



BARB Establishment Survey Annual Data Report Volume 1: Total Network & Appendices July 2013 to June 2014 V2



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2013 - June 2014

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VOLUME 2 - BBC Areas	
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This reports contains the weighted data results from the Establishment survey for the period July 2013 - June 2014

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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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	27309	25983	11168	4075	19280	8602	10678	20878
%V (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
AB	6880	6605	3019	1070	4830	2308	2522	6294
%V	25.2%	25.4%	27.0%	26.3%	25.1%	26.8%	23.6%	30.1%
%H (All HH)		96.0%	43.9%	15.6%	70.2%	33.5%	36.7%	91.5%
%H (TV HH)			45.7%	16.2%	73.1%	34.9%	38.2%	
C1	7564	7130	3091	1184	5263	2434	2829	6321
%V	27.7%	27.4%	27.7%	29.1%	27.3%	28.3%	26.5%	30.3%
%H (All HH)		94.3%	40.9%	15.7%	69.6%	32.2%	37.4%	83.6%
%H (TV HH)			43.4%	16.6%	73.8%	34.1%	39.7%	
C2	5470	5296	2476	858	3949	1991	1959	4256
%V	20.0%	20.4%	22.2%	21.1%	20.5%	23.1%	18.3%	20.4%
%H (All HH)		96.8%	45.3%	15.7%	72.2%	36.4%	35.8%	77.8%
%H (TV HH)			46.8%	16.2%	74.6%	37.6%	37.0%	
D	4224	3989	1642	645	2895	1207	1688	2682
%V	15.5%	15.4%	14.7%	15.8%	15.0%	14.0%	15.8%	12.8%
%H (All HH)		94.4%	38.9%	15.3%	68.5%	28.6%	40.0%	63.5%
%H (TV HH)			41.2%	16.2%	72.6%	30.3%	42.3%	
E	3171	2963	941	318	2343	662	1680	1325
%V	11.6%	11.4%	8.4%	7.8%	12.2%	7.7%	15.7%	6.3%
%H (All HH)		93.4%	29.7%	10.0%	73.9%	20.9%	53.0%	41.8%
%H (TV HH)			31.8%	10.7%	79.1%	22.3%	56.7%	

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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July 2013 - June 2014

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	27309	25983	11168	4075	19280	8602	10678	20878
%H (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
Under 25	1189	1015	359	154	692	251	441	940
%V	4.4%	3.9%	3.2%	3.8%	3.6%	2.9%	4.1%	4.5%
%H (All HH)		85.4%	30.2%	13.0%	58.2%	21.1%	37.1%	79.1%
%H (TV HH)			35.4%	15.2%	68.2%	24.7%	43.4%	
25 - 34	4236	3912	1978	667	2520	1302	1217	3745
%V	15.5%	15.1%	17.7%	16.4%	13.1%	15.1%	11.4%	17.9%
%H (All HH)		92.4%	46.7%	15.7%	59.5%	30.7%	28.7%	88.4%
%H (TV HH)			50.6%	17.1%	64.4%	33.3%	31.1%	
35 - 44	4729	4513	2338	834	2988	1657	1331	4300
%V	17.3%	17.4%	20.9%	20.5%	15.5%	19.3%	12.5%	20.6%
%H (All HH)		95.4%	49.4%	17.6%	63.2%	35.0%	28.1%	90.9%
%H (TV HH)			51.8%	18.5%	66.2%	36.7%	29.5%	
45 - 54	5331	5122	2433	943	3799	2031	1768	4656
%V	19.5%	19.7%	21.8%	23.1%	19.7%	23.6%	16.6%	22.3%
%H (All HH)		96.1%	45.6%	17.7%	71.3%	38.1%	33.2%	87.3%
%H (TV HH)			47.5%	18.4%	74.2%	39.7%	34.5%	
55 - 64	4461	4287	1849	703	3278	1528	1750	3611
%V	16.3%	16.5%	16.6%	17.3%	17.0%	17.8%	16.4%	17.3%
%H (All HH)		96.1%	41.4%	15.8%	73.5%	34.3%	39.2%	80.9%
%H (TV HH)			43.1%	16.4%	76.5%	35.6%	40.8%	
65 +	7365	7134	2212	774	6002	1832	4170	3627
%V	27.0%	27.5%	19.8%	19.0%	31.1%	21.3%	39.1%	17.4%
%H (All HH)		96.9%	30.0%	10.5%	81.5%	24.9%	56.6%	49.2%
%H (TV HH)			31.0%	10.8%	84.1%	25.7%	58.5%	

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

July 2013 - June 2014

Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25983	11168	4075	19280	8602	10678	20878
%H (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
1	8488	7843	2226	899	6226	1568	4659	4351
%V	31.1%	30.2%	19.9%	22.1%	32.3%	18.2%	43.6%	20.8%
%H (All HH)		92.4%	26.2%	10.6%	73.4%	18.5%	54.9%	51.3%
%H (TV HH)			28.4%	11.5%	79.4%	20.0%	59.4%	
2	9107	8770	3830	1373	6650	3094	3556	7477
%V	33.3%	33.8%	34.3%	33.7%	34.5%	36.0%	33.3%	35.8%
%H (All HH)		96.3%	42.1%	15.1%	73.0%	34.0%	39.0%	82.1%
%H (TV HH)			43.7%	15.7%	75.8%	35.3%	40.5%	
3	4265	4107	2147	798	2865	1694	1170	3885
%V	15.6%	15.8%	19.2%	19.6%	14.9%	19.7%	11.0%	18.6%
%H (All HH)		96.3%	50.3%	18.7%	67.2%	39.7%	27.4%	91.1%
%H (TV HH)			52.3%	19.4%	69.8%	41.2%	28.5%	
4	3645	3527	1977	686	2387	1512	875	3467
%V	13.3%	13.6%	17.7%	16.8%	12.4%	17.6%	8.2%	16.6%
%H (All HH)		96.8%	54.2%	18.8%	65.5%	41.5%	24.0%	95.1%
%H (TV HH)			56.1%	19.4%	67.7%	42.9%	24.8%	
5+	1804	1736	988	320	1151	733	418	1699
%V	6.6%	6.7%	8.8%	7.9%	6.0%	8.5%	3.9%	8.1%
%H (All HH)		96.2%	54.8%	17.7%	63.8%	40.6%	23.2%	94.2%
%H (TV HH)			56.9%	18.4%	66.3%	42.2%	24.1%	
Average HH size	2.34	2.36	2.65	2.59	2.28	2.66	1.98	2.59

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 2013 - June 2014

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	27309	25983	11168	4075	19280	8602	10678	20878
%H (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
Without	20287	19157	7409	2827	14731	5870	8861	14442
%V	74.3%	73.7%	66.3%	69.4%	76.4%	68.2%	83.0%	69.2%
%H (All HH)		94.4%	36.5%	13.9%	72.6%	28.9%	43.7%	71.2%
%H (TV HH)			38.7%	14.8%	76.9%	30.6%	46.3%	
With	7023	6825	3759	1248	4549	2732	1817	6436
%V	25.7%	26.3%	33.7%	30.6%	23.6%	31.8%	17.0%	30.8%
%H (All HH)		97.2%	53.5%	17.8%	64.8%	38.9%	25.9%	91.6%
%H (TV HH)			55.1%	18.3%	66.7%	40.0%	26.6%	
0 - 3	2769	2671	1442	463	1721	970	751	2445
%V	10.1%	10.3%	12.9%	11.4%	8.9%	11.3%	7.0%	11.7%
%H (All HH)		96.5%	52.1%	16.7%	62.2%	35.0%	27.1%	88.3%
%H (TV HH)			54.0%	17.3%	64.4%	36.3%	28.1%	
4 - 9	3500	3398	1928	583	2215	1336	879	3198
%V	12.8%	13.1%	17.3%	14.3%	11.5%	15.5%	8.2%	15.3%
%H (All HH)		97.1%	55.1%	16.7%	63.3%	38.2%	25.1%	91.4%
%H (TV HH)			56.7%	17.2%	65.2%	39.3%	25.9%	
10 - 15	3197	3128	1761	606	2166	1392	774	3025
%V	11.7%	12.0%	15.8%	14.9%	11.2%	16.2%	7.2%	14.5%
%H (All HH)		97.8%	55.1%	19.0%	67.8%	43.5%	24.2%	94.6%
%H (TV HH)			56.3%	19.4%	69.2%	44.5%	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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July 2013 - June 2014

