



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

January 2014 to December 2014

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



Ipsos MediaCT

The Media, Content and Technology Research Specialists



DATA PERIOD: ANNUAL**January - December 2014**

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

This reports contains the weighted data results from the Establishment survey for the period January - December 2014

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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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	27442	25871	11073	4014	19107	8461	10646	21611
%V (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
AB	7029	6688	3014	1104	4886	2313	2573	6523
%V	25.6%	25.9%	27.2%	27.5%	25.6%	27.3%	24.2%	30.2%
%H (All HH)		95.1%	42.9%	15.7%	69.5%	32.9%	36.6%	92.8%
%H (TV HH)			45.1%	16.5%	73.1%	34.6%	38.5%	
C1	7463	6985	3039	1113	5149	2375	2774	6360
%V	27.2%	27.0%	27.4%	27.7%	26.9%	28.1%	26.1%	29.4%
%H (All HH)		93.6%	40.7%	14.9%	69.0%	31.8%	37.2%	85.2%
%H (TV HH)			43.5%	15.9%	73.7%	34.0%	39.7%	
C2	5659	5431	2544	873	4015	2022	1993	4546
%V	20.6%	21.0%	23.0%	21.7%	21.0%	23.9%	18.7%	21.0%
%H (All HH)		96.0%	45.0%	15.4%	70.9%	35.7%	35.2%	80.3%
%H (TV HH)			46.8%	16.1%	73.9%	37.2%	36.7%	
D	4173	3895	1588	598	2805	1125	1680	2773
%V	15.2%	15.1%	14.3%	14.9%	14.7%	13.3%	15.8%	12.8%
%H (All HH)		93.3%	38.1%	14.3%	67.2%	27.0%	40.3%	66.5%
%H (TV HH)			40.8%	15.4%	72.0%	28.9%	43.1%	
E	3119	2873	888	327	2252	626	1626	1409
%V	11.4%	11.1%	8.0%	8.1%	11.8%	7.4%	15.3%	6.5%
%H (All HH)		92.1%	28.5%	10.5%	72.2%	20.1%	52.1%	45.2%
%H (TV HH)			30.9%	11.4%	78.4%	21.8%	56.6%	

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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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	27442	25871	11073	4014	19107	8461	10646	21611
%H (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
Under 25	1176	980	340	140	655	222	433	1018
%V	4.3%	3.8%	3.1%	3.5%	3.4%	2.6%	4.1%	4.7%
%H (All HH)		83.3%	28.9%	11.9%	55.7%	18.9%	36.8%	86.6%
%H (TV HH)			34.7%	14.3%	66.8%	22.7%	44.2%	
25 - 34	4260	3863	1970	627	2434	1247	1187	3887
%V	15.5%	14.9%	17.8%	15.6%	12.7%	14.7%	11.1%	18.0%
%H (All HH)		90.7%	46.2%	14.7%	57.1%	29.3%	27.9%	91.2%
%H (TV HH)			51.0%	16.2%	63.0%	32.3%	30.7%	
35 - 44	4749	4487	2308	812	3007	1657	1349	4396
%V	17.3%	17.3%	20.8%	20.2%	15.7%	19.6%	12.7%	20.3%
%H (All HH)		94.5%	48.6%	17.1%	63.3%	34.9%	28.4%	92.6%
%H (TV HH)			51.4%	18.1%	67.0%	36.9%	30.1%	
45 - 54	5316	5091	2436	937	3732	2017	1715	4748
%V	19.4%	19.7%	22.0%	23.3%	19.5%	23.8%	16.1%	22.0%
%H (All HH)		95.8%	45.8%	17.6%	70.2%	37.9%	32.3%	89.3%
%H (TV HH)			47.8%	18.4%	73.3%	39.6%	33.7%	
55 - 64	4478	4289	1814	706	3289	1508	1781	3697
%V	16.3%	16.6%	16.4%	17.6%	17.2%	17.8%	16.7%	17.1%
%H (All HH)		95.8%	40.5%	15.8%	73.4%	33.7%	39.8%	82.6%
%H (TV HH)			42.3%	16.5%	76.7%	35.2%	41.5%	
65 +	7463	7161	2205	793	5991	1811	4180	3864
%V	27.2%	27.7%	19.9%	19.8%	31.4%	21.4%	39.3%	17.9%
%H (All HH)		96.0%	29.5%	10.6%	80.3%	24.3%	56.0%	51.8%
%H (TV HH)			30.8%	11.1%	83.7%	25.3%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	27442	25871	11073	4014	19107	8461	10646	21611
%H (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
1	8533	7778	2161	893	6171	1521	4649	4660
%V	31.1%	30.1%	19.5%	22.2%	32.3%	18.0%	43.7%	21.6%
%H (All HH)		91.2%	25.3%	10.5%	72.3%	17.8%	54.5%	54.6%
%H (TV HH)			27.8%	11.5%	79.3%	19.6%	59.8%	
2	9238	8820	3851	1357	6659	3087	3572	7772
%V	33.7%	34.1%	34.8%	33.8%	34.9%	36.5%	33.6%	36.0%
%H (All HH)		95.5%	41.7%	14.7%	72.1%	33.4%	38.7%	84.1%
%H (TV HH)			43.7%	15.4%	75.5%	35.0%	40.5%	
3	4254	4056	2109	782	2782	1628	1154	3966
%V	15.5%	15.7%	19.0%	19.5%	14.6%	19.2%	10.8%	18.4%
%H (All HH)		95.3%	49.6%	18.4%	65.4%	38.3%	27.1%	93.2%
%H (TV HH)			52.0%	19.3%	68.6%	40.1%	28.5%	
4	3581	3459	1936	666	2365	1510	855	3451
%V	13.0%	13.4%	17.5%	16.6%	12.4%	17.8%	8.0%	16.0%
%H (All HH)		96.6%	54.1%	18.6%	66.0%	42.2%	23.9%	96.4%
%H (TV HH)			56.0%	19.3%	68.4%	43.7%	24.7%	
5+	1836	1758	1016	316	1130	715	415	1760
%V	6.7%	6.8%	9.2%	7.9%	5.9%	8.5%	3.9%	8.1%
%H (All HH)		95.8%	55.3%	17.2%	61.5%	38.9%	22.6%	95.9%
%H (TV HH)			57.8%	18.0%	64.3%	40.7%	23.6%	
Average HH size	2.34	2.36	2.66	2.58	2.27	2.66	1.96	2.57

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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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	27442	25871	11073	4014	19107	8461	10646	21611
%H (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
Without	20391	19060	7311	2799	14627	5784	8843	14992
%V	74.3%	73.7%	66.0%	69.7%	76.6%	68.4%	83.1%	69.4%
%H (All HH)		93.5%	35.9%	13.7%	71.7%	28.4%	43.4%	73.5%
%H (TV HH)			38.4%	14.7%	76.7%	30.3%	46.4%	
With	7052	6811	3762	1215	4480	2677	1803	6618
%V	25.7%	26.3%	34.0%	30.3%	23.4%	31.6%	16.9%	30.6%
%H (All HH)		96.6%	53.3%	17.2%	63.5%	38.0%	25.6%	93.8%
%H (TV HH)			55.2%	17.8%	65.8%	39.3%	26.5%	
0 - 3	2768	2645	1453	440	1662	934	729	2538
%V	10.1%	10.2%	13.1%	11.0%	8.7%	11.0%	6.8%	11.7%
%H (All HH)		95.6%	52.5%	15.9%	60.0%	33.7%	26.3%	91.7%
%H (TV HH)			54.9%	16.6%	62.8%	35.3%	27.6%	
4 - 9	3564	3450	1951	587	2226	1329	896	3333
%V	13.0%	13.3%	17.6%	14.6%	11.7%	15.7%	8.4%	15.4%
%H (All HH)		96.8%	54.7%	16.5%	62.5%	37.3%	25.1%	93.5%
%H (TV HH)			56.6%	17.0%	64.5%	38.5%	26.0%	
10 - 15	3195	3118	1754	588	2133	1354	779	3071
%V	11.6%	12.1%	15.8%	14.6%	11.2%	16.0%	7.3%	14.2%
%H (All HH)		97.6%	54.9%	18.4%	66.8%	42.4%	24.4%	96.1%
%H (TV HH)			56.3%	18.9%	68.4%	43.4%	25.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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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	27442	25871	11073	4014	19107	8461	10646	21611
%H (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
1	10703	10703	3589	1413	7208	1705	5502	7461
%V	39.0%	41.4%	32.4%	35.2%	37.7%	20.2%	51.7%	34.5%
%H (All HH)		100.0%	33.5%	13.2%	67.3%	15.9%	51.4%	69.7%
%H (TV HH)			33.5%	13.2%	67.3%	15.9%	51.4%	
2	8867	8867	3950	1448	6714	3249	3465	7156
%V	32.3%	34.3%	35.7%	36.1%	35.1%	38.4%	32.5%	33.1%
%H (All HH)		100.0%	44.5%	16.3%	75.7%	36.6%	39.1%	80.7%
%H (TV HH)			44.5%	16.3%	75.7%	36.6%	39.1%	
3	3889	3889	2078	697	3146	1996	1150	3554
%V	14.2%	15.0%	18.8%	17.4%	16.5%	23.6%	10.8%	16.4%
%H (All HH)		100.0%	53.4%	17.9%	80.9%	51.3%	29.6%	91.4%
%H (TV HH)			53.4%	17.9%	80.9%	51.3%	29.6%	
4	1589	1589	945	298	1325	963	362	1527
%V	5.8%	6.1%	8.5%	7.4%	6.9%	11.4%	3.4%	7.1%
%H (All HH)		100.0%	59.5%	18.8%	83.4%	60.6%	22.8%	96.1%
%H (TV HH)			59.5%	18.8%	83.4%	60.6%	22.8%	
5+	824	824	511	159	714	548	167	808
%V	3.0%	3.2%	4.6%	4.0%	3.7%	6.5%	1.6%	3.7%
%H (All HH)		100.0%	62.0%	19.3%	86.7%	66.5%	20.3%	98.1%
%H (TV HH)			62.0%	19.3%	86.7%	66.5%	20.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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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	27442	25871	11073	4014	19107	8461	10646	21611
%H (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
Under 20"	5641	5641	2411	866	4768	2403	2365	4620
%V	20.6%	21.8%	21.8%	21.6%	25.0%	28.4%	22.2%	21.4%
%H (All HH)		100.0%	42.7%	15.4%	84.5%	42.6%	41.9%	81.9%
%H (TV HH)			42.7%	15.4%	84.5%	42.6%	41.9%	
20" - 29"	9510	9510	3932	1425	7653	3513	4140	7437
%V	34.7%	36.8%	35.5%	35.5%	40.1%	41.5%	38.9%	34.4%
%H (All HH)		100.0%	41.3%	15.0%	80.5%	36.9%	43.5%	78.2%
%H (TV HH)			41.3%	15.0%	80.5%	36.9%	43.5%	
30" - 39"	13809	13809	6006	2224	10455	4904	5551	11147
%V	50.3%	53.4%	54.2%	55.4%	54.7%	58.0%	52.1%	51.6%
%H (All HH)		100.0%	43.5%	16.1%	75.7%	35.5%	40.2%	80.7%
%H (TV HH)			43.5%	16.1%	75.7%	35.5%	40.2%	
40" and over	11871	11871	6489	2120	8317	5042	3275	10593
%V	43.3%	45.9%	58.6%	52.8%	43.5%	59.6%	30.8%	49.0%
%H (All HH)		100.0%	54.7%	17.9%	70.1%	42.5%	27.6%	89.2%
%H (TV HH)			54.7%	17.9%	70.1%	42.5%	27.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	27442	25871	11073	4014	19107	8461	10646	21611
%H (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
Main living room	25502	25502	10976	3979	18863	8394	10469	20224
%V	92.9%	98.6%	99.1%	99.1%	98.7%	99.2%	98.3%	93.6%
%H (All HH)		100.0%	43.0%	15.6%	74.0%	32.9%	41.1%	79.3%
%H (TV HH)			43.0%	15.6%	74.0%	32.9%	41.1%	
Kitchen	3075	3075	1507	441	2699	1554	1145	2664
%V	11.2%	11.9%	13.6%	11.0%	14.1%	18.4%	10.8%	12.3%
%H (All HH)		100.0%	49.0%	14.3%	87.8%	50.5%	37.2%	86.6%
%H (TV HH)			49.0%	14.3%	87.8%	50.5%	37.2%	
Adult's bedroom	11255	11255	5608	2011	8888	5222	3666	9717
%V	41.0%	43.5%	50.6%	50.1%	46.5%	61.7%	34.4%	45.0%
%H (All HH)		100.0%	49.8%	17.9%	79.0%	46.4%	32.6%	86.3%
%H (TV HH)			49.8%	17.9%	79.0%	46.4%	32.6%	
Child's bedroom	2534	2534	1491	478	1895	1326	569	2395
%V	9.2%	9.8%	13.5%	11.9%	9.9%	15.7%	5.3%	11.1%
%H (All HH)		100.0%	58.8%	18.9%	74.8%	52.3%	22.5%	94.5%
%H (TV HH)			58.8%	18.9%	74.8%	52.3%	22.5%	
Other bedroom	1264	1264	681	239	1026	667	358	1150
%V	4.6%	4.9%	6.2%	6.0%	5.4%	7.9%	3.4%	5.3%
%H (All HH)		100.0%	53.9%	18.9%	81.2%	52.8%	28.3%	91.0%
%H (TV HH)			53.9%	18.9%	81.2%	52.8%	28.3%	
Second living/dining room	2381	2381	1258	401	1902	1159	743	2113
%V	8.7%	9.2%	11.4%	10.0%	10.0%	13.7%	7.0%	9.8%
%H (All HH)		100.0%	52.8%	16.8%	79.9%	48.7%	31.2%	88.7%
%H (TV HH)			52.8%	16.8%	79.9%	48.7%	31.2%	
Study/office	377	377	207	50	297	179	118	364
%V	1.4%	1.5%	1.9%	1.2%	1.6%	2.1%	1.1%	1.7%
%H (All HH)		100.0%	54.9%	13.3%	78.8%	47.5%	31.3%	96.6%
%H (TV HH)			54.9%	13.3%	78.8%	47.5%	31.3%	
TV room	205	205	112	31	155	94	61	200
%V	0.7%	0.8%	1.0%	0.8%	0.8%	1.1%	0.6%	0.9%
%H (All HH)		100.0%	54.6%	15.1%	75.6%	45.9%	29.8%	97.6%
%H (TV HH)			54.6%	15.1%	75.6%	45.9%	29.8%	
Conservatory	558	558	303	82	478	300	178	514
%V	2.0%	2.2%	2.7%	2.0%	2.5%	3.5%	1.7%	2.4%
%H (All HH)		100.0%	54.3%	14.7%	85.7%	53.8%	31.9%	92.1%
%H (TV HH)			54.3%	14.7%	85.7%	53.8%	31.9%	
Attic or loft room	62	62	32	15	48	32	16	60
%V	0.2%	0.2%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	51.6%	24.2%	77.4%	51.6%	25.8%	96.8%
%H (TV HH)			51.6%	24.2%	77.4%	51.6%	25.8%	
No specific location	35	35	17	2	27	13	14	30
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	48.6%	5.7%	77.1%	37.1%	40.0%	85.7%
%H (TV HH)			48.6%	5.7%	77.1%	37.1%	40.0%	
Other	229	229	130	28	188	115	72	215
%V	0.8%	0.9%	1.2%	0.7%	1.0%	1.4%	0.7%	1.0%
%H (All HH)		100.0%	56.8%	12.2%	82.1%	50.2%	31.4%	93.9%
%H (TV HH)			56.8%	12.2%	82.1%	50.2%	31.4%	

