



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

July 2012 to June 2013



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2012 - June 2013

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This reports contains the weighted data results from the Establishment survey for the period July 2012 - June 2013

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
AB	6618	6389	2952	1068	4692	2298	2394	6013
%V	24.4%	24.5%	26.1%	25.6%	24.1%	26.0%	22.6%	30.2%
%H (All HH)		96.5%	44.6%	16.1%	70.9%	34.7%	36.2%	90.9%
%H (TV HH)			46.2%	16.7%	73.4%	36.0%	37.5%	
C1	7390	7045	3095	1187	5221	2466	2755	5968
%V	27.3%	27.0%	27.4%	28.5%	26.9%	27.9%	26.0%	29.9%
%H (All HH)		95.3%	41.9%	16.1%	70.6%	33.4%	37.3%	80.8%
%H (TV HH)			43.9%	16.8%	74.1%	35.0%	39.1%	
C2	5425	5285	2511	890	3980	2072	1908	4069
%V	20.0%	20.3%	22.2%	21.4%	20.5%	23.4%	18.0%	20.4%
%H (All HH)		97.4%	46.3%	16.4%	73.4%	38.2%	35.2%	75.0%
%H (TV HH)			47.5%	16.8%	75.3%	39.2%	36.1%	
D	4034	3864	1681	591	2807	1223	1584	2583
%V	14.9%	14.8%	14.9%	14.2%	14.4%	13.8%	15.0%	13.0%
%H (All HH)		95.8%	41.7%	14.7%	69.6%	30.3%	39.3%	64.0%
%H (TV HH)			43.5%	15.3%	72.6%	31.7%	41.0%	
E	3650	3464	1070	430	2734	787	1946	1309
%V	13.5%	13.3%	9.5%	10.3%	14.1%	8.9%	18.4%	6.6%
%H (All HH)		94.9%	29.3%	11.8%	74.9%	21.6%	53.3%	35.9%
%H (TV HH)			30.9%	12.4%	78.9%	22.7%	56.2%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
Under 25	1242	1078	439	152	729	284	446	891
%V	4.6%	4.1%	3.9%	3.6%	3.8%	3.2%	4.2%	4.5%
%H (All HH)		86.8%	35.3%	12.2%	58.7%	22.9%	35.9%	71.7%
%H (TV HH)			40.7%	14.1%	67.6%	26.3%	41.4%	
25 - 34	4292	3985	2031	747	2542	1361	1181	3667
%V	15.8%	15.3%	18.0%	17.9%	13.1%	15.4%	11.2%	18.4%
%H (All HH)		92.8%	47.3%	17.4%	59.2%	31.7%	27.5%	85.4%
%H (TV HH)			51.0%	18.7%	63.8%	34.2%	29.6%	
35 - 44	4776	4585	2390	874	3118	1782	1336	4236
%V	17.6%	17.6%	21.1%	21.0%	16.0%	20.1%	12.6%	21.2%
%H (All HH)		96.0%	50.0%	18.3%	65.3%	37.3%	28.0%	88.7%
%H (TV HH)			52.1%	19.1%	68.0%	38.9%	29.1%	
45 - 54	5270	5117	2451	969	3785	2061	1723	4567
%V	19.4%	19.6%	21.7%	23.3%	19.5%	23.3%	16.3%	22.9%
%H (All HH)		97.1%	46.5%	18.4%	71.8%	39.1%	32.7%	86.7%
%H (TV HH)			47.9%	18.9%	74.0%	40.3%	33.7%	
55 - 64	4360	4246	1845	668	3332	1574	1758	3383
%V	16.1%	16.3%	16.3%	16.0%	17.1%	17.8%	16.6%	17.0%
%H (All HH)		97.4%	42.3%	15.3%	76.4%	36.1%	40.3%	77.6%
%H (TV HH)			43.5%	15.7%	78.5%	37.1%	41.4%	
65 +	7176	7035	2153	755	5927	1783	4144	3199
%V	26.5%	27.0%	19.0%	18.1%	30.5%	20.2%	39.1%	16.0%
%H (All HH)		98.0%	30.0%	10.5%	82.6%	24.8%	57.7%	44.6%
%H (TV HH)			30.6%	10.7%	84.3%	25.3%	58.9%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

July 2012 - June 2013

Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
1	8424	7878	2208	928	6300	1607	4693	3998
%V	31.1%	30.2%	19.5%	22.3%	32.4%	18.2%	44.3%	20.0%
%H (All HH)		93.5%	26.2%	11.0%	74.8%	19.1%	55.7%	47.5%
%H (TV HH)			28.0%	11.8%	80.0%	20.4%	59.6%	
2	9042	8780	3908	1385	6632	3148	3484	7129
%V	33.3%	33.7%	34.6%	33.3%	34.1%	35.6%	32.9%	35.7%
%H (All HH)		97.1%	43.2%	15.3%	73.3%	34.8%	38.5%	78.8%
%H (TV HH)			44.5%	15.8%	75.5%	35.9%	39.7%	
3	4249	4139	2195	796	2923	1762	1161	3787
%V	15.7%	15.9%	19.4%	19.1%	15.0%	19.9%	11.0%	19.0%
%H (All HH)		97.4%	51.7%	18.7%	68.8%	41.5%	27.3%	89.1%
%H (TV HH)			53.0%	19.2%	70.6%	42.6%	28.1%	
4	3645	3555	2019	706	2456	1593	863	3403
%V	13.4%	13.6%	17.9%	17.0%	12.6%	18.0%	8.2%	17.1%
%H (All HH)		97.5%	55.4%	19.4%	67.4%	43.7%	23.7%	93.4%
%H (TV HH)			56.8%	19.9%	69.1%	44.8%	24.3%	
5+	1755	1694	978	350	1123	735	387	1626
%V	6.5%	6.5%	8.6%	8.4%	5.8%	8.3%	3.7%	8.2%
%H (All HH)		96.5%	55.7%	19.9%	64.0%	41.9%	22.1%	92.6%
%H (TV HH)			57.7%	20.7%	66.3%	43.4%	22.8%	
Average HH size	2.34	2.35	2.66	2.59	2.27	2.66	1.95	2.61

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
Without	20119	19193	7512	2865	14849	6063	8786	13690
%V	74.2%	73.7%	66.4%	68.8%	76.4%	68.5%	83.0%	68.6%
%H (All HH)		95.4%	37.3%	14.2%	73.8%	30.1%	43.7%	68.0%
%H (TV HH)			39.1%	14.9%	77.4%	31.6%	45.8%	
With	6998	6854	3796	1300	4584	2782	1802	6253
%V	25.8%	26.3%	33.6%	31.2%	23.6%	31.5%	17.0%	31.4%
%H (All HH)		97.9%	54.2%	18.6%	65.5%	39.8%	25.8%	89.4%
%H (TV HH)			55.4%	19.0%	66.9%	40.6%	26.3%	
0 - 3	2701	2621	1461	470	1662	965	697	2309
%V	10.0%	10.1%	12.9%	11.3%	8.6%	10.9%	6.6%	11.6%
%H (All HH)		97.0%	54.1%	17.4%	61.5%	35.7%	25.8%	85.5%
%H (TV HH)			55.7%	17.9%	63.4%	36.8%	26.6%	
4 - 9	3472	3406	1932	633	2225	1366	860	3081
%V	12.8%	13.1%	17.1%	15.2%	11.4%	15.4%	8.1%	15.4%
%H (All HH)		98.1%	55.6%	18.2%	64.1%	39.3%	24.8%	88.7%
%H (TV HH)			56.7%	18.6%	65.3%	40.1%	25.2%	
10 - 15	3231	3184	1791	642	2206	1421	785	3003
%V	11.9%	12.2%	15.8%	15.4%	11.4%	16.1%	7.4%	15.1%
%H (All HH)		98.5%	55.4%	19.9%	68.3%	44.0%	24.3%	92.9%
%H (TV HH)			56.3%	20.2%	69.3%	44.6%	24.7%	

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

%V = percentage of vertical total

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

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

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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	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
1	10461	10461	3523	1413	7076	1690	5385	6580
%V	38.6%	40.2%	31.2%	33.9%	36.4%	19.1%	50.9%	33.0%
%H (All HH)		100.0%	33.7%	13.5%	67.6%	16.2%	51.5%	62.9%
%H (TV HH)			33.7%	13.5%	67.6%	16.2%	51.5%	
2	8956	8956	4046	1458	6909	3407	3502	6732
%V	33.0%	34.4%	35.8%	35.0%	35.6%	38.5%	33.1%	33.8%
%H (All HH)		100.0%	45.2%	16.3%	77.1%	38.0%	39.1%	75.2%
%H (TV HH)			45.2%	16.3%	77.1%	38.0%	39.1%	
3	4097	4097	2190	780	3316	2140	1176	3555
%V	15.1%	15.7%	19.4%	18.7%	17.1%	24.2%	11.1%	17.8%
%H (All HH)		100.0%	53.5%	19.0%	80.9%	52.2%	28.7%	86.8%
%H (TV HH)			53.5%	19.0%	80.9%	52.2%	28.7%	
4	1672	1672	1004	336	1398	1032	365	1568
%V	6.2%	6.4%	8.9%	8.1%	7.2%	11.7%	3.4%	7.9%
%H (All HH)		100.0%	60.0%	20.1%	83.6%	61.7%	21.8%	93.8%
%H (TV HH)			60.0%	20.1%	83.6%	61.7%	21.8%	
5+	861	861	545	179	734	576	159	835
%V	3.2%	3.3%	4.8%	4.3%	3.8%	6.5%	1.5%	4.2%
%H (All HH)		100.0%	63.3%	20.8%	85.2%	66.9%	18.5%	97.0%
%H (TV HH)			63.3%	20.8%	85.2%	66.9%	18.5%	

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

%V = percentage of vertical total

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

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

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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	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
Under 20"	6546	6546	2850	983	5701	2931	2770	5013
%V	24.1%	25.1%	25.2%	23.6%	29.3%	33.1%	26.2%	25.1%
%H (All HH)		100.0%	43.5%	15.0%	87.1%	44.8%	42.3%	76.6%
%H (TV HH)			43.5%	15.0%	87.1%	44.8%	42.3%	
20" - 29"	9979	9979	4058	1559	8163	3721	4442	7217
%V	36.8%	38.3%	35.9%	37.4%	42.0%	42.1%	42.0%	36.2%
%H (All HH)		100.0%	40.7%	15.6%	81.8%	37.3%	44.5%	72.3%
%H (TV HH)			40.7%	15.6%	81.8%	37.3%	44.5%	
30" - 39"	13408	13408	6015	2248	10364	5106	5258	10173
%V	49.4%	51.5%	53.2%	54.0%	53.3%	57.7%	49.7%	51.0%
%H (All HH)		100.0%	44.9%	16.8%	77.3%	38.1%	39.2%	75.9%
%H (TV HH)			44.9%	16.8%	77.3%	38.1%	39.2%	
40" and over	10285	10285	5896	1966	7175	4628	2548	8867
%V	37.9%	39.5%	52.1%	47.2%	36.9%	52.3%	24.1%	44.5%
%H (All HH)		100.0%	57.3%	19.1%	69.8%	45.0%	24.8%	86.2%
%H (TV HH)			57.3%	19.1%	69.8%	45.0%	24.8%	

