

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

July 2014 to June 2015



Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2014 - June 2015

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Introduction

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This reports contains the weighted data results from the Establishment survey for the period July 2014 - June 2015

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	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
AB	7124	6771	3054	1109	4917	2322	2595	6692
%V	26.0%	26.3%	27.5%	27.9%	26.0%	27.7%	24.7%	30.0%
%H (All HH)		95.0%	42.9%	15.6%	69.0%	32.6%	36.4%	93.9%
%H (TV HH)			45.1%	16.4%	72.6%	34.3%	38.3%	
C1	7358	6823	2965	1097	4984	2290	2694	6401
%V	26.8%	26.5%	26.7%	27.6%	26.4%	27.3%	25.6%	28.7%
%H (All HH)		92.7%	40.3%	14.9%	67.7%	31.1%	36.6%	87.0%
%H (TV HH)			43.5%	16.1%	73.0%	33.6%	39.5%	
C2	5711	5450	2564	853	4040	2027	2013	4720
%V	20.8%	21.2%	23.1%	21.5%	21.4%	24.2%	19.1%	21.1%
%H (All HH)		95.4%	44.9%	14.9%	70.7%	35.5%	35.2%	82.6%
%H (TV HH)			47.0%	15.7%	74.1%	37.2%	36.9%	
D	4225	3936	1627	584	2828	1146	1682	2995
%V	15.4%	15.3%	14.7%	14.7%	15.0%	13.7%	16.0%	13.4%
%H (All HH)		93.2%	38.5%	13.8%	66.9%	27.1%	39.8%	70.9%
%H (TV HH)			41.3%	14.8%	71.8%	29.1%	42.7%	
E	3028	2782	892	329	2135	608	1528	1509
%V	11.0%	10.8%	8.0%	8.3%	11.3%	7.2%	14.5%	6.8%
%H (All HH)		91.9%	29.5%	10.9%	70.5%	20.1%	50.5%	49.8%
%H (TV HH)			32.1%	11.8%	76.7%	21.9%	54.9%	

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

%V = percentage of vertical total

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

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

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**DATA PERIOD: ANNUAL
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Household level data

Table 2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
Under 25	1168	940	338	119	640	226	414	1060
%V	4.3%	3.6%	3.0%	3.0%	3.4%	2.7%	3.9%	4.7%
%H (All HH)		80.5%	28.9%	10.2%	54.8%	19.3%	35.4%	90.8%
%H (TV HH)			36.0%	12.7%	68.1%	24.0%	44.0%	
25 - 34	4269	3823	1944	596	2383	1200	1183	4033
%V	15.6%	14.8%	17.5%	15.0%	12.6%	14.3%	11.3%	18.1%
%H (All HH)		89.6%	45.5%	14.0%	55.8%	28.1%	27.7%	94.5%
%H (TV HH)			50.9%	15.6%	62.3%	31.4%	30.9%	
35 - 44	4700	4407	2281	779	2947	1630	1316	4457
%V	17.1%	17.1%	20.5%	19.6%	15.6%	19.4%	12.5%	20.0%
%H (All HH)		93.8%	48.5%	16.6%	62.7%	34.7%	28.0%	94.8%
%H (TV HH)			51.8%	17.7%	66.9%	37.0%	29.9%	
45 - 54	5353	5134	2467	956	3697	1992	1705	4904
%V	19.5%	19.9%	22.2%	24.1%	19.6%	23.7%	16.2%	22.0%
%H (All HH)		95.9%	46.1%	17.9%	69.1%	37.2%	31.9%	91.6%
%H (TV HH)			48.1%	18.6%	72.0%	38.8%	33.2%	
55 - 64	4478	4295	1826	722	3276	1516	1759	3790
%V	16.3%	16.7%	16.4%	18.2%	17.3%	18.1%	16.7%	17.0%
%H (All HH)		95.9%	40.8%	16.1%	73.2%	33.9%	39.3%	84.6%
%H (TV HH)			42.5%	16.8%	76.3%	35.3%	41.0%	
65 +	7477	7163	2246	800	5962	1827	4135	4073
%V	27.2%	27.8%	20.2%	20.1%	31.5%	21.8%	39.3%	18.3%
%H (All HH)		95.8%	30.0%	10.7%	79.7%	24.4%	55.3%	54.5%
%H (TV HH)			31.4%	11.2%	83.2%	25.5%	57.7%	

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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DATA PERIOD: ANNUAL

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Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
1	8539	7728	2187	922	6095	1571	4524	4991
%V	31.1%	30.0%	19.7%	23.2%	32.2%	18.7%	43.0%	22.4%
%H (All HH)		90.5%	25.6%	10.8%	71.4%	18.4%	53.0%	58.4%
%H (TV HH)			28.3%	11.9%	78.9%	20.3%	58.5%	
2	9270	8828	3857	1323	6642	3047	3596	8012
%V	33.8%	34.3%	34.7%	33.3%	35.1%	36.3%	34.2%	35.9%
%H (All HH)		95.2%	41.6%	14.3%	71.7%	32.9%	38.8%	86.4%
%H (TV HH)			43.7%	15.0%	75.2%	34.5%	40.7%	
3	4260	4052	2117	768	2757	1602	1154	4078
%V	15.5%	15.7%	19.1%	19.3%	14.6%	19.1%	11.0%	18.3%
%H (All HH)		95.1%	49.7%	18.0%	64.7%	37.6%	27.1%	95.7%
%H (TV HH)			52.2%	19.0%	68.0%	39.5%	28.5%	
4	3563	3433	1933	636	2347	1493	855	3473
%V	13.0%	13.3%	17.4%	16.0%	12.4%	17.8%	8.1%	15.6%
%H (All HH)		96.4%	54.3%	17.9%	65.9%	41.9%	24.0%	97.5%
%H (TV HH)			56.3%	18.5%	68.4%	43.5%	24.9%	
5+	1814	1720	1007	323	1063	680	384	1763
%V	6.6%	6.7%	9.1%	8.1%	5.6%	8.1%	3.7%	7.9%
%H (All HH)		94.8%	55.5%	17.8%	58.6%	37.5%	21.2%	97.2%
%H (TV HH)			58.5%	18.8%	61.8%	39.5%	22.3%	
Average HH size	2.33	2.35	2.66	2.56	2.26	2.64	1.97	2.54

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
Without	20372	18961	7340	2765	14496	5775	8722	15530
%V	74.2%	73.6%	66.1%	69.6%	76.7%	68.8%	83.0%	69.6%
%H (All HH)		93.1%	36.0%	13.6%	71.2%	28.3%	42.8%	76.2%
%H (TV HH)			38.7%	14.6%	76.5%	30.5%	46.0%	
With	7074	6801	3762	1208	4409	2618	1791	6788
%V	25.8%	26.4%	33.9%	30.4%	23.3%	31.2%	17.0%	30.4%
%H (All HH)		96.1%	53.2%	17.1%	62.3%	37.0%	25.3%	96.0%
%H (TV HH)			55.3%	17.8%	64.8%	38.5%	26.3%	
0 - 3	2709	2569	1441	399	1589	887	702	2555
%V	9.9%	10.0%	13.0%	10.0%	8.4%	10.6%	6.7%	11.4%
%H (All HH)		94.8%	53.2%	14.7%	58.7%	32.7%	25.9%	94.3%
%H (TV HH)			56.1%	15.5%	61.9%	34.5%	27.3%	
4 - 9	3585	3460	1942	598	2204	1309	894	3441
%V	13.1%	13.4%	17.5%	15.1%	11.7%	15.6%	8.5%	15.4%
%H (All HH)		96.5%	54.2%	16.7%	61.5%	36.5%	24.9%	96.0%
%H (TV HH)			56.1%	17.3%	63.7%	37.8%	25.8%	
10 - 15	3196	3104	1726	598	2092	1310	782	3109
%V	11.6%	12.0%	15.5%	15.1%	11.1%	15.6%	7.4%	13.9%
%H (All HH)		97.1%	54.0%	18.7%	65.5%	41.0%	24.5%	97.3%
%H (TV HH)			55.6%	19.3%	67.4%	42.2%	25.2%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
1	10785	10785	3672	1422	7191	1733	5458	7868
%V	39.3%	41.9%	33.1%	35.8%	38.0%	20.7%	51.9%	35.3%
%H (All HH)		100.0%	34.0%	13.2%	66.7%	16.1%	50.6%	73.0%
%H (TV HH)			34.0%	13.2%	66.7%	16.1%	50.6%	
2	8812	8812	3954	1425	6680	3245	3435	7361
%V	32.1%	34.2%	35.6%	35.9%	35.3%	38.7%	32.7%	33.0%
%H (All HH)		100.0%	44.9%	16.2%	75.8%	36.8%	39.0%	83.5%
%H (TV HH)			44.9%	16.2%	75.8%	36.8%	39.0%	
3	3792	3792	2035	680	3048	1943	1105	3527
%V	13.8%	14.7%	18.3%	17.1%	16.1%	23.2%	10.5%	15.8%
%H (All HH)		100.0%	53.7%	17.9%	80.4%	51.2%	29.1%	93.0%
%H (TV HH)			53.7%	17.9%	80.4%	51.2%	29.1%	
4	1574	1574	939	286	1301	937	364	1520
%V	5.7%	6.1%	8.5%	7.2%	6.9%	11.2%	3.5%	6.8%
%H (All HH)		100.0%	59.7%	18.2%	82.7%	59.5%	23.1%	96.6%
%H (TV HH)			59.7%	18.2%	82.7%	59.5%	23.1%	
5+	799	799	502	159	685	535	151	784
%V	2.9%	3.1%	4.5%	4.0%	3.6%	6.4%	1.4%	3.5%
%H (All HH)		100.0%	62.8%	19.9%	85.7%	67.0%	18.9%	98.1%
%H (TV HH)			62.8%	19.9%	85.7%	67.0%	18.9%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
Under 20"	5047	5047	2172	743	4258	2144	2114	4217
%V	18.4%	19.6%	19.6%	18.7%	22.5%	25.5%	20.1%	18.9%
%H (All HH)		100.0%	43.0%	14.7%	84.4%	42.5%	41.9%	83.6%
%H (TV HH)			43.0%	14.7%	84.4%	42.5%	41.9%	
20" - 29"	8928	8928	3720	1312	7211	3332	3879	7202
%V	32.5%	34.7%	33.5%	33.0%	38.1%	39.7%	36.9%	32.3%
%H (All HH)		100.0%	41.7%	14.7%	80.8%	37.3%	43.4%	80.7%
%H (TV HH)			41.7%	14.7%	80.8%	37.3%	43.4%	
30" - 39"	13578	13578	5950	2130	10261	4811	5450	11219
%V	49.5%	52.7%	53.6%	53.6%	54.3%	57.3%	51.8%	50.3%
%H (All HH)		100.0%	43.8%	15.7%	75.6%	35.4%	40.1%	82.6%
%H (TV HH)			43.8%	15.7%	75.6%	35.4%	40.1%	
40" and over	12695	12695	6844	2299	8844	5292	3552	11522
%V	46.3%	49.3%	61.6%	57.9%	46.8%	63.1%	33.8%	51.6%
%H (All HH)		100.0%	53.9%	18.1%	69.7%	41.7%	28.0%	90.8%
%H (TV HH)			53.9%	18.1%	69.7%	41.7%	28.0%	