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	27442	25871	11073	4014	19107	8461	10646	21611
%V (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
Any DSAT provider	11073	11073	11073	176	6402	6402	0	9805
%V	40.4%	42.8%	100.0%	4.4%	33.5%	75.7%	0.0%	45.4%
%H (All HH)			100.0%	1.6%	57.8%	57.8%	0.0%	88.5%
%H (TV HH)			100.0%	1.6%	57.8%	57.8%	0.0%	
Sky with subscription	9107	9107	9107	84	5349	5349	0	8231
%V	33.2%	35.2%	82.2%	2.1%	28.0%	63.2%	0.0%	38.1%
%H (All HH)			100.0%	0.9%	58.7%	58.7%	0.0%	90.4%
%H (TV HH)			100.0%	0.9%	58.7%	58.7%	0.0%	
Sky without subscription	696	696	696	29	372	372	0	532
%V	2.5%	2.7%	6.3%	0.7%	1.9%	4.4%	0.0%	2.5%
%H (All HH)			100.0%	4.2%	53.4%	53.4%	0.0%	76.4%
%H (TV HH)			100.0%	4.2%	53.4%	53.4%	0.0%	
Freesat	1287	1287	1287	50	731	731	0	1070
%V	4.7%	5.0%	11.6%	1.2%	3.8%	8.6%	0.0%	5.0%
%H (All HH)			100.0%	3.9%	56.8%	56.8%	0.0%	83.1%
%H (TV HH)			100.0%	3.9%	56.8%	56.8%	0.0%	
Other satellite provider	357	357	357	20	172	172	0	314
%V	1.3%	1.4%	3.2%	0.5%	0.9%	2.0%	0.0%	1.5%
%H (All HH)			100.0%	5.6%	48.2%	48.2%	0.0%	88.0%
%H (TV HH)			100.0%	5.6%	48.2%	48.2%	0.0%	
DCAB	4014	4014	176	4014	2159	2159	0	3627
%V	14.6%	15.5%	1.6%	100.0%	11.3%	25.5%	0.0%	16.8%
%H (All HH)			4.4%	100.0%	53.8%	53.8%	0.0%	90.4%
%H (TV HH)			4.4%	100.0%	53.8%	53.8%	0.0%	
DTT	19107	19107	6402	2159	19107	8461	10646	14580
%V	69.6%	73.9%	57.8%	53.8%	100.0%	100.0%	100.0%	67.5%
%H (All HH)		100.0%	33.5%	11.3%	100.0%	44.3%	55.7%	76.3%
%H (TV HH)			33.5%	11.3%	100.0%	44.3%	55.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 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	27442	25871	11073	4014	19107	8461	10646	21611
%H (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
PVR	15861	15861	9321	3278	10666	7263	3403	14190
%V	57.8%	61.3%	84.2%	81.7%	55.8%	85.8%	32.0%	65.7%
%H (All HH)		100.0%	58.8%	20.7%	67.2%	45.8%	21.5%	89.5%
%H (TV HH)			58.8%	20.7%	67.2%	45.8%	21.5%	
DVDR	1061	1061	422	155	857	371	487	876
%V	3.9%	4.1%	3.8%	3.9%	4.5%	4.4%	4.6%	4.1%
%H (All HH)		100.0%	39.8%	14.6%	80.8%	35.0%	45.9%	82.6%
%H (TV HH)			39.8%	14.6%	80.8%	35.0%	45.9%	
VCR	735	735	244	99	614	218	396	479
%V	2.7%	2.8%	2.2%	2.5%	3.2%	2.6%	3.7%	2.2%
%H (All HH)		100.0%	33.2%	13.5%	83.5%	29.7%	53.9%	65.2%
%H (TV HH)			33.2%	13.5%	83.5%	29.7%	53.9%	
Any recorder	16560	16560	9444	3332	11285	7360	3925	14609
%V	60.3%	64.0%	85.3%	83.0%	59.1%	87.0%	36.9%	67.6%
%H (All HH)		100.0%	57.0%	20.1%	68.1%	44.4%	23.7%	88.2%
%H (TV HH)			57.0%	20.1%	68.1%	44.4%	23.7%	
Receives HDTV (via STB or built-in reception)	14675	14675	7713	3080	10369	6342	4028	13123
%V	53.5%	56.7%	69.7%	76.7%	54.3%	75.0%	37.8%	60.7%
%H (All HH)		100.0%	52.6%	21.0%	70.7%	43.2%	27.4%	89.4%
%H (TV HH)			52.6%	21.0%	70.7%	43.2%	27.4%	
DVD/Blu-ray player or recorder	19863	19863	8937	3245	14881	7142	7739	16524
%V	72.4%	76.8%	80.7%	80.8%	77.9%	84.4%	72.7%	76.5%
%H (All HH)		100.0%	45.0%	16.3%	74.9%	36.0%	39.0%	83.2%
%H (TV HH)			45.0%	16.3%	74.9%	36.0%	39.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27442	25871	11073	4014	19107	8461	10646	21611
%H (All HH)		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%
%H (TV HH)			42.8%	15.5%	73.9%	32.7%	41.2%	
Has broadband internet	21611	20508	9805	3627	14580	7615	6966	21611
%V	78.8%	79.3%	88.5%	90.4%	76.3%	90.0%	65.4%	100.0%
%H (All HH)		94.9%	45.4%	16.8%	67.5%	35.2%	32.2%	100.0%
%H (TV HH)			47.8%	17.7%	71.1%	37.1%	34.0%	
Number of computers (PCs and laptops)								
0	5563	5135	1233	421	4277	823	3454	498
%V	20.3%	19.8%	11.1%	10.5%	22.4%	9.7%	32.4%	2.3%
%H (All HH)		92.3%	22.2%	7.6%	76.9%	14.8%	62.1%	9.0%
%H (TV HH)			24.0%	8.2%	83.3%	16.0%	67.3%	
1	8040	7482	3092	1079	5469	2210	3258	7441
%V	29.3%	28.9%	27.9%	26.9%	28.6%	26.1%	30.6%	34.4%
%H (All HH)		93.1%	38.5%	13.4%	68.0%	27.5%	40.5%	92.5%
%H (TV HH)			41.3%	14.4%	73.1%	29.5%	43.5%	
2	6114	5822	2789	1041	4102	2148	1954	5992
%V	22.3%	22.5%	25.2%	25.9%	21.5%	25.4%	18.4%	27.7%
%H (All HH)		95.2%	45.6%	17.0%	67.1%	35.1%	32.0%	98.0%
%H (TV HH)			47.9%	17.9%	70.5%	36.9%	33.6%	
3	3581	3445	1819	637	2420	1438	983	3558
%V	13.0%	13.3%	16.4%	15.9%	12.7%	17.0%	9.2%	16.5%
%H (All HH)		96.2%	50.8%	17.8%	67.6%	40.2%	27.5%	99.4%
%H (TV HH)			52.8%	18.5%	70.2%	41.7%	28.5%	
4	1993	1915	1006	402	1366	866	500	1979
%V	7.3%	7.4%	9.1%	10.0%	7.1%	10.2%	4.7%	9.2%
%H (All HH)		96.1%	50.5%	20.2%	68.5%	43.5%	25.1%	99.3%
%H (TV HH)			52.5%	21.0%	71.3%	45.2%	26.1%	
5+	2151	2071	1133	433	1473	976	497	2144
%V	7.8%	8.0%	10.2%	10.8%	7.7%	11.5%	4.7%	9.9%
%H (All HH)		96.3%	52.7%	20.1%	68.5%	45.4%	23.1%	99.7%
%H (TV HH)			54.7%	20.9%	71.1%	47.1%	24.0%	

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 2014

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50908	24278	8443	39237	21013	18223	42915
%H		47.7%	16.6%	77.1%	41.3%	35.8%	84.3%
Under 20"	7167	3159	1127	6109	3227	2882	6005
%V	14.1%	13.0%	13.3%	15.6%	15.4%	15.8%	14.0%
%H		44.1%	15.7%	85.2%	45.0%	40.2%	83.8%
20" - 29"	12134	5247	1853	9894	4853	5041	9753
%V	23.8%	21.6%	21.9%	25.2%	23.1%	27.7%	22.7%
%H		43.2%	15.3%	81.5%	40.0%	41.5%	80.4%
30" - 39"	16615	7534	2764	12664	6356	6308	13713
%V	32.6%	31.0%	32.7%	32.3%	30.2%	34.6%	32.0%
%H		45.3%	16.6%	76.2%	38.3%	38.0%	82.5%
40" and over	14220	8019	2564	9995	6318	3677	12849
%V	27.9%	33.0%	30.4%	25.5%	30.1%	20.2%	29.9%
%H		56.4%	18.0%	70.3%	44.4%	25.9%	90.4%
Don't know	772	319	134	574	259	314	595
%V	1.5%	1.3%	1.6%	1.5%	1.2%	1.7%	1.4%
%H		41.3%	17.4%	74.4%	33.5%	40.7%	77.1%