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

%V = percentage of vertical total

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

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

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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	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
Main living room	25536	25536	11199	4125	19162	8775	10387	18908
%V	94.2%	98.0%	99.0%	99.0%	98.6%	99.2%	98.1%	94.8%
%H (All HH)		100.0%	43.9%	16.2%	75.0%	34.4%	40.7%	74.0%
%H (TV HH)			43.9%	16.2%	75.0%	34.4%	40.7%	
Kitchen	3183	3183	1607	444	2768	1599	1168	2622
%V	11.7%	12.2%	14.2%	10.7%	14.2%	18.1%	11.0%	13.1%
%H (All HH)		100.0%	50.5%	13.9%	87.0%	50.2%	36.7%	82.4%
%H (TV HH)			50.5%	13.9%	87.0%	50.2%	36.7%	
Adult's bedroom	10689	10689	5405	1972	8726	5273	3453	8730
%V	39.4%	41.0%	47.8%	47.3%	44.9%	59.6%	32.6%	43.8%
%H (All HH)		100.0%	50.6%	18.4%	81.6%	49.3%	32.3%	81.7%
%H (TV HH)			50.6%	18.4%	81.6%	49.3%	32.3%	
Child's bedroom	1904	1904	1112	410	1578	1159	420	1768
%V	7.0%	7.3%	9.8%	9.8%	8.1%	13.1%	4.0%	8.9%
%H (All HH)		100.0%	58.4%	21.5%	82.9%	60.9%	22.1%	92.9%
%H (TV HH)			58.4%	21.5%	82.9%	60.9%	22.1%	
Other bedroom	1240	1240	666	243	1047	691	356	1105
%V	4.6%	4.8%	5.9%	5.8%	5.4%	7.8%	3.4%	5.5%
%H (All HH)		100.0%	53.7%	19.6%	84.4%	55.7%	28.7%	89.1%
%H (TV HH)			53.7%	19.6%	84.4%	55.7%	28.7%	
Second living/dining room	2301	2301	1180	402	1894	1140	754	1967
%V	8.5%	8.8%	10.4%	9.7%	9.7%	12.9%	7.1%	9.9%
%H (All HH)		100.0%	51.3%	17.5%	82.3%	49.5%	32.8%	85.5%
%H (TV HH)			51.3%	17.5%	82.3%	49.5%	32.8%	
Study/office	370	370	191	61	306	184	123	348
%V	1.4%	1.4%	1.7%	1.5%	1.6%	2.1%	1.2%	1.7%
%H (All HH)		100.0%	51.6%	16.5%	82.7%	49.7%	33.2%	94.1%
%H (TV HH)			51.6%	16.5%	82.7%	49.7%	33.2%	
TV room	192	192	113	39	147	103	45	182
%V	0.7%	0.7%	1.0%	0.9%	0.8%	1.2%	0.4%	0.9%
%H (All HH)		100.0%	58.9%	20.3%	76.6%	53.6%	23.4%	94.8%
%H (TV HH)			58.9%	20.3%	76.6%	53.6%	23.4%	
Conservatory	518	518	287	101	445	303	142	456
%V	1.9%	2.0%	2.5%	2.4%	2.3%	3.4%	1.3%	2.3%
%H (All HH)		100.0%	55.4%	19.5%	85.9%	58.5%	27.4%	88.0%
%H (TV HH)			55.4%	19.5%	85.9%	58.5%	27.4%	
Attic or loft room	46	46	26	8	40	27	13	41
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	56.5%	17.4%	87.0%	58.7%	28.3%	89.1%
%H (TV HH)			56.5%	17.4%	87.0%	58.7%	28.3%	
No specific location	53	53	25	11	44	25	19	46
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	47.2%	20.8%	83.0%	47.2%	35.8%	86.8%
%H (TV HH)			47.2%	20.8%	83.0%	47.2%	35.8%	
Other	145	145	82	27	121	82	39	135
%V	0.5%	0.6%	0.7%	0.6%	0.6%	0.9%	0.4%	0.7%
%H (All HH)		100.0%	56.6%	18.6%	83.4%	56.6%	26.9%	93.1%
%H (TV HH)			56.6%	18.6%	83.4%	56.6%	26.9%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27116	26046	11308	4165	19433	8845	10588	19943
%V (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
Any DSAT provider	11308	11308	11308	249	6671	6671	0	9576
%V	41.7%	43.4%	100.0%	6.0%	34.3%	75.4%	0.0%	48.0%
%H (All HH)			100.0%	2.2%	59.0%	59.0%	0.0%	84.7%
%H (TV HH)			100.0%	2.2%	59.0%	59.0%	0.0%	
Sky with subscription	9422	9422	9422	145	5586	5586	0	8181
%V	34.7%	36.2%	83.3%	3.5%	28.7%	63.2%	0.0%	41.0%
%H (All HH)			100.0%	1.5%	59.3%	59.3%	0.0%	86.8%
%H (TV HH)			100.0%	1.5%	59.3%	59.3%	0.0%	
Sky without subscription	672	672	672	41	364	364	0	447
%V	2.5%	2.6%	5.9%	1.0%	1.9%	4.1%	0.0%	2.2%
%H (All HH)			100.0%	6.1%	54.2%	54.2%	0.0%	66.5%
%H (TV HH)			100.0%	6.1%	54.2%	54.2%	0.0%	
Freesat	1085	1085	1085	42	677	677	0	853
%V	4.0%	4.2%	9.6%	1.0%	3.5%	7.7%	0.0%	4.3%
%H (All HH)			100.0%	3.9%	62.4%	62.4%	0.0%	78.6%
%H (TV HH)			100.0%	3.9%	62.4%	62.4%	0.0%	
Other satellite provider	313	313	313	21	152	152	0	261
%V	1.2%	1.2%	2.8%	0.5%	0.8%	1.7%	0.0%	1.3%
%H (All HH)			100.0%	6.7%	48.6%	48.6%	0.0%	83.4%
%H (TV HH)			100.0%	6.7%	48.6%	48.6%	0.0%	
DCAB	4165	4165	249	4165	2309	2309	0	3630
%V	15.4%	16.0%	2.2%	100.0%	11.9%	26.1%	0.0%	18.2%
%H (All HH)			6.0%	100.0%	55.4%	55.4%	0.0%	87.2%
%H (TV HH)			6.0%	100.0%	55.4%	55.4%	0.0%	
DTT	19433	19433	6671	2309	19433	8845	10588	13771
%V	71.7%	74.6%	59.0%	55.4%	100.0%	100.0%	100.0%	69.1%
%H (All HH)		100.0%	34.3%	11.9%	100.0%	45.5%	54.5%	70.9%
%H (TV HH)			34.3%	11.9%	100.0%	45.5%	54.5%	

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

%V = percentage of vertical total

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

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

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Table 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	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
PVR	14816	14816	9256	2779	10041	7072	2970	12807
%V	54.6%	56.9%	81.9%	66.7%	51.7%	80.0%	28.1%	64.2%
%H (All HH)		100.0%	62.5%	18.8%	67.8%	47.7%	20.0%	86.4%
%H (TV HH)			62.5%	18.8%	67.8%	47.7%	20.0%	
DVDR	1890	1890	830	307	1503	732	770	1525
%V	7.0%	7.3%	7.3%	7.4%	7.7%	8.3%	7.3%	7.6%
%H (All HH)		100.0%	43.9%	16.2%	79.5%	38.7%	40.7%	80.7%
%H (TV HH)			43.9%	16.2%	79.5%	38.7%	40.7%	
VCR	1271	1271	462	190	1036	412	624	821
%V	4.7%	4.9%	4.1%	4.6%	5.3%	4.7%	5.9%	4.1%
%H (All HH)		100.0%	36.3%	14.9%	81.5%	32.4%	49.1%	64.6%
%H (TV HH)			36.3%	14.9%	81.5%	32.4%	49.1%	
Any recorder	16139	16139	9502	2952	11178	7306	3872	13608
%V	59.5%	62.0%	84.0%	70.9%	57.5%	82.6%	36.6%	68.2%
%H (All HH)		100.0%	58.9%	18.3%	69.3%	45.3%	24.0%	84.3%
%H (TV HH)			58.9%	18.3%	69.3%	45.3%	24.0%	
Receives HDTV (via STB or built-in reception)	13155	13155	6928	3189	9230	5994	3237	11273
%V	48.5%	50.5%	61.3%	76.6%	47.5%	67.8%	30.6%	56.5%
%H (All HH)		100.0%	52.7%	24.2%	70.2%	45.6%	24.6%	85.7%
%H (TV HH)			52.7%	24.2%	70.2%	45.6%	24.6%	
DVD/Blu-ray player or recorder	20382	20382	9319	3476	15280	7537	7743	15975
%V	75.2%	78.3%	82.4%	83.5%	78.6%	85.2%	73.1%	80.1%
%H (All HH)		100.0%	45.7%	17.1%	75.0%	37.0%	38.0%	78.4%
%H (TV HH)			45.7%	17.1%	75.0%	37.0%	38.0%	

