



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

January 2013 to December 2013

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

January - December 2013

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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 2013

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%V (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
AB	6814	6585	3061	1062	4806	2333	2473	6227
%V	25.0%	25.2%	27.0%	25.8%	24.8%	26.6%	23.2%	30.4%
%H (All HH)		96.6%	44.9%	15.6%	70.5%	34.2%	36.3%	91.4%
%H (TV HH)			46.5%	16.1%	73.0%	35.4%	37.6%	
C1	7481	7091	3086	1201	5243	2446	2797	6134
%V	27.5%	27.2%	27.2%	29.2%	27.0%	27.9%	26.3%	29.9%
%H (All HH)		94.8%	41.3%	16.1%	70.1%	32.7%	37.4%	82.0%
%H (TV HH)			43.5%	16.9%	73.9%	34.5%	39.4%	
C2	5451	5302	2506	863	3982	2034	1948	4182
%V	20.0%	20.3%	22.1%	21.0%	20.5%	23.2%	18.3%	20.4%
%H (All HH)		97.3%	46.0%	15.8%	73.1%	37.3%	35.7%	76.7%
%H (TV HH)			47.3%	16.3%	75.1%	38.4%	36.7%	
D	4145	3947	1684	604	2874	1227	1646	2661
%V	15.2%	15.1%	14.8%	14.7%	14.8%	14.0%	15.5%	13.0%
%H (All HH)		95.2%	40.6%	14.6%	69.3%	29.6%	39.7%	64.2%
%H (TV HH)			42.7%	15.3%	72.8%	31.1%	41.7%	
E	3361	3184	1007	386	2500	723	1777	1313
%V	12.3%	12.2%	8.9%	9.4%	12.9%	8.3%	16.7%	6.4%
%H (All HH)		94.7%	30.0%	11.5%	74.4%	21.5%	52.9%	39.1%
%H (TV HH)			31.6%	12.1%	78.5%	22.7%	55.8%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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Household level data

Table 2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%V (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
Under 25	1218	1040	396	151	722	272	449	912
%V	4.5%	4.0%	3.5%	3.7%	3.7%	3.1%	4.2%	4.4%
%H (All HH)		85.4%	32.5%	12.4%	59.3%	22.3%	36.9%	74.9%
%H (TV HH)			38.1%	14.5%	69.4%	26.2%	43.2%	
25 - 34	4319	4013	2020	728	2582	1349	1233	3758
%V	15.8%	15.4%	17.8%	17.7%	13.3%	15.4%	11.6%	18.3%
%H (All HH)		92.9%	46.8%	16.9%	59.8%	31.2%	28.5%	87.0%
%H (TV HH)			50.3%	18.1%	64.3%	33.6%	30.7%	
35 - 44	4753	4559	2356	871	3034	1711	1323	4286
%V	17.4%	17.5%	20.8%	21.2%	15.6%	19.5%	12.4%	20.9%
%H (All HH)		95.9%	49.6%	18.3%	63.8%	36.0%	27.8%	90.2%
%H (TV HH)			51.7%	19.1%	66.5%	37.5%	29.0%	
45 - 54	5318	5138	2448	935	3829	2045	1784	4641
%V	19.5%	19.7%	21.6%	22.7%	19.7%	23.3%	16.8%	22.6%
%H (All HH)		96.6%	46.0%	17.6%	72.0%	38.5%	33.5%	87.3%
%H (TV HH)			47.6%	18.2%	74.5%	39.8%	34.7%	
55 - 64	4418	4289	1897	692	3300	1578	1723	3505
%V	16.2%	16.4%	16.7%	16.8%	17.0%	18.0%	16.2%	17.1%
%H (All HH)		97.1%	42.9%	15.7%	74.7%	35.7%	39.0%	79.3%
%H (TV HH)			44.2%	16.1%	76.9%	36.8%	40.2%	
65 +	7227	7070	2228	741	5937	1808	4129	3414
%V	26.5%	27.1%	19.6%	18.0%	30.6%	20.6%	38.8%	16.6%
%H (All HH)		97.8%	30.8%	10.3%	82.2%	25.0%	57.1%	47.2%
%H (TV HH)			31.5%	10.5%	84.0%	25.6%	58.4%	

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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DATA PERIOD: ANNUAL
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Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%H (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
1	8471	7911	2254	937	6274	1602	4672	4215
%V	31.1%	30.3%	19.9%	22.8%	32.3%	18.3%	43.9%	20.5%
%H (All HH)		93.4%	26.6%	11.1%	74.1%	18.9%	55.2%	49.8%
%H (TV HH)			28.5%	11.8%	79.3%	20.3%	59.1%	
2	9099	8830	3930	1366	6680	3144	3536	7364
%V	33.4%	33.8%	34.6%	33.2%	34.4%	35.9%	33.2%	35.9%
%H (All HH)		97.0%	43.2%	15.0%	73.4%	34.6%	38.9%	80.9%
%H (TV HH)			44.5%	15.5%	75.7%	35.6%	40.0%	
3	4277	4143	2183	803	2913	1744	1169	3859
%V	15.7%	15.9%	19.2%	19.5%	15.0%	19.9%	11.0%	18.8%
%H (All HH)		96.9%	51.0%	18.8%	68.1%	40.8%	27.3%	90.2%
%H (TV HH)			52.7%	19.4%	70.3%	42.1%	28.2%	
4	3637	3527	2008	684	2401	1541	860	3422
%V	13.3%	13.5%	17.7%	16.6%	12.4%	17.6%	8.1%	16.7%
%H (All HH)		97.0%	55.2%	18.8%	66.0%	42.4%	23.6%	94.1%
%H (TV HH)			56.9%	19.4%	68.1%	43.7%	24.4%	
5+	1768	1698	970	327	1136	732	404	1656
%V	6.5%	6.5%	8.6%	7.9%	5.9%	8.4%	3.8%	8.1%
%H (All HH)		96.0%	54.9%	18.5%	64.3%	41.4%	22.9%	93.7%
%H (TV HH)			57.1%	19.3%	66.9%	43.1%	23.8%	
Average HH size	2.34	2.35	2.64	2.58	2.28	2.66	1.97	2.60

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 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%H (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
Without	20217	19253	7552	2840	14825	5987	8838	14142
%V	74.2%	73.7%	66.6%	69.0%	76.4%	68.3%	83.0%	68.9%
%H (All HH)		95.2%	37.4%	14.0%	73.3%	29.6%	43.7%	70.0%
%H (TV HH)			39.2%	14.8%	77.0%	31.1%	45.9%	
With	7035	6856	3792	1278	4580	2776	1804	6374
%V	25.8%	26.3%	33.4%	31.0%	23.6%	31.7%	17.0%	31.1%
%H (All HH)		97.5%	53.9%	18.2%	65.1%	39.5%	25.6%	90.6%
%H (TV HH)			55.3%	18.6%	66.8%	40.5%	26.3%	
0 - 3	2753	2663	1453	464	1715	979	736	2395
%V	10.1%	10.2%	12.8%	11.3%	8.8%	11.2%	6.9%	11.7%
%H (All HH)		96.7%	52.8%	16.9%	62.3%	35.6%	26.7%	87.0%
%H (TV HH)			54.6%	17.4%	64.4%	36.8%	27.6%	
4 - 9	3477	3386	1920	619	2203	1356	848	3137
%V	12.8%	13.0%	16.9%	15.0%	11.4%	15.5%	8.0%	15.3%
%H (All HH)		97.4%	55.2%	17.8%	63.4%	39.0%	24.4%	90.2%
%H (TV HH)			56.7%	18.3%	65.1%	40.0%	25.0%	
10 - 15	3221	3153	1778	629	2177	1408	769	3022
%V	11.8%	12.1%	15.7%	15.3%	11.2%	16.1%	7.2%	14.7%
%H (All HH)		97.9%	55.2%	19.5%	67.6%	43.7%	23.9%	93.8%
%H (TV HH)			56.4%	19.9%	69.0%	44.7%	24.4%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%H (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
1	10784	10784	3667	1428	7312	1766	5546	7002
%V	39.6%	41.3%	32.3%	34.7%	37.7%	20.2%	52.1%	34.1%
%H (All HH)		100.0%	34.0%	13.2%	67.8%	16.4%	51.4%	64.9%
%H (TV HH)			34.0%	13.2%	67.8%	16.4%	51.4%	
2	8869	8869	4033	1474	6776	3368	3408	6874
%V	32.5%	34.0%	35.5%	35.8%	34.9%	38.4%	32.0%	33.5%
%H (All HH)		100.0%	45.5%	16.6%	76.4%	38.0%	38.4%	77.5%
%H (TV HH)			45.5%	16.6%	76.4%	38.0%	38.4%	
3	4034	4034	2169	743	3265	2096	1169	3588
%V	14.8%	15.5%	19.1%	18.0%	16.8%	23.9%	11.0%	17.5%
%H (All HH)		100.0%	53.8%	18.4%	80.9%	52.0%	29.0%	88.9%
%H (TV HH)			53.8%	18.4%	80.9%	52.0%	29.0%	
4	1618	1618	959	319	1361	988	372	1514
%V	5.9%	6.2%	8.5%	7.7%	7.0%	11.3%	3.5%	7.4%
%H (All HH)		100.0%	59.3%	19.7%	84.1%	61.1%	23.0%	93.6%
%H (TV HH)			59.3%	19.7%	84.1%	61.1%	23.0%	
5+	803	803	517	154	691	545	147	779
%V	2.9%	3.1%	4.6%	3.7%	3.6%	6.2%	1.4%	3.8%
%H (All HH)		100.0%	64.4%	19.2%	86.1%	67.9%	18.3%	97.0%
%H (TV HH)			64.4%	19.2%	86.1%	67.9%	18.3%	