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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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	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
Main living room	25391	25391	11003	3943	18668	8331	10337	20753
%V	92.5%	98.6%	99.1%	99.2%	98.7%	99.3%	98.3%	93.0%
%H (All HH)		100.0%	43.3%	15.5%	73.5%	32.8%	40.7%	81.7%
%H (TV HH)			43.3%	15.5%	73.5%	32.8%	40.7%	
Kitchen	3030	3030	1491	429	2653	1521	1132	2647
%V	11.0%	11.8%	13.4%	10.8%	14.0%	18.1%	10.8%	11.9%
%H (All HH)		100.0%	49.2%	14.2%	87.6%	50.2%	37.4%	87.4%
%H (TV HH)			49.2%	14.2%	87.6%	50.2%	37.4%	
Adult's bedroom	11079	11079	5562	1963	8715	5135	3580	9812
%V	40.4%	43.0%	50.1%	49.4%	46.1%	61.2%	34.1%	44.0%
%H (All HH)		100.0%	50.2%	17.7%	78.7%	46.3%	32.3%	88.6%
%H (TV HH)			50.2%	17.7%	78.7%	46.3%	32.3%	
Child's bedroom	2432	2432	1439	468	1763	1244	520	2355
%V	8.9%	9.4%	13.0%	11.8%	9.3%	14.8%	4.9%	10.6%
%H (All HH)		100.0%	59.2%	19.2%	72.5%	51.2%	21.4%	96.8%
%H (TV HH)			59.2%	19.2%	72.5%	51.2%	21.4%	
Other bedroom	1219	1219	667	214	993	650	344	1139
%V	4.4%	4.7%	6.0%	5.4%	5.3%	7.7%	3.3%	5.1%
%H (All HH)		100.0%	54.7%	17.6%	81.5%	53.3%	28.2%	93.4%
%H (TV HH)			54.7%	17.6%	81.5%	53.3%	28.2%	
Second living/dining room	2414	2414	1259	389	1925	1141	784	2159
%V	8.8%	9.4%	11.3%	9.8%	10.2%	13.6%	7.5%	9.7%
%H (All HH)		100.0%	52.2%	16.1%	79.7%	47.3%	32.5%	89.4%
%H (TV HH)			52.2%	16.1%	79.7%	47.3%	32.5%	
Study/office	363	363	197	50	293	178	115	354
%V	1.3%	1.4%	1.8%	1.3%	1.5%	2.1%	1.1%	1.6%
%H (All HH)		100.0%	54.3%	13.8%	80.7%	49.0%	31.7%	97.5%
%H (TV HH)			54.3%	13.8%	80.7%	49.0%	31.7%	
TV room	225	225	126	31	176	107	69	218
%V	0.8%	0.9%	1.1%	0.8%	0.9%	1.3%	0.7%	1.0%
%H (All HH)		100.0%	56.0%	13.8%	78.2%	47.6%	30.7%	96.9%
%H (TV HH)			56.0%	13.8%	78.2%	47.6%	30.7%	
Conservatory	531	531	297	75	444	280	164	480
%V	1.9%	2.1%	2.7%	1.9%	2.3%	3.3%	1.6%	2.2%
%H (All HH)		100.0%	55.9%	14.1%	83.6%	52.7%	30.9%	90.4%
%H (TV HH)			55.9%	14.1%	83.6%	52.7%	30.9%	
Attic or loft room	65	65	39	14	49	34	15	64
%V	0.2%	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	21.5%	75.4%	52.3%	23.1%	98.5%
%H (TV HH)			60.0%	21.5%	75.4%	52.3%	23.1%	
No specific location	34	34	13	3	29	14	15	32
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	38.2%	8.8%	85.3%	41.2%	44.1%	94.1%
%H (TV HH)			38.2%	8.8%	85.3%	41.2%	44.1%	
Other	232	232	137	30	189	123	66	219
%V	0.8%	0.9%	1.2%	0.8%	1.0%	1.5%	0.6%	1.0%
%H (All HH)		100.0%	59.1%	12.9%	81.5%	53.0%	28.4%	94.4%
%H (TV HH)			59.1%	12.9%	81.5%	53.0%	28.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Household level data