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

%V = percentage of vertical total

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

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

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	27116	26046	11308	4165	19433	8845	10588	19943
%H (All HH)		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%
%H (TV HH)			43.4%	16.0%	74.6%	34.0%	40.7%	
Has broadband internet	19943	19269	9576	3630	13771	7653	6118	19943
%V	73.5%	74.0%	84.7%	87.2%	70.9%	86.5%	57.8%	100.0%
%H (All HH)		96.6%	48.0%	18.2%	69.1%	38.4%	30.7%	100.0%
%H (TV HH)			49.7%	18.8%	71.5%	39.7%	31.8%	
Number of computers (PCs and laptops)								
0	6060	5762	1444	481	4826	1014	3812	218
%V	22.3%	22.1%	12.8%	11.5%	24.8%	11.5%	36.0%	1.1%
%H (All HH)		95.1%	23.8%	7.9%	79.6%	16.7%	62.9%	3.6%
%H (TV HH)			25.1%	8.3%	83.8%	17.6%	66.2%	
1	10254	9826	4419	1584	7156	3332	3824	9201
%V	37.8%	37.7%	39.1%	38.0%	36.8%	37.7%	36.1%	46.1%
%H (All HH)		95.8%	43.1%	15.4%	69.8%	32.5%	37.3%	89.7%
%H (TV HH)			45.0%	16.1%	72.8%	33.9%	38.9%	
2	5641	5460	2784	1022	3878	2209	1669	5427
%V	20.8%	21.0%	24.6%	24.5%	20.0%	25.0%	15.8%	27.2%
%H (All HH)		96.8%	49.4%	18.1%	68.7%	39.2%	29.6%	96.2%
%H (TV HH)			51.0%	18.7%	71.0%	40.5%	30.6%	
3	2687	2602	1388	541	1860	1173	688	2650
%V	9.9%	10.0%	12.3%	13.0%	9.6%	13.3%	6.5%	13.3%
%H (All HH)		96.8%	51.7%	20.1%	69.2%	43.7%	25.6%	98.6%
%H (TV HH)			53.3%	20.8%	71.5%	45.1%	26.4%	
4	1304	1266	683	266	906	587	320	1289
%V	4.8%	4.9%	6.0%	6.4%	4.7%	6.6%	3.0%	6.5%
%H (All HH)		97.1%	52.4%	20.4%	69.5%	45.0%	24.5%	98.8%
%H (TV HH)			53.9%	21.0%	71.6%	46.4%	25.3%	
5+	1170	1129	589	272	806	530	276	1157
%V	4.3%	4.3%	5.2%	6.5%	4.1%	6.0%	2.6%	5.8%
%H (All HH)		96.5%	50.3%	23.2%	68.9%	45.3%	23.6%	98.9%
%H (TV HH)			52.2%	24.1%	71.4%	46.9%	24.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2012 - June 2013
Set level data
Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52014	25157	8976	40412	22172	18240	41511
%H		48.4%	17.3%	77.7%	42.6%	35.1%	79.8%
Under 20"	8366	3745	1281	7357	3938	3419	6592
%V	16.1%	14.9%	14.3%	18.2%	17.8%	18.7%	15.9%
%H		44.8%	15.3%	87.9%	47.1%	40.9%	78.8%
20" - 29"	12344	5222	1995	10237	4989	5248	9215
%V	23.7%	20.8%	22.2%	25.3%	22.5%	28.8%	22.2%
%H		42.3%	16.2%	82.9%	40.4%	42.5%	74.7%
30" - 39"	15673	7279	2725	12215	6385	5830	12170
%V	30.1%	28.9%	30.4%	30.2%	28.8%	32.0%	29.3%
%H		46.4%	17.4%	77.9%	40.7%	37.2%	77.6%
40" and over	11821	6900	2300	8307	5524	2783	10320
%V	22.7%	27.4%	25.6%	20.6%	24.9%	15.3%	24.9%
%H		58.4%	19.5%	70.3%	46.7%	23.5%	87.3%
Don't know	648	274	113	493	222	271	474
%V	1.2%	1.1%	1.3%	1.2%	1.0%	1.5%	1.1%
%H		42.3%	17.4%	76.1%	34.3%	41.8%	73.1%
Not Asked	3162	1737	562	1803	1114	689	2740
%V	6.1%	6.9%	6.3%	4.5%	5.0%	3.8%	6.6%
%H		54.9%	17.8%	57.0%	35.2%	21.8%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
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	52014	25157	8976	40412	22172	18240	41511
%H		48.4%	17.3%	77.7%	42.6%	35.1%	79.8%
Main living room	25658	11251	4141	19266	8823	10442	18994
%V	49.3%	44.7%	46.1%	47.7%	39.8%	57.2%	45.8%
%H		43.8%	16.1%	75.1%	34.4%	40.7%	74.0%
Kitchen	3201	1617	446	2783	1610	1173	2637
%V	6.2%	6.4%	5.0%	6.9%	7.3%	6.4%	6.4%
%H		50.5%	13.9%	86.9%	50.3%	36.6%	82.4%
Adult's bedroom	12454	6413	2360	10273	6411	3862	10355
%V	23.9%	25.5%	26.3%	25.4%	28.9%	21.2%	24.9%
%H		51.5%	18.9%	82.5%	51.5%	31.0%	83.1%
Child's bedroom	2429	1428	531	2024	1507	517	2270
%V	4.7%	5.7%	5.9%	5.0%	6.8%	2.8%	5.5%
%H		58.8%	21.9%	83.3%	62.0%	21.3%	93.5%
Other bedroom	1435	776	285	1221	815	406	1292
%V	2.8%	3.1%	3.2%	3.0%	3.7%	2.2%	3.1%
%H		54.1%	19.9%	85.1%	56.8%	28.3%	90.0%
Second living/dining room	2327	1197	403	1918	1156	762	1990
%V	4.5%	4.8%	4.5%	4.7%	5.2%	4.2%	4.8%
%H		51.4%	17.3%	82.4%	49.7%	32.7%	85.5%
Study/office	376	195	62	312	188	124	355
%V	0.7%	0.8%	0.7%	0.8%	0.8%	0.7%	0.9%
%H		51.9%	16.5%	83.0%	50.0%	33.0%	94.4%
TV room	193	114	39	147	103	45	184
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.2%	0.4%
%H		59.1%	20.2%	76.2%	53.4%	23.3%	95.3%
Conseervatory	521	290	101	448	306	142	459
%V	1.0%	1.2%	1.1%	1.1%	1.4%	0.8%	1.1%
%H		55.7%	19.4%	86.0%	58.7%	27.3%	88.1%
Attic or loft room	47	26	8	41	27	13	42
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		55.3%	17.0%	87.2%	57.4%	27.7%	89.4%
No specific location	59	27	12	47	26	21	51
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		45.8%	20.3%	79.7%	44.1%	35.6%	86.4%
Other	153	85	27	128	85	43	143
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H		55.6%	17.6%	83.7%	55.6%	28.1%	93.5%
Not Asked	3162	1737	562	1803	1114	689	2740
%V	6.1%	6.9%	6.3%	4.5%	5.0%	3.8%	6.6%
%H		54.9%	17.8%	57.0%	35.2%	21.8%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	52014	25157	8976	40412	22172	18240	41511
%H		48.4%	17.3%	77.7%	42.6%	35.1%	79.8%
PVR	19083	12493	3575	12653	9350	3303	16831
%V	36.7%	49.7%	39.8%	31.3%	42.2%	18.1%	40.5%
%H		65.5%	18.7%	66.3%	49.0%	17.3%	88.2%
DVDR	2126	954	346	1703	857	846	1734
%V	4.1%	3.8%	3.9%	4.2%	3.9%	4.6%	4.2%
%H		44.9%	16.3%	80.1%	40.3%	39.8%	81.6%
VCR	1362	502	214	1107	453	653	893
%V	2.6%	2.0%	2.4%	2.7%	2.0%	3.6%	2.2%
%H		36.9%	15.7%	81.3%	33.3%	47.9%	65.6%
Any recorder	20876	12961	3836	14211	9839	4372	18027
%V	40.1%	51.5%	42.7%	35.2%	44.4%	24.0%	43.4%
%H		62.1%	18.4%	68.1%	47.1%	20.9%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	52014	25157	8976	40412	22172	18240	41511
%H		48.4%	17.3%	77.7%	42.6%	35.1%	79.8%
Receives HDTV (via STB or built-in reception)	18117	9565	4570	12878	8581	4298	15839
%V	34.8%	38.0%	50.9%	31.9%	38.7%	23.6%	38.2%
%H		52.8%	25.2%	71.1%	47.4%	23.7%	87.4%
DVD/Blu-ray player or recorder	29556	14331	5378	22909	12747	10162	24245
%V	56.8%	57.0%	59.9%	56.7%	57.5%	55.7%	58.4%
%H		48.5%	18.2%	77.5%	43.1%	34.4%	82.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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July 2012 - June 2013
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	26018	11305	4164	19421	8843	10578	19248
%H		43.5%	16.0%	74.6%	34.0%	40.7%	74.0%
Under 20"	687	118	62	586	81	505	360
%V	2.6%	1.0%	1.5%	3.0%	0.9%	4.8%	1.9%
%H		17.2%	9.0%	85.3%	11.8%	73.5%	52.4%
20" - 29"	4543	1209	528	3666	859	2807	2587
%V	17.5%	10.7%	12.7%	18.9%	9.7%	26.5%	13.4%
%H		26.6%	11.6%	80.7%	18.9%	61.8%	56.9%
30" - 39"	10421	4185	1633	8059	3400	4659	7459
%V	40.1%	37.0%	39.2%	41.5%	38.4%	44.0%	38.8%
%H		40.2%	15.7%	77.3%	32.6%	44.7%	71.6%
40" and over	9922	5690	1892	6894	4437	2457	8540
%V	38.1%	50.3%	45.4%	35.5%	50.2%	23.2%	44.4%
%H		57.3%	19.1%	69.5%	44.7%	24.8%	86.1%
Don't know	300	103	50	215	65	150	192
%V	1.2%	0.9%	1.2%	1.1%	0.7%	1.4%	1.0%
%H		34.3%	16.7%	71.7%	21.7%	50.0%	64.0%
Not Asked	145	0	0	1	1	0	110
%V	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
%H		0.0%	0.0%	0.7%	0.7%	0.0%	75.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26018	11305	4164	19421	8843	10578	19248
%H		43.5%	16.0%	74.6%	34.0%	40.7%	74.0%
PVR	14432	9107	2705	9701	6902	2799	12491
%V	55.5%	80.6%	65.0%	50.0%	78.1%	26.5%	64.9%
%H		63.1%	18.7%	67.2%	47.8%	19.4%	86.6%
DVDR	1616	684	250	1271	580	691	1288
%V	6.2%	6.1%	6.0%	6.5%	6.6%	6.5%	6.7%
%H		42.3%	15.5%	78.7%	35.9%	42.8%	79.7%
VCR	1077	369	154	865	309	556	666
%V	4.1%	3.3%	3.7%	4.5%	3.5%	5.3%	3.5%
%H		34.3%	14.3%	80.3%	28.7%	51.6%	61.8%
Any recorder	15708	9346	2869	10798	7129	3669	13263
%V	60.4%	82.7%	68.9%	55.6%	80.6%	34.7%	68.9%
%H		59.5%	18.3%	68.7%	45.4%	23.4%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26018	11305	4164	19421	8843	10578	19248
%H		43.5%	16.0%	74.6%	34.0%	40.7%	74.0%
Receives HDTV (via STB or built-in reception)	12690	6710	3116	8823	5773	3050	10874
%V	48.8%	59.4%	74.8%	45.4%	65.3%	28.8%	56.5%
%H		52.9%	24.6%	69.5%	45.5%	24.0%	85.7%
DVD/Blu-ray player or recorder	19235	8763	3255	14313	6955	7358	15047
%V	73.9%	77.5%	78.2%	73.7%	78.6%	69.6%	78.2%
%H		45.6%	16.9%	74.4%	36.2%	38.3%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25996	13852	4812	20992	13329	7662	22262
%H		53.3%	18.5%	80.8%	51.3%	29.5%	85.6%
Under 20"	7679	3627	1218	6771	3857	2914	6232
%V	29.5%	26.2%	25.3%	32.3%	28.9%	38.0%	28.0%
%H		47.2%	15.9%	88.2%	50.2%	37.9%	81.2%
20" - 29"	7802	4013	1467	6570	4129	2441	6628
%V	30.0%	29.0%	30.5%	31.3%	31.0%	31.9%	29.8%
%H		51.4%	18.8%	84.2%	52.9%	31.3%	85.0%
30" - 39"	5252	3094	1092	4156	2985	1171	4711
%V	20.2%	22.3%	22.7%	19.8%	22.4%	15.3%	21.2%
%H		58.9%	20.8%	79.1%	56.8%	22.3%	89.7%
40" and over	1899	1210	408	1413	1087	326	1780
%V	7.3%	8.7%	8.5%	6.7%	8.2%	4.3%	8.0%
%H		63.7%	21.5%	74.4%	57.2%	17.2%	93.7%
Don't know	348	171	63	278	157	121	281
%V	1.3%	1.2%	1.3%	1.3%	1.2%	1.6%	1.3%
%H		49.1%	18.1%	79.9%	45.1%	34.8%	80.7%
Not Asked	3016	1737	564	1804	1114	689	2630
%V	11.6%	12.5%	11.7%	8.6%	8.4%	9.0%	11.8%
%H		57.6%	18.7%	59.8%	36.9%	22.8%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
Set level data
Table 19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25996	13852	4812	20992	13329	7662	22262
%H		53.3%	18.5%	80.8%	51.3%	29.5%	85.6%
PVR	4651	3385	870	2952	2448	504	4340
%V	17.9%	24.4%	18.1%	14.1%	18.4%	6.6%	19.5%
%H		72.8%	18.7%	63.5%	52.6%	10.8%	93.3%
DVDR	511	270	96	432	277	156	446
%V	2.0%	1.9%	2.0%	2.1%	2.1%	2.0%	2.0%
%H		52.8%	18.8%	84.5%	54.2%	30.5%	87.3%
VCR	284	133	60	242	144	98	227
%V	1.1%	1.0%	1.2%	1.2%	1.1%	1.3%	1.0%
%H		46.8%	21.1%	85.2%	50.7%	34.5%	79.9%
Any recorder	5168	3616	967	3413	2710	703	4764
%V	19.9%	26.1%	20.1%	16.3%	20.3%	9.2%	21.4%
%H		70.0%	18.7%	66.0%	52.4%	13.6%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 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	25996	13852	4812	20992	13329	7662	22262
%H		53.3%	18.5%	80.8%	51.3%	29.5%	85.6%
Receives HDTV (via STB or built-in reception)	5427	2855	1454	4056	2808	1248	4964
%V	20.9%	20.6%	30.2%	19.3%	21.1%	16.3%	22.3%
%H		52.6%	26.8%	74.7%	51.7%	23.0%	91.5%
DVD/Blu-ray player or recorder	10320	5568	2123	8595	5791	2804	9198
%V	39.7%	40.2%	44.1%	40.9%	43.4%	36.6%	41.3%
%H		54.0%	20.6%	83.3%	56.1%	27.2%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	63384	61267	30026	10798	44193	23526	20668	52062
%H		96.7%	47.4%	17.0%	69.7%	37.1%	32.6%	82.1%
Total Children	12091	11832	6656	2257	7809	4806	3003	10820
%V	19.1%	19.3%	22.2%	20.9%	17.7%	20.4%	14.5%	20.8%
%H		97.9%	55.0%	18.7%	64.6%	39.7%	24.8%	89.5%
0 - 3	3214	3112	1732	567	1968	1144	824	2755
%V	5.1%	5.1%	5.8%	5.3%	4.5%	4.9%	4.0%	5.3%
%H		96.8%	53.9%	17.6%	61.2%	35.6%	25.6%	85.7%
4 - 15	8877	8720	4924	1690	5841	3663	2178	8065
%V	14.0%	14.2%	16.4%	15.7%	13.2%	15.6%	10.5%	15.5%
%H		98.2%	55.5%	19.0%	65.8%	41.3%	24.5%	90.9%
4 - 9	4627	4535	2577	848	2959	1820	1139	4113
%V	7.3%	7.4%	8.6%	7.9%	6.7%	7.7%	5.5%	7.9%
%H		98.0%	55.7%	18.3%	64.0%	39.3%	24.6%	88.9%
10 - 15	4250	4185	2347	842	2882	1842	1040	3952
%V	6.7%	6.8%	7.8%	7.8%	6.5%	7.8%	5.0%	7.6%
%H		98.5%	55.2%	19.8%	67.8%	43.3%	24.5%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data
Table 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	63384	61267	30026	10798	44193	23526	20668	52062
%H		96.7%	47.4%	17.0%	69.7%	37.1%	32.6%	82.1%
Total Adults (16+)	51293	49435	23370	8540	36384	18719	17665	41242
%V	80.9%	80.7%	77.8%	79.1%	82.3%	79.6%	85.5%	79.2%
%H		96.4%	45.6%	16.6%	70.9%	36.5%	34.4%	80.4%
16 - 19	2994	2908	1542	602	2094	1332	761	2759
%V	4.7%	4.7%	5.1%	5.6%	4.7%	5.7%	3.7%	5.3%
%H		97.1%	51.5%	20.1%	69.9%	44.5%	25.4%	92.2%
20 - 24	4149	3776	1821	683	2677	1461	1216	3590
%V	6.5%	6.2%	6.1%	6.3%	6.1%	6.2%	5.9%	6.9%
%H		91.0%	43.9%	16.5%	64.5%	35.2%	29.3%	86.5%
25 - 34	8756	8181	4335	1581	5279	3020	2259	7717
%V	13.8%	13.4%	14.4%	14.6%	11.9%	12.8%	10.9%	14.8%
%H		93.4%	49.5%	18.1%	60.3%	34.5%	25.8%	88.1%
35 - 44	8444	8150	4371	1592	5527	3294	2232	7600
%V	13.3%	13.3%	14.6%	14.7%	12.5%	14.0%	10.8%	14.6%
%H		96.5%	51.8%	18.9%	65.5%	39.0%	26.4%	90.0%
45 - 54	9002	8794	4423	1709	6483	3756	2728	8001
%V	14.2%	14.4%	14.7%	15.8%	14.7%	16.0%	13.2%	15.4%
%H		97.7%	49.1%	19.0%	72.0%	41.7%	30.3%	88.9%
55 - 64	7256	7112	3280	1147	5548	2812	2736	5947
%V	11.4%	11.6%	10.9%	10.6%	12.6%	12.0%	13.2%	11.4%
%H		98.0%	45.2%	15.8%	76.5%	38.8%	37.7%	82.0%
65+	10692	10514	3599	1227	8776	3044	5732	5628
%V	16.9%	17.2%	12.0%	11.4%	19.9%	12.9%	27.7%	10.8%
%H		98.3%	33.7%	11.5%	82.1%	28.5%	53.6%	52.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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July 2012 - June 2013