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	27309	25983	11168	4075	19280	8602	10678	20878
%H (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
1	10703	10703	3603	1407	7277	1746	5531	7123
%V	39.2%	41.2%	32.3%	34.5%	37.7%	20.3%	51.8%	34.1%
%H (All HH)		100.0%	33.7%	13.1%	68.0%	16.3%	51.7%	66.6%
%H (TV HH)			33.7%	13.1%	68.0%	16.3%	51.7%	
2	8855	8855	3965	1486	6716	3287	3429	6958
%V	32.4%	34.1%	35.5%	36.5%	34.8%	38.2%	32.1%	33.3%
%H (All HH)		100.0%	44.8%	16.8%	75.8%	37.1%	38.7%	78.6%
%H (TV HH)			44.8%	16.8%	75.8%	37.1%	38.7%	
3	4019	4019	2133	720	3257	2051	1206	3612
%V	14.7%	15.5%	19.1%	17.7%	16.9%	23.8%	11.3%	17.3%
%H (All HH)		100.0%	53.1%	17.9%	81.0%	51.0%	30.0%	89.9%
%H (TV HH)			53.1%	17.9%	81.0%	51.0%	30.0%	
4	1606	1606	955	318	1343	988	355	1519
%V	5.9%	6.2%	8.6%	7.8%	7.0%	11.5%	3.3%	7.3%
%H (All HH)		100.0%	59.5%	19.8%	83.6%	61.5%	22.1%	94.6%
%H (TV HH)			59.5%	19.8%	83.6%	61.5%	22.1%	
5+	800	800	511	144	687	530	157	781
%V	2.9%	3.1%	4.6%	3.5%	3.6%	6.2%	1.5%	3.7%
%H (All HH)		100.0%	63.9%	18.0%	85.9%	66.3%	19.6%	97.6%
%H (TV HH)			63.9%	18.0%	85.9%	66.3%	19.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	27309	25983	11168	4075	19280	8602	10678	20878
%H (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
Under 20"	6209	6209	2717	980	5190	2666	2524	4994
%V	22.7%	23.9%	24.3%	24.0%	26.9%	31.0%	23.6%	23.9%
%H (All HH)		100.0%	43.8%	15.8%	83.6%	42.9%	40.7%	80.4%
%H (TV HH)			43.8%	15.8%	83.6%	42.9%	40.7%	
20" - 29"	9908	9908	4078	1521	7980	3663	4317	7524
%V	36.3%	38.1%	36.5%	37.3%	41.4%	42.6%	40.4%	36.0%
%H (All HH)		100.0%	41.2%	15.4%	80.5%	37.0%	43.6%	75.9%
%H (TV HH)			41.2%	15.4%	80.5%	37.0%	43.6%	
30" - 39"	13859	13859	6093	2306	10479	5008	5472	10930
%V	50.7%	53.3%	54.6%	56.6%	54.4%	58.2%	51.2%	52.4%
%H (All HH)		100.0%	44.0%	16.6%	75.6%	36.1%	39.5%	78.9%
%H (TV HH)			44.0%	16.6%	75.6%	36.1%	39.5%	
40" and over	11248	11248	6249	2007	7903	4860	3043	9856
%V	41.2%	43.3%	56.0%	49.3%	41.0%	56.5%	28.5%	47.2%
%H (All HH)		100.0%	55.6%	17.8%	70.3%	43.2%	27.1%	87.6%
%H (TV HH)			55.6%	17.8%	70.3%	43.2%	27.1%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25983	11168	4075	19280	8602	10678	20878
%H (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
Main living room	25597	25597	11063	4036	19023	8535	10487	19704
%V	93.7%	98.5%	99.1%	99.0%	98.7%	99.2%	98.2%	94.4%
%H (All HH)		100.0%	43.2%	15.8%	74.3%	33.3%	41.0%	77.0%
%H (TV HH)			43.2%	15.8%	74.3%	33.3%	41.0%	
Kitchen	3114	3114	1535	454	2714	1561	1153	2635
%V	11.4%	12.0%	13.7%	11.1%	14.1%	18.1%	10.8%	12.6%
%H (All HH)		100.0%	49.3%	14.6%	87.2%	50.1%	37.0%	84.6%
%H (TV HH)			49.3%	14.6%	87.2%	50.1%	37.0%	
Adult's bedroom	11231	11231	5618	2038	8896	5260	3636	9507
%V	41.1%		50.3%	50.0%	46.1%	61.1%	34.1%	45.5%
%H (All HH)		100.0%	50.0%	18.1%	79.2%	46.8%	32.4%	84.6%
%H (TV HH)			50.0%	18.1%	79.2%	46.8%	32.4%	
Child's bedroom	2587	2587	1527	508	1930	1361	569	2395
%V	9.5%	10.0%	13.7%	12.5%	10.0%	15.8%	5.3%	11.5%
%H (All HH)		100.0%	59.0%	19.6%	74.6%	52.6%	22.0%	92.6%
%H (TV HH)			59.0%	19.6%	74.6%	52.6%	22.0%	
Other bedroom	1313	1313	713	249	1065	699	367	1180
%V	4.8%	5.1%	6.4%	6.1%	5.5%	8.1%	3.4%	5.7%
%H (All HH)		100.0%	54.3%	19.0%	81.1%	53.2%	28.0%	89.9%
%H (TV HH)			54.3%	19.0%	81.1%	53.2%	28.0%	
Second living/dining room	2401	2401	1254	398	1930	1158	772	2096
%V	8.8%	9.2%	11.2%	9.8%	10.0%	13.5%	7.2%	10.0%
%H (All HH)		100.0%	52.2%	16.6%	80.4%	48.2%	32.2%	87.3%
%H (TV HH)			52.2%	16.6%	80.4%	48.2%	32.2%	
Study/office	419	419	230	63	330	203	127	403
%V	1.5%	1.6%	2.1%	1.5%	1.7%	2.4%	1.2%	1.9%
%H (All HH)		100.0%	54.9%	15.0%	78.8%	48.4%	30.3%	96.2%
%H (TV HH)			54.9%	15.0%	78.8%	48.4%	30.3%	
TV room	197	197	111	31	141	85	55	187
%V	0.7%	0.8%	1.0%	0.8%	0.7%	1.0%	0.5%	0.9%
%H (All HH)		100.0%	56.3%	15.7%	71.6%	43.1%	27.9%	94.9%
%H (TV HH)			56.3%	15.7%	71.6%	43.1%	27.9%	
Conservatory	577	577	323	89	494	323	171	534
%V	2.1%	2.2%	2.9%	2.2%	2.6%	3.8%	1.6%	2.6%
%H (All HH)		100.0%	56.0%	15.4%	85.6%	56.0%	29.6%	92.5%
%H (TV HH)			56.0%	15.4%	85.6%	56.0%	29.6%	
Attic or loft room	67	67	29	17	54	31	23	65
%V	0.2%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	43.3%	25.4%	80.6%	46.3%	34.3%	97.0%
%H (TV HH)			43.3%	25.4%	80.6%	46.3%	34.3%	
No specific location	45	45	21	4	34	16	18	35
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	46.7%	8.9%	75.6%	35.6%	40.0%	77.8%
%H (TV HH)			46.7%	8.9%	75.6%	35.6%	40.0%	
Other	225	225	128	33	179	111	68	211
%V	0.8%	0.9%	1.1%	0.8%	0.9%	1.3%	0.6%	1.0%
%H (All HH)		100.0%	56.9%	14.7%	79.6%	49.3%	30.2%	93.8%
%H (TV HH)			56.9%	14.7%	79.6%	49.3%	30.2%	

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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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	27309	25983	11168	4075	19280	8602	10678	20878
%V (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
Any DSAT provider	11168	11168	11168	204	6501	6501	0	9725
%V	40.9%	43.0%	100.0%	5.0%	33.7%	75.6%	0.0%	46.6%
%H (All HH)			100.0%	1.8%	58.2%	58.2%	0.0%	87.1%
%H (TV HH)			100.0%	1.8%	58.2%	58.2%	0.0%	
Sky with subscription	9262	9262	9262	105	5424	5424	0	8229
%V	33.9%	35.6%	82.9%	2.6%	28.1%	63.1%	0.0%	39.4%
%H (All HH)			100.0%	1.1%	58.6%	58.6%	0.0%	88.8%
%H (TV HH)			100.0%	1.1%	58.6%	58.6%	0.0%	
Sky without subscription	659	659	659	33	359	359	0	479
%V	2.4%	2.5%	5.9%	0.8%	1.9%	4.2%	0.0%	2.3%
%H (All HH)			100.0%	5.0%	54.5%	54.5%	0.0%	72.7%
%H (TV HH)			100.0%	5.0%	54.5%	54.5%	0.0%	
Freesat	1075	1075	1075	47	642	642	0	885
%V	3.9%	4.1%	9.6%	1.2%	3.3%	7.5%	0.0%	4.2%
%H (All HH)			100.0%	4.4%	59.7%	59.7%	0.0%	82.3%
%H (TV HH)			100.0%	4.4%	59.7%	59.7%	0.0%	
Other satellite provider	353	353	353	26	176	176	0	300
%V	1.3%	1.4%	3.2%	0.6%	0.9%	2.0%	0.0%	1.4%
%H (All HH)			100.0%	7.4%	49.9%	49.9%	0.0%	85.0%
%H (TV HH)			100.0%	7.4%	49.9%	49.9%	0.0%	
DCAB	4075	4075	204	4075	2203	2203	0	3640
%V	14.9%	15.7%	1.8%	100.0%	11.4%	25.6%	0.0%	17.4%
%H (All HH)			5.0%	100.0%	54.1%	54.1%	0.0%	89.3%
%H (TV HH)			5.0%	100.0%	54.1%	54.1%	0.0%	
DTT	19280	19280	6501	2203	19280	8602	10678	14205
%V	70.6%	74.2%	58.2%	54.1%	100.0%	100.0%	100.0%	68.0%
%H (All HH)		100.0%	33.7%	11.4%	100.0%	44.6%	55.4%	73.7%
%H (TV HH)			33.7%	11.4%	100.0%	44.6%	55.4%	