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

%V = percentage of vertical total

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

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

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Household level data
Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%H (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
Under 20"	6354	6354	2793	969	5421	2797	2624	5008
%V	23.3%	24.3%	24.6%	23.5%	27.9%	31.9%	24.7%	24.4%
%H (All HH)		100.0%	44.0%	15.3%	85.3%	44.0%	41.3%	78.8%
%H (TV HH)			44.0%	15.3%	85.3%	44.0%	41.3%	
20" - 29"	9882	9882	4087	1523	8010	3682	4329	7352
%V	36.3%	37.8%	36.0%	37.0%	41.3%	42.0%	40.7%	35.8%
%H (All HH)		100.0%	41.4%	15.4%	81.1%	37.3%	43.8%	74.4%
%H (TV HH)			41.4%	15.4%	81.1%	37.3%	43.8%	
30" - 39"	13705	13705	6087	2288	10470	5062	5408	10636
%V	50.3%	52.5%	53.7%	55.6%	54.0%	57.8%	50.8%	51.8%
%H (All HH)		100.0%	44.4%	16.7%	76.4%	36.9%	39.5%	77.6%
%H (TV HH)			44.4%	16.7%	76.4%	36.9%	39.5%	
40" and over	10736	10736	6118	1968	7499	4754	2745	9345
%V	39.4%	41.1%	53.9%	47.8%	38.6%	54.3%	25.8%	45.5%
%H (All HH)		100.0%	57.0%	18.3%	69.8%	44.3%	25.6%	87.0%
%H (TV HH)			57.0%	18.3%	69.8%	44.3%	25.6%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%H (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
Main living room	25659	25659	11237	4080	19146	8699	10446	19429
%V	94.2%	98.3%	99.0%	99.1%	98.7%	99.3%	98.2%	94.7%
%H (All HH)		100.0%	43.8%	15.9%	74.6%	33.9%	40.7%	75.7%
%H (TV HH)			43.8%	15.9%	74.6%	33.9%	40.7%	
Kitchen	3156	3156	1580	451	2751	1589	1162	2643
%V	11.6%	12.1%	13.9%	11.0%	14.2%	18.1%	10.9%	12.9%
%H (All HH)		100.0%	50.1%	14.3%	87.2%	50.3%	36.8%	83.7%
%H (TV HH)			50.1%	14.3%	87.2%	50.3%	36.8%	
Adult's bedroom	10860	10860	5502	1968	8737	5239	3498	9073
%V	39.9%	41.6%	48.5%	47.8%	45.0%	59.8%	32.9%	44.2%
%H (All HH)		100.0%	50.7%	18.1%	80.5%	48.2%	32.2%	83.5%
%H (TV HH)			50.7%	18.1%	80.5%	48.2%	32.2%	
Child's bedroom	2202	2202	1311	457	1702	1239	463	2053
%V	8.1%	8.4%	11.6%	11.1%	8.8%	14.1%	4.4%	10.0%
%H (All HH)		100.0%	59.5%	20.8%	77.3%	56.3%	21.0%	93.2%
%H (TV HH)			59.5%	20.8%	77.3%	56.3%	21.0%	
Other bedroom	1264	1264	697	244	1049	706	343	1135
%V	4.6%	4.8%	6.1%	5.9%	5.4%	8.1%	3.2%	5.5%
%H (All HH)		100.0%	55.1%	19.3%	83.0%	55.9%	27.1%	89.8%
%H (TV HH)			55.1%	19.3%	83.0%	55.9%	27.1%	
Second living/dining room	2296	2296	1173	384	1876	1110	766	1978
%V	8.4%	8.8%	10.3%	9.3%	9.7%	12.7%	7.2%	9.6%
%H (All HH)		100.0%	51.1%	16.7%	81.7%	48.3%	33.4%	86.1%
%H (TV HH)			51.1%	16.7%	81.7%	48.3%	33.4%	
Study/office	406	406	219	64	327	202	125	391
%V	1.5%	1.6%	1.9%	1.6%	1.7%	2.3%	1.2%	1.9%
%H (All HH)		100.0%	53.9%	15.8%	80.5%	49.8%	30.8%	96.3%
%H (TV HH)			53.9%	15.8%	80.5%	49.8%	30.8%	
TV room	194	194	109	34	145	91	54	181
%V	0.7%	0.7%	1.0%	0.8%	0.7%	1.0%	0.5%	0.9%
%H (All HH)		100.0%	56.2%	17.5%	74.7%	46.9%	27.8%	93.3%
%H (TV HH)			56.2%	17.5%	74.7%	46.9%	27.8%	
Conservatory	547	547	317	91	473	326	148	494
%V	2.0%	2.1%	2.8%	2.2%	2.4%	3.7%	1.4%	2.4%
%H (All HH)		100.0%	58.0%	16.6%	86.5%	59.6%	27.1%	90.3%
%H (TV HH)			58.0%	16.6%	86.5%	59.6%	27.1%	
Attic or loft room	59	59	27	13	50	30	20	55
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	45.8%	22.0%	84.7%	50.8%	33.9%	93.2%
%H (TV HH)			45.8%	22.0%	84.7%	50.8%	33.9%	
No specific location	48	48	21	9	40	21	19	42
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	43.8%	18.8%	83.3%	43.8%	39.6%	87.5%
%H (TV HH)			43.8%	18.8%	83.3%	43.8%	39.6%	
Other	197	197	114	31	160	103	58	185
%V	0.7%	0.8%	1.0%	0.8%	0.8%	1.2%	0.5%	0.9%
%H (All HH)		100.0%	57.9%	15.7%	81.2%	52.3%	29.4%	93.9%
%H (TV HH)			57.9%	15.7%	81.2%	52.3%	29.4%	

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 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%V (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
Any DSAT provider	11345	11345	11345	226	6625	6625	0	9728
%V	41.6%	43.5%	100.0%	5.5%	34.1%	75.6%	0.0%	47.4%
%H (All HH)			100.0%	2.0%	58.4%	58.4%	0.0%	85.7%
%H (TV HH)			100.0%	2.0%	58.4%	58.4%	0.0%	
Sky with subscription	9371	9371	9371	126	5497	5497	0	8228
%V	34.4%	35.9%	82.6%	3.1%	28.3%	62.7%	0.0%	40.1%
%H (All HH)			100.0%	1.3%	58.7%	58.7%	0.0%	87.8%
%H (TV HH)			100.0%	1.3%	58.7%	58.7%	0.0%	
Sky without subscription	665	665	665	33	346	346	0	460
%V	2.4%	2.5%	5.9%	0.8%	1.8%	3.9%	0.0%	2.2%
%H (All HH)			100.0%	5.0%	52.0%	52.0%	0.0%	69.2%
%H (TV HH)			100.0%	5.0%	52.0%	52.0%	0.0%	
Freesat	1126	1126	1126	45	705	705	0	902
%V	4.1%	4.3%	9.9%	1.1%	3.6%	8.0%	0.0%	4.4%
%H (All HH)			100.0%	4.0%	62.6%	62.6%	0.0%	80.1%
%H (TV HH)			100.0%	4.0%	62.6%	62.6%	0.0%	
Other satellite provider	369	369	369	24	186	186	0	307
%V	1.4%	1.4%	3.3%	0.6%	1.0%	2.1%	0.0%	1.5%
%H (All HH)			100.0%	6.5%	50.4%	50.4%	0.0%	83.2%
%H (TV HH)			100.0%	6.5%	50.4%	50.4%	0.0%	
DCAB	4118	4118	226	4118	2253	2253	0	3634
%V	15.1%	15.8%	2.0%	100.0%	11.6%	25.7%	0.0%	17.7%
%H (All HH)			5.5%	100.0%	54.7%	54.7%	0.0%	88.2%
%H (TV HH)			5.5%	100.0%	54.7%	54.7%	0.0%	
DTT	19404	19404	6625	2253	19404	8763	10642	14106
%V	71.2%	74.3%	58.4%	54.7%	100.0%	100.0%	100.0%	68.8%
%H (All HH)		100.0%	34.1%	11.6%	100.0%	45.2%	54.8%	72.7%
%H (TV HH)			34.1%	11.6%	100.0%	45.2%	54.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%H (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
PVR	15562	15562	9400	3019	10553	7232	3321	13587
%V	57.1%	59.6%	82.9%	73.3%	54.4%	82.5%	31.2%	66.2%
%H (All HH)		100.0%	60.4%	19.4%	67.8%	46.5%	21.3%	87.3%
%H (TV HH)			60.4%	19.4%	67.8%	46.5%	21.3%	
DVDR	1331	1331	608	221	1032	517	515	1106
%V	4.9%	5.1%	5.4%	5.4%	5.3%	5.9%	4.8%	5.4%
%H (All HH)		100.0%	45.7%	16.6%	77.5%	38.8%	38.7%	83.1%
%H (TV HH)			45.7%	16.6%	77.5%	38.8%	38.7%	
VCR	960	960	349	141	792	312	480	634
%V	3.5%	3.7%	3.1%	3.4%	4.1%	3.6%	4.5%	3.1%
%H (All HH)		100.0%	36.4%	14.7%	82.5%	32.5%	50.0%	66.0%
%H (TV HH)			36.4%	14.7%	82.5%	32.5%	50.0%	
Any recorder	16425	16425	9581	3118	11285	7378	3907	14099
%V	60.3%	62.9%	84.5%	75.7%	58.2%	84.2%	36.7%	68.7%
%H (All HH)		100.0%	58.3%	19.0%	68.7%	44.9%	23.8%	85.8%
%H (TV HH)			58.3%	19.0%	68.7%	44.9%	23.8%	
Receives HDTV (via STB or built-in reception)	13569	13569	7203	3104	9488	6045	3443	11787
%V	49.8%	52.0%	63.5%	75.4%	48.9%	69.0%	32.4%	57.4%
%H (All HH)		100.0%	53.1%	22.9%	69.9%	44.6%	25.4%	86.9%
%H (TV HH)			53.1%	22.9%	69.9%	44.6%	25.4%	
DVD/Blu-ray player or recorder	20272	20272	9295	3396	15127	7414	7713	16191
%V	74.4%	77.6%	81.9%	82.5%	78.0%	84.6%	72.5%	78.9%
%H (All HH)		100.0%	45.9%	16.8%	74.6%	36.6%	38.0%	79.9%
%H (TV HH)			45.9%	16.8%	74.6%	36.6%	38.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27252	26109	11345	4118	19404	8763	10642	20517
%H (All HH)		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%
%H (TV HH)			43.5%	15.8%	74.3%	33.6%	40.8%	
Has broadband internet	20517	19757	9728	3634	14106	7688	6418	20517
%V	75.3%	75.7%	85.7%	88.2%	72.7%	87.7%	60.3%	100.0%
%H (All HH)		96.3%	47.4%	17.7%	68.8%	37.5%	31.3%	100.0%
%H (TV HH)			49.2%	18.4%	71.4%	38.9%	32.5%	
Number of computers (PCs and laptops)								
0	5855	5551	1417	463	4616	958	3658	288
%V	21.5%	21.3%	12.5%	11.2%	23.8%	10.9%	34.4%	1.4%
%H (All HH)		94.8%	24.2%	7.9%	78.8%	16.4%	62.5%	4.9%
%H (TV HH)			25.5%	8.3%	83.2%	17.3%	65.9%	
1	9499	9065	3923	1416	6661	2956	3705	8590
%V	34.9%	34.7%	34.6%	34.4%	34.3%	33.7%	34.8%	41.9%
%H (All HH)		95.4%	41.3%	14.9%	70.1%	31.1%	39.0%	90.4%
%H (TV HH)			43.3%	15.6%	73.5%	32.6%	40.9%	
2	5920	5714	2898	1059	4051	2285	1766	5728
%V	21.7%	21.9%	25.5%	25.7%	20.9%	26.1%	16.6%	27.9%
%H (All HH)		96.5%	49.0%	17.9%	68.4%	38.6%	29.8%	96.8%
%H (TV HH)			50.7%	18.5%	70.9%	40.0%	30.9%	
3	2946	2846	1498	567	2015	1227	788	2909
%V	10.8%	10.9%	13.2%	13.8%	10.4%	14.0%	7.4%	14.2%
%H (All HH)		96.6%	50.8%	19.2%	68.4%	41.6%	26.7%	98.7%
%H (TV HH)			52.6%	19.9%	70.8%	43.1%	27.7%	
4	1515	1473	807	294	1018	640	378	1504
%V	5.6%	5.6%	7.1%	7.1%	5.2%	7.3%	3.6%	7.3%
%H (All HH)		97.2%	53.3%	19.4%	67.2%	42.2%	25.0%	99.3%
%H (TV HH)			54.8%	20.0%	69.1%	43.4%	25.7%	
5+	1517	1460	801	320	1043	696	347	1497
%V	5.6%	5.6%	7.1%	7.8%	5.4%	7.9%	3.3%	7.3%
%H (All HH)		96.2%	52.8%	21.1%	68.8%	45.9%	22.9%	98.7%
%H (TV HH)			54.9%	21.9%	71.4%	47.7%	23.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2013