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51293	49435	23370	8540	36384	18719	17665	41242
%H		96.4%	45.6%	16.6%	70.9%	36.5%	34.4%	80.4%
AB	13389	12993	6364	2299	9521	5113	4408	12510
%V	26.1%	26.3%	27.2%	26.9%	26.2%	27.3%	25.0%	30.3%
%H		97.0%	47.5%	17.2%	71.1%	38.2%	32.9%	93.4%
C1	14263	13587	6385	2482	9919	5202	4716	12285
%V	27.8%	27.5%	27.3%	29.1%	27.3%	27.8%	26.7%	29.8%
%H		95.3%	44.8%	17.4%	69.5%	36.5%	33.1%	86.1%
C2	10995	10757	5439	1911	8072	4593	3480	8860
%V	21.4%	21.8%	23.3%	22.4%	22.2%	24.5%	19.7%	21.5%
%H		97.8%	49.5%	17.4%	73.4%	41.8%	31.7%	80.6%
D	7595	7277	3499	1204	5154	2569	2584	5437
%V	14.8%	14.7%	15.0%	14.1%	14.2%	13.7%	14.6%	13.2%
%H		95.8%	46.1%	15.9%	67.9%	33.8%	34.0%	71.6%
E	5051	4821	1683	645	3718	1242	2476	2151
%V	9.8%	9.8%	7.2%	7.6%	10.2%	6.6%	14.0%	5.2%
%H		95.4%	33.3%	12.8%	73.6%	24.6%	49.0%	42.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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July 2012 - June 2013
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51293	49435	23370	8540	36384	18719	17665	41242
%H		96.4%	45.6%	16.6%	70.9%	36.5%	34.4%	80.4%
Working full time	23104	22324	11628	4372	15708	9267	6441	21053
%V	45.0%	45.2%	49.8%	51.2%	43.2%	49.5%	36.5%	51.0%
%H		96.6%	50.3%	18.9%	68.0%	40.1%	27.9%	91.1%
Working part time	5522	5383	2714	971	3894	2172	1722	4920
%V	10.8%	10.9%	11.6%	11.4%	10.7%	11.6%	9.7%	11.9%
%H		97.5%	49.1%	17.6%	70.5%	39.3%	31.2%	89.1%
Not working	22668	21727	9028	3197	16781	7280	9502	15269
%V	44.2%	44.0%	38.6%	37.4%	46.1%	38.9%	53.8%	37.0%
%H		95.8%	39.8%	14.1%	74.0%	32.1%	41.9%	67.4%
Housewife/Houseperson	27116	26046	11308	4165	19433	8845	10588	19943
%V	52.9%	52.7%	48.4%	48.8%	53.4%	47.3%	59.9%	48.4%
%H		96.1%	41.7%	15.4%	71.7%	32.6%	39.0%	73.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25030	23988	11695	4196	17490	9359	8131	20534
%H		95.8%	46.7%	16.8%	69.9%	37.4%	32.5%	82.0%
16 - 19	1548	1504	822	295	1102	722	380	1446
%V	6.2%	6.3%	7.0%	7.0%	6.3%	7.7%	4.7%	7.0%
%H		97.2%	53.1%	19.1%	71.2%	46.6%	24.5%	93.4%
20 - 24	2062	1865	929	342	1319	756	564	1840
%V	8.2%	7.8%	7.9%	8.2%	7.5%	8.1%	6.9%	9.0%
%H		90.4%	45.1%	16.6%	64.0%	36.7%	27.4%	89.2%
25 - 34	4366	4047	2154	780	2614	1517	1096	3868
%V	17.4%	16.9%	18.4%	18.6%	14.9%	16.2%	13.5%	18.8%
%H		92.7%	49.3%	17.9%	59.9%	34.7%	25.1%	88.6%
35 - 44	4178	4000	2132	765	2696	1581	1115	3703
%V	16.7%	16.7%	18.2%	18.2%	15.4%	16.9%	13.7%	18.0%
%H		95.7%	51.0%	18.3%	64.5%	37.8%	26.7%	88.6%
45 - 54	4434	4312	2184	851	3146	1837	1309	3894
%V	17.7%	18.0%	18.7%	20.3%	18.0%	19.6%	16.1%	19.0%
%H		97.2%	49.3%	19.2%	71.0%	41.4%	29.5%	87.8%
55 - 64	3562	3475	1638	564	2690	1398	1292	2920
%V	14.2%	14.5%	14.0%	13.4%	15.4%	14.9%	15.9%	14.2%
%H		97.6%	46.0%	15.8%	75.5%	39.2%	36.3%	82.0%
65+	4879	4786	1836	600	3922	1548	2375	2862
%V	19.5%	20.0%	15.7%	14.3%	22.4%	16.5%	29.2%	13.9%
%H		98.1%	37.6%	12.3%	80.4%	31.7%	48.7%	58.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 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+)	25030	23988	11695	4196	17490	9359	8131	20534
%H		95.8%	46.7%	16.8%	69.9%	37.4%	32.5%	82.0%
AB	6720	6505	3228	1157	4749	2594	2155	6297
%V	26.8%	27.1%	27.6%	27.6%	27.2%	27.7%	26.5%	30.7%
%H		96.8%	48.0%	17.2%	70.7%	38.6%	32.1%	93.7%
C1	6689	6320	3127	1169	4541	2532	2010	5925
%V	26.7%	26.3%	26.7%	27.9%	26.0%	27.1%	24.7%	28.9%
%H		94.5%	46.7%	17.5%	67.9%	37.9%	30.0%	88.6%
C2	5899	5746	2903	1015	4305	2446	1859	4691
%V	23.6%	24.0%	24.8%	24.2%	24.6%	26.1%	22.9%	22.8%
%H		97.4%	49.2%	17.2%	73.0%	41.5%	31.5%	79.5%
D	3681	3502	1741	590	2433	1265	1169	2704
%V	14.7%	14.6%	14.9%	14.1%	13.9%	13.5%	14.4%	13.2%
%H		95.1%	47.3%	16.0%	66.1%	34.4%	31.8%	73.5%
E	2041	1916	695	265	1461	523	938	917
%V	8.2%	8.0%	5.9%	6.3%	8.4%	5.6%	11.5%	4.5%
%H		93.9%	34.1%	13.0%	71.6%	25.6%	46.0%	44.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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July 2012 - June 2013
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25030	23988	11695	4196	17490	9359	8131	20534
%H		95.8%	46.7%	16.8%	69.9%	37.4%	32.5%	82.0%
Working full time	14297	13788	7310	2653	9659	5773	3886	12988
%V	57.1%	57.5%	62.5%	63.2%	55.2%	61.7%	47.8%	63.3%
%H		96.4%	51.1%	18.6%	67.6%	40.4%	27.2%	90.8%
Working part time	1201	1146	554	195	811	411	401	1034
%V	4.8%	4.8%	4.7%	4.6%	4.6%	4.4%	4.9%	5.0%
%H		95.4%	46.1%	16.2%	67.5%	34.2%	33.4%	86.1%
Not working	9533	9055	3831	1349	7020	3175	3845	6512
%V	38.1%	37.7%	32.8%	32.1%	40.1%	33.9%	47.3%	31.7%
%H		95.0%	40.2%	14.2%	73.6%	33.3%	40.3%	68.3%
Housewife/Houseperson	5889	5423	2089	782	4011	1511	2500	3684
%V	23.5%	22.6%	17.9%	18.6%	22.9%	16.1%	30.7%	17.9%
%H		92.1%	35.5%	13.3%	68.1%	25.7%	42.5%	62.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2012 - June 2013