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

%V = percentage of vertical total

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

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

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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	27309	25983	11168	4075	19280	8602	10678	20878
%H (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
PVR	15850	15850	9386	3213	10694	7281	3413	13976
%V	58.0%	61.0%	84.0%	78.8%	55.5%	84.6%	32.0%	66.9%
%H (All HH)		100.0%	59.2%	20.3%	67.5%	45.9%	21.5%	88.2%
%H (TV HH)			59.2%	20.3%	67.5%	45.9%	21.5%	
DVDR	1142	1142	500	178	884	416	468	942
%V	4.2%	4.4%	4.5%	4.4%	4.6%	4.8%	4.4%	4.5%
%H (All HH)		100.0%	43.8%	15.6%	77.4%	36.4%	41.0%	82.5%
%H (TV HH)			43.8%	15.6%	77.4%	36.4%	41.0%	
VCR	827	827	289	119	689	263	426	528
%V	3.0%	3.2%	2.6%	2.9%	3.6%	3.1%	4.0%	2.5%
%H (All HH)		100.0%	34.9%	14.4%	83.3%	31.8%	51.5%	63.8%
%H (TV HH)			34.9%	14.4%	83.3%	31.8%	51.5%	
Any recorder	16593	16593	9531	3284	11337	7397	3941	14403
%V	60.8%	63.9%	85.3%	80.6%	58.8%	86.0%	36.9%	69.0%
%H (All HH)		100.0%	57.4%	19.8%	68.3%	44.6%	23.8%	86.8%
%H (TV HH)			57.4%	19.8%	68.3%	44.6%	23.8%	
Receives HDTV (via STB or built-in reception)	13957	13957	7424	2972	9811	6092	3719	12272
%V	51.1%	53.7%	66.5%	72.9%	50.9%	70.8%	34.8%	58.8%
%H (All HH)		100.0%	53.2%	21.3%	70.3%	43.6%	26.6%	87.9%
%H (TV HH)			53.2%	21.3%	70.3%	43.6%	26.6%	
DVD/Blu-ray player or recorder	20128	20128	9114	3349	15025	7262	7763	16313
%V	73.7%	77.5%	81.6%	82.2%	77.9%	84.4%	72.7%	78.1%
%H (All HH)		100.0%	45.3%	16.6%	74.6%	36.1%	38.6%	81.0%
%H (TV HH)			45.3%	16.6%	74.6%	36.1%	38.6%	

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

%V = percentage of vertical total

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

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

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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	27309	25983	11168	4075	19280	8602	10678	20878
%H (All HH)		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%
%H (TV HH)			43.0%	15.7%	74.2%	33.1%	41.1%	
Has broadband internet	20878	19993	9725	3640	14205	7606	6599	20878
%V	76.5%	76.9%	87.1%	89.3%	73.7%	88.4%	61.8%	100.0%
%H (All HH)		95.8%	46.6%	17.4%	68.0%	36.4%	31.6%	100.0%
%H (TV HH)			48.6%	18.2%	71.0%	38.0%	33.0%	
Number of computers (PCs and laptops)								
0	5709	5349	1288	442	4492	899	3594	324
%V	20.9%	20.6%	11.5%	10.8%	23.3%	10.5%	33.7%	1.6%
%H (All HH)		93.7%	22.6%	7.7%	78.7%	15.7%	63.0%	5.7%
%H (TV HH)			24.1%	8.3%	84.0%	16.8%	67.2%	
1	8552	8074	3397	1190	5963	2511	3452	7748
%V	31.3%	31.1%	30.4%	29.2%	30.9%	29.2%	32.3%	37.1%
%H (All HH)		94.4%	39.7%	13.9%	69.7%	29.4%	40.4%	90.6%
%H (TV HH)			42.1%	14.7%	73.9%	31.1%	42.8%	
2	6028	5779	2822	1090	4066	2202	1865	5855
%V	22.1%	22.2%	25.3%	26.7%	21.1%	25.6%	17.5%	28.0%
%H (All HH)		95.9%	46.8%	18.1%	67.5%	36.5%	30.9%	97.1%
%H (TV HH)			48.8%	18.9%	70.4%	38.1%	32.3%	
3	3283	3174	1677	611	2214	1327	887	3247
%V	12.0%	12.2%	15.0%	15.0%	11.5%	15.4%	8.3%	15.6%
%H (All HH)		96.7%	51.1%	18.6%	67.4%	40.4%	27.0%	98.9%
%H (TV HH)			52.8%	19.3%	69.8%	41.8%	27.9%	
4	1832	1769	959	352	1239	781	459	1817
%V	6.7%	6.8%	8.6%	8.6%	6.4%	9.1%	4.3%	8.7%
%H (All HH)		96.6%	52.3%	19.2%	67.6%	42.6%	25.1%	99.2%
%H (TV HH)			54.2%	19.9%	70.0%	44.1%	25.9%	
5+	1905	1838	1025	391	1305	882	423	1887
%V	7.0%	7.1%	9.2%	9.6%	6.8%	10.3%	4.0%	9.0%
%H (All HH)		96.5%	53.8%	20.5%	68.5%	46.3%	22.2%	99.1%
%H (TV HH)			55.8%	21.3%	71.0%	48.0%	23.0%	

