



BARB Establishment Survey  
Annual Data Report  
Volume 1: Total Network & Appendices  
October 2011 to September 2012

**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 2011 - September 2012**

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| VOLUME 2 - BBC Areas                                    |             |
| VOLUME 3 - ITV Areas                                    |             |

This reports contains the weighted data results from the Establishment survey for the period October 2011 - September 2012

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<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b> | <b>27286</b> | <b>26221</b> | <b>25780</b>            | <b>11318</b> | <b>3938</b> | <b>19763</b> | <b>8994</b>             | <b>10769</b>   |
| %H (All HH)     |              | 96.1%        | 94.5%                   | 41.5%        | 14.4%       | 72.4%        | 33.0%                   | 39.5%          |
| %H (TV HH)      |              |              | 98.3%                   | 43.2%        | 15.0%       | 75.4%        | 34.3%                   | 41.1%          |
| <b>AB</b>       | <b>6595</b>  | <b>6381</b>  | <b>6296</b>             | <b>2997</b>  | <b>993</b>  | <b>4666</b>  | <b>2298</b>             | <b>2367</b>    |
| %V              | 24.2%        | 24.3%        | 24.4%                   | 26.5%        | 25.2%       | 23.6%        | 25.6%                   | 22.0%          |
| %H (All HH)     |              | 96.8%        | 95.5%                   | 45.4%        | 15.1%       | 70.8%        | 34.8%                   | 35.9%          |
| %H (TV HH)      |              |              | 98.7%                   | 47.0%        | 15.6%       | 73.1%        | 36.0%                   | 37.1%          |
| <b>C1</b>       | <b>7437</b>  | <b>7059</b>  | <b>6949</b>             | <b>3042</b>  | <b>1132</b> | <b>5310</b>  | <b>2466</b>             | <b>2844</b>    |
| %V              | 27.3%        | 26.9%        | 27.0%                   | 26.9%        | 28.7%       | 26.9%        | 27.4%                   | 26.4%          |
| %H (All HH)     |              | 94.9%        | 93.4%                   | 40.9%        | 15.2%       | 71.4%        | 33.2%                   | 38.2%          |
| %H (TV HH)      |              |              | 98.4%                   | 43.1%        | 16.0%       | 75.2%        | 34.9%                   | 40.3%          |
| <b>C2</b>       | <b>5287</b>  | <b>5151</b>  | <b>5086</b>             | <b>2418</b>  | <b>841</b>  | <b>3940</b>  | <b>2061</b>             | <b>1879</b>    |
| %V              | 19.4%        | 19.6%        | 19.7%                   | 21.4%        | 21.4%       | 19.9%        | 22.9%                   | 17.4%          |
| %H (All HH)     |              | 97.4%        | 96.2%                   | 45.7%        | 15.9%       | 74.5%        | 39.0%                   | 35.5%          |
| %H (TV HH)      |              |              | 98.7%                   | 46.9%        | 16.3%       | 76.5%        | 40.0%                   | 36.5%          |
| <b>D</b>        | <b>4198</b>  | <b>4034</b>  | <b>3960</b>             | <b>1782</b>  | <b>597</b>  | <b>2992</b>  | <b>1368</b>             | <b>1624</b>    |
| %V              | 15.4%        | 15.4%        | 15.4%                   | 15.7%        | 15.2%       | 15.1%        | 15.2%                   | 15.1%          |
| %H (All HH)     |              | 96.1%        | 94.3%                   | 42.4%        | 14.2%       | 71.3%        | 32.6%                   | 38.7%          |
| %H (TV HH)      |              |              | 98.2%                   | 44.2%        | 14.8%       | 74.2%        | 33.9%                   | 40.3%          |
| <b>E</b>        | <b>3769</b>  | <b>3597</b>  | <b>3489</b>             | <b>1080</b>  | <b>376</b>  | <b>2855</b>  | <b>800</b>              | <b>2055</b>    |
| %V              | 13.8%        | 13.7%        | 13.5%                   | 9.5%         | 9.5%        | 14.4%        | 8.9%                    | 19.1%          |
| %H (All HH)     |              | 95.4%        | 92.6%                   | 28.7%        | 10.0%       | 75.7%        | 21.2%                   | 54.5%          |
| %H (TV HH)      |              |              | 97.0%                   | 30.0%        | 10.5%       | 79.4%        | 22.2%                   | 57.1%          |

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

%V = percentage of vertical total

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

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

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## **Household level data**

**Table 2: Housewife Age**

Platforms available in household

|                 | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b> | <b>27286</b> | <b>26221</b> | <b>25780</b>            | <b>11318</b> | <b>3938</b> | <b>19763</b> | <b>8994</b>             | <b>10769</b>   |
| %H (All HH)     |              | 96.1%        | 94.5%                   | 41.5%        | 14.4%       | 72.4%        | 33.0%                   | 39.5%          |
| %H (TV HH)      |              |              | 98.3%                   | 43.2%        | 15.0%       | 75.4%        | 34.3%                   | 41.1%          |
| <b>Under 25</b> | <b>1227</b>  | <b>1046</b>  | <b>1016</b>             | <b>446</b>   | <b>156</b>  | <b>713</b>   | <b>291</b>              | <b>422</b>     |
| %V              | 4.5%         | 4.0%         | 3.9%                    | 3.9%         | 4.0%        | 3.6%         | 3.2%                    | 3.9%           |
| %H (All HH)     |              | 85.2%        | 82.8%                   | 36.3%        | 12.7%       | 58.1%        | 23.7%                   | 34.4%          |
| %H (TV HH)      |              |              | 97.1%                   | 42.6%        | 14.9%       | 68.2%        | 27.8%                   | 40.3%          |
| <b>25 - 34</b>  | <b>4273</b>  | <b>3981</b>  | <b>3900</b>             | <b>2055</b>  | <b>685</b>  | <b>2569</b>  | <b>1373</b>             | <b>1196</b>    |
| %V              | 15.7%        | 15.2%        | 15.1%                   | 18.2%        | 17.4%       | 13.0%        | 15.3%                   | 11.1%          |
| %H (All HH)     |              | 93.2%        | 91.3%                   | 48.1%        | 16.0%       | 60.1%        | 32.1%                   | 28.0%          |
| %H (TV HH)      |              |              | 98.0%                   | 51.6%        | 17.2%       | 64.5%        | 34.5%                   | 30.0%          |
| <b>35 - 44</b>  | <b>4809</b>  | <b>4616</b>  | <b>4564</b>             | <b>2414</b>  | <b>849</b>  | <b>3258</b>  | <b>1900</b>             | <b>1358</b>    |
| %V              | 17.6%        | 17.6%        | 17.7%                   | 21.3%        | 21.6%       | 16.5%        | 21.1%                   | 12.6%          |
| %H (All HH)     |              | 96.0%        | 94.9%                   | 50.2%        | 17.7%       | 67.7%        | 39.5%                   | 28.2%          |
| %H (TV HH)      |              |              | 98.9%                   | 52.3%        | 18.4%       | 70.6%        | 41.2%                   | 29.4%          |
| <b>45 - 54</b>  | <b>5263</b>  | <b>5112</b>  | <b>5062</b>             | <b>2441</b>  | <b>909</b>  | <b>3859</b>  | <b>2085</b>             | <b>1774</b>    |
| %V              | 19.3%        | 19.5%        | 19.6%                   | 21.6%        | 23.1%       | 19.5%        | 23.2%                   | 16.5%          |
| %H (All HH)     |              | 97.1%        | 96.2%                   | 46.4%        | 17.3%       | 73.3%        | 39.6%                   | 33.7%          |
| %H (TV HH)      |              |              | 99.0%                   | 47.8%        | 17.8%       | 75.5%        | 40.8%                   | 34.7%          |
| <b>55 - 64</b>  | <b>4462</b>  | <b>4346</b>  | <b>4294</b>             | <b>1856</b>  | <b>667</b>  | <b>3450</b>  | <b>1636</b>             | <b>1814</b>    |
| %V              | 16.4%        | 16.6%        | 16.7%                   | 16.4%        | 16.9%       | 17.5%        | 18.2%                   | 16.8%          |
| %H (All HH)     |              | 97.4%        | 96.2%                   | 41.6%        | 14.9%       | 77.3%        | 36.7%                   | 40.7%          |
| %H (TV HH)      |              |              | 98.8%                   | 42.7%        | 15.3%       | 79.4%        | 37.6%                   | 41.7%          |
| <b>65 +</b>     | <b>7253</b>  | <b>7120</b>  | <b>6945</b>             | <b>2106</b>  | <b>672</b>  | <b>5915</b>  | <b>1710</b>             | <b>4205</b>    |
| %V              | 26.6%        | 27.2%        | 26.9%                   | 18.6%        | 17.1%       | 29.9%        | 19.0%                   | 39.0%          |
| %H (All HH)     |              | 98.2%        | 95.8%                   | 29.0%        | 9.3%        | 81.6%        | 23.6%                   | 58.0%          |
| %H (TV HH)      |              |              | 97.5%                   | 29.6%        | 9.4%        | 83.1%        | 24.0%                   | 59.1%          |

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

%V = percentage of vertical total

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

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

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## **Household level data**

**Table 3: Size of Household**

Platforms available in household

|                        | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|------------------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b>        | <b>27286</b> | <b>26221</b> | <b>25780</b>            | <b>11318</b> | <b>3938</b> | <b>19763</b> | <b>8994</b>             | <b>10769</b>   |
| %H (All HH)            |              | 96.1%        | 94.5%                   | 41.5%        | 14.4%       | 72.4%        | 33.0%                   | 39.5%          |
| %H (TV HH)             |              |              | 98.3%                   | 43.2%        | 15.0%       | 75.4%        | 34.3%                   | 41.1%          |
| <b>1</b>               | <b>9580</b>  | <b>8962</b>  | <b>8701</b>             | <b>2530</b>  | <b>1012</b> | <b>7037</b>  | <b>1837</b>             | <b>5199</b>    |
| %V                     | 35.1%        | 34.2%        | 33.8%                   | 22.4%        | 25.7%       | 35.6%        | 20.4%                   | 48.3%          |
| %H (All HH)            |              | 93.5%        | 90.8%                   | 26.4%        | 10.6%       | 73.5%        | 19.2%                   | 54.3%          |
| %H (TV HH)             |              |              | 97.1%                   | 28.2%        | 11.3%       | 78.5%        | 20.5%                   | 58.0%          |
| <b>2</b>               | <b>8329</b>  | <b>8116</b>  | <b>8019</b>             | <b>3655</b>  | <b>1228</b> | <b>6189</b>  | <b>2982</b>             | <b>3208</b>    |
| %V                     | 30.5%        | 31.0%        | 31.1%                   | 32.3%        | 31.2%       | 31.3%        | 33.2%                   | 29.8%          |
| %H (All HH)            |              | 97.4%        | 96.3%                   | 43.9%        | 14.7%       | 74.3%        | 35.8%                   | 38.5%          |
| %H (TV HH)             |              |              | 98.8%                   | 45.0%        | 15.1%       | 76.3%        | 36.7%                   | 39.5%          |
| <b>3</b>               | <b>4048</b>  | <b>3958</b>  | <b>3920</b>             | <b>2127</b>  | <b>718</b>  | <b>2880</b>  | <b>1765</b>             | <b>1116</b>    |
| %V                     | 14.8%        | 15.1%        | 15.2%                   | 18.8%        | 18.2%       | 14.6%        | 19.6%                   | 10.4%          |
| %H (All HH)            |              | 97.8%        | 96.8%                   | 52.5%        | 17.7%       | 71.1%        | 43.6%                   | 27.6%          |
| %H (TV HH)             |              |              | 99.0%                   | 53.7%        | 18.1%       | 72.8%        | 44.6%                   | 28.2%          |
| <b>4</b>               | <b>3545</b>  | <b>3463</b>  | <b>3437</b>             | <b>1981</b>  | <b>654</b>  | <b>2488</b>  | <b>1636</b>             | <b>852</b>     |
| %V                     | 13.0%        | 13.2%        | 13.3%                   | 17.5%        | 16.6%       | 12.6%        | 18.2%                   | 7.9%           |
| %H (All HH)            |              | 97.7%        | 97.0%                   | 55.9%        | 18.4%       | 70.2%        | 46.1%                   | 24.0%          |
| %H (TV HH)             |              |              | 99.2%                   | 57.2%        | 18.9%       | 71.8%        | 47.2%                   | 24.6%          |
| <b>5+</b>              | <b>1784</b>  | <b>1721</b>  | <b>1703</b>             | <b>1025</b>  | <b>326</b>  | <b>1169</b>  | <b>774</b>              | <b>395</b>     |
| %V                     | 6.5%         | 6.6%         | 6.6%                    | 9.1%         | 8.3%        | 5.9%         | 8.6%                    | 3.7%           |
| %H (All HH)            |              | 96.5%        | 95.5%                   | 57.5%        | 18.3%       | 65.5%        | 43.4%                   | 22.1%          |
| %H (TV HH)             |              |              | 99.0%                   | 59.6%        | 18.9%       | 67.9%        | 45.0%                   | 23.0%          |
| <b>Average HH size</b> | <b>2.28</b>  | <b>2.30</b>  | <b>2.31</b>             | <b>2.63</b>  | <b>2.54</b> | <b>2.24</b>  | <b>2.65</b>             | <b>1.90</b>    |

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<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b> | <b>27286</b> | <b>26221</b> | <b>25780</b>            | <b>11318</b> | <b>3938</b> | <b>19763</b> | <b>8994</b>             | <b>10769</b>   |
| %H (All HH)     |              | 96.1%        | 94.5%                   | 41.5%        | 14.4%       | 72.4%        | 33.0%                   | 39.5%          |
| %H (TV HH)      |              |              | 98.3%                   | 43.2%        | 15.0%       | 75.4%        | 34.3%                   | 41.1%          |
| <b>Without</b>  | <b>20540</b> | <b>19609</b> | <b>19225</b>            | <b>7627</b>  | <b>2753</b> | <b>15159</b> | <b>6154</b>             | <b>9005</b>    |
| %V              | 75.3%        | 74.8%        | 74.6%                   | 67.4%        | 69.9%       | 76.7%        | 68.4%                   | 83.6%          |
| %H (All HH)     |              | 95.5%        | 93.6%                   | 37.1%        | 13.4%       | 73.8%        | 30.0%                   | 43.8%          |
| %H (TV HH)      |              |              | 98.0%                   | 38.9%        | 14.0%       | 77.3%        | 31.4%                   | 45.9%          |
| <b>With</b>     | <b>6746</b>  | <b>6611</b>  | <b>6555</b>             | <b>3691</b>  | <b>1186</b> | <b>4604</b>  | <b>2840</b>             | <b>1764</b>    |
| %V              | 24.7%        | 25.2%        | 25.4%                   | 32.6%        | 30.1%       | 23.3%        | 31.6%                   | 16.4%          |
| %H (All HH)     |              | 98.0%        | 97.2%                   | 54.7%        | 17.6%       | 68.2%        | 42.1%                   | 26.1%          |
| %H (TV HH)      |              |              | 99.2%                   | 55.8%        | 17.9%       | 69.6%        | 43.0%                   | 26.7%          |
| <b>0 - 3</b>    | <b>2617</b>  | <b>2543</b>  | <b>2511</b>             | <b>1423</b>  | <b>423</b>  | <b>1667</b>  | <b>970</b>              | <b>697</b>     |
| %V              | 9.6%         | 9.7%         | 9.7%                    | 12.6%        | 10.7%       | 8.4%         | 10.8%                   | 6.5%           |
| %H (All HH)     |              | 97.2%        | 95.9%                   | 54.4%        | 16.2%       | 63.7%        | 37.1%                   | 26.6%          |
| %H (TV HH)      |              |              | 98.7%                   | 56.0%        | 16.6%       | 65.6%        | 38.1%                   | 27.4%          |
| <b>4 - 9</b>    | <b>3343</b>  | <b>3282</b>  | <b>3258</b>             | <b>1883</b>  | <b>592</b>  | <b>2240</b>  | <b>1412</b>             | <b>828</b>     |
| %V              | 12.3%        | 12.5%        | 12.6%                   | 16.6%        | 15.0%       | 11.3%        | 15.7%                   | 7.7%           |
| %H (All HH)     |              | 98.2%        | 97.5%                   | 56.3%        | 17.7%       | 67.0%        | 42.2%                   | 24.8%          |
| %H (TV HH)      |              |              | 99.3%                   | 57.4%        | 18.0%       | 68.3%        | 43.0%                   | 25.2%          |
| <b>10 - 15</b>  | <b>3150</b>  | <b>3107</b>  | <b>3086</b>             | <b>1762</b>  | <b>585</b>  | <b>2260</b>  | <b>1475</b>             | <b>785</b>     |
| %V              | 11.5%        | 11.8%        | 12.0%                   | 15.6%        | 14.9%       | 11.4%        | 16.4%                   | 7.3%           |
| %H (All HH)     |              | 98.6%        | 98.0%                   | 55.9%        | 18.6%       | 71.7%        | 46.8%                   | 24.9%          |
| %H (TV HH)      |              |              | 99.3%                   | 56.7%        | 18.8%       | 72.7%        | 47.5%                   | 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

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## **Household level data**

**Table 5: Number of TV sets in household**

Platforms available in household

|                 | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b> | <b>27286</b> | <b>26221</b> | <b>25780</b>            | <b>11318</b> | <b>3938</b> | <b>19763</b> | <b>8994</b>             | <b>10769</b>   |
| %H (All HH)     |              | 96.1%        | 94.5%                   | 41.5%        | 14.4%       | 72.4%        | 33.0%                   | 39.5%          |
| %H (TV HH)      |              |              | 98.3%                   | 43.2%        | 15.0%       | 75.4%        | 34.3%                   | 41.1%          |
| <b>1</b>        | <b>10837</b> | <b>10837</b> | <b>10508</b>            | <b>3651</b>  | <b>1388</b> | <b>7328</b>  | <b>1822</b>             | <b>5505</b>    |
| %V              | 39.7%        | 41.3%        | 40.8%                   | 32.3%        | 35.2%       | 37.1%        | 20.3%                   | 51.1%          |
| %H (All HH)     |              | 100.0%       | 97.0%                   | 33.7%        | 12.8%       | 67.6%        | 16.8%                   | 50.8%          |
| %H (TV HH)      |              |              | 97.0%                   | 33.7%        | 12.8%       | 67.6%        | 16.8%                   | 50.8%          |
| <b>2</b>        | <b>8717</b>  | <b>8717</b>  | <b>8623</b>             | <b>3867</b>  | <b>1378</b> | <b>6816</b>  | <b>3344</b>             | <b>3472</b>    |
| %V              | 31.9%        | 33.2%        | 33.4%                   | 34.2%        | 35.0%       | 34.5%        | 37.2%                   | 32.2%          |
| %H (All HH)     |              | 100.0%       | 98.9%                   | 44.4%        | 15.8%       | 78.2%        | 38.4%                   | 39.8%          |
| %H (TV HH)      |              |              | 98.9%                   | 44.4%        | 15.8%       | 78.2%        | 38.4%                   | 39.8%          |
| <b>3</b>        | <b>4050</b>  | <b>4050</b>  | <b>4039</b>             | <b>2197</b>  | <b>687</b>  | <b>3358</b>  | <b>2147</b>             | <b>1211</b>    |
| %V              | 14.8%        | 15.4%        | 15.7%                   | 19.4%        | 17.4%       | 17.0%        | 23.9%                   | 11.2%          |
| %H (All HH)     |              | 100.0%       | 99.7%                   | 54.2%        | 17.0%       | 82.9%        | 53.0%                   | 29.9%          |
| %H (TV HH)      |              |              | 99.7%                   | 54.2%        | 17.0%       | 82.9%        | 53.0%                   | 29.9%          |
| <b>4</b>        | <b>1748</b>  | <b>1748</b>  | <b>1742</b>             | <b>1041</b>  | <b>334</b>  | <b>1502</b>  | <b>1098</b>             | <b>404</b>     |
| %V              | 6.4%         | 6.7%         | 6.8%                    | 9.2%         | 8.5%        | 7.6%         | 12.2%                   | 3.8%           |
| %H (All HH)     |              | 100.0%       | 99.7%                   | 59.6%        | 19.1%       | 85.9%        | 62.8%                   | 23.1%          |
| %H (TV HH)      |              |              | 99.7%                   | 59.6%        | 19.1%       | 85.9%        | 62.8%                   | 23.1%          |
| <b>5+</b>       | <b>869</b>   | <b>869</b>   | <b>868</b>              | <b>563</b>   | <b>151</b>  | <b>760</b>   | <b>583</b>              | <b>177</b>     |
| %V              | 3.2%         | 3.3%         | 3.4%                    | 5.0%         | 3.8%        | 3.8%         | 6.5%                    | 1.6%           |
| %H (All HH)     |              | 100.0%       | 99.9%                   | 64.8%        | 17.4%       | 87.5%        | 67.1%                   | 20.4%          |
| %H (TV HH)      |              |              | 99.9%                   | 64.8%        | 17.4%       | 87.5%        | 67.1%                   | 20.4%          |

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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**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