Table 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	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
Any DSAT provider	11102	11102	11102	178	6399	6399	0	9991
%V	40.5%	43.1%	100.0%	4.5%	33.8%	76.3%	0.0%	44.8%
%H (All HH)			100.0%	1.6%	57.6%	57.6%	0.0%	90.0%
%H (TV HH)			100.0%	1.6%	57.6%	57.6%	0.0%	
Sky with subscription	9055	9055	9055	77	5310	5310	0	8313
%V	33.0%	35.1%	81.6%	1.9%	28.1%	63.3%	0.0%	37.2%
%H (All HH)			100.0%	0.9%	58.6%	58.6%	0.0%	91.8%
%H (TV HH)			100.0%	0.9%	58.6%	58.6%	0.0%	
Sky without subscription	717	717	717	30	356	356	0	572
%V	2.6%	2.8%	6.5%	0.8%	1.9%	4.2%	0.0%	2.6%
%H (All HH)			100.0%	4.2%	49.7%	49.7%	0.0%	79.8%
%H (TV HH)			100.0%	4.2%	49.7%	49.7%	0.0%	
Freesat	1365	1365	1365	57	815	815	0	1168
%V	5.0%	5.3%	12.3%	1.4%	4.3%	9.7%	0.0%	5.2%
%H (All HH)			100.0%	4.2%	59.7%	59.7%	0.0%	85.6%
%H (TV HH)			100.0%	4.2%	59.7%	59.7%	0.0%	
Other satellite provider	351	351	351	19	165	165	0	312
%V	1.3%	1.4%	3.2%	0.5%	0.9%	2.0%	0.0%	1.4%
%H (All HH)			100.0%	5.4%	47.0%	47.0%	0.0%	88.9%
%H (TV HH)			100.0%	5.4%	47.0%	47.0%	0.0%	
DCAB	3973	3973	178	3973	2095	2095	0	3618
%V	14.5%	15.4%	1.6%	100.0%	11.1%	25.0%	0.0%	16.2%
%H (All HH)			4.5%	100.0%	52.7%	52.7%	0.0%	91.1%
%H (TV HH)			4.5%	100.0%	52.7%	52.7%	0.0%	
DTT	18905	18905	6399	2095	18905	8392	10513	14957
%V	68.9%	73.4%	57.6%	52.7%	100.0%	100.0%	100.0%	67.0%
%H (All HH)		100.0%	33.8%	11.1%	100.0%	44.4%	55.6%	79.1%
%H (TV HH)			33.8%	11.1%	100.0%	44.4%	55.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 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	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
PVR	15840	15840	9364	3351	10513	7240	3273	14395
%V	57.7%	61.5%	84.3%	84.3%	55.6%	86.3%	31.1%	64.5%
%H (All HH)		100.0%	59.1%	21.2%	66.4%	45.7%	20.7%	90.9%
%H (TV HH)			59.1%	21.2%	66.4%	45.7%	20.7%	
DVDR	919	919	373	137	762	345	417	782
%V	3.3%	3.6%	3.4%	3.4%	4.0%	4.1%	4.0%	3.5%
%H (All HH)		100.0%	40.6%	14.9%	82.9%	37.5%	45.4%	85.1%
%H (TV HH)			40.6%	14.9%	82.9%	37.5%	45.4%	
VCR	611	611	202	81	503	173	331	420
%V	2.2%	2.4%	1.8%	2.0%	2.7%	2.1%	3.1%	1.9%
%H (All HH)		100.0%	33.1%	13.3%	82.3%	28.3%	54.2%	68.7%
%H (TV HH)			33.1%	13.3%	82.3%	28.3%	54.2%	
Any recorder	16438	16438	9471	3388	11047	7320	3727	14778
%V	59.9%	63.8%	85.3%	85.3%	58.4%	87.2%	35.5%	66.2%
%H (All HH)		100.0%	57.6%	20.6%	67.2%	44.5%	22.7%	89.9%
%H (TV HH)			57.6%	20.6%	67.2%	44.5%	22.7%	
Receives HDTV (via STB or built-in reception)	15431	15431	8064	3164	10886	6533	4353	13992
%V	56.2%	59.9%	72.6%	79.6%	57.6%	77.8%	41.4%	62.7%
%H (All HH)		100.0%	52.3%	20.5%	70.5%	42.3%	28.2%	90.7%
%H (TV HH)			52.3%	20.5%	70.5%	42.3%	28.2%	
DVD/Blu-ray player or recorder	19258	19258	8716	3147	14431	6973	7458	16478
%V	70.2%	74.8%	78.5%	79.2%	76.3%	83.1%	70.9%	73.8%
%H (All HH)		100.0%	45.3%	16.3%	74.9%	36.2%	38.7%	85.6%
%H (TV HH)			45.3%	16.3%	74.9%	36.2%	38.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	27446	25762	11102	3973	18905	8392	10513	22317
%H (All HH)		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%
%H (TV HH)			43.1%	15.4%	73.4%	32.6%	40.8%	
Has broadband internet	22317	21060	9991	3618	14957	7658	7299	22317
%V	81.3%	81.7%	90.0%	91.1%	79.1%	91.3%	69.4%	100.0%
%H (All HH)		94.4%	44.8%	16.2%	67.0%	34.3%	32.7%	100.0%
%H (TV HH)			47.4%	17.2%	71.0%	36.4%	34.7%	
Number of computers (PCs and laptops)								
0	5365	4929	1243	409	4068	818	3250	732
%V	19.5%	19.1%	11.2%	10.3%	21.5%	9.7%	30.9%	3.3%
%H (All HH)		91.9%	23.2%	7.6%	75.8%	15.2%	60.6%	13.6%
%H (TV HH)			25.2%	8.3%	82.5%	16.6%	65.9%	
1	7641	7041	2865	1028	5117	2035	3081	7241
%V	27.8%	27.3%	25.8%	25.9%	27.1%	24.2%	29.3%	32.4%
%H (All HH)		92.1%	37.5%	13.5%	67.0%	26.6%	40.3%	94.8%
%H (TV HH)			40.7%	14.6%	72.7%	28.9%	43.8%	
2	6301	5963	2851	1016	4199	2150	2049	6232
%V	23.0%	23.1%	25.7%	25.6%	22.2%	25.6%	19.5%	27.9%
%H (All HH)		94.6%	45.2%	16.1%	66.6%	34.1%	32.5%	98.9%
%H (TV HH)			47.8%	17.0%	70.4%	36.1%	34.4%	
3	3762	3610	1899	653	2534	1491	1043	3749
%V	13.7%	14.0%	17.1%	16.4%	13.4%	17.8%	9.9%	16.8%
%H (All HH)		96.0%	50.5%	17.4%	67.4%	39.6%	27.7%	99.7%
%H (TV HH)			52.6%	18.1%	70.2%	41.3%	28.9%	
4	2119	2048	1072	427	1442	900	541	2113
%V	7.7%	7.9%	9.7%	10.7%	7.6%	10.7%	5.1%	9.5%
%H (All HH)		96.6%	50.6%	20.2%	68.1%	42.5%	25.5%	99.7%
%H (TV HH)			52.3%	20.8%	70.4%	43.9%	26.4%	
5+	2257	2170	1171	439	1546	999	548	2251
%V	8.2%	8.4%	10.5%	11.0%	8.2%	11.9%	5.2%	10.1%
%H (All HH)		96.1%	51.9%	19.5%	68.5%	44.3%	24.3%	99.7%
%H (TV HH)			54.0%	20.2%	71.2%	46.0%	25.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50404	24172	8313	38614	20708	17907	43490
%H		48.0%	16.5%	76.6%	41.1%	35.5%	86.3%
Under 20"	6393	2836	954	5431	2853	2578	5449
%V	12.7%	11.7%	11.5%	14.1%	13.8%	14.4%	12.5%
%H		44.4%	14.9%	85.0%	44.6%	40.3%	85.2%
20" - 29"	11393	4949	1717	9314	4582	4732	9411
%V	22.6%	20.5%	20.7%	24.1%	22.1%	26.4%	21.6%
%H		43.4%	15.1%	81.8%	40.2%	41.5%	82.6%
30" - 39"	16390	7497	2670	12449	6246	6203	13828
%V	32.5%	31.0%	32.1%	32.2%	30.2%	34.6%	31.8%
%H		45.7%	16.3%	76.0%	38.1%	37.8%	84.4%
40" and over	15436	8573	2854	10824	6780	4044	14172
%V	30.6%	35.5%	34.3%	28.0%	32.7%	22.6%	32.6%
%H		55.5%	18.5%	70.1%	43.9%	26.2%	91.8%
Don't know	792	317	117	596	247	349	631
%V	1.6%	1.3%	1.4%	1.5%	1.2%	1.9%	1.5%
%H		40.0%	14.8%	75.3%	31.2%	44.1%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50404	24172	8313	38614	20708	17907	43490
%H		48.0%	16.5%	76.6%	41.1%	35.5%	86.3%
Main living room	25532	11071	3970	18767	8387	10380	20874
%V	50.7%	45.8%	47.8%	48.6%	40.5%	58.0%	48.0%
%H		43.4%	15.5%	73.5%	32.8%	40.7%	81.8%
Kitchen	3040	1497	430	2661	1526	1134	2656
%V	6.0%	6.2%	5.2%	6.9%	7.4%	6.3%	6.1%
%H		49.2%	14.1%	87.5%	50.2%	37.3%	87.4%
Adult's bedroom	13250	6782	2434	10511	6426	4084	11902
%V	26.3%	28.1%	29.3%	27.2%	31.0%	22.8%	27.4%
%H		51.2%	18.4%	79.3%	48.5%	30.8%	89.8%
Child's bedroom	3207	1911	627	2328	1662	666	3112
%V	6.4%	7.9%	7.5%	6.0%	8.0%	3.7%	7.2%
%H		59.6%	19.6%	72.6%	51.8%	20.8%	97.0%
Other bedroom	1434	792	255	1181	785	396	1349
%V	2.8%	3.3%	3.1%	3.1%	3.8%	2.2%	3.1%
%H		55.2%	17.8%	82.4%	54.7%	27.6%	94.1%
Second living/dining room	2453	1283	394	1958	1165	793	2197
%V	4.9%	5.3%	4.7%	5.1%	5.6%	4.4%	5.1%
%H		52.3%	16.1%	79.8%	47.5%	32.3%	89.6%
Study/office	370	202	50	298	182	116	360
%V	0.7%	0.8%	0.6%	0.8%	0.9%	0.6%	0.8%
%H		54.6%	13.5%	80.5%	49.2%	31.4%	97.3%
TV room	228	128	31	179	109	70	220
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.4%	0.5%
%H		56.1%	13.6%	78.5%	47.8%	30.7%	96.5%
Conseervatory	534	300	75	446	282	164	483
%V	1.1%	1.2%	0.9%	1.2%	1.4%	0.9%	1.1%
%H		56.2%	14.0%	83.5%	52.8%	30.7%	90.4%
Attic or loft room	67	41	14	50	35	15	66
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		61.2%	20.9%	74.6%	52.2%	22.4%	98.5%
No specific location	37	15	3	32	15	17	35
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		40.5%	8.1%	86.5%	40.5%	45.9%	94.6%
Other	252	150	31	204	133	71	237
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%	0.5%
%H		59.5%	12.3%	81.0%	52.8%	28.2%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50404	24172	8313	38614	20708	17907	43490
%H		48.0%	16.5%	76.6%	41.1%	35.5%	86.3%
PVR	20846	12855	4574	13446	9793	3653	19198
%V	41.4%	53.2%	55.0%	34.8%	47.3%	20.4%	44.1%
%H		61.7%	21.9%	64.5%	47.0%	17.5%	92.1%
DVDR	987	406	147	819	375	444	845
%V	2.0%	1.7%	1.8%	2.1%	1.8%	2.5%	1.9%
%H		41.1%	14.9%	83.0%	38.0%	45.0%	85.6%
VCR	647	218	86	533	187	347	448
%V	1.3%	0.9%	1.0%	1.4%	0.9%	1.9%	1.0%
%H		33.7%	13.3%	82.4%	28.9%	53.6%	69.2%
Any recorder	21630	13042	4643	14146	9964	4182	19742
%V	42.9%	54.0%	55.9%	36.6%	48.1%	23.4%	45.4%
%H		60.3%	21.5%	65.4%	46.1%	19.3%	91.3%