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 2014

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50908	24278	8443	39237	21013	18223	42915
%H		47.7%	16.6%	77.1%	41.3%	35.8%	84.3%
Main living room	25642	11043	3999	18963	8443	10520	20340
%V	50.4%	45.5%	47.4%	48.3%	40.2%	57.7%	47.4%
%H		43.1%	15.6%	74.0%	32.9%	41.0%	79.3%
Kitchen	3084	1512	444	2707	1559	1147	2672
%V	6.1%	6.2%	5.3%	6.9%	7.4%	6.3%	6.2%
%H		49.0%	14.4%	87.8%	50.6%	37.2%	86.6%
Adult's bedroom	13434	6827	2457	10709	6514	4195	11791
%V	26.4%	28.1%	29.1%	27.3%	31.0%	23.0%	27.5%
%H		50.8%	18.3%	79.7%	48.5%	31.2%	87.8%
Child's bedroom	3365	2004	640	2505	1774	731	3207
%V	6.6%	8.3%	7.6%	6.4%	8.4%	4.0%	7.5%
%H		59.6%	19.0%	74.4%	52.7%	21.7%	95.3%
Other bedroom	1459	788	284	1194	788	406	1337
%V	2.9%	3.2%	3.4%	3.0%	3.8%	2.2%	3.1%
%H		54.0%	19.5%	81.8%	54.0%	27.8%	91.6%
Second living/dining room	2418	1281	407	1934	1182	752	2149
%V	4.7%	5.3%	4.8%	4.9%	5.6%	4.1%	5.0%
%H		53.0%	16.8%	80.0%	48.9%	31.1%	88.9%
Study/office	387	215	52	304	184	119	374
%V	0.8%	0.9%	0.6%	0.8%	0.9%	0.7%	0.9%
%H		55.6%	13.4%	78.6%	47.5%	30.7%	96.6%
TV room	206	113	32	156	95	61	201
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		54.9%	15.5%	75.7%	46.1%	29.6%	97.6%
Conseervatory	558	304	82	479	300	179	515
%V	1.1%	1.3%	1.0%	1.2%	1.4%	1.0%	1.2%
%H		54.5%	14.7%	85.8%	53.8%	32.1%	92.3%
Attic or loft room	63	33	15	49	33	16	61
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		52.4%	23.8%	77.8%	52.4%	25.4%	96.8%
No specific location	39	19	2	29	14	15	33
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		48.7%	5.1%	74.4%	35.9%	38.5%	84.6%
Other	252	141	29	209	126	82	236
%V	0.5%	0.6%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		56.0%	11.5%	82.9%	50.0%	32.5%	93.7%

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 2014

Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50908	24278	8443	39237	21013	18223	42915
%H		47.7%	16.6%	77.1%	41.3%	35.8%	84.3%
PVR	20816	12783	4468	13596	9811	3785	18927
%V	40.9%	52.7%	52.9%	34.7%	46.7%	20.8%	44.1%
%H		61.4%	21.5%	65.3%	47.1%	18.2%	90.9%
DVDR	1149	462	167	929	404	524	955
%V	2.3%	1.9%	2.0%	2.4%	1.9%	2.9%	2.2%
%H		40.2%	14.5%	80.9%	35.2%	45.6%	83.1%
VCR	780	263	104	654	238	416	512
%V	1.5%	1.1%	1.2%	1.7%	1.1%	2.3%	1.2%
%H		33.7%	13.3%	83.8%	30.5%	53.3%	65.6%
Any recorder	21764	13008	4563	14440	10025	4414	19555
%V	42.8%	53.6%	54.0%	36.8%	47.7%	24.2%	45.6%
%H		59.8%	21.0%	66.3%	46.1%	20.3%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	50908	24278	8443	39237	21013	18223	42915
%H		47.7%	16.6%	77.1%	41.3%	35.8%	84.3%
Receives HDTV (via STB or built-in reception)	20618	11046	4518	14758	9463	5295	18749
%V	40.5%	45.5%	53.5%	37.6%	45.0%	29.1%	43.7%
%H		53.6%	21.9%	71.6%	45.9%	25.7%	90.9%
DVD/Blu-ray player or recorder	28517	13672	4879	22021	11898	10123	24551
%V	56.0%	56.3%	57.8%	56.1%	56.6%	55.6%	57.2%
%H		47.9%	17.1%	77.2%	41.7%	35.5%	86.1%

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 2014

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	25808	11067	4012	19092	8459	10633	20456
%H		42.9%	15.5%	74.0%	32.8%	41.2%	79.3%
Under 20"	495	85	37	410	53	357	272
%V	1.9%	0.8%	0.9%	2.1%	0.6%	3.4%	1.3%
%H		17.2%	7.5%	82.8%	10.7%	72.1%	54.9%
20" - 29"	3522	856	378	2842	596	2245	2148
%V	13.6%	7.7%	9.4%	14.9%	7.0%	21.1%	10.5%
%H		24.3%	10.7%	80.7%	16.9%	63.7%	61.0%
30" - 39"	9950	3714	1496	7574	2882	4693	7549
%V	38.6%	33.6%	37.3%	39.7%	34.1%	44.1%	36.9%
%H		37.3%	15.0%	76.1%	29.0%	47.2%	75.9%
40" and over	11464	6289	2045	7998	4851	3147	10227
%V	44.4%	56.8%	51.0%	41.9%	57.3%	29.6%	50.0%
%H		54.9%	17.8%	69.8%	42.3%	27.5%	89.2%
Don't know	377	124	56	269	77	191	260
%V	1.5%	1.1%	1.4%	1.4%	0.9%	1.8%	1.3%
%H		32.9%	14.9%	71.4%	20.4%	50.7%	69.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25808	11067	4012	19092	8459	10633	20456
%H		42.9%	15.5%	74.0%	32.8%	41.2%	79.3%
PVR	15526	9176	3227	10378	7120	3257	13896
%V	60.2%	82.9%	80.4%	54.4%	84.2%	30.6%	67.9%
%H		59.1%	20.8%	66.8%	45.9%	21.0%	89.5%
DVDR	898	339	127	721	287	434	725
%V	3.5%	3.1%	3.2%	3.8%	3.4%	4.1%	3.5%
%H		37.8%	14.1%	80.3%	32.0%	48.3%	80.7%
VCR	625	200	81	513	167	346	390
%V	2.4%	1.8%	2.0%	2.7%	2.0%	3.3%	1.9%
%H		32.0%	13.0%	82.1%	26.7%	55.4%	62.4%
Any recorder	16201	9301	3277	10974	7218	3757	14297
%V	62.8%	84.0%	81.7%	57.5%	85.3%	35.3%	69.9%
%H		57.4%	20.2%	67.7%	44.6%	23.2%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25808	11067	4012	19092	8459	10633	20456
%H		42.9%	15.5%	74.0%	32.8%	41.2%	79.3%
Receives HDTV (via STB or built-in reception)	14259	7530	3014	10011	6159	3853	12763
%V	55.3%	68.0%	75.1%	52.4%	72.8%	36.2%	62.4%
%H		52.8%	21.1%	70.2%	43.2%	27.0%	89.5%
DVD/Blu-ray player or recorder	18568	8302	3015	13817	6518	7299	15389
%V	71.9%	75.0%	75.1%	72.4%	77.1%	68.6%	75.2%
%H		44.7%	16.2%	74.4%	35.1%	39.3%	82.9%

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 2014

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25100	13211	4430	20144	12554	7591	22459
%H		52.6%	17.6%	80.3%	50.0%	30.2%	89.5%
Under 20"	6672	3074	1090	5700	3175	2525	5733
%V	26.6%	23.3%	24.6%	28.3%	25.3%	33.3%	25.5%
%H		46.1%	16.3%	85.4%	47.6%	37.8%	85.9%
20" - 29"	8612	4391	1474	7052	4256	2796	7604
%V	34.3%	33.2%	33.3%	35.0%	33.9%	36.8%	33.9%
%H		51.0%	17.1%	81.9%	49.4%	32.5%	88.3%
30" - 39"	6665	3820	1269	5090	3474	1616	6165
%V	26.6%	28.9%	28.6%	25.3%	27.7%	21.3%	27.5%
%H		57.3%	19.0%	76.4%	52.1%	24.2%	92.5%
40" and over	2756	1730	519	1998	1467	531	2622
%V	11.0%	13.1%	11.7%	9.9%	11.7%	7.0%	11.7%
%H		62.8%	18.8%	72.5%	53.2%	19.3%	95.1%
Don't know	395	195	78	305	182	123	335
%V	1.6%	1.5%	1.8%	1.5%	1.4%	1.6%	1.5%
%H		49.4%	19.7%	77.2%	46.1%	31.1%	84.8%

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 2014

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25100	13211	4430	20144	12554	7591	22459
%H		52.6%	17.6%	80.3%	50.0%	30.2%	89.5%
PVR	5290	3607	1241	3219	2691	528	5030
%V	21.1%	27.3%	28.0%	16.0%	21.4%	7.0%	22.4%
%H		68.2%	23.5%	60.9%	50.9%	10.0%	95.1%
DVDR	251	123	40	208	118	91	230
%V	1.0%	0.9%	0.9%	1.0%	0.9%	1.2%	1.0%
%H		49.0%	15.9%	82.9%	47.0%	36.3%	91.6%
VCR	155	63	24	141	71	70	123
%V	0.6%	0.5%	0.5%	0.7%	0.6%	0.9%	0.5%
%H		40.6%	15.5%	91.0%	45.8%	45.2%	79.4%
Any recorder	5563	3708	1286	3466	2808	658	5258
%V	22.2%	28.1%	29.0%	17.2%	22.4%	8.7%	23.4%
%H		66.7%	23.1%	62.3%	50.5%	11.8%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25100	13211	4430	20144	12554	7591	22459
%H		52.6%	17.6%	80.3%	50.0%	30.2%	89.5%
Receives HDTV (via STB or built-in reception)	6359	3516	1505	4747	3304	1443	5986
%V	25.3%	26.6%	34.0%	23.6%	26.3%	19.0%	26.7%
%H		55.3%	23.7%	74.7%	52.0%	22.7%	94.1%
DVD/Blu-ray player or recorder	9949	5370	1865	8204	5380	2824	9162
%V	39.6%	40.6%	42.1%	40.7%	42.9%	37.2%	40.8%
%H		54.0%	18.7%	82.5%	54.1%	28.4%	92.1%