Individual level data
Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26263	25446	11675	4344	18894	9360	9534	20709
%H		96.9%	44.5%	16.5%	71.9%	35.6%	36.3%	78.9%
16 - 19	1445	1403	720	307	991	610	381	1313
%V	5.5%	5.5%	6.2%	7.1%	5.2%	6.5%	4.0%	6.3%
%H		97.1%	49.8%	21.2%	68.6%	42.2%	26.4%	90.9%
20 - 24	2087	1911	892	341	1358	705	653	1750
%V	7.9%	7.5%	7.6%	7.8%	7.2%	7.5%	6.8%	8.5%
%H		91.6%	42.7%	16.3%	65.1%	33.8%	31.3%	83.9%
25 - 34	4390	4134	2181	801	2665	1503	1162	3850
%V	16.7%	16.2%	18.7%	18.4%	14.1%	16.1%	12.2%	18.6%
%H		94.2%	49.7%	18.2%	60.7%	34.2%	26.5%	87.7%
35 - 44	4266	4150	2239	827	2831	1713	1117	3897
%V	16.2%	16.3%	19.2%	19.0%	15.0%	18.3%	11.7%	18.8%
%H		97.3%	52.5%	19.4%	66.4%	40.2%	26.2%	91.4%
45 - 54	4569	4482	2238	858	3337	1918	1419	4107
%V	17.4%	17.6%	19.2%	19.8%	17.7%	20.5%	14.9%	19.8%
%H		98.1%	49.0%	18.8%	73.0%	42.0%	31.1%	89.9%
55 - 64	3693	3637	1642	583	2858	1414	1444	3027
%V	14.1%	14.3%	14.1%	13.4%	15.1%	15.1%	15.1%	14.6%
%H		98.5%	44.5%	15.8%	77.4%	38.3%	39.1%	82.0%
65+	5813	5728	1763	628	4853	1496	3357	2766
%V	22.1%	22.5%	15.1%	14.5%	25.7%	16.0%	35.2%	13.4%
%H		98.5%	30.3%	10.8%	83.5%	25.7%	57.7%	47.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
Individual level data
Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26263	25446	11675	4344	18894	9360	9534	20709
%H		96.9%	44.5%	16.5%	71.9%	35.6%	36.3%	78.9%
AB	6669	6488	3135	1142	4772	2519	2253	6213
%V	25.4%	25.5%	26.9%	26.3%	25.3%	26.9%	23.6%	30.0%
%H		97.3%	47.0%	17.1%	71.6%	37.8%	33.8%	93.2%
C1	7574	7268	3258	1313	5377	2671	2707	6361
%V	28.8%	28.6%	27.9%	30.2%	28.5%	28.5%	28.4%	30.7%
%H		96.0%	43.0%	17.3%	71.0%	35.3%	35.7%	84.0%
C2	5096	5011	2536	896	3767	2147	1620	4169
%V	19.4%	19.7%	21.7%	20.6%	19.9%	22.9%	17.0%	20.1%
%H		98.3%	49.8%	17.6%	73.9%	42.1%	31.8%	81.8%
D	3914	3775	1757	613	2720	1305	1416	2733
%V	14.9%	14.8%	15.0%	14.1%	14.4%	13.9%	14.9%	13.2%
%H		96.4%	44.9%	15.7%	69.5%	33.3%	36.2%	69.8%
E	3010	2905	988	380	2257	720	1538	1234
%V	11.5%	11.4%	8.5%	8.7%	11.9%	7.7%	16.1%	6.0%
%H		96.5%	32.8%	12.6%	75.0%	23.9%	51.1%	41.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2012 - June 2013
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26263	25446	11675	4344	18894	9360	9534	20709
%H		96.9%	44.5%	16.5%	71.9%	35.6%	36.3%	78.9%
Working full time	8807	8537	4318	1719	6049	3494	2555	8065
%V	33.5%	33.5%	37.0%	39.6%	32.0%	37.3%	26.8%	38.9%
%H		96.9%	49.0%	19.5%	68.7%	39.7%	29.0%	91.6%
Working part time	4321	4238	2160	777	3083	1761	1322	3886
%V	16.5%	16.7%	18.5%	17.9%	16.3%	18.8%	13.9%	18.8%
%H		98.1%	50.0%	18.0%	71.3%	40.8%	30.6%	89.9%
Not working	13135	12672	5197	1848	9762	4105	5657	8757
%V	50.0%	49.8%	44.5%	42.5%	51.7%	43.9%	59.3%	42.3%
%H		96.5%	39.6%	14.1%	74.3%	31.3%	43.1%	66.7%
Housewife/Houseperson	21227	20623	9219	3383	15422	7334	8088	16259
%V	80.8%	81.0%	79.0%	77.9%	81.6%	78.4%	84.8%	78.5%
%H		97.2%	43.4%	15.9%	72.7%	34.6%	38.1%	76.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

- BBC/ITV Segment
- Low Population Density (Yes/No)
- Cable areas
- 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 July 2012 and June 2013

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: July 2012 - June 2013							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	79,619	19666	2736	10402	3889	2445	2939
Shop / Business	920	295	31	105	37	33	26
Demolished / Incomplete	167	36	0	15	16	1	9
Empty	5,526	777	167	786	208	109	156
Holiday Home	585	24	24	23	27	17	94
Other Non Effective	1,188	192	65	151	57	55	83
Eligible Addresses	71,233	18342	2449	9322	3544	2230	2571
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	662	447	26	17	5	27	28
Total Additional Households	2,760	2557	2137	2116	2105	2128	2130
Total Valid Households	80,299	20114	2762	10427	3891	2473	2962
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,407	2940	237	817	352	252	200
	9.2%	14.6%	8.6%	7.8%	9.0%	10.2%	6.8%
No English Spoken	138	63	1	32	9	2	0
	0.2%	0.3%	0.0%	0.3%	0.2%	0.1%	0.0%
Refusals	17,183	5148	560	2258	890	611	812
	21.4%	25.6%	20.3%	21.7%	22.9%	24.7%	27.4%
Total Interviews	55,571	11963	1964	7320	2640	1608	1950
	69.2%	59.5%	71.1%	70.2%	67.8%	65.0%	65.8%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4256	5078	2511	6847	6114	4694	8042
Shop / Business	52	40	15	67	98	56	65
Demolished / Incomplete	10	9	3	20	14	19	15
Empty	181	336	163	653	662	510	818
Holiday Home	39	21	24	32	99	49	112
Other Non Effective	68	62	27	129	50	83	166
Eligible Addresses	3906	4610	2279	5946	5191	3977	6866
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	12	19	2	20	13	12	34
Total Additional Households	2115	2123	2107	2126	2120	2120	2143
Total Valid Households	4272	5100	2519	6864	6129	4702	8084
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	440	297	177	437	307	309	642
	10.3%	5.8%	7.0%	6.4%	5.0%	6.6%	7.9%
No English Spoken	3	9	3	5	9	0	2
	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.0%
Refusals	1059	980	451	1306	1260	662	1186
	24.8%	19.2%	17.9%	19.0%	20.6%	14.1%	14.7%
Total Interviews	2770	3814	1888	5116	4553	3731	6254
	64.8%	74.8%	75.0%	74.5%	74.3%	79.3%	77.4%

Response Analysis: July 2012 - June 2013							
	Total Network	ITV London	ITV Midlands	ITV North- West	ITV Yorkshire	ITV North- East	ITV Scotland (Central & North)
Addresses Issued	79,619	20208	11294	6916	5326	1819	5824
Shop / Business	920	304	121	67	43	11	97
Demolished / Incomplete	167	37	16	21	9	1	13
Empty	5,526	817	809	662	351	107	630
Holiday Home	585	26	31	21	27	4	92
Other Non Effective	1,188	210	175	136	66	10	50
Eligible Addresses	71,233	18814	10142	6009	4830	1686	4942
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	662	447	17	20	21	0	12
Total Additional Households	2,760	2546	2117	2121	2123	2103	2122
Total Valid Households	80,299	20656	11319	6935	5350	1823	5838
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,407	2977	906	444	316	136	290
	9.2%	14.4%	8.0%	6.4%	5.9%	7.5%	5.0%
No English Spoken	138	64	33	5	9	3	9
	0.2%	0.3%	0.3%	0.1%	0.2%	0.2%	0.2%
Refusals	17,183	5251	2434	1315	1043	332	1217
	21.4%	25.4%	21.5%	19.0%	19.5%	18.2%	20.8%
Total Interviews	55,571	12364	7946	5171	3982	1352	4322
	69.2%	59.9%	70.2%	74.6%	74.4%	74.2%	74.0%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South- West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	5625	3957	2800	4694	729	2385	8042
Shop / Business	64	34	24	56	2	32	65
Demolished / Incomplete	8	15	9	19	3	1	15
Empty	295	207	150	510	71	99	818
Holiday Home	60	27	92	49	32	12	112
Other Non Effective	102	58	74	83	7	51	166
Eligible Addresses	5096	3616	2451	3977	614	2190	6866
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	41	5	25	12	1	27	34
Total Additional Households	2152	2109	2130	2118	2108	2135	2143
Total Valid Households	5666	3959	2823	4702	730	2414	8084
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	556	361	188	309	34	248	642
	9.8%	9.1%	6.7%	6.6%	4.7%	10.3%	7.9%
No English Spoken	4	8	0	0	0	1	2
	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Refusals	1344	909	791	662	104	595	1186
	23.7%	23.0%	28.0%	14.1%	14.2%	24.6%	14.7%
Total Interviews	3762	2681	1844	3731	592	1570	6254
	66.4%	67.7%	65.3%	79.3%	81.1%	65.0%	77.4%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from July 2012 to June 2013