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51435	24874	8708	39845	21697	18148	41784
%H		48.4%	16.9%	77.5%	42.2%	35.3%	81.2%
Under 20"	8094	3671	1241	6983	3748	3235	6529
%V	15.7%	14.8%	14.3%	17.5%	17.3%	17.8%	15.6%
%H		45.4%	15.3%	86.3%	46.3%	40.0%	80.7%
20" - 29"	12380	5341	1954	10172	5005	5167	9492
%V	24.1%	21.5%	22.4%	25.5%	23.1%	28.5%	22.7%
%H		43.1%	15.8%	82.2%	40.4%	41.7%	76.7%
30" - 39"	16131	7432	2780	12428	6390	6038	12817
%V	31.4%	29.9%	31.9%	31.2%	29.5%	33.3%	30.7%
%H		46.1%	17.2%	77.0%	39.6%	37.4%	79.5%
40" and over	12434	7242	2308	8733	5719	3014	10958
%V	24.2%	29.1%	26.5%	21.9%	26.4%	16.6%	26.2%
%H		58.2%	18.6%	70.2%	46.0%	24.2%	88.1%
Don't know	777	315	118	608	263	345	580
%V	1.5%	1.3%	1.4%	1.5%	1.2%	1.9%	1.4%
%H		40.5%	15.2%	78.2%	33.8%	44.4%	74.6%
Not Asked	1619	873	307	921	572	349	1408
%V	3.1%	3.5%	3.5%	2.3%	2.6%	1.9%	3.4%
%H		53.9%	19.0%	56.9%	35.3%	21.6%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51435	24874	8708	39845	21697	18148	41784
%H		48.4%	16.9%	77.5%	42.2%	35.3%	81.2%
Main living room	25799	11302	4101	19242	8746	10497	19540
%V	50.2%	45.4%	47.1%	48.3%	40.3%	57.8%	46.8%
%H		43.8%	15.9%	74.6%	33.9%	40.7%	75.7%
Kitchen	3174	1589	452	2769	1599	1170	2657
%V	6.2%	6.4%	5.2%	6.9%	7.4%	6.4%	6.4%
%H		50.1%	14.2%	87.2%	50.4%	36.9%	83.7%
Adult's bedroom	12711	6551	2348	10340	6391	3949	10793
%V	24.7%	26.3%	27.0%	26.0%	29.5%	21.8%	25.8%
%H		51.5%	18.5%	81.3%	50.3%	31.1%	84.9%
Child's bedroom	2858	1724	589	2223	1641	582	2676
%V	5.6%	6.9%	6.8%	5.6%	7.6%	3.2%	6.4%
%H		60.3%	20.6%	77.8%	57.4%	20.4%	93.6%
Other bedroom	1470	819	281	1229	835	393	1330
%V	2.9%	3.3%	3.2%	3.1%	3.8%	2.2%	3.2%
%H		55.7%	19.1%	83.6%	56.8%	26.7%	90.5%
Second living/dining room	2322	1191	386	1900	1127	773	2002
%V	4.5%	4.8%	4.4%	4.8%	5.2%	4.3%	4.8%
%H		51.3%	16.6%	81.8%	48.5%	33.3%	86.2%
Study/office	414	224	65	334	206	128	399
%V	0.8%	0.9%	0.7%	0.8%	0.9%	0.7%	1.0%
%H		54.1%	15.7%	80.7%	49.8%	30.9%	96.4%
TV room	196	110	34	146	91	55	183
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		56.1%	17.3%	74.5%	46.4%	28.1%	93.4%
Conseervatory	549	318	91	475	327	148	496
%V	1.1%	1.3%	1.0%	1.2%	1.5%	0.8%	1.2%
%H		57.9%	16.6%	86.5%	59.6%	27.0%	90.3%
Attic or loft room	59	27	13	51	30	20	55
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		45.8%	22.0%	86.4%	50.8%	33.9%	93.2%
No specific location	53	22	10	44	23	21	46
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		41.5%	18.9%	83.0%	43.4%	39.6%	86.8%
Other	211	122	32	172	108	64	199
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.4%	0.5%
%H		57.8%	15.2%	81.5%	51.2%	30.3%	94.3%
Not Asked	1619	873	307	921	572	349	1408
%V	3.1%	3.5%	3.5%	2.3%	2.6%	1.9%	3.4%
%H		53.9%	19.0%	56.9%	35.3%	21.6%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51435	24874	8708	39845	21697	18148	41784
%H		48.4%	16.9%	77.5%	42.2%	35.3%	81.2%
PVR	20234	12770	4023	13428	9696	3732	18012
%V	39.3%	51.3%	46.2%	33.7%	44.7%	20.6%	43.1%
%H		63.1%	19.9%	66.4%	47.9%	18.4%	89.0%
DVDR	1468	678	250	1138	584	554	1225
%V	2.9%	2.7%	2.9%	2.9%	2.7%	3.1%	2.9%
%H		46.2%	17.0%	77.5%	39.8%	37.7%	83.4%
VCR	1021	377	157	843	343	500	678
%V	2.0%	1.5%	1.8%	2.1%	1.6%	2.8%	1.6%
%H		36.9%	15.4%	82.6%	33.6%	49.0%	66.4%
Any recorder	21410	13115	4184	14431	10019	4412	18786
%V	41.6%	52.7%	48.0%	36.2%	46.2%	24.3%	45.0%
%H		61.3%	19.5%	67.4%	46.8%	20.6%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51435	24874	8708	39845	21697	18148	41784
%H		48.4%	16.9%	77.5%	42.2%	35.3%	81.2%
Receives HDTV (via STB or built-in reception)	18779	10039	4505	13298	8771	4528	16651
%V	36.5%	40.4%	51.7%	33.4%	40.4%	25.0%	39.9%
%H		53.5%	24.0%	70.8%	46.7%	24.1%	88.7%
DVD/Blu-ray player or recorder	29177	14198	5171	22508	12440	10069	24282
%V	56.7%	57.1%	59.4%	56.5%	57.3%	55.5%	58.1%
%H		48.7%	17.7%	77.1%	42.6%	34.5%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26075	11341	4116	19394	8762	10632	19733
%H		43.5%	15.8%	74.4%	33.6%	40.8%	75.7%
Under 20"	628	104	49	527	64	462	345
%V	2.4%	0.9%	1.2%	2.7%	0.7%	4.3%	1.7%
%H		16.6%	7.8%	83.9%	10.2%	73.6%	54.9%
20" - 29"	4206	1085	488	3392	774	2619	2452
%V	16.1%	9.6%	11.9%	17.5%	8.8%	24.6%	12.4%
%H		25.8%	11.6%	80.6%	18.4%	62.3%	58.3%
30" - 39"	10429	4106	1628	7992	3269	4722	7627
%V	40.0%	36.2%	39.6%	41.2%	37.3%	44.4%	38.7%
%H		39.4%	15.6%	76.6%	31.3%	45.3%	73.1%
40" and over	10383	5932	1901	7221	4579	2642	9023
%V	39.8%	52.3%	46.2%	37.2%	52.3%	24.8%	45.7%
%H		57.1%	18.3%	69.5%	44.1%	25.4%	86.9%
Don't know	352	113	50	262	75	188	227
%V	1.3%	1.0%	1.2%	1.4%	0.9%	1.8%	1.2%
%H		32.1%	14.2%	74.4%	21.3%	53.4%	64.5%
Not Asked	77	1	0	0	1	0	59
%V	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
%H		1.3%	0.0%	0.0%	1.3%	0.0%	76.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26075	11341	4116	19394	8762	10632	19733
%H		43.5%	15.8%	74.4%	33.6%	40.8%	75.7%
PVR	15204	9255	2954	10243	7079	3165	13288
%V	58.3%	81.6%	71.8%	52.8%	80.8%	29.8%	67.3%
%H		60.9%	19.4%	67.4%	46.6%	20.8%	87.4%
DVDR	1139	501	179	874	408	465	933
%V	4.4%	4.4%	4.3%	4.5%	4.7%	4.4%	4.7%
%H		44.0%	15.7%	76.7%	35.8%	40.8%	81.9%
VCR	797	275	109	647	228	418	507
%V	3.1%	2.4%	2.6%	3.3%	2.6%	3.9%	2.6%
%H		34.5%	13.7%	81.2%	28.6%	52.4%	63.6%
Any recorder	16044	9436	3050	10953	7224	3729	13792
%V	61.5%	83.2%	74.1%	56.5%	82.4%	35.1%	69.9%
%H		58.8%	19.0%	68.3%	45.0%	23.2%	86.0%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26075	11341	4116	19394	8762	10632	19733
%H		43.5%	15.8%	74.4%	33.6%	40.8%	75.7%
Receives HDTV (via STB or built-in reception)	13120	6995	3038	9098	5839	3259	11407
%V	50.3%	61.7%	73.8%	46.9%	66.6%	30.7%	57.8%
%H		53.3%	23.2%	69.3%	44.5%	24.8%	86.9%
DVD/Blu-ray player or recorder	19085	8717	3173	14142	6831	7311	15224
%V	73.2%	76.9%	77.1%	72.9%	78.0%	68.8%	77.1%
%H		45.7%	16.6%	74.1%	35.8%	38.3%	79.8%

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 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25360	13533	4592	20452	12936	7516	22051
%H		53.4%	18.1%	80.6%	51.0%	29.6%	87.0%
Under 20"	7465	3567	1193	6457	3684	2773	6183
%V	29.4%	26.4%	26.0%	31.6%	28.5%	36.9%	28.0%
%H		47.8%	16.0%	86.5%	49.4%	37.1%	82.8%
20" - 29"	8174	4256	1466	6779	4231	2549	7041
%V	32.2%	31.4%	31.9%	33.1%	32.7%	33.9%	31.9%
%H		52.1%	17.9%	82.9%	51.8%	31.2%	86.1%
30" - 39"	5701	3326	1152	4437	3121	1316	5190
%V	22.5%	24.6%	25.1%	21.7%	24.1%	17.5%	23.5%
%H		58.3%	20.2%	77.8%	54.7%	23.1%	91.0%
40" and over	2051	1309	408	1512	1140	372	1935
%V	8.1%	9.7%	8.9%	7.4%	8.8%	4.9%	8.8%
%H		63.8%	19.9%	73.7%	55.6%	18.1%	94.3%
Don't know	425	201	68	345	188	158	353
%V	1.7%	1.5%	1.5%	1.7%	1.5%	2.1%	1.6%
%H		47.3%	16.0%	81.2%	44.2%	37.2%	83.1%
Not Asked	1544	874	305	922	572	348	1349
%V	6.1%	6.5%	6.6%	4.5%	4.4%	4.6%	6.1%
%H		56.6%	19.8%	59.7%	37.0%	22.5%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
January - December 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25360	13533	4592	20452	12936	7516	22051
%H		53.4%	18.1%	80.6%	51.0%	29.6%	87.0%
PVR	5031	3516	1069	3184	2617	567	4724
%V	19.8%	26.0%	23.3%	15.6%	20.2%	7.5%	21.4%
%H		69.9%	21.2%	63.3%	52.0%	11.3%	93.9%
DVDR	329	176	71	265	176	89	291
%V	1.3%	1.3%	1.5%	1.3%	1.4%	1.2%	1.3%
%H		53.5%	21.6%	80.5%	53.5%	27.1%	88.4%
VCR	224	102	47	197	115	82	171
%V	0.9%	0.8%	1.0%	1.0%	0.9%	1.1%	0.8%
%H		45.5%	21.0%	87.9%	51.3%	36.6%	76.3%
Any recorder	5366	3678	1135	3478	2795	683	4993
%V	21.2%	27.2%	24.7%	17.0%	21.6%	9.1%	22.6%
%H		68.5%	21.2%	64.8%	52.1%	12.7%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25360	13533	4592	20452	12936	7516	22051
%H		53.4%	18.1%	80.6%	51.0%	29.6%	87.0%
Receives HDTV (via STB or built-in reception)	5659	3044	1468	4200	2932	1268	5244
%V	22.3%	22.5%	32.0%	20.5%	22.7%	16.9%	23.8%
%H		53.8%	25.9%	74.2%	51.8%	22.4%	92.7%
DVD/Blu-ray player or recorder	10093	5481	1997	8367	5609	2758	9058
%V	39.8%	40.5%	43.5%	40.9%	43.4%	36.7%	41.1%
%H		54.3%	19.8%	82.9%	55.6%	27.3%	89.7%