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

%V = percentage of vertical total

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

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

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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	51199	24519	8580	39554	21283	18270	42162
%H		47.9%	16.8%	77.3%	41.6%	35.7%	82.3%
Under 20"	7942	3599	1260	6707	3596	3111	6536
%V	15.5%	14.7%	14.7%	17.0%	16.9%	17.0%	15.5%
%H		45.3%	15.9%	84.4%	45.3%	39.2%	82.3%
20" - 29"	12617	5434	1976	10281	5048	5232	9868
%V	24.6%	22.2%	23.0%	26.0%	23.7%	28.6%	23.4%
%H		43.1%	15.7%	81.5%	40.0%	41.5%	78.2%
30" - 39"	16531	7544	2835	12594	6405	6189	13343
%V	32.3%	30.8%	33.0%	31.8%	30.1%	33.9%	31.6%
%H		45.6%	17.1%	76.2%	38.7%	37.4%	80.7%
40" and over	13283	7609	2380	9328	5949	3379	11799
%V	25.9%	31.0%	27.7%	23.6%	28.0%	18.5%	28.0%
%H		57.3%	17.9%	70.2%	44.8%	25.4%	88.8%
Don't know	826	333	130	644	285	359	615
%V	1.6%	1.4%	1.5%	1.6%	1.3%	2.0%	1.5%
%H		40.3%	15.7%	78.0%	34.5%	43.5%	74.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 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	51199	24519	8580	39554	21283	18270	42162
%H		47.9%	16.8%	77.3%	41.6%	35.7%	82.3%
Main living room	25768	11142	4060	19138	8587	10551	19841
%V	50.3%	45.4%	47.3%	48.4%	40.3%	57.8%	47.1%
%H		43.2%	15.8%	74.3%	33.3%	40.9%	77.0%
Kitchen	3128	1543	455	2728	1569	1159	2645
%V	6.1%	6.3%	5.3%	6.9%	7.4%	6.3%	6.3%
%H		49.3%	14.5%	87.2%	50.2%	37.1%	84.6%
Adult's bedroom	13342	6805	2460	10657	6503	4154	11491
%V	26.1%	27.8%	28.7%	26.9%	30.6%	22.7%	27.3%
%H		51.0%	18.4%	79.9%	48.7%	31.1%	86.1%
Child's bedroom	3421	2053	671	2554	1830	724	3196
%V	6.7%	8.4%	7.8%	6.5%	8.6%	4.0%	7.6%
%H		60.0%	19.6%	74.7%	53.5%	21.2%	93.4%
Other bedroom	1530	836	290	1250	829	421	1384
%V	3.0%	3.4%	3.4%	3.2%	3.9%	2.3%	3.3%
%H		54.6%	19.0%	81.7%	54.2%	27.5%	90.5%
Second living/dining room	2434	1273	403	1958	1177	781	2126
%V	4.8%	5.2%	4.7%	5.0%	5.5%	4.3%	5.0%
%H		52.3%	16.6%	80.4%	48.4%	32.1%	87.3%
Study/office	430	237	64	338	208	130	413
%V	0.8%	1.0%	0.7%	0.9%	1.0%	0.7%	1.0%
%H		55.1%	14.9%	78.6%	48.4%	30.2%	96.0%
TV room	200	113	32	143	86	56	189
%V	0.4%	0.5%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		56.5%	16.0%	71.5%	43.0%	28.0%	94.5%
Conseervatory	579	324	90	496	323	172	536
%V	1.1%	1.3%	1.0%	1.3%	1.5%	0.9%	1.3%
%H		56.0%	15.5%	85.7%	55.8%	29.7%	92.6%
Attic or loft room	69	29	18	55	32	23	67
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		42.0%	26.1%	79.7%	46.4%	33.3%	97.1%
No specific location	47	23	4	37	18	19	37
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		48.9%	8.5%	78.7%	38.3%	40.4%	78.7%
Other	250	140	35	200	121	79	235
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%	0.6%
%H		56.0%	14.0%	80.0%	48.4%	31.6%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	51199	24519	8580	39554	21283	18270	42162
%H		47.9%	16.8%	77.3%	41.6%	35.7%	82.3%
PVR	20777	12858	4379	13593	9786	3807	18668
%V	40.6%	52.4%	51.0%	34.4%	46.0%	20.8%	44.3%
%H		61.9%	21.1%	65.4%	47.1%	18.3%	89.8%
DVDR	1249	550	198	967	460	507	1037
%V	2.4%	2.2%	2.3%	2.4%	2.2%	2.8%	2.5%
%H		44.0%	15.9%	77.4%	36.8%	40.6%	83.0%
VCR	883	313	129	740	292	449	566
%V	1.7%	1.3%	1.5%	1.9%	1.4%	2.5%	1.3%
%H		35.4%	14.6%	83.8%	33.1%	50.8%	64.1%
Any recorder	21806	13137	4496	14491	10047	4444	19333
%V	42.6%	53.6%	52.4%	36.6%	47.2%	24.3%	45.9%
%H		60.2%	20.6%	66.5%	46.1%	20.4%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51199	24519	8580	39554	21283	18270	42162
%H		47.9%	16.8%	77.3%	41.6%	35.7%	82.3%
Receives HDTV (via STB or built-in reception)	19475	10518	4341	13814	8934	4880	17452
%V	38.0%	42.9%	50.6%	34.9%	42.0%	26.7%	41.4%
%H		54.0%	22.3%	70.9%	45.9%	25.1%	89.6%
DVD/Blu-ray player or recorder	28993	13991	5060	22338	12181	10157	24410
%V	56.6%	57.1%	59.0%	56.5%	57.2%	55.6%	57.9%
%H		48.3%	17.5%	77.0%	42.0%	35.0%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	25935	11164	4074	19267	8600	10667	19958
%H		43.0%	15.7%	74.3%	33.2%	41.1%	77.0%
Under 20"	564	99	43	455	55	399	311
%V	2.2%	0.9%	1.1%	2.4%	0.6%	3.7%	1.6%
%H		17.6%	7.6%	80.7%	9.8%	70.7%	55.1%
20" - 29"	3912	971	450	3157	703	2454	2321
%V	15.1%	8.7%	11.0%	16.4%	8.2%	23.0%	11.6%
%H		24.8%	11.5%	80.7%	18.0%	62.7%	59.3%
30" - 39"	10222	3917	1598	7768	3081	4687	7574
%V	39.4%	35.1%	39.2%	40.3%	35.8%	43.9%	37.9%
%H		38.3%	15.6%	76.0%	30.1%	45.9%	74.1%
40" and over	10868	6057	1933	7606	4676	2930	9513
%V	41.9%	54.3%	47.4%	39.5%	54.4%	27.5%	47.7%
%H		55.7%	17.8%	70.0%	43.0%	27.0%	87.5%
Don't know	370	118	50	280	84	197	239
%V	1.4%	1.1%	1.2%	1.5%	1.0%	1.8%	1.2%
%H		31.9%	13.5%	75.7%	22.7%	53.2%	64.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25935	11164	4074	19267	8600	10667	19958
%H		43.0%	15.7%	74.3%	33.2%	41.1%	77.0%
PVR	15502	9240	3158	10394	7135	3259	13682
%V	59.8%	82.8%	77.5%	53.9%	83.0%	30.6%	68.6%
%H		59.6%	20.4%	67.0%	46.0%	21.0%	88.3%
DVDR	975	410	144	748	325	423	789
%V	3.8%	3.7%	3.5%	3.9%	3.8%	4.0%	4.0%
%H		42.1%	14.8%	76.7%	33.3%	43.4%	80.9%
VCR	692	228	95	568	195	373	424
%V	2.7%	2.0%	2.3%	2.9%	2.3%	3.5%	2.1%
%H		32.9%	13.7%	82.1%	28.2%	53.9%	61.3%
Any recorder	16231	9387	3225	11023	7249	3773	14109
%V	62.6%	84.1%	79.2%	57.2%	84.3%	35.4%	70.7%
%H		57.8%	19.9%	67.9%	44.7%	23.2%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25935	11164	4074	19267	8600	10667	19958
%H		43.0%	15.7%	74.3%	33.2%	41.1%	77.0%
Receives HDTV (via STB or built-in reception)	13527	7234	2903	9446	5906	3540	11912
%V	52.2%	64.8%	71.3%	49.0%	68.7%	33.2%	59.7%
%H		53.5%	21.5%	69.8%	43.7%	26.2%	88.1%
DVD/Blu-ray player or recorder	18873	8496	3129	13990	6654	7336	15255
%V	72.8%	76.1%	76.8%	72.6%	77.4%	68.8%	76.4%
%H		45.0%	16.6%	74.1%	35.3%	38.9%	80.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2013 - June 2014
Set level data
Table 18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25264	13355	4507	20287	12683	7603	22204
%H		52.9%	17.8%	80.3%	50.2%	30.1%	87.9%
Under 20"	7378	3500	1217	6252	3540	2711	6225
%V	29.2%	26.2%	27.0%	30.8%	27.9%	35.7%	28.0%
%H		47.4%	16.5%	84.7%	48.0%	36.7%	84.4%
20" - 29"	8704	4463	1526	7123	4345	2778	7547
%V	34.5%	33.4%	33.9%	35.1%	34.3%	36.5%	34.0%
%H		51.3%	17.5%	81.8%	49.9%	31.9%	86.7%
30" - 39"	6310	3626	1237	4826	3324	1503	5769
%V	25.0%	27.2%	27.4%	23.8%	26.2%	19.8%	26.0%
%H		57.5%	19.6%	76.5%	52.7%	23.8%	91.4%
40" and over	2415	1552	447	1722	1273	449	2286
%V	9.6%	11.6%	9.9%	8.5%	10.0%	5.9%	10.3%
%H		64.3%	18.5%	71.3%	52.7%	18.6%	94.7%
Don't know	457	215	80	363	201	162	376
%V	1.8%	1.6%	1.8%	1.8%	1.6%	2.1%	1.7%
%H		47.0%	17.5%	79.4%	44.0%	35.4%	82.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25264	13355	4507	20287	12683	7603	22204
%H		52.9%	17.8%	80.3%	50.2%	30.1%	87.9%
PVR	5275	3618	1221	3199	2652	547	4985
%V	20.9%	27.1%	27.1%	15.8%	20.9%	7.2%	22.5%
%H		68.6%	23.1%	60.6%	50.3%	10.4%	94.5%
DVDR	274	141	54	219	135	84	248
%V	1.1%	1.1%	1.2%	1.1%	1.1%	1.1%	1.1%
%H		51.5%	19.7%	79.9%	49.3%	30.7%	90.5%
VCR	191	85	34	172	96	76	142
%V	0.8%	0.6%	0.8%	0.8%	0.8%	1.0%	0.6%
%H		44.5%	17.8%	90.1%	50.3%	39.8%	74.3%
Any recorder	5574	3750	1271	3468	2798	671	5224
%V	22.1%	28.1%	28.2%	17.1%	22.1%	8.8%	23.5%
%H		67.3%	22.8%	62.2%	50.2%	12.0%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25264	13355	4507	20287	12683	7603	22204
%H		52.9%	17.8%	80.3%	50.2%	30.1%	87.9%
Receives HDTV (via STB or built-in reception)	5947	3283	1438	4368	3028	1340	5540
%V	23.5%	24.6%	31.9%	21.5%	23.9%	17.6%	25.0%
%H		55.2%	24.2%	73.4%	50.9%	22.5%	93.2%
DVD/Blu-ray player or recorder	10119	5495	1930	8349	5527	2821	9156
%V	40.1%	41.1%	42.8%	41.2%	43.6%	37.1%	41.2%
%H		54.3%	19.1%	82.5%	54.6%	27.9%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63863	61213	29593	10511	43882	22844	21038	54028
%H		95.9%	46.3%	16.5%	68.7%	35.8%	32.9%	84.6%
Total Children	12165	11822	6593	2133	7813	4727	3087	11143
%V	19.0%	19.3%	22.3%	20.3%	17.8%	20.7%	14.7%	20.6%
%H		97.2%	54.2%	17.5%	64.2%	38.9%	25.4%	91.6%
0 - 3	3305	3189	1716	563	2042	1148	894	2908
%V	5.2%	5.2%	5.8%	5.4%	4.7%	5.0%	4.2%	5.4%
%H		96.5%	51.9%	17.0%	61.8%	34.7%	27.0%	88.0%
4 - 15	8860	8633	4877	1571	5772	3579	2193	8235
%V	13.9%	14.1%	16.5%	14.9%	13.2%	15.7%	10.4%	15.2%
%H		97.4%	55.0%	17.7%	65.1%	40.4%	24.8%	92.9%
4 - 9	4668	4526	2577	781	2934	1776	1157	4269
%V	7.3%	7.4%	8.7%	7.4%	6.7%	7.8%	5.5%	7.9%
%H		97.0%	55.2%	16.7%	62.9%	38.0%	24.8%	91.5%
10 - 15	4192	4107	2300	789	2838	1802	1036	3966
%V	6.6%	6.7%	7.8%	7.5%	6.5%	7.9%	4.9%	7.3%
%H		98.0%	54.9%	18.8%	67.7%	43.0%	24.7%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63863	61213	29593	10511	43882	22844	21038	54028
%H		95.9%	46.3%	16.5%	68.7%	35.8%	32.9%	84.6%
Total Adults (16+)	51698	49391	23000	8378	36069	18117	17952	42885
%V	81.0%	80.7%	77.7%	79.7%	82.2%	79.3%	85.3%	79.4%
%H		95.5%	44.5%	16.2%	69.8%	35.0%	34.7%	83.0%
16 - 19	2919	2825	1473	565	2031	1254	777	2730
%V	4.6%	4.6%	5.0%	5.4%	4.6%	5.5%	3.7%	5.1%
%H		96.8%	50.5%	19.4%	69.6%	43.0%	26.6%	93.5%
20 - 24	4162	3752	1706	717	2612	1392	1220	3757
%V	6.5%	6.1%	5.8%	6.8%	6.0%	6.1%	5.8%	7.0%
%H		90.1%	41.0%	17.2%	62.8%	33.4%	29.3%	90.3%
25 - 34	8782	8149	4203	1494	5290	2912	2378	7951
%V	13.8%	13.3%	14.2%	14.2%	12.1%	12.7%	11.3%	14.7%
%H		92.8%	47.9%	17.0%	60.2%	33.2%	27.1%	90.5%
35 - 44	8374	8020	4269	1491	5300	3043	2257	7721
%V	13.1%	13.1%	14.4%	14.2%	12.1%	13.3%	10.7%	14.3%
%H		95.8%	51.0%	17.8%	63.3%	36.3%	27.0%	92.2%
45 - 54	9097	8806	4381	1644	6468	3640	2828	8175
%V	14.2%	14.4%	14.8%	15.6%	14.7%	15.9%	13.4%	15.1%
%H		96.8%	48.2%	18.1%	71.1%	40.0%	31.1%	89.9%
55 - 64	7312	7086	3218	1203	5413	2709	2704	6198
%V	11.4%	11.6%	10.9%	11.4%	12.3%	11.9%	12.9%	11.5%
%H		96.9%	44.0%	16.5%	74.0%	37.0%	37.0%	84.8%
65+	11053	10754	3751	1263	8955	3168	5787	6353
%V	17.3%	17.6%	12.7%	12.0%	20.4%	13.9%	27.5%	11.8%
%H		97.3%	33.9%	11.4%	81.0%	28.7%	52.4%	57.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2013 - June 2014
Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51698	49391	23000	8378	36069	18117	17952	42885
%H		95.5%	44.5%	16.2%	69.8%	35.0%	34.7%	83.0%
AB	13767	13283	6442	2236	9641	5009	4633	12931
%V	26.6%	26.9%	28.0%	26.7%	26.7%	27.6%	25.8%	30.2%
%H		96.5%	46.8%	16.2%	70.0%	36.4%	33.7%	93.9%
C1	14687	13834	6399	2470	10091	5192	4898	12990
%V	28.4%	28.0%	27.8%	29.5%	28.0%	28.7%	27.3%	30.3%
%H		94.2%	43.6%	16.8%	68.7%	35.4%	33.3%	88.4%
C2	11109	10805	5354	1881	7953	4366	3587	9263
%V	21.5%	21.9%	23.3%	22.5%	22.0%	24.1%	20.0%	21.6%
%H		97.3%	48.2%	16.9%	71.6%	39.3%	32.3%	83.4%
D	7747	7335	3345	1294	5160	2481	2679	5573
%V	15.0%	14.9%	14.5%	15.4%	14.3%	13.7%	14.9%	13.0%
%H		94.7%	43.2%	16.7%	66.6%	32.0%	34.6%	71.9%
E	4388	4133	1459	498	3223	1069	2154	2129
%V	8.5%	8.4%	6.3%	5.9%	8.9%	5.9%	12.0%	5.0%
%H		94.2%	33.2%	11.3%	73.5%	24.4%	49.1%	48.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2013 - June 2014
Individual level data
Table 24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51698	49391	23000	8378	36069	18117	17952	42885
%H		95.5%	44.5%	16.2%	69.8%	35.0%	34.7%	83.0%
Working full time	23608	22622	11584	4338	15712	9001	6711	21933
%V	45.7%	45.8%	50.4%	51.8%	43.6%	49.7%	37.4%	51.1%
%H		95.8%	49.1%	18.4%	66.6%	38.1%	28.4%	92.9%
Working part time	5447	5269	2609	961	3821	2119	1702	4932
%V	10.5%	10.7%	11.3%	11.5%	10.6%	11.7%	9.5%	11.5%
%H		96.7%	47.9%	17.6%	70.1%	38.9%	31.2%	90.5%
Not working	22643	21500	8807	3079	16536	6998	9539	16021
%V	43.8%	43.5%	38.3%	36.8%	45.8%	38.6%	53.1%	37.4%
%H		95.0%	38.9%	13.6%	73.0%	30.9%	42.1%	70.8%
Housewife/Houseperson	27309	25983	11168	4075	19280	8602	10678	20878
%V	52.8%	52.6%	48.6%	48.6%	53.5%	47.5%	59.5%	48.7%
%H		95.1%	40.9%	14.9%	70.6%	31.5%	39.1%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25211	23950	11424	4124	17290	8961	8329	21231
%H		95.0%	45.3%	16.4%	68.6%	35.5%	33.0%	84.2%
16 - 19	1507	1464	755	309	1033	647	386	1418
%V	6.0%	6.1%	6.6%	7.5%	6.0%	7.2%	4.6%	6.7%
%H		97.1%	50.1%	20.5%	68.5%	42.9%	25.6%	94.1%
20 - 24	2082	1868	852	350	1288	699	589	1900
%V	8.3%	7.8%	7.5%	8.5%	7.4%	7.8%	7.1%	8.9%
%H		89.7%	40.9%	16.8%	61.9%	33.6%	28.3%	91.3%
25 - 34	4363	4018	2093	733	2610	1459	1150	3956
%V	17.3%	16.8%	18.3%	17.8%	15.1%	16.3%	13.8%	18.6%
%H		92.1%	48.0%	16.8%	59.8%	33.4%	26.4%	90.7%
35 - 44	4148	3944	2074	727	2598	1462	1137	3789
%V	16.5%	16.5%	18.2%	17.6%	15.0%	16.3%	13.7%	17.8%
%H		95.1%	50.0%	17.5%	62.6%	35.2%	27.4%	91.3%
45 - 54	4478	4307	2162	800	3128	1765	1364	3975
%V	17.8%	18.0%	18.9%	19.4%	18.1%	19.7%	16.4%	18.7%
%H		96.2%	48.3%	17.9%	69.9%	39.4%	30.5%	88.8%
55 - 64	3590	3458	1580	591	2633	1325	1308	3013
%V	14.2%	14.4%	13.8%	14.3%	15.2%	14.8%	15.7%	14.2%
%H		96.3%	44.0%	16.5%	73.3%	36.9%	36.4%	83.9%
65+	5043	4891	1908	614	3999	1604	2395	3180
%V	20.0%	20.4%	16.7%	14.9%	23.1%	17.9%	28.8%	15.0%
%H		97.0%	37.8%	12.2%	79.3%	31.8%	47.5%	63.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25211	23950	11424	4124	17290	8961	8329	21231
%H		95.0%	45.3%	16.4%	68.6%	35.5%	33.0%	84.2%
AB	6881	6630	3297	1128	4759	2540	2219	6499
%V	27.3%	27.7%	28.9%	27.4%	27.5%	28.3%	26.6%	30.6%
%H		96.4%	47.9%	16.4%	69.2%	36.9%	32.2%	94.4%
C1	6837	6401	3054	1167	4591	2475	2116	6192
%V	27.1%	26.7%	26.7%	28.3%	26.6%	27.6%	25.4%	29.2%
%H		93.6%	44.7%	17.1%	67.1%	36.2%	30.9%	90.6%
C2	5956	5764	2840	1002	4225	2299	1926	4916
%V	23.6%	24.1%	24.9%	24.3%	24.4%	25.7%	23.1%	23.2%
%H		96.8%	47.7%	16.8%	70.9%	38.6%	32.3%	82.5%
D	3698	3465	1624	622	2408	1203	1205	2732
%V	14.7%	14.5%	14.2%	15.1%	13.9%	13.4%	14.5%	12.9%
%H		93.7%	43.9%	16.8%	65.1%	32.5%	32.6%	73.9%
E	1838	1691	609	205	1306	444	862	891
%V	7.3%	7.1%	5.3%	5.0%	7.6%	5.0%	10.3%	4.2%
%H		92.0%	33.1%	11.2%	71.1%	24.2%	46.9%	48.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2013 - June 2014
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25211	23950	11424	4124	17290	8961	8329	21231
%H		95.0%	45.3%	16.4%	68.6%	35.5%	33.0%	84.2%
Working full time	14494	13854	7220	2610	9573	5550	4023	13405
%V	57.5%	57.8%	63.2%	63.3%	55.4%	61.9%	48.3%	63.1%
%H		95.6%	49.8%	18.0%	66.0%	38.3%	27.8%	92.5%
Working part time	1180	1117	499	196	807	389	418	1022
%V	4.7%	4.7%	4.4%	4.8%	4.7%	4.3%	5.0%	4.8%
%H		94.7%	42.3%	16.6%	68.4%	33.0%	35.4%	86.6%
Not working	9536	8979	3705	1318	6910	3023	3888	6804
%V	37.8%	37.5%	32.4%	32.0%	40.0%	33.7%	46.7%	32.0%
%H		94.2%	38.9%	13.8%	72.5%	31.7%	40.8%	71.4%
Housewife/Houseperson	5945	5424	2043	771	3999	1454	2545	3900
%V	23.6%	22.6%	17.9%	18.7%	23.1%	16.2%	30.6%	18.4%
%H		91.2%	34.4%	13.0%	67.3%	24.5%	42.8%	65.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26488	25440	11576	4254	18779	9157	9623	21654
%H		96.0%	43.7%	16.1%	70.9%	34.6%	36.3%	81.8%
16 - 19	1412	1361	718	256	998	607	391	1312
%V	5.3%	5.3%	6.2%	6.0%	5.3%	6.6%	4.1%	6.1%
%H		96.4%	50.8%	18.1%	70.7%	43.0%	27.7%	92.9%
20 - 24	2080	1884	854	368	1324	693	631	1857
%V	7.9%	7.4%	7.4%	8.7%	7.1%	7.6%	6.6%	8.6%
%H		90.6%	41.1%	17.7%	63.7%	33.3%	30.3%	89.3%
25 - 34	4418	4131	2111	761	2680	1452	1228	3995
%V	16.7%	16.2%	18.2%	17.9%	14.3%	15.9%	12.8%	18.4%
%H		93.5%	47.8%	17.2%	60.7%	32.9%	27.8%	90.4%
35 - 44	4226	4075	2195	765	2702	1581	1120	3933
%V	16.0%	16.0%	19.0%	18.0%	14.4%	17.3%	11.6%	18.2%
%H		96.4%	51.9%	18.1%	63.9%	37.4%	26.5%	93.1%
45 - 54	4618	4498	2218	845	3340	1876	1465	4201
%V	17.4%	17.7%	19.2%	19.9%	17.8%	20.5%	15.2%	19.4%
%H		97.4%	48.0%	18.3%	72.3%	40.6%	31.7%	91.0%
55 - 64	3722	3628	1637	612	2780	1384	1396	3185
%V	14.1%	14.3%	14.1%	14.4%	14.8%	15.1%	14.5%	14.7%
%H		97.5%	44.0%	16.4%	74.7%	37.2%	37.5%	85.6%
65+	6010	5863	1843	649	4956	1564	3393	3172
%V	22.7%	23.0%	15.9%	15.3%	26.4%	17.1%	35.3%	14.6%
%H		97.6%	30.7%	10.8%	82.5%	26.0%	56.5%	52.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2013 - June 2014