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

Total Network	All Households	Total TV Households	Multichannel Households
All Households	55571	53626	53160
All Sets	110220	110220	109607
All Individuals	138277	134026	132909
Children 0-15	27429	26840	26640
All Adults	110848	107186	106269
Adult Males	53652	51664	51152
Adult Females	57196	55522	55117

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11963	11234	11140
All Sets	21373	21373	21257
All Individuals	32086	30341	30106
Children 0-15	6701	6439	6394
All Adults	25385	23902	23712
Adult Males	12385	11586	11480
Adult Females	13000	12316	12232

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1964	1901	1884
All Sets	4042	4042	4021
All Individuals	4926	4786	4739
Children 0-15	975	964	955
All Adults	3951	3822	3784
Adult Males	1913	1840	1816
Adult Females	2038	1982	1968

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7320	7147	7102
All Sets	14668	14668	14614
All Individuals	18292	17906	17784
Children 0-15	3671	3602	3590
All Adults	14621	14304	14194
Adult Males	6987	6818	6747
Adult Females	7634	7486	7447

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2640	2562	2541
All Sets	5426	5426	5395
All Individuals	6514	6350	6293
Children 0-15	1313	1291	1278
All Adults	5201	5059	5015
Adult Males	2548	2472	2452
Adult Females	2653	2587	2563

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1608	1547	1526
All Sets	3090	3090	3062
All Individuals	3869	3762	3699
Children 0-15	722	718	703
All Adults	3147	3044	2996
Adult Males	1531	1467	1440
Adult Females	1616	1577	1556

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	1950	1884	1863
All Sets	3926	3926	3902
All Individuals	4590	4466	4424
Children 0-15	785	778	771
All Adults	3805	3688	3653
Adult Males	1859	1805	1786
Adult Females	1946	1883	1867

BBC South	All Households	Total TV Households	Multichannel Households
All Households	2770	2690	2681
All Sets	5587	5587	5578
All Individuals	6816	6642	6619
Children 0-15	1318	1305	1300
All Adults	5498	5337	5319
Adult Males	2699	2603	2592
Adult Females	2799	2734	2727

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3814	3711	3669
All Sets	7976	7976	7917
All Individuals	9353	9146	9028
Children 0-15	1910	1875	1848
All Adults	7443	7271	7180
Adult Males	3532	3444	3397
Adult Females	3911	3827	3783

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	1888	1844	1824
All Sets	3910	3910	3883
All Individuals	4415	4332	4287
Children 0-15	817	807	794
All Adults	3598	3525	3493
Adult Males	1739	1702	1683
Adult Females	1859	1823	1810

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5116	4990	4973
All Sets	10403	10403	10374
All Individuals	12662	12382	12341
Children 0-15	2562	2504	2495
All Adults	10100	9878	9846
Adult Males	4887	4772	4759
Adult Females	5213	5106	5087

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4553	4403	4368
All Sets	9136	9136	9093
All Individuals	10433	10132	10051
Children 0-15	1882	1846	1833
All Adults	8551	8286	8218
Adult Males	4132	3975	3935
Adult Females	4419	4311	4283

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3731	3623	3545
All Sets	7604	7604	7490
All Individuals	9548	9325	9192
Children 0-15	2019	1983	1967
All Adults	7529	7342	7225
Adult Males	3672	3567	3507
Adult Females	3857	3775	3718

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	6254	6090	6044
All Sets	13079	13079	13021
All Individuals	14773	14456	14346
Children 0-15	2754	2728	2712
All Adults	12019	11728	11634
Adult Males	5768	5613	5558
Adult Females	6251	6115	6076

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4720	4610	4591
All Sets	9500	9500	9478
All Individuals	11795	11542	11497
Children 0-15	2391	2346	2341
All Adults	9404	9196	9156
Adult Males	4528	4414	4387
Adult Females	4876	4782	4769

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2600	2537	2511
All Sets	5168	5168	5136
All Individuals	6497	6364	6287
Children 0-15	1280	1256	1249
All Adults	5217	5108	5038
Adult Males	2459	2404	2360
Adult Females	2758	2704	2678

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	12364	11621	11523
All Sets	22200	22200	22080
All Individuals	33124	31350	31108
Children 0-15	6884	6621	6575
All Adults	26240	24729	24533
Adult Males	12792	11978	11869
Adult Females	13448	12751	12664

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7946	7749	7702
All Sets	15865	15865	15809
All Individuals	19852	19410	19283
Children 0-15	3983	3911	3898
All Adults	15869	15499	15385
Adult Males	7618	7418	7345
Adult Females	8251	8081	8040

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5171	5044	5027
All Sets	10542	10542	10513
All Individuals	12810	12528	12487
Children 0-15	2588	2530	2521
All Adults	10222	9998	9966
Adult Males	4941	4825	4812
Adult Females	5281	5173	5154

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	3982	3877	3833
All Sets	8312	8312	8251
All Individuals	9750	9541	9415
Children 0-15	1988	1953	1923
All Adults	7762	7588	7492
Adult Males	3682	3593	3542
Adult Females	4080	3995	3950

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1352	1316	1299
All Sets	2775	2775	2751
All Individuals	3178	3108	3072
Children 0-15	617	608	598
All Adults	2561	2500	2474
Adult Males	1230	1198	1184
Adult Females	1331	1302	1290

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3312	3213	3189
All Sets	6673	6673	6644
All Individuals	7667	7456	7394
Children 0-15	1409	1385	1372
All Adults	6258	6071	6022
Adult Males	2993	2882	2853
Adult Females	3265	3189	3169

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1010	964	955
All Sets	2030	2030	2019
All Individuals	2280	2199	2185
Children 0-15	407	397	397
All Adults	1873	1802	1788
Adult Males	938	896	887
Adult Females	935	906	901

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	3762	3654	3633
All Sets	7746	7746	7721
All Individuals	9334	9097	9037
Children 0-15	1838	1819	1807
All Adults	7496	7278	7230
Adult Males	3667	3540	3509
Adult Females	3829	3738	3721

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2681	2604	2584
All Sets	5518	5518	5488
All Individuals	6593	6433	6378
Children 0-15	1333	1310	1297
All Adults	5260	5123	5081
Adult Males	2564	2490	2471
Adult Females	2696	2633	2610

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1844	1779	1758
All Sets	3668	3668	3644
All Individuals	4308	4186	4144
Children 0-15	738	731	724
All Adults	3570	3455	3420
Adult Males	1741	1688	1669
Adult Females	1829	1767	1751

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3731	3623	3545
All Sets	7604	7604	7490
All Individuals	9548	9325	9192
Children 0-15	2019	1983	1967
All Adults	7529	7342	7225
Adult Males	3672	3567	3507
Adult Females	3857	3775	3718

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	592	582	579
All Sets	1198	1198	1194
All Individuals	1307	1289	1283
Children 0-15	188	185	185
All Adults	1119	1104	1098
Adult Males	557	550	547
Adult Females	562	554	551

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1570	1510	1489
All Sets	3010	3010	2982
All Individuals	3753	3648	3585
Children 0-15	683	679	664
All Adults	3070	2969	2921
Adult Males	1489	1426	1399
Adult Females	1581	1543	1522

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	6254	6090	6044
All Sets	13079	13079	13021
All Individuals	14773	14456	14346
Children 0-15	2754	2728	2712
All Adults	12019	11728	11634
Adult Males	5768	5613	5558
Adult Females	6251	6115	6076

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	106	105	105
All Sets	258	258	258
All Individuals	282	280	280
Children 0-15	47	47	47
All Adults	235	233	233
Adult Males	118	117	117
Adult Females	117	116	116

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5388	5254	5233
All Sets	10801	10801	10777
All Individuals	13470	13161	13111
Children 0-15	2731	2683	2677
All Adults	10739	10478	10434
Adult Males	5204	5059	5030
Adult Females	5535	5419	5404

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2558	2495	2469
All Sets	5064	5064	5032
All Individuals	6382	6249	6172
Children 0-15	1252	1228	1221
All Adults	5130	5021	4951
Adult Males	2414	2359	2315
Adult Females	2716	2662	2636

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4322	4177	4144
All Sets	8703	8703	8663
All Individuals	9947	9655	9579
Children 0-15	1816	1782	1769
All Adults	8131	7873	7810
Adult Males	3931	3778	3740
Adult Females	4200	4095	4070

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	7824	7600	7533
All Sets	16089	16089	16003
All Individuals	18526	18104	17931
Children 0-15	3437	3407	3376
All Adults	15089	14697	14555
Adult Males	7257	7039	6957
Adult Females	7832	7658	7598

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	9668	9379	9291
All Sets	19757	19757	19647
All Individuals	22834	22290	22075
Children 0-15	4175	4138	4100
All Adults	18659	18152	17975
Adult Males	8998	8727	8626
Adult Females	9661	9425	9349

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	17614	17128	16993
All Sets	35622	35622	35456
All Individuals	42686	41700	41358
Children 0-15	8158	8049	7998
All Adults	34528	33651	33360
Adult Males	16616	16145	15971
Adult Females	17912	17506	17389

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3656	3549	3528
All Sets	7488	7488	7463
All Individuals	9052	8817	8757
Children 0-15	1791	1772	1760
All Adults	7261	7045	6997
Adult Males	3549	3423	3392
Adult Females	3712	3622	3605

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6443	6258	6217
All Sets	13264	13264	13209
All Individuals	15927	15530	15415
Children 0-15	3171	3129	3104
All Adults	12756	12401	12311
Adult Males	6231	6030	5980
Adult Females	6525	6371	6331

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11097	10819	10738
All Sets	22827	22827	22709
All Individuals	27045	26466	26257
Children 0-15	5381	5276	5227
All Adults	21664	21190	21030
Adult Males	10410	10166	10085
Adult Females	11254	11024	10945

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5334	5193	5132
All Sets	11087	11087	11002
All Individuals	12928	12649	12487
Children 0-15	2605	2561	2521
All Adults	10323	10088	9966
Adult Males	4912	4791	4726
Adult Females	5411	5297	5240

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5763	5626	5606
All Sets	11740	11740	11707
All Individuals	14117	13817	13770
Children 0-15	2776	2715	2706
All Adults	11341	11102	11064
Adult Males	5498	5375	5359
Adult Females	5843	5727	5705

S4C	All Households	Total TV Households	Multichannel Households
All Households	6254	6090	6044
All Sets	13079	13079	13021
All Individuals	14773	14456	14346
Children 0-15	2754	2728	2712
All Adults	12019	11728	11634
Adult Males	5768	5613	5558
Adult Females	6251	6115	6076

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	16111	15637	15508
All Sets	33021	33021	32856
All Individuals	38761	37820	37490
Children 0-15	7346	7267	7204
All Adults	31415	30553	30286
Adult Males	15229	14757	14606
Adult Females	16186	15796	15680

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10505	10237	10159
All Sets	21629	21629	21515
All Individuals	25738	25177	24974
Children 0-15	5193	5091	5042
All Adults	20545	20086	19932
Adult Males	9853	9616	9538
Adult Females	10692	10470	10394

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	4914	4759	4723
All Sets	9901	9901	9857
All Individuals	11254	10944	10862
Children 0-15	2004	1967	1954
All Adults	9250	8977	8908
Adult Males	4488	4328	4287
Adult Females	4762	4649	4621

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 (June 2013)

BARB Establishment Survey

Questionnaire Script

June 2013
Version 15.2 FINAL
25/05/2013

INTRODUCTION

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

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

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

[JOINT] HEAD OF HOUSEHOLD

[JOINT] HOUSEPERSON

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

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

ATTITUDINAL AND INTRO SECTION

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

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET

H68 SHOW SCREEN

Does your household receive TV programmes on any TV sets via any of the following methods?