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 2013

Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63636	61290	29947	10580	44096	23230	20866	53172
%H		96.3%	47.1%	16.6%	69.3%	36.5%	32.8%	83.6%
Total Children	12137	11812	6588	2213	7798	4762	3036	11002
%V	19.1%	19.3%	22.0%	20.9%	17.7%	20.5%	14.5%	20.7%
%H		97.3%	54.3%	18.2%	64.2%	39.2%	25.0%	90.6%
0 - 3	3287	3176	1735	569	2036	1171	864	2858
%V	5.2%	5.2%	5.8%	5.4%	4.6%	5.0%	4.1%	5.4%
%H		96.6%	52.8%	17.3%	61.9%	35.6%	26.3%	86.9%
4 - 15	8850	8635	4853	1644	5763	3591	2172	8144
%V	13.9%	14.1%	16.2%	15.5%	13.1%	15.5%	10.4%	15.3%
%H		97.6%	54.8%	18.6%	65.1%	40.6%	24.5%	92.0%
4 - 9	4623	4498	2550	824	2923	1794	1129	4179
%V	7.3%	7.3%	8.5%	7.8%	6.6%	7.7%	5.4%	7.9%
%H		97.3%	55.2%	17.8%	63.2%	38.8%	24.4%	90.4%
10 - 15	4227	4137	2303	820	2840	1796	1044	3965
%V	6.6%	6.7%	7.7%	7.8%	6.4%	7.7%	5.0%	7.5%
%H		97.9%	54.5%	19.4%	67.2%	42.5%	24.7%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63636	61290	29947	10580	44096	23230	20866	53172
%H		96.3%	47.1%	16.6%	69.3%	36.5%	32.8%	83.6%
Total Adults (16+)	51499	49478	23359	8367	36298	18468	17829	42170
%V	80.9%	80.7%	78.0%	79.1%	82.3%	79.5%	85.4%	79.3%
%H		96.1%	45.4%	16.2%	70.5%	35.9%	34.6%	81.9%
16 - 19	3015	2907	1538	571	2110	1326	784	2790
%V	4.7%	4.7%	5.1%	5.4%	4.8%	5.7%	3.8%	5.2%
%H		96.4%	51.0%	18.9%	70.0%	44.0%	26.0%	92.5%
20 - 24	4121	3722	1755	689	2639	1419	1220	3635
%V	6.5%	6.1%	5.9%	6.5%	6.0%	6.1%	5.8%	6.8%
%H		90.3%	42.6%	16.7%	64.0%	34.4%	29.6%	88.2%
25 - 34	8842	8260	4320	1535	5377	3001	2376	7907
%V	13.9%	13.5%	14.4%	14.5%	12.2%	12.9%	11.4%	14.9%
%H		93.4%	48.9%	17.4%	60.8%	33.9%	26.9%	89.4%
35 - 44	8387	8068	4264	1571	5369	3133	2236	7658
%V	13.2%	13.2%	14.2%	14.8%	12.2%	13.5%	10.7%	14.4%
%H		96.2%	50.8%	18.7%	64.0%	37.4%	26.7%	91.3%
45 - 54	9047	8803	4422	1635	6512	3704	2808	8115
%V	14.2%	14.4%	14.8%	15.5%	14.8%	15.9%	13.5%	15.3%
%H		97.3%	48.9%	18.1%	72.0%	40.9%	31.0%	89.7%
55 - 64	7273	7105	3304	1174	5449	2767	2682	6064
%V	11.4%	11.6%	11.0%	11.1%	12.4%	11.9%	12.9%	11.4%
%H		97.7%	45.4%	16.1%	74.9%	38.0%	36.9%	83.4%
65+	10814	10614	3757	1191	8841	3118	5723	6000
%V	17.0%	17.3%	12.5%	11.3%	20.0%	13.4%	27.4%	11.3%
%H		98.2%	34.7%	11.0%	81.8%	28.8%	52.9%	55.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51499	49478	23359	8367	36298	18468	17829	42170
%H		96.1%	45.4%	16.2%	70.5%	35.9%	34.6%	81.9%
AB	13682	13285	6557	2234	9674	5122	4552	12839
%V	26.6%	26.9%	28.1%	26.7%	26.7%	27.7%	25.5%	30.4%
%H		97.1%	47.9%	16.3%	70.7%	37.4%	33.3%	93.8%
C1	14418	13632	6364	2459	9968	5172	4796	12560
%V	28.0%	27.6%	27.2%	29.4%	27.5%	28.0%	26.9%	29.8%
%H		94.5%	44.1%	17.1%	69.1%	35.9%	33.3%	87.1%
C2	11041	10776	5418	1872	8025	4479	3545	9066
%V	21.4%	21.8%	23.2%	22.4%	22.1%	24.3%	19.9%	21.5%
%H		97.6%	49.1%	17.0%	72.7%	40.6%	32.1%	82.1%
D	7689	7334	3447	1206	5196	2531	2665	5545
%V	14.9%	14.8%	14.8%	14.4%	14.3%	13.7%	14.9%	13.1%
%H		95.4%	44.8%	15.7%	67.6%	32.9%	34.7%	72.1%
E	4669	4451	1574	596	3435	1164	2272	2159
%V	9.1%	9.0%	6.7%	7.1%	9.5%	6.3%	12.7%	5.1%
%H		95.3%	33.7%	12.8%	73.6%	24.9%	48.7%	46.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51499	49478	23359	8367	36298	18468	17829	42170
%H		96.1%	45.4%	16.2%	70.5%	35.9%	34.6%	81.9%
Working full time	23336	22464	11606	4329	15719	9111	6608	21499
%V	45.3%	45.4%	49.7%	51.7%	43.3%	49.3%	37.1%	51.0%
%H		96.3%	49.7%	18.6%	67.4%	39.0%	28.3%	92.1%
Working part time	5533	5379	2704	970	3876	2155	1721	4977
%V	10.7%	10.9%	11.6%	11.6%	10.7%	11.7%	9.7%	11.8%
%H		97.2%	48.9%	17.5%	70.1%	38.9%	31.1%	90.0%
Not working	22630	21636	9050	3068	16702	7202	9501	15694
%V	43.9%	43.7%	38.7%	36.7%	46.0%	39.0%	53.3%	37.2%
%H		95.6%	40.0%	13.6%	73.8%	31.8%	42.0%	69.4%
Housewife/Houseperson	27252	26109	11345	4118	19404	8763	10642	20517
%V	52.9%	52.8%	48.6%	49.2%	53.5%	47.4%	59.7%	48.7%
%H		95.8%	41.6%	15.1%	71.2%	32.2%	39.1%	75.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25145	24045	11624	4155	17449	9174	8275	20923
%H		95.6%	46.2%	16.5%	69.4%	36.5%	32.9%	83.2%
16 - 19	1548	1500	783	301	1086	683	403	1442
%V	6.2%	6.2%	6.7%	7.2%	6.2%	7.4%	4.9%	6.9%
%H		96.9%	50.6%	19.4%	70.2%	44.1%	26.0%	93.2%
20 - 24	2060	1848	889	348	1307	731	576	1845
%V	8.2%	7.7%	7.6%	8.4%	7.5%	8.0%	7.0%	8.8%
%H		89.7%	43.2%	16.9%	63.4%	35.5%	28.0%	89.6%
25 - 34	4414	4102	2149	767	2678	1509	1169	3954
%V	17.6%	17.1%	18.5%	18.5%	15.3%	16.4%	14.1%	18.9%
%H		92.9%	48.7%	17.4%	60.7%	34.2%	26.5%	89.6%
35 - 44	4154	3973	2066	766	2623	1490	1133	3738
%V	16.5%	16.5%	17.8%	18.4%	15.0%	16.2%	13.7%	17.9%
%H		95.6%	49.7%	18.4%	63.1%	35.9%	27.3%	90.0%
45 - 54	4454	4315	2189	814	3156	1816	1340	3953
%V	17.7%	17.9%	18.8%	19.6%	18.1%	19.8%	16.2%	18.9%
%H		96.9%	49.1%	18.3%	70.9%	40.8%	30.1%	88.8%
55 - 64	3570	3470	1624	583	2647	1358	1289	2956
%V	14.2%	14.4%	14.0%	14.0%	15.2%	14.8%	15.6%	14.1%
%H		97.2%	45.5%	16.3%	74.1%	38.0%	36.1%	82.8%
65+	4945	4837	1924	576	3952	1585	2366	3036
%V	19.7%	20.1%	16.6%	13.9%	22.6%	17.3%	28.6%	14.5%
%H		97.8%	38.9%	11.6%	79.9%	32.1%	47.8%	61.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

Individual level data
Table 26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		25145	24045	11624	4155	17449	9174	8275	20923
	%H		95.6%	46.2%	16.5%	69.4%	36.5%	32.9%	83.2%
AB		6888	6673	3334	1142	4825	2599	2226	6488
	%V	27.4%	27.8%	28.7%	27.5%	27.7%	28.3%	26.9%	31.0%
	%H		96.9%	48.4%	16.6%	70.0%	37.7%	32.3%	94.2%
C1		6715	6315	3070	1173	4529	2471	2057	5988
	%V	26.7%	26.3%	26.4%	28.2%	26.0%	26.9%	24.9%	28.6%
	%H		94.0%	45.7%	17.5%	67.4%	36.8%	30.6%	89.2%
C2		5923	5753	2871	1009	4273	2376	1897	4802
	%V	23.6%	23.9%	24.7%	24.3%	24.5%	25.9%	22.9%	23.0%
	%H		97.1%	48.5%	17.0%	72.1%	40.1%	32.0%	81.1%
D		3665	3467	1683	582	2416	1230	1185	2711
	%V	14.6%	14.4%	14.5%	14.0%	13.8%	13.4%	14.3%	13.0%
	%H		94.6%	45.9%	15.9%	65.9%	33.6%	32.3%	74.0%
E		1954	1837	666	250	1407	497	910	935
	%V	7.8%	7.6%	5.7%	6.0%	8.1%	5.4%	11.0%	4.5%
	%H		94.0%	34.1%	12.8%	72.0%	25.4%	46.6%	47.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25145	24045	11624	4155	17449	9174	8275	20923
%H		95.6%	46.2%	16.5%	69.4%	36.5%	32.9%	83.2%
Working full time	14374	13803	7262	2637	9602	5658	3944	13191
%V	57.2%	57.4%	62.5%	63.5%	55.0%	61.7%	47.7%	63.0%
%H		96.0%	50.5%	18.3%	66.8%	39.4%	27.4%	91.8%
Working part time	1210	1155	530	194	829	397	432	1048
%V	4.8%	4.8%	4.6%	4.7%	4.8%	4.3%	5.2%	5.0%
%H		95.5%	43.8%	16.0%	68.5%	32.8%	35.7%	86.6%
Not working	9561	9087	3832	1324	7018	3118	3899	6685
%V	38.0%	37.8%	33.0%	31.9%	40.2%	34.0%	47.1%	32.0%
%H		95.0%	40.1%	13.8%	73.4%	32.6%	40.8%	69.9%
Housewife/Houseperson	5985	5515	2099	819	4064	1514	2550	3843
%V	23.8%	22.9%	18.1%	19.7%	23.3%	16.5%	30.8%	18.4%
%H		92.1%	35.1%	13.7%	67.9%	25.3%	42.6%	64.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26354	25433	11735	4212	18849	9295	9554	21246
%H		96.5%	44.5%	16.0%	71.5%	35.3%	36.3%	80.6%
16 - 19	1467	1407	754	270	1024	642	382	1348
%V	5.6%	5.5%	6.4%	6.4%	5.4%	6.9%	4.0%	6.3%
%H		95.9%	51.4%	18.4%	69.8%	43.8%	26.0%	91.9%
20 - 24	2062	1874	865	341	1332	688	645	1790
%V	7.8%	7.4%	7.4%	8.1%	7.1%	7.4%	6.8%	8.4%
%H		90.9%	41.9%	16.5%	64.6%	33.4%	31.3%	86.8%
25 - 34	4428	4158	2172	768	2699	1492	1207	3954
%V	16.8%	16.3%	18.5%	18.2%	14.3%	16.1%	12.6%	18.6%
%H		93.9%	49.1%	17.3%	61.0%	33.7%	27.3%	89.3%
35 - 44	4233	4095	2197	806	2746	1643	1103	3920
%V	16.1%	16.1%	18.7%	19.1%	14.6%	17.7%	11.5%	18.5%
%H		96.7%	51.9%	19.0%	64.9%	38.8%	26.1%	92.6%
45 - 54	4593	4487	2233	822	3356	1888	1468	4163
%V	17.4%	17.6%	19.0%	19.5%	17.8%	20.3%	15.4%	19.6%
%H		97.7%	48.6%	17.9%	73.1%	41.1%	32.0%	90.6%
55 - 64	3703	3635	1679	591	2802	1409	1394	3108
%V	14.1%	14.3%	14.3%	14.0%	14.9%	15.2%	14.6%	14.6%
%H		98.2%	45.3%	16.0%	75.7%	38.1%	37.6%	83.9%
65+	5868	5778	1833	615	4889	1532	3356	2964
%V	22.3%	22.7%	15.6%	14.6%	25.9%	16.5%	35.1%	14.0%
%H		98.5%	31.2%	10.5%	83.3%	26.1%	57.2%	50.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