## **Household level data**

**Table 6: Screen size**

Platforms available in household

|                     | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|---------------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b>     | <b>27286</b> | <b>26221</b> | <b>25780</b>            | <b>11318</b> | <b>3938</b> | <b>19763</b> | <b>8994</b>             | <b>10769</b>   |
| %H (All HH)         |              | 96.1%        | 94.5%                   | 41.5%        | 14.4%       | 72.4%        | 33.0%                   | 39.5%          |
| %H (TV HH)          |              |              | 98.3%                   | 43.2%        | 15.0%       | 75.4%        | 34.3%                   | 41.1%          |
| <b>Under 20"</b>    | <b>7939</b>  | <b>7939</b>  | <b>7824</b>             | <b>3520</b>  | <b>1160</b> | <b>6727</b>  | <b>3495</b>             | <b>3232</b>    |
| %V                  | 29.1%        | 30.3%        | 30.3%                   | 31.1%        | 29.5%       | 34.0%        | 38.9%                   | 30.0%          |
| %H (All HH)         |              | 100.0%       | 98.6%                   | 44.3%        | 14.6%       | 84.7%        | 44.0%                   | 40.7%          |
| %H (TV HH)          |              |              | 98.6%                   | 44.3%        | 14.6%       | 84.7%        | 44.0%                   | 40.7%          |
| <b>20" - 29"</b>    | <b>10940</b> | <b>10940</b> | <b>10749</b>            | <b>4386</b>  | <b>1550</b> | <b>8870</b>  | <b>3949</b>             | <b>4921</b>    |
| %V                  | 40.1%        | 41.7%        | 41.7%                   | 38.8%        | 39.4%       | 44.9%        | 43.9%                   | 45.7%          |
| %H (All HH)         |              | 100.0%       | 98.3%                   | 40.1%        | 14.2%       | 81.1%        | 36.1%                   | 45.0%          |
| %H (TV HH)          |              |              | 98.3%                   | 40.1%        | 14.2%       | 81.1%        | 36.1%                   | 45.0%          |
| <b>30" - 39"</b>    | <b>13310</b> | <b>13310</b> | <b>13221</b>            | <b>6103</b>  | <b>2126</b> | <b>10308</b> | <b>5184</b>             | <b>5124</b>    |
| %V                  | 48.8%        | 50.8%        | 51.3%                   | 53.9%        | 54.0%       | 52.2%        | 57.6%                   | 47.6%          |
| %H (All HH)         |              | 100.0%       | 99.3%                   | 45.9%        | 16.0%       | 77.4%        | 38.9%                   | 38.5%          |
| %H (TV HH)          |              |              | 99.3%                   | 45.9%        | 16.0%       | 77.4%        | 38.9%                   | 38.5%          |
| <b>40" and over</b> | <b>9151</b>  | <b>9151</b>  | <b>9115</b>             | <b>5368</b>  | <b>1637</b> | <b>6601</b>  | <b>4349</b>             | <b>2253</b>    |
| %V                  | 33.5%        | 34.9%        | 35.4%                   | 47.4%        | 41.6%       | 33.4%        | 48.4%                   | 20.9%          |
| %H (All HH)         |              | 100.0%       | 99.6%                   | 58.7%        | 17.9%       | 72.1%        | 47.5%                   | 24.6%          |
| %H (TV HH)          |              |              | 99.6%                   | 58.7%        | 17.9%       | 72.1%        | 47.5%                   | 24.6%          |

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

%V = percentage of vertical total

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

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

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## **Household level data**

**Table 7: Location of ANY set in household**

Platforms available in household

|                                  | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|----------------------------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b>                  | <b>27286</b> | <b>26221</b> | <b>25780</b>            | <b>11318</b> | <b>3938</b> | <b>19763</b> | <b>8994</b>             | <b>10769</b>   |
| %H (All HH)                      |              | 96.1%        | 94.5%                   | 41.5%        | 14.4%       | 72.4%        | 33.0%                   | 39.5%          |
| %H (TV HH)                       |              |              | 98.3%                   | 43.2%        | 15.0%       | 75.4%        | 34.3%                   | 41.1%          |
| <b>Main living room</b>          | <b>25800</b> | <b>25800</b> | <b>25445</b>            | <b>11215</b> | <b>3901</b> | <b>19495</b> | <b>8922</b>             | <b>10572</b>   |
| %V                               | 94.6%        | 98.4%        | 98.7%                   | 99.1%        | 99.1%       | 98.6%        | 99.2%                   | 98.2%          |
| %H (All HH)                      |              | 100.0%       | 98.6%                   | 43.5%        | 15.1%       | 75.6%        | 34.6%                   | 41.0%          |
| %H (TV HH)                       |              |              | 98.6%                   | 43.5%        | 15.1%       | 75.6%        | 34.6%                   | 41.0%          |
| <b>Kitchen</b>                   | <b>3371</b>  | <b>3371</b>  | <b>3346</b>             | <b>1709</b>  | <b>441</b>  | <b>2892</b>  | <b>1658</b>             | <b>1234</b>    |
| %V                               | 12.4%        | 12.9%        | 13.0%                   | 15.1%        | 11.2%       | 14.6%        | 18.4%                   | 11.5%          |
| %H (All HH)                      |              | 100.0%       | 99.3%                   | 50.7%        | 13.1%       | 85.8%        | 49.2%                   | 36.6%          |
| %H (TV HH)                       |              |              | 99.3%                   | 50.7%        | 13.1%       | 85.8%        | 49.2%                   | 36.6%          |
| <b>Adult's bedroom</b>           | <b>11056</b> | <b>11056</b> | <b>10982</b>            | <b>5618</b>  | <b>1892</b> | <b>9084</b>  | <b>5452</b>             | <b>3631</b>    |
| %V                               | 40.5%        | 42.2%        | 42.6%                   | 49.6%        | 48.0%       | 46.0%        | 60.6%                   | 33.7%          |
| %H (All HH)                      |              | 100.0%       | 99.3%                   | 50.8%        | 17.1%       | 82.2%        | 49.3%                   | 32.8%          |
| %H (TV HH)                       |              |              | 99.3%                   | 50.8%        | 17.1%       | 82.2%        | 49.3%                   | 32.8%          |
| <b>Child's bedroom</b>           | <b>2169</b>  | <b>2169</b>  | <b>2165</b>             | <b>1261</b>  | <b>428</b>  | <b>1821</b>  | <b>1304</b>             | <b>517</b>     |
| %V                               | 7.9%         | 8.3%         | 8.4%                    | 11.1%        | 10.9%       | 9.2%         | 14.5%                   | 4.8%           |
| %H (All HH)                      |              | 100.0%       | 99.8%                   | 58.1%        | 19.7%       | 84.0%        | 60.1%                   | 23.8%          |
| %H (TV HH)                       |              |              | 99.8%                   | 58.1%        | 19.7%       | 84.0%        | 60.1%                   | 23.8%          |
| <b>Other bedroom</b>             | <b>1179</b>  | <b>1179</b>  | <b>1174</b>             | <b>653</b>   | <b>195</b>  | <b>1000</b>  | <b>648</b>              | <b>352</b>     |
| %V                               | 4.3%         | 4.5%         | 4.6%                    | 5.8%         | 5.0%        | 5.1%         | 7.2%                    | 3.3%           |
| %H (All HH)                      |              | 100.0%       | 99.6%                   | 55.4%        | 16.5%       | 84.8%        | 55.0%                   | 29.9%          |
| %H (TV HH)                       |              |              | 99.6%                   | 55.4%        | 16.5%       | 84.8%        | 55.0%                   | 29.9%          |
| <b>Second living/dining room</b> | <b>2571</b>  | <b>2571</b>  | <b>2552</b>             | <b>1361</b>  | <b>394</b>  | <b>2130</b>  | <b>1286</b>             | <b>844</b>     |
| %V                               | 9.4%         | 9.8%         | 9.9%                    | 12.0%        | 10.0%       | 10.8%        | 14.3%                   | 7.8%           |
| %H (All HH)                      |              | 100.0%       | 99.3%                   | 52.9%        | 15.3%       | 82.8%        | 50.0%                   | 32.8%          |
| %H (TV HH)                       |              |              | 99.3%                   | 52.9%        | 15.3%       | 82.8%        | 50.0%                   | 32.8%          |
| <b>Study/office</b>              | <b>482</b>   | <b>482</b>   | <b>481</b>              | <b>260</b>   | <b>71</b>   | <b>408</b>   | <b>248</b>              | <b>160</b>     |
| %V                               | 1.8%         | 1.8%         | 1.9%                    | 2.3%         | 1.8%        | 2.1%         | 2.8%                    | 1.5%           |
| %H (All HH)                      |              | 100.0%       | 99.8%                   | 53.9%        | 14.7%       | 84.6%        | 51.5%                   | 33.2%          |
| %H (TV HH)                       |              |              | 99.8%                   | 53.9%        | 14.7%       | 84.6%        | 51.5%                   | 33.2%          |
| <b>TV room</b>                   | <b>228</b>   | <b>228</b>   | <b>228</b>              | <b>139</b>   | <b>36</b>   | <b>181</b>   | <b>124</b>              | <b>57</b>      |
| %V                               | 0.8%         | 0.9%         | 0.9%                    | 1.2%         | 0.9%        | 0.9%         | 1.4%                    | 0.5%           |
| %H (All HH)                      |              | 100.0%       | 100.0%                  | 61.0%        | 15.8%       | 79.4%        | 54.4%                   | 25.0%          |
| %H (TV HH)                       |              |              | 100.0%                  | 61.0%        | 15.8%       | 79.4%        | 54.4%                   | 25.0%          |
| <b>Conservatory</b>              | <b>270</b>   | <b>270</b>   | <b>270</b>              | <b>156</b>   | <b>42</b>   | <b>229</b>   | <b>155</b>              | <b>74</b>      |
| %V                               | 1.0%         | 1.0%         | 1.0%                    | 1.4%         | 1.1%        | 1.2%         | 1.7%                    | 0.7%           |
| %H (All HH)                      |              | 100.0%       | 100.0%                  | 57.8%        | 15.6%       | 84.8%        | 57.4%                   | 27.4%          |
| %H (TV HH)                       |              |              | 100.0%                  | 57.8%        | 15.6%       | 84.8%        | 57.4%                   | 27.4%          |
| <b>Attic or loft room</b>        | <b>32</b>    | <b>32</b>    | <b>31</b>               | <b>14</b>    | <b>8</b>    | <b>26</b>    | <b>15</b>               | <b>11</b>      |
| %V                               | 0.1%         | 0.1%         | 0.1%                    | 0.1%         | 0.2%        | 0.1%         | 0.2%                    | 0.1%           |
| %H (All HH)                      |              | 100.0%       | 96.9%                   | 43.8%        | 25.0%       | 81.3%        | 46.9%                   | 34.4%          |
| %H (TV HH)                       |              |              | 96.9%                   | 43.8%        | 25.0%       | 81.3%        | 46.9%                   | 34.4%          |
| <b>No specific location</b>      | <b>65</b>    | <b>65</b>    | <b>64</b>               | <b>35</b>    | <b>9</b>    | <b>57</b>    | <b>37</b>               | <b>20</b>      |
| %V                               | 0.2%         | 0.2%         | 0.2%                    | 0.3%         | 0.2%        | 0.3%         | 0.4%                    | 0.2%           |
| %H (All HH)                      |              | 100.0%       | 98.5%                   | 53.8%        | 13.8%       | 87.7%        | 56.9%                   | 30.8%          |
| %H (TV HH)                       |              |              | 98.5%                   | 53.8%        | 13.8%       | 87.7%        | 56.9%                   | 30.8%          |
| <b>Other</b>                     | <b>171</b>   | <b>171</b>   | <b>171</b>              | <b>97</b>    | <b>30</b>   | <b>147</b>   | <b>101</b>              | <b>47</b>      |
| %V                               | 0.6%         | 0.7%         | 0.7%                    | 0.9%         | 0.8%        | 0.7%         | 1.1%                    | 0.4%           |
| %H (All HH)                      |              | 100.0%       | 100.0%                  | 56.7%        | 17.5%       | 86.0%        | 59.1%                   | 27.5%          |
| %H (TV HH)                       |              |              | 100.0%                  | 56.7%        | 17.5%       | 86.0%        | 59.1%                   | 27.5%          |

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

%V = percentage of vertical total

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

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

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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## **Household level data**

**Table 8: Recorders**

Platforms available in household

|                     | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|---------------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b>     | <b>27286</b> | <b>26221</b> | <b>25780</b>            | <b>11318</b> | <b>3938</b> | <b>19763</b> | <b>8994</b>             | <b>10769</b>   |
| %H (All HH)         |              | 96.1%        | 94.5%                   | 41.5%        | 14.4%       | 72.4%        | 33.0%                   | 39.5%          |
| %H (TV HH)          |              |              | 98.3%                   | 43.2%        | 15.0%       | 75.4%        | 34.3%                   | 41.1%          |
| <b>PVR</b>          | <b>13694</b> | <b>13694</b> | <b>13687</b>            | <b>8908</b>  | <b>2370</b> | <b>9444</b>  | <b>6852</b>             | <b>2592</b>    |
| %V                  | 50.2%        | 52.2%        | 53.1%                   | 78.7%        | 60.2%       | 47.8%        | 76.2%                   | 24.1%          |
| %H (All HH)         |              | 100.0%       | 99.9%                   | 65.1%        | 17.3%       | 69.0%        | 50.0%                   | 18.9%          |
| %H (TV HH)          |              |              | 99.9%                   | 65.1%        | 17.3%       | 69.0%        | 50.0%                   | 18.9%          |
| <b>DVDR</b>         | <b>2698</b>  | <b>2698</b>  | <b>2680</b>             | <b>1203</b>  | <b>419</b>  | <b>2161</b>  | <b>1068</b>             | <b>1093</b>    |
| %V                  | 9.9%         | 10.3%        | 10.4%                   | 10.6%        | 10.6%       | 10.9%        | 11.9%                   | 10.1%          |
| %H (All HH)         |              | 100.0%       | 99.3%                   | 44.6%        | 15.5%       | 80.1%        | 39.6%                   | 40.5%          |
| %H (TV HH)          |              |              | 99.3%                   | 44.6%        | 15.5%       | 80.1%        | 39.6%                   | 40.5%          |
| <b>VCR</b>          | <b>2344</b>  | <b>2344</b>  | <b>2281</b>             | <b>815</b>   | <b>335</b>  | <b>1877</b>  | <b>723</b>              | <b>1154</b>    |
| %V                  | 8.6%         | 8.9%         | 8.8%                    | 7.2%         | 8.5%        | 9.5%         | 8.0%                    | 10.7%          |
| %H (All HH)         |              | 100.0%       | 97.3%                   | 34.8%        | 14.3%       | 80.1%        | 30.8%                   | 49.2%          |
| %H (TV HH)          |              |              | 97.3%                   | 34.8%        | 14.3%       | 80.1%        | 30.8%                   | 49.2%          |
| <b>Any recorder</b> | <b>16001</b> | <b>16001</b> | <b>15921</b>            | <b>9356</b>  | <b>2678</b> | <b>11380</b> | <b>7298</b>             | <b>4081</b>    |
| %V                  | 58.6%        | 61.0%        | 61.8%                   | 82.7%        | 68.0%       | 57.6%        | 81.1%                   | 37.9%          |
| %H (All HH)         |              | 100.0%       | 99.5%                   | 58.5%        | 16.7%       | 71.1%        | 45.6%                   | 25.5%          |
| %H (TV HH)          |              |              | 99.5%                   | 58.5%        | 16.7%       | 71.1%        | 45.6%                   | 25.5%          |

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

%V = percentage of vertical total

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

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

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**Household level data**

**Table 9: Other TV equipment**

Platforms available in household

|                                                          | All<br>HH | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|----------------------------------------------------------|-----------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total HH</b>                                          | 27286     | 26221    | 25780                   | 11318      | 3938        | 19763     | 8994                    | 10769          |
| %H (All HH)                                              |           | 96.1%    | 94.5%                   | 41.5%      | 14.4%       | 72.4%     | 33.0%                   | 39.5%          |
| %H (TV HH)                                               |           |          | 98.3%                   | 43.2%      | 15.0%       | 75.4%     | 34.3%                   | 41.1%          |
| <b>Receives HDTV (via STB<br/>or built-in reception)</b> | 11335     | 11335    | 11333                   | 6191       | 2681        | 8119      | 5474                    | 2644           |
| %V                                                       | 41.5%     | 43.2%    | 44.0%                   | 54.7%      | 68.1%       | 41.1%     | 60.9%                   | 24.6%          |
| %H (All HH)                                              |           | 100.0%   | 100.0%                  | 54.6%      | 23.7%       | 71.6%     | 48.3%                   | 23.3%          |
| %H (TV HH)                                               |           |          | 100.0%                  | 54.6%      | 23.7%       | 71.6%     | 48.3%                   | 23.3%          |
| <b>DVD/Blu-ray player or<br/>recorder</b>                | 20709     | 20709    | 20534                   | 9436       | 3310        | 15811     | 7807                    | 8004           |
| %V                                                       | 75.9%     | 79.0%    | 79.7%                   | 83.4%      | 84.1%       | 80.0%     | 86.8%                   | 74.3%          |
| %H (All HH)                                              |           | 100.0%   | 99.2%                   | 45.6%      | 16.0%       | 76.3%     | 37.7%                   | 38.6%          |
| %H (TV HH)                                               |           |          | 99.2%                   | 45.6%      | 16.0%       | 76.3%     | 37.7%                   | 38.6%          |

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

%V = percentage of vertical total

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

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

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Household level data**
**Table 10: Computers and Internet**

Platforms available in household

|                               | All<br>HH | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-------------------------------|-----------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total HH</b>               | 27286     | 26221    | 25780                   | 11318      | 3938        | 19763     | 8994                    | 10769          |
| %H (All HH)                   |           | 96.1%    | 94.5%                   | 41.5%      | 14.4%       | 72.4%     | 33.0%                   | 39.5%          |
| %H (TV HH)                    |           |          | 98.3%                   | 43.2%      | 15.0%       | 75.4%     | 34.3%                   | 41.1%          |
| <b>Has PC or Laptop</b>       | 20614     | 19869    | 19637                   | 9752       | 3459        | 14528     | 7877                    | 6651           |
| %V                            | 75.5%     | 75.8%    | 76.2%                   | 86.2%      | 87.8%       | 73.5%     | 87.6%                   | 61.8%          |
| %H (All HH)                   |           | 96.4%    | 95.3%                   | 47.3%      | 16.8%       | 70.5%     | 38.2%                   | 32.3%          |
| %H (TV HH)                    |           |          | 98.8%                   | 49.1%      | 17.4%       | 73.1%     | 39.6%                   | 33.5%          |
| <b>Has broadband internet</b> | 19357     | 18696    | 18497                   | 9398       | 3401        | 13577     | 7655                    | 5921           |
| %V                            | 70.9%     | 71.3%    | 71.7%                   | 83.0%      | 86.4%       | 68.7%     | 85.1%                   | 55.0%          |
| %H (All HH)                   |           | 96.6%    | 95.6%                   | 48.6%      | 17.6%       | 70.1%     | 39.5%                   | 30.6%          |
| %H (TV HH)                    |           |          | 98.9%                   | 50.3%      | 18.2%       | 72.6%     | 40.9%                   | 31.7%          |

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

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Set level data**
**Table 11: Screen Size**

Platforms available in Household

|                     | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|---------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Sets</b>   | 52119    | 51543                   | 25204      | 8348        | 41161     | 22510                   | 18651          |
| %H                  |          | 98.9%                   | 48.4%      | 16.0%       | 79.0%     | 43.2%                   | 35.8%          |
| <b>Under 20"</b>    | 10525    | 10397                   | 4872       | 1554        | 9006      | 4908                    | 4098           |
| %V                  | 20.2%    | 20.2%                   | 19.3%      | 18.6%       | 21.9%     | 21.8%                   | 22.0%          |
| %H                  |          | 98.8%                   | 46.3%      | 14.8%       | 85.6%     | 46.6%                   | 38.9%          |
| <b>20" - 29"</b>    | 13693    | 13476                   | 5768       | 1978        | 11270     | 5396                    | 5874           |
| %V                  | 26.3%    | 26.1%                   | 22.9%      | 23.7%       | 27.4%     | 24.0%                   | 31.5%          |
| %H                  |          | 98.4%                   | 42.1%      | 14.4%       | 82.3%     | 39.4%                   | 42.9%          |
| <b>30" - 39"</b>    | 15436    | 15343                   | 7313       | 2558        | 12028     | 6377                    | 5650           |
| %V                  | 29.6%    | 29.8%                   | 29.0%      | 30.6%       | 29.2%     | 28.3%                   | 30.3%          |
| %H                  |          | 99.4%                   | 47.4%      | 16.6%       | 77.9%     | 41.3%                   | 36.6%          |
| <b>40" and over</b> | 10369    | 10330                   | 6196       | 1877        | 7506      | 5065                    | 2441           |
| %V                  | 19.9%    | 20.0%                   | 24.6%      | 22.5%       | 18.2%     | 22.5%                   | 13.1%          |
| %H                  |          | 99.6%                   | 59.8%      | 18.1%       | 72.4%     | 48.8%                   | 23.5%          |
| <b>Don't know</b>   | 604      | 589                     | 248        | 99          | 474       | 220                     | 253            |
| %V                  | 1.2%     | 1.1%                    | 1.0%       | 1.2%        | 1.2%      | 1.0%                    | 1.4%           |
| %H                  |          | 97.5%                   | 41.1%      | 16.4%       | 78.5%     | 36.4%                   | 41.9%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Set level data**