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	50404	24172	8313	38614	20708	17907	43490
%H		48.0%	16.5%	76.6%	41.1%	35.5%	86.3%
Receives HDTV (via STB or built-in reception)	21888	11643	4716	15686	9910	5776	20136
%V	43.4%	48.2%	56.7%	40.6%	47.9%	32.3%	46.3%
%H		53.2%	21.5%	71.7%	45.3%	26.4%	92.0%
DVD/Blu-ray player or recorder	27437	13148	4714	21174	11441	9733	24164
%V	54.4%	54.4%	56.7%	54.8%	55.2%	54.4%	55.6%
%H		47.9%	17.2%	77.2%	41.7%	35.5%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25692	11094	3970	18892	8391	10501	20997
%H		43.2%	15.5%	73.5%	32.7%	40.9%	81.7%
Under 20"	461	77	33	373	48	324	282
%V	1.8%	0.7%	0.8%	2.0%	0.6%	3.1%	1.3%
%H		16.7%	7.2%	80.9%	10.4%	70.3%	61.2%
20" - 29"	3058	707	300	2491	477	2014	1944
%V	11.9%	6.4%	7.6%	13.2%	5.7%	19.2%	9.3%
%H		23.1%	9.8%	81.5%	15.6%	65.9%	63.6%
30" - 39"	9496	3550	1356	7228	2697	4531	7353
%V	37.0%	32.0%	34.2%	38.3%	32.1%	43.1%	35.0%
%H		37.4%	14.3%	76.1%	28.4%	47.7%	77.4%
40" and over	12274	6637	2228	8510	5097	3413	11130
%V	47.8%	59.8%	56.1%	45.0%	60.7%	32.5%	53.0%
%H		54.1%	18.2%	69.3%	41.5%	27.8%	90.7%
Don't know	403	122	54	290	71	219	287
%V	1.6%	1.1%	1.4%	1.5%	0.8%	2.1%	1.4%
%H		30.3%	13.4%	72.0%	17.6%	54.3%	71.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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	25692	11094	3970	18892	8391	10501	20997
%H		43.2%	15.5%	73.5%	32.7%	40.9%	81.7%
PVR	15514	9226	3309	10230	7107	3123	14101
%V	60.4%	83.2%	83.4%	54.1%	84.7%	29.7%	67.2%
%H		59.5%	21.3%	65.9%	45.8%	20.1%	90.9%
DVDR	776	299	112	640	269	371	646
%V	3.0%	2.7%	2.8%	3.4%	3.2%	3.5%	3.1%
%H		38.5%	14.4%	82.5%	34.7%	47.8%	83.2%
VCR	524	172	65	427	138	289	350
%V	2.0%	1.6%	1.6%	2.3%	1.6%	2.8%	1.7%
%H		32.8%	12.4%	81.5%	26.3%	55.2%	66.8%
Any recorder	16083	9334	3346	10735	7188	3547	14460
%V	62.6%	84.1%	84.3%	56.8%	85.7%	33.8%	68.9%
%H		58.0%	20.8%	66.7%	44.7%	22.1%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25692	11094	3970	18892	8391	10501	20997
%H		43.2%	15.5%	73.5%	32.7%	40.9%	81.7%
Receives HDTV (via STB or built-in reception)	15021	7883	3102	10535	6355	4180	13628
%V	58.5%	71.1%	78.1%	55.8%	75.7%	39.8%	64.9%
%H		52.5%	20.7%	70.1%	42.3%	27.8%	90.7%
DVD/Blu-ray player or recorder	17926	8049	2909	13340	6319	7021	15283
%V	69.8%	72.6%	73.3%	70.6%	75.3%	66.9%	72.8%
%H		44.9%	16.2%	74.4%	35.3%	39.2%	85.3%

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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DATA PERIOD: ANNUAL
July 2014 - June 2015