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26488	25440	11576	4254	18779	9157	9623	21654
%H		96.0%	43.7%	16.1%	70.9%	34.6%	36.3%	81.8%
AB	6886	6654	3145	1108	4883	2469	2413	6432
%V	26.0%	26.2%	27.2%	26.0%	26.0%	27.0%	25.1%	29.7%
%H		96.6%	45.7%	16.1%	70.9%	35.9%	35.0%	93.4%
C1	7850	7433	3345	1302	5499	2717	2782	6797
%V	29.6%	29.2%	28.9%	30.6%	29.3%	29.7%	28.9%	31.4%
%H		94.7%	42.6%	16.6%	70.1%	34.6%	35.4%	86.6%
C2	5154	5041	2515	879	3728	2067	1661	4347
%V	19.5%	19.8%	21.7%	20.7%	19.9%	22.6%	17.3%	20.1%
%H		97.8%	48.8%	17.1%	72.3%	40.1%	32.2%	84.3%
D	4049	3870	1721	672	2753	1278	1474	2841
%V	15.3%	15.2%	14.9%	15.8%	14.7%	14.0%	15.3%	13.1%
%H		95.6%	42.5%	16.6%	68.0%	31.6%	36.4%	70.2%
E	2550	2442	850	293	1917	625	1292	1237
%V	9.6%	9.6%	7.3%	6.9%	10.2%	6.8%	13.4%	5.7%
%H		95.8%	33.3%	11.5%	75.2%	24.5%	50.7%	48.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2013 - June 2014
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26488	25440	11576	4254	18779	9157	9623	21654
%H		96.0%	43.7%	16.1%	70.9%	34.6%	36.3%	81.8%
Working full time	9114	8768	4364	1728	6139	3451	2688	8527
%V	34.4%	34.5%	37.7%	40.6%	32.7%	37.7%	27.9%	39.4%
%H		96.2%	47.9%	19.0%	67.4%	37.9%	29.5%	93.6%
Working part time	4267	4152	2110	765	3015	1730	1284	3910
%V	16.1%	16.3%	18.2%	18.0%	16.1%	18.9%	13.3%	18.1%
%H		97.3%	49.4%	17.9%	70.7%	40.5%	30.1%	91.6%
Not working	13107	12521	5101	1761	9626	3975	5651	9217
%V	49.5%	49.2%	44.1%	41.4%	51.3%	43.4%	58.7%	42.6%
%H		95.5%	38.9%	13.4%	73.4%	30.3%	43.1%	70.3%
Housewife/Houseperson	21364	20559	9125	3304	15281	7148	8133	16978
%V	80.7%	80.8%	78.8%	77.7%	81.4%	78.1%	84.5%	78.4%
%H		96.2%	42.7%	15.5%	71.5%	33.5%	38.1%	79.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between July 2013 and June 2014