**Table 12: Location of set**

Platforms available in Household

|                                  | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|----------------------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Sets</b>                | 52119    | 51543                   | 25204      | 8348        | 41161     | 22510                   | 18651          |
| %H                               |          | 98.9%                   | 48.4%      | 16.0%       | 79.0%     | 43.2%                   | 35.8%          |
| <b>Main living room</b>          | 25994    | 25635                   | 11312      | 3923        | 19650     | 9005                    | 10646          |
| %V                               | 49.9%    | 49.7%                   | 44.9%      | 47.0%       | 47.7%     | 40.0%                   | 57.1%          |
| %H                               |          | 98.6%                   | 43.5%      | 15.1%       | 75.6%     | 34.6%                   | 41.0%          |
| <b>Kitchen</b>                   | 3393     | 3368                    | 1722       | 442         | 2910      | 1667                    | 1243           |
| %V                               | 6.5%     | 6.5%                    | 6.8%       | 5.3%        | 7.1%      | 7.4%                    | 6.7%           |
| %H                               |          | 99.3%                   | 50.8%      | 13.0%       | 85.8%     | 49.1%                   | 36.6%          |
| <b>Adult's bedroom</b>           | 13193    | 13113                   | 6850       | 2318        | 10957     | 6808                    | 4149           |
| %V                               | 25.3%    | 25.4%                   | 27.2%      | 27.8%       | 26.6%     | 30.2%                   | 22.2%          |
| %H                               |          | 99.4%                   | 51.9%      | 17.6%       | 83.1%     | 51.6%                   | 31.4%          |
| <b>Child's bedroom</b>           | 2799     | 2794                    | 1647       | 561         | 2365      | 1721                    | 643            |
| %V                               | 5.4%     | 5.4%                    | 6.5%       | 6.7%        | 5.7%      | 7.6%                    | 3.4%           |
| %H                               |          | 99.8%                   | 58.8%      | 20.0%       | 84.5%     | 61.5%                   | 23.0%          |
| <b>Other bedroom</b>             | 1377     | 1372                    | 770        | 228         | 1175      | 769                     | 406            |
| %V                               | 2.6%     | 2.7%                    | 3.1%       | 2.7%        | 2.9%      | 3.4%                    | 2.2%           |
| %H                               |          | 99.6%                   | 55.9%      | 16.6%       | 85.3%     | 55.8%                   | 29.5%          |
| <b>Second living/dining room</b> | 2599     | 2581                    | 1378       | 397         | 2153      | 1300                    | 852            |
| %V                               | 5.0%     | 5.0%                    | 5.5%       | 4.8%        | 5.2%      | 5.8%                    | 4.6%           |
| %H                               |          | 99.3%                   | 53.0%      | 15.3%       | 82.8%     | 50.0%                   | 32.8%          |
| <b>Study/office</b>              | 489      | 488                     | 265        | 71          | 415       | 253                     | 161            |
| %V                               | 0.9%     | 0.9%                    | 1.1%       | 0.9%        | 1.0%      | 1.1%                    | 0.9%           |
| %H                               |          | 99.8%                   | 54.2%      | 14.5%       | 84.9%     | 51.7%                   | 32.9%          |
| <b>TV room</b>                   | 232      | 231                     | 142        | 37          | 184       | 126                     | 58             |
| %V                               | 0.4%     | 0.4%                    | 0.6%       | 0.4%        | 0.4%      | 0.6%                    | 0.3%           |
| %H                               |          | 99.6%                   | 61.2%      | 15.9%       | 79.3%     | 54.3%                   | 25.0%          |
| <b>Conseervatory</b>             | 272      | 272                     | 158        | 42          | 231       | 157                     | 74             |
| %V                               | 0.5%     | 0.5%                    | 0.6%       | 0.5%        | 0.6%      | 0.7%                    | 0.4%           |
| %H                               |          | 100.0%                  | 58.1%      | 15.4%       | 84.9%     | 57.7%                   | 27.2%          |
| <b>Attic or loft room</b>        | 32       | 31                      | 14         | 8           | 26        | 15                      | 11             |
| %V                               | 0.1%     | 0.1%                    | 0.1%       | 0.1%        | 0.1%      | 0.1%                    | 0.1%           |
| %H                               |          | 96.9%                   | 43.8%      | 25.0%       | 81.3%     | 46.9%                   | 34.4%          |
| <b>No specific location</b>      | 67       | 66                      | 36         | 10          | 59        | 38                      | 21             |
| %V                               | 0.1%     | 0.1%                    | 0.1%       | 0.1%        | 0.1%      | 0.2%                    | 0.1%           |
| %H                               |          | 98.5%                   | 53.7%      | 14.9%       | 88.1%     | 56.7%                   | 31.3%          |
| <b>Other</b>                     | 182      | 182                     | 103        | 30          | 158       | 107                     | 51             |
| %V                               | 0.3%     | 0.4%                    | 0.4%       | 0.4%        | 0.4%      | 0.5%                    | 0.3%           |
| %H                               |          | 100.0%                  | 56.6%      | 16.5%       | 86.8%     | 58.8%                   | 28.0%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Set level data**

**Table 13: Recorders**

Platforms available in Household

|                     | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|---------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Sets</b>   | 52119    | 51543                   | 25204      | 8348        | 41161     | 22510                   | 18651          |
| %H                  |          | 98.9%                   | 48.4%      | 16.0%       | 79.0%     | 43.2%                   | 35.8%          |
| <b>PVR</b>          | 17568    | 17561                   | 11999      | 2961        | 11912     | 9044                    | 2868           |
| %V                  | 33.7%    | 34.1%                   | 47.6%      | 35.5%       | 28.9%     | 40.2%                   | 15.4%          |
| %H                  |          | 100.0%                  | 68.3%      | 16.9%       | 67.8%     | 51.5%                   | 16.3%          |
| <b>DVDR</b>         | 3054     | 3036                    | 1403       | 470         | 2466      | 1259                    | 1206           |
| %V                  | 5.9%     | 5.9%                    | 5.6%       | 5.6%        | 6.0%      | 5.6%                    | 6.5%           |
| %H                  |          | 99.4%                   | 45.9%      | 15.4%       | 80.7%     | 41.2%                   | 39.5%          |
| <b>VCR</b>          | 2601     | 2534                    | 925        | 383         | 2090      | 834                     | 1256           |
| %V                  | 5.0%     | 4.9%                    | 3.7%       | 4.6%        | 5.1%      | 3.7%                    | 6.7%           |
| %H                  |          | 97.4%                   | 35.6%      | 14.7%       | 80.4%     | 32.1%                   | 48.3%          |
| <b>Any recorder</b> | 20768    | 20683                   | 12886      | 3413        | 14624     | 9944                    | 4680           |
| %V                  | 39.8%    | 40.1%                   | 51.1%      | 40.9%       | 35.5%     | 44.2%                   | 25.1%          |
| %H                  |          | 99.6%                   | 62.0%      | 16.4%       | 70.4%     | 47.9%                   | 22.5%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 14: Other TV equipment**

Platforms available in household

|                                                      | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|------------------------------------------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Sets</b>                                    | 52119    | 51543                   | 25204      | 8348        | 41161     | 22510                   | 18651          |
| %H                                                   |          | 98.9%                   | 48.4%      | 16.0%       | 79.0%     | 43.2%                   | 35.8%          |
| <b>Receives HDTV (via STB or built-in reception)</b> | 15168    | 15166                   | 8340       | 3713        | 10974     | 7581                    | 3393           |
| %V                                                   | 29.1%    | 29.4%                   | 33.1%      | 44.5%       | 26.7%     | 33.7%                   | 18.2%          |
| %H                                                   |          | 100.0%                  | 55.0%      | 24.5%       | 72.3%     | 50.0%                   | 22.4%          |
| <b>DVD/Blu-ray player or recorder</b>                | 30436    | 30242                   | 14839      | 5135        | 24009     | 13347                   | 10662          |
| %V                                                   | 58.4%    | 58.7%                   | 58.9%      | 61.5%       | 58.3%     | 59.3%                   | 57.2%          |
| %H                                                   |          | 99.4%                   | 48.8%      | 16.9%       | 78.9%     | 43.9%                   | 35.0%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Set level data**

**Table 15: Main Set Screen Size**

Platforms available in Household

|                        | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|------------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Main Sets</b> | 26200    | 25764                   | 11315      | 3938        | 19749     | 8991                    | 10758          |
| %H                     |          | 98.3%                   | 43.2%      | 15.0%       | 75.4%     | 34.3%                   | 41.1%          |
| <b>Under 20"</b>       | 855      | 793                     | 143        | 71          | 670       | 90                      | 580            |
| %V                     | 3.3%     | 3.1%                    | 1.3%       | 1.8%        | 3.4%      | 1.0%                    | 5.4%           |
| %H                     |          | 92.7%                   | 16.7%      | 8.3%        | 78.4%     | 10.5%                   | 67.8%          |
| <b>20" - 29"</b>       | 5564     | 5383                    | 1485       | 615         | 4370      | 1060                    | 3310           |
| %V                     | 21.2%    | 20.9%                   | 13.1%      | 15.6%       | 22.1%     | 11.8%                   | 30.8%          |
| %H                     |          | 96.7%                   | 26.7%      | 11.1%       | 78.5%     | 19.1%                   | 59.5%          |
| <b>30" - 39"</b>       | 10633    | 10550                   | 4435       | 1636        | 8182      | 3620                    | 4562           |
| %V                     | 40.6%    | 40.9%                   | 39.2%      | 41.5%       | 41.4%     | 40.3%                   | 42.4%          |
| %H                     |          | 99.2%                   | 41.7%      | 15.4%       | 76.9%     | 34.0%                   | 42.9%          |
| <b>40" and over</b>    | 8806     | 8770                    | 5163       | 1570        | 6325      | 4155                    | 2170           |
| %V                     | 33.6%    | 34.0%                   | 45.6%      | 39.9%       | 32.0%     | 46.2%                   | 20.2%          |
| %H                     |          | 99.6%                   | 58.6%      | 17.8%       | 71.8%     | 47.2%                   | 24.6%          |
| <b>Don't know</b>      | 278      | 268                     | 90         | 45          | 202       | 66                      | 136            |
| %V                     | 1.1%     | 1.0%                    | 0.8%       | 1.1%        | 1.0%      | 0.7%                    | 1.3%           |
| %H                     |          | 96.4%                   | 32.4%      | 16.2%       | 72.7%     | 23.7%                   | 48.9%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Set level data**
**Table 16: Main Set Recorders**
**Platforms available in Household**

|                        | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|------------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Main Sets</b> | 26200    | 25764                   | 11315      | 3938        | 19749     | 8991                    | 10758          |
| %H                     |          | 98.3%                   | 43.2%      | 15.0%       | 75.4%     | 34.3%                   | 41.1%          |
| <b>PVR</b>             | 13324    | 13318                   | 8757       | 2299        | 9118      | 6684                    | 2435           |
| %V                     | 50.9%    | 51.7%                   | 77.4%      | 58.4%       | 46.2%     | 74.3%                   | 22.6%          |
| %H                     |          | 100.0%                  | 65.7%      | 17.3%       | 68.4%     | 50.2%                   | 18.3%          |
| <b>DVDR</b>            | 2308     | 2292                    | 987        | 350         | 1843      | 866                     | 977            |
| %V                     | 8.8%     | 8.9%                    | 8.7%       | 8.9%        | 9.3%      | 9.6%                    | 9.1%           |
| %H                     |          | 99.3%                   | 42.8%      | 15.2%       | 79.9%     | 37.5%                   | 42.3%          |
| <b>VCR</b>             | 1958     | 1899                    | 630        | 277         | 1553      | 545                     | 1008           |
| %V                     | 7.5%     | 7.4%                    | 5.6%       | 7.0%        | 7.9%      | 6.1%                    | 9.4%           |
| %H                     |          | 97.0%                   | 32.2%      | 14.1%       | 79.3%     | 27.8%                   | 51.5%          |
| <b>Any recorder</b>    | 15527    | 15453                   | 9192       | 2593        | 10965     | 7116                    | 3850           |
| %V                     | 59.3%    | 60.0%                   | 81.2%      | 65.8%       | 55.5%     | 79.1%                   | 35.8%          |
| %H                     |          | 99.5%                   | 59.2%      | 16.7%       | 70.6%     | 45.8%                   | 24.8%          |

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<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|------------------------------------------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Main Sets</b>                               | 26200    | 25764                   | 11315      | 3938        | 19749     | 8991                    | 10758          |
| %H                                                   |          | 98.3%                   | 43.2%      | 15.0%       | 75.4%     | 34.3%                   | 41.1%          |
| <b>Receives HDTV (via STB or built-in reception)</b> | 10907    | 10905                   | 5975       | 2610        | 7748      | 5257                    | 2490           |
| %V                                                   | 41.6%    | 42.3%                   | 52.8%      | 66.3%       | 39.2%     | 58.5%                   | 23.1%          |
| %H                                                   |          | 100.0%                  | 54.8%      | 23.9%       | 71.0%     | 48.2%                   | 22.8%          |
| <b>DVD/Blu-ray player or recorder</b>                | 19574    | 19410                   | 8853       | 3119        | 14886     | 7250                    | 7635           |
| %V                                                   | 74.7%    | 75.3%                   | 78.2%      | 79.2%       | 75.4%     | 80.6%                   | 71.0%          |
| %H                                                   |          | 99.2%                   | 45.2%      | 15.9%       | 76.0%     | 37.0%                   | 39.0%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Set level data**
**Table 18: Other Sets (non-Main Set) Screen Size**

Platforms available in Household

|                         | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-------------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Other Sets</b> | 25919    | 25779                   | 13889      | 4410        | 21412     | 13519                   | 7893           |
| %H                      |          | 99.5%                   | 53.6%      | 17.0%       | 82.6%     | 52.2%                   | 30.5%          |
| <b>Under 20"</b>        | 9670     | 9604                    | 4729       | 1483        | 8336      | 4818                    | 3518           |
| %V                      | 37.3%    | 37.3%                   | 34.0%      | 33.6%       | 38.9%     | 35.6%                   | 44.6%          |
| %H                      |          | 99.3%                   | 48.9%      | 15.3%       | 86.2%     | 49.8%                   | 36.4%          |
| <b>20" - 29"</b>        | 8130     | 8093                    | 4284       | 1363        | 6900      | 4336                    | 2564           |
| %V                      | 31.4%    | 31.4%                   | 30.8%      | 30.9%       | 32.2%     | 32.1%                   | 32.5%          |
| %H                      |          | 99.5%                   | 52.7%      | 16.8%       | 84.9%     | 53.3%                   | 31.5%          |
| <b>30" - 39"</b>        | 4803     | 4792                    | 2879       | 922         | 3846      | 2757                    | 1088           |
| %V                      | 18.5%    | 18.6%                   | 20.7%      | 20.9%       | 18.0%     | 20.4%                   | 13.8%          |
| %H                      |          | 99.8%                   | 59.9%      | 19.2%       | 80.1%     | 57.4%                   | 22.7%          |
| <b>40" and over</b>     | 1563     | 1560                    | 1033       | 306         | 1181      | 910                     | 271            |
| %V                      | 6.0%     | 6.1%                    | 7.4%       | 6.9%        | 5.5%      | 6.7%                    | 3.4%           |
| %H                      |          | 99.8%                   | 66.1%      | 19.6%       | 75.6%     | 58.2%                   | 17.3%          |
| <b>Don't know</b>       | 327      | 322                     | 158        | 55          | 271       | 155                     | 117            |
| %V                      | 1.3%     | 1.2%                    | 1.1%       | 1.2%        | 1.3%      | 1.1%                    | 1.5%           |
| %H                      |          | 98.5%                   | 48.3%      | 16.8%       | 82.9%     | 47.4%                   | 35.8%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Set level data**

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

Platforms available in Household

|                         | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-------------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Other Sets</b> | 25919    | 25779                   | 13889      | 4410        | 21412     | 13519                   | 7893           |
| %H                      |          | 99.5%                   | 53.6%      | 17.0%       | 82.6%     | 52.2%                   | 30.5%          |
| <b>PVR</b>              | 4244     | 4243                    | 3242       | 662         | 2794      | 2360                    | 434            |
| %V                      | 16.4%    | 16.5%                   | 23.3%      | 15.0%       | 13.0%     | 17.5%                   | 5.5%           |
| %H                      |          | 100.0%                  | 76.4%      | 15.6%       | 65.8%     | 55.6%                   | 10.2%          |
| <b>DVDR</b>             | 746      | 744                     | 417        | 119         | 623       | 394                     | 229            |
| %V                      | 2.9%     | 2.9%                    | 3.0%       | 2.7%        | 2.9%      | 2.9%                    | 2.9%           |
| %H                      |          | 99.7%                   | 55.9%      | 16.0%       | 83.5%     | 52.8%                   | 30.7%          |
| <b>VCR</b>              | 643      | 635                     | 295        | 106         | 537       | 289                     | 248            |
| %V                      | 2.5%     | 2.5%                    | 2.1%       | 2.4%        | 2.5%      | 2.1%                    | 3.1%           |
| %H                      |          | 98.8%                   | 45.9%      | 16.5%       | 83.5%     | 44.9%                   | 38.6%          |
| <b>Any recorder</b>     | 5242     | 5230                    | 3694       | 820         | 3659      | 2828                    | 830            |
| %V                      | 20.2%    | 20.3%                   | 26.6%      | 18.6%       | 17.1%     | 20.9%                   | 10.5%          |
| %H                      |          | 99.8%                   | 70.5%      | 15.6%       | 69.8%     | 53.9%                   | 15.8%          |

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<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|------------------------------------------------------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Other Sets</b>                              | 25919    | 25779                   | 13889      | 4410        | 21412     | 13519                   | 7893           |
| %H                                                   |          | 99.5%                   | 53.6%      | 17.0%       | 82.6%     | 52.2%                   | 30.5%          |
| <b>Receives HDTV (via STB or built-in reception)</b> | 4261     | 4261                    | 2365       | 1102        | 3226      | 2324                    | 902            |
| %V                                                   | 16.4%    | 16.5%                   | 17.0%      | 25.0%       | 15.1%     | 17.2%                   | 11.4%          |
| %H                                                   |          | 100.0%                  | 55.5%      | 25.9%       | 75.7%     | 54.5%                   | 21.2%          |
| <b>DVD/Blu-ray player or recorder</b>                | 10861    | 10832                   | 5987       | 2016        | 9123      | 6096                    | 3027           |
| %V                                                   | 41.9%    | 42.0%                   | 43.1%      | 45.7%       | 42.6%     | 45.1%                   | 38.4%          |
| %H                                                   |          | 99.7%                   | 55.1%      | 18.6%       | 84.0%     | 56.1%                   | 27.9%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Individual level data**
**Table 21: Age of Children**

Platforms available in household

|                       | All<br>HH | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------------|-----------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total Inds</b>     | 62261     | 60265    | 59487                   | 29739      | 10009       | 44325     | 23843                   | 20482          |
| %H                    |           | 96.8%    | 95.5%                   | 47.8%      | 16.1%       | 71.2%     | 38.3%                   | 32.9%          |
| <b>Total Children</b> | 11741     | 11492    | 11397                   | 6555       | 2047        | 7926      | 4966                    | 2959           |
| %V                    | 18.9%     | 19.1%    | 19.2%                   | 22.0%      | 20.5%       | 17.9%     | 20.8%                   | 14.4%          |
| %H                    |           | 97.9%    | 97.1%                   | 55.8%      | 17.4%       | 67.5%     | 42.3%                   | 25.2%          |
| <b>0 - 3</b>          | 3136      | 3042     | 3006                    | 1700       | 507         | 1994      | 1153                    | 841            |
| %V                    | 5.0%      | 5.0%     | 5.1%                    | 5.7%       | 5.1%        | 4.5%      | 4.8%                    | 4.1%           |
| %H                    |           | 97.0%    | 95.9%                   | 54.2%      | 16.2%       | 63.6%     | 36.8%                   | 26.8%          |
| <b>4 - 15</b>         | 8605      | 8450     | 8391                    | 4854       | 1540        | 5932      | 3814                    | 2119           |
| %V                    | 13.8%     | 14.0%    | 14.1%                   | 16.3%      | 15.4%       | 13.4%     | 16.0%                   | 10.3%          |
| %H                    |           | 98.2%    | 97.5%                   | 56.4%      | 17.9%       | 68.9%     | 44.3%                   | 24.6%          |
| <b>4 - 9</b>          | 4453      | 4360     | 4329                    | 2519       | 777         | 2969      | 1878                    | 1091           |
| %V                    | 7.2%      | 7.2%     | 7.3%                    | 8.5%       | 7.8%        | 6.7%      | 7.9%                    | 5.3%           |
| %H                    |           | 97.9%    | 97.2%                   | 56.6%      | 17.4%       | 66.7%     | 42.2%                   | 24.5%          |
| <b>10 - 15</b>        | 4151      | 4090     | 4062                    | 2336       | 763         | 2963      | 1935                    | 1028           |
| %V                    | 6.7%      | 6.8%     | 6.8%                    | 7.9%       | 7.6%        | 6.7%      | 8.1%                    | 5.0%           |
| %H                    |           | 98.5%    | 97.9%                   | 56.3%      | 18.4%       | 71.4%     | 46.6%                   | 24.8%          |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Individual level data**