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	24712	13079	4342	19723	12317	7405	22494
%H		52.9%	17.6%	79.8%	49.8%	30.0%	91.0%
Under 20"	5931	2759	921	5058	2805	2254	5166
%V	24.0%	21.1%	21.2%	25.6%	22.8%	30.4%	23.0%
%H		46.5%	15.5%	85.3%	47.3%	38.0%	87.1%
20" - 29"	8335	4242	1417	6823	4105	2719	7467
%V	33.7%	32.4%	32.6%	34.6%	33.3%	36.7%	33.2%
%H		50.9%	17.0%	81.9%	49.3%	32.6%	89.6%
30" - 39"	6894	3946	1314	5222	3549	1672	6475
%V	27.9%	30.2%	30.3%	26.5%	28.8%	22.6%	28.8%
%H		57.2%	19.1%	75.7%	51.5%	24.3%	93.9%
40" and over	3162	1936	627	2314	1683	631	3041
%V	12.8%	14.8%	14.4%	11.7%	13.7%	8.5%	13.5%
%H		61.2%	19.8%	73.2%	53.2%	20.0%	96.2%
Don't know	389	195	63	306	176	130	344
%V	1.6%	1.5%	1.5%	1.6%	1.4%	1.8%	1.5%
%H		50.1%	16.2%	78.7%	45.2%	33.4%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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	24712	13079	4342	19723	12317	7405	22494
%H		52.9%	17.6%	79.8%	49.8%	30.0%	91.0%
PVR	5332	3629	1264	3216	2685	531	5096
%V	21.6%	27.7%	29.1%	16.3%	21.8%	7.2%	22.7%
%H		68.1%	23.7%	60.3%	50.4%	10.0%	95.6%
DVDR	211	108	35	179	106	73	200
%V	0.9%	0.8%	0.8%	0.9%	0.9%	1.0%	0.9%
%H		51.2%	16.6%	84.8%	50.2%	34.6%	94.8%
VCR	123	45	21	107	49	58	98
%V	0.5%	0.3%	0.5%	0.5%	0.4%	0.8%	0.4%
%H		36.6%	17.1%	87.0%	39.8%	47.2%	79.7%
Any recorder	5547	3708	1297	3411	2776	635	5282
%V	22.4%	28.4%	29.9%	17.3%	22.5%	8.6%	23.5%
%H		66.8%	23.4%	61.5%	50.0%	11.4%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	24712	13079	4342	19723	12317	7405	22494
%H		52.9%	17.6%	79.8%	49.8%	30.0%	91.0%
Receives HDTV (via STB or built-in reception)	6866	3760	1614	5151	3555	1596	6508
%V	27.8%	28.7%	37.2%	26.1%	28.9%	21.6%	28.9%
%H		54.8%	23.5%	75.0%	51.8%	23.2%	94.8%
DVD/Blu-ray player or recorder	9511	5099	1805	7833	5122	2712	8881
%V	38.5%	39.0%	41.6%	39.7%	41.6%	36.6%	39.5%
%H		53.6%	19.0%	82.4%	53.9%	28.5%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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	63988	60631	29473	10187	42787	22126	20661	56735
%H		94.8%	46.1%	15.9%	66.9%	34.6%	32.3%	88.7%
Total Children	12194	11749	6591	2053	7530	4493	3037	11699
%V	19.1%	19.4%	22.4%	20.2%	17.6%	20.3%	14.7%	20.6%
%H		96.4%	54.1%	16.8%	61.8%	36.8%	24.9%	95.9%
0 - 3	3200	3033	1708	470	1866	1040	825	3013
%V	5.0%	5.0%	5.8%	4.6%	4.4%	4.7%	4.0%	5.3%
%H		94.8%	53.4%	14.7%	58.3%	32.5%	25.8%	94.2%
4 - 15	8995	8715	4884	1582	5664	3453	2211	8685
%V	14.1%	14.4%	16.6%	15.5%	13.2%	15.6%	10.7%	15.3%
%H		96.9%	54.3%	17.6%	63.0%	38.4%	24.6%	96.6%
4 - 9	4787	4626	2599	811	2914	1739	1175	4590
%V	7.5%	7.6%	8.8%	8.0%	6.8%	7.9%	5.7%	8.1%
%H		96.6%	54.3%	16.9%	60.9%	36.3%	24.5%	95.9%
10 - 15	4208	4089	2285	771	2750	1714	1036	4095
%V	6.6%	6.7%	7.8%	7.6%	6.4%	7.7%	5.0%	7.2%
%H		97.2%	54.3%	18.3%	65.4%	40.7%	24.6%	97.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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	63988	60631	29473	10187	42787	22126	20661	56735
%H		94.8%	46.1%	15.9%	66.9%	34.6%	32.3%	88.7%
Total Adults (16+)	51794	48882	22882	8135	35258	17633	17625	45036
%V	80.9%	80.6%	77.6%	79.9%	82.4%	79.7%	85.3%	79.4%
%H		94.4%	44.2%	15.7%	68.1%	34.0%	34.0%	87.0%
16 - 19	2955	2777	1485	547	1949	1214	735	2870
%V	4.6%	4.6%	5.0%	5.4%	4.6%	5.5%	3.6%	5.1%
%H		94.0%	50.3%	18.5%	66.0%	41.1%	24.9%	97.1%
20 - 24	4011	3526	1624	652	2429	1297	1132	3841
%V	6.3%	5.8%	5.5%	6.4%	5.7%	5.9%	5.5%	6.8%
%H		87.9%	40.5%	16.3%	60.6%	32.3%	28.2%	95.8%
25 - 34	8740	7929	4129	1336	5011	2703	2307	8333
%V	13.7%	13.1%	14.0%	13.1%	11.7%	12.2%	11.2%	14.7%
%H		90.7%	47.2%	15.3%	57.3%	30.9%	26.4%	95.3%
35 - 44	8325	7853	4187	1408	5203	2977	2226	7954
%V	13.0%	13.0%	14.2%	13.8%	12.2%	13.5%	10.8%	14.0%
%H		94.3%	50.3%	16.9%	62.5%	35.8%	26.7%	95.5%
45 - 54	9148	8840	4433	1687	6315	3590	2725	8554
%V	14.3%	14.6%	15.0%	16.6%	14.8%	16.2%	13.2%	15.1%
%H		96.6%	48.5%	18.4%	69.0%	39.2%	29.8%	93.5%
55 - 64	7411	7157	3257	1228	5411	2707	2704	6526
%V	11.6%	11.8%	11.1%	12.1%	12.6%	12.2%	13.1%	11.5%
%H		96.6%	43.9%	16.6%	73.0%	36.5%	36.5%	88.1%
65+	11205	10800	3767	1277	8939	3145	5795	6957
%V	17.5%	17.8%	12.8%	12.5%	20.9%	14.2%	28.0%	12.3%
%H		96.4%	33.6%	11.4%	79.8%	28.1%	51.7%	62.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)		51794	48882	22882	8135	35258	17633	17625	45036
	%H		94.4%	44.2%	15.7%	68.1%	34.0%	34.0%	87.0%
AB		14262	13649	6524	2353	9799	5026	4772	13677
	%V	27.5%	27.9%	28.5%	28.9%	27.8%	28.5%	27.1%	30.4%
	%H		95.7%	45.7%	16.5%	68.7%	35.2%	33.5%	95.9%
C1		14096	13082	6138	2240	9424	4837	4586	12863
	%V	27.2%	26.8%	26.8%	27.5%	26.7%	27.4%	26.0%	28.6%
	%H		92.8%	43.5%	15.9%	66.9%	34.3%	32.5%	91.3%
C2		11460	11008	5483	1864	8062	4418	3644	10006
	%V	22.1%	22.5%	24.0%	22.9%	22.9%	25.1%	20.7%	22.2%
	%H		96.1%	47.8%	16.3%	70.3%	38.6%	31.8%	87.3%
D		7807	7290	3367	1184	5069	2398	2671	6138
	%V	15.1%	14.9%	14.7%	14.6%	14.4%	13.6%	15.2%	13.6%
	%H		93.4%	43.1%	15.2%	64.9%	30.7%	34.2%	78.6%
E		4169	3853	1371	494	2904	954	1951	2353
	%V	8.0%	7.9%	6.0%	6.1%	8.2%	5.4%	11.1%	5.2%
	%H		92.4%	32.9%	11.8%	69.7%	22.9%	46.8%	56.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)	51794	48882	22882	8135	35258	17633	17625	45036
%H		94.4%	44.2%	15.7%	68.1%	34.0%	34.0%	87.0%
Working full time	24325	23041	11809	4298	15768	8962	6806	23338
%V	47.0%	47.1%	51.6%	52.8%	44.7%	50.8%	38.6%	51.8%
%H		94.7%	48.5%	17.7%	64.8%	36.8%	28.0%	95.9%
Working part time	5223	5011	2473	862	3644	1978	1666	4913
%V	10.1%	10.3%	10.8%	10.6%	10.3%	11.2%	9.5%	10.9%
%H		95.9%	47.3%	16.5%	69.8%	37.9%	31.9%	94.1%
Not working	22246	20830	8600	2975	15845	6693	9152	16786
%V	43.0%	42.6%	37.6%	36.6%	44.9%	38.0%	51.9%	37.3%
%H		93.6%	38.7%	13.4%	71.2%	30.1%	41.1%	75.5%
Housewife/Houseperson	27446	25762	11102	3973	18905	8392	10513	22317
%V	53.0%	52.7%	48.5%	48.8%	53.6%	47.6%	59.6%	49.6%
%H		93.9%	40.5%	14.5%	68.9%	30.6%	38.3%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25275	23712	11390	3993	16948	8771	8177	22309
%H		93.8%	45.1%	15.8%	67.1%	34.7%	32.4%	88.3%
16 - 19	1529	1441	785	295	996	637	359	1493
%V	6.0%	6.1%	6.9%	7.4%	5.9%	7.3%	4.4%	6.7%
%H		94.2%	51.3%	19.3%	65.1%	41.7%	23.5%	97.6%
20 - 24	2005	1766	833	333	1205	673	533	1930
%V	7.9%	7.4%	7.3%	8.3%	7.1%	7.7%	6.5%	8.7%
%H		88.1%	41.5%	16.6%	60.1%	33.6%	26.6%	96.3%
25 - 34	4352	3907	2021	655	2490	1351	1139	4139
%V	17.2%	16.5%	17.7%	16.4%	14.7%	15.4%	13.9%	18.6%
%H		89.8%	46.4%	15.1%	57.2%	31.0%	26.2%	95.1%
35 - 44	4120	3837	2038	673	2518	1417	1101	3907
%V	16.3%	16.2%	17.9%	16.9%	14.9%	16.2%	13.5%	17.5%
%H		93.1%	49.5%	16.3%	61.1%	34.4%	26.7%	94.8%
45 - 54	4500	4319	2187	817	3061	1744	1317	4177
%V	17.8%	18.2%	19.2%	20.5%	18.1%	19.9%	16.1%	18.7%
%H		96.0%	48.6%	18.2%	68.0%	38.8%	29.3%	92.8%
55 - 64	3639	3502	1610	593	2637	1323	1314	3194
%V	14.4%	14.8%	14.1%	14.9%	15.6%	15.1%	16.1%	14.3%
%H		96.2%	44.2%	16.3%	72.5%	36.4%	36.1%	87.8%
65+	5129	4939	1916	628	4041	1627	2414	3469
%V	20.3%	20.8%	16.8%	15.7%	23.8%	18.5%	29.5%	15.5%
%H		96.3%	37.4%	12.2%	78.8%	31.7%	47.1%	67.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)		25275	23712	11390	3993	16948	8771	8177	22309
	%H		93.8%	45.1%	15.8%	67.1%	34.7%	32.4%	88.3%
AB		7151	6836	3324	1180	4878	2546	2332	6889
	%V	28.3%	28.8%	29.2%	29.6%	28.8%	29.0%	28.5%	30.9%
	%H		95.6%	46.5%	16.5%	68.2%	35.6%	32.6%	96.3%
		6575	6060	2967	1053	4303	2335	1968	6134
C1	%V	26.0%	25.6%	26.0%	26.4%	25.4%	26.6%	24.1%	27.5%
	%H		92.2%	45.1%	16.0%	65.4%	35.5%	29.9%	93.3%
C2		6155	5878	2915	995	4288	2339	1949	5312
	%V	24.4%	24.8%	25.6%	24.9%	25.3%	26.7%	23.8%	23.8%
	%H		95.5%	47.4%	16.2%	69.7%	38.0%	31.7%	86.3%
		3702	3417	1630	568	2344	1159	1185	2997
D	%V	14.6%	14.4%	14.3%	14.2%	13.8%	13.2%	14.5%	13.4%
	%H		92.3%	44.0%	15.3%	63.3%	31.3%	32.0%	81.0%
E		1692	1521	554	197	1135	391	744	976
	%V	6.7%	6.4%	4.9%	4.9%	6.7%	4.5%	9.1%	4.4%
	%H		89.9%	32.7%	11.6%	67.1%	23.1%	44.0%	57.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)	25275	23712	11390	3993	16948	8771	8177	22309
%H		93.8%	45.1%	15.8%	67.1%	34.7%	32.4%	88.3%
Working full time	14847	14046	7307	2555	9582	5475	4107	14196
%V	58.7%	59.2%	64.2%	64.0%	56.5%	62.4%	50.2%	63.6%
%H		94.6%	49.2%	17.2%	64.5%	36.9%	27.7%	95.6%
Working part time	1161	1071	488	175	762	362	399	1049
%V	4.6%	4.5%	4.3%	4.4%	4.5%	4.1%	4.9%	4.7%
%H		92.2%	42.0%	15.1%	65.6%	31.2%	34.4%	90.4%
Not working	9266	8595	3595	1264	6605	2934	3671	7064
%V	36.7%	36.2%	31.6%	31.7%	39.0%	33.5%	44.9%	31.7%
%H		92.8%	38.8%	13.6%	71.3%	31.7%	39.6%	76.2%
Housewife/Houseperson	5897	5259	1963	749	3884	1434	2449	4284
%V	23.3%	22.2%	17.2%	18.8%	22.9%	16.3%	29.9%	19.2%
%H		89.2%	33.3%	12.7%	65.9%	24.3%	41.5%	72.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)	26519	25171	11492	4142	18309	8862	9447	22728
%H		94.9%	43.3%	15.6%	69.0%	33.4%	35.6%	85.7%
16 - 19	1426	1336	700	252	953	577	376	1378
%V	5.4%	5.3%	6.1%	6.1%	5.2%	6.5%	4.0%	6.1%
%H		93.7%	49.1%	17.7%	66.8%	40.5%	26.4%	96.6%
20 - 24	2005	1760	791	319	1224	624	600	1911
%V	7.6%	7.0%	6.9%	7.7%	6.7%	7.0%	6.4%	8.4%
%H		87.8%	39.5%	15.9%	61.0%	31.1%	29.9%	95.3%
25 - 34	4388	4022	2108	681	2521	1353	1168	4194
%V	16.5%	16.0%	18.3%	16.4%	13.8%	15.3%	12.4%	18.5%
%H		91.7%	48.0%	15.5%	57.5%	30.8%	26.6%	95.6%
35 - 44	4205	4016	2149	735	2685	1559	1125	4048
%V	15.9%	16.0%	18.7%	17.7%	14.7%	17.6%	11.9%	17.8%
%H		95.5%	51.1%	17.5%	63.9%	37.1%	26.8%	96.3%
45 - 54	4648	4521	2246	870	3255	1846	1409	4376
%V	17.5%	18.0%	19.5%	21.0%	17.8%	20.8%	14.9%	19.3%
%H		97.3%	48.3%	18.7%	70.0%	39.7%	30.3%	94.1%
55 - 64	3771	3655	1647	636	2774	1384	1389	3333
%V	14.2%	14.5%	14.3%	15.4%	15.2%	15.6%	14.7%	14.7%
%H		96.9%	43.7%	16.9%	73.6%	36.7%	36.8%	88.4%
65+	6076	5861	1851	648	4899	1518	3381	3488
%V	22.9%	23.3%	16.1%	15.6%	26.8%	17.1%	35.8%	15.3%
%H		96.5%	30.5%	10.7%	80.6%	25.0%	55.6%	57.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)		26519	25171	11492	4142	18309	8862	9447	22728
	%H		94.9%	43.3%	15.6%	69.0%	33.4%	35.6%	85.7%
AB		7111	6813	3200	1173	4920	2480	2440	6788
	%V	26.8%	27.1%	27.8%	28.3%	26.9%	28.0%	25.8%	29.9%
	%H		95.8%	45.0%	16.5%	69.2%	34.9%	34.3%	95.5%
C1		7521	7022	3171	1187	5121	2502	2619	6729
	%V	28.4%	27.9%	27.6%	28.7%	28.0%	28.2%	27.7%	29.6%
	%H		93.4%	42.2%	15.8%	68.1%	33.3%	34.8%	89.5%
C2		5304	5131	2568	869	3774	2079	1695	4693
	%V	20.0%	20.4%	22.3%	21.0%	20.6%	23.5%	17.9%	20.6%
	%H		96.7%	48.4%	16.4%	71.2%	39.2%	32.0%	88.5%
D		4106	3873	1737	615	2725	1238	1486	3141
	%V	15.5%	15.4%	15.1%	14.8%	14.9%	14.0%	15.7%	13.8%
	%H		94.3%	42.3%	15.0%	66.4%	30.2%	36.2%	76.5%
E		2477	2332	817	297	1769	562	1207	1377
	%V	9.3%	9.3%	7.1%	7.2%	9.7%	6.3%	12.8%	6.1%
	%H		94.1%	33.0%	12.0%	71.4%	22.7%	48.7%	55.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2014 - June 2015