Individual level data
Table 29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		26354	25433	11735	4212	18849	9295	9554	21246
	%H		96.5%	44.5%	16.0%	71.5%	35.3%	36.3%	80.6%
AB		6794	6612	3222	1092	4849	2522	2326	6351
	%V	25.8%	26.0%	27.5%	25.9%	25.7%	27.1%	24.3%	29.9%
	%H		97.3%	47.4%	16.1%	71.4%	37.1%	34.2%	93.5%
C1		7703	7317	3294	1287	5439	2701	2738	6573
	%V	29.2%	28.8%	28.1%	30.6%	28.9%	29.1%	28.7%	30.9%
	%H		95.0%	42.8%	16.7%	70.6%	35.1%	35.5%	85.3%
C2		5118	5024	2547	863	3752	2104	1648	4265
	%V	19.4%	19.8%	21.7%	20.5%	19.9%	22.6%	17.2%	20.1%
	%H		98.2%	49.8%	16.9%	73.3%	41.1%	32.2%	83.3%
D		4024	3866	1764	624	2781	1301	1479	2833
	%V	15.3%	15.2%	15.0%	14.8%	14.8%	14.0%	15.5%	13.3%
	%H		96.1%	43.8%	15.5%	69.1%	32.3%	36.8%	70.4%
E		2715	2614	908	346	2029	667	1362	1225
	%V	10.3%	10.3%	7.7%	8.2%	10.8%	7.2%	14.3%	5.8%
	%H		96.3%	33.4%	12.7%	74.7%	24.6%	50.2%	45.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2013

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26354	25433	11735	4212	18849	9295	9554	21246
%H		96.5%	44.5%	16.0%	71.5%	35.3%	36.3%	80.6%
Working full time	8961	8660	4344	1692	6117	3453	2664	8309
%V	34.0%	34.1%	37.0%	40.2%	32.5%	37.1%	27.9%	39.1%
%H		96.6%	48.5%	18.9%	68.3%	38.5%	29.7%	92.7%
Working part time	4323	4224	2174	776	3047	1758	1289	3929
%V	16.4%	16.6%	18.5%	18.4%	16.2%	18.9%	13.5%	18.5%
%H		97.7%	50.3%	18.0%	70.5%	40.7%	29.8%	90.9%
Not working	13069	12549	5217	1744	9685	4083	5601	9009
%V	49.6%	49.3%	44.5%	41.4%	51.4%	43.9%	58.6%	42.4%
%H		96.0%	39.9%	13.3%	74.1%	31.2%	42.9%	68.9%
Housewife/Houseperson	21267	20594	9246	3298	15341	7249	8092	16673
%V	80.7%	81.0%	78.8%	78.3%	81.4%	78.0%	84.7%	78.5%
%H		96.8%	43.5%	15.5%	72.1%	34.1%	38.0%	78.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

BBC/ITV segment is the primary stratification. Sample requirements within the 49 BBC/ITV segments are calculated with reference to ITV area panel sizes. The total annual sample size is 54,752 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)
- 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 2013

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: January 2013 - December 2013							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	78,701	19143	2631	10393	4083	2266	2965
Shop / Business	995	298	14	112	43	24	31
Demolished / Incomplete	145	30	0	16	18	2	0
Empty	5,399	784	161	753	181	108	177
Holiday Home	552	23	16	22	24	16	100
Other Non Effective	1,133	201	51	117	52	57	71
Eligible Addresses	70,477	17807	2389	9373	3765	2059	2586
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	748	541	32	24	6	8	34
Total Additional Households	2,846	2651	2143	2123	2106	2109	2136
Total Valid Households	79,450	19686	2664	10423	4086	2275	2991
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,126	2685	224	882	358	206	191
	9.0%	13.6%	8.4%	8.5%	8.8%	9.1%	6.4%
No English Spoken	141	61	2	24	6	1	2
	0.2%	0.3%	0.1%	0.2%	0.1%	0.0%	0.1%
Refusals	17,414	5067	563	2346	958	624	857
	21.9%	25.7%	21.1%	22.5%	23.4%	27.4%	28.7%
Total Interviews	54,769	11873	1875	7171	2764	1444	1941
	68.9%	60.3%	70.4%	68.8%	67.6%	63.5%	64.9%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4166	4800	2676	7383	6116	4867	7212
Shop / Business	53	40	20	85	108	74	93
Demolished / Incomplete	5	8	3	23	9	20	11
Empty	142	373	171	679	580	516	774
Holiday Home	37	17	27	25	88	33	124
Other Non Effective	55	56	29	122	63	94	165
Eligible Addresses	3874	4306	2426	6449	5268	4130	6045
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	3	10	8	28	8	5	41
Total Additional Households	2106	2114	2113	2134	2115	2113	2150
Total Valid Households	4173	4811	2688	7413	6127	4870	7243
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	478	280	181	507	349	320	465
	11.5%	5.8%	6.7%	6.8%	5.7%	6.6%	6.4%
No English Spoken	4	12	3	7	4	8	7
	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%
Refusals	1108	985	466	1465	1258	714	1003
	26.6%	20.5%	17.3%	19.8%	20.5%	14.7%	13.8%
Total Interviews	2583	3534	2038	5434	4516	3828	5768
	61.9%	73.5%	75.8%	73.3%	73.7%	78.6%	79.6%

Response Analysis: January 2013 - December 2013							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	78,701	19626	11257	7441	5032	2048	5850
Shop / Business	995	302	127	85	42	18	106
Demolished / Incomplete	145	31	17	24	8	1	9
Empty	5,399	815	787	684	381	126	554
Holiday Home	552	23	32	22	20	11	79
Other Non Effective	1,133	205	135	130	52	14	63
Eligible Addresses	70,477	18250	10159	6496	4529	1878	5039
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	748	542	24	28	18	0	8
Total Additional Households	2,846	2641	2124	2129	2120	2103	2118
Total Valid Households	79,450	20170	11287	7471	5053	2047	5860
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,126	2722	982	512	302	144	332
	9.0%	13.5%	8.7%	6.9%	6.0%	7.0%	5.7%
No English Spoken	141	63	24	7	12	3	4
	0.2%	0.3%	0.2%	0.1%	0.2%	0.1%	0.1%
Refusals	17,414	5189	2496	1476	1029	366	1215
	21.9%	25.7%	22.1%	19.8%	20.4%	17.9%	20.7%
Total Interviews	54,769	12196	7785	5476	3710	1534	4309
	68.9%	60.5%	69.0%	73.3%	73.4%	74.9%	73.5%

	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	5550	4150	2826	4867	674	2168	7212
Shop / Business	48	44	31	74	2	23	93
Demolished / Incomplete	3	17	0	20	2	2	11
Empty	260	177	173	516	60	92	774
Holiday Home	52	24	97	33	24	11	124
Other Non Effective	93	53	64	94	9	56	165
Eligible Addresses	5094	3835	2461	4130	577	1984	6045
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	41	5	28	5	0	8	41
Total Additional Households	2152	2109	2133	2111	2107	2116	2150
Total Valid Households	5593	4152	2849	4870	678	2177	7243
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	577	358	185	320	31	196	465
	10.3%	8.6%	6.5%	6.6%	4.6%	9.0%	6.4%
No English Spoken	6	5	2	8	0	0	7
	0.1%	0.1%	0.1%	0.2%	0.0%	0.0%	0.1%
Refusals	1388	988	838	714	106	606	1003
	24.8%	23.8%	29.4%	14.7%	15.6%	27.8%	13.8%
Total Interviews	3622	2801	1824	3828	541	1375	5768
	64.8%	67.5%	64.0%	78.6%	79.8%	63.2%	79.6%

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 2013

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

Total Network	All Households	Total TV Households	Multichannel Households
All Households	54769	52698	52274
All Sets	106903	106903	106371
All Individuals	136220	131499	130387
Children 0-15	26688	25941	25705
All Adults	109532	105558	104682
Adult Males	53157	51062	50573
Adult Females	56375	54496	54109

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11873	11118	11033
All Sets	20849	20849	20741
All Individuals	32045	30131	29880
Children 0-15	6656	6329	6272
All Adults	25389	23802	23608
Adult Males	12391	11588	11472
Adult Females	12998	12214	12136

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1968	1888	1870
All Sets	3876	3876	3852
All Individuals	4875	4697	4638
Children 0-15	952	927	917
All Adults	3923	3770	3721
Adult Males	1872	1789	1762
Adult Females	2051	1981	1959

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7171	6974	6922
All Sets	14212	14212	14153
All Individuals	17985	17562	17433
Children 0-15	3664	3580	3562
All Adults	14321	13982	13871
Adult Males	6882	6704	6636
Adult Females	7439	7278	7235

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2764	2668	2645
All Sets	5609	5609	5574
All Individuals	6806	6589	6523
Children 0-15	1329	1291	1275
All Adults	5477	5298	5248
Adult Males	2688	2601	2576
Adult Females	2789	2697	2672

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1444	1394	1377
All Sets	2775	2775	2754
All Individuals	3557	3457	3406
Children 0-15	655	646	634
All Adults	2902	2811	2772
Adult Males	1424	1369	1348
Adult Females	1478	1442	1424

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	1941	1870	1847
All Sets	3805	3805	3778
All Individuals	4576	4422	4368
Children 0-15	770	747	735
All Adults	3806	3675	3633
Adult Males	1847	1781	1761
Adult Females	1959	1894	1872