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: July 2013 - June 2014							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	78,342	18635	2824	10392	4217	2035	2981
Shop / Business	920	233	14	101	55	18	52
Demolished / Incomplete	132	28	1	16	11	1	1
Empty	5,499	811	123	742	170	130	196
Holiday Home	632	30	23	38	27	9	125
Other Non Effective	1,064	196	49	136	52	38	72
Eligible Addresses	70,095	17337	2614	9359	3902	1839	2535
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	807	597	22	34	6	17	28
Total Additional Households	2,905	2707	2133	2133	2106	2118	2130
Total Valid Households	79,149	19235	2848	10440	4222	2054	3007
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6,916	2482	228	827	394	126	173
	8.7%	12.9%	8.0%	7.9%	9.3%	6.1%	5.8%
No English Spoken	151	58	2	26	8	2	2
	0.2%	0.3%	0.1%	0.2%	0.2%	0.1%	0.1%
Refusals	17,419	4911	624	2364	1063	526	818
	22.0%	25.5%	21.9%	22.6%	25.2%	25.6%	27.2%
Total Interviews	54,663	11784	1994	7223	2757	1400	2014
	69.1%	61.3%	70.0%	69.2%	65.3%	68.2%	67.0%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	3851	4560	2852	7925	6151	5006	6913
Shop / Business	45	42	21	92	92	53	102
Demolished / Incomplete	3	3	8	16	8	16	20
Empty	125	354	179	733	587	497	852
Holiday Home	24	10	34	32	93	29	158
Other Non Effective	49	53	23	87	45	113	151
Eligible Addresses	3605	4098	2587	6965	5326	4298	5630
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	10	4	9	23	5	6	46
Total Additional Households	2113	2108	2114	2129	2112	2114	2155
Total Valid Households	3863	4572	2856	7955	6157	5012	6928
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	422	263	231	603	390	340	437
	10.9%	5.8%	8.1%	7.6%	6.3%	6.8%	6.3%
No English Spoken	6	13	4	8	3	14	5
	0.2%	0.3%	0.1%	0.1%	0.0%	0.3%	0.1%
Refusals	1011	930	489	1702	1219	797	965
	26.2%	20.3%	17.1%	21.4%	19.8%	15.9%	13.9%
Total Interviews	2424	3366	2132	5642	4545	3861	5521
	62.7%	73.6%	74.6%	70.9%	73.8%	77.0%	79.7%

Response Analysis: July 2013 - June 2014							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	78,342	19032	11210	8000	4748	2286	5911
Shop / Business	920	234	111	97	38	20	90
Demolished / Incomplete	132	28	16	17	3	7	8
Empty	5,499	818	769	737	356	138	564
Holiday Home	632	31	37	25	12	18	81
Other Non Effective	1,064	200	142	91	48	15	44
Eligible Addresses	70,095	17721	10135	7033	4291	2088	5124
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	807	596	36	23	10	3	5
Total Additional Households	2,905	2695	2136	2124	2112	2106	2115
Total Valid Households	79,149	19631	11260	8031	4768	2283	5916
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6,916	2522	935	604	281	191	380
	8.7%	12.8%	8.3%	7.5%	5.9%	8.4%	6.4%
No English Spoken	151	59	27	8	13	4	3
	0.2%	0.3%	0.2%	0.1%	0.3%	0.2%	0.1%
Refusals	17,419	5007	2520	1730	965	388	1178
	22.0%	25.5%	22.4%	21.5%	20.2%	17.0%	19.9%
Total Interviews	54,663	12043	7778	5689	3509	1700	4355
	69.1%	61.3%	69.1%	70.8%	73.6%	74.5%	73.6%

	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	5453	4352	2845	5006	617	1969	6913
Shop / Business	53	52	50	53	3	17	102
Demolished / Incomplete	3	11	0	16	1	2	20
Empty	223	171	187	497	60	127	852
Holiday Home	45	27	124	29	36	9	158
Other Non Effective	92	53	67	113	8	40	151
Eligible Addresses	5037	4038	2417	4298	509	1774	5630
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	37	7	21	6	0	17	46
Total Additional Households	2148	2111	2126	2112	2107	2125	2155
Total Valid Households	5494	4358	2864	5012	616	1988	6928
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	516	394	167	340	34	115	437
	9.4%	9.0%	5.8%	6.8%	5.5%	5.8%	6.3%
No English Spoken	6	8	2	14	0	2	5
	0.1%	0.2%	0.1%	0.3%	0.0%	0.1%	0.1%
Refusals	1362	1105	791	797	101	510	965
	24.8%	25.4%	27.6%	15.9%	16.4%	25.7%	13.9%
Total Interviews	3610	2851	1904	3861	481	1361	5521
	65.7%	65.4%	66.5%	77.0%	78.1%	68.5%	79.7%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from July 2013 to June 2014

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

Total Network	All Households	Total TV Households	Multichannel Households
All Households	54663	52250	51756
All Sets	105736	105736	105095
All Individuals	135480	130206	128876
Children 0-15	26052	25293	25018
All Adults	109428	104913	103858
Adult Males	53075	50677	50062
Adult Females	56353	54236	53796

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11784	11011	10912
All Sets	20440	20440	20317
All Individuals	31833	29923	29615
Children 0-15	6483	6187	6111
All Adults	25350	23736	23504
Adult Males	12391	11559	11429
Adult Females	12959	12177	12075

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1994	1915	1899
All Sets	3966	3966	3937
All Individuals	4950	4785	4720
Children 0-15	925	898	883
All Adults	4025	3887	3837
Adult Males	1924	1850	1820
Adult Females	2101	2037	2017

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7223	6955	6887
All Sets	14142	14142	14064
All Individuals	17919	17382	17219
Children 0-15	3556	3478	3440
All Adults	14363	13904	13779
Adult Males	6918	6673	6604
Adult Females	7445	7231	7175

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2757	2631	2606
All Sets	5523	5523	5486
All Individuals	6880	6616	6554
Children 0-15	1311	1273	1261
All Adults	5569	5343	5293
Adult Males	2725	2609	2579
Adult Females	2844	2734	2714

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1400	1349	1340
All Sets	2705	2705	2695
All Individuals	3474	3374	3343
Children 0-15	630	624	618
All Adults	2844	2750	2725
Adult Males	1393	1341	1327
Adult Females	1451	1409	1398

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	2014	1923	1909
All Sets	3805	3805	3785
All Individuals	4701	4503	4463
Children 0-15	813	779	768
All Adults	3888	3724	3695
Adult Males	1881	1796	1781
Adult Females	2007	1928	1914

BBC South	All Households	Total TV Households	Multichannel Households
All Households	2424	2330	2312
All Sets	4726	4726	4701
All Individuals	6118	5899	5850
Children 0-15	1185	1158	1157
All Adults	4933	4741	4693
Adult Males	2448	2345	2310
Adult Females	2485	2396	2383

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3366	3266	3235
All Sets	6886	6886	6846
All Individuals	8039	7831	7753
Children 0-15	1495	1475	1463
All Adults	6544	6356	6290
Adult Males	3200	3095	3055
Adult Females	3344	3261	3235

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2132	2075	2061
All Sets	4229	4229	4210
All Individuals	4914	4796	4750
Children 0-15	866	856	842
All Adults	4048	3940	3908
Adult Males	1938	1872	1852
Adult Females	2110	2068	2056

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5642	5429	5379
All Sets	11494	11494	11429
All Individuals	13760	13316	13198
Children 0-15	2641	2560	2538
All Adults	11119	10756	10660
Adult Males	5366	5158	5102
Adult Females	5753	5598	5558

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4545	4327	4266
All Sets	9021	9021	8944
All Individuals	10371	9946	9814
Children 0-15	1842	1789	1774
All Adults	8529	8157	8040
Adult Males	4091	3910	3844
Adult Females	4438	4247	4196

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3861	3724	3699
All Sets	7416	7416	7387
All Individuals	9473	9202	9135
Children 0-15	1973	1939	1925
All Adults	7500	7263	7210
Adult Males	3587	3456	3425
Adult Females	3913	3807	3785

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	5521	5315	5251
All Sets	11383	11383	11294
All Individuals	13048	12633	12462
Children 0-15	2332	2277	2238
All Adults	10716	10356	10224
Adult Males	5213	5013	4934
Adult Females	5503	5343	5290

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4693	4536	4506
All Sets	9366	9366	9326
All Individuals	11644	11332	11250
Children 0-15	2250	2210	2184
All Adults	9394	9122	9066
Adult Males	4544	4399	4369
Adult Females	4850	4723	4697

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2530	2419	2381
All Sets	4776	4776	4738
All Individuals	6275	6050	5969
Children 0-15	1306	1268	1256
All Adults	4969	4782	4713
Adult Males	2374	2274	2235
Adult Females	2595	2508	2478

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	12043	11253	11149
All Sets	20942	20942	20809
All Individuals	32547	30592	30270
Children 0-15	6645	6345	6267
All Adults	25902	24247	24003
Adult Males	12649	11794	11656
Adult Females	13253	12453	12347

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7778	7482	7408
All Sets	15149	15149	15064
All Individuals	19288	18686	18508
Children 0-15	3823	3736	3698
All Adults	15465	14950	14810
Adult Males	7469	7189	7110
Adult Females	7996	7761	7700

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5689	5476	5427
All Sets	11608	11608	11544
All Individuals	13880	13438	13321
Children 0-15	2655	2575	2553
All Adults	11225	10863	10768
Adult Males	5425	5217	5161
Adult Females	5800	5646	5607

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	3509	3405	3372
All Sets	7204	7204	7161
All Individuals	8408	8191	8104
Children 0-15	1577	1555	1539
All Adults	6831	6636	6565
Adult Males	3332	3223	3181
Adult Females	3499	3413	3384

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1700	1652	1642
All Sets	3355	3355	3341
All Individuals	3912	3813	3782
Children 0-15	682	676	668
All Adults	3230	3137	3114
Adult Males	1547	1490	1474
Adult Females	1683	1647	1640

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3344	3172	3129
All Sets	6597	6597	6543
All Individuals	7647	7315	7218
Children 0-15	1356	1321	1311
All Adults	6291	5994	5907
Adult Males	2993	2856	2808
Adult Females	3298	3138	3099

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1011	968	951
All Sets	2059	2059	2037
All Individuals	2315	2225	2191
Children 0-15	409	391	386
All Adults	1906	1834	1805
Adult Males	941	899	881
Adult Females	965	935	924

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	3610	3473	3451
All Sets	7202	7202	7166
All Individuals	9001	8707	8626
Children 0-15	1706	1662	1648
All Adults	7295	7045	6978
Adult Males	3542	3416	3371
Adult Females	3753	3629	3607

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2851	2727	2701
All Sets	5717	5717	5679
All Individuals	7094	6837	6771
Children 0-15	1338	1299	1287
All Adults	5756	5538	5484
Adult Males	2827	2716	2684
Adult Females	2929	2822	2800

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1904	1818	1804
All Sets	3553	3553	3533
All Individuals	4443	4254	4214
Children 0-15	769	737	726
All Adults	3674	3517	3488
Adult Males	1779	1696	1681
Adult Females	1895	1821	1807

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3861	3724	3699
All Sets	7416	7416	7387
All Individuals	9473	9202	9135
Children 0-15	1973	1939	1925
All Adults	7500	7263	7210
Adult Males	3587	3456	3425
Adult Females	3913	3807	3785

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	481	473	469
All Sets	931	931	927
All Individuals	1067	1052	1044
Children 0-15	192	189	187
All Adults	875	863	857
Adult Males	416	409	407
Adult Females	459	454	450

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1361	1312	1303
All Sets	2620	2620	2610
All Individuals	3357	3261	3230
Children 0-15	595	591	585
All Adults	2762	2670	2645
Adult Males	1355	1303	1289
Adult Females	1407	1367	1356

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	5521	5315	5251
All Sets	11383	11383	11294
All Individuals	13048	12633	12462
Children 0-15	2332	2277	2238
All Adults	10716	10356	10224
Adult Males	5213	5013	4934
Adult Females	5503	5343	5290

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	110	105	105
All Sets	252	252	252
All Individuals	258	249	249
Children 0-15	44	42	42
All Adults	214	207	207
Adult Males	102	100	100
Adult Females	112	107	107

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5287	5101	5065
All Sets	10459	10459	10412
All Individuals	13112	12734	12637
Children 0-15	2534	2485	2459
All Adults	10578	10249	10178
Adult Males	5133	4952	4912
Adult Females	5445	5297	5266

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2491	2381	2343
All Sets	4690	4690	4652
All Individuals	6176	5952	5871
Children 0-15	1289	1251	1239
All Adults	4887	4701	4632
Adult Males	2336	2237	2198
Adult Females	2551	2464	2434

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4355	4140	4080
All Sets	8656	8656	8580
All Individuals	9962	9540	9409
Children 0-15	1765	1712	1697
All Adults	8197	7828	7712
Adult Males	3934	3755	3689
Adult Females	4263	4073	4023

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	6882	6627	6554
All Sets	14003	14003	13904
All Individuals	16405	15894	15692
Children 0-15	2927	2868	2823
All Adults	13478	13026	12869
Adult Males	6568	6316	6223
Adult Females	6910	6710	6646

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	8786	8445	8358
All Sets	17556	17556	17437
All Individuals	20848	20148	19906
Children 0-15	3696	3605	3549
All Adults	17152	16543	16357
Adult Males	8347	8012	7904
Adult Females	8805	8531	8453

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	16564	15927	15766
All Sets	32705	32705	32501
All Individuals	40136	38834	38414
Children 0-15	7519	7341	7247
All Adults	32617	31493	31167
Adult Males	15816	15201	15014
Adult Females	16801	16292	16153

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3500	3368	3346
All Sets	6950	6950	6914
All Individuals	8743	8458	8377
Children 0-15	1662	1620	1606
All Adults	7081	6838	6771
Adult Males	3440	3316	3271
Adult Females	3641	3522	3500

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6461	6200	6152
All Sets	12919	12919	12845
All Individuals	16095	15544	15397
Children 0-15	3044	2961	2935
All Adults	13051	12583	12462
Adult Males	6369	6132	6055
Adult Females	6682	6451	6407

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11379	11006	10910
All Sets	23098	23098	22973
All Individuals	27267	26494	26251
Children 0-15	5106	4995	4947
All Adults	22161	21499	21304
Adult Males	10720	10339	10223
Adult Females	11441	11160	11081

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5209	5057	5014
All Sets	10559	10559	10502
All Individuals	12320	12004	11886
Children 0-15	2259	2231	2207
All Adults	10061	9773	9679
Adult Males	4879	4713	4655
Adult Females	5182	5060	5024

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	6170	5949	5896
All Sets	12539	12539	12471
All Individuals	14947	14490	14365
Children 0-15	2847	2764	2740
All Adults	12100	11726	11625
Adult Males	5841	5626	5568
Adult Females	6259	6100	6057

S4C	All Households	Total TV Households	Multichannel Households
All Households	5521	5315	5251
All Sets	11383	11383	11294
All Individuals	13048	12633	12462
Children 0-15	2332	2277	2238
All Adults	10716	10356	10224
Adult Males	5213	5013	4934
Adult Females	5503	5343	5290

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	15247	14645	14510
All Sets	30475	30475	30282
All Individuals	36943	35692	35303
Children 0-15	6740	6566	6484
All Adults	30203	29126	28819
Adult Males	14716	14144	13959
Adult Females	15487	14982	14860

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10898	10533	10441
All Sets	22167	22167	22046
All Individuals	26200	25442	25207
Children 0-15	4914	4806	4760
All Adults	21286	20636	20447
Adult Males	10304	9930	9816
Adult Females	10982	10706	10631

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	4836	4613	4549
All Sets	9587	9587	9507
All Individuals	11029	10592	10453
Children 0-15	1957	1901	1884
All Adults	9072	8691	8569
Adult Males	4350	4164	4096
Adult Females	4722	4527	4473

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 2014)



BARB Establishment Survey Questionnaire

Version: 19.1

Date: 12/12/2013

Internal Use Only

Status: Final

Prepared for fieldwork month: January 2014



Version Control

Changes included in this version:

Question No	Description of changes to this version
H23	PS4 and Xbox One games consoles added
H17	Routing change to ask all respondents
H17	Question text change
H110	New question on TV services
H102	Update to be a Multi Punch