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+)	26519	25171	11492	4142	18309	8862	9447	22728
%H		94.9%	43.3%	15.6%	69.0%	33.4%	35.6%	85.7%
Working full time	9478	8996	4501	1744	6187	3488	2699	9142
%V	35.7%	35.7%	39.2%	42.1%	33.8%	39.4%	28.6%	40.2%
%H		94.9%	47.5%	18.4%	65.3%	36.8%	28.5%	96.5%
Working part time	4062	3941	1986	687	2882	1616	1267	3863
%V	15.3%	15.7%	17.3%	16.6%	15.7%	18.2%	13.4%	17.0%
%H		97.0%	48.9%	16.9%	71.0%	39.8%	31.2%	95.1%
Not working	12979	12234	5005	1711	9240	3758	5482	9722
%V	48.9%	48.6%	43.6%	41.3%	50.5%	42.4%	58.0%	42.8%
%H		94.3%	38.6%	13.2%	71.2%	29.0%	42.2%	74.9%
Housewife/Houseperson	21549	20503	9138	3224	15022	6958	8064	18033
%V	81.3%	81.5%	79.5%	77.8%	82.0%	78.5%	85.4%	79.3%
%H		95.1%	42.4%	15.0%	69.7%	32.3%	37.4%	83.7%

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 2014 and June 2015

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: Junel 2014 - July 2015							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	78,440	17891	2479	10321	4261	1980	3048
Shop / Business	1,036	202	30	123	77	21	97
Demolished / Incomplete	128	28	1	13	9	2	7
Empty	5,735	780	151	829	197	121	162
Holiday Home	811	20	28	27	41	8	184
Other Non Effective	1,195	163	68	185	78	61	59
Eligible Addresses	69,535	16698	2201	9144	3859	1767	2539
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	791	512	25	16	4	33	42
Total Additional Households	2,889	2622	2136	2115	2104	2134	2144
Total Valid Households	79,156	18414	2504	10332	4265	2011	3064
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,724	2529	202	936	413	172	255
	9.8%	13.7%	8.1%	9.1%	9.7%	8.6%	8.3%
No English Spoken	121	49	0	23	5	0	1
	0.2%	0.3%	0.0%	0.2%	0.1%	0.0%	0.0%
Refusals	17,612	4552	582	2407	1096	345	714
	22.2%	24.7%	23.2%	23.3%	25.7%	17.2%	23.3%
Total Interviews	53,699	11284	1720	6966	2751	1494	2094
	67.8%	61.3%	68.7%	67.4%	64.5%	74.3%	68.3%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4461	4501	3245	8423	6428	4568	6834
Shop / Business	56	39	28	125	92	65	81
Demolished / Incomplete	1	4	6	9	11	18	19
Empty	165	322	264	745	651	421	927
Holiday Home	36	22	59	41	151	48	146
Other Non Effective	59	50	40	137	53	101	141
Eligible Addresses	4144	4064	2848	7366	5470	3915	5520
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	28	15	6	40	17	2	51
Total Additional Households	2131	2119	2111	2146	2124	2110	2160
Total Valid Households	4486	4512	3250	8456	6447	4566	6849
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	402	292	318	863	441	307	594
	9.0%	6.5%	9.8%	10.2%	6.8%	6.7%	8.7%
No English Spoken	4	7	3	11	5	10	3
	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.0%
Refusals	1129	1018	682	2032	1360	800	895
	25.2%	22.6%	21.0%	24.0%	21.1%	17.5%	13.1%
Total Interviews	2951	3195	2247	5550	4641	3449	5357
	65.8%	70.8%	69.1%	65.6%	72.0%	75.5%	78.2%

Response Analysis: June 2014 - July 2015							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	78,440	18363	10349	8492	4683	2563	6068
Shop / Business	1,036	196	124	126	40	21	85
Demolished / Incomplete	128	29	13	9	4	3	11
Empty	5,735	809	832	745	333	207	599
Holiday Home	811	21	33	23	31	25	126
Other Non Effective	1,195	178	185	140	57	26	48
Eligible Addresses	69,535	17130	9162	7449	4218	2281	5199
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	791	513	16	40	17	4	17
Total Additional Households	2,889	2612	2116	2141	2119	2107	2127
Total Valid Households	79,156	18887	10359	8528	4696	2567	6087
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,724	2585	946	868	290	273	430
	9.8%	13.7%	9.1%	10.2%	6.2%	10.6%	7.1%
No English Spoken	121	49	23	11	7	2	5
	0.2%	0.3%	0.2%	0.1%	0.1%	0.1%	0.1%
Refusals	17,612	4662	2400	2051	1095	523	1290
	22.2%	24.7%	23.2%	24.1%	23.3%	20.4%	21.2%
Total Interviews	53,699	11591	6990	5598	3304	1769	4362
	67.8%	61.4%	67.5%	65.6%	70.4%	68.9%	71.7%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	6502	4343	2912	4568	861	1902	6834
Shop / Business	89	84	93	65	12	20	81
Demolished / Incomplete	2	9	6	18	3	2	19
Empty	302	191	151	421	100	118	927
Holiday Home	62	42	184	48	62	8	146
Other Non Effective	110	77	55	101	14	63	141
Eligible Addresses	5937	3940	2423	3915	670	1691	5520
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	62	3	33	2	0	33	51
Total Additional Households	2173	2107	2138	2108	2107	2141	2160
Total Valid Households	6561	4346	2919	4566	858	1933	6849
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	572	409	232	307	51	167	594
	8.7%	9.4%	7.9%	6.7%	5.9%	8.6%	8.7%
No English Spoken	3	5	1	10	1	1	3
	0.0%	0.1%	0.0%	0.2%	0.1%	0.1%	0.0%
Refusals	1600	1116	700	800	158	322	895
	24.4%	25.7%	24.0%	17.5%	18.4%	16.7%	13.1%
Total Interviews	4386	2816	1986	3449	648	1443	5357
	66.8%	64.8%	68.0%	75.5%	75.5%	74.7%	78.2%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from July 2014 to June 2015

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	53699	50699	0
All Sets	101748	101748	0
All Individuals	133475	126979	0
Children 0-15	26039	25102	0
All Adults	107436	101877	0
Adult Males	52205	49280	0
Adult Females	55231	52597	0

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11284	10380	0
All Sets	18951	18951	0
All Individuals	30424	28210	0
Children 0-15	6231	5856	0
All Adults	24193	22354	0
Adult Males	11816	10847	0
Adult Females	12377	11507	0

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1720	1625	0
All Sets	3365	3365	0
All Individuals	4393	4189	0
Children 0-15	830	811	0
All Adults	3563	3378	0
Adult Males	1722	1632	0
Adult Females	1841	1746	0

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	6966	6614	0
All Sets	13325	13325	0
All Individuals	17456	16670	0
Children 0-15	3530	3397	0
All Adults	13926	13273	0
Adult Males	6771	6420	0
Adult Females	7155	6853	0

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2751	2611	0
All Sets	5485	5485	0
All Individuals	6713	6414	0
Children 0-15	1289	1238	0
All Adults	5424	5176	0
Adult Males	2634	2501	0
Adult Females	2790	2675	0

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1494	1404	0
All Sets	2879	2879	0
All Individuals	3610	3422	0
Children 0-15	674	655	0
All Adults	2936	2767	0
Adult Males	1427	1335	0
Adult Females	1509	1432	0

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	2094	1994	0
All Sets	3991	3991	0
All Individuals	4840	4666	0
Children 0-15	884	868	0
All Adults	3956	3798	0
Adult Males	1880	1805	0
Adult Females	2076	1993	0

BBC South	All Households	Total TV Households	Multichannel Households
All Households	2951	2809	0
All Sets	5741	5741	0
All Individuals	7306	7006	0
Children 0-15	1445	1404	0
All Adults	5861	5602	0
Adult Males	2857	2724	0
Adult Females	3004	2878	0

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3195	3041	0
All Sets	6367	6367	0
All Individuals	7867	7544	0
Children 0-15	1521	1487	0
All Adults	6346	6057	0
Adult Males	3077	2935	0
Adult Females	3269	3122	0

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2247	2150	0
All Sets	4464	4464	0
All Individuals	5305	5118	0
Children 0-15	981	957	0
All Adults	4324	4161	0
Adult Males	2067	1987	0
Adult Females	2257	2174	0

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5550	5274	0
All Sets	10922	10922	0
All Individuals	13511	12917	0
Children 0-15	2570	2491	0
All Adults	10941	10426	0
Adult Males	5320	5033	0
Adult Females	5621	5393	0