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 2014

Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64078	60969	29464	10340	43405	22494	20912	55468
%H		95.1%	46.0%	16.1%	67.7%	35.1%	32.6%	86.6%
Total Children	12227	11832	6646	2067	7692	4614	3078	11472
%V	19.1%	19.4%	22.6%	20.0%	17.7%	20.5%	14.7%	20.7%
%H		96.8%	54.4%	16.9%	62.9%	37.7%	25.2%	93.8%
0 - 3	3277	3133	1719	516	1964	1094	871	2998
%V	5.1%	5.1%	5.8%	5.0%	4.5%	4.9%	4.2%	5.4%
%H		95.6%	52.5%	15.7%	59.9%	33.4%	26.6%	91.5%
4 - 15	8950	8699	4927	1550	5728	3520	2208	8474
%V	14.0%	14.3%	16.7%	15.0%	13.2%	15.6%	10.6%	15.3%
%H		97.2%	55.1%	17.3%	64.0%	39.3%	24.7%	94.7%
4 - 9	4745	4592	2614	784	2920	1749	1171	4435
%V	7.4%	7.5%	8.9%	7.6%	6.7%	7.8%	5.6%	8.0%
%H		96.8%	55.1%	16.5%	61.5%	36.9%	24.7%	93.5%
10 - 15	4205	4107	2314	767	2807	1771	1036	4039
%V	6.6%	6.7%	7.9%	7.4%	6.5%	7.9%	5.0%	7.3%
%H		97.7%	55.0%	18.2%	66.8%	42.1%	24.6%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64078	60969	29464	10340	43405	22494	20912	55468
%H		95.1%	46.0%	16.1%	67.7%	35.1%	32.6%	86.6%
Total Adults (16+)	51851	49137	22818	8273	35714	17880	17834	43996
%V	80.9%	80.6%	77.4%	80.0%	82.3%	79.5%	85.3%	79.3%
%H		94.8%	44.0%	16.0%	68.9%	34.5%	34.4%	84.9%
16 - 19	2916	2775	1456	546	1979	1220	759	2790
%V	4.6%	4.6%	4.9%	5.3%	4.6%	5.4%	3.6%	5.0%
%H		95.2%	49.9%	18.7%	67.9%	41.8%	26.0%	95.7%
20 - 24	4120	3668	1636	691	2545	1341	1205	3862
%V	6.4%	6.0%	5.6%	6.7%	5.9%	6.0%	5.8%	7.0%
%H		89.0%	39.7%	16.8%	61.8%	32.5%	29.2%	93.7%
25 - 34	8809	8050	4174	1441	5131	2821	2310	8173
%V	13.7%	13.2%	14.2%	13.9%	11.8%	12.5%	11.0%	14.7%
%H		91.4%	47.4%	16.4%	58.2%	32.0%	26.2%	92.8%
35 - 44	8360	7945	4235	1442	5273	3022	2251	7826
%V	13.0%	13.0%	14.4%	13.9%	12.1%	13.4%	10.8%	14.1%
%H		95.0%	50.7%	17.2%	63.1%	36.1%	26.9%	93.6%
45 - 54	9119	8806	4379	1664	6413	3637	2776	8335
%V	14.2%	14.4%	14.9%	16.1%	14.8%	16.2%	13.3%	15.0%
%H		96.6%	48.0%	18.2%	70.3%	39.9%	30.4%	91.4%
55 - 64	7355	7109	3214	1208	5420	2704	2716	6343
%V	11.5%	11.7%	10.9%	11.7%	12.5%	12.0%	13.0%	11.4%
%H		96.7%	43.7%	16.4%	73.7%	36.8%	36.9%	86.2%
65+	11171	10784	3722	1282	8953	3136	5817	6667
%V	17.4%	17.7%	12.6%	12.4%	20.6%	13.9%	27.8%	12.0%
%H		96.5%	33.3%	11.5%	80.1%	28.1%	52.1%	59.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51851	49137	22818	8273	35714	17880	17834	43996
%H		94.8%	44.0%	16.0%	68.9%	34.5%	34.4%	84.9%
AB	14061	13467	6428	2358	9745	5031	4714	13360
%V	27.1%	27.4%	28.2%	28.5%	27.3%	28.1%	26.4%	30.4%
%H		95.8%	45.7%	16.8%	69.3%	35.8%	33.5%	95.0%
C1	14414	13487	6283	2322	9819	5060	4758	12950
%V	27.8%	27.4%	27.5%	28.1%	27.5%	28.3%	26.7%	29.4%
%H		93.6%	43.6%	16.1%	68.1%	35.1%	33.0%	89.8%
C2	11421	11023	5451	1914	8053	4430	3623	9749
%V	22.0%	22.4%	23.9%	23.1%	22.5%	24.8%	20.3%	22.2%
%H		96.5%	47.7%	16.8%	70.5%	38.8%	31.7%	85.4%
D	7641	7152	3262	1189	4998	2344	2655	5704
%V	14.7%	14.6%	14.3%	14.4%	14.0%	13.1%	14.9%	13.0%
%H		93.6%	42.7%	15.6%	65.4%	30.7%	34.7%	74.6%
E	4314	4008	1394	490	3098	1014	2084	2233
%V	8.3%	8.2%	6.1%	5.9%	8.7%	5.7%	11.7%	5.1%
%H		92.9%	32.3%	11.4%	71.8%	23.5%	48.3%	51.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51851	49137	22818	8273	35714	17880	17834	43996
%H		94.8%	44.0%	16.0%	68.9%	34.5%	34.4%	84.9%
Working full time	24087	22901	11728	4322	15808	9029	6779	22705
%V	46.5%	46.6%	51.4%	52.2%	44.3%	50.5%	38.0%	51.6%
%H		95.1%	48.7%	17.9%	65.6%	37.5%	28.1%	94.3%
Working part time	5294	5100	2506	910	3710	2038	1671	4899
%V	10.2%	10.4%	11.0%	11.0%	10.4%	11.4%	9.4%	11.1%
%H		96.3%	47.3%	17.2%	70.1%	38.5%	31.6%	92.5%
Not working	22470	21136	8584	3042	16196	6813	9384	16391
%V	43.3%	43.0%	37.6%	36.8%	45.3%	38.1%	52.6%	37.3%
%H		94.1%	38.2%	13.5%	72.1%	30.3%	41.8%	72.9%
Housewife/Houseperson	27442	25871	11073	4014	19107	8461	10646	21611
%V	52.9%	52.7%	48.5%	48.5%	53.5%	47.3%	59.7%	49.1%
%H		94.3%	40.4%	14.6%	69.6%	30.8%	38.8%	78.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25296	23809	11334	4046	17164	8880	8285	21787
%H		94.1%	44.8%	16.0%	67.9%	35.1%	32.8%	86.1%
16 - 19	1510	1438	761	289	1014	637	377	1455
%V	6.0%	6.0%	6.7%	7.1%	5.9%	7.2%	4.6%	6.7%
%H		95.2%	50.4%	19.1%	67.2%	42.2%	25.0%	96.4%
20 - 24	2055	1823	822	333	1260	680	580	1944
%V	8.1%	7.7%	7.3%	8.2%	7.3%	7.7%	7.0%	8.9%
%H		88.7%	40.0%	16.2%	61.3%	33.1%	28.2%	94.6%
25 - 34	4385	3958	2056	712	2538	1422	1116	4071
%V	17.3%	16.6%	18.1%	17.6%	14.8%	16.0%	13.5%	18.7%
%H		90.3%	46.9%	16.2%	57.9%	32.4%	25.5%	92.8%
35 - 44	4143	3891	2073	695	2564	1455	1109	3847
%V	16.4%	16.3%	18.3%	17.2%	14.9%	16.4%	13.4%	17.7%
%H		93.9%	50.0%	16.8%	61.9%	35.1%	26.8%	92.9%
45 - 54	4488	4305	2151	803	3115	1758	1357	4051
%V	17.7%	18.1%	19.0%	19.8%	18.1%	19.8%	16.4%	18.6%
%H		95.9%	47.9%	17.9%	69.4%	39.2%	30.2%	90.3%
55 - 64	3610	3477	1589	589	2648	1332	1317	3096
%V	14.3%	14.6%	14.0%	14.6%	15.4%	15.0%	15.9%	14.2%
%H		96.3%	44.0%	16.3%	73.4%	36.9%	36.5%	85.8%
65+	5105	4917	1882	625	4026	1597	2429	3323
%V	20.2%	20.7%	16.6%	15.4%	23.5%	18.0%	29.3%	15.3%
%H		96.3%	36.9%	12.2%	78.9%	31.3%	47.6%	65.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

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

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		25296	23809	11334	4046	17164	8880	8285	21787
	%H		94.1%	44.8%	16.0%	67.9%	35.1%	32.8%	86.1%
AB		7017	6708	3284	1182	4819	2559	2260	6703
	%V	27.7%	28.2%	29.0%	29.2%	28.1%	28.8%	27.3%	30.8%
	%H		95.6%	46.8%	16.8%	68.7%	36.5%	32.2%	95.5%
C1		6716	6230	3017	1074	4483	2432	2052	6181
	%V	26.5%	26.2%	26.6%	26.5%	26.1%	27.4%	24.8%	28.4%
	%H		92.8%	44.9%	16.0%	66.8%	36.2%	30.6%	92.0%
C2		6137	5889	2888	1019	4295	2339	1956	5181
	%V	24.3%	24.7%	25.5%	25.2%	25.0%	26.3%	23.6%	23.8%
	%H		96.0%	47.1%	16.6%	70.0%	38.1%	31.9%	84.4%
D		3655	3382	1574	580	2335	1134	1201	2803
	%V	14.4%	14.2%	13.9%	14.3%	13.6%	12.8%	14.5%	12.9%
	%H		92.5%	43.1%	15.9%	63.9%	31.0%	32.9%	76.7%
E		1771	1600	570	191	1231	416	816	919
	%V	7.0%	6.7%	5.0%	4.7%	7.2%	4.7%	9.8%	4.2%
	%H		90.3%	32.2%	10.8%	69.5%	23.5%	46.1%	51.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25296	23809	11334	4046	17164	8880	8285	21787
%H		94.1%	44.8%	16.0%	67.9%	35.1%	32.8%	86.1%
Working full time	14718	13968	7266	2575	9607	5534	4073	13816
%V	58.2%	58.7%	64.1%	63.6%	56.0%	62.3%	49.2%	63.4%
%H		94.9%	49.4%	17.5%	65.3%	37.6%	27.7%	93.9%
Working part time	1152	1072	479	185	777	380	397	1026
%V	4.6%	4.5%	4.2%	4.6%	4.5%	4.3%	4.8%	4.7%
%H		93.1%	41.6%	16.1%	67.4%	33.0%	34.5%	89.1%
Not working	9426	8769	3589	1285	6779	2965	3814	6944
%V	37.3%	36.8%	31.7%	31.8%	39.5%	33.4%	46.0%	31.9%
%H		93.0%	38.1%	13.6%	71.9%	31.5%	40.5%	73.7%
Housewife/Houseperson	5923	5316	1972	719	3942	1404	2538	4067
%V	23.4%	22.3%	17.4%	17.8%	23.0%	15.8%	30.6%	18.7%
%H		89.8%	33.3%	12.1%	66.6%	23.7%	42.8%	68.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26555	25328	11484	4227	18550	9000	9549	22209
%H		95.4%	43.2%	15.9%	69.9%	33.9%	36.0%	83.6%
16 - 19	1406	1337	695	256	964	583	382	1336
%V	5.3%	5.3%	6.1%	6.1%	5.2%	6.5%	4.0%	6.0%
%H		95.1%	49.4%	18.2%	68.6%	41.5%	27.2%	95.0%
20 - 24	2065	1845	814	359	1285	661	625	1918
%V	7.8%	7.3%	7.1%	8.5%	6.9%	7.3%	6.5%	8.6%
%H		89.3%	39.4%	17.4%	62.2%	32.0%	30.3%	92.9%
25 - 34	4424	4092	2119	729	2594	1399	1195	4102
%V	16.7%	16.2%	18.5%	17.2%	14.0%	15.5%	12.5%	18.5%
%H		92.5%	47.9%	16.5%	58.6%	31.6%	27.0%	92.7%
35 - 44	4218	4054	2162	747	2709	1567	1142	3979
%V	15.9%	16.0%	18.8%	17.7%	14.6%	17.4%	12.0%	17.9%
%H		96.1%	51.3%	17.7%	64.2%	37.2%	27.1%	94.3%
45 - 54	4631	4500	2229	860	3298	1879	1419	4284
%V	17.4%	17.8%	19.4%	20.3%	17.8%	20.9%	14.9%	19.3%
%H		97.2%	48.1%	18.6%	71.2%	40.6%	30.6%	92.5%
55 - 64	3744	3632	1625	619	2772	1373	1399	3247
%V	14.1%	14.3%	14.2%	14.6%	14.9%	15.3%	14.7%	14.6%
%H		97.0%	43.4%	16.5%	74.0%	36.7%	37.4%	86.7%
65+	6067	5867	1841	657	4927	1539	3388	3344
%V	22.8%	23.2%	16.0%	15.5%	26.6%	17.1%	35.5%	15.1%
%H		96.7%	30.3%	10.8%	81.2%	25.4%	55.8%	55.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26555	25328	11484	4227	18550	9000	9549	22209
%H		95.4%	43.2%	15.9%	69.9%	33.9%	36.0%	83.6%
AB	7045	6759	3144	1176	4926	2472	2454	6657
%V	26.5%	26.7%	27.4%	27.8%	26.6%	27.5%	25.7%	30.0%
%H		95.9%	44.6%	16.7%	69.9%	35.1%	34.8%	94.5%
C1	7697	7256	3266	1248	5335	2628	2707	6769
%V	29.0%	28.6%	28.4%	29.5%	28.8%	29.2%	28.3%	30.5%
%H		94.3%	42.4%	16.2%	69.3%	34.1%	35.2%	87.9%
C2	5285	5134	2563	895	3758	2091	1666	4568
%V	19.9%	20.3%	22.3%	21.2%	20.3%	23.2%	17.4%	20.6%
%H		97.1%	48.5%	16.9%	71.1%	39.6%	31.5%	86.4%
D	3986	3771	1688	609	2664	1210	1454	2901
%V	15.0%	14.9%	14.7%	14.4%	14.4%	13.4%	15.2%	13.1%
%H		94.6%	42.3%	15.3%	66.8%	30.4%	36.5%	72.8%
E	2543	2408	823	299	1867	598	1268	1314
%V	9.6%	9.5%	7.2%	7.1%	10.1%	6.6%	13.3%	5.9%
%H		94.7%	32.4%	11.8%	73.4%	23.5%	49.9%	51.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2014