BBC South	All Households	Total TV Households	Multichannel Households
All Households	2490	2414	2402
All Sets	4905	4905	4892
All Individuals	6163	5994	5963
Children 0-15	1173	1155	1149
All Adults	4990	4839	4814
Adult Males	2461	2372	2358
Adult Females	2529	2467	2456

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3534	3441	3419
All Sets	7280	7280	7248
All Individuals	8556	8363	8293
Children 0-15	1677	1647	1633
All Adults	6879	6716	6660
Adult Males	3312	3228	3200
Adult Females	3567	3488	3460

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2038	1992	1977
All Sets	4076	4076	4057
All Individuals	4748	4654	4606
Children 0-15	861	845	825
All Adults	3887	3809	3781
Adult Males	1864	1819	1802
Adult Females	2023	1990	1979

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5434	5275	5244
All Sets	11048	11048	11008
All Individuals	13335	12986	12915
Children 0-15	2651	2586	2570
All Adults	10684	10400	10345
Adult Males	5191	5029	4999
Adult Females	5493	5371	5346

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4516	4353	4301
All Sets	9015	9015	8950
All Individuals	10403	10080	9974
Children 0-15	1881	1845	1827
All Adults	8522	8235	8147
Adult Males	4161	4003	3958
Adult Females	4361	4232	4189

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3828	3713	3693
All Sets	7470	7470	7448
All Individuals	9544	9293	9245
Children 0-15	1953	1915	1907
All Adults	7591	7378	7338
Adult Males	3677	3560	3537
Adult Females	3914	3818	3801

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	5768	5598	5544
All Sets	11983	11983	11916
All Individuals	13627	13271	13143
Children 0-15	2466	2428	2399
All Adults	11161	10843	10744
Adult Males	5387	5219	5164
Adult Females	5774	5624	5580

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4625	4517	4492
All Sets	9239	9239	9210
All Individuals	11516	11277	11211
Children 0-15	2274	2233	2218
All Adults	9242	9044	8993
Adult Males	4464	4360	4325
Adult Females	4778	4684	4668

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2546	2457	2430
All Sets	4973	4973	4943
All Individuals	6469	6285	6222
Children 0-15	1390	1347	1344
All Adults	5079	4938	4878
Adult Males	2418	2344	2311
Adult Females	2661	2594	2567

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	12196	11423	11334
All Sets	21508	21508	21394
All Individuals	32899	30943	30684
Children 0-15	6818	6486	6429
All Adults	26081	24457	24255
Adult Males	12725	11902	11782
Adult Females	13356	12555	12473

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7785	7568	7513
All Sets	15416	15416	15354
All Individuals	19567	19099	18963
Children 0-15	3983	3893	3874
All Adults	15584	15206	15089
Adult Males	7522	7318	7248
Adult Females	8062	7888	7841

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5476	5318	5287
All Sets	11147	11147	11107
All Individuals	13435	13089	13018
Children 0-15	2669	2605	2589
All Adults	10766	10484	10429
Adult Males	5228	5067	5037
Adult Females	5538	5417	5392

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	3710	3612	3587
All Sets	7624	7624	7588
All Individuals	8957	8755	8673
Children 0-15	1747	1715	1696
All Adults	7210	7040	6977
Adult Males	3469	3380	3347
Adult Females	3741	3660	3630

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1534	1496	1485
All Sets	3051	3051	3037
All Individuals	3588	3511	3479
Children 0-15	669	657	644
All Adults	2919	2854	2835
Adult Males	1389	1352	1341
Adult Females	1530	1502	1494

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3295	3182	3148
All Sets	6599	6599	6558
All Individuals	7652	7413	7335
Children 0-15	1395	1372	1356
All Adults	6257	6041	5979
Adult Males	3033	2918	2890
Adult Females	3224	3123	3089

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1014	968	951
All Sets	2039	2039	2016
All Individuals	2312	2232	2205
Children 0-15	418	405	403
All Adults	1894	1827	1802
Adult Males	954	913	896
Adult Females	940	914	906

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	3622	3492	3468
All Sets	7172	7172	7143
All Individuals	8928	8645	8568
Children 0-15	1736	1701	1686
All Adults	7192	6944	6882
Adult Males	3470	3336	3300
Adult Females	3722	3608	3582

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2801	2711	2689
All Sets	5701	5701	5667
All Individuals	6885	6682	6618
Children 0-15	1333	1296	1280
All Adults	5552	5386	5338
Adult Males	2721	2640	2616
Adult Females	2831	2746	2722

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1824	1756	1733
All Sets	3512	3512	3485
All Individuals	4264	4114	4060
Children 0-15	716	693	681
All Adults	3548	3421	3379
Adult Males	1722	1658	1638
Adult Females	1826	1763	1741

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3828	3713	3693
All Sets	7470	7470	7448
All Individuals	9544	9293	9245
Children 0-15	1953	1915	1907
All Adults	7591	7378	7338
Adult Males	3677	3560	3537
Adult Females	3914	3818	3801

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	541	532	530
All Sets	1053	1053	1051
All Individuals	1201	1185	1180
Children 0-15	184	181	179
All Adults	1017	1004	1001
Adult Males	502	495	494
Adult Females	515	509	507

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1375	1329	1312
All Sets	2628	2628	2607
All Individuals	3361	3267	3216
Children 0-15	601	594	582
All Adults	2760	2673	2634
Adult Males	1358	1304	1283
Adult Females	1402	1369	1351

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	5768	5598	5544
All Sets	11983	11983	11916
All Individuals	13627	13271	13143
Children 0-15	2466	2428	2399
All Adults	11161	10843	10744
Adult Males	5387	5219	5164
Adult Females	5774	5624	5580

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	117	114	114
All Sets	293	293	293
All Individuals	312	308	308
Children 0-15	54	54	54
All Adults	258	254	254
Adult Males	125	123	123
Adult Females	133	131	131

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5278	5149	5121
All Sets	10528	10528	10496
All Individuals	13187	12902	12829
Children 0-15	2603	2556	2540
All Adults	10584	10346	10289
Adult Males	5147	5016	4979
Adult Females	5437	5330	5310

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2507	2419	2392
All Sets	4888	4888	4858
All Individuals	6380	6197	6134
Children 0-15	1380	1337	1334
All Adults	5000	4860	4800
Adult Males	2375	2302	2269
Adult Females	2625	2558	2531

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4309	4150	4099
All Sets	8638	8638	8574
All Individuals	9964	9645	9540
Children 0-15	1813	1777	1759
All Adults	8151	7868	7781
Adult Males	3987	3831	3786
Adult Females	4164	4037	3995

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	7143	6927	6856
All Sets	14611	14611	14523
All Individuals	16988	16538	16359
Children 0-15	3067	3022	2981
All Adults	13921	13516	13378
Adult Males	6745	6523	6447
Adult Females	7176	6993	6931

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	8967	8683	8589
All Sets	18123	18123	18008
All Individuals	21252	20652	20419
Children 0-15	3783	3715	3662
All Adults	17469	16937	16757
Adult Males	8467	8181	8085
Adult Females	9002	8756	8672

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	16752	16251	16102
All Sets	33539	33539	33362
All Individuals	40819	39751	39382
Children 0-15	7766	7608	7536
All Adults	33053	32143	31846
Adult Males	15989	15499	15333
Adult Females	17064	16644	16513

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3505	3378	3354
All Sets	6879	6879	6850
All Individuals	8616	8337	8260
Children 0-15	1682	1647	1632
All Adults	6934	6690	6628
Adult Males	3345	3213	3177
Adult Females	3589	3477	3451

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6423	6203	6157
All Sets	12873	12873	12810
All Individuals	15813	15327	15186
Children 0-15	3069	2997	2966
All Adults	12744	12330	12220
Adult Males	6191	5976	5916
Adult Females	6553	6354	6304

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11261	10958	10889
All Sets	22875	22875	22783
All Individuals	27181	26540	26350
Children 0-15	5269	5158	5108
All Adults	21912	21382	21242
Adult Males	10588	10294	10219
Adult Females	11324	11088	11023

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5244	5108	5072
All Sets	10675	10675	10625
All Individuals	12545	12266	12152
Children 0-15	2416	2372	2340
All Adults	10129	9894	9812
Adult Males	4858	4732	4688
Adult Females	5271	5162	5124

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	6017	5850	5817
All Sets	12200	12200	12158
All Individuals	14636	14274	14198
Children 0-15	2853	2786	2768
All Adults	11783	11488	11430
Adult Males	5730	5562	5531
Adult Females	6053	5926	5899

S4C	All Households	Total TV Households	Multichannel Households
All Households	5768	5598	5544
All Sets	11983	11983	11916
All Individuals	13627	13271	13143
Children 0-15	2466	2428	2399
All Adults	11161	10843	10744
Adult Males	5387	5219	5164
Adult Females	5774	5624	5580

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	15390	14886	14746
All Sets	30996	30996	30818
All Individuals	37065	35979	35605
Children 0-15	6852	6712	6628
All Adults	30213	29267	28977
Adult Males	14658	14157	14001
Adult Females	15555	15110	14976

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10720	10426	10359
All Sets	21822	21822	21732
All Individuals	25980	25355	25170
Children 0-15	5085	4977	4929
All Adults	20895	20378	20241
Adult Males	10086	9799	9725
Adult Females	10809	10579	10516

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	4850	4682	4629
All Sets	9691	9691	9625
All Individuals	11165	10830	10720
Children 0-15	1997	1958	1938
All Adults	9168	8872	8782
Adult Males	4489	4326	4280
Adult Females	4679	4546	4502

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 (49 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 2013)



BARB Establishment Survey

Questionnaire

Version: 18.0

Date: 23/09/2013



Version Control

Changes included in this version:

Question No	Description of changes to this version
H108	New question about subscription to premium channels via Sky
H109	New question about subscription to premium channels via Cable

INTRO AND ATTITUDINAL SECTION

ASK ALL	
intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“ Good morning/afternoon/evening. My name is from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i> PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER: [JOINT] HEAD OF HOUSEHOLD [JOINT] HOUSEPERSON THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.