**Table 22: Adults - Age**

Platforms available in household

|                           | All   | TV    | Multi-  | DSat  | Cable | DTT   | DTT +    | DTT only |
|---------------------------|-------|-------|---------|-------|-------|-------|----------|----------|
|                           | HH    | HH    | channel | HH    | HH    | HH    | Cab/DSat | HH       |
|                           | HH    | HH    | HH      | HH    | HH    | HH    | HH       | HH       |
| <b>Total Inds</b>         | 62261 | 60265 | 59487   | 29739 | 10009 | 44325 | 23843    | 20482    |
| %H                        |       | 96.8% | 95.5%   | 47.8% | 16.1% | 71.2% | 38.3%    | 32.9%    |
| <b>Total Adults (16+)</b> | 50520 | 48773 | 48090   | 23184 | 7962  | 36399 | 18876    | 17523    |
| %V                        | 81.1% | 80.9% | 80.8%   | 78.0% | 79.5% | 82.1% | 79.2%    | 85.6%    |
| %H                        |       | 96.5% | 95.2%   | 45.9% | 15.8% | 72.0% | 37.4%    | 34.7%    |
| <b>16 - 19</b>            | 2956  | 2843  | 2823    | 1542  | 561   | 2144  | 1374     | 770      |
| %V                        | 4.7%  | 4.7%  | 4.7%    | 5.2%  | 5.6%  | 4.8%  | 5.8%     | 3.8%     |
| %H                        |       | 96.2% | 95.5%   | 52.2% | 19.0% | 72.5% | 46.5%    | 26.0%    |
| <b>20 - 24</b>            | 4053  | 3718  | 3643    | 1835  | 691   | 2665  | 1495     | 1170     |
| %V                        | 6.5%  | 6.2%  | 6.1%    | 6.2%  | 6.9%  | 6.0%  | 6.3%     | 5.7%     |
| %H                        |       | 91.7% | 89.9%   | 45.3% | 17.0% | 65.8% | 36.9%    | 28.9%    |
| <b>25 - 34</b>            | 8528  | 8024  | 7873    | 4327  | 1453  | 5231  | 3034     | 2197     |
| %V                        | 13.7% | 13.3% | 13.2%   | 14.5% | 14.5% | 11.8% | 12.7%    | 10.7%    |
| %H                        |       | 94.1% | 92.3%   | 50.7% | 17.0% | 61.3% | 35.6%    | 25.8%    |
| <b>35 - 44</b>            | 8402  | 8120  | 8031    | 4429  | 1495  | 5682  | 3469     | 2214     |
| %V                        | 13.5% | 13.5% | 13.5%   | 14.9% | 14.9% | 12.8% | 14.5%    | 10.8%    |
| %H                        |       | 96.6% | 95.6%   | 52.7% | 17.8% | 67.6% | 41.3%    | 26.4%    |
| <b>45 - 54</b>            | 8884  | 8676  | 8603    | 4355  | 1570  | 6537  | 3741     | 2796     |
| %V                        | 14.3% | 14.4% | 14.5%   | 14.6% | 15.7% | 14.7% | 15.7%    | 13.7%    |
| %H                        |       | 97.7% | 96.8%   | 49.0% | 17.7% | 73.6% | 42.1%    | 31.5%    |
| <b>55 - 64</b>            | 7236  | 7089  | 7019    | 3248  | 1123  | 5592  | 2866     | 2726     |
| %V                        | 11.6% | 11.8% | 11.8%   | 10.9% | 11.2% | 12.6% | 12.0%    | 13.3%    |
| %H                        |       | 98.0% | 97.0%   | 44.9% | 15.5% | 77.3% | 39.6%    | 37.7%    |
| <b>65+</b>                | 10462 | 10303 | 10098   | 3449  | 1069  | 8548  | 2898     | 5651     |
| %V                        | 16.8% | 17.1% | 17.0%   | 11.6% | 10.7% | 19.3% | 12.2%    | 27.6%    |
| %H                        |       | 98.5% | 96.5%   | 33.0% | 10.2% | 81.7% | 27.7%    | 54.0%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Individual level data**
**Table 23: Social Grade (Adults 16+)**

Platforms available in household

|                           | All   | TV    | Multi-channel | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only |
|---------------------------|-------|-------|---------------|-------|-------|-------|-------------------|----------|
|                           | HH    | HH    | HH            | HH    | HH    | HH    | HH                | HH       |
| <b>Total Adults (16+)</b> | 50520 | 48773 | 48090         | 23184 | 7962  | 36399 | 18876             | 17523    |
| %H                        |       | 96.5% | 95.2%         | 45.9% | 15.8% | 72.0% | 37.4%             | 34.7%    |
| <b>AB</b>                 | 13023 | 12673 | 12537         | 6328  | 2096  | 9275  | 5021              | 4253     |
| %V                        | 25.8% | 26.0% | 26.1%         | 27.3% | 26.3% | 25.5% | 26.6%             | 24.3%    |
| %H                        |       | 97.3% | 96.3%         | 48.6% | 16.1% | 71.2% | 38.6%             | 32.7%    |
| <b>C1</b>                 | 13977 | 13275 | 13100         | 6266  | 2301  | 9886  | 5202              | 4685     |
| %V                        | 27.7% | 27.2% | 27.2%         | 27.0% | 28.9% | 27.2% | 27.6%             | 26.7%    |
| %H                        |       | 95.0% | 93.7%         | 44.8% | 16.5% | 70.7% | 37.2%             | 33.5%    |
| <b>C2</b>                 | 10552 | 10344 | 10230         | 5190  | 1777  | 7901  | 4509              | 3392     |
| %V                        | 20.9% | 21.2% | 21.3%         | 22.4% | 22.3% | 21.7% | 23.9%             | 19.4%    |
| %H                        |       | 98.0% | 96.9%         | 49.2% | 16.8% | 74.9% | 42.7%             | 32.1%    |
| <b>D</b>                  | 7876  | 7589  | 7463          | 3738  | 1227  | 5516  | 2902              | 2614     |
| %V                        | 15.6% | 15.6% | 15.5%         | 16.1% | 15.4% | 15.2% | 15.4%             | 14.9%    |
| %H                        |       | 96.4% | 94.8%         | 47.5% | 15.6% | 70.0% | 36.8%             | 33.2%    |
| <b>E</b>                  | 5093  | 4892  | 4761          | 1662  | 561   | 3822  | 1242              | 2579     |
| %V                        | 10.1% | 10.0% | 9.9%          | 7.2%  | 7.0%  | 10.5% | 6.6%              | 14.7%    |
| %H                        |       | 96.1% | 93.5%         | 32.6% | 11.0% | 75.0% | 24.4%             | 50.6%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Individual level data**
**Table 24: Working Status (Adults 16+)**

Platforms available in household

|                           | All   | TV    | Multi-channel | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only |
|---------------------------|-------|-------|---------------|-------|-------|-------|-------------------|----------|
|                           | HH    | HH    | HH            | HH    | HH    | HH    | HH                | HH       |
| <b>Total Adults (16+)</b> | 50520 | 48773 | 48090         | 23184 | 7962  | 36399 | 18876             | 17523    |
| %H                        |       | 96.5% | 95.2%         | 45.9% | 15.8% | 72.0% | 37.4%             | 34.7%    |
| <b>Working full time</b>  | 22489 | 21814 | 21570         | 11557 | 4099  | 15620 | 9411              | 6209     |
| %V                        | 44.5% | 44.7% | 44.9%         | 49.8% | 51.5% | 42.9% | 49.9%             | 35.4%    |
| %H                        |       | 97.0% | 95.9%         | 51.4% | 18.2% | 69.5% | 41.8%             | 27.6%    |
| <b>Working part time</b>  | 5343  | 5207  | 5152          | 2658  | 887   | 3852  | 2183              | 1669     |
| %V                        | 10.6% | 10.7% | 10.7%         | 11.5% | 11.1% | 10.6% | 11.6%             | 9.5%     |
| %H                        |       | 97.5% | 96.4%         | 49.7% | 16.6% | 72.1% | 40.9%             | 31.2%    |
| <b>Not working</b>        | 22689 | 21752 | 21368         | 8969  | 2976  | 16928 | 7283              | 9645     |
| %V                        | 44.9% | 44.6% | 44.4%         | 38.7% | 37.4% | 46.5% | 38.6%             | 55.0%    |
| %H                        |       | 95.9% | 94.2%         | 39.5% | 13.1% | 74.6% | 32.1%             | 42.5%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Individual level data**

**Table 25: Males - Age**

Platforms available in household

|                          | All   | TV    | Multi-  | DSat  | Cable | DTT   | DTT +    | DTT only |
|--------------------------|-------|-------|---------|-------|-------|-------|----------|----------|
|                          | HH    | HH    | channel | HH    | HH    | HH    | Cab/DSat | HH       |
|                          | HH    | HH    | HH      | HH    | HH    | HH    | HH       | HH       |
| <b>Total Males (16+)</b> | 24715 | 23719 | 23377   | 11660 | 3944  | 17540 | 9475     | 8065     |
| %H                       |       | 96.0% | 94.6%   | 47.2% | 16.0% | 71.0% | 38.3%    | 32.6%    |
| <b>16 - 19</b>           | 1522  | 1478  | 1467    | 816   | 297   | 1114  | 734      | 380      |
| %V                       | 6.2%  | 6.2%  | 6.3%    | 7.0%  | 7.5%  | 6.4%  | 7.7%     | 4.7%     |
| %H                       |       | 97.1% | 96.4%   | 53.6% | 19.5% | 73.2% | 48.2%    | 25.0%    |
| <b>20 - 24</b>           | 2054  | 1878  | 1837    | 946   | 361   | 1351  | 795      | 556      |
| %V                       | 8.3%  | 7.9%  | 7.9%    | 8.1%  | 9.2%  | 7.7%  | 8.4%     | 6.9%     |
| %H                       |       | 91.4% | 89.4%   | 46.1% | 17.6% | 65.8% | 38.7%    | 27.1%    |
| <b>25 - 34</b>           | 4318  | 4018  | 3932    | 2181  | 722   | 2612  | 1527     | 1086     |
| %V                       | 17.5% | 16.9% | 16.8%   | 18.7% | 18.3% | 14.9% | 16.1%    | 13.5%    |
| %H                       |       | 93.1% | 91.1%   | 50.5% | 16.7% | 60.5% | 35.4%    | 25.2%    |
| <b>35 - 44</b>           | 4162  | 3991  | 3944    | 2191  | 720   | 2762  | 1682     | 1080     |
| %V                       | 16.8% | 16.8% | 16.9%   | 18.8% | 18.3% | 15.7% | 17.8%    | 13.4%    |
| %H                       |       | 95.9% | 94.8%   | 52.6% | 17.3% | 66.4% | 40.4%    | 25.9%    |
| <b>45 - 54</b>           | 4372  | 4241  | 4202    | 2127  | 766   | 3190  | 1820     | 1371     |
| %V                       | 17.7% | 17.9% | 18.0%   | 18.2% | 19.4% | 18.2% | 19.2%    | 17.0%    |
| %H                       |       | 97.0% | 96.1%   | 48.7% | 17.5% | 73.0% | 41.6%    | 31.4%    |
| <b>55 - 64</b>           | 3539  | 3450  | 3413    | 1620  | 546   | 2710  | 1425     | 1285     |
| %V                       | 14.3% | 14.5% | 14.6%   | 13.9% | 13.8% | 15.5% | 15.0%    | 15.9%    |
| %H                       |       | 97.5% | 96.4%   | 45.8% | 15.4% | 76.6% | 40.3%    | 36.3%    |
| <b>65+</b>               | 4748  | 4663  | 4581    | 1779  | 532   | 3800  | 1492     | 2309     |
| %V                       | 19.2% | 19.7% | 19.6%   | 15.3% | 13.5% | 21.7% | 15.7%    | 28.6%    |
| %H                       |       | 98.2% | 96.5%   | 37.5% | 11.2% | 80.0% | 31.4%    | 48.6%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Individual level data**

**Table 26: Social Grade (Males 16+)**

Platforms available in household

|                          |    | All   | TV    | Multi-channel | DSat  | Cable | DTT   | DTT +          | DTT only |
|--------------------------|----|-------|-------|---------------|-------|-------|-------|----------------|----------|
|                          |    | HH    | HH    | HH            | HH    | HH    | HH    | Cab/DSat<br>HH | HH       |
| <b>Total Males (16+)</b> |    | 24715 | 23719 | 23377         | 11660 | 3944  | 17540 | 9475           | 8065     |
|                          | %H |       | 96.0% | 94.6%         | 47.2% | 16.0% | 71.0% | 38.3%          | 32.6%    |
| <b>AB</b>                |    | 6556  | 6357  | 6291          | 3258  | 1052  | 4639  | 2587           | 2052     |
|                          | %V | 26.5% | 26.8% | 26.9%         | 27.9% | 26.7% | 26.4% | 27.3%          | 25.4%    |
|                          | %H |       | 97.0% | 96.0%         | 49.7% | 16.0% | 70.8% | 39.5%          | 31.3%    |
| <b>C1</b>                |    | 6485  | 6114  | 6031          | 3034  | 1103  | 4483  | 2510           | 1973     |
|                          | %V | 26.2% | 25.8% | 25.8%         | 26.0% | 28.0% | 25.6% | 26.5%          | 24.5%    |
|                          | %H |       | 94.3% | 93.0%         | 46.8% | 17.0% | 69.1% | 38.7%          | 30.4%    |
| <b>C2</b>                |    | 5746  | 5608  | 5539          | 2804  | 962   | 4269  | 2429           | 1840     |
|                          | %V | 23.2% | 23.6% | 23.7%         | 24.0% | 24.4% | 24.3% | 25.6%          | 22.8%    |
|                          | %H |       | 97.6% | 96.4%         | 48.8% | 16.7% | 74.3% | 42.3%          | 32.0%    |
| <b>D</b>                 |    | 3830  | 3658  | 3591          | 1860  | 602   | 2612  | 1425           | 1187     |
|                          | %V | 15.5% | 15.4% | 15.4%         | 16.0% | 15.3% | 14.9% | 15.0%          | 14.7%    |
|                          | %H |       | 95.5% | 93.8%         | 48.6% | 15.7% | 68.2% | 37.2%          | 31.0%    |
| <b>E</b>                 |    | 2098  | 1983  | 1925          | 704   | 224   | 1537  | 523            | 1014     |
|                          | %V | 8.5%  | 8.4%  | 8.2%          | 6.0%  | 5.7%  | 8.8%  | 5.5%           | 12.6%    |
|                          | %H |       | 94.5% | 91.8%         | 33.6% | 10.7% | 73.3% | 24.9%          | 48.3%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Individual level data**
**Table 27: Working Status (Males 16+)**

Platforms available in household

|                          | All   | TV    | Multi-channel | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only |
|--------------------------|-------|-------|---------------|-------|-------|-------|-------------------|----------|
|                          | HH    | HH    | HH            | HH    | HH    | HH    | HH                | HH       |
| <b>Total Males (16+)</b> | 24715 | 23719 | 23377         | 11660 | 3944  | 17540 | 9475              | 8065     |
| %H                       |       | 96.0% | 94.6%         | 47.2% | 16.0% | 71.0% | 38.3%             | 32.6%    |
| <b>Working full time</b> | 14018 | 13556 | 13404         | 7314  | 2489  | 9682  | 5904              | 3778     |
| %V                       | 56.7% | 57.2% | 57.3%         | 62.7% | 63.1% | 55.2% | 62.3%             | 46.8%    |
| %H                       |       | 96.7% | 95.6%         | 52.2% | 17.8% | 69.1% | 42.1%             | 27.0%    |
| <b>Working part time</b> | 1176  | 1113  | 1093          | 541   | 169   | 801   | 403               | 398      |
| %V                       | 4.8%  | 4.7%  | 4.7%          | 4.6%  | 4.3%  | 4.6%  | 4.3%              | 4.9%     |
| %H                       |       | 94.6% | 92.9%         | 46.0% | 14.4% | 68.1% | 34.3%             | 33.8%    |
| <b>Not working</b>       | 9521  | 9050  | 8881          | 3804  | 1285  | 7057  | 3168              | 3890     |
| %V                       | 38.5% | 38.2% | 38.0%         | 32.6% | 32.6% | 40.2% | 33.4%             | 48.2%    |
| %H                       |       | 95.1% | 93.3%         | 40.0% | 13.5% | 74.1% | 33.3%             | 40.9%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Individual level data**

**Table 28: Females - Age**

Platforms available in household

|                            | All   | TV    | Multi-  | DSat  | Cable | DTT   | DTT +    | DTT only |
|----------------------------|-------|-------|---------|-------|-------|-------|----------|----------|
|                            | HH    | HH    | channel | HH    | HH    | HH    | Cab/DSat | HH       |
|                            | HH    | HH    | HH      | HH    | HH    | HH    | HH       | HH       |
| <b>Total Females (16+)</b> | 25805 | 25054 | 24713   | 11524 | 4018  | 18859 | 9402     | 9458     |
| %H                         |       | 97.1% | 95.8%   | 44.7% | 15.6% | 73.1% | 36.4%    | 36.7%    |
| <b>16 - 19</b>             | 1433  | 1365  | 1356    | 726   | 264   | 1029  | 639      | 390      |
| %V                         | 5.6%  | 5.4%  | 5.5%    | 6.3%  | 6.6%  | 5.5%  | 6.8%     | 4.1%     |
| %H                         |       | 95.3% | 94.6%   | 50.7% | 18.4% | 71.8% | 44.6%    | 27.2%    |
| <b>20 - 24</b>             | 1999  | 1840  | 1806    | 889   | 330   | 1314  | 699      | 614      |
| %V                         | 7.7%  | 7.3%  | 7.3%    | 7.7%  | 8.2%  | 7.0%  | 7.4%     | 6.5%     |
| %H                         |       | 92.0% | 90.3%   | 44.5% | 16.5% | 65.7% | 35.0%    | 30.7%    |
| <b>25 - 34</b>             | 4210  | 4006  | 3941    | 2146  | 731   | 2619  | 1508     | 1111     |
| %V                         | 16.3% | 16.0% | 15.9%   | 18.6% | 18.2% | 13.9% | 16.0%    | 11.7%    |
| %H                         |       | 95.2% | 93.6%   | 51.0% | 17.4% | 62.2% | 35.8%    | 26.4%    |
| <b>35 - 44</b>             | 4240  | 4129  | 4087    | 2238  | 776   | 2921  | 1787     | 1134     |
| %V                         | 16.4% | 16.5% | 16.5%   | 19.4% | 19.3% | 15.5% | 19.0%    | 12.0%    |
| %H                         |       | 97.4% | 96.4%   | 52.8% | 18.3% | 68.9% | 42.1%    | 26.7%    |
| <b>45 - 54</b>             | 4512  | 4435  | 4400    | 2227  | 804   | 3347  | 1921     | 1425     |
| %V                         | 17.5% | 17.7% | 17.8%   | 19.3% | 20.0% | 17.7% | 20.4%    | 15.1%    |
| %H                         |       | 98.3% | 97.5%   | 49.4% | 17.8% | 74.2% | 42.6%    | 31.6%    |
| <b>55 - 64</b>             | 3697  | 3639  | 3605    | 1628  | 577   | 2882  | 1441     | 1441     |
| %V                         | 14.3% | 14.5% | 14.6%   | 14.1% | 14.4% | 15.3% | 15.3%    | 15.2%    |
| %H                         |       | 98.4% | 97.5%   | 44.0% | 15.6% | 78.0% | 39.0%    | 39.0%    |
| <b>65+</b>                 | 5714  | 5640  | 5517    | 1670  | 537   | 4748  | 1406     | 3342     |
| %V                         | 22.1% | 22.5% | 22.3%   | 14.5% | 13.4% | 25.2% | 15.0%    | 35.3%    |
| %H                         |       | 98.7% | 96.6%   | 29.2% | 9.4%  | 83.1% | 24.6%    | 58.5%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2011 - September 2012**
**Individual level data**
**Table 29: Social Grade (Females 16+)**

Platforms available in household

|                            | All   | TV    | Multi-channel | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only |
|----------------------------|-------|-------|---------------|-------|-------|-------|-------------------|----------|
|                            | HH    | HH    | HH            | HH    | HH    | HH    | HH                | HH       |
| <b>Total Females (16+)</b> | 25805 | 25054 | 24713         | 11524 | 4018  | 18859 | 9402              | 9458     |
| %H                         |       | 97.1% | 95.8%         | 44.7% | 15.6% | 73.1% | 36.4%             | 36.7%    |
| <b>AB</b>                  | 6467  | 6316  | 6246          | 3070  | 1043  | 4635  | 2434              | 2201     |
| %V                         | 25.1% | 25.2% | 25.3%         | 26.6% | 26.0% | 24.6% | 25.9%             | 23.3%    |
| %H                         |       | 97.7% | 96.6%         | 47.5% | 16.1% | 71.7% | 37.6%             | 34.0%    |
| <b>C1</b>                  | 7492  | 7161  | 7069          | 3233  | 1198  | 5403  | 2692              | 2712     |
| %V                         | 29.0% | 28.6% | 28.6%         | 28.1% | 29.8% | 28.6% | 28.6%             | 28.7%    |
| %H                         |       | 95.6% | 94.4%         | 43.2% | 16.0% | 72.1% | 35.9%             | 36.2%    |
| <b>C2</b>                  | 4806  | 4736  | 4691          | 2385  | 815   | 3632  | 2080              | 1552     |
| %V                         | 18.6% | 18.9% | 19.0%         | 20.7% | 20.3% | 19.3% | 22.1%             | 16.4%    |
| %H                         |       | 98.5% | 97.6%         | 49.6% | 17.0% | 75.6% | 43.3%             | 32.3%    |
| <b>D</b>                   | 4046  | 3931  | 3871          | 1878  | 625   | 2904  | 1477              | 1427     |
| %V                         | 15.7% | 15.7% | 15.7%         | 16.3% | 15.6% | 15.4% | 15.7%             | 15.1%    |
| %H                         |       | 97.2% | 95.7%         | 46.4% | 15.4% | 71.8% | 36.5%             | 35.3%    |
| <b>E</b>                   | 2994  | 2909  | 2836          | 959   | 337   | 2285  | 719               | 1566     |
| %V                         | 11.6% | 11.6% | 11.5%         | 8.3%  | 8.4%  | 12.1% | 7.6%              | 16.6%    |
| %H                         |       | 97.2% | 94.7%         | 32.0% | 11.3% | 76.3% | 24.0%             | 52.3%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2011 - September 2012**