SET UP QUESTIONS

ASK ALL		
SN6	IS THIS AN INTERVIEW AT A SINGLE HOUSEHOLD OR A MULTIHOUSEHOLD ADDRESS?	SP
	Single HH Multi HH	
ASK IF MULTI HH ADDRESS [SN6=YES]		
XMH0	Is this multi household a...	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3
ASK IF SELF CONTAINED DWELLING [XMH0=CODE 1]		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two or more self-contained flats/dwellings. They have a joint entrance onto the street but each have a separate entrance internally with all washing and cooking facilities within this	
	Other- please provide details	GO TO XMH3
ASK IF SHARED AMENITIES DWELLING [XMH0=CODE2]		
XMH2	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more dwellings which share only a bathroom	
	The address is split into two or more dwellings which share only a kitchen which has no dining facilities	
	The address is split into two or more dwellings which share a bathroom and a kitchen (and which has no shared dining facilities)	
	Other- please provide details	GO TO XMH3
NOTE: any dwellings which share any common living or dining spaces (including a table in the kitchen) should not be coded as multi-households.		
ASK IF OTHER TYPE OF MULTI HOUSEHOLD ADDRESS [XMH0, XMH1 OR XMH2 = OTHER]		
XMH3	Please give full details why this address is a multi-household.	
NOTE that all multi-households should comply with the multi-household definition updated in December 2012. We will not be able to use interviews conducted at addresses which have been incorrectly classified as multi-household.		
	WRITE IN	
ASK IF XMH3 IS NOT ASKED [XMH1 = CODE 1-2 or XM2 = CODE 1-3]		
XMH4	Are there any further details you can provide as to why this address is a multi-household?	
	WRITE IN	
ASK ALL		
ACC OMP	Will you be accompanied by supervisor for this interview?	SP
	Yes (Write in name of accompanier)	
	No	

END OF SET UP QUESTIONS

INTRO AND ATTITUDINAL SECTION

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

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

ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home?	SP
	Yes No Don't know	
ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads WRITE IN (0-99)	NUM
FORCE EDIT: SET REF AND DK TO 0		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablet computers WRITE IN (0-99) Don't know	NUM
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer. Do you, or any member of your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet Do you, or any member of your household, ever use this tablet to watch TV programmes? IF H101=0 AND H51>1 (multiple devices; no tablets claimed) Thinking about all the computers in your household Do you, or any member of your household, ever use any of these computers to watch TV programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) Thinking about all the tablets in your household Do you, or any member of your household, ever use any of these tablets to watch TV programmes? IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed) Thinking about all the computers and tablets in your household Do you, or any member of your household, ever use any of these computers or tablets to watch TV programmes? Yes No	SP
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET H73 TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		
ASK IF 2+ COPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]		
H73	And how many of these do you, or members of your household, use to watch television programmes? WRITE IN (0-Max value of H51)	NUM

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

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

If 2+ valid sets and at least one of these is defined as **Temporarily Out of Order at H82**:
Going back to ask about the TV sets that your household use to watch television and including the TV <set/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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

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

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 CABLE IS THE ONLY PLATFORM CLAIM AT HH [(H64=YES) AND (H65 = NO, H66 = NO AND H68 = NONE OF THESE)]		
S10a	Can you confirm that this set is connected to cable TV services?	SP
	Yes	
	No	
ASK IF CABLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H64=YES) AND (H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE)]		
S10b	Is this set connected to cable TV services?	SP
	Yes	
	No	

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

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

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

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

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

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

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

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

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

REPEAT ABOVE FOR ALL TV SETS

END OF MAIN SET LOOPS

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

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

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

ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL [H68=COMPUTER AND S57=NO (FOR ALL SETS)]		
H95	You said that your household was able to access TV services via a computer but no set has a computer claimed. Are you able to access TV services via a computer?	SP
	Yes ASK H96 No IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER	
ASK IF COMPUTER CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H95=YES]		
H96	Which of the sets you have mentioned receives TV services via a computer?	MP
	LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER 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 S57A/B FOR SETS CLAIMED AT H96		
ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL [H68=INTERNET AND S58=NO (FOR ALL SETS)]		
H97	You said that your household was able to access TV services via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV services via a direct connection to the internet?	SP
	Yes ASK H98 No IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET	
ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H97=YES]		
H98	Which of the sets you have mentioned receives TV 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

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

SX3 SHOW SCREEN

SP

In which room in your house is this TV set?

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

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

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

NUM

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

WRITE IN (2 digits required)

Don't know

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

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

SP

Claim

Actual measurement

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

ASK ALL		
H102	Thinking about your TV viewing in general (IF ANY WORKING SET OR COMPUTER/TABLET USED TO WATCH TV [H63>0 OR ANY SET TEMP OUT OF ORDER AT H82 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet computer(s) (ALL) Are there any other devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	MP
ASK IF SKY – WITH SUBSCRIPTION [S18 = CODE 1]		
H108	Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels? Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK IF CABLE [S10a/b = CODE 1]		
H109	Does your Cable TV subscription include any premium Sky Movies or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK ALL		
H110	Do you, or does anyone in your household, subscribe to any of the following ...? LoveFilm Netflix NowTV Xbox Live None of these Don't know	MP

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

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

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

NOTE: Answers must add up to 10

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

If correct code appropriately, if incorrect ask again

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

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

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

[S57=YES (FOR ANY SET)]

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

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

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

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

[S56=YES (FOR ANY SET)]

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

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

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

ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 PS4 Other Playstation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP
IF 'VIA A DIRECT CONNECTION TO THE INTERNET (S58 = YES): CODE H78 = YES IF 'VIA A CONNECTION TO GAMES CONSOLE (S56 = YES): CODE H78 = YES IF 'VIA A CONNECTION TO A COMPUTER/TABLET' (S57 = YES): CODE H78 = YES IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H78	SHOW SCREEN (Cable HH) In addition to your Cable connection (BT Vision HH) In addition to your BT Vision connection (YouView HH) In addition to your YouView connection (Cable and BT Vision HH) In addition to your Cable and BT vision connections (Cable and YouView HH) In addition to your Cable and YouView connections (YouView and BT Vision HH) In addition to your YouView and BT Vision connections (Cable, BT Vision and YouView) In addition to your Cable, BT Vision and YouView connections (Single Set Household) Can your TV set be connected to the internet? (Multi Set Households) Can any of your TV sets be connected to the internet? (ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet. NOTE: For a more detailed explanation click on further information Yes No Don't know Further Information	SP
FORCE EDIT: SET TO YES IF SET LEVEL CLAIM ON RELEVANT PLATFORM		

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

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

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

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

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT)...	SP
(MAY NOT BE BLANK)		
Married/living as married/civil partnership Single Widowed Divorced/separated		
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P9	SHOW SCREEN	SP
What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status?		
(MAY NOT BE BLANK)		
Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)		
FORCE EDIT: SET TO FULL TIME EDUCATION IF TAE (P10) IS 'STILL IN FULL TIME EDUCATION' SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED		
ASK IF NOT 'FULL TIME EDUCATION' [P9=CODE4]		
P10	SHOW SCREEN	SP
At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?		
15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused		
FORCE EDIT: SET TO STILL IN FULL TIME EDUCATION IF (P10) IS 'STILL IN FULL TIME EDUCATION' SET DK TO 17-18 IF AGE IS 16-54 SET DK TO 15 IF AGE IS 55+ AND SG IS DE SET DK TO 16 IF AGE IS 55+ AND SG IS C1/2 SET DK TO 19+ IF AGE IS 55+ AND SG IS AB		
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
Yes No Don't know		
ASK IF WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh?		
Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know		
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
Yes No Don't know		

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

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

ASK IF MULTI PERSON HH [H55>1]		
H25	Thinking about all the people in your household... Intro	
ASK IF ANY PERSONS WELSH SPEAKING IS FLUENT OR FAIR AMOUNT [P12 = CODE 1 OR 2]		
H25	SHOW SCREEN 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	SP
ASK IF ANY PERSONS GAELIC SPEAKING IS FLUENT OR FAIR AMOUNT [P14 = CODE 1 OR 2]		
H26	SHOW SCREEN 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	SP
ASK ALL		
H27	SHOW SCREEN Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H56	Which of the household members you have mentioned is the Head of Household? By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H28	Which of the household members you have mentioned is solely or mainly responsible for the household duties? This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON	MP

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

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

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

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

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

END OF THIRD HH SECTION

SUPPLEMENTARY CLOSE OUT QUESTIONS

ASK ALL WITH 2+ HOUSEHOLD MEMBERS		
C	Were any household members, other than the respondent, actively consulted on any equipment related questions? CODE PERSON NUMBER AS APPROPRIATE LIST HOUSEHOLD MEMBERS EXCLUDING PERSON 1 BY PERSON NUMBER, SEX & AGE	MP
	Respondent Only	(SP)
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
ASK ALL WITH TV AT H8		
D	Were there any additional sets that a respondent remembered about during the interview which were not asked about in the survey?	SP
	Yes	
	No	
IF YES (CODE 1) AT D, ASK E		
E	How many additional sets were not asked about in the survey?	SP
	1	
	2	
	3	
	4	
	5+	
ASK IF NO TV AT Q1		
A	Did you see or hear anything which leads you to suspect that the HH actually does have a TV?	SP
	Yes	
	No	
IF YES (CODE 1) AT A, ASK B		
B	Did you...? See the TV (in operation or not) Hear the TV See an aerial/dish Other (WRITE IN)	MP
ASK ALL		
LANGXA	Was this interview carried out in any language other than English?	SMP
	Yes	
	No	
IF YES AT LANGXA		
LANGXB	In which language was this interview conducted?	SP
	Arabic	Polish
	Bengali	Punjabi
	Chinese	Russian
	French	Hindi
	German	Igbo
	Greek	Italian
	Guajarati	Spanish
		Sylethi
		Turkish
		Urdu
		Welsh
		Other (WRITE IN)
ASK ALL		
COM	Do you have any comments relevant to this interview (not the survey itself) that the field office or	SP
MSYN	validation team should be made aware of?	
	Yes (enter verbatim)	
	No	

END OF CLOSE OUT QUESTIONS