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

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

INITIAL HOUSEHOLD LEVEL SECTION

ASK ALL		
H61	Have you bought or acquired a TV in the past 6 months?	SP
	Yes	
	No	
ASK ALL		
H62	Do you intend to buy or acquire a TV in the next 6 months?	SP
	Yes	
	No	
ASK ALL		
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...	
H8	First of all how many TV sets are there in your household? 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	NUM
ASK IF 1 TV SET CLAIMED [H8=1]		
H63a	Has this set been used to watch television programmes in the last 6 months?	SP
	Yes Code as Value of 01 GO TO H64	
	No Code as Value of 00 GO TO H82	
ASK IF 2+ TV SETS CLAIMED [H8>1]		
H63b	How many of these sets have been used to watch television programmes in the last 6 months? WRITE IN (0-Max value of H8) IF H63=H8 GO TO H64 IF H63<H8 GO TO H82	SP
ASK FOR EACH SET IDENTIFIED AS NOT WORKING AT H63 [H63<H8] IF ONLY ONE SET REMOVE '<FIRST>' IF 2+ SETS UPDATE FIRST WITH SECOND ETC...		
H82	SHOW SCREEN 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	SP
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H64 intro	SINGLE SET: I'd now like to ask about the ways that your household is able to receive TV programmes... 2+ SETS: I'd now like to ask about the ways that your household is able to receive TV programmes on any TV set...	
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H64	Do you receive TV programmes via cable? E.g. Virgin Media 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	SP

ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H65	Do you receive TV programmes via a satellite dish on the outside of your home? Note: this would include any communal systems sometimes used in flats Yes No	SP
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H66	Do you receive TV programmes via a TV aerial? This could include Freeview (<i>in NI only</i>) or Saorview Note: This could be fixed on the outside of your home or be an indoor or set-top aerial Yes No	SP
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H68	SHOW SCREEN Does your household receive TV programmes on any TV sets via any of the following methods? Via a direct connection to the internet e.g. a 'Smart TV' Via a connection to a games console Via a connection to a computer or tablet BT Vision YouView Other (Specify) None of these	MP
ASK IF NO METHOD CLAIMED AT HH [H66, H64, H65 ALL = NO AND H68 = NONE OF THESE]		
H69	How does your home receive its television programmes? Interviewer to code all methods Cable <RECODE H64 = YES> Satellite <RECODE H65 = YES> An aerial with a digital signal (known as Freeview (<i>in NI only</i>) or Saorview) <RECODE H66=YES> BT Vision <RECODE H68 = BT VISION> YouView <RECODE H68 = YOUVIEW> A connection to a games console <RECODE H68 = CONSOLE> A connection to a computer or tablet <RECODE H68 = COMPUTER> A direct connection to the internet e.g. a 'Smart' TV <RECODE H68 = INTERNET> Another TV supplier (Specify) <RECODE H68 = OTHER> No TV signals received <AMEND ALL WORKING SETS TO H82 = CODE 3 – NOT IN USE BUT IN WORKING ORDER AND CONTINUE TO H17 AS A NO BARB WORKING TV HOUSEHOLD>	MP
ASK IF NO AERIAL CLAIM AT HH AND ANOTHER PLATFORM CLAIM MADE [(H66=NO) AND (H64=YES OR H65=YES OR H68 NOT = NONE OF THESE)]		
H70	You have said that your household receives TV programmes via: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) BT Vision (if H68 = BT Vision) YouView (if H68 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) You have also said that you do not receive TV programmes via an aerial. By this I mean receiving channels even if you do not watch them. Is this correct? Yes No – an aerial is used on at least one set <RECODE H66 TO YES, >	SP

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

ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H58	How often is your computer (IF 1 COMPUTER) are any of your computers (IF 2+ COMPUTERS) used to watch TV programmes via the internet at home? Daily At least once a week At least once a month Less often than once a month Don't know	SP
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H59	How often do you personally use the internet for watching TV programmes at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]		
H60	SHOW SCREEN How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2nd/3rd set...” ETC AS APPLICABLE FOR S5-S38

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 intro IF 1 valid set: Thinking about the TV set that your household uses to watch television...

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

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

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

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

If 2+ valid sets and at least one of these is defined as **Temporarily Out of Order at H82**:
Going back to ask about the TV sets that your household use to watch television and including the TV <set/sets> which <is/are> temporarily out of order but which you would normally use to watch TV

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF SINGLE 'WORKING SET' HH [H63=1]		
S64	IF ONE METHOD CLAIMED AT HH LEVEL To confirm, the method you said your household can use to receive television programmes is: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes) BT Vision (if H68 = BT Vision) YouView (if H68 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Is this the method used by this set? IF 2+ METHODS CLAIMED AT HH LEVEL To confirm, the methods that you said your household can use to receive television programmes are: DISPLAY LIST AS ABOVE Are all of these received on this set? Yes CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE No GO TO S63	SP
ASK IF HH PLATFORMS ARE SET PLATFORMS AND INCLUDE DTT [H66 = YES AND S64=YES]		
S65	SHOW SCREEN How does this set receive its TV services via this aerial? Separate box Built-in reception Both (separate box and built-in reception) Don't know	SP
ASK IF HH PLATFORMS ARE SET PLATFORMS [S64=YES]		
S66	Apart from: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes) BT Vision (if H68 = BT Vision) YouView (if H68 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24	SP

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

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

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

ASK IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH [(H65=YES) AND (H64 = NO, H66 = NO AND H68 = NONE OF THESE)]		
S11a	Can you confirm that this set is connected to satellite TV services?	SP
	Yes No	
ASK IF SATELLITE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H65=YES) AND (H64 = YES OR H66 = YES OR H68 NOT NONE OF THESE)]		
S11b	Is this set connected to satellite TV services?	SP
	Yes No	
ASK IF DTT IS THE ONLY PLATFORM CLAIM AT HH [(H66=YES) AND (H64 = NO, H65 = NO AND H68 = NONE OF THESE)]		
S9a	Can you confirm that this set receives TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H66=YES) AND (H64 = YES OR H65 = YES OR H68 NOT NONE OF THESE)]		
S9b	Does this set receive TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT ON SET [S9A/B = YES]		
S14b	SHOW SCREEN	SP
	How does this set receive its TV services via this aerial?	
	Separate box Built-in reception Both (separate box and built-in reception) Don't know	
ASK IF BTVISION IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S55a	Can you confirm that this set receives TV from BT Vision?	SP
	Yes No	
ASK IF BTVISION CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=BTVISION) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S55b	Does this set receive TV from BT Vision?	SP
	Yes No	
ASK IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH [(H68=YOUVIEW) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S67a	Can you confirm that this set receives TV from YouView?	SP
	Yes No	
ASK IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=YOUVIEW) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S67b	Does this set receive TV from YouView?	SP
	Yes No	
ASK IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?	SP
	Yes No	

ASK IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=GAMES CONSOLE) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S56b	Does this set receive TV programmes via a connection to a games console?	SP
	Yes No	
ASK IF CONNECTION TO A COMPUTER OR TABLET IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S57a	Can you confirm that this set receives TV programmes via a connection to a computer or tablet?	SP
	Yes No	
ASK IF CONNECTION TO A COMPUTER/TABLET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=COMPUTER/TABLET) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S57b	Does this set receive TV programmes via a connection to a computer or tablet?	SP
	Yes No	
ASK IF DIRECT CONNECTION TO THE INTERNET IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?	SP
	Yes No	
ASK IF DIRECT CONNECTION TO THE INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=DC TO INTERNET) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S58b	Does this set receive TV programmes via a direct connection to the internet?	SP
	Yes No	
ASK IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH [(H68=BTVISION (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]		
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?	SP
	Yes No	
ASK IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=OTHER) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]		
S59b	Does this set receive TV from another supplier: <H68 Other>?	SP
	Yes No	
ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET [S9 OR S10 OR S11 OR S55 OR S67 OR S56 OR S57 OR S58OR S59 = YES]		
S60	Apart from receiving TV programmes via: DISPLAY AS APPROPRIATE: Cable (if S10a/b = Yes) Satellite (if S11a/b = Yes) A TV Aerial (if S9a/b = Yes) BT Vision (if S55A/B = BT Vision) YouView (if S67A/B = YouView) A connection to a games console (if S56A/B = games console) A connection to a computer or tablet (if S57A/B = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if S59A/B = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24	SP

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

ASK IF ANOTHER METHOD ON SET CLAIMED [S66 = YES OR S60 = YES]		
S61	Which other methods can you use to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a/b=YES AND H64=YES Satellite CODE S11a/b=YES AND H65=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and a separate box (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES BT Vision CODE S55a/b =YES AND H68=BT VISION YouView CODE S67a/b =YES AND H68=YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a/b None of these Don't know	MP
RECODE H66 - H68 AS APPROPRIATE		
ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET [IF H63>1 AND NONE OF (S10 / S11/ S9 / S55 / S67 / S56 / S57 / S58 / S59 =YES)]		
S62	You have said this set does not receive TV programmes by any method, is this correct? Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET No GO TO S63	SP
ASK IF NO PLATFORMS CLAIMED ON SET [S64=NO OR S62=NO]		
S63	Which methods can you use to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a/b=YES AND H64=YES Satellite CODE S11a/b=YES AND H65=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and a separate box CODE S9=YES, S14=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception CODE S9=YES, S14=BUILT IN, H66=YES BT Vision CODE S55a/b =YES AND H68=BT VISION YouView CODE S67a/b =YES AND H68=YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES, AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	MP
RECODE H66 - H68 AS APPROPRIATE		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF CABLE CLAIM ON SET [S10 = YES]		
S24	SHOW SCREEN (IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable. Is the cable box able to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation click on further information Yes – V+ Yes – TiVo Yes – Other cable box No Don't know Further information	SP
ASK IF CABLE CLAIM ON SET [S10 = YES]		
S53	SHOW SCREEN I would now like to ask you about High Definition television or HD. Do you receive HD channels via cable TV? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S18	SHOW SCREEN (IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite How do you receive your satellite service? Freesat – not Sky Sky – with subscription (only 1 Sky code permitted) Sky – without subscription (only 1 Sky code permitted) Other – not Sky or Freesat Don't know	MP
ASK IF SKY IS SATELLITE PROVIDER [S18 = SKY (CODE 1 OR 2)]		
S20	SHOW SCREEN Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK IF SKY IS SATELLITE PROVIDER [S18 = SKY (CODE 1 OR 2)]		
S21	SHOW SCREEN (IF S53 NOT ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S18 = FREESAT]		
S22	SHOW SCREEN Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S18 = FREESAT]		
S23	SHOW SCREEN (IF S53 AND S21 NOT ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF DTT ON SET [S9 = YES]		
S25	SHOW SCREEN (IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = YES) You have said this set is able to receive TV services via an aerial. Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK IF DTT ON SET [S9 = YES]		
S50	SHOW SCREEN (IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD (<i>in NI only</i>) or Saorview HD? Freeview HD is the high definition service available from Freeview (<i>in NI only</i>) and Saorview HD is the high definition service available from Saorview NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) Apart from the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or Tivo box (S25=1) Freeview (<i>in NI only</i>) or Saorview recorder Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1> equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP

ASK IF ANOTHER RECORDER CLAIMED [S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs Other (specify) None of these Don't know	MP

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

REPEAT ABOVE FOR ALL TV SETS		
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END OF MAIN SET LOOPS

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

ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL [H64=YES AND S10=NO (FOR ALL SETS)]		
H83	You said that your household was able to access TV services via cable but no set has cable services claimed. Are you able to access TV services via cable?	SP
	Yes	ASK H84
	No	RECODE H64 TO NO
ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H83=YES]		
H84	Which of the sets you have mentioned is connected to cable TV services?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H64 TO NO, RECODE H83 to NO
	Don't know	RECODE H64 TO NO, RECODE H83 to NO
RECODE S10 FOR SETS CLAIMED AT H83 – GO TO S24, S53 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL [H65=YES AND S11=NO (FOR ALL SETS)]		
H85	You said that your household was able to access TV services via satellite but no set has satellite services claimed. Are you able to access TV services via satellite?	SP
	Yes	ASK H86
	No	RECODE H65 TO NO
ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H85=YES]		
H86	Which of the sets you have mentioned is connected to satellite TV services?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H65 TO NO, RECODE H85 to NO
	Don't know	RECODE H65 TO NO, RECODE H85 to NO
RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S18-S23 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
ASK IF DTT CLAIMED AT HH LEVEL AND NO DTT CLAIMED AT SET LEVEL [H66=YES AND S9=NO (FOR ALL SETS)]		
H87	You said that your household was able to access TV services via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV services via a TV aerial?	SP
	Yes	ASK H88
	No	RECODE H66 TO NO
ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H87=YES]		
H88	Which of the sets you have mentioned receives TV services from a TV aerial?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H66 TO NO, RECODE H87 to NO
	Don't know	RECODE H66 TO NO, RECODE H87 to NO
RECODE S9 FOR SETS CLAIMED AT H88 – GO TO S14, S25 AND S50 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H68 = BTVISION AND S55=NO (FOR ALL SETS)]		
H91	You said that your household was able to access TV services from BT Vision but no set has BT Vision claimed. Are you able to access TV services via BT Vision?	SP
	Yes	ASK H92
	No	IF SINGLE CODE AT H68, CLEAR H68 IF MULTI AT H68, CLEAR H68 RESPONSE FOR BTVIS

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

ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL [H68=COMPUTER AND S57=NO (FOR ALL SETS)]		
H95	You said that your household was able to access TV services via a computer but no set has a computer claimed. Are you able to access TV services via a computer? Yes No ASK H96 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER	SP
ASK IF COMPUTER CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H95=YES]		
H96	Which of the sets you have mentioned receives TV services via a computer? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER	MP
RECODE S57A/B FOR SETS CLAIMED AT H96		
ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL [H68=INTERNET AND S58=NO (FOR ALL SETS)]		
H97	You said that your household was able to access TV services via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV services via a direct connection to the internet? Yes No ASK H98 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET	SP
ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H97=YES]		
H98	Which of the sets you have mentioned receives TV services via a direct connection to the internet? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET	MP
RECODE S58a/b FOR SETS CLAIMED AT H98		
FORCE CODE AS FOLLOWS: IF H83, H85, H87, H89, H91, H99, H93, H95, H97 = NO FOR ALL PLATFORMES CLAIMED IN THAT HH		CODE H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

SX3 SHOW SCREEN

SP

In which room in your house is this TV set?