Via a direct connection to the internet
Via a connection to a games console
Via a connection to a computer
BT Vision
YouView
Other (Specify)
None of these

IF NO METHOD CLAIMED AT HH

ASK IF H66, H64, H65 ALL = NO AND H68 = NONE OF THESE

H69 How does your home receive its television programmes?

Interviewer to code all methods

Cable	<RECODE H64 = YES>
Satellite	<RECODE H65 = YES>
An aerial with a digital signal (known as Freeview)	<RECODE H66=YES >
	<RECODE H66 = YES >
BT Vision	<RECODE H68 = BT VISION>
YouView	<RECODE H68 = YOUVIEW>
A connection to a games console	<RECODE H68 = CONSOLE>
A connection to a computer	<RECODE H68 = COMPUTER>
A direct connection to the internet	<RECODE H68 = INTERNET>
Another TV supplier (Specify)	<RECODE H68 = OTHER>
No TV signals received	<AMEND ALL WORKING SETS TO H82 = CODE 3 – NOT IN USE BUT IN WORKING ORDER AND CONTINUE TO H17 AS A NO BARB WORKING TV HOUSEHOLD>

ASK IF (H66=NO) AND (H64=YES OR H65=YES OR H68 NOT = NONE OF THESE)

H70 You have said that your household receives TV programmes via:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)
Satellite (if H65 = Yes)
BT Vision (if H68 = BT Vision)
YouView (if H68 = YouView)
A connection to a games console (if H68 = games console)
A connection to a computer (if H68 = computer)
A direct connection to the internet (if H68 = internet)
Another TV supplier (H68 verbatim) (if H68 = other)

You have also said that you **do not** receive TV programmes via an aerial. By this I mean receiving channels even if you do not watch them. Is this correct?

Yes

No – an aerial is used on at least one set

<RECODE H66 TO YES, >

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

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

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

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

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

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

ASK FOR ALL SETS

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

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

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

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

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

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

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

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

S3 SHOW SCREEN

In which room in your house is this TV set?

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

ASK ONLY IF WORKING TV SET

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

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

WRITE IN (2 digits required)
Don't know

ASK ONLY IF WORKING TV SET

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF H63=1

S64 IF ONE METHOD CLAIMED AT HH LEVEL

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

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

BT Vision (if H68 = BT Vision)

YouView (if H68 = YouView)

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

A connection to a computer (if H68 = computer)

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

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

Is this the method used by this set?

IF 2+ METHODS CLAIMED AT HH LEVEL

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

DISPLAY LIST AS ABOVE

Are all of these received on this set?

Yes

CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE

No

GO TO S63

ASK IF 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

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

ASK IF S64=YES

S66 In addition to:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

BT Vision (if H68 = BT Vision)

YouView (if H68 = YouView)

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

A connection to a computer (if H68 = computer)

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

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

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

Yes

GO TO S61

No

GO TO S24

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = SEPARATE BOX AND H68 = NONE OF THESE	S9a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BUILT IN AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BOTH AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = DON'T KNOW AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = NO AND H64 = YES AND H65 = NO AND H68 = NONE OF THESE	S10a= YES
IF H66 = NO AND H64 = NO AND H65 = YES AND H68 = NONE OF THESE	S11a =YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=BT VISION	S55a =YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=YOUVIEW	S67a =YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=OTHER (SPECIFY)	S59a =YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=GAMES CONSOLE	S56a =YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=COMPUTER	S57a =YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=DIRECT CONNECTION VIA THE INTERNET	S58a =YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND S65 = SEPARATE BOX	S9b = YES AND S14b = SEPARATE BOX
IF H66 = YES AND S65 = BUILT IN	S9b = YES AND S14b = BUILT IN
IF H66 = YES AND S65 = BOTH	S9b = YES AND S14b = BOTH
IF H66 = YES AND S65 = DON'T KNOW	S9b = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H68=BT VISION	S55b =YES
IF H68=YOUVIEW	S67b =YES
IF H68=OTHER (SPECIFY)	S59b =YES
IF H68=GAMES CONSOLE	S56b =YES
IF H68=COMPUTER	S57b =YES
IF H68= DIRECT CONNECTION VIA THE INTERNET	S58b =YES

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

ASK IF H64=YES AND CABLE ONLY CLAIMED AT HH		
S10a	Can you confirm that this set is connected to cable TV services?	
	Yes	
	No	
ASK IF H64=YES AND 2+ PLATFORMS CLAIMED AT HH		
S10b	Is this set connected to cable TV services?	
	Yes	
	No	
ASK IF H65 = YES AND SATELLITE ONLY CLAIMED AT HH		
S11a	Can you confirm that this set is connected to satellite TV services?	
	Yes	
	No	
ASK IF H65 = YES AND 2+ PLATFORMS CLAIMED AT HH		
S11b	Is this set connected to satellite TV services?	
	Yes	
	No	
ASK IF H66=YES AND AERIAL ONLY CLAIMED AT HH		
S9a	Can you confirm that this set receives TV programmes via an aerial?	
	Yes	
	No	
ASK IF H66=YES AND 2+ PLATFORMS CLAIMED AT HH		
S9b	Does this set receive TV programmes via an aerial?	
	Yes	
	No	
ASK IF S9A/B = YES		
S14b	SHOW SCREEN	SP
	How does this set receive its TV services via this aerial?	
	Separate box	
	Built-in reception	
	Both (separate box and built-in reception)	
	Don't know	
ASK IF H68= BT VISION AND BT VISION ONLY CLAIMED AT HH		
S55a	Can you confirm that this set receives TV from BT Vision?	
	Yes	
	No	
ASK IF H68= BT VISION AND 2+ PLATFORMS CLAIMED AT HH		
S55b	Does this set receive TV from BT Vision?	
	Yes	
	No	

ASK IF H68= YOUVIEW AND YOUVIEW ONLY CLAIMED AT HH	
S67a	Can you confirm that this set receives TV from YouView?
	Yes No
ASK IF H68= YOUVIEW AND 2+ PLATFORMS CLAIMED AT HH	
S67b	Does this set receive TV from YouView?
	Yes No
ASK IF H68= GAMES CONSOLE AND GAMES CONSOLE ONLY CLAIMED AT HH	
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?
	Yes No
ASK IF H68= GAMES CONSOLE AND 2+ PLATFORMS CLAIMED AT HH	
S56b	Does this set receive TV programmes via a connection to a games console?
	Yes No
ASK IF H68= COMPUTER AND COMPUTER ONLY CLAIMED AT HH	
S57a	Can you confirm that this set receives TV programmes via a connection to a computer?
	Yes No
ASK IF H68= COMPUTER AND 2+ PLATFORMS CLAIMED AT HH	
S57b	Does this set receive TV programmes via a connection to a computer?
	Yes No
ASK IF H68= INTERNET AND INTERNET ONLY CLAIMED AT HH	
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?
	Yes No
ASK H68= INTERNET AND 2+ PLATFORMS CLAIMED AT HH	
S58b	Does this set receive TV programmes via a direct connection to the internet?
	Yes No
ASK IF H68= OTHER (SPECIFY) SUPPLIER AND OTHER(SPECIFY) ONLY CLAIMED AT HH	
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?
	Yes No
ASK IF H68= OTHER (SPECIFY) SUPPLIER AND 2+ PLATFORMS CLAIMED AT HH	
S59b	Does this set receive TV from another supplier: <H68 Other>?
	Yes No

ASK IF AT LEAST ONE PLATFORM CLAIMED AT S9A/B/C, S10A/B, S11A/B, S55A/B, S67A/B, S56A/B, S57A/B, S58A/B, S59A/B

S60 In addition to receiving TV programmes via:

DISPLAY AS APPROPRIATE:

Cable (if S10a/b = Yes)

Satellite (if S11a/b = Yes)

A TV Aerial (if S9a/b = Yes)

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

YouView (if **S67A/B** = YouView)

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

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

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

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

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

Yes GO TO S61

No GO TO S24

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

ASK IF S66 = YES OR S60 = YES

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

MP

NOTE: INTERVIEWER TO PROBE FULLY

NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED

NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE

Cable

CODE S10a/b=YES AND H64=YES

Satellite

CODE S11a/b=YES AND H65=YES

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

(ROUTE ON ANY AERIAL)

CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES

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

(ROUTE ON ANY AERIAL)

CODE S9a/b=YES, S14b=BUILT IN, H66=YES

CODE S9a/b=YES, H66=YES

BT Vision

CODE S55a/b =YES AND H68=BT VISION

YouView

CODE S67a/b =YES AND H68=YOUVIEW

Games Console

CODE S56a/b =YES AND H68=CONSOLE

Computer

CODE S57a/b =YES AND H68=COMPUTER

Direct connection to the internet

CODE S58a/b =YES AND H68 = INTERNET

Another TV supplier (Specify)

CODE H68=OTHER. DO NOT CODE S59a/b

None of these

Don't know

RECODE H66 - H68 AS APPROPRIATE

ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET

IF H63>1 AND NONE OF S10A/B AND S11A/B AND S9A/B/C AND S55A/B, S67A/B S56A/B, S57A/B, S58A/B, S59A/B =1

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

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

No GO TO S63

ASK IF S64=NO OR ASK IF S62=NO**S63** Which methods can you use to receive TV programmes on this set?**NOTE: INTERVIEWER TO PROBE FULLY****NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE**

