



BARB Establishment Survey Annual Data Report Volume 1: Total Network & Appendices October 2012 to September 2013

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2012 - September 2013

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VOLUME 2 - BBC Areas	
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This reports contains the weighted data results from the Establishment survey for the period October 2012 - September 2013

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26106	11301	4175	19460	8821	10639	20248
%V (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
AB	6622	6396	2933	1052	4692	2265	2428	6045
%V	24.4%	24.5%	26.0%	25.2%	24.1%	25.7%	22.8%	29.9%
%H (All HH)		96.6%	44.3%	15.9%	70.9%	34.2%	36.7%	91.3%
%H (TV HH)			45.9%	16.4%	73.4%	35.4%	38.0%	
C1	7463	7119	3125	1214	5250	2480	2770	6102
%V	27.5%	27.3%	27.7%	29.1%	27.0%	28.1%	26.0%	30.1%
%H (All HH)		95.4%	41.9%	16.3%	70.3%	33.2%	37.1%	81.8%
%H (TV HH)			43.9%	17.1%	73.7%	34.8%	38.9%	
C2	5485	5341	2527	887	4018	2072	1946	4168
%V	20.2%	20.5%	22.4%	21.2%	20.6%	23.5%	18.3%	20.6%
%H (All HH)		97.4%	46.1%	16.2%	73.3%	37.8%	35.5%	76.0%
%H (TV HH)			47.3%	16.6%	75.2%	38.8%	36.4%	
D	4099	3916	1671	607	2870	1238	1632	2622
%V	15.1%	15.0%	14.8%	14.5%	14.7%	14.0%	15.3%	12.9%
%H (All HH)		95.5%	40.8%	14.8%	70.0%	30.2%	39.8%	64.0%
%H (TV HH)			42.7%	15.5%	73.3%	31.6%	41.7%	
E	3514	3333	1044	414	2630	766	1864	1312
%V	12.9%	12.8%	9.2%	9.9%	13.5%	8.7%	17.5%	6.5%
%H (All HH)		94.8%	29.7%	11.8%	74.8%	21.8%	53.0%	37.3%
%H (TV HH)			31.3%	12.4%	78.9%	23.0%	55.9%	

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	27184	26106	11301	4175	19460	8821	10639	20248
%V (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
Under 25	1234	1076	429	155	739	290	449	901
%V	4.5%	4.1%	3.8%	3.7%	3.8%	3.3%	4.2%	4.4%
%H (All HH)		87.2%	34.8%	12.6%	59.9%	23.5%	36.4%	73.0%
%H (TV HH)			39.9%	14.4%	68.7%	27.0%	41.7%	
25 - 34	4305	4010	2019	741	2588	1371	1218	3712
%V	15.8%	15.4%	17.9%	17.7%	13.3%	15.5%	11.4%	18.3%
%H (All HH)		93.1%	46.9%	17.2%	60.1%	31.8%	28.3%	86.2%
%H (TV HH)			50.3%	18.5%	64.5%	34.2%	30.4%	
35 - 44	4754	4564	2371	881	3067	1748	1319	4260
%V	17.5%	17.5%	21.0%	21.1%	15.8%	19.8%	12.4%	21.0%
%H (All HH)		96.0%	49.9%	18.5%	64.5%	36.8%	27.7%	89.6%
%H (TV HH)			52.0%	19.3%	67.2%	38.3%	28.9%	
45 - 54	5306	5145	2436	978	3820	2062	1758	4627
%V	19.5%	19.7%	21.6%	23.4%	19.6%	23.4%	16.5%	22.9%
%H (All HH)		97.0%	45.9%	18.4%	72.0%	38.9%	33.1%	87.2%
%H (TV HH)			47.3%	19.0%	74.2%	40.1%	34.2%	
55 - 64	4391	4266	1855	679	3309	1552	1757	3441
%V	16.2%	16.3%	16.4%	16.3%	17.0%	17.6%	16.5%	17.0%
%H (All HH)		97.2%	42.2%	15.5%	75.4%	35.3%	40.0%	78.4%
%H (TV HH)			43.5%	15.9%	77.6%	36.4%	41.2%	
65 +	7194	7045	2190	740	5937	1799	4138	3308
%V	26.5%	27.0%	19.4%	17.7%	30.5%	20.4%	38.9%	16.3%
%H (All HH)		97.9%	30.4%	10.3%	82.5%	25.0%	57.5%	46.0%
%H (TV HH)			31.1%	10.5%	84.3%	25.5%	58.7%	

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

October 2012 - September 2013

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	27184	26106	11301	4175	19460	8821	10639	20248
%H (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
1	8448	7913	2229	957	6296	1617	4680	4127
%V	31.1%	30.3%	19.7%	22.9%	32.4%	18.3%	44.0%	20.4%
%H (All HH)		93.7%	26.4%	11.3%	74.5%	19.1%	55.4%	48.9%
%H (TV HH)			28.2%	12.1%	79.6%	20.4%	59.1%	
2	9068	8798	3924	1389	6641	3155	3486	7254
%V	33.4%	33.7%	34.7%	33.3%	34.1%	35.8%	32.8%	35.8%
%H (All HH)		97.0%	43.3%	15.3%	73.2%	34.8%	38.4%	80.0%
%H (TV HH)			44.6%	15.8%	75.5%	35.9%	39.6%	
3	4259	4144	2167	798	2936	1743	1193	3811
%V	15.7%	15.9%	19.2%	19.1%	15.1%	19.8%	11.2%	18.8%
%H (All HH)		97.3%	50.9%	18.7%	68.9%	40.9%	28.0%	89.5%
%H (TV HH)			52.3%	19.3%	70.8%	42.1%	28.8%	
4	3642	3545	2005	687	2453	1569	884	3411
%V	13.4%	13.6%	17.7%	16.5%	12.6%	17.8%	8.3%	16.8%
%H (All HH)		97.3%	55.1%	18.9%	67.4%	43.1%	24.3%	93.7%
%H (TV HH)			56.6%	19.4%	69.2%	44.3%	24.9%	
5+	1767	1706	975	344	1133	736	397	1646
%V	6.5%	6.5%	8.6%	8.2%	5.8%	8.3%	3.7%	8.1%
%H (All HH)		96.5%	55.2%	19.5%	64.1%	41.7%	22.5%	93.2%
%H (TV HH)			57.2%	20.2%	66.4%	43.1%	23.3%	
Average HH size	2.34	2.35	2.65	2.58	2.28	2.66	1.97	2.60

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

%V = percentage of vertical total

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

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

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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	27184	26106	11301	4175	19460	8821	10639	20248
%H (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
Without	20161	19239	7515	2891	14845	6034	8811	13946
%V	74.2%	73.7%	66.5%	69.2%	76.3%	68.4%	82.8%	68.9%
%H (All HH)		95.4%	37.3%	14.3%	73.6%	29.9%	43.7%	69.2%
%H (TV HH)			39.1%	15.0%	77.2%	31.4%	45.8%	
With	7023	6867	3785	1284	4615	2787	1828	6303
%V	25.8%	26.3%	33.5%	30.8%	23.7%	31.6%	17.2%	31.1%
%H (All HH)		97.8%	53.9%	18.3%	65.7%	39.7%	26.0%	89.7%
%H (TV HH)			55.1%	18.7%	67.2%	40.6%	26.6%	
0 - 3	2714	2635	1452	458	1697	976	721	2326
%V	10.0%	10.1%	12.8%	11.0%	8.7%	11.1%	6.8%	11.5%
%H (All HH)		97.1%	53.5%	16.9%	62.5%	36.0%	26.6%	85.7%
%H (TV HH)			55.1%	17.4%	64.4%	37.0%	27.4%	
4 - 9	3483	3403	1933	616	2226	1361	864	3118
%V	12.8%	13.0%	17.1%	14.8%	11.4%	15.4%	8.1%	15.4%
%H (All HH)		97.7%	55.5%	17.7%	63.9%	39.1%	24.8%	89.5%
%H (TV HH)			56.8%	18.1%	65.4%	40.0%	25.4%	
10 - 15	3237	3179	1776	641	2215	1420	795	3014
%V	11.9%	12.2%	15.7%	15.4%	11.4%	16.1%	7.5%	14.9%
%H (All HH)		98.2%	54.9%	19.8%	68.4%	43.9%	24.6%	93.1%
%H (TV HH)			55.9%	20.2%	69.7%	44.7%	25.0%	