**Individual level data**

**Table 30: Working Status (Females 16+)**

Platforms available in household

|                            | All   | TV    | Multi-channel | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only |
|----------------------------|-------|-------|---------------|-------|-------|-------|-------------------|----------|
|                            | HH    | HH    | HH            | HH    | HH    | HH    | HH                | HH       |
| <b>Total Females (16+)</b> | 25805 | 25054 | 24713         | 11524 | 4018  | 18859 | 9402              | 9458     |
| %H                         |       | 97.1% | 95.8%         | 44.7% | 15.6% | 73.1% | 36.4%             | 36.7%    |
| <b>Working full time</b>   | 8471  | 8258  | 8166          | 4243  | 1610  | 5938  | 3507              | 2431     |
| %V                         | 32.8% | 33.0% | 33.0%         | 36.8% | 40.1% | 31.5% | 37.3%             | 25.7%    |
| %H                         |       | 97.5% | 96.4%         | 50.1% | 19.0% | 70.1% | 41.4%             | 28.7%    |
| <b>Working part time</b>   | 4166  | 4094  | 4059          | 2117  | 717   | 3051  | 1780              | 1271     |
| %V                         | 16.1% | 16.3% | 16.4%         | 18.4% | 17.8% | 16.2% | 18.9%             | 13.4%    |
| %H                         |       | 98.3% | 97.4%         | 50.8% | 17.2% | 73.2% | 42.7%             | 30.5%    |
| <b>Not working</b>         | 13168 | 12702 | 12487         | 5164  | 1691  | 9870  | 4115              | 5755     |
| %V                         | 51.0% | 50.7% | 50.5%         | 44.8% | 42.1% | 52.3% | 43.8%             | 60.8%    |
| %H                         |       | 96.5% | 94.8%         | 39.2% | 12.8% | 75.0% | 31.3%             | 43.7%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

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## **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 2011 and September 2012

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 2011 - September 2012 |                  |               |                   |                 |          |          |                    |
|--------------------------------------------------|------------------|---------------|-------------------|-----------------|----------|----------|--------------------|
|                                                  | Total<br>Network | BBC<br>London | BBC South<br>East | BBC<br>Midlands | BBC East | BBC West | BBC South-<br>West |
| Addresses Issued                                 | 80,465           | 19403         | 2506              | 10468           | 3762     | 2289     | 2886               |
| Shop / Business                                  | 826              | 227           | 24                | 101             | 53       | 27       | 17                 |
| Demolished / Incomplete                          | 184              | 26            | 1                 | 17              | 11       | 1        | 11                 |
| Empty                                            | 5,546            | 753           | 85                | 800             | 164      | 137      | 161                |
| Holiday Home                                     | 632              | 21            | 18                | 23              | 27       | 19       | 87                 |
| Other Non Effective                              | 1,031            | 199           | 48                | 135             | 40       | 37       | 39                 |
| Eligible Addresses                               | 72,246           | 18177         | 2330              | 9392            | 3467     | 2068     | 2571               |
| Substitute Addresses                             | 2,098            | 2110          | 2111              | 2099            | 2100     | 2101     | 2102               |
| Multiple Occupancy Addresses                     | 684              | 429           | 15                | 25              | 3        | 11       | 33                 |
| Total Additional Households                      | 2,782            | 2539          | 2126              | 2124            | 2103     | 2112     | 2135               |
| Total Valid Households                           | 81,117           | 19824         | 2522              | 10491           | 3761     | 2300     | 2912               |
|                                                  | 100.0%           | 100.0%        | 100.0%            | 100.0%          | 100.0%   | 100.0%   | 100.0%             |
| Non Contacts                                     | 7,355            | 2992          | 198               | 822             | 389      | 189      | 160                |
|                                                  | 9.1%             | 15.1%         | 7.9%              | 7.8%            | 10.3%    | 8.2%     | 5.5%               |
| No English Spoken                                | 162              | 82            | 0                 | 30              | 9        | 1        | 0                  |
|                                                  | 0.2%             | 0.4%          | 0.0%              | 0.3%            | 0.2%     | 0.0%     | 0.0%               |
| Refusals                                         | 17,088           | 5032          | 515               | 2198            | 962      | 458      | 840                |
|                                                  | 21.1%            | 25.4%         | 20.4%             | 21.0%           | 25.6%    | 19.9%    | 28.8%              |
| Total Interviews                                 | 56,512           | 11718         | 1809              | 7441            | 2401     | 1652     | 1912               |
|                                                  | 69.7%            | 59.1%         | 71.7%             | 70.9%           | 63.8%    | 71.8%    | 65.7%              |

|                              | BBC South | BBC<br>Yorkshire &<br>Lincolnshire | BBC North-<br>East &<br>Cumbria | BBC North-<br>West | BBC<br>Scotland | BBC<br>Northern<br>Ireland | BBC Wales |
|------------------------------|-----------|------------------------------------|---------------------------------|--------------------|-----------------|----------------------------|-----------|
| Addresses Issued             | 4712      | 5194                               | 2498                            | 6972               | 6382            | 4852                       | 8541      |
| Shop / Business              | 43        | 38                                 | 17                              | 82                 | 71              | 60                         | 66        |
| Demolished / Incomplete      | 16        | 4                                  | 7                               | 32                 | 14              | 21                         | 23        |
| Empty                        | 192       | 314                                | 179                             | 575                | 710             | 551                        | 925       |
| Holiday Home                 | 42        | 19                                 | 28                              | 51                 | 100             | 66                         | 131       |
| Other Non Effective          | 76        | 53                                 | 22                              | 78                 | 42              | 93                         | 169       |
| Eligible Addresses           | 4343      | 4766                               | 2245                            | 6154               | 5445            | 4061                       | 7227      |
| Substitute Addresses         | 2103      | 2104                               | 2105                            | 2106               | 2107            | 2108                       | 2109      |
| Multiple Occupancy Addresses | 37        | 23                                 | 4                               | 21                 | 25              | 15                         | 43        |
| Total Additional Households  | 2140      | 2127                               | 2109                            | 2127               | 2132            | 2123                       | 2152      |
| Total Valid Households       | 4749      | 5221                               | 2501                            | 6987               | 6409            | 4859                       | 8581      |
|                              | 100.0%    | 100.0%                             | 100.0%                          | 100.0%             | 100.0%          | 100.0%                     | 100.0%    |
| Non Contacts                 | 483       | 306                                | 209                             | 428                | 301             | 291                        | 587       |
|                              | 10.2%     | 5.9%                               | 8.4%                            | 6.1%               | 4.7%            | 6.0%                       | 6.8%      |
| No English Spoken            | 8         | 7                                  | 1                               | 4                  | 9               | 9                          | 2         |
|                              | 0.2%      | 0.1%                               | 0.0%                            | 0.1%               | 0.1%            | 0.2%                       | 0.0%      |
| Refusals                     | 1167      | 1028                               | 383                             | 1429               | 1230            | 645                        | 1201      |
|                              | 24.6%     | 19.7%                              | 15.3%                           | 20.5%              | 19.2%           | 13.3%                      | 14.0%     |
| Total Interviews             | 3091      | 3880                               | 1908                            | 5126               | 4869            | 3914                       | 6791      |
|                              | 65.1%     | 74.3%                              | 76.3%                           | 73.4%              | 76.0%           | 80.6%                      | 79.1%     |

| Response Analysis: October 2011 - September 2012 |               |            |              |                |               |                |                                |
|--------------------------------------------------|---------------|------------|--------------|----------------|---------------|----------------|--------------------------------|
|                                                  | Total Network | ITV London | ITV Midlands | ITV North-West | ITV Yorkshire | ITV North-East | ITV Scotland (Central & North) |
| Addresses Issued                                 | 80,465        | 19862      | 11297        | 7036           | 5461          | 1808           | 6088                           |
| Shop / Business                                  | 826           | 228        | 119          | 85             | 36            | 11             | 69                             |
| Demolished / Incomplete                          | 184           | 28         | 23           | 32             | 4             | 4              | 13                             |
| Empty                                            | 5,546         | 767        | 824          | 581            | 332           | 119            | 662                            |
| Holiday Home                                     | 632           | 22         | 29           | 41             | 27            | 6              | 83                             |
| Other Non Effective                              | 1,031         | 210        | 150          | 81             | 55            | 14             | 42                             |
| Eligible Addresses                               | 72,246        | 18607      | 10152        | 6216           | 5007          | 1654           | 5219                           |
| Substitute Addresses                             | 2,098         | 2099       | 2100         | 2101           | 2102          | 2103           | 2110                           |
| Multiple Occupancy Addresses                     | 684           | 429        | 25           | 21             | 25            | 0              | 24                             |
| Total Additional Households                      | 2,782         | 2528       | 2125         | 2122           | 2127          | 2103           | 2134                           |
| Total Valid Households                           | 81,117        | 20283      | 11320        | 7052           | 5489          | 1809           | 6114                           |
|                                                  | 100.0%        | 100.0%     | 100.0%       | 100.0%         | 100.0%        | 100.0%         | 100.0%                         |
| Non Contacts                                     | 7,355         | 3033       | 894          | 438            | 332           | 163            | 291                            |
|                                                  | 9.1%          | 15.0%      | 7.9%         | 6.2%           | 6.0%          | 9.0%           | 4.8%                           |
| No English Spoken                                | 162           | 82         | 30           | 4              | 8             | 1              | 9                              |
|                                                  | 0.2%          | 0.4%       | 0.3%         | 0.1%           | 0.1%          | 0.1%           | 0.1%                           |
| Refusals                                         | 17,088        | 5123       | 2384         | 1438           | 1085          | 278            | 1185                           |
|                                                  | 21.1%         | 25.3%      | 21.1%        | 20.4%          | 19.8%         | 15.4%          | 19.4%                          |
| Total Interviews                                 | 56,512        | 12045      | 8012         | 5172           | 4064          | 1367           | 4629                           |
|                                                  | 69.7%         | 59.4%      | 70.8%        | 73.3%          | 74.0%         | 75.6%          | 75.7%                          |

|                              | ITV Meridian (South, South-East & Channel) | ITV East of England | ITV South-West | ITV Ulster | ITV Border | ITV HTV West | ITV HTV Wales |
|------------------------------|--------------------------------------------|---------------------|----------------|------------|------------|--------------|---------------|
| Addresses Issued             | 5930                                       | 3843                | 2750           | 4852       | 746        | 2251         | 8541          |
| Shop / Business              | 50                                         | 54                  | 17             | 60         | 8          | 23           | 66            |
| Demolished / Incomplete      | 9                                          | 11                  | 11             | 21         | 4          | 1            | 23            |
| Empty                        | 245                                        | 161                 | 152            | 551        | 93         | 134          | 925           |
| Holiday Home                 | 55                                         | 27                  | 86             | 66         | 39         | 20           | 131           |
| Other Non Effective          | 100                                        | 40                  | 31             | 93         | 5          | 41           | 169           |
| Eligible Addresses           | 5471                                       | 3550                | 2453           | 4061       | 597        | 2032         | 7227          |
| Substitute Addresses         | 2111                                       | 2104                | 2105           | 2106       | 2107       | 2108         | 2109          |
| Multiple Occupancy Addresses | 58                                         | 3                   | 27             | 15         | 3          | 11           | 43            |
| Total Additional Households  | 2169                                       | 2107                | 2132           | 2121       | 2110       | 2119         | 2152          |
| Total Valid Households       | 5989                                       | 3842                | 2770           | 4859       | 747        | 2262         | 8581          |
|                              | 100.0%                                     | 100.0%              | 100.0%         | 100.0%     | 100.0%     | 100.0%       | 100.0%        |
| Non Contacts                 | 561                                        | 404                 | 145            | 291        | 31         | 185          | 587           |
|                              | 9.4%                                       | 10.5%               | 5.2%           | 6.0%       | 4.1%       | 8.2%         | 6.8%          |
| No English Spoken            | 7                                          | 9                   | 0              | 9          | 0          | 1            | 2             |
|                              | 0.1%                                       | 0.2%                | 0.0%           | 0.2%       | 0.0%       | 0.0%         | 0.0%          |
| Refusals                     | 1417                                       | 973                 | 819            | 645        | 98         | 442          | 1201          |
|                              | 23.7%                                      | 25.3%               | 29.6%          | 13.3%      | 13.1%      | 19.5%        | 14.0%         |
| Total Interviews             | 4004                                       | 2456                | 1806           | 3914       | 618        | 1634         | 6791          |
|                              | 66.9%                                      | 63.9%               | 65.2%          | 80.6%      | 82.7%      | 72.2%        | 79.1%         |

## 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 2011 to September 2012

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  | 56512          | 54702               | 53712                   |
| All Sets        | 112544         | 112544              | 111192                  |
| All Individuals | 139422         | 135533              | 133627                  |
| Children 0-15   | 27577          | 27015               | 26756                   |
| All Adults      | 111845         | 108518              | 106871                  |
| Adult Males     | 53970          | 52158               | 51365                   |
| Adult Females   | 57875          | 56360               | 55506                   |

## Sample bases: BBC Areas

| BBC London      | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 11718          | 11145               | 10818                   |
| All Sets        | 21603          | 21603               | 21180                   |
| All Individuals | 30967          | 29678               | 28999                   |
| Children 0-15   | 6379           | 6197                | 6087                    |
| All Adults      | 24588          | 23481               | 22912                   |
| Adult Males     | 11954          | 11336               | 11069                   |
| Adult Females   | 12634          | 12145               | 11843                   |

| BBC South-East  | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 1809           | 1766                | 1708                    |
| All Sets        | 3766           | 3766                | 3687                    |
| All Individuals | 4461           | 4361                | 4271                    |
| Children 0-15   | 860            | 847                 | 839                     |
| All Adults      | 3601           | 3514                | 3432                    |
| Adult Males     | 1694           | 1648                | 1613                    |
| Adult Females   | 1907           | 1866                | 1819                    |

| BBC Midlands    | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 7441           | 7223                | 7182                    |
| All Sets        | 14747          | 14747               | 14699                   |
| All Individuals | 18575          | 18067               | 17989                   |
| Children 0-15   | 3781           | 3680                | 3664                    |
| All Adults      | 14794          | 14387               | 14325                   |
| Adult Males     | 7207           | 6983                | 6950                    |
| Adult Females   | 7587           | 7404                | 7375                    |

| BBC East        | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 2401           | 2331                | 2316                    |
| All Sets        | 4979           | 4979                | 4963                    |
| All Individuals | 5968           | 5828                | 5788                    |
| Children 0-15   | 1225           | 1199                | 1194                    |
| All Adults      | 4743           | 4629                | 4594                    |
| Adult Males     | 2300           | 2238                | 2224                    |
| Adult Females   | 2443           | 2391                | 2370                    |

**Sample bases: BBC Areas**

| <b>BBC West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------|-----------------------|----------------------------|--------------------------------|
| All Households  | 1652                  | 1600                       | 1589                           |
| All Sets        | 3275                  | 3275                       | 3259                           |
| All Individuals | 4007                  | 3892                       | 3859                           |
| Children 0-15   | 740                   | 719                        | 713                            |
| All Adults      | 3267                  | 3173                       | 3146                           |
| Adult Males     | 1582                  | 1534                       | 1515                           |
| Adult Females   | 1685                  | 1639                       | 1631                           |

| <b>BBC South-West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 1912                  | 1859                       | 1855                           |
| All Sets              | 3861                  | 3861                       | 3857                           |
| All Individuals       | 4535                  | 4440                       | 4431                           |
| Children 0-15         | 814                   | 804                        | 801                            |
| All Adults            | 3721                  | 3636                       | 3630                           |
| Adult Males           | 1794                  | 1748                       | 1743                           |
| Adult Females         | 1927                  | 1888                       | 1887                           |

| <b>BBC South</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|------------------|-----------------------|----------------------------|--------------------------------|
| All Households   | 3091                  | 2994                       | 2960                           |
| All Sets         | 6182                  | 6182                       | 6140                           |
| All Individuals  | 7723                  | 7516                       | 7440                           |
| Children 0-15    | 1557                  | 1533                       | 1527                           |
| All Adults       | 6166                  | 5983                       | 5913                           |
| Adult Males      | 3034                  | 2934                       | 2895                           |
| Adult Females    | 3132                  | 3049                       | 3018                           |

| <b>BBC Yorkshire &amp; Lincolnshire</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                          | 3880                  | 3761                       | 3740                           |
| All Sets                                | 8028                  | 8028                       | 8004                           |
| All Individuals                         | 9279                  | 9054                       | 9001                           |
| Children 0-15                           | 1913                  | 1878                       | 1862                           |
| All Adults                              | 7366                  | 7176                       | 7139                           |
| Adult Males                             | 3529                  | 3425                       | 3403                           |
| Adult Females                           | 3837                  | 3751                       | 3736                           |

## Sample bases: BBC Areas

| <b>BBC North-East &amp; Cumbria</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-------------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                      | 1908                  | 1871                       | 1816                           |
| All Sets                            | 3912                  | 3912                       | 3832                           |
| All Individuals                     | 4330                  | 4260                       | 4173                           |
| Children 0-15                       | 792                   | 788                        | 784                            |
| All Adults                          | 3538                  | 3472                       | 3389                           |
| Adult Males                         | 1673                  | 1638                       | 1599                           |
| Adult Females                       | 1865                  | 1834                       | 1790                           |

| <b>BBC North-West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 5126                  | 5007                       | 4996                           |
| All Sets              | 10514                 | 10514                      | 10498                          |
| All Individuals       | 12537                 | 12256                      | 12235                          |
| Children 0-15         | 2463                  | 2407                       | 2405                           |
| All Adults            | 10074                 | 9849                       | 9830                           |
| Adult Males           | 4852                  | 4735                       | 4725                           |
| Adult Females         | 5222                  | 5114                       | 5105                           |

| <b>BBC Scotland</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------|-----------------------|----------------------------|--------------------------------|
| All Households      | 4869                  | 4690                       | 4670                           |
| All Sets            | 9718                  | 9718                       | 9692                           |
| All Individuals     | 11140                 | 10772                      | 10726                          |
| Children 0-15       | 1977                  | 1950                       | 1942                           |
| All Adults          | 9163                  | 8822                       | 8784                           |
| Adult Males         | 4370                  | 4192                       | 4172                           |
| Adult Females       | 4793                  | 4630                       | 4612                           |

| <b>BBC Ulster</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-------------------|-----------------------|----------------------------|--------------------------------|
| All Households    | 3914                  | 3825                       | 3459                           |
| All Sets          | 8141                  | 8141                       | 7597                           |
| All Individuals   | 9856                  | 9675                       | 9050                           |
| Children 0-15     | 2139                  | 2105                       | 2045                           |
| All Adults        | 7717                  | 7570                       | 7005                           |
| Adult Males       | 3741                  | 3658                       | 3399                           |
| Adult Females     | 3976                  | 3912                       | 3606                           |

**Sample bases: BBC Areas**

| <b>BBC Wales</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|------------------|-----------------------|----------------------------|--------------------------------|
| All Households   | 6791                  | 6630                       | 6603                           |
| All Sets         | 13818                 | 13818                      | 13784                          |
| All Individuals  | 16044                 | 15734                      | 15665                          |
| Children 0-15    | 2937                  | 2908                       | 2893                           |
| All Adults       | 13107                 | 12826                      | 12772                          |
| Adult Males      | 6240                  | 6089                       | 6058                           |
| Adult Females    | 6867                  | 6737                       | 6714                           |

| <b>BBC Midlands West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------|-----------------------|----------------------------|--------------------------------|
| All Households           | 4553                  | 4410                       | 4389                           |
| All Sets                 | 9019                  | 9019                       | 8993                           |
| All Individuals          | 11304                 | 10967                      | 10930                          |
| Children 0-15            | 2293                  | 2219                       | 2212                           |
| All Adults               | 9011                  | 8748                       | 8718                           |
| Adult Males              | 4398                  | 4252                       | 4237                           |
| Adult Females            | 4613                  | 4496                       | 4481                           |

| <b>BBC Midlands East</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------|-----------------------|----------------------------|--------------------------------|
| All Households           | 2888                  | 2813                       | 2793                           |
| All Sets                 | 5728                  | 5728                       | 5706                           |
| All Individuals          | 7271                  | 7100                       | 7059                           |
| Children 0-15            | 1488                  | 1461                       | 1452                           |
| All Adults               | 5783                  | 5639                       | 5607                           |
| Adult Males              | 2809                  | 2731                       | 2713                           |
| Adult Females            | 2974                  | 2908                       | 2894                           |