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26555	25328	11484	4227	18550	9000	9549	22209
%H		95.4%	43.2%	15.9%	69.9%	33.9%	36.0%	83.6%
Working full time	9369	8933	4463	1746	6200	3495	2705	8889
%V	35.3%	35.3%	38.9%	41.3%	33.4%	38.8%	28.3%	40.0%
%H		95.3%	47.6%	18.6%	66.2%	37.3%	28.9%	94.9%
Working part time	4142	4028	2027	724	2932	1658	1274	3873
%V	15.6%	15.9%	17.7%	17.1%	15.8%	18.4%	13.3%	17.4%
%H		97.2%	48.9%	17.5%	70.8%	40.0%	30.8%	93.5%
Not working	13044	12367	4995	1756	9417	3847	5570	9447
%V	49.1%	48.8%	43.5%	41.5%	50.8%	42.7%	58.3%	42.5%
%H		94.8%	38.3%	13.5%	72.2%	29.5%	42.7%	72.4%
Housewife/Houseperson	21519	20555	9101	3295	15166	7057	8108	17543
%V	81.0%	81.2%	79.2%	78.0%	81.8%	78.4%	84.9%	79.0%
%H		95.5%	42.3%	15.3%	70.5%	32.8%	37.7%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between January and December 2014

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: January 2014 - December 2014							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	78,400	18296	2650	10355	4193	2002	3012
Shop / Business	943	212	25	99	60	16	82
Demolished / Incomplete	115	24	1	15	7	1	4
Empty	5,668	792	148	816	186	134	177
Holiday Home	788	32	31	39	37	11	202
Other Non Effective	1,168	183	61	165	60	45	68
Eligible Addresses	69,718	17053	2384	9221	3843	1795	2479
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	782	584	10	14	7	29	27
Total Additional Households	2,880	2694	2121	2113	2107	2130	2129
Total Valid Households	79,151	18889	2661	10372	4205	2031	3022
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,147	2495	207	783	387	122	206
	9.0%	13.2%	7.8%	7.5%	9.2%	6.0%	6.8%
No English Spoken	113	45	0	16	6	2	0
	0.1%	0.2%	0.0%	0.2%	0.1%	0.1%	0.0%
Refusals	17,354	4714	605	2319	1080	446	693
	21.9%	25.0%	22.7%	22.4%	25.7%	22.0%	22.9%
Total Interviews	54,537	11635	1849	7254	2732	1461	2123
	68.9%	61.6%	69.5%	69.9%	65.0%	71.9%	70.3%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4175	4532	3066	8175	6287	4771	6886
Shop / Business	66	45	24	105	72	55	82
Demolished / Incomplete	2	1	11	6	7	17	19
Empty	174	331	239	725	603	430	913
Holiday Home	23	22	46	39	110	27	169
Other Non Effective	61	54	28	126	44	112	161
Eligible Addresses	3849	4079	2718	7174	5451	4130	5542
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	24	10	3	27	11	8	28
Total Additional Households	2127	2114	2108	2133	2118	2116	2137
Total Valid Households	4198	4546	3066	8202	6300	4784	6875
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	380	275	275	740	430	329	518
	9.1%	6.0%	9.0%	9.0%	6.8%	6.9%	7.5%
No English Spoken	6	10	3	10	4	10	1
	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.0%
Refusals	1062	942	593	1829	1254	844	973
	25.3%	20.7%	19.3%	22.3%	19.9%	17.6%	14.2%
Total Interviews	2750	3319	2195	5623	4612	3601	5383
	65.5%	73.0%	71.6%	68.6%	73.2%	75.3%	78.3%

Response Analysis: January 2014 - December 2014							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	78,400	18696	10384	8244	4711	2450	5987
Shop / Business	943	217	99	112	40	18	67
Demolished / Incomplete	115	24	14	7	1	9	7
Empty	5,668	812	815	729	337	198	571
Holiday Home	788	34	41	17	21	24	89
Other Non Effective	1,168	190	166	129	54	24	41
Eligible Addresses	69,718	17419	9249	7250	4258	2177	5212
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	782	582	14	27	10	3	11
Total Additional Households	2,880	2681	2114	2128	2112	2106	2121
Total Valid Households	79,151	19287	10400	8275	4726	2451	5999
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,147	2541	793	740	273	239	422
	9.0%	13.2%	7.6%	8.9%	5.8%	9.8%	7.0%
No English Spoken	113	45	16	10	10	3	4
	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
Refusals	17,354	4799	2317	1855	995	464	1211
	21.9%	24.9%	22.3%	22.4%	21.1%	18.9%	20.2%
Total Interviews	54,537	11902	7274	5670	3448	1745	4362
	68.9%	61.7%	69.9%	68.5%	73.0%	71.2%	72.7%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	6378	4344	2877	4771	737	1935	6886
Shop / Business	96	56	76	55	10	15	82
Demolished / Incomplete	3	7	3	17	2	2	19
Empty	313	182	165	430	68	135	913
Holiday Home	51	38	202	27	64	11	169
Other Non Effective	115	61	61	112	6	48	161
Eligible Addresses	5800	4000	2370	4130	587	1724	5542
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	43	9	18	8	0	29	28
Total Additional Households	2154	2113	2123	2114	2107	2137	2137
Total Valid Households	6421	4358	2878	4784	733	1964	6875
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	554	386	191	329	43	118	518
	8.6%	8.9%	6.6%	6.9%	5.9%	6.0%	7.5%
No English Spoken	5	6	0	10	0	3	1
	0.1%	0.1%	0.0%	0.2%	0.0%	0.2%	0.0%
Refusals	1572	1115	670	844	113	426	973
	24.5%	25.6%	23.3%	17.6%	15.4%	21.7%	14.2%
Total Interviews	4290	2851	2017	3601	577	1417	5383
	66.8%	65.4%	70.1%	75.3%	78.7%	72.1%	78.3%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from January to December 2014

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

Total Network	All Households	Total TV Households	Multichannel Households
All Households	54541	51720	51145
All Sets	104565	104565	103796
All Individuals	135533	129481	127964
Children 0-15	26310	25455	25134
All Adults	109223	104026	102830
Adult Males	53010	50226	49557
Adult Females	56213	53800	53273

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11635	10794	10679
All Sets	19869	19869	19733
All Individuals	31340	29299	28986
Children 0-15	6424	6088	6019
All Adults	24916	23211	22967
Adult Males	12160	11251	11122
Adult Females	12756	11960	11845

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1850	1773	1754
All Sets	3755	3755	3722
All Individuals	4720	4568	4506
Children 0-15	904	885	864
All Adults	3816	3683	3642
Adult Males	1823	1759	1733
Adult Females	1993	1924	1909

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7254	6929	6860
All Sets	14119	14119	14033
All Individuals	18149	17454	17271
Children 0-15	3644	3530	3484
All Adults	14505	13924	13787
Adult Males	7010	6694	6624
Adult Females	7495	7230	7163

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2732	2594	2569
All Sets	5406	5406	5372
All Individuals	6707	6426	6370
Children 0-15	1281	1238	1226
All Adults	5426	5188	5144
Adult Males	2636	2504	2479
Adult Females	2790	2684	2665

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1461	1391	1369
All Sets	2785	2785	2757
All Individuals	3528	3381	3312
Children 0-15	643	634	620
All Adults	2885	2747	2692
Adult Males	1399	1323	1292
Adult Females	1486	1424	1400

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	2124	2027	1997
All Sets	4077	4077	4034
All Individuals	4948	4760	4683
Children 0-15	889	864	842
All Adults	4059	3896	3841
Adult Males	1962	1881	1855
Adult Females	2097	2015	1986

BBC South	All Households	Total TV Households	Multichannel Households
All Households	2751	2616	2587
All Sets	5356	5356	5319
All Individuals	6863	6571	6488
Children 0-15	1289	1254	1249
All Adults	5574	5317	5239
Adult Males	2742	2610	2559
Adult Females	2832	2707	2680

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3319	3166	3118
All Sets	6626	6626	6553
All Individuals	8024	7716	7595
Children 0-15	1468	1451	1434
All Adults	6556	6265	6161
Adult Males	3195	3045	2984
Adult Females	3361	3220	3177

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2195	2114	2100
All Sets	4386	4386	4369
All Individuals	5124	4960	4922
Children 0-15	903	891	882
All Adults	4221	4069	4040
Adult Males	2034	1949	1929
Adult Females	2187	2120	2111

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5623	5363	5310
All Sets	11324	11324	11253
All Individuals	13814	13272	13142
Children 0-15	2640	2555	2523
All Adults	11174	10717	10619
Adult Males	5409	5155	5104
Adult Females	5765	5562	5515

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4612	4352	4295
All Sets	9008	9008	8936
All Individuals	10553	10038	9901
Children 0-15	1923	1858	1839
All Adults	8630	8180	8062
Adult Males	4152	3921	3853
Adult Females	4478	4259	4209

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3601	3446	3415
All Sets	6875	6875	6835
All Individuals	8915	8630	8560
Children 0-15	1901	1865	1849
All Adults	7014	6765	6711
Adult Males	3375	3232	3202
Adult Females	3639	3533	3509

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	5384	5155	5092
All Sets	10979	10979	10880
All Individuals	12848	12406	12228
Children 0-15	2401	2342	2303
All Adults	10447	10064	9925
Adult Males	5113	4902	4821
Adult Females	5334	5162	5104

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4734	4522	4488
All Sets	9425	9425	9381
All Individuals	11915	11471	11379
Children 0-15	2333	2261	2237
All Adults	9582	9210	9142
Adult Males	4620	4418	4386
Adult Females	4962	4792	4756

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2520	2407	2372
All Sets	4694	4694	4652
All Individuals	6234	5983	5892
Children 0-15	1311	1269	1247
All Adults	4923	4714	4645
Adult Males	2390	2276	2238
Adult Females	2533	2438	2407

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	11902	11052	10937
All Sets	20406	20406	20267
All Individuals	32076	30012	29700
Children 0-15	6579	6241	6175
All Adults	25497	23771	23525
Adult Males	12434	11515	11382
Adult Females	13063	12256	12143

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7274	6944	6875
All Sets	14142	14142	14056
All Individuals	18176	17472	17289
Children 0-15	3642	3526	3480
All Adults	14534	13946	13809
Adult Males	7022	6703	6633
Adult Females	7512	7243	7176