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4641	4380	0
All Sets	9081	9081	0
All Individuals	10705	10187	0
Children 0-15	1937	1875	0
All Adults	8768	8312	0
Adult Males	4290	4050	0
Adult Females	4478	4262	0

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3449	3291	0
All Sets	6437	6437	0
All Individuals	8463	8178	0
Children 0-15	1728	1693	0
All Adults	6735	6485	0
Adult Males	3275	3139	0
Adult Females	3460	3346	0

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	5357	5126	0
All Sets	10740	10740	0
All Individuals	12882	12458	0
Children 0-15	2419	2370	0
All Adults	10463	10088	0
Adult Males	5069	4872	0
Adult Females	5394	5216	0

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4530	4309	0
All Sets	8855	8855	0
All Individuals	11296	10816	0
Children 0-15	2220	2143	0
All Adults	9076	8673	0
Adult Males	4406	4193	0
Adult Females	4670	4480	0

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2436	2305	0
All Sets	4470	4470	0
All Individuals	6160	5854	0
Children 0-15	1310	1254	0
All Adults	4850	4600	0
Adult Males	2365	2227	0
Adult Females	2485	2373	0

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	11591	10675	0
All Sets	19543	19543	0
All Individuals	31219	28980	0
Children 0-15	6419	6039	0
All Adults	24800	22941	0
Adult Males	12101	11120	0
Adult Females	12699	11821	0

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	6990	6636	0
All Sets	13341	13341	0
All Individuals	17517	16727	0
Children 0-15	3550	3415	0
All Adults	13967	13312	0
Adult Males	6786	6435	0
Adult Females	7181	6877	0

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5598	5323	0
All Sets	11048	11048	0
All Individuals	13631	13036	0
Children 0-15	2588	2509	0
All Adults	11043	10527	0
Adult Males	5371	5084	0
Adult Females	5672	5443	0

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	3304	3149	0
All Sets	6581	6581	0
All Individuals	8113	7785	0
Children 0-15	1568	1533	0
All Adults	6545	6252	0
Adult Males	3174	3030	0
Adult Females	3371	3222	0

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1769	1686	0
All Sets	3486	3486	0
All Individuals	4191	4030	0
Children 0-15	788	767	0
All Adults	3403	3263	0
Adult Males	1622	1553	0
Adult Females	1781	1710	0

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3277	3092	0
All Sets	6470	6470	0
All Individuals	7587	7222	0
Children 0-15	1372	1322	0
All Adults	6215	5900	0
Adult Males	3019	2850	0
Adult Females	3196	3050	0

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1085	1019	0
All Sets	2096	2096	0
All Individuals	2508	2374	0
Children 0-15	467	459	0
All Adults	2041	1915	0
Adult Males	1024	961	0
Adult Females	1017	954	0

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	4386	4158	0
All Sets	8595	8595	0
All Individuals	10949	10468	0
Children 0-15	2111	2055	0
All Adults	8838	8413	0
Adult Males	4297	4086	0
Adult Females	4541	4327	0

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2816	2677	0
All Sets	5618	5618	0
All Individuals	6884	6587	0
Children 0-15	1291	1243	0
All Adults	5593	5344	0
Adult Males	2727	2594	0
Adult Females	2866	2750	0

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1986	1892	0
All Sets	3749	3749	0
All Individuals	4572	4407	0
Children 0-15	839	823	0
All Adults	3733	3584	0
Adult Males	1775	1703	0
Adult Females	1958	1881	0

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3449	3291	0
All Sets	6437	6437	0
All Individuals	8463	8178	0
Children 0-15	1728	1693	0
All Adults	6735	6485	0
Adult Males	3275	3139	0
Adult Females	3460	3346	0

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	648	625	0
All Sets	1284	1284	0
All Individuals	1470	1432	0
Children 0-15	245	239	0
All Adults	1225	1193	0
Adult Males	588	571	0
Adult Females	637	622	0

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1443	1350	0
All Sets	2760	2760	0
All Individuals	3489	3295	0
Children 0-15	654	635	0
All Adults	2835	2660	0
Adult Males	1377	1282	0
Adult Females	1458	1378	0

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	5357	5126	0
All Sets	10740	10740	0
All Individuals	12882	12458	0
Children 0-15	2419	2370	0
All Adults	10463	10088	0
Adult Males	5069	4872	0
Adult Females	5394	5216	0

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	108	102	0
All Sets	242	242	0
All Individuals	268	259	0
Children 0-15	45	45	0
All Adults	223	214	0
Adult Males	105	102	0
Adult Females	118	112	0

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4586	4363	0
All Sets	8941	8941	0
All Individuals	11434	10950	0
Children 0-15	2254	2175	0
All Adults	9180	8775	0
Adult Males	4455	4242	0
Adult Females	4725	4533	0

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2404	2273	0
All Sets	4400	4400	0
All Individuals	6083	5777	0
Children 0-15	1296	1240	0
All Adults	4787	4537	0
Adult Males	2331	2193	0
Adult Females	2456	2344	0

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4362	4111	0
All Sets	8566	8566	0
All Individuals	10095	9596	0
Children 0-15	1839	1781	0
All Adults	8256	7815	0
Adult Males	4043	3811	0
Adult Females	4213	4004	0

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	6800	6476	0
All Sets	13500	13500	0
All Individuals	16371	15753	0
Children 0-15	3073	3005	0
All Adults	13298	12748	0
Adult Males	6446	6154	0
Adult Females	6852	6594	0

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	8786	8368	0
All Sets	17249	17249	0
All Individuals	20943	20160	0
Children 0-15	3912	3828	0
All Adults	17031	16332	0
Adult Males	8221	7857	0
Adult Females	8810	8475	0

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	15776	15004	0
All Sets	30590	30590	0
All Individuals	38460	36887	0
Children 0-15	7462	7243	0
All Adults	30998	29644	0
Adult Males	15007	14292	0
Adult Females	15991	15352	0

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	4278	4056	0
All Sets	8353	8353	0
All Individuals	10681	10209	0
Children 0-15	2066	2010	0
All Adults	8615	8199	0
Adult Males	4192	3984	0
Adult Females	4423	4215	0

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	7202	6835	0
All Sets	14213	14213	0
All Individuals	17833	17055	0
Children 0-15	3402	3298	0
All Adults	14431	13757	0
Adult Males	7024	6680	0
Adult Females	7407	7077	0

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11319	10783	0
All Sets	22399	22399	0
All Individuals	27405	26283	0
Children 0-15	5189	5048	0
All Adults	22216	21235	0
Adult Males	10755	10238	0
Adult Females	11461	10997	0

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5073	4835	0
All Sets	10067	10067	0
All Individuals	12304	11815	0
Children 0-15	2356	2300	0
All Adults	9948	9515	0
Adult Males	4796	4583	0
Adult Females	5152	4932	0

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	6246	5948	0
All Sets	12332	12332	0
All Individuals	15101	14468	0
Children 0-15	2833	2748	0
All Adults	12268	11720	0
Adult Males	5959	5655	0
Adult Females	6309	6065	0

S4C	All Households	Total TV Households	Multichannel Households
All Households	5357	5126	0
All Sets	10740	10740	0
All Individuals	12882	12458	0
Children 0-15	2419	2370	0
All Adults	10463	10088	0
Adult Males	5069	4872	0
Adult Females	5394	5216	0

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	15988	15203	0
All Sets	31462	31462	0
All Individuals	38776	37215	0
Children 0-15	7314	7126	0
All Adults	31462	30089	0
Adult Males	15245	14537	0
Adult Females	16217	15552	0

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10671	10158	0
All Sets	21115	21115	0
All Individuals	25935	24851	0
Children 0-15	4944	4809	0
All Adults	20991	20042	0
Adult Males	10167	9667	0
Adult Females	10824	10375	0

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	5010	4736	0
All Sets	9850	9850	0
All Individuals	11565	11028	0
Children 0-15	2084	2020	0
All Adults	9481	9008	0
Adult Males	4631	4382	0
Adult Females	4850	4626	0

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 2015)



BARB Establishment Survey Questionnaire

Version: User 24.2

Date: 05/12/2014

Internal Use Only

Status: Final

Prepared for fieldwork month: June 2015



Version Control

Changes included in this version:

Question No	Description of changes to this version
S71	New check question for Freesat and Sky claims
S68/S69	Questions switched so that Sky is asked about first.
S24	Question and option text change
P17	New question asking about mobile phone ownership
P18	New question asking about smartphone ownership
H118	New re-contact question specifically for joining the BARB panel

INTRO AND ATTITUDINAL SECTION

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

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

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

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

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

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

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

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN **SP**

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK IF S5 = 5 - 9

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

Yes
No

IF NO, ROUTE BACK TO S5

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

SP

Claim

Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF SINGLE 'WORKING SET' HH [H63=1]	
S64	IF ONE METHOD CLAIMED AT HH LEVEL SP To confirm, the method you said your household can use to receive television programmes is: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box BT Vision) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Is this the method used by this set? IF 2+ METHODS CLAIMED AT HH LEVEL To confirm, the methods that you said your household can use to receive television programmes are: DISPLAY LIST AS ABOVE Are all of these received on this set? Yes CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE No GO TO S63
ASK IF HH PLATFORMS ARE SET PLATFORMS AND INCLUDE DTT [H66 = YES AND S64=YES]	
S65	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 HH PLATFORMS ARE SET PLATFORMS [S64=YES]	
S66	Apart from: SP DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