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

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

SX5 What is the screen size in inches? By that I mean the diagonal measurement across the screen

NUM

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

WRITE IN (2 digits required)

Don't know

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

SX6 NOTE: Was the diagonal screen measurement ...?

SP

Claim

Actual measurement

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

ASK ALL		
H102	Thinking about your TV viewing in general (IF ANY WORKING SET OR COMPUTER/TABLET USED TO WATCH TV [H63>0 OR ANY SET TEMP OUT OF ORDER AT H82 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet computer(s) (ALL) Are there any other devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	SP
ASK IF SKY – WITH SUBSCRIPTION [S18 = CODE 1]		
H108	Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels? Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK IF CABLE [S10a/b = CODE 1]		
H109	Does your Cable TV subscription include any premium Sky Movies or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP

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

ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED		
H77	SHOW SCREEN	MP
	(SINGLE WORKING SET) Which of the following ITV1 regional channels can you receive on your TV set?	
	(2+ WORKING SETS) Which of the following ITV1 regional channels can you receive on any of your TV set(s)?	
	A. STV, with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV Border E. ITV Tyne Tees F. ITV Granada G. ITV Yorkshire H. ITV Wales I. ITV Central J. ITV Anglia K. ITV Westcountry L. ITV West M. ITV London N. ITV Meridian O. Channel Don't know No answer	

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

H24	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT H77) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?	NUM 0-10
	A. STV (formerly Grampian), with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV1 Border E. ITV1 Tyne Tees F. ITV1 Granada G. ITV1 Yorkshire (formerly Yorkshire - YTV) H. ITV1 Wales (formerly HTV Wales) I. ITV1 Central J. ITV1 Anglia K. ITV1 Westcountry L. ITV1 West (formerly HTV West) M. ITV1 London (formerly Carlton and London Weekend/LWT) N. ITV1 Meridian O. Channel	

NOTE: Answers must add up to 10

H24	So out of every ten hours you and your household watch ITV1 stations, you would view ____	SP
Check	hours of ____ (FIRST CHANNEL RECEIVED AT H77); ____ hours ____ (SECOND CHANNEL RECEIVED AT H77) etc... (INCLUDE ALL ITV1 CHANNELS CLAIMED AT H77/H24 WITH THE RESPONSE GIVEN ABOVE)	
	Yes	
	No	

If correct code appropriately, if incorrect ask again

**ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED
OTHERWISE SKIP TO H55 INTRO**

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

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

[S57=YES (FOR ANY SET)]

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

H22a	Do you or does anyone in your household ever connect a computer or tablet to your TV set(s)?	SP
	By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads.	
	Yes	
	No	
	Don't know	

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

[S56=YES (FOR ANY SET)]

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

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

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

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

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

H80	SHOW SCREEN	MP
Single internet platform claims You have said that your (ANY SET: S56=YES OR H54 = CODE 2) Games Console is used to connect to the internet. (ANY SET: S57=YES) TV set receives TV programmes using a connection to a computer. (ANY SET: S58=YES) TV set receives TV programmes using a direct connection to the internet. In addition to this Multiple internet platform claims You have said that your TV set receives TV programmes using a ((ANY SET: S57=YES) AND (ANY SET: S58=YES)) connection to a computer and using a direct connection to the internet. ((ANY SET: S57=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) connection to a computer and that your Games Console is used to connect to the internet. ((ANY SET: S58=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) direct connection to the internet and that your Games Console is used to connect to the internet. ((ANY SET: S57=YES) AND (ANY SET: S58=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) connection to a computer and using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these (Cable HH) and your Cable connection (BT Vision HH) and your BT Vision connection (YouView HH) and your Youview connection (Cable and BT Vision HH) and your Cable and BT vision connections (Cable and YouView HH) and your Cable and YouView connections (YouView and BT Vision HH) and your YouView and BT Vision connections (Cable, BT Vision and YouView) and your Cable, BT Vision and YouView connections (Single Set HH) are there any other ways that your TV set can be connected to the internet? (Multi Set HH) are there any other ways that your TV sets can be connected to the internet? NOTE: For a more detailed explanation click on further information A direct connection between the TV set and the Internet REMOVE IF H68 = CODE 1 A connection to a dedicated, internet TV set-top box A connection to a computer or tablet REMOVE IF H68 = CODE 3 A connection to a games console REMOVE IF H68 = CODE 2 OR H54 =CODE 2 A connection to a DVD or Blu-ray player that connects to the internet Another device that connects to the internet (Specify) No		

ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H81	SHOW SCREEN	SP
(Single Set HH) Is your TV set capable of showing movies and TV programmes in 3D? (Multi Set HH) Are any of your TV sets capable of showing movies and TV programmes in 3D? NOTE: For a more detailed explanation click on further information Yes No Don't know Further Information		

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55	
IF PERSON 1 GO TO P2 INTRO1, THEN P2	
IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2	
P2	(Single person HH (H55=1)) I'm now going to ask some questions about you
Intro1	(Multi person HH (H55>1)) I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order: - you - your spouse or partner - any children starting with the eldest - anyone else
P2	Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc) household member
Intro2	
FOR PERSON 1 SHOW HEADER 'RESPONDENT'	
FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'	
ASK ALL	
P2	Record sex of <u>respondent</u> (IF RESPONDENT) SP
	What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)
	(MAY NOT BE BLANK)
	Male
	Female
ASK ALL	
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday? SP
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER
	WRITE IN >
	(ALLOW REF)
ASK IF AGE IS DK OR REFUSED [AT P3]	
P4	Record age group household member falls into SP
	(MAY NOT BE BLANK)
	(1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age
	Under 16
	16-19
	20-24
	25-34
	35-44
	45-54
	55-64
	65-74
	75+

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ...	SP
	(MAY NOT BE BLANK)	
	Married/living as married/civil partnership	
	Single	
	Widowed	
	Divorced/separated	
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P9	SHOW SCREEN	SP
	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)	
ASK IF NOT 'FULL TIME EDUCATION' [P9=CODE4]		
P10	SHOW SCREEN	SP
	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	
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
	Yes	
	No	
	Don't know	
ASK IF WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN	SP
	How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh?	
	Understand, speak, write and read Welsh EXTREMELY WELL	
	Understand, speak, write and read Welsh QUITE WELL	
	Understand, speak, write and read A LITTLE Welsh	
	Can understand and speak SOME Welsh	
	Can understand A LITTLE Welsh	
	Don't know	
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
	Yes	
	No	
	Don't know	

ASK IF GAELIC SPEAKER [P13=YES]		
P14	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know	SP
ASK ALL		
P15	SHOW SCREEN Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Note: Please include any health problems related to old age Yes – limited a lot Yes – limited a little No Refused	SP
ASK ALL		
P16	SHOW SCREEN Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to? White – English/Welsh/Scottish/Northern Irish/British – Irish – Gypsy or Irish Traveller – Any other White background (specify) Mixed/multiple ethnic groups – White and Black Caribbean – White and Black African – White and Asian – Any other mixed/multiple ethnic background (specify) Asian/Asian British – Indian – Pakistani – Bangladeshi – Chinese – Any other Asian background (specify) Black/African/Caribbean/Black British – African – Caribbean – Any other African/Caribbean background (specify) Any other ethnic background – Arab – Any other ethnic group (specify) Refused (Code from list to continue)	SP
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

ASK IF MULTI PERSON HH [H55>1]		
H25	Thinking about all the people in your household...	
Intro		
ASK IF ANY PERSONS WELSH SPEAKING IS EXTREMELY WELL OR QUITE WELL [P12 = CODE 1 OR 2]		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSONS GAELIC SPEAKING IS EXTREMELY WELL OR QUITE WELL [P14 = CODE 1 OR 2]		
H26	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK ALL		
H27	SHOW SCREEN	MP
Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H28	Which of the household members you have mentioned is solely or mainly responsible for the household duties?	MP
This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H29	Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be equally responsible. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services?) For 2 or more household members to share this responsibility then they must be equally responsible NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE		
ASK IF MULTI PERSON HH [H55>1]		
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member <<INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED>> (IF NOT RESPONDENT).	
ASK ALL		
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Refused	

ASK ALL	
H35	What type of firm or organisation do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) work in? WRITE IN Don't know Refused
ASK ALL	
H36	What is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)) was (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) the position held or job title? NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary. WRITE IN Don't know Refused
ASK ALL	
H37	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS. Yes No Don't know Refused SP
ASK IF SELF EMPLOYED [H37=YES]	
H38	How many staff do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE Don't know NUM
ASK ALL	
H39	What jobs do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) actually do? PLEASE GIVE DETAILS. WRITE IN Don't know Refused

ASK ALL		
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know	SP
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H43	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications? NOTE: (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details. WRITE IN Don't know Refused	
ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)		
H104	You said that you/they are retired. Thinking about your/their sources of income: Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.? Yes No Don't know Refused	SP
ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)		
H105	[If Yes at H104] In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their [[if widowed at P5] or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Refused	SP

ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHTOUT)		
H106	And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused	SP
ASK IF NO / DK OR REF TO EACH OF H104-106 NO POSITIVE CLAIM FOR INCOME IN RETIREMENT		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS [H32 = MORE THAN 6 MONTHS]		
H34	Is that Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP

CODE FOR ALL		
H44	BRING UP SUMMARY SCREEN FOR H35-H43	SP
	CODE SOCIAL GRADE	
	MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
	A	
	B	
	C1	
	C2	
	D	
	E	
ASK ALL		
H47	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over?	SP
	Yes	
	No	
	Don't know	
ASK IF TELEPHONE CLAIMED [H47 = YES]		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?	MP
	Landline	
	Mobile telephone	
	Both	(SP)
	Other	
	Don't know	
	Refused	
ASK ALL WITH ANY TELEPHONE [AT H48]		
H49	What is the Telephone number, including the National Dialling (STD) code, of the household's main phone or mobile connection?	
	NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number	
	WRITE IN	
	Refused	
ASK ALL		
NAME	RECORD RESPONDENTS FULL NAME	
	WRITE IN	
	Refused	
ASK ALL		
ADD	Can I take your full postcode?-	
	Yes – record postcode, confirm address and code house number	
	No – enter full address (code from sample sheet if Refused)	
ASK ALL		
H50	Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. BARB's TV viewing research is carried out by a number of agencies: ourselves (Ipsos MORI), Kantar Media, GfK NOP and RSMB Television Research.	SP
	Yes	
	No	

END OF THIRD HH SECTION