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

%V = percentage of vertical total

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

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

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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	27184	26106	11301	4175	19460	8821	10639	20248
%H (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
1	10581	10581	3581	1429	7142	1714	5428	6797
%V	38.9%	40.5%	31.7%	34.2%	36.7%	19.4%	51.0%	33.6%
%H (All HH)		100.0%	33.8%	13.5%	67.5%	16.2%	51.3%	64.2%
%H (TV HH)			33.8%	13.5%	67.5%	16.2%	51.3%	
2	8999	8999	4070	1487	6926	3432	3493	6855
%V	33.1%	34.5%	36.0%	35.6%	35.6%	38.9%	32.8%	33.9%
%H (All HH)		100.0%	45.2%	16.5%	77.0%	38.1%	38.8%	76.2%
%H (TV HH)			45.2%	16.5%	77.0%	38.1%	38.8%	
3	4058	4058	2154	760	3302	2108	1194	3557
%V	14.9%	15.5%	19.1%	18.2%	17.0%	23.9%	11.2%	17.6%
%H (All HH)		100.0%	53.1%	18.7%	81.4%	51.9%	29.4%	87.7%
%H (TV HH)			53.1%	18.7%	81.4%	51.9%	29.4%	
4	1626	1626	964	325	1366	997	369	1524
%V	6.0%	6.2%	8.5%	7.8%	7.0%	11.3%	3.5%	7.5%
%H (All HH)		100.0%	59.3%	20.0%	84.0%	61.3%	22.7%	93.7%
%H (TV HH)			59.3%	20.0%	84.0%	61.3%	22.7%	
5+	842	842	532	173	724	570	154	818
%V	3.1%	3.2%	4.7%	4.1%	3.7%	6.5%	1.4%	4.0%
%H (All HH)		100.0%	63.2%	20.5%	86.0%	67.7%	18.3%	97.1%
%H (TV HH)			63.2%	20.5%	86.0%	67.7%	18.3%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26106	11301	4175	19460	8821	10639	20248
%H (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
Under 20"	6259	6259	2700	954	5477	2813	2664	4839
%V	23.0%	24.0%	23.9%	22.9%	28.1%	31.9%	25.0%	23.9%
%H (All HH)		100.0%	43.1%	15.2%	87.5%	44.9%	42.6%	77.3%
%H (TV HH)			43.1%	15.2%	87.5%	44.9%	42.6%	
20" - 29"	9829	9829	3980	1539	8040	3653	4387	7170
%V	36.2%	37.7%	35.2%	36.9%	41.3%	41.4%	41.2%	35.4%
%H (All HH)		100.0%	40.5%	15.7%	81.8%	37.2%	44.6%	72.9%
%H (TV HH)			40.5%	15.7%	81.8%	37.2%	44.6%	
30" - 39"	13456	13456	5983	2257	10369	5038	5331	10344
%V	49.5%	51.5%	52.9%	54.1%	53.3%	57.1%	50.1%	51.1%
%H (All HH)		100.0%	44.5%	16.8%	77.1%	37.4%	39.6%	76.9%
%H (TV HH)			44.5%	16.8%	77.1%	37.4%	39.6%	
40" and over	10558	10558	5995	1993	7403	4726	2677	9140
%V	38.8%	40.4%	53.0%	47.7%	38.0%	53.6%	25.2%	45.1%
%H (All HH)		100.0%	56.8%	18.9%	70.1%	44.8%	25.4%	86.6%
%H (TV HH)			56.8%	18.9%	70.1%	44.8%	25.4%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27184	26106	11301	4175	19460	8821	10639	20248
%H (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
Main living room	25603	25603	11193	4139	19196	8759	10437	19188
%V	94.2%	98.1%	99.0%	99.1%	98.6%	99.3%	98.1%	94.8%
%H (All HH)		100.0%	43.7%	16.2%	75.0%	34.2%	40.8%	74.9%
%H (TV HH)			43.7%	16.2%	75.0%	34.2%	40.8%	
Kitchen	3141	3141	1545	443	2756	1570	1186	2593
%V	11.6%	12.0%	13.7%	10.6%	14.2%	17.8%	11.1%	12.8%
%H (All HH)		100.0%	49.2%	14.1%	87.7%	50.0%	37.8%	82.6%
%H (TV HH)			49.2%	14.1%	87.7%	50.0%	37.8%	
Adult's bedroom	10679	10679	5374	1960	8720	5236	3485	8799
%V	39.3%	40.9%	47.6%	46.9%	44.8%	59.4%	32.8%	43.5%
%H (All HH)		100.0%	50.3%	18.4%	81.7%	49.0%	32.6%	82.4%
%H (TV HH)			50.3%	18.4%	81.7%	49.0%	32.6%	
Child's bedroom	1886	1886	1097	410	1565	1152	413	1757
%V	6.9%	7.2%	9.7%	9.8%	8.0%	13.1%	3.9%	8.7%
%H (All HH)		100.0%	58.2%	21.7%	83.0%	61.1%	21.9%	93.2%
%H (TV HH)			58.2%	21.7%	83.0%	61.1%	21.9%	
Other bedroom	1201	1201	641	251	1015	681	334	1079
%V	4.4%	4.6%	5.7%	6.0%	5.2%	7.7%	3.1%	5.3%
%H (All HH)		100.0%	53.4%	20.9%	84.5%	56.7%	27.8%	89.8%
%H (TV HH)			53.4%	20.9%	84.5%	56.7%	27.8%	
Second living/dining room	2274	2274	1159	382	1887	1120	767	1948
%V	8.4%	8.7%	10.3%	9.1%	9.7%	12.7%	7.2%	9.6%
%H (All HH)		100.0%	51.0%	16.8%	83.0%	49.3%	33.7%	85.7%
%H (TV HH)			51.0%	16.8%	83.0%	49.3%	33.7%	
Study/office	362	362	188	62	301	185	116	345
%V	1.3%	1.4%	1.7%	1.5%	1.5%	2.1%	1.1%	1.7%
%H (All HH)		100.0%	51.9%	17.1%	83.1%	51.1%	32.0%	95.3%
%H (TV HH)			51.9%	17.1%	83.1%	51.1%	32.0%	
TV room	185	185	105	35	142	93	48	173
%V	0.7%	0.7%	0.9%	0.8%	0.7%	1.1%	0.5%	0.9%
%H (All HH)		100.0%	56.8%	18.9%	76.8%	50.3%	25.9%	93.5%
%H (TV HH)			56.8%	18.9%	76.8%	50.3%	25.9%	
Conservatory	508	508	285	95	441	303	138	450
%V	1.9%	1.9%	2.5%	2.3%	2.3%	3.4%	1.3%	2.2%
%H (All HH)		100.0%	56.1%	18.7%	86.8%	59.6%	27.2%	88.6%
%H (TV HH)			56.1%	18.7%	86.8%	59.6%	27.2%	
Attic or loft room	41	41	21	8	35	22	13	37
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	51.2%	19.5%	85.4%	53.7%	31.7%	90.2%
%H (TV HH)			51.2%	19.5%	85.4%	53.7%	31.7%	
No specific location	46	46	21	9	38	20	18	39
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	45.7%	19.6%	82.6%	43.5%	39.1%	84.8%
%H (TV HH)			45.7%	19.6%	82.6%	43.5%	39.1%	
Other	158	158	94	26	131	91	40	148
%V	0.6%	0.6%	0.8%	0.6%	0.7%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	59.5%	16.5%	82.9%	57.6%	25.3%	93.7%
%H (TV HH)			59.5%	16.5%	82.9%	57.6%	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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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	27184	26106	11301	4175	19460	8821	10639	20248
%V (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
Any DSAT provider	11301	11301	11301	237	6661	6661	0	9644
%V	41.6%	43.3%	100.0%	5.7%	34.2%	75.5%	0.0%	47.6%
%H (All HH)			100.0%	2.1%	58.9%	58.9%	0.0%	85.3%
%H (TV HH)			100.0%	2.1%	58.9%	58.9%	0.0%	
Sky with subscription	9365	9365	9365	133	5547	5547	0	8194
%V	34.5%	35.9%	82.9%	3.2%	28.5%	62.9%	0.0%	40.5%
%H (All HH)			100.0%	1.4%	59.2%	59.2%	0.0%	87.5%
%H (TV HH)			100.0%	1.4%	59.2%	59.2%	0.0%	
Sky without subscription	675	675	675	39	359	359	0	457
%V	2.5%	2.6%	6.0%	0.9%	1.8%	4.1%	0.0%	2.3%
%H (All HH)			100.0%	5.8%	53.2%	53.2%	0.0%	67.7%
%H (TV HH)			100.0%	5.8%	53.2%	53.2%	0.0%	
Freesat	1108	1108	1108	45	695	695	0	878
%V	4.1%	4.2%	9.8%	1.1%	3.6%	7.9%	0.0%	4.3%
%H (All HH)			100.0%	4.1%	62.7%	62.7%	0.0%	79.2%
%H (TV HH)			100.0%	4.1%	62.7%	62.7%	0.0%	
Other satellite provider	340	340	340	21	168	168	0	287
%V	1.3%	1.3%	3.0%	0.5%	0.9%	1.9%	0.0%	1.4%
%H (All HH)			100.0%	6.2%	49.4%	49.4%	0.0%	84.4%
%H (TV HH)			100.0%	6.2%	49.4%	49.4%	0.0%	
DCAB	4175	4175	237	4175	2289	2289	0	3660
%V	15.4%	16.0%	2.1%	100.0%	11.8%	25.9%	0.0%	18.1%
%H (All HH)			5.7%	100.0%	54.8%	54.8%	0.0%	87.7%
%H (TV HH)			5.7%	100.0%	54.8%	54.8%	0.0%	
DTT	19460	19460	6661	2289	19460	8821	10639	13967
%V	71.6%	74.5%	58.9%	54.8%	100.0%	100.0%	100.0%	69.0%
%H (All HH)		100.0%	34.2%	11.8%	100.0%	45.3%	54.7%	71.8%
%H (TV HH)			34.2%	11.8%	100.0%	45.3%	54.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26106	11301	4175	19460	8821	10639	20248
%H (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
PVR	15235	15235	9305	2943	10347	7178	3170	13254
%V	56.0%	58.4%	82.3%	70.5%	53.2%	81.4%	29.8%	65.5%
%H (All HH)		100.0%	61.1%	19.3%	67.9%	47.1%	20.8%	87.0%
%H (TV HH)			61.1%	19.3%	67.9%	47.1%	20.8%	
DVDR	1578	1578	685	274	1244	608	636	1287
%V	5.8%	6.0%	6.1%	6.6%	6.4%	6.9%	6.0%	6.4%
%H (All HH)		100.0%	43.4%	17.4%	78.8%	38.5%	40.3%	81.6%
%H (TV HH)			43.4%	17.4%	78.8%	38.5%	40.3%	
VCR	1085	1085	388	171	883	347	535	713
%V	4.0%	4.2%	3.4%	4.1%	4.5%	3.9%	5.0%	3.5%
%H (All HH)		100.0%	35.8%	15.8%	81.4%	32.0%	49.3%	65.7%
%H (TV HH)			35.8%	15.8%	81.4%	32.0%	49.3%	
Any recorder	16286	16286	9504	3073	11245	7350	3894	13888
%V	59.9%	62.4%	84.1%	73.6%	57.8%	83.3%	36.6%	68.6%
%H (All HH)		100.0%	58.4%	18.9%	69.0%	45.1%	23.9%	85.3%
%H (TV HH)			58.4%	18.9%	69.0%	45.1%	23.9%	
Receives HDTV (via STB or built-in reception)	13417	13417	7079	3176	9391	6037	3354	11596
%V	49.4%	51.4%	62.6%	76.1%	48.3%	68.4%	31.5%	57.3%
%H (All HH)		100.0%	52.8%	23.7%	70.0%	45.0%	25.0%	86.4%
%H (TV HH)			52.8%	23.7%	70.0%	45.0%	25.0%	
DVD/Blu-ray player or recorder	20353	20353	9279	3469	15227	7481	7746	16117
%V	74.9%	78.0%	82.1%	83.1%	78.2%	84.8%	72.8%	79.6%
%H (All HH)		100.0%	45.6%	17.0%	74.8%	36.8%	38.1%	79.2%
%H (TV HH)			45.6%	17.0%	74.8%	36.8%	38.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2012 - September 2013

Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26106	11301	4175	19460	8821	10639	20248
%H (All HH)		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%
%H (TV HH)			43.3%	16.0%	74.5%	33.8%	40.8%	
Has broadband internet	20248	19551	9644	3660	13967	7683	6284	20248
%V	74.5%	74.9%	85.3%	87.7%	71.8%	87.1%	59.1%	100.0%
%H (All HH)		96.6%	47.6%	18.1%	69.0%	37.9%	31.0%	100.0%
%H (TV HH)			49.3%	18.7%	71.4%	39.3%	32.1%	
Number of computers (PCs and laptops)								
0	5942	5648	1416	471	4722	979	3743	254
%V	21.9%	21.6%	12.5%	11.3%	24.3%	11.1%	35.2%	1.3%
%H (All HH)		95.1%	23.8%	7.9%	79.5%	16.5%	63.0%	4.3%
%H (TV HH)			25.1%	8.3%	83.6%	17.3%	66.3%	
1	9943	9524	4216	1522	6978	3199	3779	8964
%V	36.6%	36.5%	37.3%	36.5%	35.9%	36.3%	35.5%	44.3%
%H (All HH)		95.8%	42.4%	15.3%	70.2%	32.2%	38.0%	90.2%
%H (TV HH)			44.3%	16.0%	73.3%	33.6%	39.7%	
2	5738	5547	2784	1049	3928	2206	1722	5532
%V	21.1%	21.2%	24.6%	25.1%	20.2%	25.0%	16.2%	27.3%
%H (All HH)		96.7%	48.5%	18.3%	68.5%	38.4%	30.0%	96.4%
%H (TV HH)			50.2%	18.9%	70.8%	39.8%	31.0%	
3	2798	2711	1441	553	1935	1207	729	2763
%V	10.3%	10.4%	12.8%	13.2%	9.9%	13.7%	6.9%	13.6%
%H (All HH)		96.9%	51.5%	19.8%	69.2%	43.1%	26.1%	98.7%
%H (TV HH)			53.2%	20.4%	71.4%	44.5%	26.9%	
4	1403	1364	746	270	964	611	353	1391
%V	5.2%	5.2%	6.6%	6.5%	5.0%	6.9%	3.3%	6.9%
%H (All HH)		97.2%	53.2%	19.2%	68.7%	43.5%	25.2%	99.1%
%H (TV HH)			54.7%	19.8%	70.7%	44.8%	25.9%	
5+	1359	1312	699	311	933	620	313	1343
%V	5.0%	5.0%	6.2%	7.4%	4.8%	7.0%	2.9%	6.6%
%H (All HH)		96.5%	51.4%	22.9%	68.7%	45.6%	23.0%	98.8%
%H (TV HH)			53.3%	23.7%	71.1%	47.3%	23.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2012 - September 2013

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51816	24922	8921	40288	21981	18307	41710
%H		48.1%	17.2%	77.8%	42.4%	35.3%	80.5%
Under 20"	7936	3508	1230	7015	3738	3277	6297
%V	15.3%	14.1%	13.8%	17.4%	17.0%	17.9%	15.1%
%H		44.2%	15.5%	88.4%	47.1%	41.3%	79.3%
20" - 29"	12159	5115	1965	10095	4903	5192	9139
%V	23.5%	20.5%	22.0%	25.1%	22.3%	28.4%	21.9%
%H		42.1%	16.2%	83.0%	40.3%	42.7%	75.2%
30" - 39"	15731	7242	2735	12250	6332	5918	12372
%V	30.4%	29.1%	30.7%	30.4%	28.8%	32.3%	29.7%
%H		46.0%	17.4%	77.9%	40.3%	37.6%	78.6%
40" and over	12129	7020	2329	8571	5652	2919	10628
%V	23.4%	28.2%	26.1%	21.3%	25.7%	15.9%	25.5%
%H		57.9%	19.2%	70.7%	46.6%	24.1%	87.6%
Don't know	714	294	119	555	244	311	518
%V	1.4%	1.2%	1.3%	1.4%	1.1%	1.7%	1.2%
%H		41.2%	16.7%	77.7%	34.2%	43.6%	72.5%
Not Asked	3147	1743	543	1802	1112	690	2756
%V	6.1%	7.0%	6.1%	4.5%	5.1%	3.8%	6.6%
%H		55.4%	17.3%	57.3%	35.3%	21.9%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
October 2012 - September 2013
Set level data
Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51816	24922	8921	40288	21981	18307	41710
%H		48.1%	17.2%	77.8%	42.4%	35.3%	80.5%
Main living room	25706	11233	4155	19281	8798	10484	19265
%V	49.6%	45.1%	46.6%	47.9%	40.0%	57.3%	46.2%
%H		43.7%	16.2%	75.0%	34.2%	40.8%	74.9%
Kitchen	3158	1554	445	2771	1579	1192	2608
%V	6.1%	6.2%	5.0%	6.9%	7.2%	6.5%	6.3%
%H		49.2%	14.1%	87.7%	50.0%	37.7%	82.6%
Adult's bedroom	12399	6333	2339	10238	6336	3901	10390
%V	23.9%	25.4%	26.2%	25.4%	28.8%	21.3%	24.9%
%H		51.1%	18.9%	82.6%	51.1%	31.5%	83.8%
Child's bedroom	2393	1404	525	1996	1491	505	2243
%V	4.6%	5.6%	5.9%	5.0%	6.8%	2.8%	5.4%
%H		58.7%	21.9%	83.4%	62.3%	21.1%	93.7%
Other bedroom	1394	751	291	1187	804	383	1265
%V	2.7%	3.0%	3.3%	2.9%	3.7%	2.1%	3.0%
%H		53.9%	20.9%	85.2%	57.7%	27.5%	90.7%
Second living/dining room	2298	1176	383	1909	1137	772	1971
%V	4.4%	4.7%	4.3%	4.7%	5.2%	4.2%	4.7%
%H		51.2%	16.7%	83.1%	49.5%	33.6%	85.8%
Study/office	367	191	63	305	188	117	350
%V	0.7%	0.8%	0.7%	0.8%	0.9%	0.6%	0.8%
%H		52.0%	17.2%	83.1%	51.2%	31.9%	95.4%
TV room	186	106	35	142	93	48	174
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		57.0%	18.8%	76.3%	50.0%	25.8%	93.5%
Conseervatory	509	286	95	442	304	138	451
%V	1.0%	1.1%	1.1%	1.1%	1.4%	0.8%	1.1%
%H		56.2%	18.7%	86.8%	59.7%	27.1%	88.6%
Attic or loft room	42	21	8	36	23	13	38
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	19.0%	85.7%	54.8%	31.0%	90.5%
No specific location	51	22	10	40	21	19	43
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		43.1%	19.6%	78.4%	41.2%	37.3%	84.3%
Other	168	100	26	139	95	44	157
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.4%
%H		59.5%	15.5%	82.7%	56.5%	26.2%	93.5%
Not Asked	3147	1743	543	1802	1112	690	2756
%V	6.1%	7.0%	6.1%	4.5%	5.1%	3.8%	6.6%
%H		55.4%	17.3%	57.3%	35.3%	21.9%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2012 - September 2013
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	51816	24922	8921	40288	21981	18307	41710
%H		48.1%	17.2%	77.8%	42.4%	35.3%	80.5%
PVR	19755	12630	3872	13134	9588	3546	17524
%V	38.1%	50.7%	43.4%	32.6%	43.6%	19.4%	42.0%
%H		63.9%	19.6%	66.5%	48.5%	17.9%	88.7%
DVDR	1763	777	312	1396	704	691	1450
%V	3.4%	3.1%	3.5%	3.5%	3.2%	3.8%	3.5%
%H		44.1%	17.7%	79.2%	39.9%	39.2%	82.2%
VCR	1153	415	192	936	379	557	767
%V	2.2%	1.7%	2.2%	2.3%	1.7%	3.0%	1.8%
%H		36.0%	16.7%	81.2%	32.9%	48.3%	66.5%
Any recorder	21183	13007	4079	14369	9970	4399	18474
%V	40.9%	52.2%	45.7%	35.7%	45.4%	24.0%	44.3%
%H		61.4%	19.3%	67.8%	47.1%	20.8%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 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	51816	24922	8921	40288	21981	18307	41710
%H		48.1%	17.2%	77.8%	42.4%	35.3%	80.5%
Receives HDTV (via STB or built-in reception)	18606	9860	4590	13215	8750	4465	16409
%V	35.9%	39.6%	51.5%	32.8%	39.8%	24.4%	39.3%
%H		53.0%	24.7%	71.0%	47.0%	24.0%	88.2%
DVD/Blu-ray player or recorder	29417	14206	5347	22767	12613	10154	24327
%V	56.8%	57.0%	59.9%	56.5%	57.4%	55.5%	58.3%
%H		48.3%	18.2%	77.4%	42.9%	34.5%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2012 - September 2013
Set level data
Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26076	11297	4173	19450	8820	10630	19529
%H		43.3%	16.0%	74.6%	33.8%	40.8%	74.9%
Under 20"	637	109	58	544	74	470	339
%V	2.4%	1.0%	1.4%	2.8%	0.8%	4.4%	1.7%
%H		17.1%	9.1%	85.4%	11.6%	73.8%	53.2%
20" - 29"	4370	1142	521	3529	817	2712	2499
%V	16.8%	10.1%	12.5%	18.1%	9.3%	25.5%	12.8%
%H		26.1%	11.9%	80.8%	18.7%	62.1%	57.2%
30" - 39"	10378	4121	1624	7996	3308	4689	7540
%V	39.8%	36.5%	38.9%	41.1%	37.5%	44.1%	38.6%
%H		39.7%	15.6%	77.0%	31.9%	45.2%	72.7%
40" and over	10219	5816	1921	7136	4553	2584	8833
%V	39.2%	51.5%	46.0%	36.7%	51.6%	24.3%	45.2%
%H		56.9%	18.8%	69.8%	44.6%	25.3%	86.4%
Don't know	333	109	51	244	68	176	215
%V	1.3%	1.0%	1.2%	1.3%	0.8%	1.7%	1.1%
%H		32.7%	15.3%	73.3%	20.4%	52.9%	64.6%
Not Asked	139	0	0	1	0	0	103
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
%H		0.0%	0.0%	0.7%	0.0%	0.0%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

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	26076	11297	4173	19450	8820	10630	19529
%H		43.3%	16.0%	74.6%	33.8%	40.8%	74.9%
PVR	14851	9151	2870	10010	7007	3003	12939
%V	57.0%	81.0%	68.8%	51.5%	79.4%	28.3%	66.3%
%H		61.6%	19.3%	67.4%	47.2%	20.2%	87.1%
DVDR	1349	564	224	1047	476	571	1085
%V	5.2%	5.0%	5.4%	5.4%	5.4%	5.4%	5.6%
%H		41.8%	16.6%	77.6%	35.3%	42.3%	80.4%
VCR	916	309	136	734	258	477	579
%V	3.5%	2.7%	3.3%	3.8%	2.9%	4.5%	3.0%
%H		33.7%	14.8%	80.1%	28.2%	52.1%	63.2%
Any recorder	15879	9351	2995	10888	7180	3708	13559
%V	60.9%	82.8%	71.8%	56.0%	81.4%	34.9%	69.4%
%H		58.9%	18.9%	68.6%	45.2%	23.4%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26076	11297	4173	19450	8820	10630	19529
%H		43.3%	16.0%	74.6%	33.8%	40.8%	74.9%
Receives HDTV (via STB or built-in reception)	12963	6867	3107	8991	5820	3171	11209
%V	49.7%	60.8%	74.5%	46.2%	66.0%	29.8%	57.4%
%H		53.0%	24.0%	69.4%	44.9%	24.5%	86.5%
DVD/Blu-ray player or recorder	19193	8718	3249	14250	6899	7351	15185
%V	73.6%	77.2%	77.9%	73.3%	78.2%	69.2%	77.8%
%H		45.4%	16.9%	74.2%	35.9%	38.3%	79.1%

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

October 2012 - September 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25740	13625	4748	20838	13162	7676	22181
%H		52.9%	18.4%	81.0%	51.1%	29.8%	86.2%
Under 20"	7299	3399	1172	6472	3664	2807	5958
%V	28.4%	24.9%	24.7%	31.1%	27.8%	36.6%	26.9%
%H		46.6%	16.1%	88.7%	50.2%	38.5%	81.6%
20" - 29"	7789	3973	1444	6566	4086	2480	6641
%V	30.3%	29.2%	30.4%	31.5%	31.0%	32.3%	29.9%
%H		51.0%	18.5%	84.3%	52.5%	31.8%	85.3%
30" - 39"	5352	3120	1111	4254	3024	1230	4833
%V	20.8%	22.9%	23.4%	20.4%	23.0%	16.0%	21.8%
%H		58.3%	20.8%	79.5%	56.5%	23.0%	90.3%
40" and over	1911	1204	408	1435	1099	335	1795
%V	7.4%	8.8%	8.6%	6.9%	8.3%	4.4%	8.1%
%H		63.0%	21.4%	75.1%	57.5%	17.5%	93.9%
Don't know	381	185	68	310	176	134	303
%V	1.5%	1.4%	1.4%	1.5%	1.3%	1.7%	1.4%
%H		48.6%	17.8%	81.4%	46.2%	35.2%	79.5%
Not Asked	3008	1744	545	1801	1113	690	2651
%V	11.7%	12.8%	11.5%	8.6%	8.5%	9.0%	12.0%
%H		58.0%	18.1%	59.9%	37.0%	22.9%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25740	13625	4748	20838	13162	7676	22181
%H		52.9%	18.4%	81.0%	51.1%	29.8%	86.2%
PVR	4903	3479	1002	3125	2582	543	4585
%V	19.0%	25.5%	21.1%	15.0%	19.6%	7.1%	20.7%
%H		71.0%	20.4%	63.7%	52.7%	11.1%	93.5%
DVDR	413	213	88	349	229	120	365
%V	1.6%	1.6%	1.9%	1.7%	1.7%	1.6%	1.6%
%H		51.6%	21.3%	84.5%	55.4%	29.1%	88.4%
VCR	237	107	56	202	121	81	188
%V	0.9%	0.8%	1.2%	1.0%	0.9%	1.1%	0.8%
%H		45.1%	23.6%	85.2%	51.1%	34.2%	79.3%
Any recorder	5304	3656	1084	3481	2791	691	4914
%V	20.6%	26.8%	22.8%	16.7%	21.2%	9.0%	22.2%
%H		68.9%	20.4%	65.6%	52.6%	13.0%	92.6%

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	25740	13625	4748	20838	13162	7676	22181
%H		52.9%	18.4%	81.0%	51.1%	29.8%	86.2%
Receives HDTV (via STB or built-in reception)	5643	2994	1484	4224	2930	1294	5200
%V	21.9%	22.0%	31.3%	20.3%	22.3%	16.9%	23.4%
%H		53.1%	26.3%	74.9%	51.9%	22.9%	92.1%
DVD/Blu-ray player or recorder	10224	5488	2098	8517	5713	2804	9142
%V	39.7%	40.3%	44.2%	40.9%	43.4%	36.5%	41.2%
%H		53.7%	20.5%	83.3%	55.9%	27.4%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2012 - September 2013
Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63510	61350	29881	10729	44294	23391	20903	52614
%H		96.6%	47.0%	16.9%	69.7%	36.8%	32.9%	82.8%
Total Children	12115	11833	6602	2220	7859	4794	3065	10881
%V	19.1%	19.3%	22.1%	20.7%	17.7%	20.5%	14.7%	20.7%
%H		97.7%	54.5%	18.3%	64.9%	39.6%	25.3%	89.8%
0 - 3	3252	3152	1737	557	2022	1168	853	2787
%V	5.1%	5.1%	5.8%	5.2%	4.6%	5.0%	4.1%	5.3%
%H		96.9%	53.4%	17.1%	62.2%	35.9%	26.2%	85.7%
4 - 15	8864	8681	4865	1663	5837	3626	2211	8094
%V	14.0%	14.1%	16.3%	15.5%	13.2%	15.5%	10.6%	15.4%
%H		97.9%	54.9%	18.8%	65.9%	40.9%	24.9%	91.3%
4 - 9	4624	4516	2565	821	2945	1801	1145	4147
%V	7.3%	7.4%	8.6%	7.7%	6.6%	7.7%	5.5%	7.9%
%H		97.7%	55.5%	17.8%	63.7%	38.9%	24.8%	89.7%
10 - 15	4240	4165	2300	842	2892	1825	1067	3947
%V	6.7%	6.8%	7.7%	7.8%	6.5%	7.8%	5.1%	7.5%
%H		98.2%	54.2%	19.9%	68.2%	43.0%	25.2%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63510	61350	29881	10729	44294	23391	20903	52614
%H		96.6%	47.0%	16.9%	69.7%	36.8%	32.9%	82.8%
Total Adults (16+)	51395	49517	23278	8509	36435	18597	17838	41733
%V	80.9%	80.7%	77.9%	79.3%	82.3%	79.5%	85.3%	79.3%
%H		96.3%	45.3%	16.6%	70.9%	36.2%	34.7%	81.2%
16 - 19	2992	2909	1532	597	2096	1329	766	2761
%V	4.7%	4.7%	5.1%	5.6%	4.7%	5.7%	3.7%	5.2%
%H		97.2%	51.2%	20.0%	70.1%	44.4%	25.6%	92.3%
20 - 24	4147	3772	1794	701	2672	1450	1222	3614
%V	6.5%	6.1%	6.0%	6.5%	6.0%	6.2%	5.8%	6.9%
%H		91.0%	43.3%	16.9%	64.4%	35.0%	29.5%	87.1%
25 - 34	8799	8248	4294	1560	5388	3023	2364	7802
%V	13.9%	13.4%	14.4%	14.5%	12.2%	12.9%	11.3%	14.8%
%H		93.7%	48.8%	17.7%	61.2%	34.4%	26.9%	88.7%
35 - 44	8416	8117	4323	1582	5455	3214	2241	7648
%V	13.3%	13.2%	14.5%	14.7%	12.3%	13.7%	10.7%	14.5%
%H		96.4%	51.4%	18.8%	64.8%	38.2%	26.6%	90.9%
45 - 54	9025	8805	4402	1710	6502	3742	2760	8079
%V	14.2%	14.4%	14.7%	15.9%	14.7%	16.0%	13.2%	15.4%
%H		97.6%	48.8%	18.9%	72.0%	41.5%	30.6%	89.5%
55 - 64	7264	7106	3265	1161	5490	2751	2739	6006
%V	11.4%	11.6%	10.9%	10.8%	12.4%	11.8%	13.1%	11.4%
%H		97.8%	44.9%	16.0%	75.6%	37.9%	37.7%	82.7%
65+	10753	10560	3667	1199	8832	3087	5745	5821
%V	16.9%	17.2%	12.3%	11.2%	19.9%	13.2%	27.5%	11.1%
%H		98.2%	34.1%	11.2%	82.1%	28.7%	53.4%	54.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2012 - September 2013
Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51395	49517	23278	8509	36435	18597	17838	41733
%H		96.3%	45.3%	16.6%	70.9%	36.2%	34.7%	81.2%
AB	13347	12957	6311	2226	9491	5011	4480	12510
%V	26.0%	26.2%	27.1%	26.2%	26.0%	26.9%	25.1%	30.0%
%H		97.1%	47.3%	16.7%	71.1%	37.5%	33.6%	93.7%
C1	14418	13742	6432	2517	10000	5222	4779	12537
%V	28.1%	27.8%	27.6%	29.6%	27.4%	28.1%	26.8%	30.0%
%H		95.3%	44.6%	17.5%	69.4%	36.2%	33.1%	87.0%
C2	11120	10873	5474	1920	8125	4578	3547	9062
%V	21.6%	22.0%	23.5%	22.6%	22.3%	24.6%	19.9%	21.7%
%H		97.8%	49.2%	17.3%	73.1%	41.2%	31.9%	81.5%
D	7630	7293	3420	1218	5216	2560	2655	5467
%V	14.8%	14.7%	14.7%	14.3%	14.3%	13.8%	14.9%	13.1%
%H		95.6%	44.8%	16.0%	68.4%	33.6%	34.8%	71.7%
E	4880	4652	1641	628	3603	1226	2377	2157
%V	9.5%	9.4%	7.0%	7.4%	9.9%	6.6%	13.3%	5.2%
%H		95.3%	33.6%	12.9%	73.8%	25.1%	48.7%	44.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2012 - September 2013
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51395	49517	23278	8509	36435	18597	17838	41733
%H		96.3%	45.3%	16.6%	70.9%	36.2%	34.7%	81.2%
Working full time	23207	22400	11538	4385	15749	9179	6570	21308
%V	45.2%	45.2%	49.6%	51.5%	43.2%	49.4%	36.8%	51.1%
%H		96.5%	49.7%	18.9%	67.9%	39.6%	28.3%	91.8%
Working part time	5543	5401	2700	982	3910	2162	1747	4953
%V	10.8%	10.9%	11.6%	11.5%	10.7%	11.6%	9.8%	11.9%
%H		97.4%	48.7%	17.7%	70.5%	39.0%	31.5%	89.4%
Not working	22645	21717	9041	3142	16777	7256	9521	15472
%V	44.1%	43.9%	38.8%	36.9%	46.0%	39.0%	53.4%	37.1%
%H		95.9%	39.9%	13.9%	74.1%	32.0%	42.0%	68.3%
Housewife/Houseperson	27184	26106	11301	4175	19460	8821	10639	20248
%V	52.9%	52.7%	48.5%	49.1%	53.4%	47.4%	59.6%	48.5%
%H		96.0%	41.6%	15.4%	71.6%	32.4%	39.1%	74.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25082	24042	11631	4213	17503	9282	8222	20769
%H		95.9%	46.4%	16.8%	69.8%	37.0%	32.8%	82.8%
16 - 19	1537	1495	801	307	1086	713	374	1429
%V	6.1%	6.2%	6.9%	7.3%	6.2%	7.7%	4.5%	6.9%
%H		97.3%	52.1%	20.0%	70.7%	46.4%	24.3%	93.0%
20 - 24	2066	1869	918	352	1313	746	567	1842
%V	8.2%	7.8%	7.9%	8.4%	7.5%	8.0%	6.9%	8.9%
%H		90.5%	44.4%	17.0%	63.6%	36.1%	27.4%	89.2%
25 - 34	4390	4087	2126	776	2678	1516	1163	3908
%V	17.5%	17.0%	18.3%	18.4%	15.3%	16.3%	14.1%	18.8%
%H		93.1%	48.4%	17.7%	61.0%	34.5%	26.5%	89.0%
35 - 44	4166	3993	2104	761	2669	1537	1133	3741
%V	16.6%	16.6%	18.1%	18.1%	15.2%	16.6%	13.8%	18.0%
%H		95.8%	50.5%	18.3%	64.1%	36.9%	27.2%	89.8%
45 - 54	4444	4319	2182	860	3154	1844	1310	3940
%V	17.7%	18.0%	18.8%	20.4%	18.0%	19.9%	15.9%	19.0%
%H		97.2%	49.1%	19.4%	71.0%	41.5%	29.5%	88.7%
55 - 64	3566	3471	1618	576	2663	1359	1304	2938
%V	14.2%	14.4%	13.9%	13.7%	15.2%	14.6%	15.9%	14.1%
%H		97.3%	45.4%	16.2%	74.7%	38.1%	36.6%	82.4%
65+	4912	4808	1881	582	3940	1568	2372	2972
%V	19.6%	20.0%	16.2%	13.8%	22.5%	16.9%	28.8%	14.3%
%H		97.9%	38.3%	11.8%	80.2%	31.9%	48.3%	60.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		25082	24042	11631	4213	17503	9282	8222	20769
	%H		95.9%	46.4%	16.8%	69.8%	37.0%	32.8%	82.8%
AB		6714	6506	3204	1140	4737	2551	2186	6317
	%V	26.8%	27.1%	27.5%	27.1%	27.1%	27.5%	26.6%	30.4%
	%H		96.9%	47.7%	17.0%	70.6%	38.0%	32.6%	94.1%
C1		6755	6396	3135	1195	4573	2524	2049	6027
	%V	26.9%	26.6%	27.0%	28.4%	26.1%	27.2%	24.9%	29.0%
	%H		94.7%	46.4%	17.7%	67.7%	37.4%	30.3%	89.2%
C2		5960	5803	2918	1031	4326	2441	1885	4806
	%V	23.8%	24.1%	25.1%	24.5%	24.7%	26.3%	22.9%	23.1%
	%H		97.4%	49.0%	17.3%	72.6%	41.0%	31.6%	80.6%
D		3656	3467	1682	585	2438	1243	1195	2687
	%V	14.6%	14.4%	14.5%	13.9%	13.9%	13.4%	14.5%	12.9%
	%H		94.8%	46.0%	16.0%	66.7%	34.0%	32.7%	73.5%
E		1997	1871	692	262	1430	524	906	932
	%V	8.0%	7.8%	5.9%	6.2%	8.2%	5.6%	11.0%	4.5%
	%H		93.7%	34.7%	13.1%	71.6%	26.2%	45.4%	46.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25082	24042	11631	4213	17503	9282	8222	20769
%H		95.9%	46.4%	16.8%	69.8%	37.0%	32.8%	82.8%
Working full time	14311	13790	7228	2664	9649	5699	3950	13090
%V	57.1%	57.4%	62.1%	63.2%	55.1%	61.4%	48.0%	63.0%
%H		96.4%	50.5%	18.6%	67.4%	39.8%	27.6%	91.5%
Working part time	1213	1161	544	200	835	410	425	1046
%V	4.8%	4.8%	4.7%	4.7%	4.8%	4.4%	5.2%	5.0%
%H		95.7%	44.8%	16.5%	68.8%	33.8%	35.0%	86.2%
Not working	9558	9091	3859	1349	7020	3173	3846	6633
%V	38.1%	37.8%	33.2%	32.0%	40.1%	34.2%	46.8%	31.9%
%H		95.1%	40.4%	14.1%	73.4%	33.2%	40.2%	69.4%
Housewife/Houseperson	5924	5468	2103	814	4023	1517	2506	3795
%V	23.6%	22.7%	18.1%	19.3%	23.0%	16.3%	30.5%	18.3%
%H		92.3%	35.5%	13.7%	67.9%	25.6%	42.3%	64.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2012 - September 2013

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26313	25475	11648	4296	18932	9315	9616	20963
%H		96.8%	44.3%	16.3%	71.9%	35.4%	36.5%	79.7%
16 - 19	1454	1414	731	291	1010	617	393	1332
%V	5.5%	5.6%	6.3%	6.8%	5.3%	6.6%	4.1%	6.4%
%H		97.2%	50.3%	20.0%	69.5%	42.4%	27.0%	91.6%
20 - 24	2081	1903	876	349	1359	704	655	1772
%V	7.9%	7.5%	7.5%	8.1%	7.2%	7.6%	6.8%	8.5%
%H		91.4%	42.1%	16.8%	65.3%	33.8%	31.5%	85.2%
25 - 34	4409	4161	2168	784	2709	1508	1202	3894
%V	16.8%	16.3%	18.6%	18.2%	14.3%	16.2%	12.5%	18.6%
%H		94.4%	49.2%	17.8%	61.4%	34.2%	27.3%	88.3%
35 - 44	4249	4124	2219	821	2786	1677	1109	3908
%V	16.1%	16.2%	19.1%	19.1%	14.7%	18.0%	11.5%	18.6%
%H		97.1%	52.2%	19.3%	65.6%	39.5%	26.1%	92.0%
45 - 54	4581	4486	2220	850	3348	1898	1450	4139
%V	17.4%	17.6%	19.1%	19.8%	17.7%	20.4%	15.1%	19.7%
%H		97.9%	48.5%	18.6%	73.1%	41.4%	31.7%	90.4%
55 - 64	3698	3635	1648	585	2827	1392	1435	3068
%V	14.1%	14.3%	14.1%	13.6%	14.9%	14.9%	14.9%	14.6%
%H		98.3%	44.6%	15.8%	76.4%	37.6%	38.8%	83.0%
65+	5841	5751	1787	616	4892	1519	3373	2850
%V	22.2%	22.6%	15.3%	14.3%	25.8%	16.3%	35.1%	13.6%
%H		98.5%	30.6%	10.5%	83.8%	26.0%	57.7%	48.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26313	25475	11648	4296	18932	9315	9616	20963
%H		96.8%	44.3%	16.3%	71.9%	35.4%	36.5%	79.7%
AB	6632	6451	3106	1086	4754	2460	2294	6193
%V	25.2%	25.3%	26.7%	25.3%	25.1%	26.4%	23.9%	29.5%
%H		97.3%	46.8%	16.4%	71.7%	37.1%	34.6%	93.4%
C1	7663	7346	3297	1322	5427	2698	2729	6511
%V	29.1%	28.8%	28.3%	30.8%	28.7%	29.0%	28.4%	31.1%
%H		95.9%	43.0%	17.3%	70.8%	35.2%	35.6%	85.0%
C2	5160	5070	2557	889	3799	2137	1662	4256
%V	19.6%	19.9%	22.0%	20.7%	20.1%	22.9%	17.3%	20.3%
%H		98.3%	49.6%	17.2%	73.6%	41.4%	32.2%	82.5%
D	3975	3827	1738	634	2778	1318	1460	2779
%V	15.1%	15.0%	14.9%	14.8%	14.7%	14.1%	15.2%	13.3%
%H		96.3%	43.7%	15.9%	69.9%	33.2%	36.7%	69.9%
E	2883	2781	949	366	2174	702	1472	1225
%V	11.0%	10.9%	8.1%	8.5%	11.5%	7.5%	15.3%	5.8%
%H		96.5%	32.9%	12.7%	75.4%	24.3%	51.1%	42.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2012 - September 2013
Individual level data
Table 30: Working Status (Females 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26313	25475	11648	4296	18932	9315	9616	20963
%H		96.8%	44.3%	16.3%	71.9%	35.4%	36.5%	79.7%
Working full time	8896	8609	4310	1721	6100	3480	2620	8218
%V	33.8%	33.8%	37.0%	40.1%	32.2%	37.4%	27.2%	39.2%
%H		96.8%	48.4%	19.3%	68.6%	39.1%	29.5%	92.4%
Working part time	4331	4240	2156	782	3075	1752	1322	3906
%V	16.5%	16.6%	18.5%	18.2%	16.2%	18.8%	13.7%	18.6%
%H		97.9%	49.8%	18.1%	71.0%	40.5%	30.5%	90.2%
Not working	13087	12626	5181	1793	9757	4082	5674	8839
%V	49.7%	49.6%	44.5%	41.7%	51.5%	43.8%	59.0%	42.2%
%H		96.5%	39.6%	13.7%	74.6%	31.2%	43.4%	67.5%
Housewife/Houseperson	21260	20638	9198	3361	15437	7304	8133	16453
%V	80.8%	81.0%	79.0%	78.2%	81.5%	78.4%	84.6%	78.5%
%H		97.1%	43.3%	15.8%	72.6%	34.4%	38.3%	77.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: October 2012 - September 2013							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	79,141	19378	2565	10393	4003	2346	2960
Shop / Business	953	282	16	112	42	25	34
Demolished / Incomplete	154	36	0	15	15	2	1
Empty	5,482	792	164	742	199	94	162
Holiday Home	593	27	25	26	24	19	97
Other Non Effective	1,180	207	63	130	57	54	81
Eligible Addresses	70,779	18034	2297	9368	3666	2152	2585
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	695	472	27	18	7	22	35
Total Additional Households	2,793	2582	2138	2117	2107	2123	2137
Total Valid Households	79,867	19854	2592	10428	4007	2368	2990
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,360	2832	213	854	329	240	217
	9.2%	14.3%	8.2%	8.2%	8.2%	10.1%	7.3%
No English Spoken	134	56	2	28	7	2	1
	0.2%	0.3%	0.1%	0.3%	0.2%	0.1%	0.0%
Refusals	17,205	5081	552	2300	922	603	859
	21.5%	25.6%	21.3%	22.1%	23.0%	25.5%	28.7%
Total Interviews	55,168	11885	1825	7246	2749	1523	1913
	69.1%	59.9%	70.4%	69.5%	68.6%	64.3%	64.0%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4346	4940	2592	7103	6111	4772	7632
Shop / Business	52	46	20	70	116	67	71
Demolished / Incomplete	5	10	2	23	12	21	12
Empty	166	376	157	715	632	513	770
Holiday Home	37	23	31	22	97	36	129
Other Non Effective	55	55	31	123	54	104	166
Eligible Addresses	4031	4430	2351	6150	5200	4031	6484
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	8	14	8	35	10	10	29
Total Additional Households	2111	2118	2113	2141	2117	2118	2138
Total Valid Households	4359	4958	2605	7145	6121	4776	7664
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	491	289	183	466	336	338	572
	11.3%	5.8%	7.0%	6.5%	5.5%	7.1%	7.5%
No English Spoken	3	9	5	7	5	4	5
	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
Refusals	1088	968	474	1318	1255	677	1108
	25.0%	19.5%	18.2%	18.4%	20.5%	14.2%	14.5%
Total Interviews	2777	3692	1943	5354	4525	3757	5979
	63.7%	74.5%	74.6%	74.9%	73.9%	78.7%	78.0%

Response Analysis: October 2012 - September 2013							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	79,141	19923	11269	7172	5177	1932	5833
Shop / Business	953	290	126	70	49	17	114
Demolished / Incomplete	154	37	16	24	10	1	11
Empty	5,482	829	763	727	388	109	602
Holiday Home	593	29	34	19	28	8	86
Other Non Effective	1,180	219	152	131	57	15	54
Eligible Addresses	70,779	18519	10178	6201	4645	1782	4966
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	695	473	18	35	22	0	10
Total Additional Households	2,793	2572	2118	2136	2124	2103	2120
Total Valid Households	79,867	20400	11304	7214	5205	1931	5842
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,360	2866	953	470	309	145	323
	9.2%	14.0%	8.4%	6.5%	5.9%	7.5%	5.5%
No English Spoken	134	57	29	7	9	5	5
	0.2%	0.3%	0.3%	0.1%	0.2%	0.3%	0.1%
Refusals	17,205	5193	2461	1329	1026	358	1212
	21.5%	25.5%	21.8%	18.4%	19.7%	18.5%	20.7%
Total Interviews	55,168	12284	7861	5408	3861	1423	4302
	69.1%	60.2%	69.5%	75.0%	74.2%	73.7%	73.6%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	5596	4037	2821	4772	696	2281	7632
Shop / Business	52	39	32	67	2	24	71
Demolished / Incomplete	3	14	1	21	2	2	12
Empty	284	198	155	513	61	83	770
Holiday Home	60	24	94	36	32	14	129
Other Non Effective	93	57	74	104	7	51	166
Eligible Addresses	5104	3705	2465	4031	592	2107	6484
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	40	6	30	10	0	22	29
Total Additional Households	2151	2110	2135	2116	2107	2130	2138
Total Valid Households	5637	4040	2849	4776	701	2304	7664
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	588	334	204	338	28	230	572
	10.4%	8.3%	7.2%	7.1%	4.0%	10.0%	7.5%
No English Spoken	5	6	1	4	0	1	5
	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%
Refusals	1362	946	837	677	102	594	1108
	24.2%	23.4%	29.4%	14.2%	14.6%	25.8%	14.5%
Total Interviews	3682	2754	1807	3757	571	1479	5979
	65.3%	68.2%	63.4%	78.7%	81.5%	64.2%	78.0%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

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

Total Network	All Households	Total TV Households	Multichannel Households
All Households	55168	53214	52787
All Sets	108794	108794	108246
All Individuals	137332	132961	131874
Children 0-15	27026	26371	26160
All Adults	110306	106590	105714
Adult Males	53490	51491	51000
Adult Females	56816	55099	54714

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11885	11182	11096
All Sets	21138	21138	21029
All Individuals	32118	30336	30099
Children 0-15	6716	6417	6369
All Adults	25402	23919	23730
Adult Males	12441	11658	11548
Adult Females	12961	12261	12182

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1971	1909	1892
All Sets	3978	3978	3956
All Individuals	4852	4724	4678
Children 0-15	931	916	905
All Adults	3921	3808	3773
Adult Males	1882	1819	1799
Adult Females	2039	1989	1974

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7246	7065	7017
All Sets	14491	14491	14434
All Individuals	18058	17668	17541
Children 0-15	3616	3543	3531
All Adults	14442	14125	14010
Adult Males	6879	6709	6636
Adult Females	7563	7416	7374

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2749	2656	2634
All Sets	5646	5646	5612
All Individuals	6794	6600	6542
Children 0-15	1338	1310	1296
All Adults	5456	5290	5246
Adult Males	2686	2602	2580
Adult Females	2770	2688	2666

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1523	1467	1450
All Sets	2930	2930	2909
All Individuals	3716	3612	3563
Children 0-15	694	686	674
All Adults	3022	2926	2889
Adult Males	1486	1430	1412
Adult Females	1536	1496	1477

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	1913	1839	1816
All Sets	3759	3759	3730
All Individuals	4480	4328	4277
Children 0-15	764	746	737
All Adults	3716	3582	3540
Adult Males	1796	1733	1713
Adult Females	1920	1849	1827

BBC South	All Households	Total TV Households	Multichannel Households
All Households	2631	2556	2544
All Sets	5244	5244	5231
All Individuals	6486	6321	6290
Children 0-15	1251	1239	1233
All Adults	5235	5082	5057
Adult Males	2559	2467	2452
Adult Females	2676	2615	2605

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3692	3596	3557
All Sets	7670	7670	7615
All Individuals	8959	8767	8651
Children 0-15	1769	1742	1717
All Adults	7190	7025	6934
Adult Males	3441	3356	3308
Adult Females	3749	3669	3626

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	1943	1898	1886
All Sets	3964	3964	3948
All Individuals	4523	4439	4400
Children 0-15	816	802	785
All Adults	3707	3637	3615
Adult Males	1798	1760	1746
Adult Females	1909	1877	1869

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5354	5209	5183
All Sets	10837	10837	10800
All Individuals	13253	12957	12903
Children 0-15	2691	2639	2629
All Adults	10562	10318	10274
Adult Males	5124	4990	4967
Adult Females	5438	5328	5307

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	4525	4379	4338
All Sets	9095	9095	9044
All Individuals	10401	10110	10016
Children 0-15	1854	1818	1806
All Adults	8547	8292	8210
Adult Males	4176	4030	3986
Adult Females	4371	4262	4224

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3757	3641	3609
All Sets	7504	7504	7465
All Individuals	9523	9277	9212
Children 0-15	2000	1964	1953
All Adults	7523	7313	7259
Adult Males	3656	3536	3507
Adult Females	3867	3777	3752

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	5979	5817	5765
All Sets	12538	12538	12473
All Individuals	14169	13822	13702
Children 0-15	2586	2549	2525
All Adults	11583	11273	11177
Adult Males	5566	5401	5346
Adult Females	6017	5872	5831

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4694	4588	4567
All Sets	9436	9436	9412
All Individuals	11612	11375	11323
Children 0-15	2270	2229	2220
All Adults	9342	9146	9103
Adult Males	4475	4370	4340
Adult Females	4867	4776	4763

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2552	2477	2450
All Sets	5055	5055	5022
All Individuals	6446	6293	6218
Children 0-15	1346	1314	1311
All Adults	5100	4979	4907
Adult Males	2404	2339	2296
Adult Females	2696	2640	2611

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	12284	11566	11474
All Sets	21987	21987	21870
All Individuals	33175	31361	31113
Children 0-15	6909	6610	6561
All Adults	26266	24751	24552
Adult Males	12854	12054	11939
Adult Females	13412	12697	12613

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7861	7656	7606
All Sets	15696	15696	15637
All Individuals	19661	19208	19076
Children 0-15	3952	3873	3860
All Adults	15709	15335	15216
Adult Males	7519	7315	7240
Adult Females	8190	8020	7976

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5408	5262	5236
All Sets	10973	10973	10936
All Individuals	13389	13091	13037
Children 0-15	2719	2667	2657
All Adults	10670	10424	10380
Adult Males	5169	5034	5011
Adult Females	5501	5390	5369

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	3861	3761	3720
All Sets	8001	8001	7944
All Individuals	9331	9134	9010
Children 0-15	1827	1799	1771
All Adults	7504	7335	7239
Adult Males	3588	3500	3448
Adult Females	3916	3835	3791

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1423	1386	1376
All Sets	2872	2872	2858
All Individuals	3333	3263	3232
Children 0-15	626	615	601
All Adults	2707	2648	2631
Adult Males	1308	1277	1267
Adult Females	1399	1371	1364

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3292	3196	3167
All Sets	6639	6639	6603
All Individuals	7640	7442	7369
Children 0-15	1376	1355	1343
All Adults	6264	6087	6026
Adult Males	3043	2941	2908
Adult Females	3221	3146	3118

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1010	964	954
All Sets	2041	2041	2029
All Individuals	2290	2204	2188
Children 0-15	412	399	399
All Adults	1878	1805	1789
Adult Males	944	903	894
Adult Females	934	902	895

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	3682	3573	3551
All Sets	7405	7405	7379
All Individuals	8984	8765	8702
Children 0-15	1729	1706	1691
All Adults	7255	7059	7011
Adult Males	3516	3404	3375
Adult Females	3739	3655	3636

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2754	2665	2644
All Sets	5658	5658	5625
All Individuals	6787	6602	6546
Children 0-15	1332	1304	1290
All Adults	5455	5298	5256
Adult Males	2674	2594	2573
Adult Females	2781	2704	2683

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1807	1736	1713
All Sets	3507	3507	3478
All Individuals	4204	4056	4005
Children 0-15	721	703	694
All Adults	3483	3353	3311
Adult Males	1683	1622	1602
Adult Females	1800	1731	1709

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3757	3641	3609
All Sets	7504	7504	7465
All Individuals	9523	9277	9212
Children 0-15	2000	1964	1953
All Adults	7523	7313	7259
Adult Males	3656	3536	3507
Adult Females	3867	3777	3752

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	571	563	561
All Sets	1135	1135	1132
All Individuals	1264	1249	1244
Children 0-15	184	180	180
All Adults	1080	1069	1064
Adult Males	534	527	525
Adult Females	546	542	539

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1479	1428	1411
All Sets	2838	2838	2817
All Individuals	3582	3487	3438
Children 0-15	653	647	635
All Adults	2929	2840	2803
Adult Males	1436	1383	1365
Adult Females	1493	1457	1438

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	5979	5817	5765
All Sets	12538	12538	12473
All Individuals	14169	13822	13702
Children 0-15	2586	2549	2525
All Adults	11583	11273	11177
Adult Males	5566	5401	5346
Adult Females	6017	5872	5831

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	106	103	103
All Sets	252	252	252
All Individuals	276	272	272
Children 0-15	43	43	43
All Adults	233	229	229
Adult Males	113	111	111
Adult Females	120	118	118

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5350	5219	5196
All Sets	10734	10734	10708
All Individuals	13309	13008	12951
Children 0-15	2617	2570	2560
All Adults	10692	10438	10391
Adult Males	5160	5020	4988
Adult Females	5532	5418	5403

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2511	2437	2410
All Sets	4962	4962	4929
All Individuals	6352	6200	6125
Children 0-15	1335	1303	1300
All Adults	5017	4897	4825
Adult Males	2359	2295	2252
Adult Females	2658	2602	2573

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4302	4160	4121
All Sets	8680	8680	8632
All Individuals	9930	9646	9557
Children 0-15	1788	1754	1742
All Adults	8142	7892	7815
Adult Males	3987	3844	3802
Adult Females	4155	4048	4013

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	7458	7245	7176
All Sets	15376	15376	15290
All Individuals	17751	17309	17140
Children 0-15	3239	3196	3160
All Adults	14512	14113	13980
Adult Males	7002	6784	6711
Adult Females	7510	7329	7269

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	9265	8981	8889
All Sets	18883	18883	18768
All Individuals	21955	21365	21145
Children 0-15	3960	3899	3854
All Adults	17995	17466	17291
Adult Males	8685	8406	8313
Adult Females	9310	9060	8978

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	17126	16637	16495
All Sets	34579	34579	34405
All Individuals	41616	40573	40221
Children 0-15	7912	7772	7714
All Adults	33704	32801	32507
Adult Males	16204	15721	15553
Adult Females	17500	17080	16954

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3576	3470	3448
All Sets	7153	7153	7127
All Individuals	8708	8493	8430
Children 0-15	1686	1663	1648
All Adults	7022	6830	6782
Adult Males	3403	3293	3264
Adult Females	3619	3537	3518

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6436	6238	6195
All Sets	13063	13063	13004
All Individuals	15771	15367	15248
Children 0-15	3061	3010	2981
All Adults	12710	12357	12267
Adult Males	6190	5998	5948
Adult Females	6520	6359	6319

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11263	10972	10893
All Sets	22981	22981	22870
All Individuals	27317	26737	26523
Children 0-15	5356	5261	5209
All Adults	21961	21476	21314
Adult Males	10599	10338	10251
Adult Females	11362	11138	11063

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5284	5147	5096
All Sets	10873	10873	10802
All Individuals	12664	12397	12242
Children 0-15	2453	2414	2372
All Adults	10211	9983	9870
Adult Males	4896	4777	4715
Adult Females	5315	5206	5155

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5979	5825	5797
All Sets	12108	12108	12068
All Individuals	14653	14340	14281
Children 0-15	2903	2847	2837
All Adults	11750	11493	11444
Adult Males	5703	5561	5536
Adult Females	6047	5932	5908

S4C	All Households	Total TV Households	Multichannel Households
All Households	5979	5817	5765
All Sets	12538	12538	12473
All Individuals	14169	13822	13702
Children 0-15	2586	2549	2525
All Adults	11583	11273	11177
Adult Males	5566	5401	5346
Adult Females	6017	5872	5831

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	15701	15219	15084
All Sets	31946	31946	31772
All Individuals	37726	36732	36393
Children 0-15	7021	6909	6835
All Adults	30705	29823	29558
Adult Males	14875	14404	14261
Adult Females	15830	15419	15297

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10692	10409	10332
All Sets	21846	21846	21738
All Individuals	26053	25488	25279
Children 0-15	5172	5081	5029
All Adults	20881	20407	20250
Adult Males	10065	9811	9726
Adult Females	10816	10596	10524

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	4873	4723	4682
All Sets	9815	9815	9764
All Individuals	11194	10895	10801
Children 0-15	1972	1934	1922
All Adults	9222	8961	8879
Adult Males	4521	4371	4327
Adult Females	4701	4590	4552

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 (September 2013)



BARB Establishment Survey

Questionnaire

Version: 18.0

Date: 23/09/2013



Version Control

Changes included in this version:

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

INTRO AND ATTITUDINAL SECTION

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

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

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

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

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

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

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

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

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

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

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

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

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

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

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

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

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

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

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

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

REPEAT ABOVE FOR ALL TV SETS		
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END OF MAIN SET LOOPS

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

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

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

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

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

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

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

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

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

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

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

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

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

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

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

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

NOTE: Answers must add up to 10

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

If correct code appropriately, if incorrect ask again

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

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

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

[S57=YES (FOR ANY SET)]

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

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

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

[S56=YES (FOR ANY SET)]

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

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

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

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

H79	SHOW SCREEN	MP
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(Cable HH) In addition to your Cable connection
(BT Vision HH) In addition to your BT Vision connection
(YouView HH) In addition to your Youview connection
(Cable and BT Vision HH) In addition to your Cable and BT vision connections
(Cable and YouView HH) In addition to your Cable and YouView connections
(YouView and BT Vision HH) In addition to your YouView and BT Vision connections
(Cable, BT Vison and YouView) In addition to your Cable, BT Vision and YouView connections

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

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

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

NOTE: For a more detailed explanation click on further information

- A direct connection between the TV set and the Internet
- A connection to a dedicated, internet TV set-top box
- A connection to a computer or tablet
- A connection to a games console
- A connection to a Blu-ray player that connects to the internet
- Another device that connects to the internet (Specify)

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

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

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

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

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

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

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

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

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

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

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

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

END OF THIRD HH SECTION