Cable	CODE S10a/b=YES AND H64=YES
Satellite	CODE S11a/b=YES AND H65=YES
An aerial with a digital signal (known as Freeview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES
An aerial with a digital signal (known as Freeview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES
	CODE S9=YES, S14=NO, H66=YES
BT Vision	CODE S55a/b =YES AND H68=BT VISION
YouView	CODE S67a/b =YES AND H68=YOUVIEW
Games Console	CODE S56a/b =YES AND H68=CONSOLE
Computer	CODE S57a/b =YES AND H68=COMPUTER
Direct connection to the internet	CODE S58a/b =YES, AND H68 = INTERNET
Another TV supplier (Specify)	CODE H68=OTHER.
	CODE S59a ONLY IF SINGLE CODE CHOSEN
None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	
Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	

RECODE H66 - H68 AS APPROPRIATE

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF YES AT S10, OTHERWISE GO TO S18		
S24	SHOW SCREEN	SP
(IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable. Can the cable box also be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF YES AT S10 OTHERWISE GO TO S18		
S53	SHOW SCREEN	SP
I would now like to ask you about High Definition television or HD. Are you able to receive HD channels via cable TV? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF YES AT S11, OTHERWISE GO TO S25		
S18	SHOW SCREEN	MP
(IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite How do you receive your satellite service? Freesat – not Sky Sky – with subscription (only 1 Sky code permitted) Sky – without subscription (only 1 Sky code permitted) Other – not Sky or Freesat Don't know		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S20	SHOW SCREEN	SP
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		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S21	SHOW SCREEN	SP
(IF S53 HAS NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		

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

ASK FOR ALL TVS		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) In addition to the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or Tivo box (S25=1) Freeview 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 RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S52		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? (OPTIONS REORDERED) On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs None of these Don't know	MP

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

REPEAT ABOVE FOR ALL TV SETS		
------------------------------	--	--

END OF SET LOOPS

HH VS SETS – PLATFORM VALIDATION QUESTIONS

FOR 2+ SETS ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL ASK IF H64=YES AND S10=NO FOR ALL SETS		
H83	You said that your household was able to access TV services via cable but no set has cable services claimed. Are you able to access TV services via cable? Yes ASK H84 No RECODE H64 TO NO	
ASK IF H83=YES		
H84	Which of the sets you have mentioned is connected to cable TV services? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these RECODE H64 TO NO, RECODE H83 to NO Don't know RECODE H64 TO NO, RECODE H83 to NO	MP
RECODE S10 FOR SETS CLAIMED AT H83 – GO TO S24, S53 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL ASK IF H65=YES AND S11=NO FOR ALL SETS		
H85	You said that your household was able to access TV services via satellite but no set has satellite services claimed. Are you able to access TV services via satellite? Yes ASK H86 No RECODE H65 TO NO	
ASK IF H85=YES		
H86	Which of the sets you have mentioned is connected to satellite TV services? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these RECODE H65 TO NO, RECODE H85 to NO Don't know RECODE H65 TO NO, RECODE H85 to NO	MP
RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S18-S23 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS ASK IF AERIAL CLAIMED AT HH LEVEL AND NO AERIAL CLAIMED AT SET LEVEL ASK IF H66=YES AND S9=NO FOR ALL SETS		
H87	You said that your household was able to access TV services via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV services via a TV aerial? Yes ASK H88 No RECODE H66 TO NO	
ASK IF H87=YES		
H88	Which of the sets you have mentioned receives TV services from a TV aerial? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these RECODE H66 TO NO, RECODE H87 to NO Don't know RECODE H66 TO NO, RECODE H87 to NO	MP
RECODE S9 FOR SETS CLAIMED AT H88 – GO TO S14, S25 AND S50 FOR EACH SET IN TURN INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		

FOR 2+ SETS ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL ASK IF BT VISION AT H68 AND S55A/B=NO FOR ALL SETS		
H91	You said that your household was able to access TV services from BT Vision but no set has BT Vision claimed. Are you able to access TV services via BT Vision?	
	Yes ASK H92 No IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR BT VISION	
ASK IF H91=YES		
H92	Which of the sets you have mentioned receives TV services from BT Vision? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H91 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE T H68, CLEAR H68 RESPONSE FOR BT VISION RECODE H91 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE T H68, CLEAR H68 RESPONSE FOR BT VISION	MP
RECODE S55A/B FOR SETS CLAIMED AT H92		
FOR 2+ SETS ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL ASK IF YOUVIEW AT H68 AND S67A/B=NO FOR ALL SETS		
H99	You said that your household was able to access TV services from YouView but no set has YouView claimed. Are you able to access TV services via YouView?	
	Yes ASK H100 No IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR YOUVIEW	
ASK IF H99=YES		
H100	Which of the sets you have mentioned receives TV services from YouView? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know RECODE H99 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR YOUVIEW RECODE H99 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AAT H68, CLEAR H68 RESPONSE FOR YOUVIEW	MP
RECODE S67A/B FOR SETS CLAIMED AT H100		
FOR 2+ SETS ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL ASK IF GAMES CONSOLE AT H68 AND S56A/B=NO FOR ALL SETS		
H93	You said that your household was able to access TV services via a Games Console but no set has a Games Console claimed. Are you able to access TV services via a Games Console?	
	Yes ASK H94 No IF SINGLE CODE AT H68, CLEAR H68 MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE	IF
ASK IF H93=YES		

H94	Which of the sets you have mentioned receives TV services via a Games Console?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 None of these Don't know RECODE H93 to NO IF SINGLE CODE AT 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		

FOR 2+ SETS ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL ASK IF COMPUTER AT H68 AND S57A/B=NO FOR ALL SETS		
H95	You said that your household was able to access TV services via a computer but no set has a computer claimed. Are you able to access TV services via a computer?	
	Yes No ASK H96 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER	

ASK IF H95=YES		
H96	Which of the sets you have mentioned receives TV services via a computer?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 None of these Don't know RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER	
RECODE S57A/B FOR SETS CLAIMED AT H96		

FOR 2+ SETS ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL ASK IF INTERNET AT H68 AND S58A/B=NO FOR ALL SETS		
H97	You said that your household was able to access TV services via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV services via a direct connection to the internet?	
	Yes No ASK H98 IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET	

ASK IF H95=YES		
H98	Which of the sets you have mentioned receives TV services via a direct connection to the internet?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET
	Don't know	RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET
RECODE S58a/b FOR SETS CLAIMED AT H98		

FORCE CODE AS FOLLOWS:	CODE
IF H83, H85, H87, H89, H91, H99, H93, H95, H97 = NO FOR ALL PLATFORMES CLAIMED IN THAT HH	H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

END OF PLATFORM VALIDATION QUESTIONS

SECOND HOUSEHOLD SECTION

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

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

ASK IF ANY SET LOOP HAS BEEN COMPLETED

H77 **SHOW SCREEN** MP

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

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

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

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

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

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

NOTE: Answers must add up to 10

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

- Yes
- No

If correct code appropriately, if incorrect ask again

ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) OTHERWISE SKIP TO H55 INTRO	
H22a Intro1	Thinking about your household in general and other ways that TV sets can be used...
ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) IF(S57a/b = YES OR H95/H96 = YES) FOR ANY SET – CODE H22a AS YES AND GO TO H22b	
H22a	Do you or does anyone in your household ever connect a computer to your TV set(s)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know
ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) IF (S56a/b = YES OR H93/H94 = YES) FOR ANY SET – CODE H22b AS YES AND GO TO H23	
H22b	Do you or does anyone in your household ever connect a games console to your TV set(s) Yes ASK H23 No Don't know
ASK IF Yes (CODE 1) AT H22b	
H23	SHOW SCREEN MP Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Game Cube Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 Other Playstation Xbox Xbox 360 Any other games/computer console Don't know
ASK IF Yes (CODE 1) AT H22b	
H54	SHOW SCREEN MP Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know

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

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

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

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

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

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

P2	I'm going to ask you some questions about each person in your household. Please tell me about the
Intro1	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?
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER
	WRITE IN >
	(ALLOW REF)

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

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

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

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27		
H26	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK ALL		
H27	SHOW SCREEN	MP
Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H56 AND H28-H30 = 1)		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H28	Which of the household members you have mentioned is solely or mainly responsible for the household duties?	MP
This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H29	And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops?	MP
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

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)

H30 And which of the household members you have mentioned is the chief income earner in your household? MP

By that I mean the person with the largest income 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

IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE AT Q56 (H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE – THEN STATE:

I would now like to check some details about you (*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 present job

RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your previous job

NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <*INSERT CIE PERSON NUMBER'S*> present job

NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <*INSERT CIE PERSON NUMBER'S*> previous job

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 EDUCATION AT P9 (code 4-7)*) you (*IF RESPONDENT*) he (*IF CIE IS MALE AT P2 AND NOT RESPONDENT*) she (*IF CIE IS FEMALE AT P2 AND NOT RESPONDENT*) work in?

WRITE IN
Don't know
Refused

ASK ALL

H36 What is (*IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)*) was (*IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT 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 (CODE 1 AT H37), OTHERWISE SKIP TO H39		
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	
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 YES (CODE 1 OR 2) AT H40, OTHERWISE SKIP TO H43		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	
ASK IF H40 = YES (CODE 1 OR 2)		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	
ASK ALL		
H43	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications? NOTE: (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details.	

WRITE IN
Don't know
Refused

IF CIE RETIRED (CODE 6 AT P9) ASK H31
IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9) ASK H32
OTHERWISE SKIP TO H35

H31 (IF RESPONDENT USE 'YOU'/'YOUR' THROUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP
You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments.

Yes (retired/pensioner/widow with income other than or in addition to state benefits)
No (retired/pensioner/widow with state benefits only)
Don't know
Refused

PLEASE NOW SKIP TO H44

ASK IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9)

H32 How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for SP

Less than 6 months
More than 6 months
Don't know
Refused

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34

H33 And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... SP

In full time employment (30+ hours per week)
In part time employment (8-29 hours per week)
In full time education
Don't know
Refused

PLEASE NOW SKIP TO H44

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32

H34 Is that SP

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

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

H45	SHOW SCREEN	MP
-----	-------------	----

MP

Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?

Daily Telegraph
The Guardian
The Scotsman
The Herald
The Daily Mirror
The Independent
Daily Record
Daily Star
Financial Times

The Sun (Not on Sunday)
The Times
Daily Express
Daily Mail
Daily Sport
Metro
Any Evening Paper
None of these
Don't know

ASK ALL

H46	SHOW SCREEN	MP
-----	-------------	----

MP

Which of the following Sunday publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?

Sunday Telegraph
The Observer
Sunday Post
Sunday Mirror
Independent on Sunday
Sunday Mail (Scotland)
Daily Star Sunday

The Sun (Sunday)
The Sunday Times
The Sunday People
The Sunday Express
The Mail on Sunday
Sunday Sport
None of these
Don't know

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 YES (CODE 1) AT H47, OTHERWISE GO TO H50

H48 Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?

MP

Landline
Mobile telephone
Both
Other
Don't know
Refused

(SP)

ASK ALL WITH ANY TELEPHONE AT H48

H49 What is the Telephone number, including the National Dialling (STD) code, of the household's main phone or mobile connection?

NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number

WRITE IN
Refused

ASK ALL:

H50	Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. BARB's TV viewing research is carried out by a number of agencies, ourselves, Ipsos MORI, Kantar Media and RSMB Television Research.
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SP

Yes
No