**Sample bases: ITV Areas**

| <b>ITV London</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-------------------|-----------------------|----------------------------|--------------------------------|
| All Households    | 12045                 | 11467                      | 11135                          |
| All Sets          | 22252                 | 22252                      | 21821                          |
| All Individuals   | 31797                 | 30501                      | 29805                          |
| Children 0-15     | 6525                  | 6339                       | 6226                           |
| All Adults        | 25272                 | 24162                      | 23579                          |
| Adult Males       | 12285                 | 11665                      | 11391                          |
| Adult Females     | 12987                 | 12497                      | 12188                          |

| <b>ITV Midlands</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------|-----------------------|----------------------------|--------------------------------|
| All Households      | 8012                  | 7775                       | 7731                           |
| All Sets            | 15828                 | 15828                      | 15777                          |
| All Individuals     | 19988                 | 19440                      | 19354                          |
| Children 0-15       | 4090                  | 3984                       | 3968                           |
| All Adults          | 15898                 | 15456                      | 15386                          |
| Adult Males         | 7757                  | 7514                       | 7477                           |
| Adult Females       | 8141                  | 7942                       | 7909                           |

| <b>ITV North-West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 5172                  | 5054                       | 5043                           |
| All Sets              | 10630                 | 10630                      | 10614                          |
| All Individuals       | 12658                 | 12378                      | 12357                          |
| Children 0-15         | 2483                  | 2426                       | 2424                           |
| All Adults            | 10175                 | 9952                       | 9933                           |
| Adult Males           | 4909                  | 4793                       | 4783                           |
| Adult Females         | 5266                  | 5159                       | 5150                           |

| <b>ITV Yorkshire</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|----------------------|-----------------------|----------------------------|--------------------------------|
| All Households       | 4064                  | 3945                       | 3917                           |
| All Sets             | 8410                  | 8410                       | 8377                           |
| All Individuals      | 9718                  | 9493                       | 9429                           |
| Children 0-15        | 2010                  | 1976                       | 1960                           |
| All Adults           | 7708                  | 7517                       | 7469                           |
| Adult Males          | 3688                  | 3584                       | 3555                           |
| Adult Females        | 4020                  | 3933                       | 3914                           |

**Sample bases: ITV Areas**

| <b>ITV North-East</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 1367                  | 1341                       | 1294                           |
| All Sets              | 2850                  | 2850                       | 2780                           |
| All Individuals       | 3115                  | 3062                       | 2987                           |
| Children 0-15         | 575                   | 572                        | 568                            |
| All Adults            | 2540                  | 2490                       | 2419                           |
| Adult Males           | 1186                  | 1160                       | 1129                           |
| Adult Females         | 1354                  | 1330                       | 1290                           |

| <b>ITV Central Scotland</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------|-----------------------|----------------------------|--------------------------------|
| All Households              | 3456                  | 3333                       | 3321                           |
| All Sets                    | 6810                  | 6810                       | 6792                           |
| All Individuals             | 7948                  | 7688                       | 7661                           |
| Children 0-15               | 1448                  | 1429                       | 1423                           |
| All Adults                  | 6500                  | 6259                       | 6238                           |
| Adult Males                 | 3070                  | 2947                       | 2937                           |
| Adult Females               | 3430                  | 3312                       | 3301                           |

| <b>ITV North Scotland</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------------|-----------------------|----------------------------|--------------------------------|
| All Households            | 1173                  | 1123                       | 1117                           |
| All Sets                  | 2426                  | 2426                       | 2420                           |
| All Individuals           | 2668                  | 2571                       | 2556                           |
| Children 0-15             | 444                   | 436                        | 434                            |
| All Adults                | 2224                  | 2135                       | 2122                           |
| Adult Males               | 1090                  | 1040                       | 1032                           |
| Adult Females             | 1134                  | 1095                       | 1090                           |

| <b>ITV South, South East and Channel Islands</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                                   | 4004                  | 3887                       | 3805                           |
| All Sets                                         | 8178                  | 8178                       | 8070                           |
| All Individuals                                  | 9943                  | 9684                       | 9543                           |
| Children 0-15                                    | 1963                  | 1934                       | 1923                           |
| All Adults                                       | 7980                  | 7750                       | 7620                           |
| Adult Males                                      | 3844                  | 3719                       | 3655                           |
| Adult Females                                    | 4136                  | 4031                       | 3965                           |

**Sample bases: ITV Areas**

| <b>ITV East of England</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|----------------------------|-----------------------|----------------------------|--------------------------------|
| All Households             | 2456                  | 2384                       | 2367                           |
| All Sets                   | 5115                  | 5115                       | 5097                           |
| All Individuals            | 6088                  | 5942                       | 5902                           |
| Children 0-15              | 1252                  | 1227                       | 1222                           |
| All Adults                 | 4836                  | 4715                       | 4680                           |
| Adult Males                | 2342                  | 2277                       | 2264                           |
| Adult Females              | 2494                  | 2438                       | 2416                           |

| <b>ITV South West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 1806                  | 1756                       | 1752                           |
| All Sets              | 3626                  | 3626                       | 3622                           |
| All Individuals       | 4251                  | 4161                       | 4152                           |
| Children 0-15         | 747                   | 737                        | 734                            |
| All Adults            | 3504                  | 3424                       | 3418                           |
| Adult Males           | 1684                  | 1640                       | 1635                           |
| Adult Females         | 1820                  | 1784                       | 1783                           |

| <b>ITV Ulster</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-------------------|-----------------------|----------------------------|--------------------------------|
| All Households    | 3914                  | 3825                       | 3459                           |
| All Sets          | 8141                  | 8141                       | 7597                           |
| All Individuals   | 9856                  | 9675                       | 9050                           |
| Children 0-15     | 2139                  | 2105                       | 2045                           |
| All Adults        | 7717                  | 7570                       | 7005                           |
| Adult Males       | 3741                  | 3658                       | 3399                           |
| Adult Females     | 3976                  | 3912                       | 3606                           |

| <b>ITV Border</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-------------------|-----------------------|----------------------------|--------------------------------|
| All Households    | 618                   | 600                        | 597                            |
| All Sets          | 1202                  | 1202                       | 1199                           |
| All Individuals   | 1370                  | 1341                       | 1336                           |
| Children 0-15     | 225                   | 224                        | 224                            |
| All Adults        | 1145                  | 1117                       | 1112                           |
| Adult Males       | 561                   | 547                        | 544                            |
| Adult Females     | 584                   | 570                        | 568                            |

**Sample bases: ITV Areas**

| <b>ITV HTV West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------|-----------------------|----------------------------|--------------------------------|
| All Households      | 1634                  | 1582                       | 1571                           |
| All Sets            | 3258                  | 3258                       | 3242                           |
| All Individuals     | 3978                  | 3863                       | 3830                           |
| Children 0-15       | 739                   | 718                        | 712                            |
| All Adults          | 3239                  | 3145                       | 3118                           |
| Adult Males         | 1573                  | 1525                       | 1506                           |
| Adult Females       | 1666                  | 1620                       | 1612                           |

| <b>ITV HTV Wales</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|----------------------|-----------------------|----------------------------|--------------------------------|
| All Households       | 6791                  | 6630                       | 6603                           |
| All Sets             | 13818                 | 13818                      | 13784                          |
| All Individuals      | 16044                 | 15734                      | 15665                          |
| Children 0-15        | 2937                  | 2908                       | 2893                           |
| All Adults           | 13107                 | 12826                      | 12772                          |
| Adult Males          | 6240                  | 6089                       | 6058                           |
| Adult Females        | 6867                  | 6737                       | 6714                           |

| <b>ITV Channel Islands</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|----------------------------|-----------------------|----------------------------|--------------------------------|
| All Households             | 106                   | 103                        | 103                            |
| All Sets                   | 235                   | 235                        | 235                            |
| All Individuals            | 284                   | 279                        | 279                            |
| Children 0-15              | 67                    | 67                         | 67                             |
| All Adults                 | 217                   | 212                        | 212                            |
| Adult Males                | 110                   | 108                        | 108                            |
| Adult Females              | 107                   | 104                        | 104                            |

| <b>ITV Midlands West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------|-----------------------|----------------------------|--------------------------------|
| All Households           | 5179                  | 5016                       | 4992                           |
| All Sets                 | 10223                 | 10223                      | 10194                          |
| All Individuals          | 12870                 | 12492                      | 12447                          |
| Children 0-15            | 2637                  | 2558                       | 2551                           |
| All Adults               | 10233                 | 9934                       | 9896                           |
| Adult Males              | 5006                  | 4841                       | 4822                           |
| Adult Females            | 5227                  | 5093                       | 5074                           |

### Sample bases: ITV Areas

| <b>ITV Midlands East</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------|-----------------------|----------------------------|--------------------------------|
| All Households           | 2833                  | 2759                       | 2739                           |
| All Sets                 | 5605                  | 5605                       | 5583                           |
| All Individuals          | 7118                  | 6948                       | 6907                           |
| Children 0-15            | 1453                  | 1426                       | 1417                           |
| All Adults               | 5665                  | 5522                       | 5490                           |
| Adult Males              | 2751                  | 2673                       | 2655                           |
| Adult Females            | 2914                  | 2849                       | 2835                           |

| <b>ITV Scotland</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------|-----------------------|----------------------------|--------------------------------|
| All Households      | 4629                  | 4456                       | 4438                           |
| All Sets            | 9236                  | 9236                       | 9212                           |
| All Individuals     | 10616                 | 10259                      | 10217                          |
| Children 0-15       | 1892                  | 1865                       | 1857                           |
| All Adults          | 8724                  | 8394                       | 8360                           |
| Adult Males         | 4160                  | 3987                       | 3969                           |
| Adult Females       | 4564                  | 4407                       | 4391                           |

| <b>ITV Wales &amp; West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------|-----------------------|----------------------------|--------------------------------|
| All Households              | 8425                  | 8212                       | 8174                           |
| All Sets                    | 17076                 | 17076                      | 17026                          |
| All Individuals             | 20022                 | 19597                      | 19495                          |
| Children 0-15               | 3676                  | 3626                       | 3605                           |
| All Adults                  | 16346                 | 15971                      | 15890                          |
| Adult Males                 | 7813                  | 7614                       | 7564                           |
| Adult Females               | 8533                  | 8357                       | 8326                           |

| <b>ITV West Macro</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 10231                 | 9968                       | 9926                           |
| All Sets              | 20702                 | 20702                      | 20648                          |
| All Individuals       | 24273                 | 23758                      | 23647                          |
| Children 0-15         | 4423                  | 4363                       | 4339                           |
| All Adults            | 19850                 | 19395                      | 19308                          |
| Adult Males           | 9497                  | 9254                       | 9199                           |
| Adult Females         | 10353                 | 10141                      | 10109                          |

## Sample bases: ITV Areas

| ITV MidWest     | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 18243          | 17743               | 17657                   |
| All Sets        | 36530          | 36530               | 36425                   |
| All Individuals | 44261          | 43198               | 43001                   |
| Children 0-15   | 8513           | 8347                | 8307                    |
| All Adults      | 35748          | 34851               | 34694                   |
| Adult Males     | 17254          | 16768               | 16676                   |
| Adult Females   | 18494          | 18083               | 18018                   |

| ITV South & South East | All Households | Total TV Households | Multichannel Households |
|------------------------|----------------|---------------------|-------------------------|
| All Households         | 3898           | 3784                | 3702                    |
| All Sets               | 7943           | 7943                | 7835                    |
| All Individuals        | 9659           | 9405                | 9264                    |
| Children 0-15          | 1896           | 1867                | 1856                    |
| All Adults             | 7763           | 7538                | 7408                    |
| Adult Males            | 3734           | 3611                | 3547                    |
| Adult Females          | 4029           | 3927                | 3861                    |

| ITV South East Macro | All Households | Total TV Households | Multichannel Households |
|----------------------|----------------|---------------------|-------------------------|
| All Households       | 6460           | 6271                | 6172                    |
| All Sets             | 13293          | 13293               | 13167                   |
| All Individuals      | 16031          | 15626               | 15445                   |
| Children 0-15        | 3215           | 3161                | 3145                    |
| All Adults           | 12816          | 12465               | 12300                   |
| Adult Males          | 6186           | 5996                | 5919                    |
| Adult Females        | 6630           | 6469                | 6381                    |

| North Macro     | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 11221          | 10940               | 10851                   |
| All Sets        | 23092          | 23092               | 22970                   |
| All Individuals | 26861          | 26274               | 26109                   |
| Children 0-15   | 5293           | 5198                | 5176                    |
| All Adults      | 21568          | 21076               | 20933                   |
| Adult Males     | 10344          | 10084               | 10011                   |
| Adult Females   | 11224          | 10992               | 10922                   |

## Sample bases: ITV Areas

| <b>ITV Yorks / North East Macro</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-------------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                      | 5431                  | 5286                       | 5211                           |
| All Sets                            | 11260                 | 11260                      | 11157                          |
| All Individuals                     | 12833                 | 12555                      | 12416                          |
| Children 0-15                       | 2585                  | 2548                       | 2528                           |
| All Adults                          | 10248                 | 10007                      | 9888                           |
| Adult Males                         | 4874                  | 4744                       | 4684                           |
| Adult Females                       | 5374                  | 5263                       | 5204                           |

| <b>ITV North-West / Border Macro</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                       | 5790                  | 5654                       | 5640                           |
| All Sets                             | 11832                 | 11832                      | 11813                          |
| All Individuals                      | 14028                 | 13719                      | 13693                          |
| Children 0-15                        | 2708                  | 2650                       | 2648                           |
| All Adults                           | 11320                 | 11069                      | 11045                          |
| Adult Males                          | 5470                  | 5340                       | 5327                           |
| Adult Females                        | 5850                  | 5729                       | 5718                           |

| <b>S4C</b>      | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------|-----------------------|----------------------------|--------------------------------|
| All Households  | 6791                  | 6630                       | 6603                           |
| All Sets        | 13818                 | 13818                      | 13784                          |
| All Individuals | 16044                 | 15734                      | 15665                          |
| Children 0-15   | 2937                  | 2908                       | 2893                           |
| All Adults      | 13107                 | 12826                      | 12772                          |
| Adult Males     | 6240                  | 6089                       | 6058                           |
| Adult Females   | 6867                  | 6737                       | 6714                           |

| <b>C4/Five South Macro Region</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                    | 16691                 | 16239                      | 16098                          |
| All Sets                          | 33995                 | 33995                      | 33815                          |
| All Individuals                   | 40304                 | 39384                      | 39092                          |
| Children 0-15                     | 7638                  | 7524                       | 7484                           |
| All Adults                        | 32666                 | 31860                      | 31608                          |
| Adult Males                       | 15683                 | 15250                      | 15118                          |
| Adult Females                     | 16983                 | 16610                      | 16490                          |

**Sample bases: ITV Areas**

| <b>C4/Five North<br/>Macro Region</b> | <b>All Households</b> | <b>Total TV<br/>Households</b> | <b>Multichannel<br/>Households</b> |
|---------------------------------------|-----------------------|--------------------------------|------------------------------------|
| All Households                        | 10603                 | 10340                          | 10254                              |
| All Sets                              | 21890                 | 21890                          | 21771                              |
| All Individuals                       | 25491                 | 24933                          | 24773                              |
| Children 0-15                         | 5068                  | 4974                           | 4952                               |
| All Adults                            | 20423                 | 19959                          | 19821                              |
| Adult Males                           | 9783                  | 9537                           | 9467                               |
| Adult Females                         | 10640                 | 10422                          | 10354                              |

| <b>C4/Five Scotland<br/>Macro Region</b> | <b>All Households</b> | <b>Total TV<br/>Households</b> | <b>Multichannel<br/>Households</b> |
|------------------------------------------|-----------------------|--------------------------------|------------------------------------|
| All Households                           | 5247                  | 5056                           | 5035                               |
| All Sets                                 | 10438                 | 10438                          | 10411                              |
| All Individuals                          | 11986                 | 11600                          | 11553                              |
| Children 0-15                            | 2117                  | 2089                           | 2081                               |
| All Adults                               | 9869                  | 9511                           | 9472                               |
| Adult Males                              | 4721                  | 4534                           | 4513                               |
| Adult Females                            | 5148                  | 4977                           | 4959                               |

## **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 2012)**

# BARB Establishment Survey

## Questionnaire Script

**September 2012**

**Version 11.0**

**13/07/2012**

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### INTRODUCTION

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

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

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

**[JOINT] HEAD OF HOUSEHOLD**

**[JOINT] HOUSEPERSON**

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

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

## ATTITUDINAL AND INTRO SECTION

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

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

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

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

## INITIAL HOUSEHOLD LEVEL SECTION

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

**ASK IF H66=YES****FILTER BY REGIONS WHICH HAVE NOT COMPLETED DSO****H67** Do you receive digital television services, such as Freeview, via an aerial?

Yes

No

**ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET****H68** **SHOW SCREEN**

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

Via a direct connection to the internet

Via a connection to a games console

Via a connection to a computer

BT Vision

TalkTalk TV (formerly Tiscali TV)

Other (Specify)

None of these

**IF NO METHOD CLAIMED AT HH****ASK IF H66, H64, H65 ALL = NO AND H68 = NONE OF THESE****H69** How does your home receive its television programmes?

Interviewer to code all methods

Cable

&lt;RECODE H64 = YES&gt;

Satellite

&lt;RECODE H65 = YES&gt;

An aerial with a digital signal (known as Freeview) &lt;RECODE H66=YES AND H67=YES&gt;

An aerial with an analogue signal

**(ROUTE ON DSO STATUS)**

&lt;RECODE H66 = YES AND H67 = NO&gt;

TalkTalk

&lt;RECODE H68 = TALKTALK&gt;

BT Vision

&lt;RECODE H68 = BT VISION&gt;

A connection to a games console

&lt;RECODE H68 = CONSOLE&gt;

A connection to a computer

&lt;RECODE H68 = COMPUTER&gt;

A direct connection to the internet

&lt;RECODE H68 = INTERNET&gt;

Another TV supplier (Specify)

&lt;RECODE H68 = OTHER&gt;

No TV signals received &lt;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&gt;

**ASK IF (H66=NO) AND (H64=YES OR H65=YES OR H68 NOT = NONE OF THESE)****H70** You have said that your household receives TV programmes via:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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

A connection to a computer (if H68 = computer)

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

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

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

Yes

No – an aerial is used on at least one set

&lt;RECODE H66 TO YES, ASK

H67

IF ROUTED IN&gt;

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

## END OF INITIAL HOUSEHOLD LEVEL SECTION

## START OF SET LOOP

**REPEAT THE FOLLOWING QUESTIONS FOR ALL WORKING TV SETS  
THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:**  
A) IN USE (COUNTED AT H63)  
B) TEMPORARILY OUT OF ORDER (CODED AT H82) –  
**EXCLUDE COMPUTERS USED TO WATCH TV**

**NOTE TO SCRIPTER: NEED TO REPLICATE THE CURRENT SET SUMMARY INFO AS WE WONT HAVE ALL  
OF THESE AT THE START OF THE LOOP**  
(IF 1<sup>st</sup> TV) Talking about your **main set** only, which is located in the <<INSERT S3 RESPONSE>>.  
**FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2<sup>nd</sup>/3<sup>rd</sup> set...” ETC AS APPLICABLE FOR S4-S38**  
**DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT**

### ASK FOR ALL SETS

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

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

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

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

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

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

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

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

### S3 SHOW SCREEN

In which room in your house is this TV set?

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

### ASK ONLY IF WORKING TV SET

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

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

WRITE IN (2 digits required)  
Don't know

### ASK ONLY IF WORKING TV SET

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

Claim  
Actual measurement

## CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

### ASK IF H63=1

#### S64 IF ONE METHOD CLAIMED AT HH LEVEL

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

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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

A connection to a computer (if H68 = computer)

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

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

Is this the method used by this set?

#### IF 2+ METHODS CLAIMED AT HH LEVEL

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

DISPLAY LIST AS ABOVE

Are all of these received on this set?

Yes

CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE

No

GO TO S63

### ASK IF (H67 = YES OR (H66 = YES AND DSO = YES)) AND S64=YES

#### S65 SHOW SCREEN

How does this set receive its TV services via this aerial?

Separate box

Built-in reception

Both (separate box and built-in reception)

Don't know

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

### ASK IF S64=YES

#### S66 In addition to:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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

A connection to a computer (if H68 = computer)

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

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

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

Yes

GO TO S61

No

GO TO S24

**INSTRUCTION FOR SCRIPT WRITER:**

| <b>FORCE CODE AS FOLLOWS:</b>                                                                       | <b>CODE</b>                                      |
|-----------------------------------------------------------------------------------------------------|--------------------------------------------------|
| <b>SINGLE PLATFORM HOUSEHOLDS ONLY</b>                                                              |                                                  |
| IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = NO AND H68 = NONE OF THESE                         | S9a = YES AND S14a = NO                          |
| IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = SEPARATE BOX AND H68 = NONE OF THESE | S9a = YES AND S14a = YES AND S14b = SEPARATE BOX |
| IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BUILT IN AND H68 = NONE OF THESE     | S9a = YES AND S14a = YES AND S14b = BUILT IN     |
| IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BOTH AND H68 = NONE OF THESE         | S9a = YES AND S14a = YES AND S14b = BOTH         |
| IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = DON'T KNOW AND H68 = NONE OF THESE   | S9a = YES AND S14a = YES AND S14b = BUILT IN     |
| IF H66 = NO AND H64 = YES AND H65 = NO AND H68 = NONE OF THESE                                      | S10a = YES                                       |
| IF H66 = NO AND H64 = NO AND H65 = YES AND H68 = NONE OF THESE                                      | S11a = YES                                       |
| IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = TALKTALK                                            | S54a = YES                                       |
| IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = BT VISION                                           | S55a = YES                                       |
| IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = OTHER (SPECIFY)                                     | S59a = YES                                       |
| IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = GAMES CONSOLE                                       | S56a = YES                                       |
| IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = COMPUTER                                            | S57a = YES                                       |
| IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = DIRECT CONNECTION VIA THE INTERNET                  | S58a = YES                                       |
| <b>MULTI PLATFORM HOUSEHOLDS ONLY</b>                                                               |                                                  |
| IF H66 = YES AND H67 = NO                                                                           | S9b = YES AND S14a = NO                          |
| IF H66 = YES AND H67 = YES AND S65 = SEPARATE BOX                                                   | S9b = YES AND S14a = YES AND S14b = SEPARATE BOX |
| IF H66 = YES AND H67 = YES AND S65 = BUILT IN                                                       | S9b = YES AND S14a = YES AND S14b = BUILT IN     |
| IF H66 = YES AND H67 = YES AND S65 = BOTH                                                           | S9b = YES AND S14a = YES AND S14b = BOTH         |
| IF H66 = YES AND H67 = YES AND S65 = DON'T KNOW                                                     | S9b = YES AND S14a = YES AND S14b = BUILT IN     |
| IF H64 = YES                                                                                        | S10b = YES                                       |
| IF H65 = YES                                                                                        | S11b = YES                                       |
| IF H68 = TALKTALK                                                                                   | S54b = YES                                       |
| IF H68 = BT VISION                                                                                  | S55b = YES                                       |
| IF H68 = OTHER (SPECIFY)                                                                            | S59b = YES                                       |
| IF H68 = GAMES CONSOLE                                                                              | S56b = YES                                       |
| IF H68 = COMPUTER                                                                                   | S57b = YES                                       |
| IF H68 = DIRECT CONNECTION VIA THE INTERNET                                                         | S58b = YES                                       |

## CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

|                                                             |                                                                                                                               |
|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK IF H64=YES AND CABLE ONLY CLAIMED AT HH</b>          |                                                                                                                               |
| <b>S10a</b>                                                 | Can you confirm that this set is connected to cable TV services?                                                              |
|                                                             | Yes<br>No                                                                                                                     |
| <b>ASK IF H64=YES AND 2+ PLATFORMS CLAIMED AT HH</b>        |                                                                                                                               |
| <b>S10b</b>                                                 | Is this set connected to cable TV services?                                                                                   |
|                                                             | Yes<br>No                                                                                                                     |
| <b>ASK IF H65 = YES AND SATELLITE ONLY CLAIMED AT HH</b>    |                                                                                                                               |
| <b>S11a</b>                                                 | Can you confirm that this set is connected to satellite TV services?                                                          |
|                                                             | Yes<br>No                                                                                                                     |
| <b>ASK IF H65 = YES AND 2+ PLATFORMS CLAIMED AT HH</b>      |                                                                                                                               |
| <b>S11b</b>                                                 | Is this set connected to satellite TV services?                                                                               |
|                                                             | Yes<br>No                                                                                                                     |
| <b>ASK IF H66=YES AND AERIAL ONLY CLAIMED AT HH</b>         |                                                                                                                               |
| <b>S9a</b>                                                  | Can you confirm that this set receives TV programmes via an aerial?                                                           |
|                                                             | Yes<br>No                                                                                                                     |
| <b>ASK IF H66=YES AND 2+ PLATFORMS CLAIMED AT HH</b>        |                                                                                                                               |
| <b>S9b</b>                                                  | Does this set receive TV programmes via an aerial?                                                                            |
|                                                             | Yes<br>No                                                                                                                     |
| <b>NON DSO AREAS</b>                                        |                                                                                                                               |
| <b>ASK IF S9A/B = YES</b>                                   |                                                                                                                               |
| <b>S14a</b>                                                 | Does this set receive Freeview? <span style="float: right;">SP</span>                                                         |
|                                                             | Freeview is the <b>digital</b> TV service available through an aerial and which gives you a selection of 16 or more channels. |
|                                                             | Yes<br>No<br>Don't know                                                                                                       |
| <b>DSO AREAS ASK IF S9A/B = YES</b>                         |                                                                                                                               |
| <b>NON DSO AREAS ASK IF S14a = YES</b>                      |                                                                                                                               |
| <b>S14b</b>                                                 | <b>SHOW SCREEN</b> <span style="float: right;">SP</span>                                                                      |
|                                                             | How does this set receive its TV services via this aerial?                                                                    |
|                                                             | Separate box<br>Built-in reception<br>Both (separate box and built-in reception)<br>Don't know                                |
| <b>ASK IF H68= TALKTALK AND TALKTALK ONLY CLAIMED AT HH</b> |                                                                                                                               |
| <b>S54a</b>                                                 | Can you confirm that this set receives TV from TALKTALK?                                                                      |
|                                                             | Yes<br>No                                                                                                                     |
| <b>ASK IF H68= TALKTALK AND 2+ PLATFORMS CLAIMED AT HH</b>  |                                                                                                                               |
| <b>S54b</b>                                                 | Does this set receive TV from TALKTALK?                                                                                       |
|                                                             | Yes<br>No                                                                                                                     |

|                                                                                   |                                                                                               |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>ASK IF H68= BT VISION AND BT VISION ONLY CLAIMED AT HH</b>                     |                                                                                               |
| <b>S55a</b>                                                                       | Can you confirm that this set receives TV from BT Vision?                                     |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK IF H68= BT VISION AND 2+ PLATFORMS CLAIMED AT HH</b>                       |                                                                                               |
| <b>S55b</b>                                                                       | Does this set receive TV from BT Vision?                                                      |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK IF H68= GAMES CONSOLE AND GAMES CONSOLE ONLY CLAIMED AT HH</b>             |                                                                                               |
| <b>S56a</b>                                                                       | Can you confirm that this set receives TV programmes via a connection to a games console?     |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK IF H68= GAMES CONSOLE AND 2+ PLATFORMS CLAIMED AT HH</b>                   |                                                                                               |
| <b>S56b</b>                                                                       | Does this set receive TV programmes via a connection to a games console?                      |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK IF H68= COMPUTER AND COMPUTER ONLY CLAIMED AT HH</b>                       |                                                                                               |
| <b>S57a</b>                                                                       | Can you confirm that this set receives TV programmes via a connection to a computer?          |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK IF H68= COMPUTER AND 2+ PLATFORMS CLAIMED AT HH</b>                        |                                                                                               |
| <b>S57b</b>                                                                       | Does this set receive TV programmes via a connection to a computer?                           |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK IF H68= INTERNET AND INTERNET ONLY CLAIMED AT HH</b>                       |                                                                                               |
| <b>S58a</b>                                                                       | Can you confirm that this set receives TV programmes via a direct connection to the internet? |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK H68= INTERNET AND 2+ PLATFORMS CLAIMED AT HH</b>                           |                                                                                               |
| <b>S58b</b>                                                                       | Does this set receive TV programmes via a direct connection to the internet?                  |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK IF H68= OTHER (SPECIFY) SUPPLIER AND OTHER(SPECIFY) ONLY CLAIMED AT HH</b> |                                                                                               |
| <b>S59a</b>                                                                       | Can you confirm that this set receives TV from another supplier: <H68 Other>?                 |
|                                                                                   | Yes<br>No                                                                                     |
| <b>ASK IF H68= OTHER (SPECIFY) SUPPLIER AND 2+ PLATFORMS CLAIMED AT HH</b>        |                                                                                               |
| <b>S59b</b>                                                                       | Does this set receive TV from another supplier: <H68 Other>?                                  |
|                                                                                   | Yes<br>No                                                                                     |

|                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK IF AT LEAST ONE PLATFORM CLAIMED AT S9A/B/C, S10A/B, S11A/B, S54A/B, S55A/B, S56A/B, S57A/B, S58A/B, S59A/B</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>S60</b>                                                                                                             | <p>In addition to receiving TV programmes via:</p> <p>DISPLAY AS APPROPRIATE:<br/>           Cable (if S10a/b = Yes)<br/>           Satellite (if S11a/b = Yes)<br/>           A TV Aerial (if S9a/b = Yes)<br/>           TalkTalk (if <b>S54A/B</b> = Yes)<br/>           BT Vision (if <b>S55A/B</b> = BT Vision)<br/>           A connection to a games console (if <b>S56A/B</b> = games console)<br/>           A connection to a computer (if <b>S57A/B</b> = computer)<br/>           A direct connection to the internet (if H68 = internet)<br/>           Another TV supplier (H68 verbatim) (if <b>S59A/B</b> = other)</p> <p>Are there any other methods this set can use to receive TV programmes?</p> <p>Yes    GO TO S61<br/>           No    GO TO S24</p> |

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

|                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------------|-----------|-----------------------------|------------------------------------------------------------------------|------------------------------|--|-----------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------|--|-------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------|--|----------------------------------------------|----------|----------------------------------|-----------|------------------------------------|---------------|----------------------------------|----------|-----------------------------------|-----------------------------------|-------------------------------------|-------------------------------|------------------------------------|---------------|--|------------|--|
| <b>ASK IF S66 = YES OR S60 = YES</b>                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| <b>S61</b>                                                                 | <p>Which other methods can you use to receive TV programmes on this set? <span style="float: right;">MP</span></p> <p><b>NOTE: INTERVIEWER TO PROBE FULLY</b><br/> <b>NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED</b><br/> <b>NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE</b></p> <table border="0"> <tr> <td>Cable</td> <td>CODE S10a/b=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a/b=YES AND H65=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview) and a separate box</td> <td><b>(ROUTE ON ANY AERIAL)</b></td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14a=Yes S14b=SEPARATE BOX, H66=YES AND H67=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview) and built-in reception</td> <td><b>(ROUTE ON ANY AERIAL)</b></td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14a=Yes S14b=BUILT IN, H66=YES AND H67=YES</td> </tr> <tr> <td>An outdoor or indoor Aerial with an analogue signal</td> <td><b>(ROUTE SEPARATELY ON ANY AERIAL AND ON DSO STATUS)</b></td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14a=NO, H66=YES AND H67=YES</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a/b=YES AND H68=TALKTALK</td> </tr> <tr> <td>BT Vision</td> <td>CODE S55a/b =YES AND H68=BT VISION</td> </tr> <tr> <td>Games Console</td> <td>CODE S56a/b =YES AND H68=CONSOLE</td> </tr> <tr> <td>Computer</td> <td>CODE S57a/b =YES AND H68=COMPUTER</td> </tr> <tr> <td>Direct connection to the internet</td> <td>CODE S58a/b =YES AND H68 = INTERNET</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a/b</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table> | Cable | CODE S10a/b=YES AND H64=YES | Satellite | CODE S11a/b=YES AND H65=YES | An aerial with a digital signal (known as Freeview) and a separate box | <b>(ROUTE ON ANY AERIAL)</b> |  | CODE S9a/b=YES, S14a=Yes S14b=SEPARATE BOX, H66=YES AND H67=YES | An aerial with a digital signal (known as Freeview) and built-in reception | <b>(ROUTE ON ANY AERIAL)</b> |  | CODE S9a/b=YES, S14a=Yes S14b=BUILT IN, H66=YES AND H67=YES | An outdoor or indoor Aerial with an analogue signal | <b>(ROUTE SEPARATELY ON ANY AERIAL AND ON DSO STATUS)</b> |  | CODE S9a/b=YES, S14a=NO, H66=YES AND H67=YES | TalkTalk | CODE S54a/b=YES AND H68=TALKTALK | BT Vision | CODE S55a/b =YES AND H68=BT VISION | Games Console | CODE S56a/b =YES AND H68=CONSOLE | Computer | CODE S57a/b =YES AND H68=COMPUTER | Direct connection to the internet | CODE S58a/b =YES AND H68 = INTERNET | Another TV supplier (Specify) | CODE H68=OTHER. DO NOT CODE S59a/b | None of these |  | Don't know |  |
| Cable                                                                      | CODE S10a/b=YES AND H64=YES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| Satellite                                                                  | CODE S11a/b=YES AND H65=YES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| An aerial with a digital signal (known as Freeview) and a separate box     | <b>(ROUTE ON ANY AERIAL)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
|                                                                            | CODE S9a/b=YES, S14a=Yes S14b=SEPARATE BOX, H66=YES AND H67=YES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| An aerial with a digital signal (known as Freeview) and built-in reception | <b>(ROUTE ON ANY AERIAL)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
|                                                                            | CODE S9a/b=YES, S14a=Yes S14b=BUILT IN, H66=YES AND H67=YES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| An outdoor or indoor Aerial with an analogue signal                        | <b>(ROUTE SEPARATELY ON ANY AERIAL AND ON DSO STATUS)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
|                                                                            | CODE S9a/b=YES, S14a=NO, H66=YES AND H67=YES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| TalkTalk                                                                   | CODE S54a/b=YES AND H68=TALKTALK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| BT Vision                                                                  | CODE S55a/b =YES AND H68=BT VISION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| Games Console                                                              | CODE S56a/b =YES AND H68=CONSOLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| Computer                                                                   | CODE S57a/b =YES AND H68=COMPUTER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| Direct connection to the internet                                          | CODE S58a/b =YES AND H68 = INTERNET                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| Another TV supplier (Specify)                                              | CODE H68=OTHER. DO NOT CODE S59a/b                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| None of these                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |
| Don't know                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |                             |           |                             |                                                                        |                              |  |                                                                 |                                                                            |                              |  |                                                             |                                                     |                                                           |  |                                              |          |                                  |           |                                    |               |                                  |          |                                   |                                   |                                     |                               |                                    |               |  |            |  |

**RECODE H66 - H68 AS APPROPRIATE**

|                                                                                                                    |                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET</b>                                                               |                                                                                                                                                                                                          |
| <b>IF H63&gt;1 AND NONE OF S10A/B AND S11A/B AND S9A/B/C AND S54A/B, S55A/B, S56A/B, S57A/B, S58A/B, S59A/B =1</b> |                                                                                                                                                                                                          |
| <b>S62</b>                                                                                                         | <p>You have said this set does not receive TV programmes by any method, is this correct?</p> <p>Yes    (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET<br/>           No    GO TO S63</p> |

**ASK IF S64=NO OR ASK IF S62=NO**

**S63** Which methods can you use to receive TV programmes on this set?

**NOTE: INTERVIEWER TO PROBE FULLY**

**NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE**

|                                                                              |                                                                          |
|------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| Cable                                                                        | CODE S10a/b=YES AND H64=YES                                              |
| Satellite                                                                    | CODE S11a/b=YES AND H65=YES                                              |
| An aerial with a digital signal (known as Freeview) and a separate box       | CODE S9=YES, S14=SEPARATE BOX, H66=YES AND H67=YES                       |
| An aerial with a digital signal (known as Freeview) and built-in reception   | CODE S9=YES, S14=BUILT IN, H66=YES AND H67=YES                           |
| An outdoor or indoor Aerial with an analogue signal                          | <b>(ROUTE ON DSO STATUS)</b><br>CODE S9=YES, S14=NO, H66=YES AND H67=YES |
| TalkTalk                                                                     | CODE S54a/b=YES AND H68=TALKTALK                                         |
| BT Vision                                                                    | CODE S55a/b =YES AND H68=BT VISION                                       |
| Games Console                                                                | CODE S56a/b =YES AND H68=CONSOLE                                         |
| Computer                                                                     | CODE S57a/b =YES AND H68=COMPUTER                                        |
| Direct connection to the internet                                            | CODE S58a/b =YES, AND H68 = INTERNET                                     |
| Another TV supplier (Specify)                                                | CODE H68=OTHER.                                                          |
|                                                                              | CODE S59a ONLY IF SINGLE CODE CHOSEN                                     |
| None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET |                                                                          |
| Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET    |                                                                          |

**RECODE H66 - H68 AS APPROPRIATE**

**END OF PLATFORM CODING FOR SET**

## EQUIPMENT CODING FOR ALL SETS

| ASK IF YES AT S10, OTHERWISE GO TO S18                                                                                                                                                                                                                                                                                                                                                        |             |    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----|
| S24                                                                                                                                                                                                                                                                                                                                                                                           | SHOW SCREEN | SP |
| <p>(IF S9, S11 OR ANY OF S54a/b TO S58a/b = YES) You have said this set is able to receive TV services via cable.</p> <p>Can the cable box also be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo.</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p>Yes<br/>No<br/>Don't know<br/>Further information</p> |             |    |
| ASK IF YES AT S10 OTHERWISE GO TO S18                                                                                                                                                                                                                                                                                                                                                         |             |    |
| S53                                                                                                                                                                                                                                                                                                                                                                                           | SHOW SCREEN | SP |
| <p>I would now like to ask you about High Definition television or HD.</p> <p>Are you able to receive HD channels via cable TV?</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p>Yes<br/>No<br/>Don't know<br/>Further information</p>                                                                                                                 |             |    |
| ASK IF YES AT S11, OTHERWISE GO TO S25                                                                                                                                                                                                                                                                                                                                                        |             |    |
| S18                                                                                                                                                                                                                                                                                                                                                                                           | SHOW SCREEN | MP |
| <p>(IF S9, S10 OR ANY OF S54A/B TO S58A/B = YES) You have said this set is able to receive TV services via satellite</p> <p>How do you receive your satellite service?</p> <p>Sky – with subscription (only 1 Sky code permitted)<br/> Sky – without subscription (only 1 Sky code permitted)<br/> Freesat – <b>not</b> Sky<br/> Other – <b>not</b> Sky or Freesat<br/> Don't know</p>        |             |    |
| ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22                                                                                                                                                                                                                                                                                                                                          |             |    |
| S20                                                                                                                                                                                                                                                                                                                                                                                           | SHOW SCREEN | SP |
| <p>Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes.</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p>Yes<br/>No<br/>Don't know<br/>Further information</p>                                                                                                                                                       |             |    |
| ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22                                                                                                                                                                                                                                                                                                                                          |             |    |
| S21                                                                                                                                                                                                                                                                                                                                                                                           | SHOW SCREEN | SP |
| <p>(IF S53 HAS NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p>Yes<br/>No<br/>Don't know<br/>Further information</p>                                           |             |    |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                    |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------|
| <b>ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    |           |
| <b>S22</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>SHOW SCREEN</b> | <b>SP</b> |
| <p>Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes.</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p> <a href="#">Yes</a><br/> <a href="#">No</a><br/> <a href="#">Don't know</a><br/> <a href="#">Further information</a> </p>                                                                                                                                                                                                                                                        |                    |           |
| <b>ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    |           |
| <b>S23</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>SHOW SCREEN</b> | <b>SP</b> |
| <p><b>(IF S53 AND S21 HAVE NOT BEEN ASKED)</b> I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p> <a href="#">Yes</a><br/> <a href="#">No</a><br/> <a href="#">Don't know</a><br/> <a href="#">Further information</a> </p>                                                                                                                          |                    |           |
| <b>ASK IF CODE 1 OR 3 (FREEVIEW WITH SEPARATE BOX OR BOTH) AT S14b OR S65, OTHERWISE GO TO S51</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                    |           |
| <b>S25</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>SHOW SCREEN</b> | <b>SP</b> |
| <p><b>(IF S10 or S11 or ANY OF S54A/B TO S58A/B = YES)</b><br/>         You have said this set is able to receive TV programmes via a separate Freeview box.</p> <p>Can this box also be used to record TV programmes</p> <p><b>(IF S10 AND S11 AND ANY OF S54A/B TO S58A/B = NO)</b><br/>         Can the Freeview box be used to record TV programmes?</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p> <a href="#">Yes</a><br/> <a href="#">No</a><br/> <a href="#">Don't know</a><br/> <a href="#">Further information</a> </p> |                    |           |
| <b>ASK IF YES (CODES 1 OR 2 OR 3) AT S14b OR S65, OTHERWISE GO TO S51</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                    |           |
| <b>S50</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>SHOW SCREEN</b> | <b>SP</b> |
| <p><b>(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED)</b> I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to Freeview HD? Freeview HD is the high definition service available with Freeview</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p> <a href="#">Yes</a><br/> <a href="#">No</a><br/> <a href="#">Don't know</a><br/> <a href="#">Further information</a> </p>                                                                                                               |                    |           |

| ASK FOR ALL TVS |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |    |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S51</b>      | <p>(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1)</p> <p>In addition to the</p> <p>(S20=1 AND S21=2/9) Sky+ box</p> <p>(S21=1) Sky+ HD box</p> <p>(S22=1) Freesat+ box</p> <p>(S24=1) Cable, V+ or Tivo box</p> <p>(S25=1) Freeview recorder</p> <p>Do you have any other &lt;if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1&gt; equipment connected to or built into this set that allows you to record TV programmes?</p> <p>Yes</p> <p>No</p> <p>Don't know</p> | SP |

| ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S52 |                                                                                                                                                                                                                                                                                                             |    |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S38</b>                                                 | <p><b>SHOW SCREEN</b></p> <p>In which ways do the recorders connected or built-in to this set record and store TV programmes?</p> <p>(OPTIONS REORDERED)</p> <p>On to Video Tapes</p> <p>On to a <b>digital</b> video recorder</p> <p>On to DVD or Blu-ray discs</p> <p>None of these</p> <p>Don't know</p> | MP |