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

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

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

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

ASK IF ANOTHER METHOD ON SET CLAIMED [S66 = YES OR S60 = YES]																											
S61	Which other methods can you use to receive TV programmes on this set? MP NOTE: INTERVIEWER TO PROBE FULLY NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE <table border="0"> <tr> <td>Cable</td> <td>CODE S10a/b=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a/b=YES AND H65=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box</td> <td>(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception</td> <td>(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a/b =YES AND H112=TALKTALK</td> </tr> <tr> <td>YouView</td> <td>CODE S67a/b =YES AND H112=YOUVIEW</td> </tr> <tr> <td>Games Console</td> <td>CODE S56a/b =YES AND H68=CONSOLE</td> </tr> <tr> <td>Computer or tablet</td> <td>CODE S57a/b =YES AND H68=COMPUTER</td> </tr> <tr> <td>Direct connection to the internet</td> <td>CODE S58a/b =YES AND H68 = INTERNET</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a/b</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>	Cable	CODE S10a/b=YES AND H64=YES	Satellite	CODE S11a/b=YES AND H65=YES	An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES	An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES	BT Vision or BT TV set top box	CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX	TalkTalk	CODE S54a/b =YES AND H112=TALKTALK	YouView	CODE S67a/b =YES AND H112=YOUVIEW	Games Console	CODE S56a/b =YES AND H68=CONSOLE	Computer or tablet	CODE S57a/b =YES AND H68=COMPUTER	Direct connection to the internet	CODE S58a/b =YES AND H68 = INTERNET	Another TV supplier (Specify)	CODE H68=OTHER. DO NOT CODE S59a/b	None of these		Don't know	
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ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET [IF H63>1 AND NONE OF (S10 / S11/ S9 / S55 / S67 / S56 / S57 / S58 / S59 =YES)]																											
S62	You have said this set does not receive TV programmes by any method, is this correct? SP Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET No GO TO S63																										
ASK IF NO PLATFORMS CLAIMED ON SET [S64=NO OR S62=NO]																											
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END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF CABLE CLAIM ON SET [S10 = YES]		
S24	SHOW SCREEN (IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable. Can the cable box be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation click on further information Yes – V+ Yes – TiVo Yes – but not sure which type of box No Don't know Further information	SP
ASK IF CABLE CLAIM ON SET [S10 = YES]		
S53	SHOW SCREEN I would now like to ask you about High Definition television or HD. Do you receive HD channels via cable TV? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S69	SHOW SCREEN (IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite Do you receive your satellite TV services via Sky? Yes – via Sky with subscription Yes – via Sky without subscription No Don't know	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S68	SHOW SCREEN In Addition to Sky, (If S69=code 1 or 2) Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP

ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S70	SHOW SCREEN In Addition to Sky, (If S69=code1 or 2) In Addition to Freesat, (If S68=code1 or 2) In Addition to Sky and Freesat, (If S69=code 1 or 2 AND S68=Yes 1 or 2) Do you receive your satellite TV services via a set top box that is not from Sky or Freesat? Yes (Specify) No Don't know	SP
ASK IF SKY AND FREESAT CLAIM ON SET [S69+S68 = YES (code 1 or 2)]		
S71	SHOW SCREEN [IF S70 is YES] In addition to the set top box that is not from Sky or Freesat you have said that this set also receives satellite TV from BOTH Sky and Freesat. [IF S70 is No or DK] You have said that this set receives satellite TV from BOTH Sky and Freesat. In order to receive both you would need to have either: • A Freesat box AND a Sky box, or • A TV with Freesat built in AND a separate Sky box Does this set receive satellite from both Sky and Freesat? Yes – BOTH Sky and Freesat No – Sky Only No – Freesat Only Don't know	SP
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S20	SHOW SCREEN Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S21	SHOW SCREEN (IF S53 NOT ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT(CODE 1 OR 2)]		
S22	SHOW SCREEN Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT(CODE 1 OR 2)]		
S23	SHOW SCREEN (IF S53 AND S21 NOT ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF DTT ON SET [S9 = YES]		
S25	SHOW SCREEN (IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = YES) You have said this set is able to receive TV services via an aerial. Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF DTT ON SET [S9 = YES]		
S50	SHOW SCREEN (IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD (in NI only) or Saorview HD? Freeview HD is the high definition service available from Freeview (in NI only) and Saorview HD is the high definition service available from Saorview NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) Apart from the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or TiVo box (S25=1) Freeview <i>(in NI only)</i> or Saorview recorder Do you have any other < if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1 > equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED [S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs Other (specify) None of these Don't know	MP
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38 [S38 NOT ONTO DVD/BLU RAY DISCS]		
S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
REPEAT ABOVE FOR ALL TV SETS		

END OF MAIN SET LOOPS

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

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

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

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

ASK IF COMPUTER CONFIRMED ON AT LEAST ONE SET IN VALIDATION
[H95=YES]

H96	Which of the sets you have mentioned receives TV programmes via a computer?	MP
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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 programmes via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV programmes via a direct connection to the internet?	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 programmes via a direct connection to the internet?	MP
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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:

IF H83, H85, H87, H89, H91, H99, H93, H95, H97 = NO FOR ALL
PLATFORMES CLAIMED IN THAT HH

CODE

H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

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

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

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

ASK IF SX5 = 5 - 9

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

IF NO, ROUTE BACK TO SX5

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

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

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

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

ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED		
H77	SHOW SCREEN (SINGLE WORKING SET) Which of the following ITV1 regional channels can you receive on your TV set? (2+ WORKING SETS) Which of the following ITV1 regional channels can you receive on any of your TV set(s)? A. STV, with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV Border E. ITV Tyne Tees F. ITV Granada G. ITV Yorkshire H. ITV Wales I. ITV Central J. ITV Anglia K. ITV Westcountry L. ITV West M. ITV London N. ITV Meridian O. Channel - Don't know - No answer	MP
ASK IF TWO OR MORE ITV STATIONS RECEIVED AT H77, OTHERWISE SKIP TO H22a Intro1 RESTRICT TO ITV REGIONS CLAIMED AT H77 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED		
H24	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT H77) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?	NUM 0-10
	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	
NOTE: Answers must add up to 10		
H24 Check	So out of every ten hours you and your household watch ITV1 stations, you would view ____ hours of ____ (FIRST CHANNEL RECEIVED AT H77); ____ hours ____ (SECOND CHANNEL RECEIVED AT H77) etc... (INCLUDE ALL ITV1 CHANNELS CLAIMED AT H77/H24 WITH THE RESPONSE GIVEN ABOVE)	SP
	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 Intro1	Thinking about your household in general and other ways that TV sets can be used...	

IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES [S57=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22a	Do you or does anyone in your household ever connect a computer or tablet to your TV set(s)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know	SP
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES [S56=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you or does anyone in your household ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	SP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 PS4 Other Playstation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP

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

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

H78 SHOW SCREEN SP

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

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

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

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

NOTE: For a more detailed explanation click on further information

Yes
 No
 Don't know
 Further Information

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

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

H79 SHOW SCREEN

MP

(Cable HH) In addition to your Cable connection

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

(TalkTalkHH) In addition to your TalkTalk connection

(YouView HH) In addition to your YouView connection

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NOTE: For a more detailed explanation click on further information

A direct connection between the TV set and the Internet

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

A connection to a computer or tablet

A connection to a games console

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

Another device that connects to the internet (Specify)

Single internet platform claims

You have said that your

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

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

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

In addition to this

Multiple internet platform claims

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

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

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

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

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

In addition to these

(Cable HH) and your Cable connection

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

(TalkTalkHH) and your TalkTalk connection

(YouView HH) and your YouView connection

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

(Cable and TalkTalkHH) and your Cable and TalkTalk connections

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

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

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

(YouView and TalkTalkHH) and your YouView and TalkTalk connections

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

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

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

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

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

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

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

NOTE: For a more detailed explanation click on further information

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

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

A connection to a computer or tablet

REMOVE IF H68 = CODE 3

A connection to a games console **REMOVE IF H68 = CODE 2 OR H54 =CODE 2**

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

Another device that connects to the internet (Specify)

No

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

END OF SECOND HOUSEHOLD SECTION

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

START OF PERSON LOOP

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

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

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

ASK ALL		
P16	SHOW SCREEN 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
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again I'm going to ask about ownership of a mobile phone. Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question please say 'Refused'.	
P17	SHOW SCREEN (IF RESPONDENT) Do you have your own mobile phone? (IF NOT RESPONDENT) Does this person have their own mobile phone? Yes No Don't know Refused	SP

ASK IF OWN A MOBILE PHONE [P17=YES]		
P18	SHOW SCREEN (IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes? (IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes? INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE. Yes No Don't know Refused	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 Intro	Thinking about all the people in your household...	
ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT P14, OTHERWISE SKIP TO H27		
H26	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK IF ANY HH members are Asian/Asian British		
H116	SHOW SCREEN	MP
Which [other (IF H25 or H26 asked)] languages do you speak? (ASK IF 1 PERSON HOUSEHOLD) Which [other (IF H25 or H26 asked)] languages do you or other household members use when talking to each other? (ASK IF 2+ PERSON HOUSEHOLD) English (Supress if H25 or H26 asked) Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh (Supress if H25 asked) Gaelic (Supress if H26 asked) Other (Specify) None of these		

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

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

ASK ALL

H27	SHOW SCREEN	MP
Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

H28	Which of the household members you have mentioned is solely or mainly responsible for the household duties?	MP
This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		

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

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

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

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

ASK IF H50 = NO		
H118	Thank you. BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK. We understand that you would prefer not to be recontacted for future research generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested you would be under no obligation to take part. Yes No Not Asked <i>[Extra code for interviewers who don't ask this question based on a very definite No at H50]</i>	SP

END OF THIRD HH SECTION

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW