTE ON ANY AERIAL)

CODE S9a/b=YES, S14a=Yes S14b=BUILT IN, H66=YES AND H67=YES

An outdoor or indoor Aerial with an analogue signal

(ROUTE SEPARATELY ON ANY AERIAL AND ON DSO STATUS)

CODE S9a/b=YES, S14a=NO, H66=YES AND H67=YES

TalkTalk

CODE S54a/b=YES AND H68=TALKTALK

BT Vision

CODE S55a/b =YES AND H68=BT VISION

Games Console

CODE S56a/b =YES AND H68=CONSOLE

Computer

CODE S57a/b =YES AND H68=COMPUTER

Direct connection to the internet

CODE S58a/b =YES AND H68 = INTERNET

Another TV supplier (Specify)

CODE H68=OTHER. DO NOT CODE S59a/b

None of these

Don't know

RECODE H66 - H68 AS APPROPRIATE

ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET

IF H63>1 AND NONE OF S10A/B AND S11A/B AND S9A/B/C AND S54A/B, S55A/B, S56A/B, S57A/B, S58A/B, S59A/B =1

S62 You have said this set does not receive TV programmes by any method, is this correct?

Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT

SET

No GO TO S63

ASK IF S64=NO OR ASK IF S62=NO

S63 Which methods can you use to receive TV programmes on this set?

NOTE: INTERVIEWER TO PROBE FULLY

NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE

Cable	CODE S10a/b=YES AND H64=YES
Satellite	CODE S11a/b=YES AND H65=YES
An aerial with a digital signal (known as Freeview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES AND H67=YES
An aerial with a digital signal (known as Freeview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES AND H67=YES
An outdoor or indoor Aerial with an analogue signal	(ROUTE ON DSO STATUS) CODE S9=YES, S14=NO, H66=YES AND H67=YES
TalkTalk	CODE S54a/b=YES AND H68=TALKTALK
BT Vision	CODE S55a/b =YES AND H68=BT VISION
Games Console	CODE S56a/b =YES AND H68=CONSOLE
Computer	CODE S57a/b =YES AND H68=COMPUTER
Direct connection to the internet	CODE S58a/b =YES, AND H68 = INTERNET
Another TV supplier (Specify)	CODE H68=OTHER.
	CODE S59a ONLY IF SINGLE CODE CHOSEN
None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	
Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	

RECODE H66 - H68 AS APPROPRIATE

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S22	SHOW SCREEN	SP
Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S23	SHOW SCREEN	SP
(IF S53 AND S21 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF CODE 1 (YES) AT S9A/B, OTHERWISE GO TO S51		
S25	SHOW SCREEN	SP
(IF S10, S11 OR ANY OF S54a/b TO S59a/b = YES) You have said this set is able to receive TV services via an aerial. Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF YES (CODES 1 OR 2 OR 3) AT S14b OR S65, OTHERWISE GO TO S51		
S50	SHOW SCREEN	SP
(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD? Freeview HD is the high definition service available with Freeview NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		

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

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

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

REPEAT ABOVE FOR ALL TV SETS

END OF SET LOOPS

HH VS SETS – PLATFORM VALIDATION QUESTIONS

FOR 2+ SETS ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL ASK IF H64=YES AND S10=NO FOR ALL SETS		
H83	You said that your household was able to access TV services via cable but no set has cable services claimed. Are you able to access TV services via cable? Yes ASK H84 No RECODE H64 TO NO	
ASK IF H83=YES		
H84	Which of the sets you have mentioned is connected to cable TV services? 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	MP
RECODE S10 FOR SETS CLAIMED AT H83 – GO TO S24, S53 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL ASK IF H65=YES AND S11=NO FOR ALL SETS		
H85	You said that your household was able to access TV services via satellite but no set has satellite services claimed. Are you able to access TV services via satellite? Yes ASK H86 No RECODE H65 TO NO	
ASK IF H85=YES		
H86	Which of the sets you have mentioned is connected to satellite TV services? 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	MP
RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S18-S23 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS ASK IF AERIAL CLAIMED AT HH LEVEL AND NO AERIAL CLAIMED AT SET LEVEL ASK IF H66=YES AND S9=NO FOR ALL SETS		
H87	You said that your household was able to access TV services via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV services via a TV aerial? Yes ASK H88 No RECODE H66 TO NO	
ASK IF H87=YES		
H88	Which of the sets you have mentioned receives TV services from a TV aerial? 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	MP
RECODE S9 FOR SETS CLAIMED AT H88 – GO TO S14, S25 AND S50 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL ASK IF TALKTALK AT H68 AND S54A/B=NO FOR ALL SETS		
H89	You said that your household was able to access TV services from TALKTALK but no set has TALKTALK claimed. Are you able to access TV services via TALKTALK? Yes ASK H90 No IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK	

ASK IF H89=YES		
H90	Which of the sets you have mentioned receives TV services from TALKTALK?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 None of these Don't know RECODE H89 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK RECODE H89 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK	
RECODE S54A/B FOR SETS CLAIMED AT H90		
FOR 2+ SETS		
ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL		
ASK IF BT VISION AT H68 AND S55A/B=NO FOR ALL SETS		
H91	You said that your household was able to access TV services from BT Vision but no set has BT Vision claimed. Are you able to access TV services via BT Vision	
	Yes No ASK H92 IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION	
ASK IF H91=YES		
H92	Which of the sets you have mentioned receives TV services from BT Vision?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 None of these Don't know RECODE H91 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION RECODE H91 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION	
RECODE S55A/B FOR SETS CLAIMED AT H92		
FOR 2+ SETS		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL		
ASK IF GAMES CONSOLE AT H68 AND S56A/B=NO FOR ALL SETS		
H93	You said that your household was able to access TV services via a Games Console but no set has a Games Console claimed. Are you able to access TV services via a Games Console?	
	Yes No ASK H94 IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	
ASK IF H93=YES		
H94	Which of the sets you have mentioned receives TV services via a Games Console?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 None of these Don't know RECODE H93 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD RECODE H93 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	
RECODE S56A/B FOR SETS CLAIMED AT H94		
FOR 2+ SETS		
ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL		
ASK IF COMPUTER AT H68 AND S57A/B=NO FOR ALL SETS		

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

ASK IF H95=YES

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

RECODE S57A/B FOR SETS CLAIMED AT H96

FOR 2+ SETS

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

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

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

ASK IF H95=YES

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

RECODE S58a/b FOR SETS CLAIMED AT H98

FORCE CODE AS FOLLOWS:	CODE
IF H83, H85, H87, H89, H91, H93, H95, H97 = NO FOR ALL PLATFORMES CLAIMED IN THAT HH	H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

END OF PLATFORM VALIDATION QUESTIONS

SECOND HOUSEHOLD SECTION

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

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

ASK IF ANY SET LOOP HAS BEEN COMPLETED

H77 SHOW SCREEN MP

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

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

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

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

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

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

NOTE: Answers must add up to 10

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

- Yes
- No

If correct code appropriately, if incorrect ask again

ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) OTHERWISE SKIP TO H55 INTRO

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

**ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP)
IF(S57a/b = YES OR H95/H96 = YES) FOR ANY SET – CODE H22a AS YES AND GO TO H22b**

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

By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads.

Yes
No
Don't know

**ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP)
IF (S56a/b = YES OR H93/H94 = YES) FOR ANY SET – CODE H22b AS YES AND GO TO H23**

H22b Do you or does anyone in your household ever connect a games console to your TV set(s)

Yes ASK H23
No
Don't know

ASK IF Yes (CODE 1) AT H22b

H23 SHOW SCREEN MP

Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets?

Nintendo Game Cube
Nintendo Wii
Other Nintendo
PS2
PS3
Other Playstation
Xbox
Xbox 360
Any other games/computer console
Don't know

ASK IF Yes (CODE 1) AT H22b

H54 SHOW SCREEN MP

Which of the following do you or does anyone in your household use your games console(s) for?

To play games
To connect to the internet
To watch TV programmes
To play DVD or Blu-ray discs
Other (specify)
None of these
Don't know

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

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

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

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

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

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

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

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

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

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

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

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

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

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

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

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H29	And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? 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 A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H30	And which of the household members you have mentioned is the chief income earner in your household? 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 Q56 (H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE – THEN STATE:		
I would now like to check some details about you (<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 1-4 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 5-7 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 (<i>IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT</i>) does (<i>IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT</i>) did (<i>IF CIE IS UNEMPLOYED/RETIRED</i>) you (<i>IF RESPONDENT</i>) he (<i>IF CIE IS MALE AT P2 AND NOT RESPONDENT</i>) she (<i>IF CIE IS FEMALE AT P2 AND NOT RESPONDENT</i>) work in? WRITE IN Don't know Refused	
ASK ALL		
H36	What <u>is</u> (<i>IF CIE IS IN EMPLOYMENT AT P9</i>) <u>was</u> (<i>IF CIE IS UNEMPLOYED/RETIRED</i>) the position held or job title? NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary. WRITE IN Don't know Refused	

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

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

ASK ALL		
H45	SHOW SCREEN Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? Daily Telegraph The Guardian The Scotsman The Herald The Daily Mirror The Independent Daily Record Daily Star Financial Times The Sun (Not on Sunday) The Times Daily Express Daily Mail Daily Sport Metro Any Evening Paper None of these Don't know	MP
ASK ALL		
H46	SHOW SCREEN Which of the following Sunday publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? Sunday Telegraph The Observer Sunday Post Sunday Mirror Independent on Sunday Sunday Mail (Scotland) Daily Star Sunday The Sun (Sunday) The Sunday Times The Sunday People The Sunday Express The Mail on Sunday Sunday Sport None of these Don't know	MP
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? Yes No Don't know	SP
ASK IF YES (CODE 1) AT H47, OTHERWISE GO TO H50		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both Other Don't know Refused	MP (SP)
ASK ALL WITH ANY TELEPHONE AT H48		
H49	What is the Telephone number, including the National Dialling (STD) code, of the household's main phone or mobile connection? NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number WRITE IN Refused	
ASK ALL:		
H50	Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. BARB's TV viewing research is carried out by a number of agencies, ourselves, Ipsos MORI, Kantar Media and RSMB Television Research. Yes No	