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

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

**END OF SET LOOPS**

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## HH VS SETS – PLATFORM VALIDATION QUESTIONS

|                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                      |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>FOR 2+ SETS</b><br><b>ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL</b><br><b>ASK IF H64=YES AND S10=NO FOR ALL SETS</b>                                |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H83</b>                                                                                                                                                                      | 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?<br><br>Yes                                      ASK H84<br>No                                         RECODE H64 TO NO                                                                                    |    |
| <b>ASK IF H83=YES</b>                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H84</b>                                                                                                                                                                      | Which of the sets you have mentioned is connected to cable TV services?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br><br>CODE SETS 1-9<br>None of these                      RECODE H64 TO NO, RECODE H83 to NO<br>Don't know                        RECODE H64 TO NO, RECODE H83 to NO                                                                         | MP |
| <b>RECODE S10 FOR SETS CLAIMED AT H83 – GO TO S24, S53 FOR EACH SET IN TURN</b><br><b>INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS</b>        |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>FOR 2+ SETS</b><br><b>ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL</b><br><b>ASK IF H65=YES AND S11=NO FOR ALL SETS</b>                        |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H85</b>                                                                                                                                                                      | 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<br><br>Yes                                      ASK H86<br>No                                        RECODE H65 TO NO                                                                          |    |
| <b>ASK IF H85=YES</b>                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H86</b>                                                                                                                                                                      | Which of the sets you have mentioned is connected to satellite TV services?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br><br>CODE SETS 1-9<br>None of these                      RECODE H65 TO NO, RECODE H85 to NO<br>Don't know                        RECODE H65 TO NO, RECODE H85 to NO                                                                     | MP |
| <b>RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S18-S23 FOR EACH SET IN TURN</b><br><b>INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS</b>         |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>FOR 2+ SETS</b><br><b>ASK IF AERIAL CLAIMED AT HH LEVEL AND NO AERIAL CLAIMED AT SET LEVEL</b><br><b>ASK IF H66=YES AND S9=NO FOR ALL SETS</b>                               |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H87</b>                                                                                                                                                                      | 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<br><br>Yes                                      ASK H88<br>No                                        RECODE H66 TO NO                                                                  |    |
| <b>ASK IF H87=YES</b>                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H88</b>                                                                                                                                                                      | Which of the sets you have mentioned receives TV services from a TV aerial?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br><br>CODE SETS 1-9<br>None of these                      RECODE H66 TO NO, RECODE H87 to NO<br>Don't know                        RECODE H66 TO NO, RECODE H87 to NO                                                                     | MP |
| <b>RECODE S9 FOR SETS CLAIMED AT H88 – GO TO S14, S25 AND S50 FOR EACH SET IN TURN</b><br><b>INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS</b> |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>FOR 2+ SETS</b><br><b>ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br><b>ASK IF TALKTALK AT H68 AND S54A/B=NO FOR ALL SETS</b>           |                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>H89</b>                                                                                                                                                                      | You said that your household was able to access TV services from TALKTALK but no set has TALKTALK claimed. Are you able to access TV services via TALKTALK<br><br>Yes                                      ASK H90<br>No                                        IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br>IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK |    |

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF H89=YES</b>                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>H90</b>                                                                                | Which of the sets you have mentioned receives TV services from TALKTALK?                                                                                                                                                                                                                                                                                                                                                                                         | MP |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|                                                                                           | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> CODE SETS 1-9<br/>None of these<br/><br/>Don't know </div> <div style="width: 65%;"> RECODE H89 to NO<br/> IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br/> IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK<br/> RECODE H89 to NO<br/> IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br/> IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK </div> </div>         |    |
| <b>RECODE S54A/B FOR SETS CLAIMED AT H90</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>FOR 2+ SETS</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b>      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF BT VISION AT H68 AND S55A/B=NO FOR ALL SETS</b>                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>H91</b>                                                                                | 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                                                                                                                                                                                                                                                                                                    |    |
|                                                                                           | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> Yes<br/>No </div> <div style="width: 65%;"> ASK H92<br/> IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br/> IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION </div> </div>                                                                                                                                                                                            |    |
| <b>ASK IF H91=YES</b>                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>H92</b>                                                                                | Which of the sets you have mentioned receives TV services from BT Vision?                                                                                                                                                                                                                                                                                                                                                                                        | MP |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|                                                                                           | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> CODE SETS 1-9<br/>None of these<br/><br/>Don't know </div> <div style="width: 65%;"> RECODE H91 to NO<br/> IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br/> IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION<br/> RECODE H91 to NO<br/> IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br/> IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION </div> </div>       |    |
| <b>RECODE S55A/B FOR SETS CLAIMED AT H92</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>FOR 2+ SETS</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF GAMES CONSOLE AT H68 AND S56A/B=NO FOR ALL SETS</b>                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>H93</b>                                                                                | 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?                                                                                                                                                                                                                                                                                  |    |
|                                                                                           | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> Yes<br/>No </div> <div style="width: 65%;"> ASK H94<br/> IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br/> IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD </div> </div>                                                                                                                                                                                         |    |
| <b>ASK IF H93=YES</b>                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>H94</b>                                                                                | Which of the sets you have mentioned receives TV services via a Games Console?                                                                                                                                                                                                                                                                                                                                                                                   | MP |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|                                                                                           | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> CODE SETS 1-9<br/>None of these<br/><br/>Don't know </div> <div style="width: 65%;"> RECODE H93 to NO<br/> IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br/> IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD<br/> RECODE H93 to NO<br/> IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br/> IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD </div> </div> |    |
| <b>RECODE S56A/B FOR SETS CLAIMED AT H94</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>FOR 2+ SETS</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <b>ASK IF COMPUTER AT H68 AND S57A/B=NO FOR ALL SETS</b>                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |

|            |                                                                                                                                                                  |                                                                                                          |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>H95</b> | 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                                                                                                                                                              | ASK H96                                                                                                  |
|            | No                                                                                                                                                               | IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br>IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD |

**ASK IF H95=YES**

|            |                                                                           |                                                                                                                              |
|------------|---------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>H96</b> | Which of the sets you have mentioned receives TV services via a computer? | MP                                                                                                                           |
|            | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                   |                                                                                                                              |
|            | CODE SETS 1-9                                                             |                                                                                                                              |
|            | None of these                                                             | RECODE H95 to NO<br>IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br>IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD |
|            | Don't know                                                                | RECODE H95 to NO<br>IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br>IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD |

**RECODE S57A/B FOR SETS CLAIMED AT H96**

**FOR 2+ SETS**

**ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL**

**ASK IF IINTERNET AT H68 AND S58A/B=NO FOR ALL SETS**

|            |                                                                                                                                                                                                                                             |                                                                                                          |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>H97</b> | 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                                                                                                                                                                                                                                         | ASK H98                                                                                                  |
|            | No                                                                                                                                                                                                                                          | IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br>IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD |

**ASK IF H95=YES**

|            |                                                                                                    |                                                                                                                              |
|------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>H98</b> | Which of the sets you have mentioned receives TV services via a direct connection to the internet? | MP                                                                                                                           |
|            | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                            |                                                                                                                              |
|            | CODE SETS 1-9                                                                                      |                                                                                                                              |
|            | None of these                                                                                      | RECODE H97 to NO<br>IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br>IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD |
|            | Don't know                                                                                         | RECODE H97 to NO<br>IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO<br>IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD |

**RECODE S58a/b FOR SETS CLAIMED AT H98**

**FORCE CODE AS FOLLOWS:**

IF H83, H85, H87, H89, H91, 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**

## SECOND HOUSEHOLD SECTION

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

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

ASK IF ANY SET LOOP HAS BEEN COMPLETED

**H77** SHOW SCREEN MP

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

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

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

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

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

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

NOTE: Answers must add up to 10

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

- Yes
- No

If correct code appropriately, if incorrect ask again

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

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP)</b><br><b>IF 'VIA A DIRECT CONNECTION TO THE INTERNET (CODE 1) AT H68: CODE H78 = YES</b><br><b>IF 'VIA A CONNECTION TO GAMES CONSOLE (CODE 2) AT H68: CODE H78 = YES</b><br><b>IF 'VIA A CONNECTION TO A COMPUTER' (CODE 3) AT H68: CODE H78 = YES</b><br><b>IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| H78                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>SHOW SCREEN</b><br><br><i>(Cable HH)</i> In addition to your Cable connection<br><i>(TALKTALK HH)</i> In addition to your TalkTalk connection<br><i>(BT Vision HH)</i> In addition to your BT Vision connection<br><i>(Cable and TALKTALK HH)</i> In addition to your Cable and TalkTalk connections<br><i>(Cable and BT Vision HH)</i> In addition to your Cable and BT vision connections<br><i>(TALKTALK and BT Vision HH)</i> In addition to your TalkTalk and BT Vision connections<br><i>(Cable, TALKTALK and BT Vision HH)</i> In addition to your Cable, TalkTalk and BT Vision connections<br><br><i>(Single Set Household)</i> Can your TV set be connected to the internet?<br><br><i>(Multi Set Households)</i> Can any of your TV sets be connected to the internet?<br><br><i>(ALL)</i> This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet.<br><br><b>NOTE: For a more detailed explanation click on further information</b><br><br><div> Yes<br/> No<br/> Don't know<br/> Further Information </div>                                                                                                                                                                                                                                                                                                                                                                | SP |
| <b>ASK IF H78 = YES AND H68 NOT = CODE 1,2 OR 3 AND H54 NOT = CODE 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| H79                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>SHOW SCREEN</b><br><br><i>(Cable HH)</i> In addition to your Cable connection<br><i>(TALKTALK HH)</i> In addition to your TalkTalk connection<br><i>(BT Vision HH)</i> In addition to your BT Vision connection<br><i>(Cable and TALKTALK HH)</i> In addition to your Cable and TalkTalk connections<br><i>(Cable and BT Vision HH)</i> In addition to your Cable and BT vision connections<br><i>(TALKTALK and BT Vision HH)</i> In addition to your TalkTalk and BT Vision connections<br><i>(Cable, TALKTALK and BT Vision HH)</i> In addition to your Cable, TalkTalk and BT Vision connections<br><br><i>(Single Set Household)</i> By which methods or devices can your TV set be connected to the internet?<br><br><i>(Multi Set Households)</i> By which methods or devices can any of your TV sets be connected to the internet?<br><br><i>(ALL)</i> This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet.<br><br><b>NOTE: For a more detailed explanation click on further information</b><br><br><div> A direct connection between the TV set and the Internet<br/> A connection to a dedicated, internet TV set-top box<br/> A connection to a standard computer (desktop, laptop or tablet)<br/> A connection to a games console<br/> A connection to a Blu-ray player that connects to the internet<br/> Another device that connects to the internet (Specify) </div> | MP |

| ASK IF H68 = CODE 1,2 OR 3 OR H54 = CODE 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             |    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----|
| H80                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SHOW SCREEN | MP |
| <p><b>(Set claim for Computer connection H68 code 3)</b> You have said that your TV set receives TV programmes using a connection to a computer. In addition to this</p> <p><b>(Set claim for Direct connection H68 code 1)</b> You have said that your TV set receives TV programmes using a direct connection to the internet. In addition to this</p> <p><b>(Set claim for Games Console connection H68 code 2 OR H54 code 2)</b> You have said that your Games Console is used to connect to the internet. In addition to this</p> <p><b>(Set claim for Computer and Direct connections H68 code 3 and H68 code 1)</b> You have said that your TV set receives TV programmes using a connection to a computer and using a direct connection to the internet. In addition to these</p> <p><b>(Set claim for Computer and Games Console connections H68 code 3 AND (H68 code 2 OR H54 code 2))</b> You have said that your TV set receives TV programmes using a connection to a computer and that your Games Console is used to connect to the internet. In addition to these</p> <p><b>(Set claim for Direct and Games Console connections H68 code 1 AND (H68 code 2 OR H54 code 2))</b> You have said that your TV set receives TV programmes using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these</p> <p><b>(Set claim for Computer, Direct and Games Console connection H68 code 3 AND H68 code 1 AND (H68 code 2 OR H54 code 2))</b> You have said that your TV set receives TV programmes using a connection to a computer and using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these</p> <p><b>(Cable HH)</b> and your Cable connection<br/> <b>(TALKTALK HH)</b> and your TalkTalk connection<br/> <b>(BT Vision HH)</b> and your BT Vision connection<br/> <b>(Cable and TALKTALK HH)</b> and your Cable and TalkTalk connections<br/> <b>(Cable and BT Vision HH)</b> and your Cable and BT vision connections<br/> <b>(TALKTALK and BT Vision HH)</b> and your TalkTalk and BT Vision connections<br/> <b>(Cable, TALKTALK and BT Vision HH)</b> and your Cable, TalkTalk and BT Vision connections</p> <p><b>(Single Set Household)</b> are there any other ways that your TV set can be connected to the internet?</p> <p><b>(Multi Set Households)</b> are there any other ways that your TV sets can be connected to the internet?</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p>A direct connection between the TV set and the Internet <b>REMOVE IF H68 = CODE 1</b><br/> A connection to a dedicated, internet TV set-top box<br/> A connection to a standard computer (desktop, laptop or tablet) <b>REMOVE IF H68 = CODE 3</b><br/> A connection to a games console <b>REMOVE IF H68 = CODE 2 OR H54 =CODE 2</b><br/> A connection to a DVD or Blu-ray player that connects to the internet<br/> Another device that connects to the internet (Specify)<br/> No</p> |             |    |
| ASK IF ANY SET LOOP HAS BEEN COMPLETED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |             |    |
| H81                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SHOW SCREEN | SP |
| <p><b>(Single Set Household)</b> Is your TV set capable of showing movies and TV programmes in 3D?<br/> <b>(Multi Set Households)</b> Are any of your TV sets capable of showing movies and TV programmes in 3D?</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p>Yes<br/> No<br/> Don't know<br/> Further Information</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |    |

## END OF SECOND HOUSEHOLD SECTION

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

  

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

## START OF PERSON LOOP

|                                                               |  |
|---------------------------------------------------------------|--|
| <b>ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55</b> |  |
| <b>IF H55 = 1 GO TO P2</b>                                    |  |
| <b>IF H55&gt;1 SHOW P2 INTRO</b>                              |  |

  

|                                                       |  |
|-------------------------------------------------------|--|
| <b>IF PERSON 1 GO TO P2 INTRO1, THEN P2</b>           |  |
| <b>IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2</b> |  |

  

|           |                                                                                                                                                                   |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>P2</b> | 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:               |
| Intro1    | <ul style="list-style-type: none"> <li>- you</li> <li>- your spouse or partner</li> <li>- any children starting with the eldest</li> <li>- anyone else</li> </ul> |

  

|           |                                                                                     |
|-----------|-------------------------------------------------------------------------------------|
| <b>P2</b> | Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc) household member |
| Intro2    |                                                                                     |

  

|                                                                           |  |
|---------------------------------------------------------------------------|--|
| <b>FOR PERSON 1 SHOW HEADER 'RESPONDENT'</b>                              |  |
| <b>FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'</b> |  |

  

|                |                                                                                        |
|----------------|----------------------------------------------------------------------------------------|
| <b>ASK ALL</b> |                                                                                        |
| <b>P2</b>      | 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                                                                                 |

  

|                |                                                                                                                              |
|----------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK ALL</b> |                                                                                                                              |
| <b>P3</b>      | What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday? |
|                | MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER                                                                               |
|                | WRITE IN >                                                                                                                   |
|                | (ALLOW REF)                                                                                                                  |

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

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

| ASK ALL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             |    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----|
| P16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | SHOW SCREEN | SP |
| <p>Which of these ethnic backgrounds do you consider <b>yourself (IF RESPONDENT)</b> this person (IF <b>NOT RESPONDENT</b>) to belong to?</p> <p>White</p> <ul style="list-style-type: none"> <li>– English/Welsh/Scottish/Northern Irish/British</li> <li>– Irish</li> <li>– Gypsy or Irish Traveller</li> <li>– Any other White background (specify)</li> </ul> <p>Mixed/multiple ethnic groups</p> <ul style="list-style-type: none"> <li>– White and Black Caribbean</li> <li>– White and Black African</li> <li>– White and Asian</li> <li>– Any other mixed/multiple ethnic background (specify)</li> </ul> <p>Asian/Asian British</p> <ul style="list-style-type: none"> <li>– Indian</li> <li>– Pakistani</li> <li>– Bangladeshi</li> <li>– Chinese</li> <li>– Any other Asian background (specify)</li> </ul> <p>Black/African/Caribbean/Black British</p> <ul style="list-style-type: none"> <li>– African</li> <li>– Caribbean</li> <li>– Any other African/Caribbean background (specify)</li> </ul> <p>Any other ethnic background</p> <ul style="list-style-type: none"> <li>– Arab</li> <li>– Any other ethnic group (specify)</li> </ul> <p>Refused (Code from list to continue)</p> |             |    |

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

END OF PERSON LOOP

## THIRD HOUSEHOLD SECTION

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

**LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER**

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

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

By that I mean the person with the largest income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal.

**LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE**

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

I would now like to check some details about you (**IF RESPONDENT**) household member <<**INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED**>> (**IF NOT RESPONDENT**).

**ASK ALL**

**H57 IF CIE IS:**

**RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS:** Please give full details of your present job

**RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS:** Please give full details of your previous job

**NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS:** Please give full details of <**INSERT CIE PERSON NUMBER'S**> present job

**NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS:** Please give full details of <**INSERT CIE PERSON NUMBER'S**> previous job

WRITE IN  
Don't know  
Refused

**ASK ALL**

**H35** What type of firm or organisation do (**IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT**) does (**IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT**) did (**IF CIE IS UNEMPLOYED/RETIRED**) 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**) was (**IF CIE IS UNEMPLOYED/RETIRED**) 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                                                         | <p>Are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS.</p> <p style="margin-left: 40px;">Yes<br/>No<br/>Don't know<br/>Refused</p>      | SP |
| ASK IF SELF EMPLOYED (CODE 1 AT H37), OTHERWISE SKIP TO H39 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| H38                                                         | <p>How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED) 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.</p> <p style="margin-left: 40px;">ENTER NUMERICAL RESPONSE<br/>Don't know</p>                                            |    |
| ASK ALL                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| H39                                                         | <p>What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED) 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.</p> <p style="margin-left: 40px;">WRITE IN<br/>Don't know<br/>Refused</p>                                                        |    |
| ASK ALL                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| H40                                                         | <p>Are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED) 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?</p> <p style="margin-left: 40px;">Yes – manager<br/>Yes – foreman/supervisor<br/>No<br/>Don't know</p> | SP |
| ASK IF YES (CODE 1 OR 2) AT H40, OTHERWISE SKIP TO H43      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| H41                                                         | <p>How many people work at the place?</p> <p style="margin-left: 40px;">ENTER NUMERICAL RESPONSE<br/>Don't know</p>                                                                                                                                                                                                                                                                                                                                                      |    |
| ASK IF H40 = YES (CODE 1 OR 2)                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| H42                                                         | <p>How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for?</p> <p style="margin-left: 40px;">ENTER NUMERICAL RESPONSE<br/>Don't know</p>             |    |
| ASK ALL                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| H43                                                         | <p>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?</p> <p><b>NOTE: If teacher – state whether primary, secondary or other level. (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details.</b></p> <p style="margin-left: 40px;">WRITE IN<br/>Don't know<br/>Refused</p>                                                         |    |

|                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>IF CIE RETIRED (CODE 6 AT P9) ASK H31</b><br><b>IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9) ASK H32</b><br><b>OTHERWISE SKIP TO H35</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H31</b>                                                                                                                                                               | <b>(IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)</b><br>You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments.<br><br>Yes (retired/pensioner/widow with income other than or in addition to state benefits)<br>No (retired/pensioner/widow with state benefits only)<br>Don't know<br>Refused | SP |
| <b>PLEASE NOW SKIP TO H44</b>                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>ASK IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9)</b>                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H32</b>                                                                                                                                                               | How long have you <b>(IF RESPONDENT)</b> has household member <<INSERT PERSON NUMBER>> <b>(IF NOT RESPONDENT)</b> been unemployed <b>(IF UNEMPLOYED AT P9)</b> not been in paid employment <b>(IF NOT IN PAID EMPLOYMENT AT P9)</b> for<br><br>Less than 6 months<br>More than 6 months<br>Don't know<br>Refused                                                                                                                                                                                                                                                    | SP |
| <b>ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34</b>                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H33</b>                                                                                                                                                               | And previously, were you <b>(IF RESPONDENT)</b> they <b>(IF NOT RESPONDENT)</b> ....<br><br>In full time employment (30+ hours per week)<br>In part time employment (8-29 hours per week)<br>In full time education<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                                        | SP |
| <b>PLEASE NOW SKIP TO H44</b>                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32</b>                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H34</b>                                                                                                                                                               | Is that ....<br><br>Unemployed <b>(IF UNEMPLOYED AT P9)</b> Not in paid employment <b>(IF NOT IN PAID EMPLOYMENT AT P9)</b> with income other than or in addition to state benefits?<br>Unemployed <b>(IF UNEMPLOYED AT P9)</b> Not in paid employment <b>(IF NOT IN PAID EMPLOYMENT AT P9)</b> with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc.<br>Don't know<br>Refused                                                                                                          | SP |
| <b>CODE FOR ALL</b>                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H44</b>                                                                                                                                                               | <b>BRING UP SUMMARY SCREEN FOR H35-H43</b><br><br>CODE SOCIAL GRADE<br><br><b>MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.</b><br><br>A<br>B<br>C1<br>C2<br>D<br>E                                                                                                                                                                                                                                                                                                                                                                            | SP |

ASK ALL

MP

|                  |                         |
|------------------|-------------------------|
| Daily Telegraph  | The Sun (Not on Sunday) |
| The Guardian     | The Times               |
| The Scotsman     | Daily Express           |
| The Herald       | Daily Mail              |
| The Daily Mirror | Daily Sport             |
| The Independent  | Metro                   |
| Daily Record     | Any Evening Paper       |
| Daily Star       | None of these           |
| Financial Times  | Don't know              |

## ASK ALL

MP

|                        |                    |
|------------------------|--------------------|
| Sunday Telegraph       | The Sun (Sunday)   |
| The Observer           | The Sunday Times   |
| Sunday Post            | The Sunday People  |
| Sunday Mirror          | The Sunday Express |
| Independent on Sunday  | The Mail on Sunday |
| Sunday Mail (Scotland) | Sunday Sport       |
| Daily Star Sunday      | None of these      |
|                        | Don't know         |

ASK ALL

SP

Yes  
No  
Don't know

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

MP

Landline  
Mobile telephone  
Both  
Other  
Don't know  
Refused

(SP)

**ASK ALL WITH ANY TELEPHONE AT H48**

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

WRITE IN  
Refused

ASK ALL:

SP

Yes  
No