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5670	5410	5359
All Sets	11426	11426	11357
All Individuals	13936	13393	13266
Children 0-15	2651	2566	2534
All Adults	11285	10827	10732
Adult Males	5467	5212	5162
Adult Females	5818	5615	5570

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	3448	3295	3245
All Sets	6916	6916	6841
All Individuals	8361	8050	7922
Children 0-15	1547	1530	1511
All Adults	6814	6520	6411
Adult Males	3322	3170	3107
Adult Females	3492	3350	3304

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1745	1676	1665
All Sets	3464	3464	3450
All Individuals	4075	3931	3902
Children 0-15	710	699	692
All Adults	3365	3232	3210
Adult Males	1624	1550	1533
Adult Females	1741	1682	1677

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3304	3114	3072
All Sets	6469	6469	6414
All Individuals	7545	7190	7092
Children 0-15	1371	1326	1315
All Adults	6174	5864	5777
Adult Males	2955	2794	2743
Adult Females	3219	3070	3034

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1058	997	985
All Sets	2071	2071	2058
All Individuals	2459	2316	2287
Children 0-15	444	428	424
All Adults	2015	1888	1863
Adult Males	991	927	913
Adult Females	1024	961	950

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	4293	4089	4044
All Sets	8525	8525	8460
All Individuals	10752	10324	10190
Children 0-15	2022	1969	1945
All Adults	8730	8355	8245
Adult Males	4243	4057	3987
Adult Females	4487	4298	4258

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2851	2712	2683
All Sets	5637	5637	5599
All Individuals	6961	6684	6614
Children 0-15	1305	1263	1246
All Adults	5656	5421	5368
Adult Males	2754	2623	2594
Adult Females	2902	2798	2774

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	2017	1926	1896
All Sets	3829	3829	3786
All Individuals	4698	4522	4445
Children 0-15	855	832	810
All Adults	3843	3690	3635
Adult Males	1857	1778	1752
Adult Females	1986	1912	1883

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3601	3446	3415
All Sets	6875	6875	6835
All Individuals	8915	8630	8560
Children 0-15	1901	1865	1849
All Adults	7014	6765	6711
Adult Males	3375	3232	3202
Adult Females	3639	3533	3509

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	577	558	552
All Sets	1129	1129	1122
All Individuals	1294	1263	1248
Children 0-15	248	243	239
All Adults	1046	1020	1009
Adult Males	488	475	470
Adult Females	558	545	539

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1417	1346	1325
All Sets	2697	2697	2671
All Individuals	3437	3288	3221
Children 0-15	634	625	611
All Adults	2803	2663	2610
Adult Males	1365	1288	1258
Adult Females	1438	1375	1352

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	5384	5155	5092
All Sets	10979	10979	10880
All Individuals	12848	12406	12228
Children 0-15	2401	2342	2303
All Adults	10447	10064	9925
Adult Males	5113	4902	4821
Adult Females	5334	5162	5104

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	107	101	101
All Sets	248	248	248
All Individuals	250	238	238
Children 0-15	34	32	32
All Adults	216	206	206
Adult Males	105	103	103
Adult Females	111	103	103

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4793	4576	4542
All Sets	9531	9531	9487
All Individuals	12040	11587	11495
Children 0-15	2353	2279	2255
All Adults	9687	9308	9240
Adult Males	4667	4462	4430
Adult Females	5020	4846	4810

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2481	2368	2333
All Sets	4611	4611	4569
All Individuals	6136	5885	5794
Children 0-15	1289	1247	1225
All Adults	4847	4638	4569
Adult Males	2355	2241	2203
Adult Females	2492	2397	2366

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4362	4111	4057
All Sets	8540	8540	8472
All Individuals	10004	9506	9379
Children 0-15	1815	1754	1739
All Adults	8189	7752	7640
Adult Males	3946	3721	3656
Adult Females	4243	4031	3984

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	6801	6501	6417
All Sets	13676	13676	13551
All Individuals	16285	15694	15449
Children 0-15	3035	2967	2914
All Adults	13250	12727	12535
Adult Males	6478	6190	6079
Adult Females	6772	6537	6456

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	8818	8427	8313
All Sets	17505	17505	17337
All Individuals	20983	20216	19894
Children 0-15	3890	3799	3724
All Adults	17093	16417	16170
Adult Males	8335	7968	7831
Adult Females	8758	8449	8339

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	16092	15371	15188
All Sets	31647	31647	31393
All Individuals	39159	37688	37183
Children 0-15	7532	7325	7204
All Adults	31627	30363	29979
Adult Males	15357	14671	14464
Adult Females	16270	15692	15515

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	4186	3988	3943
All Sets	8277	8277	8212
All Individuals	10502	10086	9952
Children 0-15	1988	1937	1913
All Adults	8514	8149	8039
Adult Males	4138	3954	3884
Adult Females	4376	4195	4155

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	7144	6801	6727
All Sets	14162	14162	14059
All Individuals	17713	17008	16804
Children 0-15	3327	3232	3191
All Adults	14386	13776	13613
Adult Males	6997	6680	6581
Adult Females	7389	7096	7032

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11440	10939	10821
All Sets	22935	22935	22770
All Individuals	27666	26637	26338
Children 0-15	5156	5038	4976
All Adults	22510	21599	21362
Adult Males	10901	10407	10272
Adult Females	11609	11192	11090

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5193	4971	4910
All Sets	10380	10380	10291
All Individuals	12436	11981	11824
Children 0-15	2257	2229	2203
All Adults	10179	9752	9621
Adult Males	4946	4720	4640
Adult Females	5233	5032	4981

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	6247	5968	5911
All Sets	12555	12555	12479
All Individuals	15230	14656	14514
Children 0-15	2899	2809	2773
All Adults	12331	11847	11741
Adult Males	5955	5687	5632
Adult Females	6376	6160	6109

S4C	All Households	Total TV Households	Multichannel Households
All Households	5384	5155	5092
All Sets	10979	10979	10880
All Individuals	12848	12406	12228
Children 0-15	2401	2342	2303
All Adults	10447	10064	9925
Adult Males	5113	4902	4821
Adult Females	5334	5162	5104

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	15962	15228	15040
All Sets	31667	31667	31396
All Individuals	38696	37224	36698
Children 0-15	7217	7031	6915
All Adults	31479	30193	29783
Adult Males	15332	14648	14412
Adult Females	16147	15545	15371

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10863	10381	10269
All Sets	21806	21806	21648
All Individuals	26372	25374	25090
Children 0-15	4908	4795	4737
All Adults	21464	20579	20353
Adult Males	10413	9932	9802
Adult Females	11051	10647	10551

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	4939	4669	4609
All Sets	9669	9669	9594
All Individuals	11298	10769	10627
Children 0-15	2063	1997	1978
All Adults	9235	8772	8649
Adult Males	4434	4196	4126
Adult Females	4801	4576	4523

Appendix H

Multiple households at issued addresses

Establishment Survey interviewers are issued with a set of pre-selected addresses to which all interviewing is restricted. It is possible for more than one household to exist resident at a single address, however, therefore after checking the address with a responsible adult, the interviewer first determines the number of households living at the address.

In the small proportion where the answer is two or more, special procedures apply.

If the number of households is two or three, the interviewer attempts to interview each of the households.

If there are four or more households at the address the interviewer lists the details of the households in a Kish grid. This procedure provides random selections determining the three households that the interviewer should attempt to interview.

The procedure at the additional households is as for any other interview. The total of these additional households by area and overall are shown in the fieldwork response analysis given in Appendix C.

Appendix I

Weighting

Quarterly Establishment Survey data are weighted using a rim weighting technique to control for the following:

Household size (1 and 2+) by geographical segment (48 in total)

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

0-4, 5-9, 10-14, 15-24, 25-34, 35-44, 45-54, 55-64, 65+

Population targets for these rims are derived from census data, ONS and Department of Environment projections

Appendix J

The Questionnaire (October 2014)



BARB Establishment Survey Questionnaire

Version: User 23.1

Date: 10/09/2014

Internal Use Only

Status: Final

Prepared for fieldwork month: October 2014



Version Control

Changes included in this version:

Question No	Description of changes to this version
H112	Amend question routing to ask All with a TV and add BT TV and TalkTalk
H68	Add new interviewer instruction and remove BT TV and TalkTalk
H69,70,91,92,89,90,99,100 S64,66,10a/b, 11a/b, 9a/b, 55a/b, 54a/b, 67a/b, 56a/b, 57a/b, 58a/b, 59a/b, 61,63	Routing changes due to the changes at H112 and H68

INTRO AND ATTITUDINAL SECTION

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

ASK ALL	
H1	SHOW CARD MP
	Which of the following kinds of TV programmes do you like to watch?
Films	1 Music 11
Drama	2 Arts 12
Soaps	3 Science/technology 13
Comedy	4 Documentaries 14
Quiz/Game Shows	5 Nature/wildlife 15
Chat Shows	6 News / Current Affairs 16
Animation	7 Reality 17
DIY/Home/Garden improvement	8 Other (Specify) 18
Cookery	9 Don't know 19
Sport	10 No answer 20

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

INITIAL HOUSEHOLD LEVEL SECTION

ASK ALL			
H61	Have you bought or acquired a TV in the past 6 months?		SP
	Yes No		
ASK ALL			
H62	Do you intend to buy or acquire a TV in the next 6 months?		SP
	Yes No		
ASK ALL			
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...		
H8	First of all how many TV sets are there in your household?		NUM
	Note: Please think of all the rooms in the household and include all TV sets		
	WRITE IN (0-99)	IF 0 GO TO H17 IF =1 GO TO H63a IF >1 GO TO H63b	
ASK IF 1 TV SET CLAIMED [H8=1]			
H63a	Has this set been used to watch television programmes in the last 6 months?		SP
	Yes	Code as Value of 01	GO TO H64
	No	Code as Value of 00	GO TO H82
ASK IF 2+ TV SETS CLAIMED [H8>1]			
H63b	How many of these sets have been used to watch television programmes in the last 6 months?		SP
	WRITE IN (0-Max value of H8)		
	IF H63=H8 GO TO H64 IF H63<H8 GO TO H82		
ASK FOR EACH SET IDENTIFIED AS NOT WORKING AT H63 [H63<H8]			
IF ONLY ONE SET REMOVE '<FIRST>' IF 2+ SETS UPDATE FIRST WITH SECOND ETC...			
H82	SHOW SCREEN		SP
	Which of these best describes the <first> set not used to watch television programmes		
	Temporarily out of order		
	Used only for games or a computer or to play back tapes or DVDs		
	Not in use but in working order		
	Permanently out of order		
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]			
H64 intro	SINGLE SET: I'd now like to ask about the ways that your household is able to receive TV programmes...		
	2+ SETS: I'd now like to ask about the ways that your household is able to receive TV programmes on any TV set...		
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]			
H64	Do you receive TV programmes via cable? E.g. Virgin Media		SP
	Note: this would mean that there is a cable running from your home to a cable network in the street through which you receive a TV signal		
	Yes No		

ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H65	Do you receive TV programmes via a satellite dish on the outside of your home? For example Freesat or Sky Note: this would include any communal systems sometimes used in flats Yes No	SP
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H66	Do you receive TV programmes via a TV aerial? This could include Freeview or YouView (<i>in NI only</i>) or Saorview Note: This could be fixed on the outside of your home or be an indoor or set-top aerial Yes No	SP
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H112	Does your household receive TV programmes on any TV sets via a YouView, Talk Talk or BT TV set top box? Note: please code all that apply Note: For a more detailed explanation of any of these set top boxes click on further information YouView Talk Talk BT Vision or BT TV set top box None of these (SP)	MP
ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H68	SHOW SCREEN Does your household receive TV programmes on any TV sets via any of the following methods? Note: please code all that apply NOTE: For a more detailed explanation click on further information INTERVIEWER: READ OUT OPTIONS Via a direct connection to the internet e.g. a 'Smart TV' Via a connection to a games console Via a connection to a computer or tablet Other (Specify) None of these (SP)	MP
ASK IF NO METHOD CLAIMED AT HH [H66, H64, H65 ALL = NO AND H112, H68 = NONE OF THESE]		
H69	How does your home receive its television programmes? Interviewer to code all methods Cable <RECODE H64 = YES> Satellite <RECODE H65 = YES> An aerial with a digital signal (known as Freeview (<i>in NI only</i>) or Saorview) <RECODE H66=YES> BT Vision or BT TV set top box <RECODE H112 = BT VISION OR BT SET TOP BOX> TalkTalk <RECODE H112 = TALKTALK> YouView <RECODE H112 = YOUVIEW> A connection to a games console <RECODE H68 = CONSOLE> A connection to a computer or tablet <RECODE H68 = COMPUTER> A direct connection to the internet e.g. a 'Smart' TV <RECODE H68 = INTERNET> Another TV supplier (Specify) <RECODE H68 = OTHER> No TV signals received <AMEND ALL WORKING SETS TO H82 = CODE 3 – NOT IN USE BUT IN WORKING ORDER AND CONTINUE TO H17 AS A NO BARB WORKING TV HOUSEHOLD>	MP

ASK IF NO AERIAL CLAIM AT HH AND ANOTHER PLATFORM CLAIM MADE [(H66=NO) AND (H64=YES OR H65=YES OR H112 NOT NONE OF THESE OR H68 NOT = NONE OF THESE)]		
H70	You have said that your household receives TV programmes via: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) You have also said that you do not receive TV programmes via an aerial. By this I mean receiving channels even if you do not watch them. Is this correct? Yes No – an aerial is used on at least one set	SP
ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home? NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G. And includes any broadband connection shared with a neighbour Yes No Don't know	SP
ASK IF BROADBAND [H17=Yes]		
H115	How do you, or any members of your household, access the internet? Fixed home broadband (via a router or Wi-Fi) 3G or 4G mobile phone 3G or 4G mobile broadband device (Such as a Dongle) Tablet or Computer with a 3G or 4G data SIM card Other (Specify) Don't know	MP
ASK IF NO BROADBAND CLAIM [H17=NO OR DK]		
H113	Do you, or does anyone in your household, have any sort of internet access at home? Yes No Don't know	SP
ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	What type of internet access is this? 3G or 4G mobile phone 3G or 4G mobile internet device(Such as a Dongle) Tablet or Computer with a 3G or 4G data SIM card Dial-up using the home phone line Other (Specify) Don't know	MP

ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads WRITE IN (0-99)	NUM
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablet computers WRITE IN (0-99) Don't know	NUM
ASK IF 1 COMPUTER CLAIMED [H51=1]		
H111a	Has this computer/tablet been used in the last 6 months? Yes No	SP
ASK IF 2+ COMPUTERS CLAIMED [H51>1]		
H111b	How many of these computers/tablets been used in the last 6 months? WRITE IN (0-Max value of H51)	NUM
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer. Do you, or any member of your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet Do you, or any member of your household, ever use this tablet to watch TV programmes? IF H101=0 AND H51>1 (multiple devices; no tablets claimed) Thinking about all the computers in your household Do you, or any member of your household, ever use any of these computers to watch TV programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) Thinking about all the tablets in your household Do you, or any member of your household, ever use any of these tablets to watch TV programmes? IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed) Thinking about all the computers and tablets in your household Do you, or any member of your household, ever use any of these computers or tablets to watch TV programmes? Yes No	SP

IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET H73 TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		
ASK IF 2+ COPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]		
H73	And how many of these do you, or members of your household, use to watch television programmes? WRITE IN (0-Max value of H51)	NUM
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H58	How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet at home? Daily At least once a week At least once a month Less often than once a month Don't know	SP
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H59	How often do you personally use the internet for watching TV programmes at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]		
H60	SHOW SCREEN How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

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

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

 WRITE IN (2 digits required)

 Don't know

ASK IF S5 = 5 - 9

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

 Yes

 No

IF NO, ROUTE BACK TO S5

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

SP

Claim

Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF SINGLE 'WORKING SET' HH [H63=1]		
S64	IF ONE METHOD CLAIMED AT HH LEVEL To confirm, the method you said your household can use to receive television programmes is: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box BT Vision) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Is this the method used by this set? IF 2+ METHODS CLAIMED AT HH LEVEL To confirm, the methods that you said your household can use to receive television programmes are: DISPLAY LIST AS ABOVE Are all of these received on this set? Yes CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE No GO TO S63	SP
ASK IF HH PLATFORMS ARE SET PLATFORMS AND INCLUDE DTT [H66 = YES AND S64=YES]		
S65	SHOW SCREEN How does this set receive its TV services via this aerial? Separate box Built-in reception Both (separate box and built-in reception) Don't know	SP
ASK IF HH PLATFORMS ARE SET PLATFORMS [S64=YES]		
S66	Apart from: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24	SP

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

ASK IF CABLE IS THE ONLY PLATFORM CLAIM AT HH [(H64=YES) AND (H65 = NO, H66 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE)]		
S10a	Can you confirm that this set is connected to cable TV services?	SP
	Yes	
	No	
ASK IF CABLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H64=YES) AND (H65 = YES OR H66 = YES OR H112 NOT NONE OF THESE OR H68 NOT NONE OF THESE)]		
S10b	Is this set connected to cable TV services?	SP
	Yes	
	No	
ASK IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH [(H65=YES) AND (H64 = NO, H66 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE)]		
S11a	Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes	
	No	
ASK IF SATELLITE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H65=YES) AND (H64 = YES OR H66 = YES OR H112 NOT NONE OF THESE OR H68 NOT NONE OF THESE)]		
S11b	Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes	
	No	
ASK IF DTT IS THE ONLY PLATFORM CLAIM AT HH [(H66=YES) AND (H64 = NO, H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE)]		
S9a	Can you confirm that this set receives TV programmes via an aerial?	SP
	Yes	
	No	
ASK IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H66=YES) AND (H64 = YES OR H65 = YES OR H112 NOT NONE OF THESE OR H68 NOT NONE OF THESE)]		
S9b	Does this set receive TV programmes via an aerial?	SP
	Yes	
	No	
ASK IF DTT ON SET [S9A/B = YES]		
S14b	SHOW SCREEN How does this set receive its TV services via this aerial?	SP
	Separate box	
	Built-in reception	
	Both (separate box and built-in reception)	
	Don't know	
ASK IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH [(H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND (H64 = NO, H65 = NO, H66 = NO AND H68= NONE OF THESE)]		
S55a	Can you confirm that this set receives TV from a BT Vision or BT TV set top box?	SP
	Yes	
	No	

ASK IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H112=TALKTALK) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)]		
S55b	Does this set receive TV from a BT Vision or BT TV set top box?	SP
	Yes No	
ASK IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH [(H112=TALKTALK (ONLY) AND (H64 = NO, H65 = NO, H66 = NO AND H68= NONE OF THESE))]		
S54a	Can you confirm that this set receives TV from TalkTalk?	SP
	Yes No	
ASK IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H112=TALKTALK) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)]		
S54b	Does this set receive TV from TalkTalk?	SP
	Yes No	
ASK IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH [(H112 OR H68=YOUVIEW (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H68= NONE OF THESE))]		
S67a	Can you confirm that this set receives TV from YouView?	SP
	Yes No	
ASK IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H112 OR H68=YOUVIEW) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S67b	Does this set receive TV from YouView?	SP
	Yes No	
ASK IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH [(H68= GAMES CONSOLE (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?	SP
	Yes No	
ASK IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=GAMES CONSOLE) AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S56b	Does this set receive TV programmes via a connection to a games console?	SP
	Yes No	
ASK IF CONNECTION TO A COMPUTER OR TABLET IS THE ONLY PLATFORM CLAIM AT HH [(H68= COMPUTER/TABLET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
S57a	Can you confirm that this set receives TV programmes via a connection to a computer or tablet?	SP
	Yes No	
ASK IF CONNECTION TO A COMPUTER/TABLET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=COMPUTER/TABLET) AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S57b	Does this set receive TV programmes via a connection to a computer or tablet?	SP
	Yes No	

ASK IF DIRECT CONNECTION TO THE INTERNET IS THE ONLY PLATFORM CLAIM AT HH [(H68= DC TO INTERNET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?	SP
	Yes	
	No	
ASK IF DIRECT CONNECTION TO THE INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=DC TO INTERNET) AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S58b	Does this set receive TV programmes via a direct connection to the internet?	SP
	Yes	
	No	
ASK IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH [(H68= OTHER (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?	SP
	Yes	
	No	
ASK IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H68=OTHER) AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S59b	Does this set receive TV from another supplier: <H68 Other>?	SP
	Yes	
	No	
ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET [S9 OR S10 OR S11 OR S55 OR S67 OR S56 OR S57 OR S58OR S59 = YES]		
S60	Apart from receiving TV programmes via: DISPLAY AS APPROPRIATE: Cable (if S10a/b = Yes) Satellite (if S11a/b = Yes) A TV Aerial (if S9a/b = Yes) BT Vision or BT TV set top box (if S55A/B = BT Vision or BT TV set top box) TalkTalk (if S54A/B = TalkTalk) YouView (if S67A/B = YouView) A connection to a games console (if S56A/B = games console) A connection to a computer or tablet (if S57A/B = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if S59A/B = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24	SP

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

ASK IF ANOTHER METHOD ON SET CLAIMED [S66 = YES OR S60 = YES]																											
S61	Which other methods can you use to receive TV programmes on this set? MP NOTE: INTERVIEWER TO PROBE FULLY NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE <table border="0"> <tr> <td>Cable</td> <td>CODE S10a/b=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a/b=YES AND H65=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box</td> <td>(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception</td> <td>(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a/b =YES AND H112=TALKTALK</td> </tr> <tr> <td>YouView</td> <td>CODE S67a/b =YES AND H112=YOUVIEW</td> </tr> <tr> <td>Games Console</td> <td>CODE S56a/b =YES AND H68=CONSOLE</td> </tr> <tr> <td>Computer or tablet</td> <td>CODE S57a/b =YES AND H68=COMPUTER</td> </tr> <tr> <td>Direct connection to the internet</td> <td>CODE S58a/b =YES AND H68 = INTERNET</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a/b</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>	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 <i>(in NI only)</i> 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 <i>(in NI only)</i> or Saorview) and built-in reception	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES	BT Vision or BT TV set top box	CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX	TalkTalk	CODE S54a/b =YES AND H112=TALKTALK	YouView	CODE S67a/b =YES AND H112=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	
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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? SP Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET No GO TO S63																										
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? MP NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE <table border="0"> <tr> <td>Cable</td> <td>CODE S10a/b=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a/b=YES AND H65=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box</td> <td>CODE S9=YES, S14=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception</td> <td>CODE S9=YES, S14=BUILT IN, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a/b =YES AND H112=TALKTALK</td> </tr> <tr> <td>YouView</td> <td>CODE S67a/b =YES AND H112 =YOUVIEW</td> </tr> <tr> <td>Games Console</td> <td>CODE S56a/b =YES AND H68=CONSOLE</td> </tr> <tr> <td>Computer or tablet</td> <td>CODE S57a/b =YES AND H68=COMPUTER</td> </tr> <tr> <td>Direct connection to the internet</td> <td>CODE S58a/b =YES, AND H68 = INTERNET</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN</td> </tr> <tr> <td>None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET</td> <td></td> </tr> <tr> <td>Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET</td> <td></td> </tr> </table>	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 <i>(in NI only)</i> or Saorview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES	An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES	BT Vision or BT TV set top box	CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX	TalkTalk	CODE S54a/b =YES AND H112=TALKTALK	YouView	CODE S67a/b =YES AND H112 =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	
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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]		
S68	SHOW SCREEN (IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S69	SHOW SCREEN In Addition to Freesat, (If S68=code 1 or 2) Do you receive your satellite TV services via Sky? Yes – via Sky with subscription Yes – via Sky without subscription No Don't know	SP

ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S70	SHOW SCREEN In Addition to Freesat, <i>(If S68=code1 or 2)</i> In Addition to Sky, <i>(If S69=code1 or 2)</i> In Addition to Freesat and Sky, <i>(If S68=code 1 or 2 AND S69=Yes 1 or 2)</i> Do you receive your satellite TV services via a set top box that is not from Sky or Freesat? Yes (Specify) No Don't know	SP
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S20	SHOW SCREEN Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S21	SHOW SCREEN <i>(IF S53 NOT ASKED)</i> I would now like to ask you about High Definition television or HD. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT(CODE 1 OR 2)]		
S22	SHOW SCREEN Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT(CODE 1 OR 2)]		
S23	SHOW SCREEN <i>(IF S53 AND S21 NOT ASKED)</i> 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
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REPEAT ABOVE FOR ALL TV SETS

END OF MAIN SET LOOPS

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

ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL [H64=YES AND S10=NO (FOR ALL SETS)]		
H83	You said that your household was able to access TV programmes via cable but no set has cable claimed. Are you able to access TV programmes via cable?	SP
	Yes	ASK H84
	No	RECODE H64 TO NO
ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H83=YES]		
H84	Which of the sets you have mentioned receives TV programmes from cable TV?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H64 TO NO, RECODE H83 to NO
	Don't know	RECODE H64 TO NO, RECODE H83 to NO
RECODE S10 FOR SETS CLAIMED AT H83 – GO TO S24, S53 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL [H65=YES AND S11=NO (FOR ALL SETS)]		
H85	You said that your household was able to access TV programmes via satellite but no set has satellite claimed. Are you able to access TV programmes via satellite?	SP
	Yes	ASK H86
	No	RECODE H65 TO NO
ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H85=YES]		
H86	Which of the sets you have mentioned receives TV programmes from satellite TV?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H65 TO NO, RECODE H85 to NO
	Don't know	RECODE H65 TO NO, RECODE H85 to NO
RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S68-S23 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
ASK IF DTT CLAIMED AT HH LEVEL AND NO DTT CLAIMED AT SET LEVEL [H66=YES AND S9=NO (FOR ALL SETS)]		
H87	You said that your household was able to access TV programmes via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV programmes via a TV aerial?	SP
	Yes	ASK H88
	No	RECODE H66 TO NO
ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H87=YES]		
H88	Which of the sets you have mentioned receives TV programmes from a TV aerial?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H66 TO NO, RECODE H87 to NO
	Don't know	RECODE H66 TO NO, RECODE H87 to NO
RECODE S9 FOR SETS CLAIMED AT H88 – GO TO S14, S25 AND S50 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		

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

ASK IF YOUVIEW CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H99=YES]		
H100	Which of the sets you have mentioned receives TV programmes from YouView? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE H99 to NO IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR YOUVIEW RECODE H99 to NO IF SINGLE CODE AT H112, CLEAR H112 IF MULTI AT H112, CLEAR H112 RESPONSE FOR YOUVIEW
RECODE S67A/B FOR SETS CLAIMED AT H100		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL [H68=GAMES CONSOLE AND S56=NO (FOR ALL SETS)]		
H93	You said that your household was able to access TV programmes via a Games Console but no set has a Games Console claimed. Are you able to access TV programmes via a Games Console? Yes No	SP ASK H94 IF SINGLE CODE AT H68, CLEAR H68 IF MULTI AT H68, CLEAR H68 RESPONSE FOR CONSOLE
ASK IF GAMES CONSOLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H93=YES]		
H94	Which of the sets you have mentioned receives TV programmes via a Games Console? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE H93 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE RECODE H93 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE
RECODE S56A/B FOR SETS CLAIMED AT H94		
ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL [H68=COMPUTER AND S57=NO (FOR ALL SETS)]		
H95	You said that your household was able to access TV programmes via a computer but no set has a computer claimed. Are you able to access TV programmes on any of your TV sets via a computer? Yes No	SP ASK H96 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER

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

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

SX3	SHOW SCREEN	SP
	In which room in your house is this TV set?	
	A. Main living room	
	B. Kitchen (which is not the main living room)	
	C. Adult's bedroom (which is not the main living room)	
	D. Child's bedroom (0-15) (which is not the main living room)	
	E. Other bedroom	
	F. Second living/dining room	
	G. Study/office	
	H. TV room	
	K. Conservatory	
	L. Attic or loft room	
	I. No specific location/frequently moved	
	J. Other (WRITE IN)	

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

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

ASK IF SX5 = 5 - 9

SX5a	You have said that the TV screen size is <<insert size at SX5>> inches. Is this correct?	SP
	Yes	
	No	

IF NO, ROUTE BACK TO SX5

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

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

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

ASK ALL		
H102	Thinking about your TV viewing in general (IF ANY WORKING SET OR COMPUTER/TABLET USED TO WATCH TV [H63>0 OR ANY SET TEMP OUT OF ORDER AT H82 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet computer(s) (ALL) Are there any other devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	MP
ASK IF SKY – WITH SUBSCRIPTION [S69 = CODE 1]		
H108	Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels? Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK IF CABLE [S10a/b = CODE 1]		
H109	Does your Cable TV subscription include any premium Sky Movies or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK ALL		
H110	Do you, or does anyone in your household, subscribe to any of the following ...? LoveFilm/Amazon Prime Instant Video Netflix NowTV Xbox Live None of these Don't know	MP
ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED		
H77 intro	(SINGLE WORKING SET) Going back to the TV set you use to watch TV programmes (2+ WORKING SETS) Now thinking about all the TV sets you use to watch TV programmes	

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

ASK IF TWO OR MORE ITV STATIONS RECEIVED AT H77, OTHERWISE SKIP TO H22a Intro1 RESTRICT TO ITV REGIONS CLAIMED AT H77 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED		
H24	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT H77) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them? 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	NUM 0-10

NOTE: Answers must add up to 10		
H24	So out of every ten hours you and your household watch ITV1 stations, you would view ____ hours of ____ (FIRST CHANNEL RECEIVED AT H77); ____ hours ____ (SECOND CHANNEL RECEIVED AT H77) etc... (INCLUDE ALL ITV1 CHANNELS CLAIMED AT H77/H24 WITH THE RESPONSE GIVEN ABOVE) Yes No	SP
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)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know	SP
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES [S56=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you or does anyone in your household ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	SP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 PS4 Other Playstation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP

IF 'VIA A DIRECT CONNECTION TO THE INTERNET (S58 = YES): CODE H78 = YES
 IF 'VIA A CONNECTION TO GAMES CONSOLE (S56 = YES): CODE H78 = YES
 IF 'VIA A CONNECTION TO A COMPUTER/TABLET' (S57 = YES): CODE H78 = YES
 IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES

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

H78 SHOW SCREEN SP

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

(Single Set Household) Can your TV set be connected to the internet?

(Multi Set Households) Can any of your TV sets be connected to the internet?

(ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet.

NOTE: For a more detailed explanation click on further information

Yes
 No
 Don't know
 Further Information

IF 'VIA A DIRECT CONNECTION TO THE INTERNET (S58=YES): SKIP TO H80
IF 'VIA A CONNECTION TO GAMES CONSOLE (S56=YES OR H54 = CODE 2): SKIP OT H80
IF 'VIA A CONNECTION TO A COMPUTER' (S57=YES): SKIP TO H80

ELSE ASK IF SET CONNECTION TO THE INTERNET CLAIMED THEN SKIP TO H81
[H78 = YES AND H68 NOT CODE 1,2 OR 3 (OR H54=TO WATCH TV PROGS)]
OTHERWISE SKIP TO H81

H79 SHOW SCREEN

MP

(Cable HH) In addition to your Cable connection

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

(TalkTalkHH) In addition to your TalkTalk connection

(YouView HH) In addition to your YouView connection

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

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

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

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

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

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

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

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

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

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

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

(Single Set HH) By which methods or devices can your TV set be connected to the internet?

(Multi Set HH) By which methods or devices can any of your TV sets be connected to the internet?

(ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet.

NOTE: For a more detailed explanation click on further information

A direct connection between the TV set and the Internet

A connection to a dedicated, internet TV set-top box

A connection to a computer or tablet

A connection to a games console

A connection to a Blu-ray player that connects to the internet

Another device that connects to the internet (Specify)

Single internet platform claims

You have said that your

(ANY SET: S56=YES OR H54 = CODE 2) Games Console is used to connect to the internet.

(ANY SET: S57=YES) TV set receives TV programmes using a connection to a computer.

(ANY SET: S58=YES) TV set receives TV programmes using a direct connection to the internet.

In addition to this

Multiple internet platform claims

You have said that your TV set receives TV programmes using a

((ANY SET: S57=YES) AND (ANY SET: S58=YES)) connection to a computer and using a direct connection to the internet.

((ANY SET: S57=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) connection to a computer and that your Games Console is used to connect to the internet.

((ANY SET: S58=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) direct connection to the internet and that your Games Console is used to connect to the internet.

((ANY SET: S57=YES) AND (ANY SET: S58=YES) AND (ANY SET: S56=YES OR H54 = CODE 2)) connection to a computer and using a direct connection to the internet and that your Games Console is used to connect to the internet.

In addition to these

(Cable HH) and your Cable connection

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

(TalkTalkHH) and your TalkTalk connection

(YouView HH) and your YouView connection

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

(Cable and TalkTalkHH) and your Cable and TalkTalk connections

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

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

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

(YouView and TalkTalkHH) and your YouView and TalkTalk connections

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

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

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

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

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

(Single Set HH) are there any other ways that your TV set can be connected to the internet?

(Multi Set HH) are there any other ways that your TV sets can be connected to the internet?

NOTE: For a more detailed explanation click on further information

A direct connection between the TV set and the Internet **REMOVE IF H68 = CODE 1**

A connection to a dedicated, internet TV set-top box

A connection to a computer or tablet

REMOVE IF H68 = CODE 3

A connection to a games console

REMOVE IF H68 = CODE 2 OR H54 =CODE 2

A connection to a DVD or Blu-ray player that connects to the internet

Another device that connects to the internet (Specify)

No

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

END OF SECOND HOUSEHOLD SECTION

ASK ALL		
H55	HOUSEHOLD COMPOSITION	
Intro	Now I would like you to tell me about the people usually living in your household; by this I mean household members who share a communal living space.	
ASK ALL		
H55	How many individuals are there in your household altogether, including any children and yourself?	NUM
	WRITE IN	(00-99)

START OF PERSON LOOP

ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55		
IF PERSON 1 GO TO P2 INTRO1, THEN P2 IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2		
P2	(Single person HH (H55=1)) I'm now going to ask some questions about you	
Intro1	(Multi person HH (H55>1)) I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order: - you - your spouse or partner - any children starting with the eldest - anyone else	
P2	Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc...) household member	
Intro2		
FOR PERSON 1 SHOW HEADER 'RESPONDENT' FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'		
ASK ALL		
P2	Record sex of <u>respondent</u> (IF RESPONDENT)	SP
	What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)	
	(MAY NOT BE BLANK)	
	Male	
	Female	
ASK ALL		
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?	SP
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
	WRITE IN >	
	(ALLOW REF)	

ASK IF AGE IS DK OR REFUSED [AT P3]		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
ASK IF NOT 'FULL TIME EDUCATION' [P9=CODE4]		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	SP

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

ASK ALL**P16 SHOW SCREEN**

SP

Which of these ethnic backgrounds do you consider **yourself (IF RESPONDENT) this person (IF NOT RESPONDENT)** to belong to?

White

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy or Irish Traveller
- Any other White background (specify)

Mixed/multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed/multiple ethnic background (specify)

Asian/Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background (specify)

Black/African/Caribbean/Black British

- African
- Caribbean
- Any other African/Caribbean background (specify)

Any other ethnic background

- Arab
- Any other ethnic group (specify)

Refused (Code from list to continue)

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS**END OF PERSON LOOP**

THIRD HOUSEHOLD SECTION

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

**ASK IF ANY HH members are Asian/Asian British and more than one option chosen at H116
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC
IF H26 ASKED**

H117	SHOW SCREEN	SP
Which is the main language Spoken in your household? English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Other (Specify)		

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

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

ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)		
H106	And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused	SP
ASK IF NO / DK OR REF TO EACH OF H104-106 NO POSITIVE CLAIM FOR INCOME IN RETIREMENT		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID 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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW