



# BARB Establishment Survey Annual Data Report Volume 1: Total Network & Appendices October 2013 to September 2014



**Ipsos MediaCT**

The Media, Content and Technology Research Specialists



# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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## **DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

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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 2013 - September 2014

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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**DATA PERIOD: ANNUAL**

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## **Household level data**

**Table 1: Social Grade**

Platforms available in household

|                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|-----------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                 | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b> | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %V (All HH)     |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)      |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>AB</b>       | <b>6988</b>  | <b>6681</b>  | <b>3047</b>  | <b>1088</b> | <b>4886</b>  | <b>2333</b>       | <b>2553</b>  | <b>6432</b>  |
| %V              | 25.5%        | 25.8%        | 27.5%        | 26.7%       | 25.5%        | 27.4%             | 23.9%        | 30.3%        |
| %H (All HH)     |              | 95.6%        | 43.6%        | 15.6%       | 69.9%        | 33.4%             | 36.5%        | 92.0%        |
| %H (TV HH)      |              |              | 45.6%        | 16.3%       | 73.1%        | 34.9%             | 38.2%        |              |
| <b>C1</b>       | <b>7472</b>  | <b>7012</b>  | <b>3003</b>  | <b>1169</b> | <b>5192</b>  | <b>2390</b>       | <b>2802</b>  | <b>6294</b>  |
| %V              | 27.3%        | 27.1%        | 27.1%        | 28.7%       | 27.1%        | 28.1%             | 26.2%        | 29.6%        |
| %H (All HH)     |              | 93.8%        | 40.2%        | 15.6%       | 69.5%        | 32.0%             | 37.5%        | 84.2%        |
| %H (TV HH)      |              |              | 42.8%        | 16.7%       | 74.0%        | 34.1%             | 40.0%        |              |
| <b>C2</b>       | <b>5585</b>  | <b>5383</b>  | <b>2515</b>  | <b>873</b>  | <b>3990</b>  | <b>2004</b>       | <b>1987</b>  | <b>4434</b>  |
| %V              | 20.4%        | 20.8%        | 22.7%        | 21.4%       | 20.8%        | 23.5%             | 18.6%        | 20.9%        |
| %H (All HH)     |              | 96.4%        | 45.0%        | 15.6%       | 71.4%        | 35.9%             | 35.6%        | 79.4%        |
| %H (TV HH)      |              |              | 46.7%        | 16.2%       | 74.1%        | 37.2%             | 36.9%        |              |
| <b>D</b>        | <b>4167</b>  | <b>3910</b>  | <b>1603</b>  | <b>615</b>  | <b>2823</b>  | <b>1159</b>       | <b>1664</b>  | <b>2707</b>  |
| %V              | 15.2%        | 15.1%        | 14.5%        | 15.1%       | 14.7%        | 13.6%             | 15.6%        | 12.7%        |
| %H (All HH)     |              | 93.8%        | 38.5%        | 14.8%       | 67.7%        | 27.8%             | 39.9%        | 65.0%        |
| %H (TV HH)      |              |              | 41.0%        | 15.7%       | 72.2%        | 29.6%             | 42.6%        |              |
| <b>E</b>        | <b>3163</b>  | <b>2934</b>  | <b>904</b>   | <b>325</b>  | <b>2299</b>  | <b>624</b>        | <b>1675</b>  | <b>1365</b>  |
| %V              | 11.6%        | 11.3%        | 8.2%         | 8.0%        | 12.0%        | 7.3%              | 15.7%        | 6.4%         |
| %H (All HH)     |              | 92.8%        | 28.6%        | 10.3%       | 72.7%        | 19.7%             | 53.0%        | 43.2%        |
| %H (TV HH)      |              |              | 30.8%        | 11.1%       | 78.4%        | 21.3%             | 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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**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

## **Household level data**

**Table 2: Housewife Age**

Platforms available in household

|                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|-----------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                 | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b> | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %H (All HH)     |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)      |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>Under 25</b> | <b>1167</b>  | <b>982</b>   | <b>331</b>   | <b>150</b>  | <b>665</b>   | <b>228</b>        | <b>437</b>   | <b>963</b>   |
| %V              | 4.3%         | 3.8%         | 3.0%         | 3.7%        | 3.5%         | 2.7%              | 4.1%         | 4.5%         |
| %H (All HH)     |              | 84.1%        | 28.4%        | 12.9%       | 57.0%        | 19.5%             | 37.4%        | 82.5%        |
| %H (TV HH)      |              |              | 33.7%        | 15.3%       | 67.7%        | 23.2%             | 44.5%        |              |
| <b>25 - 34</b>  | <b>4243</b>  | <b>3873</b>  | <b>1957</b>  | <b>641</b>  | <b>2463</b>  | <b>1252</b>       | <b>1211</b>  | <b>3811</b>  |
| %V              | 15.5%        | 14.9%        | 17.7%        | 15.7%       | 12.8%        | 14.7%             | 11.3%        | 17.9%        |
| %H (All HH)     |              | 91.3%        | 46.1%        | 15.1%       | 58.0%        | 29.5%             | 28.5%        | 89.8%        |
| %H (TV HH)      |              |              | 50.5%        | 16.6%       | 63.6%        | 32.3%             | 31.3%        |              |
| <b>35 - 44</b>  | <b>4765</b>  | <b>4533</b>  | <b>2344</b>  | <b>819</b>  | <b>3022</b>  | <b>1666</b>       | <b>1356</b>  | <b>4365</b>  |
| %V              | 17.4%        | 17.5%        | 21.2%        | 20.1%       | 15.7%        | 19.6%             | 12.7%        | 20.6%        |
| %H (All HH)     |              | 95.1%        | 49.2%        | 17.2%       | 63.4%        | 35.0%             | 28.5%        | 91.6%        |
| %H (TV HH)      |              |              | 51.7%        | 18.1%       | 66.7%        | 36.8%             | 29.9%        |              |
| <b>45 - 54</b>  | <b>5315</b>  | <b>5099</b>  | <b>2439</b>  | <b>936</b>  | <b>3759</b>  | <b>2023</b>       | <b>1736</b>  | <b>4682</b>  |
| %V              | 19.4%        | 19.7%        | 22.0%        | 23.0%       | 19.6%        | 23.8%             | 16.3%        | 22.1%        |
| %H (All HH)     |              | 95.9%        | 45.9%        | 17.6%       | 70.7%        | 38.1%             | 32.7%        | 88.1%        |
| %H (TV HH)      |              |              | 47.8%        | 18.4%       | 73.7%        | 39.7%             | 34.0%        |              |
| <b>55 - 64</b>  | <b>4464</b>  | <b>4282</b>  | <b>1818</b>  | <b>711</b>  | <b>3283</b>  | <b>1517</b>       | <b>1766</b>  | <b>3666</b>  |
| %V              | 16.3%        | 16.5%        | 16.4%        | 17.5%       | 17.1%        | 17.8%             | 16.5%        | 17.3%        |
| %H (All HH)     |              | 95.9%        | 40.7%        | 15.9%       | 73.5%        | 34.0%             | 39.6%        | 82.1%        |
| %H (TV HH)      |              |              | 42.5%        | 16.6%       | 76.7%        | 35.4%             | 41.2%        |              |
| <b>65 +</b>     | <b>7422</b>  | <b>7150</b>  | <b>2183</b>  | <b>813</b>  | <b>5998</b>  | <b>1824</b>       | <b>4174</b>  | <b>3746</b>  |
| %V              | 27.1%        | 27.6%        | 19.7%        | 20.0%       | 31.3%        | 21.4%             | 39.1%        | 17.6%        |
| %H (All HH)     |              | 96.3%        | 29.4%        | 11.0%       | 80.8%        | 24.6%             | 56.2%        | 50.5%        |
| %H (TV HH)      |              |              | 30.5%        | 11.4%       | 83.9%        | 25.5%             | 58.4%        |              |

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

%V = percentage of vertical total

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

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

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Household level data**
**Table 3: Size of Household**

Platforms available in household

|                        | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                        | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b>        | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %H (All HH)            |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)             |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>1</b>               | <b>8510</b>  | <b>7807</b>  | <b>2173</b>  | <b>898</b>  | <b>6189</b>  | <b>1519</b>       | <b>4670</b>  | <b>4483</b>  |
| %V                     | 31.1%        | 30.1%        | 19.6%        | 22.1%       | 32.3%        | 17.8%             | 43.7%        | 21.1%        |
| %H (All HH)            |              | 91.7%        | 25.5%        | 10.6%       | 72.7%        | 17.8%             | 54.9%        | 52.7%        |
| %H (TV HH)             |              |              | 27.8%        | 11.5%       | 79.3%        | 19.5%             | 59.8%        |              |
| <b>2</b>               | <b>9201</b>  | <b>8832</b>  | <b>3833</b>  | <b>1391</b> | <b>6702</b>  | <b>3115</b>       | <b>3587</b>  | <b>7653</b>  |
| %V                     | 33.6%        | 34.1%        | 34.6%        | 34.2%       | 34.9%        | 36.6%             | 33.6%        | 36.0%        |
| %H (All HH)            |              | 96.0%        | 41.7%        | 15.1%       | 72.8%        | 33.9%             | 39.0%        | 83.2%        |
| %H (TV HH)             |              |              | 43.4%        | 15.7%       | 75.9%        | 35.3%             | 40.6%        |              |
| <b>3</b>               | <b>4208</b>  | <b>4023</b>  | <b>2087</b>  | <b>787</b>  | <b>2780</b>  | <b>1634</b>       | <b>1146</b>  | <b>3887</b>  |
| %V                     | 15.4%        | 15.5%        | 18.8%        | 19.3%       | 14.5%        | 19.2%             | 10.7%        | 18.3%        |
| %H (All HH)            |              | 95.6%        | 49.6%        | 18.7%       | 66.1%        | 38.8%             | 27.2%        | 92.4%        |
| %H (TV HH)             |              |              | 51.9%        | 19.6%       | 69.1%        | 40.6%             | 28.5%        |              |
| <b>4</b>               | <b>3631</b>  | <b>3508</b>  | <b>1963</b>  | <b>683</b>  | <b>2375</b>  | <b>1514</b>       | <b>861</b>   | <b>3477</b>  |
| %V                     | 13.3%        | 13.5%        | 17.7%        | 16.8%       | 12.4%        | 17.8%             | 8.1%         | 16.4%        |
| %H (All HH)            |              | 96.6%        | 54.1%        | 18.8%       | 65.4%        | 41.7%             | 23.7%        | 95.8%        |
| %H (TV HH)             |              |              | 56.0%        | 19.5%       | 67.7%        | 43.2%             | 24.5%        |              |
| <b>5+</b>              | <b>1825</b>  | <b>1750</b>  | <b>1016</b>  | <b>311</b>  | <b>1145</b>  | <b>728</b>        | <b>417</b>   | <b>1732</b>  |
| %V                     | 6.7%         | 6.8%         | 9.2%         | 7.6%        | 6.0%         | 8.6%              | 3.9%         | 8.2%         |
| %H (All HH)            |              | 95.9%        | 55.7%        | 17.0%       | 62.7%        | 39.9%             | 22.8%        | 94.9%        |
| %H (TV HH)             |              |              | 58.1%        | 17.8%       | 65.4%        | 41.6%             | 23.8%        |              |
| <b>Average HH size</b> | <b>2.34</b>  | <b>2.36</b>  | <b>2.66</b>  | <b>2.57</b> | <b>2.27</b>  | <b>2.66</b>       | <b>1.96</b>  | <b>2.58</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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**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

## **Household level data**

**Table 4: Presence of Children**

Platforms available in household

|                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|-----------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                 | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b> | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %H (All HH)     |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)      |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>Without</b>  | <b>20345</b> | <b>19119</b> | <b>7324</b>  | <b>2838</b> | <b>14695</b> | <b>5817</b>       | <b>8877</b>  | <b>14705</b> |
| %V              | 74.3%        | 73.8%        | 66.1%        | 69.7%       | 76.6%        | 68.4%             | 83.1%        | 69.3%        |
| %H (All HH)     |              | 94.0%        | 36.0%        | 13.9%       | 72.2%        | 28.6%             | 43.6%        | 72.3%        |
| %H (TV HH)      |              |              | 38.3%        | 14.8%       | 76.9%        | 30.4%             | 46.4%        |              |
| <b>With</b>     | <b>7031</b>  | <b>6801</b>  | <b>3747</b>  | <b>1233</b> | <b>4496</b>  | <b>2693</b>       | <b>1803</b>  | <b>6528</b>  |
| %V              | 25.7%        | 26.2%        | 33.8%        | 30.3%       | 23.4%        | 31.6%             | 16.9%        | 30.7%        |
| %H (All HH)     |              | 96.7%        | 53.3%        | 17.5%       | 63.9%        | 38.3%             | 25.6%        | 92.8%        |
| %H (TV HH)      |              |              | 55.1%        | 18.1%       | 66.1%        | 39.6%             | 26.5%        |              |
| <b>0 - 3</b>    | <b>2781</b>  | <b>2664</b>  | <b>1447</b>  | <b>452</b>  | <b>1693</b>  | <b>948</b>        | <b>744</b>   | <b>2516</b>  |
| %V              | 10.2%        | 10.3%        | 13.1%        | 11.1%       | 8.8%         | 11.1%             | 7.0%         | 11.8%        |
| %H (All HH)     |              | 95.8%        | 52.0%        | 16.3%       | 60.9%        | 34.1%             | 26.8%        | 90.5%        |
| %H (TV HH)      |              |              | 54.3%        | 17.0%       | 63.6%        | 35.6%             | 27.9%        |              |
| <b>4 - 9</b>    | <b>3525</b>  | <b>3412</b>  | <b>1943</b>  | <b>571</b>  | <b>2214</b>  | <b>1331</b>       | <b>882</b>   | <b>3253</b>  |
| %V              | 12.9%        | 13.2%        | 17.5%        | 14.0%       | 11.5%        | 15.6%             | 8.3%         | 15.3%        |
| %H (All HH)     |              | 96.8%        | 55.1%        | 16.2%       | 62.8%        | 37.8%             | 25.0%        | 92.3%        |
| %H (TV HH)      |              |              | 56.9%        | 16.7%       | 64.9%        | 39.0%             | 25.8%        |              |
| <b>10 - 15</b>  | <b>3218</b>  | <b>3141</b>  | <b>1760</b>  | <b>610</b>  | <b>2155</b>  | <b>1377</b>       | <b>778</b>   | <b>3070</b>  |
| %V              | 11.8%        | 12.1%        | 15.9%        | 15.0%       | 11.2%        | 16.2%             | 7.3%         | 14.5%        |
| %H (All HH)     |              | 97.6%        | 54.7%        | 19.0%       | 67.0%        | 42.8%             | 24.2%        | 95.4%        |
| %H (TV HH)      |              |              | 56.0%        | 19.4%       | 68.6%        | 43.8%             | 24.8%        |              |

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

%V = percentage of vertical total

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

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

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**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

## **Household level data**

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

Platforms available in household

|                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|-----------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                 | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b> | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %H (All HH)     |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)      |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>1</b>        | <b>10754</b> | <b>10754</b> | <b>3576</b>  | <b>1427</b> | <b>7296</b>  | <b>1724</b>       | <b>5572</b>  | <b>7299</b>  |
| %V              | 39.3%        | 41.5%        | 32.3%        | 35.1%       | 38.0%        | 20.3%             | 52.2%        | 34.4%        |
| %H (All HH)     |              | 100.0%       | 33.3%        | 13.3%       | 67.8%        | 16.0%             | 51.8%        | 67.9%        |
| %H (TV HH)      |              |              | 33.3%        | 13.3%       | 67.8%        | 16.0%             | 51.8%        |              |
| <b>2</b>        | <b>8805</b>  | <b>8805</b>  | <b>3925</b>  | <b>1458</b> | <b>6674</b>  | <b>3240</b>       | <b>3434</b>  | <b>7027</b>  |
| %V              | 32.2%        | 34.0%        | 35.4%        | 35.8%       | 34.8%        | 38.1%             | 32.2%        | 33.1%        |
| %H (All HH)     |              | 100.0%       | 44.6%        | 16.6%       | 75.8%        | 36.8%             | 39.0%        | 79.8%        |
| %H (TV HH)      |              |              | 44.6%        | 16.6%       | 75.8%        | 36.8%             | 39.0%        |              |
| <b>3</b>        | <b>3953</b>  | <b>3953</b>  | <b>2110</b>  | <b>719</b>  | <b>3192</b>  | <b>2030</b>       | <b>1162</b>  | <b>3590</b>  |
| %V              | 14.4%        | 15.3%        | 19.1%        | 17.7%       | 16.6%        | 23.9%             | 10.9%        | 16.9%        |
| %H (All HH)     |              | 100.0%       | 53.4%        | 18.2%       | 80.7%        | 51.4%             | 29.4%        | 90.8%        |
| %H (TV HH)      |              |              | 53.4%        | 18.2%       | 80.7%        | 51.4%             | 29.4%        |              |
| <b>4</b>        | <b>1594</b>  | <b>1594</b>  | <b>945</b>   | <b>315</b>  | <b>1326</b>  | <b>971</b>        | <b>354</b>   | <b>1522</b>  |
| %V              | 5.8%         | 6.1%         | 8.5%         | 7.7%        | 6.9%         | 11.4%             | 3.3%         | 7.2%         |
| %H (All HH)     |              | 100.0%       | 59.3%        | 19.8%       | 83.2%        | 60.9%             | 22.2%        | 95.5%        |
| %H (TV HH)      |              |              | 59.3%        | 19.8%       | 83.2%        | 60.9%             | 22.2%        |              |
| <b>5+</b>       | <b>814</b>   | <b>814</b>   | <b>515</b>   | <b>152</b>  | <b>703</b>   | <b>544</b>        | <b>159</b>   | <b>798</b>   |
| %V              | 3.0%         | 3.1%         | 4.7%         | 3.7%        | 3.7%         | 6.4%              | 1.5%         | 3.8%         |
| %H (All HH)     |              | 100.0%       | 63.3%        | 18.7%       | 86.4%        | 66.8%             | 19.5%        | 98.0%        |
| %H (TV HH)      |              |              | 63.3%        | 18.7%       | 86.4%        | 66.8%             | 19.5%        |              |

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

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Household level data**
**Table 6: Screen size**

Platforms available in household

|                     | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|---------------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                     | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b>     | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %H (All HH)         |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)          |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>Under 20"</b>    | <b>5953</b>  | <b>5953</b>  | <b>2558</b>  | <b>945</b>  | <b>4989</b>  | <b>2530</b>       | <b>2458</b>  | <b>4850</b>  |
| %V                  | 21.7%        | 23.0%        | 23.1%        | 23.2%       | 26.0%        | 29.7%             | 23.0%        | 22.8%        |
| %H (All HH)         |              | 100.0%       | 43.0%        | 15.9%       | 83.8%        | 42.5%             | 41.3%        | 81.5%        |
| %H (TV HH)          |              |              | 43.0%        | 15.9%       | 83.8%        | 42.5%             | 41.3%        |              |
| <b>20" - 29"</b>    | <b>9682</b>  | <b>9682</b>  | <b>4000</b>  | <b>1473</b> | <b>7803</b>  | <b>3595</b>       | <b>4208</b>  | <b>7482</b>  |
| %V                  | 35.4%        | 37.4%        | 36.1%        | 36.2%       | 40.7%        | 42.2%             | 39.4%        | 35.2%        |
| %H (All HH)         |              | 100.0%       | 41.3%        | 15.2%       | 80.6%        | 37.1%             | 43.5%        | 77.3%        |
| %H (TV HH)          |              |              | 41.3%        | 15.2%       | 80.6%        | 37.1%             | 43.5%        |              |
| <b>30" - 39"</b>    | <b>13821</b> | <b>13821</b> | <b>6034</b>  | <b>2275</b> | <b>10476</b> | <b>4974</b>       | <b>5502</b>  | <b>11005</b> |
| %V                  | 50.5%        | 53.3%        | 54.5%        | 55.9%       | 54.6%        | 58.4%             | 51.5%        | 51.8%        |
| %H (All HH)         |              | 100.0%       | 43.7%        | 16.5%       | 75.8%        | 36.0%             | 39.8%        | 79.6%        |
| %H (TV HH)          |              |              | 43.7%        | 16.5%       | 75.8%        | 36.0%             | 39.8%        |              |
| <b>40" and over</b> | <b>11539</b> | <b>11539</b> | <b>6347</b>  | <b>2067</b> | <b>8072</b>  | <b>4913</b>       | <b>3159</b>  | <b>10212</b> |
| %V                  | 42.2%        | 44.5%        | 57.3%        | 50.8%       | 42.1%        | 57.7%             | 29.6%        | 48.1%        |
| %H (All HH)         |              | 100.0%       | 55.0%        | 17.9%       | 70.0%        | 42.6%             | 27.4%        | 88.5%        |
| %H (TV HH)          |              |              | 55.0%        | 17.9%       | 70.0%        | 42.6%             | 27.4%        |              |

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

%V = percentage of vertical total

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

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

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Household level data**

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

Platforms available in household

|                                  | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|----------------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                                  | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b>                  | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %H (All HH)                      |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)                       |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>Main living room</b>          | <b>25542</b> | <b>25542</b> | <b>10975</b> | <b>4031</b> | <b>18937</b> | <b>8443</b>       | <b>10494</b> | <b>19952</b> |
| %V                               | 93.3%        | 98.5%        | 99.1%        | 99.0%       | 98.7%        | 99.2%             | 98.3%        | 94.0%        |
| %H (All HH)                      |              | 100.0%       | 43.0%        | 15.8%       | 74.1%        | 33.1%             | 41.1%        | 78.1%        |
| %H (TV HH)                       |              |              | 43.0%        | 15.8%       | 74.1%        | 33.1%             | 41.1%        |              |
| <b>Kitchen</b>                   | <b>3115</b>  | <b>3115</b>  | <b>1530</b>  | <b>461</b>  | <b>2721</b>  | <b>1571</b>       | <b>1150</b>  | <b>2681</b>  |
| %V                               | 11.4%        | 12.0%        | 13.8%        | 11.3%       | 14.2%        | 18.5%             | 10.8%        | 12.6%        |
| %H (All HH)                      |              | 100.0%       | 49.1%        | 14.8%       | 87.4%        | 50.4%             | 36.9%        | 86.1%        |
| %H (TV HH)                       |              |              | 49.1%        | 14.8%       | 87.4%        | 50.4%             | 36.9%        |              |
| <b>Adult's bedroom</b>           | <b>11196</b> | <b>11196</b> | <b>5587</b>  | <b>2040</b> | <b>8856</b>  | <b>5239</b>       | <b>3617</b>  | <b>9589</b>  |
| %V                               | 40.9%        | 43.2%        | 50.5%        | 50.1%       | 46.1%        | 61.6%             | 33.9%        | 45.2%        |
| %H (All HH)                      |              | 100.0%       | 49.9%        | 18.2%       | 79.1%        | 46.8%             | 32.3%        | 85.6%        |
| %H (TV HH)                       |              |              | 49.9%        | 18.2%       | 79.1%        | 46.8%             | 32.3%        |              |
| <b>Child's bedroom</b>           | <b>2550</b>  | <b>2550</b>  | <b>1495</b>  | <b>500</b>  | <b>1901</b>  | <b>1337</b>       | <b>564</b>   | <b>2387</b>  |
| %V                               | 9.3%         | 9.8%         | 13.5%        | 12.3%       | 9.9%         | 15.7%             | 5.3%         | 11.2%        |
| %H (All HH)                      |              | 100.0%       | 58.6%        | 19.6%       | 74.5%        | 52.4%             | 22.1%        | 93.6%        |
| %H (TV HH)                       |              |              | 58.6%        | 19.6%       | 74.5%        | 52.4%             | 22.1%        |              |
| <b>Other bedroom</b>             | <b>1282</b>  | <b>1282</b>  | <b>707</b>   | <b>235</b>  | <b>1035</b>  | <b>681</b>        | <b>353</b>   | <b>1164</b>  |
| %V                               | 4.7%         | 4.9%         | 6.4%         | 5.8%        | 5.4%         | 8.0%              | 3.3%         | 5.5%         |
| %H (All HH)                      |              | 100.0%       | 55.1%        | 18.3%       | 80.7%        | 53.1%             | 27.5%        | 90.8%        |
| %H (TV HH)                       |              |              | 55.1%        | 18.3%       | 80.7%        | 53.1%             | 27.5%        |              |
| <b>Second living/dining room</b> | <b>2393</b>  | <b>2393</b>  | <b>1270</b>  | <b>402</b>  | <b>1911</b>  | <b>1170</b>       | <b>741</b>   | <b>2108</b>  |
| %V                               | 8.7%         | 9.2%         | 11.5%        | 9.9%        | 10.0%        | 13.7%             | 6.9%         | 9.9%         |
| %H (All HH)                      |              | 100.0%       | 53.1%        | 16.8%       | 79.9%        | 48.9%             | 31.0%        | 88.1%        |
| %H (TV HH)                       |              |              | 53.1%        | 16.8%       | 79.9%        | 48.9%             | 31.0%        |              |
| <b>Study/office</b>              | <b>407</b>   | <b>407</b>   | <b>221</b>   | <b>59</b>   | <b>317</b>   | <b>190</b>        | <b>127</b>   | <b>393</b>   |
| %V                               | 1.5%         | 1.6%         | 2.0%         | 1.4%        | 1.7%         | 2.2%              | 1.2%         | 1.9%         |
| %H (All HH)                      |              | 100.0%       | 54.3%        | 14.5%       | 77.9%        | 46.7%             | 31.2%        | 96.6%        |
| %H (TV HH)                       |              |              | 54.3%        | 14.5%       | 77.9%        | 46.7%             | 31.2%        |              |
| <b>TV room</b>                   | <b>192</b>   | <b>192</b>   | <b>107</b>   | <b>32</b>   | <b>140</b>   | <b>86</b>         | <b>54</b>    | <b>184</b>   |
| %V                               | 0.7%         | 0.7%         | 1.0%         | 0.8%        | 0.7%         | 1.0%              | 0.5%         | 0.9%         |
| %H (All HH)                      |              | 100.0%       | 55.7%        | 16.7%       | 72.9%        | 44.8%             | 28.1%        | 95.8%        |
| %H (TV HH)                       |              |              | 55.7%        | 16.7%       | 72.9%        | 44.8%             | 28.1%        |              |
| <b>Conservatory</b>              | <b>568</b>   | <b>568</b>   | <b>313</b>   | <b>90</b>   | <b>480</b>   | <b>310</b>        | <b>171</b>   | <b>530</b>   |
| %V                               | 2.1%         | 2.2%         | 2.8%         | 2.2%        | 2.5%         | 3.6%              | 1.6%         | 2.5%         |
| %H (All HH)                      |              | 100.0%       | 55.1%        | 15.8%       | 84.5%        | 54.6%             | 30.1%        | 93.3%        |
| %H (TV HH)                       |              |              | 55.1%        | 15.8%       | 84.5%        | 54.6%             | 30.1%        |              |
| <b>Attic or loft room</b>        | <b>67</b>    | <b>67</b>    | <b>32</b>    | <b>16</b>   | <b>53</b>    | <b>34</b>         | <b>19</b>    | <b>64</b>    |
| %V                               | 0.2%         | 0.3%         | 0.3%         | 0.4%        | 0.3%         | 0.4%              | 0.2%         | 0.3%         |
| %H (All HH)                      |              | 100.0%       | 47.8%        | 23.9%       | 79.1%        | 50.7%             | 28.4%        | 95.5%        |
| %H (TV HH)                       |              |              | 47.8%        | 23.9%       | 79.1%        | 50.7%             | 28.4%        |              |
| <b>No specific location</b>      | <b>37</b>    | <b>37</b>    | <b>17</b>    | <b>2</b>    | <b>28</b>    | <b>12</b>         | <b>16</b>    | <b>29</b>    |
| %V                               | 0.1%         | 0.1%         | 0.2%         | 0.0%        | 0.1%         | 0.1%              | 0.1%         | 0.1%         |
| %H (All HH)                      |              | 100.0%       | 45.9%        | 5.4%        | 75.7%        | 32.4%             | 43.2%        | 78.4%        |
| %H (TV HH)                       |              |              | 45.9%        | 5.4%        | 75.7%        | 32.4%             | 43.2%        |              |
| <b>Other</b>                     | <b>234</b>   | <b>234</b>   | <b>124</b>   | <b>35</b>   | <b>193</b>   | <b>115</b>        | <b>77</b>    | <b>219</b>   |
| %V                               | 0.9%         | 0.9%         | 1.1%         | 0.9%        | 1.0%         | 1.4%              | 0.7%         | 1.0%         |
| %H (All HH)                      |              | 100.0%       | 53.0%        | 15.0%       | 82.5%        | 49.1%             | 32.9%        | 93.6%        |
| %H (TV HH)                       |              |              | 53.0%        | 15.0%       | 82.5%        | 49.1%             | 32.9%        |              |

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

%V = percentage of vertical total

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

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

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Household level data**

**Table 8: Platform provider**

Platforms available in household

|                                 | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|---------------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                                 | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b>                 | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %H (All HH)                     |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)                      |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>Any DSAT provider</b>        | <b>11072</b> | <b>11072</b> | <b>11072</b> | <b>191</b>  | <b>6401</b>  | <b>6401</b>       | <b>0</b>     | <b>9735</b>  |
| %V                              | 40.4%        | 42.7%        | 100.0%       | 4.7%        | 33.4%        | 75.2%             | 0.0%         | 45.8%        |
| %H (All HH)                     |              |              | 100.0%       | 1.7%        | 57.8%        | 57.8%             | 0.0%         | 87.9%        |
| %H (TV HH)                      |              |              | 100.0%       | 1.7%        | 57.8%        | 57.8%             | 0.0%         |              |
| <b>Sky with subscription</b>    | <b>9129</b>  | <b>9129</b>  | <b>9129</b>  | <b>95</b>   | <b>5333</b>  | <b>5333</b>       | <b>0</b>     | <b>8189</b>  |
| %V                              | 33.3%        | 35.2%        | 82.5%        | 2.3%        | 27.8%        | 62.7%             | 0.0%         | 38.6%        |
| %H (All HH)                     |              |              | 100.0%       | 1.0%        | 58.4%        | 58.4%             | 0.0%         | 89.7%        |
| %H (TV HH)                      |              |              | 100.0%       | 1.0%        | 58.4%        | 58.4%             | 0.0%         |              |
| <b>Sky without subscription</b> | <b>698</b>   | <b>698</b>   | <b>698</b>   | <b>32</b>   | <b>378</b>   | <b>378</b>        | <b>0</b>     | <b>524</b>   |
| %V                              | 2.5%         | 2.7%         | 6.3%         | 0.8%        | 2.0%         | 4.4%              | 0.0%         | 2.5%         |
| %H (All HH)                     |              |              | 100.0%       | 4.6%        | 54.2%        | 54.2%             | 0.0%         | 75.1%        |
| %H (TV HH)                      |              |              | 100.0%       | 4.6%        | 54.2%        | 54.2%             | 0.0%         |              |
| <b>Freesat</b>                  | <b>1209</b>  | <b>1209</b>  | <b>1209</b>  | <b>49</b>   | <b>699</b>   | <b>699</b>        | <b>0</b>     | <b>1007</b>  |
| %V                              | 4.4%         | 4.7%         | 10.9%        | 1.2%        | 3.6%         | 8.2%              | 0.0%         | 4.7%         |
| %H (All HH)                     |              |              | 100.0%       | 4.1%        | 57.8%        | 57.8%             | 0.0%         | 83.3%        |
| %H (TV HH)                      |              |              | 100.0%       | 4.1%        | 57.8%        | 57.8%             | 0.0%         |              |
| <b>Other satellite provider</b> | <b>356</b>   | <b>356</b>   | <b>356</b>   | <b>22</b>   | <b>181</b>   | <b>181</b>        | <b>0</b>     | <b>305</b>   |
| %V                              | 1.3%         | 1.4%         | 3.2%         | 0.5%        | 0.9%         | 2.1%              | 0.0%         | 1.4%         |
| %H (All HH)                     |              |              | 100.0%       | 6.2%        | 50.8%        | 50.8%             | 0.0%         | 85.7%        |
| %H (TV HH)                      |              |              | 100.0%       | 6.2%        | 50.8%        | 50.8%             | 0.0%         |              |
| <b>DCAB</b>                     | <b>4070</b>  | <b>4070</b>  | <b>191</b>   | <b>4070</b> | <b>2211</b>  | <b>2211</b>       | <b>0</b>     | <b>3646</b>  |
| %V                              | 14.9%        | 15.7%        | 1.7%         | 100.0%      | 11.5%        | 26.0%             | 0.0%         | 17.2%        |
| %H (All HH)                     |              |              | 4.7%         | 100.0%      | 54.3%        | 54.3%             | 0.0%         | 89.6%        |
| %H (TV HH)                      |              |              | 4.7%         | 100.0%      | 54.3%        | 54.3%             | 0.0%         |              |
| <b>DTT</b>                      | <b>19190</b> | <b>19190</b> | <b>6401</b>  | <b>2211</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>14392</b> |
| %V                              | 70.1%        | 74.0%        | 57.8%        | 54.3%       | 100.0%       | 100.0%            | 100.0%       | 67.8%        |
| %H (All HH)                     |              | 100.0%       | 33.4%        | 11.5%       | 100.0%       | 44.3%             | 55.7%        | 75.0%        |
| %H (TV HH)                      |              |              | 33.4%        | 11.5%       | 100.0%       | 44.3%             | 55.7%        |              |

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

%V = percentage of vertical total

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

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

# BARB ESTABLISHMENT SURVEY OF TV HOMES

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## Household level data

Table 9: Recorders and other equipment

Platforms available in household

|                                                      | All<br>HH    | TV<br>HH     | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH | Broadband<br>HH |
|------------------------------------------------------|--------------|--------------|--------------|-------------|--------------|-------------------------|----------------|-----------------|
| <b>Total HH</b>                                      | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>             | <b>10680</b>   | <b>21233</b>    |
| %H (All HH)                                          |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%                   | 39.0%          | 77.6%           |
| %H (TV HH)                                           |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%                   | 41.2%          |                 |
| <b>PVR</b>                                           | <b>15858</b> | <b>15858</b> | <b>9330</b>  | <b>3256</b> | <b>10683</b> | <b>7255</b>             | <b>3428</b>    | <b>14105</b>    |
| %V                                                   | 57.9%        | 61.2%        | 84.3%        | 80.0%       | 55.7%        | 85.3%                   | 32.1%          | 66.4%           |
| %H (All HH)                                          |              | 100.0%       | 58.8%        | 20.5%       | 67.4%        | 45.7%                   | 21.6%          | 88.9%           |
| %H (TV HH)                                           |              |              | 58.8%        | 20.5%       | 67.4%        | 45.7%                   | 21.6%          |                 |
| <b>DVDR</b>                                          | <b>1110</b>  | <b>1110</b>  | <b>473</b>   | <b>157</b>  | <b>878</b>   | <b>394</b>              | <b>484</b>     | <b>921</b>      |
| %V                                                   | 4.1%         | 4.3%         | 4.3%         | 3.9%        | 4.6%         | 4.6%                    | 4.5%           | 4.3%            |
| %H (All HH)                                          |              | 100.0%       | 42.6%        | 14.1%       | 79.1%        | 35.5%                   | 43.6%          | 83.0%           |
| %H (TV HH)                                           |              |              | 42.6%        | 14.1%       | 79.1%        | 35.5%                   | 43.6%          |                 |
| <b>VCR</b>                                           | <b>790</b>   | <b>790</b>   | <b>272</b>   | <b>106</b>  | <b>666</b>   | <b>250</b>              | <b>416</b>     | <b>508</b>      |
| %V                                                   | 2.9%         | 3.0%         | 2.5%         | 2.6%        | 3.5%         | 2.9%                    | 3.9%           | 2.4%            |
| %H (All HH)                                          |              | 100.0%       | 34.4%        | 13.4%       | 84.3%        | 31.6%                   | 52.7%          | 64.3%           |
| %H (TV HH)                                           |              |              | 34.4%        | 13.4%       | 84.3%        | 31.6%                   | 52.7%          |                 |
| <b>Any recorder</b>                                  | <b>16589</b> | <b>16589</b> | <b>9469</b>  | <b>3321</b> | <b>11326</b> | <b>7372</b>             | <b>3955</b>    | <b>14539</b>    |
| %V                                                   | 60.6%        | 64.0%        | 85.5%        | 81.6%       | 59.0%        | 86.6%                   | 37.0%          | 68.5%           |
| %H (All HH)                                          |              | 100.0%       | 57.1%        | 20.0%       | 68.3%        | 44.4%                   | 23.8%          | 87.6%           |
| %H (TV HH)                                           |              |              | 57.1%        | 20.0%       | 68.3%        | 44.4%                   | 23.8%          |                 |
| <b>Receives HDTV (via STB or built-in reception)</b> | <b>14308</b> | <b>14308</b> | <b>7525</b>  | <b>3053</b> | <b>10084</b> | <b>6205</b>             | <b>3880</b>    | <b>12683</b>    |
| %V                                                   | 52.3%        | 55.2%        | 68.0%        | 75.0%       | 52.5%        | 72.9%                   | 36.3%          | 59.7%           |
| %H (All HH)                                          |              | 100.0%       | 52.6%        | 21.3%       | 70.5%        | 43.4%                   | 27.1%          | 88.6%           |
| %H (TV HH)                                           |              |              | 52.6%        | 21.3%       | 70.5%        | 43.4%                   | 27.1%          |                 |
| <b>DVD/Blu-ray player or recorder</b>                | <b>20011</b> | <b>20011</b> | <b>8991</b>  | <b>3326</b> | <b>14949</b> | <b>7171</b>             | <b>7779</b>    | <b>16440</b>    |
| %V                                                   | 73.1%        | 77.2%        | 81.2%        | 81.7%       | 77.9%        | 84.3%                   | 72.8%          | 77.4%           |
| %H (All HH)                                          |              | 100.0%       | 44.9%        | 16.6%       | 74.7%        | 35.8%                   | 38.9%          | 82.2%           |
| %H (TV HH)                                           |              |              | 44.9%        | 16.6%       | 74.7%        | 35.8%                   | 38.9%          |                 |

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

%V = percentage of vertical total

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

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

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Household level data**
**Table 10: Computers and Internet**

Platforms available in household

|                                              | All          | TV           | DSat         | Cable       | DTT          | DTT +<br>Cab/DSat | DTT only     | Broadband    |
|----------------------------------------------|--------------|--------------|--------------|-------------|--------------|-------------------|--------------|--------------|
|                                              | HH           | HH           | HH           | HH          | HH           | HH                | HH           | HH           |
| <b>Total HH</b>                              | <b>27376</b> | <b>25920</b> | <b>11072</b> | <b>4070</b> | <b>19190</b> | <b>8510</b>       | <b>10680</b> | <b>21233</b> |
| %H (All HH)                                  |              | 94.7%        | 40.4%        | 14.9%       | 70.1%        | 31.1%             | 39.0%        | 77.6%        |
| %H (TV HH)                                   |              |              | 42.7%        | 15.7%       | 74.0%        | 32.8%             | 41.2%        |              |
| <b>Has broadband internet</b>                | <b>21233</b> | <b>20236</b> | <b>9735</b>  | <b>3646</b> | <b>14392</b> | <b>7599</b>       | <b>6793</b>  | <b>21233</b> |
| %V                                           | 77.6%        | 78.1%        | 87.9%        | 89.6%       | 75.0%        | 89.3%             | 63.6%        | 100.0%       |
| %H (All HH)                                  |              | 95.3%        | 45.8%        | 17.2%       | 67.8%        | 35.8%             | 32.0%        | 100.0%       |
| %H (TV HH)                                   |              |              | 48.1%        | 18.0%       | 71.1%        | 37.6%             | 33.6%        |              |
| <b>Number of computers (PCs and laptops)</b> |              |              |              |             |              |                   |              |              |
| <b>0</b>                                     | <b>5642</b>  | <b>5245</b>  | <b>1248</b>  | <b>442</b>  | <b>4387</b>  | <b>861</b>        | <b>3526</b>  | <b>407</b>   |
| %V                                           | 20.6%        | 20.2%        | 11.3%        | 10.9%       | 22.9%        | 10.1%             | 33.0%        | 1.9%         |
| %H (All HH)                                  |              | 93.0%        | 22.1%        | 7.8%        | 77.8%        | 15.3%             | 62.5%        | 7.2%         |
| %H (TV HH)                                   |              |              | 23.8%        | 8.4%        | 83.6%        | 16.4%             | 67.2%        |              |
| <b>1</b>                                     | <b>8228</b>  | <b>7695</b>  | <b>3190</b>  | <b>1116</b> | <b>5668</b>  | <b>2325</b>       | <b>3344</b>  | <b>7524</b>  |
| %V                                           | 30.1%        | 29.7%        | 28.8%        | 27.4%       | 29.5%        | 27.3%             | 31.3%        | 35.4%        |
| %H (All HH)                                  |              | 93.5%        | 38.8%        | 13.6%       | 68.9%        | 28.3%             | 40.6%        | 91.4%        |
| %H (TV HH)                                   |              |              | 41.5%        | 14.5%       | 73.7%        | 30.2%             | 43.5%        |              |
| <b>2</b>                                     | <b>6136</b>  | <b>5866</b>  | <b>2842</b>  | <b>1089</b> | <b>4131</b>  | <b>2212</b>       | <b>1920</b>  | <b>5989</b>  |
| %V                                           | 22.4%        | 22.6%        | 25.7%        | 26.8%       | 21.5%        | 26.0%             | 18.0%        | 28.2%        |
| %H (All HH)                                  |              | 95.6%        | 46.3%        | 17.7%       | 67.3%        | 36.0%             | 31.3%        | 97.6%        |
| %H (TV HH)                                   |              |              | 48.4%        | 18.6%       | 70.4%        | 37.7%             | 32.7%        |              |
| <b>3</b>                                     | <b>3423</b>  | <b>3302</b>  | <b>1727</b>  | <b>627</b>  | <b>2297</b>  | <b>1352</b>       | <b>946</b>   | <b>3395</b>  |
| %V                                           | 12.5%        | 12.7%        | 15.6%        | 15.4%       | 12.0%        | 15.9%             | 8.9%         | 16.0%        |
| %H (All HH)                                  |              | 96.5%        | 50.5%        | 18.3%       | 67.1%        | 39.5%             | 27.6%        | 99.2%        |
| %H (TV HH)                                   |              |              | 52.3%        | 19.0%       | 69.6%        | 40.9%             | 28.6%        |              |
| <b>4</b>                                     | <b>1931</b>  | <b>1865</b>  | <b>995</b>   | <b>380</b>  | <b>1322</b>  | <b>833</b>        | <b>489</b>   | <b>1916</b>  |
| %V                                           | 7.1%         | 7.2%         | 9.0%         | 9.3%        | 6.9%         | 9.8%              | 4.6%         | 9.0%         |
| %H (All HH)                                  |              | 96.6%        | 51.5%        | 19.7%       | 68.5%        | 43.1%             | 25.3%        | 99.2%        |
| %H (TV HH)                                   |              |              | 53.4%        | 20.4%       | 70.9%        | 44.7%             | 26.2%        |              |
| <b>5+</b>                                    | <b>2016</b>  | <b>1947</b>  | <b>1070</b>  | <b>416</b>  | <b>1385</b>  | <b>929</b>        | <b>456</b>   | <b>2002</b>  |
| %V                                           | 7.4%         | 7.5%         | 9.7%         | 10.2%       | 7.2%         | 10.9%             | 4.3%         | 9.4%         |
| %H (All HH)                                  |              | 96.6%        | 53.1%        | 20.6%       | 68.7%        | 46.1%             | 22.6%        | 99.3%        |
| %H (TV HH)                                   |              |              | 55.0%        | 21.4%       | 71.1%        | 47.7%             | 23.4%        |              |

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

%V = percentage of vertical total

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

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

**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Set level data**

**Table 11: Screen Size**

Platforms available in Household

|                     | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|---------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                     | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Sets</b>   | 50986 | 24327 | 8569  | 39315 | 21119             | 18196    | 42516     |
| %H                  |       | 47.7% | 16.8% | 77.1% | 41.4%             | 35.7%    | 83.4%     |
| <b>Under 20"</b>    | 7578  | 3358  | 1222  | 6414  | 3400              | 3014     | 6308      |
| %V                  | 14.9% | 13.8% | 14.3% | 16.3% | 16.1%             | 16.6%    | 14.8%     |
| %H                  |       | 44.3% | 16.1% | 84.6% | 44.9%             | 39.8%    | 83.2%     |
| <b>20" - 29"</b>    | 12313 | 5327  | 1920  | 10054 | 4969              | 5085     | 9789      |
| %V                  | 24.1% | 21.9% | 22.4% | 25.6% | 23.5%             | 27.9%    | 23.0%     |
| %H                  |       | 43.3% | 15.6% | 81.7% | 40.4%             | 41.3%    | 79.5%     |
| <b>30" - 39"</b>    | 16552 | 7530  | 2807  | 12621 | 6396              | 6225     | 13483     |
| %V                  | 32.5% | 31.0% | 32.8% | 32.1% | 30.3%             | 34.2%    | 31.7%     |
| %H                  |       | 45.5% | 17.0% | 76.3% | 38.6%             | 37.6%    | 81.5%     |
| <b>40" and over</b> | 13731 | 7781  | 2481  | 9612  | 6079              | 3533     | 12314     |
| %V                  | 26.9% | 32.0% | 29.0% | 24.4% | 28.8%             | 19.4%    | 29.0%     |
| %H                  |       | 56.7% | 18.1% | 70.0% | 44.3%             | 25.7%    | 89.7%     |
| <b>Don't know</b>   | 813   | 332   | 138   | 614   | 275               | 339      | 622       |
| %V                  | 1.6%  | 1.4%  | 1.6%  | 1.6%  | 1.3%              | 1.9%     | 1.5%      |
| %H                  |       | 40.8% | 17.0% | 75.5% | 33.8%             | 41.7%    | 76.5%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Set level data**
**Table 12: Location of set**

Platforms available in Household

|                                  | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|----------------------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                                  | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Sets</b>                | 50986 | 24327 | 8569  | 39315 | 21119             | 18196    | 42516     |
| %H                               |       | 47.7% | 16.8% | 77.1% | 41.4%             | 35.7%    | 83.4%     |
| <b>Main living room</b>          | 25685 | 11040 | 4046  | 19037 | 8485              | 10552    | 20064     |
| %V                               | 50.4% | 45.4% | 47.2% | 48.4% | 40.2%             | 58.0%    | 47.2%     |
| %H                               |       | 43.0% | 15.8% | 74.1% | 33.0%             | 41.1%    | 78.1%     |
| <b>Kitchen</b>                   | 3125  | 1536  | 463   | 2730  | 1576              | 1154     | 2690      |
| %V                               | 6.1%  | 6.3%  | 5.4%  | 6.9%  | 7.5%              | 6.3%     | 6.3%      |
| %H                               |       | 49.2% | 14.8% | 87.4% | 50.4%             | 36.9%    | 86.1%     |
| <b>Adult's bedroom</b>           | 13330 | 6792  | 2469  | 10631 | 6501              | 4130     | 11608     |
| %V                               | 26.1% | 27.9% | 28.8% | 27.0% | 30.8%             | 22.7%    | 27.3%     |
| %H                               |       | 51.0% | 18.5% | 79.8% | 48.8%             | 31.0%    | 87.1%     |
| <b>Child's bedroom</b>           | 3378  | 2004  | 666   | 2512  | 1786              | 726      | 3188      |
| %V                               | 6.6%  | 8.2%  | 7.8%  | 6.4%  | 8.5%              | 4.0%     | 7.5%      |
| %H                               |       | 59.3% | 19.7% | 74.4% | 52.9%             | 21.5%    | 94.4%     |
| <b>Other bedroom</b>             | 1496  | 830   | 280   | 1219  | 815               | 403      | 1367      |
| %V                               | 2.9%  | 3.4%  | 3.3%  | 3.1%  | 3.9%              | 2.2%     | 3.2%      |
| %H                               |       | 55.5% | 18.7% | 81.5% | 54.5%             | 26.9%    | 91.4%     |
| <b>Second living/dining room</b> | 2425  | 1289  | 408   | 1938  | 1189              | 749      | 2139      |
| %V                               | 4.8%  | 5.3%  | 4.8%  | 4.9%  | 5.6%              | 4.1%     | 5.0%      |
| %H                               |       | 53.2% | 16.8% | 79.9% | 49.0%             | 30.9%    | 88.2%     |
| <b>Study/office</b>              | 418   | 228   | 60    | 325   | 195               | 130      | 403       |
| %V                               | 0.8%  | 0.9%  | 0.7%  | 0.8%  | 0.9%              | 0.7%     | 0.9%      |
| %H                               |       | 54.5% | 14.4% | 77.8% | 46.7%             | 31.1%    | 96.4%     |
| <b>TV room</b>                   | 193   | 108   | 32    | 141   | 87                | 54       | 186       |
| %V                               | 0.4%  | 0.4%  | 0.4%  | 0.4%  | 0.4%              | 0.3%     | 0.4%      |
| %H                               |       | 56.0% | 16.6% | 73.1% | 45.1%             | 28.0%    | 96.4%     |
| <b>Conseervatory</b>             | 569   | 314   | 90    | 482   | 311               | 171      | 531       |
| %V                               | 1.1%  | 1.3%  | 1.1%  | 1.2%  | 1.5%              | 0.9%     | 1.2%      |
| %H                               |       | 55.2% | 15.8% | 84.7% | 54.7%             | 30.1%    | 93.3%     |
| <b>Attic or loft room</b>        | 68    | 33    | 17    | 55    | 35                | 20       | 66        |
| %V                               | 0.1%  | 0.1%  | 0.2%  | 0.1%  | 0.2%              | 0.1%     | 0.2%      |
| %H                               |       | 48.5% | 25.0% | 80.9% | 51.5%             | 29.4%    | 97.1%     |
| <b>No specific location</b>      | 40    | 18    | 2     | 31    | 14                | 18       | 31        |
| %V                               | 0.1%  | 0.1%  | 0.0%  | 0.1%  | 0.1%              | 0.1%     | 0.1%      |
| %H                               |       | 45.0% | 5.0%  | 77.5% | 35.0%             | 45.0%    | 77.5%     |
| <b>Other</b>                     | 258   | 134   | 36    | 215   | 125               | 90       | 242       |
| %V                               | 0.5%  | 0.6%  | 0.4%  | 0.5%  | 0.6%              | 0.5%     | 0.6%      |
| %H                               |       | 51.9% | 14.0% | 83.3% | 48.4%             | 34.9%    | 93.8%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Set level data**

**Table 13: Recorders**

Platforms available in Household

|                     | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|---------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                     | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Sets</b>   | 50986 | 24327 | 8569  | 39315 | 21119             | 18196    | 42516     |
| %H                  |       | 47.7% | 16.8% | 77.1% | 41.4%             | 35.7%    | 83.4%     |
| <b>PVR</b>          | 20782 | 12780 | 4437  | 13586 | 9774              | 3812     | 18807     |
| %V                  | 40.8% | 52.5% | 51.8% | 34.6% | 46.3%             | 20.9%    | 44.2%     |
| %H                  |       | 61.5% | 21.4% | 65.4% | 47.0%             | 18.3%    | 90.5%     |
| <b>DVDR</b>         | 1210  | 523   | 172   | 957   | 436               | 521      | 1010      |
| %V                  | 2.4%  | 2.1%  | 2.0%  | 2.4%  | 2.1%              | 2.9%     | 2.4%      |
| %H                  |       | 43.2% | 14.2% | 79.1% | 36.0%             | 43.1%    | 83.5%     |
| <b>VCR</b>          | 841   | 298   | 111   | 712   | 275               | 437      | 543       |
| %V                  | 1.6%  | 1.2%  | 1.3%  | 1.8%  | 1.3%              | 2.4%     | 1.3%      |
| %H                  |       | 35.4% | 13.2% | 84.7% | 32.7%             | 52.0%    | 64.6%     |
| <b>Any recorder</b> | 21780 | 13040 | 4545  | 14465 | 10020             | 4446     | 19461     |
| %V                  | 42.7% | 53.6% | 53.0% | 36.8% | 47.4%             | 24.4%    | 45.8%     |
| %H                  |       | 59.9% | 20.9% | 66.4% | 46.0%             | 20.4%    | 89.4%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 14: Other TV equipment**

Platforms available in household

|                                                      | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|------------------------------------------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                                                      | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Sets</b>                                    | 50986 | 24327 | 8569  | 39315 | 21119             | 18196    | 42516     |
| %H                                                   |       | 47.7% | 16.8% | 77.1% | 41.4%             | 35.7%    | 83.4%     |
| <b>Receives HDTV (via STB or built-in reception)</b> | 20018 | 10720 | 4482  | 14247 | 9186              | 5061     | 18074     |
| %V                                                   | 39.3% | 44.1% | 52.3% | 36.2% | 43.5%             | 27.8%    | 42.5%     |
| %H                                                   |       | 53.6% | 22.4% | 71.2% | 45.9%             | 25.3%    | 90.3%     |
| <b>DVD/Blu-ray player or recorder</b>                | 28725 | 13786 | 5001  | 22127 | 12005             | 10122    | 24469     |
| %V                                                   | 56.3% | 56.7% | 58.4% | 56.3% | 56.8%             | 55.6%    | 57.6%     |
| %H                                                   |       | 48.0% | 17.4% | 77.0% | 41.8%             | 35.2%    | 85.2%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Set level data**
**Table 15: Main Set Screen Size**

Platforms available in Household

|                        | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|------------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                        | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Main Sets</b> | 25863 | 11066 | 4068  | 19174 | 8507              | 10667    | 20191     |
| %H                     |       | 42.8% | 15.7% | 74.1% | 32.9%             | 41.2%    | 78.1%     |
| <b>Under 20"</b>       | 550   | 92    | 42    | 447   | 52                | 395      | 311       |
| %V                     | 2.1%  | 0.8%  | 1.0%  | 2.3%  | 0.6%              | 3.7%     | 1.5%      |
| %H                     |       | 16.7% | 7.6%  | 81.3% | 9.5%              | 71.8%    | 56.5%     |
| <b>20" - 29"</b>       | 3702  | 905   | 404   | 2995  | 642               | 2354     | 2225      |
| %V                     | 14.3% | 8.2%  | 9.9%  | 15.6% | 7.5%              | 22.1%    | 11.0%     |
| %H                     |       | 24.4% | 10.9% | 80.9% | 17.3%             | 63.6%    | 60.1%     |
| <b>30" - 39"</b>       | 10099 | 3804  | 1572  | 7704  | 3014              | 4691     | 7554      |
| %V                     | 39.0% | 34.4% | 38.6% | 40.2% | 35.4%             | 44.0%    | 37.4%     |
| %H                     |       | 37.7% | 15.6% | 76.3% | 29.8%             | 46.5%    | 74.8%     |
| <b>40" and over</b>    | 11136 | 6143  | 1994  | 7753  | 4716              | 3036     | 9849      |
| %V                     | 43.1% | 55.5% | 49.0% | 40.4% | 55.4%             | 28.5%    | 48.8%     |
| %H                     |       | 55.2% | 17.9% | 69.6% | 42.3%             | 27.3%    | 88.4%     |
| <b>Don't know</b>      | 376   | 122   | 56    | 275   | 84                | 191      | 251       |
| %V                     | 1.5%  | 1.1%  | 1.4%  | 1.4%  | 1.0%              | 1.8%     | 1.2%      |
| %H                     |       | 32.4% | 14.9% | 73.1% | 22.3%             | 50.8%    | 66.8%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Set level data**

**Table 16: Main Set Recorders**

Platforms available in Household

|                        | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|------------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                        | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Main Sets</b> | 25863 | 11066 | 4068  | 19174 | 8507              | 10667    | 20191     |
| %H                     |       | 42.8% | 15.7% | 74.1% | 32.9%             | 41.2%    | 78.1%     |
| <b>PVR</b>             | 15523 | 9189  | 3202  | 10397 | 7116              | 3282     | 13814     |
| %V                     | 60.0% | 83.0% | 78.7% | 54.2% | 83.6%             | 30.8%    | 68.4%     |
| %H                     |       | 59.2% | 20.6% | 67.0% | 45.8%             | 21.1%    | 89.0%     |
| <b>DVDR</b>            | 951   | 388   | 128   | 749   | 313               | 436      | 776       |
| %V                     | 3.7%  | 3.5%  | 3.1%  | 3.9%  | 3.7%              | 4.1%     | 3.8%      |
| %H                     |       | 40.8% | 13.5% | 78.8% | 32.9%             | 45.8%    | 81.6%     |
| <b>VCR</b>             | 665   | 222   | 85    | 551   | 190               | 362      | 409       |
| %V                     | 2.6%  | 2.0%  | 2.1%  | 2.9%  | 2.2%              | 3.4%     | 2.0%      |
| %H                     |       | 33.4% | 12.8% | 82.9% | 28.6%             | 54.4%    | 61.5%     |
| <b>Any recorder</b>    | 16228 | 9328  | 3263  | 11016 | 7230              | 3786     | 14234     |
| %V                     | 62.7% | 84.3% | 80.2% | 57.5% | 85.0%             | 35.5%    | 70.5%     |
| %H                     |       | 57.5% | 20.1% | 67.9% | 44.6%             | 23.3%    | 87.7%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 17: Main Set - Other TV equipment**

Platforms available in household

|                                                      | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|------------------------------------------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                                                      | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Main Sets</b>                               | 25863 | 11066 | 4068  | 19174 | 8507              | 10667    | 20191     |
| %H                                                   |       | 42.8% | 15.7% | 74.1% | 32.9%             | 41.2%    | 78.1%     |
| <b>Receives HDTV (via STB or built-in reception)</b> | 13882 | 7339  | 2984  | 9722  | 6021              | 3701     | 12323     |
| %V                                                   | 53.7% | 66.3% | 73.4% | 50.7% | 70.8%             | 34.7%    | 61.0%     |
| %H                                                   |       | 52.9% | 21.5% | 70.0% | 43.4%             | 26.7%    | 88.8%     |
| <b>DVD/Blu-ray player or recorder</b>                | 18712 | 8359  | 3097  | 13883 | 6554              | 7329     | 15318     |
| %V                                                   | 72.4% | 75.5% | 76.1% | 72.4% | 77.0%             | 68.7%    | 75.9%     |
| %H                                                   |       | 44.7% | 16.6% | 74.2% | 35.0%             | 39.2%    | 81.9%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Set level data**

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

Platforms available in Household

|                         | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|-------------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                         | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Other Sets</b> | 25123 | 13261 | 4500  | 20141 | 12612             | 7529     | 22326     |
| %H                      |       | 52.8% | 17.9% | 80.2% | 50.2%             | 30.0%    | 88.9%     |
| <b>Under 20"</b>        | 7028  | 3267  | 1180  | 5967  | 3348              | 2620     | 5997      |
| %V                      | 28.0% | 24.6% | 26.2% | 29.6% | 26.5%             | 34.8%    | 26.9%     |
| %H                      |       | 46.5% | 16.8% | 84.9% | 47.6%             | 37.3%    | 85.3%     |
| <b>20" - 29"</b>        | 8610  | 4422  | 1517  | 7059  | 4327              | 2731     | 7564      |
| %V                      | 34.3% | 33.3% | 33.7% | 35.0% | 34.3%             | 36.3%    | 33.9%     |
| %H                      |       | 51.4% | 17.6% | 82.0% | 50.3%             | 31.7%    | 87.9%     |
| <b>30" - 39"</b>        | 6453  | 3725  | 1234  | 4917  | 3383              | 1534     | 5929      |
| %V                      | 25.7% | 28.1% | 27.4% | 24.4% | 26.8%             | 20.4%    | 26.6%     |
| %H                      |       | 57.7% | 19.1% | 76.2% | 52.4%             | 23.8%    | 91.9%     |
| <b>40" and over</b>     | 2594  | 1638  | 487   | 1860  | 1363              | 497      | 2465      |
| %V                      | 10.3% | 12.4% | 10.8% | 9.2%  | 10.8%             | 6.6%     | 11.0%     |
| %H                      |       | 63.1% | 18.8% | 71.7% | 52.5%             | 19.2%    | 95.0%     |
| <b>Don't know</b>       | 437   | 209   | 82    | 339   | 191               | 147      | 370       |
| %V                      | 1.7%  | 1.6%  | 1.8%  | 1.7%  | 1.5%              | 2.0%     | 1.7%      |
| %H                      |       | 47.8% | 18.8% | 77.6% | 43.7%             | 33.6%    | 84.7%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Set level data**

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

Platforms available in Household

|                         | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|-------------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                         | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Other Sets</b> | 25123 | 13261 | 4500  | 20141 | 12612             | 7529     | 22326     |
| %H                      |       | 52.8% | 17.9% | 80.2% | 50.2%             | 30.0%    | 88.9%     |
| <b>PVR</b>              | 5259  | 3591  | 1234  | 3189  | 2658              | 530      | 4992      |
| %V                      | 20.9% | 27.1% | 27.4% | 15.8% | 21.1%             | 7.0%     | 22.4%     |
| %H                      |       | 68.3% | 23.5% | 60.6% | 50.5%             | 10.1%    | 94.9%     |
| <b>DVDR</b>             | 259   | 135   | 43    | 209   | 124               | 85       | 234       |
| %V                      | 1.0%  | 1.0%  | 1.0%  | 1.0%  | 1.0%              | 1.1%     | 1.0%      |
| %H                      |       | 52.1% | 16.6% | 80.7% | 47.9%             | 32.8%    | 90.3%     |
| <b>VCR</b>              | 176   | 76    | 27    | 161   | 85                | 76       | 135       |
| %V                      | 0.7%  | 0.6%  | 0.6%  | 0.8%  | 0.7%              | 1.0%     | 0.6%      |
| %H                      |       | 43.2% | 15.3% | 91.5% | 48.3%             | 43.2%    | 76.7%     |
| <b>Any recorder</b>     | 5552  | 3713  | 1282  | 3449  | 2789              | 660      | 5227      |
| %V                      | 22.1% | 28.0% | 28.5% | 17.1% | 22.1%             | 8.8%     | 23.4%     |
| %H                      |       | 66.9% | 23.1% | 62.1% | 50.2%             | 11.9%    | 94.1%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

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

Platforms available in household

|                                                      | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|------------------------------------------------------|-------|-------|-------|-------|-------------------|----------|-----------|
|                                                      | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Other Sets</b>                              | 25123 | 13261 | 4500  | 20141 | 12612             | 7529     | 22326     |
| %H                                                   |       | 52.8% | 17.9% | 80.2% | 50.2%             | 30.0%    | 88.9%     |
| <b>Receives HDTV (via STB or built-in reception)</b> | 6136  | 3381  | 1498  | 4525  | 3165              | 1360     | 5751      |
| %V                                                   | 24.4% | 25.5% | 33.3% | 22.5% | 25.1%             | 18.1%    | 25.8%     |
| %H                                                   |       | 55.1% | 24.4% | 73.7% | 51.6%             | 22.2%    | 93.7%     |
| <b>DVD/Blu-ray player or recorder</b>                | 10013 | 5427  | 1904  | 8243  | 5451              | 2792     | 9151      |
| %V                                                   | 39.9% | 40.9% | 42.3% | 40.9% | 43.2%             | 37.1%    | 41.0%     |
| %H                                                   |       | 54.2% | 19.0% | 82.3% | 54.4%             | 27.9%    | 91.4%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Individual level data**
**Table 21: Age of Children**

Platforms available in household

|                       | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|-----------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                       | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Inds</b>     | 63971 | 61061 | 29482 | 10451 | 43622 | 22654             | 20969    | 54757     |
| %H                    |       | 95.5% | 46.1% | 16.3% | 68.2% | 35.4%             | 32.8%    | 85.6%     |
| <b>Total Children</b> | 12220 | 11833 | 6632  | 2092  | 7744  | 4664              | 3081     | 11342     |
| %V                    | 19.1% | 19.4% | 22.5% | 20.0% | 17.8% | 20.6%             | 14.7%    | 20.7%     |
| %H                    |       | 96.8% | 54.3% | 17.1% | 63.4% | 38.2%             | 25.2%    | 92.8%     |
| <b>0 - 3</b>          | 3301  | 3166  | 1718  | 538   | 2004  | 1116              | 888      | 2982      |
| %V                    | 5.2%  | 5.2%  | 5.8%  | 5.1%  | 4.6%  | 4.9%              | 4.2%     | 5.4%      |
| %H                    |       | 95.9% | 52.0% | 16.3% | 60.7% | 33.8%             | 26.9%    | 90.3%     |
| <b>4 - 15</b>         | 8919  | 8667  | 4915  | 1555  | 5741  | 3548              | 2193     | 8361      |
| %V                    | 13.9% | 14.2% | 16.7% | 14.9% | 13.2% | 15.7%             | 10.5%    | 15.3%     |
| %H                    |       | 97.2% | 55.1% | 17.4% | 64.4% | 39.8%             | 24.6%    | 93.7%     |
| <b>4 - 9</b>          | 4697  | 4543  | 2605  | 762   | 2916  | 1760              | 1156     | 4336      |
| %V                    | 7.3%  | 7.4%  | 8.8%  | 7.3%  | 6.7%  | 7.8%              | 5.5%     | 7.9%      |
| %H                    |       | 96.7% | 55.5% | 16.2% | 62.1% | 37.5%             | 24.6%    | 92.3%     |
| <b>10 - 15</b>        | 4222  | 4124  | 2310  | 792   | 2824  | 1788              | 1036     | 4024      |
| %V                    | 6.6%  | 6.8%  | 7.8%  | 7.6%  | 6.5%  | 7.9%              | 4.9%     | 7.3%      |
| %H                    |       | 97.7% | 54.7% | 18.8% | 66.9% | 42.3%             | 24.5%    | 95.3%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Individual level data**

**Table 22: Adults - Age**

Platforms available in household

|                           | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|---------------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                           | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Inds</b>         | 63971 | 61061 | 29482 | 10451 | 43622 | 22654             | 20969    | 54757     |
| %H                        |       | 95.5% | 46.1% | 16.3% | 68.2% | 35.4%             | 32.8%    | 85.6%     |
| <b>Total Adults (16+)</b> | 51751 | 49227 | 22849 | 8359  | 35878 | 17990             | 17888    | 43415     |
| %V                        | 80.9% | 80.6% | 77.5% | 80.0% | 82.2% | 79.4%             | 85.3%    | 79.3%     |
| %H                        |       | 95.1% | 44.2% | 16.2% | 69.3% | 34.8%             | 34.6%    | 83.9%     |
| <b>16 - 19</b>            | 2936  | 2837  | 1483  | 565   | 2042  | 1261              | 781      | 2776      |
| %V                        | 4.6%  | 4.6%  | 5.0%  | 5.4%  | 4.7%  | 5.6%              | 3.7%     | 5.1%      |
| %H                        |       | 96.6% | 50.5% | 19.2% | 69.6% | 42.9%             | 26.6%    | 94.6%     |
| <b>20 - 24</b>            | 4098  | 3667  | 1649  | 695   | 2555  | 1352              | 1204     | 3765      |
| %V                        | 6.4%  | 6.0%  | 5.6%  | 6.7%  | 5.9%  | 6.0%              | 5.7%     | 6.9%      |
| %H                        |       | 89.5% | 40.2% | 17.0% | 62.3% | 33.0%             | 29.4%    | 91.9%     |
| <b>25 - 34</b>            | 8796  | 8070  | 4179  | 1449  | 5170  | 2824              | 2346     | 8074      |
| %V                        | 13.7% | 13.2% | 14.2% | 13.9% | 11.9% | 12.5%             | 11.2%    | 14.7%     |
| %H                        |       | 91.7% | 47.5% | 16.5% | 58.8% | 32.1%             | 26.7%    | 91.8%     |
| <b>35 - 44</b>            | 8367  | 7985  | 4251  | 1460  | 5299  | 3037              | 2262     | 7761      |
| %V                        | 13.1% | 13.1% | 14.4% | 14.0% | 12.1% | 13.4%             | 10.8%    | 14.2%     |
| %H                        |       | 95.4% | 50.8% | 17.4% | 63.3% | 36.3%             | 27.0%    | 92.8%     |
| <b>45 - 54</b>            | 9108  | 8809  | 4384  | 1665  | 6440  | 3648              | 2791     | 8241      |
| %V                        | 14.2% | 14.4% | 14.9% | 15.9% | 14.8% | 16.1%             | 13.3%    | 15.1%     |
| %H                        |       | 96.7% | 48.1% | 18.3% | 70.7% | 40.1%             | 30.6%    | 90.5%     |
| <b>55 - 64</b>            | 7333  | 7095  | 3194  | 1212  | 5424  | 2705              | 2718     | 6293      |
| %V                        | 11.5% | 11.6% | 10.8% | 11.6% | 12.4% | 11.9%             | 13.0%    | 11.5%     |
| %H                        |       | 96.8% | 43.6% | 16.5% | 74.0% | 36.9%             | 37.1%    | 85.8%     |
| <b>65+</b>                | 11112 | 10765 | 3709  | 1313  | 8947  | 3162              | 5785     | 6505      |
| %V                        | 17.4% | 17.6% | 12.6% | 12.6% | 20.5% | 14.0%             | 27.6%    | 11.9%     |
| %H                        |       | 96.9% | 33.4% | 11.8% | 80.5% | 28.5%             | 52.1%    | 58.5%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Individual level data**
**Table 23: Social Grade (Adults 16+)**

Platforms available in household

|                    | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|--------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                    | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| Total Adults (16+) | 51751 | 49227 | 22849 | 8359  | 35878 | 17990             | 17888    | 43415     |
| %H                 |       | 95.1% | 44.2% | 16.2% | 69.3% | 34.8%             | 34.6%    | 83.9%     |
| AB                 | 14011 | 13466 | 6513  | 2301  | 9764  | 5078              | 4685     | 13229     |
| %V                 | 27.1% | 27.4% | 28.5% | 27.5% | 27.2% | 28.2%             | 26.2%    | 30.5%     |
| %H                 |       | 96.1% | 46.5% | 16.4% | 69.7% | 36.2%             | 33.4%    | 94.4%     |
| C1                 | 14420 | 13523 | 6218  | 2437  | 9897  | 5111              | 4787     | 12829     |
| %V                 | 27.9% | 27.5% | 27.2% | 29.2% | 27.6% | 28.4%             | 26.8%    | 29.5%     |
| %H                 |       | 93.8% | 43.1% | 16.9% | 68.6% | 35.4%             | 33.2%    | 89.0%     |
| C2                 | 11292 | 10934 | 5407  | 1898  | 8002  | 4376              | 3626     | 9552      |
| %V                 | 21.8% | 22.2% | 23.7% | 22.7% | 22.3% | 24.3%             | 20.3%    | 22.0%     |
| %H                 |       | 96.8% | 47.9% | 16.8% | 70.9% | 38.8%             | 32.1%    | 84.6%     |
| D                  | 7661  | 7217  | 3304  | 1230  | 5059  | 2421              | 2639     | 5621      |
| %V                 | 14.8% | 14.7% | 14.5% | 14.7% | 14.1% | 13.5%             | 14.8%    | 12.9%     |
| %H                 |       | 94.2% | 43.1% | 16.1% | 66.0% | 31.6%             | 34.4%    | 73.4%     |
| E                  | 4366  | 4089  | 1408  | 493   | 3155  | 1004              | 2151     | 2183      |
| %V                 | 8.4%  | 8.3%  | 6.2%  | 5.9%  | 8.8%  | 5.6%              | 12.0%    | 5.0%      |
| %H                 |       | 93.7% | 32.2% | 11.3% | 72.3% | 23.0%             | 49.3%    | 50.0%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Individual level data**
**Table 24: Working Status (Adults 16+)**

Platforms available in household

|                              | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|------------------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                              | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Adults (16+)</b>    | 51751 | 49227 | 22849 | 8359  | 35878 | 17990             | 17888    | 43415     |
| %H                           |       | 95.1% | 44.2% | 16.2% | 69.3% | 34.8%             | 34.6%    | 83.9%     |
| <b>Working full time</b>     | 23863 | 22761 | 11619 | 4345  | 15745 | 8977              | 6768     | 22313     |
| %V                           | 46.1% | 46.2% | 50.9% | 52.0% | 43.9% | 49.9%             | 37.8%    | 51.4%     |
| %H                           |       | 95.4% | 48.7% | 18.2% | 66.0% | 37.6%             | 28.4%    | 93.5%     |
| <b>Working part time</b>     | 5383  | 5197  | 2556  | 942   | 3780  | 2090              | 1690     | 4924      |
| %V                           | 10.4% | 10.6% | 11.2% | 11.3% | 10.5% | 11.6%             | 9.4%     | 11.3%     |
| %H                           |       | 96.5% | 47.5% | 17.5% | 70.2% | 38.8%             | 31.4%    | 91.5%     |
| <b>Not working</b>           | 22504 | 21269 | 8675  | 3072  | 16353 | 6923              | 9430     | 16178     |
| %V                           | 43.5% | 43.2% | 38.0% | 36.8% | 45.6% | 38.5%             | 52.7%    | 37.3%     |
| %H                           |       | 94.5% | 38.5% | 13.7% | 72.7% | 30.8%             | 41.9%    | 71.9%     |
| <b>Housewife/Houseperson</b> | 27376 | 25920 | 11072 | 4070  | 19190 | 8510              | 10680    | 21233     |
| %V                           | 52.9% | 52.7% | 48.5% | 48.7% | 53.5% | 47.3%             | 59.7%    | 48.9%     |
| %H                           |       | 94.7% | 40.4% | 14.9% | 70.1% | 31.1%             | 39.0%    | 77.6%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Individual level data**

**Table 25: Males - Age**

Platforms available in household

|                          | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|--------------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                          | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Males (16+)</b> | 25244 | 23877 | 11369 | 4103  | 17207 | 8915              | 8292     | 21504     |
| %H                       |       | 94.6% | 45.0% | 16.3% | 68.2% | 35.3%             | 32.8%    | 85.2%     |
| <b>16 - 19</b>           | 1521  | 1475  | 769   | 300   | 1046  | 649               | 396      | 1453      |
| %V                       | 6.0%  | 6.2%  | 6.8%  | 7.3%  | 6.1%  | 7.3%              | 4.8%     | 6.8%      |
| %H                       |       | 97.0% | 50.6% | 19.7% | 68.8% | 42.7%             | 26.0%    | 95.5%     |
| <b>20 - 24</b>           | 2046  | 1827  | 837   | 338   | 1258  | 687               | 570      | 1900      |
| %V                       | 8.1%  | 7.7%  | 7.4%  | 8.2%  | 7.3%  | 7.7%              | 6.9%     | 8.8%      |
| %H                       |       | 89.3% | 40.9% | 16.5% | 61.5% | 33.6%             | 27.9%    | 92.9%     |
| <b>25 - 34</b>           | 4374  | 3978  | 2072  | 719   | 2552  | 1420              | 1132     | 4025      |
| %V                       | 17.3% | 16.7% | 18.2% | 17.5% | 14.8% | 15.9%             | 13.7%    | 18.7%     |
| %H                       |       | 90.9% | 47.4% | 16.4% | 58.3% | 32.5%             | 25.9%    | 92.0%     |
| <b>35 - 44</b>           | 4145  | 3918  | 2075  | 708   | 2578  | 1455              | 1123     | 3804      |
| %V                       | 16.4% | 16.4% | 18.3% | 17.3% | 15.0% | 16.3%             | 13.5%    | 17.7%     |
| %H                       |       | 94.5% | 50.1% | 17.1% | 62.2% | 35.1%             | 27.1%    | 91.8%     |
| <b>45 - 54</b>           | 4483  | 4309  | 2159  | 807   | 3120  | 1766              | 1354     | 4008      |
| %V                       | 17.8% | 18.0% | 19.0% | 19.7% | 18.1% | 19.8%             | 16.3%    | 18.6%     |
| %H                       |       | 96.1% | 48.2% | 18.0% | 69.6% | 39.4%             | 30.2%    | 89.4%     |
| <b>55 - 64</b>           | 3600  | 3465  | 1573  | 594   | 2647  | 1331              | 1315     | 3066      |
| %V                       | 14.3% | 14.5% | 13.8% | 14.5% | 15.4% | 14.9%             | 15.9%    | 14.3%     |
| %H                       |       | 96.3% | 43.7% | 16.5% | 73.5% | 37.0%             | 36.5%    | 85.2%     |
| <b>65+</b>               | 5074  | 4904  | 1885  | 638   | 4008  | 1605              | 2402     | 3248      |
| %V                       | 20.1% | 20.5% | 16.6% | 15.5% | 23.3% | 18.0%             | 29.0%    | 15.1%     |
| %H                       |       | 96.6% | 37.2% | 12.6% | 79.0% | 31.6%             | 47.3%    | 64.0%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Individual level data**
**Table 26: Social Grade (Males 16+)**

Platforms available in household

|                          |    | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|--------------------------|----|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                          |    | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Males (16+)</b> |    | 25244 | 23877 | 11369 | 4103  | 17207 | 8915              | 8292     | 21504     |
|                          | %H |       | 94.6% | 45.0% | 16.3% | 68.2% | 35.3%             | 32.8%    | 85.2%     |
| AB                       |    | 7005  | 6718  | 3333  | 1166  | 4818  | 2578              | 2240     | 6652      |
|                          | %V | 27.7% | 28.1% | 29.3% | 28.4% | 28.0% | 28.9%             | 27.0%    | 30.9%     |
|                          | %H |       | 95.9% | 47.6% | 16.6% | 68.8% | 36.8%             | 32.0%    | 95.0%     |
| C1                       |    | 6710  | 6252  | 2993  | 1134  | 4502  | 2451              | 2051     | 6120      |
|                          | %V | 26.6% | 26.2% | 26.3% | 27.6% | 26.2% | 27.5%             | 24.7%    | 28.5%     |
|                          | %H |       | 93.2% | 44.6% | 16.9% | 67.1% | 36.5%             | 30.6%    | 91.2%     |
| C2                       |    | 6053  | 5830  | 2860  | 1008  | 4251  | 2299              | 1952     | 5061      |
|                          | %V | 24.0% | 24.4% | 25.2% | 24.6% | 24.7% | 25.8%             | 23.5%    | 23.5%     |
|                          | %H |       | 96.3% | 47.2% | 16.7% | 70.2% | 38.0%             | 32.2%    | 83.6%     |
| D                        |    | 3662  | 3417  | 1604  | 597   | 2366  | 1177              | 1189     | 2761      |
|                          | %V | 14.5% | 14.3% | 14.1% | 14.6% | 13.8% | 13.2%             | 14.3%    | 12.8%     |
|                          | %H |       | 93.3% | 43.8% | 16.3% | 64.6% | 32.1%             | 32.5%    | 75.4%     |
| E                        |    | 1814  | 1660  | 580   | 199   | 1269  | 411               | 859      | 910       |
|                          | %V | 7.2%  | 7.0%  | 5.1%  | 4.9%  | 7.4%  | 4.6%              | 10.4%    | 4.2%      |
|                          | %H |       | 91.5% | 32.0% | 11.0% | 70.0% | 22.7%             | 47.4%    | 50.2%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Individual level data**
**Table 27: Working Status (Males 16+)**

Platforms available in household

|                              | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|------------------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                              | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Males (16+)</b>     | 25244 | 23877 | 11369 | 4103  | 17207 | 8915              | 8292     | 21504     |
| %H                           |       | 94.6% | 45.0% | 16.3% | 68.2% | 35.3%             | 32.8%    | 85.2%     |
| <b>Working full time</b>     | 14614 | 13909 | 7232  | 2605  | 9569  | 5524              | 4045     | 13619     |
| %V                           | 57.9% | 58.3% | 63.6% | 63.5% | 55.6% | 62.0%             | 48.8%    | 63.3%     |
| %H                           |       | 95.2% | 49.5% | 17.8% | 65.5% | 37.8%             | 27.7%    | 93.2%     |
| <b>Working part time</b>     | 1157  | 1085  | 486   | 188   | 785   | 382               | 403      | 1010      |
| %V                           | 4.6%  | 4.5%  | 4.3%  | 4.6%  | 4.6%  | 4.3%              | 4.9%     | 4.7%      |
| %H                           |       | 93.8% | 42.0% | 16.2% | 67.8% | 33.0%             | 34.8%    | 87.3%     |
| <b>Not working</b>           | 9474  | 8882  | 3652  | 1310  | 6853  | 3010              | 3843     | 6875      |
| %V                           | 37.5% | 37.2% | 32.1% | 31.9% | 39.8% | 33.8%             | 46.3%    | 32.0%     |
| %H                           |       | 93.8% | 38.5% | 13.8% | 72.3% | 31.8%             | 40.6%    | 72.6%     |
| <b>Housewife/Houseperson</b> | 5946  | 5385  | 2003  | 752   | 3973  | 1422              | 2551     | 3977      |
| %V                           | 23.6% | 22.6% | 17.6% | 18.3% | 23.1% | 16.0%             | 30.8%    | 18.5%     |
| %H                           |       | 90.6% | 33.7% | 12.6% | 66.8% | 23.9%             | 42.9%    | 66.9%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**

**October 2013 - September 2014**

**Individual level data**

**Table 28: Females - Age**

Platforms available in household

|                            | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|----------------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                            | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Females (16+)</b> | 26506 | 25351 | 11480 | 4256  | 18671 | 9075              | 9596     | 21911     |
| %H                         |       | 95.6% | 43.3% | 16.1% | 70.4% | 34.2%             | 36.2%    | 82.7%     |
| <b>16 - 19</b>             | 1415  | 1362  | 714   | 265   | 996   | 612               | 384      | 1324      |
| %V                         | 5.3%  | 5.4%  | 6.2%  | 6.2%  | 5.3%  | 6.7%              | 4.0%     | 6.0%      |
| %H                         |       | 96.3% | 50.5% | 18.7% | 70.4% | 43.3%             | 27.1%    | 93.6%     |
| <b>20 - 24</b>             | 2052  | 1840  | 812   | 357   | 1298  | 664               | 634      | 1864      |
| %V                         | 7.7%  | 7.3%  | 7.1%  | 8.4%  | 7.0%  | 7.3%              | 6.6%     | 8.5%      |
| %H                         |       | 89.7% | 39.6% | 17.4% | 63.3% | 32.4%             | 30.9%    | 90.8%     |
| <b>25 - 34</b>             | 4421  | 4091  | 2107  | 731   | 2618  | 1404              | 1215     | 4049      |
| %V                         | 16.7% | 16.1% | 18.4% | 17.2% | 14.0% | 15.5%             | 12.7%    | 18.5%     |
| %H                         |       | 92.5% | 47.7% | 16.5% | 59.2% | 31.8%             | 27.5%    | 91.6%     |
| <b>35 - 44</b>             | 4222  | 4067  | 2176  | 752   | 2721  | 1582              | 1140     | 3956      |
| %V                         | 15.9% | 16.0% | 19.0% | 17.7% | 14.6% | 17.4%             | 11.9%    | 18.1%     |
| %H                         |       | 96.3% | 51.5% | 17.8% | 64.4% | 37.5%             | 27.0%    | 93.7%     |
| <b>45 - 54</b>             | 4625  | 4500  | 2226  | 858   | 3320  | 1882              | 1438     | 4233      |
| %V                         | 17.4% | 17.8% | 19.4% | 20.2% | 17.8% | 20.7%             | 15.0%    | 19.3%     |
| %H                         |       | 97.3% | 48.1% | 18.6% | 71.8% | 40.7%             | 31.1%    | 91.5%     |
| <b>55 - 64</b>             | 3733  | 3630  | 1621  | 618   | 2777  | 1374              | 1403     | 3228      |
| %V                         | 14.1% | 14.3% | 14.1% | 14.5% | 14.9% | 15.1%             | 14.6%    | 14.7%     |
| %H                         |       | 97.2% | 43.4% | 16.6% | 74.4% | 36.8%             | 37.6%    | 86.5%     |
| <b>65+</b>                 | 6038  | 5861  | 1825  | 676   | 4940  | 1557              | 3383     | 3257      |
| %V                         | 22.8% | 23.1% | 15.9% | 15.9% | 26.5% | 17.2%             | 35.3%    | 14.9%     |
| %H                         |       | 97.1% | 30.2% | 11.2% | 81.8% | 25.8%             | 56.0%    | 53.9%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Individual level data**
**Table 29: Social Grade (Females 16+)**

Platforms available in household

|                     | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|---------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                     | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| Total Females (16+) | 26506 | 25351 | 11480 | 4256  | 18671 | 9075              | 9596     | 21911     |
| %H                  |       | 95.6% | 43.3% | 16.1% | 70.4% | 34.2%             | 36.2%    | 82.7%     |
| AB                  | 7006  | 6748  | 3181  | 1135  | 4946  | 2501              | 2445     | 6577      |
| %V                  | 26.4% | 26.6% | 27.7% | 26.7% | 26.5% | 27.6%             | 25.5%    | 30.0%     |
| %H                  |       | 96.3% | 45.4% | 16.2% | 70.6% | 35.7%             | 34.9%    | 93.9%     |
| C1                  | 7710  | 7271  | 3225  | 1303  | 5395  | 2659              | 2735     | 6709      |
| %V                  | 29.1% | 28.7% | 28.1% | 30.6% | 28.9% | 29.3%             | 28.5%    | 30.6%     |
| %H                  |       | 94.3% | 41.8% | 16.9% | 70.0% | 34.5%             | 35.5%    | 87.0%     |
| C2                  | 5239  | 5104  | 2547  | 891   | 3751  | 2077              | 1674     | 4491      |
| %V                  | 19.8% | 20.1% | 22.2% | 20.9% | 20.1% | 22.9%             | 17.4%    | 20.5%     |
| %H                  |       | 97.4% | 48.6% | 17.0% | 71.6% | 39.6%             | 32.0%    | 85.7%     |
| D                   | 3999  | 3800  | 1700  | 633   | 2693  | 1244              | 1449     | 2860      |
| %V                  | 15.1% | 15.0% | 14.8% | 14.9% | 14.4% | 13.7%             | 15.1%    | 13.1%     |
| %H                  |       | 95.0% | 42.5% | 15.8% | 67.3% | 31.1%             | 36.2%    | 71.5%     |
| E                   | 2553  | 2428  | 827   | 295   | 1886  | 593               | 1292     | 1273      |
| %V                  | 9.6%  | 9.6%  | 7.2%  | 6.9%  | 10.1% | 6.5%              | 13.5%    | 5.8%      |
| %H                  |       | 95.1% | 32.4% | 11.6% | 73.9% | 23.2%             | 50.6%    | 49.9%     |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL**
**October 2013 - September 2014**
**Individual level data**
**Table 30: Working Status (Females 16+)**

Platforms available in household

|                              | All   | TV    | DSat  | Cable | DTT   | DTT +<br>Cab/DSat | DTT only | Broadband |
|------------------------------|-------|-------|-------|-------|-------|-------------------|----------|-----------|
|                              | HH    | HH    | HH    | HH    | HH    | HH                | HH       | HH        |
| <b>Total Females (16+)</b>   | 26506 | 25351 | 11480 | 4256  | 18671 | 9075              | 9596     | 21911     |
| %H                           |       | 95.6% | 43.3% | 16.1% | 70.4% | 34.2%             | 36.2%    | 82.7%     |
| <b>Working full time</b>     | 9249  | 8852  | 4387  | 1740  | 6176  | 3453              | 2723     | 8695      |
| %V                           | 34.9% | 34.9% | 38.2% | 40.9% | 33.1% | 38.0%             | 28.4%    | 39.7%     |
| %H                           |       | 95.7% | 47.4% | 18.8% | 66.8% | 37.3%             | 29.4%    | 94.0%     |
| <b>Working part time</b>     | 4227  | 4112  | 2070  | 754   | 2995  | 1708              | 1287     | 3914      |
| %V                           | 15.9% | 16.2% | 18.0% | 17.7% | 16.0% | 18.8%             | 13.4%    | 17.9%     |
| %H                           |       | 97.3% | 49.0% | 17.8% | 70.9% | 40.4%             | 30.4%    | 92.6%     |
| <b>Not working</b>           | 13030 | 12387 | 5022  | 1762  | 9500  | 3913              | 5587     | 9302      |
| %V                           | 49.2% | 48.9% | 43.7% | 41.4% | 50.9% | 43.1%             | 58.2%    | 42.5%     |
| %H                           |       | 95.1% | 38.5% | 13.5% | 72.9% | 30.0%             | 42.9%    | 71.4%     |
| <b>Housewife/Houseperson</b> | 21430 | 20535 | 9069  | 3319  | 15217 | 7088              | 8129     | 17255     |
| %V                           | 80.8% | 81.0% | 79.0% | 78.0% | 81.5% | 78.1%             | 84.7%    | 78.8%     |
| %H                           |       | 95.8% | 42.3% | 15.5% | 71.0% | 33.1%             | 37.9%    | 80.5%     |

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 2013 and September 2014

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

An explanation of some of the terms is given below.

#### **SHOP/BUSINESS**

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

#### **OTHER NON EFFECTIVE**

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

#### **SUBSTITUTE ADDRESSES**

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

#### **ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES**

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

#### **NON CONTACT**

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

#### **REFUSAL**

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

| Response Analysis: October 2013 - September 2014 |                  |               |                   |                 |          |          |                    |
|--------------------------------------------------|------------------|---------------|-------------------|-----------------|----------|----------|--------------------|
|                                                  | Total<br>Network | BBC<br>London | BBC South<br>East | BBC<br>Midlands | BBC East | BBC West | BBC South-<br>West |
| Addresses Issued                                 | 78,374           | 18490         | 2737              | 10375           | 4189     | 2018     | 2995               |
| Shop / Business                                  | 958              | 221           | 20                | 104             | 56       | 18       | 63                 |
| Demolished / Incomplete                          | 116              | 22            | 1                 | 12              | 9        | 0        | 2                  |
| Empty                                            | 5,639            | 835           | 134               | 805             | 161      | 134      | 201                |
| Holiday Home                                     | 726              | 29            | 20                | 38              | 24       | 8        | 187                |
| Other Non Effective                              | 1,122            | 183           | 49                | 145             | 54       | 40       | 75                 |
| Eligible Addresses                               | 69,813           | 17200         | 2513              | 9271            | 3885     | 1818     | 2467               |
| Substitute Addresses                             | 2,098            | 2110          | 2111              | 2099            | 2100     | 2101     | 2102               |
| Multiple Occupancy Addresses                     | 784              | 595           | 13                | 22              | 4        | 20       | 26                 |
| Total Additional Households                      | 2,882            | 2705          | 2124              | 2121            | 2104     | 2121     | 2128               |
| Total Valid Households                           | 79,132           | 19092         | 2750              | 10398           | 4198     | 2040     | 3008               |
|                                                  | 100.0%           | 100.0%        | 100.0%            | 100.0%          | 100.0%   | 100.0%   | 100.0%             |
| Non Contacts                                     | 7,055            | 2461          | 218               | 794             | 392      | 124      | 190                |
|                                                  | 8.9%             | 12.9%         | 7.9%              | 7.6%            | 9.3%     | 6.1%     | 6.3%               |
| No English Spoken                                | 132              | 55            | 1                 | 20              | 7        | 2        | 1                  |
|                                                  | 0.2%             | 0.3%          | 0.0%              | 0.2%            | 0.2%     | 0.1%     | 0.0%               |
| Refusals                                         | 17,269           | 4835          | 612               | 2289            | 1063     | 497      | 728                |
|                                                  | 21.8%            | 25.3%         | 22.3%             | 22.0%           | 25.3%    | 24.4%    | 24.2%              |
| Total Interviews                                 | 54,676           | 11741         | 1919              | 7295            | 2736     | 1417     | 2089               |
|                                                  | 69.1%            | 61.5%         | 69.8%             | 70.2%           | 65.2%    | 69.5%    | 69.4%              |

|                              | 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             | 4003      | 4548                               | 2968                            | 8047               | 6217            | 4895                       | 6892      |
| Shop / Business              | 66        | 42                                 | 18                              | 116                | 82              | 61                         | 91        |
| Demolished / Incomplete      | 2         | 2                                  | 11                              | 7                  | 12              | 15                         | 21        |
| Empty                        | 147       | 348                                | 200                             | 726                | 593             | 476                        | 879       |
| Holiday Home                 | 29        | 19                                 | 34                              | 43                 | 96              | 36                         | 163       |
| Other Non Effective          | 58        | 63                                 | 21                              | 115                | 48              | 102                        | 169       |
| Eligible Addresses           | 3701      | 4074                               | 2684                            | 7040               | 5386            | 4205                       | 5569      |
| Substitute Addresses         | 2103      | 2104                               | 2105                            | 2106               | 2107            | 2108                       | 2109      |
| Multiple Occupancy Addresses | 16        | 7                                  | 3                               | 21                 | 9               | 6                          | 42        |
| Total Additional Households  | 2119      | 2111                               | 2108                            | 2127               | 2116            | 2114                       | 2151      |
| Total Valid Households       | 4018      | 4560                               | 2971                            | 8065               | 6228            | 4910                       | 6894      |
|                              | 100.0%    | 100.0%                             | 100.0%                          | 100.0%             | 100.0%          | 100.0%                     | 100.0%    |
| Non Contacts                 | 404       | 278                                | 247                             | 688                | 427             | 335                        | 497       |
|                              | 10.1%     | 6.1%                               | 8.3%                            | 8.5%               | 6.9%            | 6.8%                       | 7.2%      |
| No English Spoken            | 6         | 13                                 | 2                               | 7                  | 5               | 11                         | 2         |
|                              | 0.1%      | 0.3%                               | 0.1%                            | 0.1%               | 0.1%            | 0.2%                       | 0.0%      |
| Refusals                     | 1029      | 906                                | 524                             | 1769               | 1254            | 811                        | 952       |
|                              | 25.6%     | 19.9%                              | 17.6%                           | 21.9%              | 20.1%           | 16.5%                      | 13.8%     |
| Total Interviews             | 2579      | 3363                               | 2198                            | 5601               | 4542            | 3753                       | 5443      |
|                              | 64.2%     | 73.8%                              | 74.0%                           | 69.4%              | 72.9%           | 76.4%                      | 79.0%     |

| Response Analysis: October 2013 - September 2014 |               |            |              |                |               |                |                                |
|--------------------------------------------------|---------------|------------|--------------|----------------|---------------|----------------|--------------------------------|
|                                                  | Total Network | ITV London | ITV Midlands | ITV North-West | ITV Yorkshire | ITV North-East | ITV Scotland (Central & North) |
| Addresses Issued                                 | 78,374        | 18867      | 11196        | 8122           | 4738          | 2371           | 5947                           |
| Shop / Business                                  | 958           | 222        | 116          | 120            | 39            | 16             | 79                             |
| Demolished / Incomplete                          | 116           | 22         | 11           | 8              | 2             | 8              | 12                             |
| Empty                                            | 5,639         | 847        | 837          | 728            | 354           | 157            | 569                            |
| Holiday Home                                     | 726           | 30         | 44           | 22             | 18            | 15             | 81                             |
| Other Non Effective                              | 1,122         | 189        | 156          | 117            | 60            | 13             | 45                             |
| Eligible Addresses                               | 69,813        | 17557      | 10032        | 7127           | 4265          | 2162           | 5161                           |
| Substitute Addresses                             | 2,098         | 2099       | 2100         | 2101           | 2102          | 2103           | 2110                           |
| Multiple Occupancy Addresses                     | 784           | 593        | 24           | 21             | 7             | 3              | 9                              |
| Total Additional Households                      | 2,882         | 2692       | 2124         | 2122           | 2109          | 2106           | 2119                           |
| Total Valid Households                           | 79,132        | 19467      | 11219        | 8144           | 4751          | 2376           | 5956                           |
|                                                  | 100.0%        | 100.0%     | 100.0%       | 100.0%         | 100.0%        | 100.0%         | 100.0%                         |
| Non Contacts                                     | 7,055         | 2502       | 890          | 684            | 286           | 212            | 415                            |
|                                                  | 8.9%          | 12.9%      | 7.9%         | 8.4%           | 6.0%          | 8.9%           | 7.0%                           |
| No English Spoken                                | 132           | 56         | 21           | 7              | 13            | 2              | 5                              |
|                                                  | 0.2%          | 0.3%       | 0.2%         | 0.1%           | 0.3%          | 0.1%           | 0.1%                           |
| Refusals                                         | 17,269        | 4932       | 2463         | 1797           | 953           | 414            | 1213                           |
|                                                  | 21.8%         | 25.3%      | 22.0%        | 22.1%          | 20.1%         | 17.4%          | 20.4%                          |
| Total Interviews                                 | 54,676        | 11977      | 7845         | 5656           | 3499          | 1748           | 4323                           |
|                                                  | 69.1%         | 61.5%      | 69.9%        | 69.4%          | 73.6%         | 73.6%          | 72.6%                          |

|                              | ITV Meridian (South, South-East & Channel) | ITV East of England | ITV South-West | ITV Ulster | ITV Border | ITV HTV West | ITV HTV Wales |
|------------------------------|--------------------------------------------|---------------------|----------------|------------|------------|--------------|---------------|
| Addresses Issued             | 5512                                       | 4347                | 2859           | 4895       | 677        | 1951         | 6892          |
| Shop / Business              | 79                                         | 52                  | 61             | 61         | 5          | 17           | 91            |
| Demolished / Incomplete      | 3                                          | 9                   | 1              | 15         | 3          | 1            | 21            |
| Empty                        | 249                                        | 159                 | 189            | 476        | 62         | 133          | 879           |
| Holiday Home                 | 44                                         | 25                  | 187            | 36         | 53         | 8            | 163           |
| Other Non Effective          | 93                                         | 55                  | 69             | 102        | 9          | 45           | 169           |
| Eligible Addresses           | 5044                                       | 4047                | 2352           | 4205       | 545        | 1747         | 5569          |
| Substitute Addresses         | 2111                                       | 2104                | 2105           | 2106       | 2107       | 2108         | 2109          |
| Multiple Occupancy Addresses | 32                                         | 6                   | 21             | 6          | 0          | 20           | 42            |
| Total Additional Households  | 2143                                       | 2110                | 2126           | 2112       | 2107       | 2128         | 2151          |
| Total Valid Households       | 5544                                       | 4358                | 2867           | 4910       | 673        | 1973         | 6894          |
|                              | 100.0%                                     | 100.0%              | 100.0%         | 100.0%     | 100.0%     | 100.0%       | 100.0%        |
| Non Contacts                 | 496                                        | 397                 | 179            | 335        | 42         | 120          | 497           |
|                              | 8.9%                                       | 9.1%                | 6.2%           | 6.8%       | 6.2%       | 6.1%         | 7.2%          |
| No English Spoken            | 5                                          | 7                   | 1              | 11         | 0          | 2            | 2             |
|                              | 0.1%                                       | 0.2%                | 0.0%           | 0.2%       | 0.0%       | 0.1%         | 0.0%          |
| Refusals                     | 1337                                       | 1108                | 708            | 811        | 101        | 480          | 952           |
|                              | 24.1%                                      | 25.4%               | 24.7%          | 16.5%      | 15.0%      | 24.3%        | 13.8%         |
| Total Interviews             | 3706                                       | 2846                | 1979           | 3753       | 530        | 1371         | 5443          |
|                              | 66.8%                                      | 65.3%               | 69.0%          | 76.4%      | 78.8%      | 69.5%        | 79.0%         |

## Appendix D

### Definitions

#### Population

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

#### Private household

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

#### Working TV Set

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

#### TV household

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

#### Multichannel household

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

#### DSAT / DTT / Cable

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

#### BBC areas

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

#### ITV areas

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

#### Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

## **Appendix E**

### **Number of televisions in the household**

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

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

## **Appendix F**

### **Rounding**

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

## Appendix G

### Sample bases for the tables

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

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

| Total Network   | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 54679          | 52029               | 51500                   |
| All Sets        | 105059         | 105059              | 104358                  |
| All Individuals | 135567         | 129786              | 128381                  |
| Children 0-15   | 26264          | 25425               | 25124                   |
| All Adults      | 109303         | 104361              | 103257                  |
| Adult Males     | 52955          | 50343               | 49708                   |
| Adult Females   | 56348          | 54018               | 53549                   |

## Sample bases: BBC Areas

| BBC London      | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 11741          | 10885               | 10774                   |
| All Sets        | 20025          | 20025               | 19891                   |
| All Individuals | 31412          | 29295               | 28976                   |
| Children 0-15   | 6332           | 6005                | 5927                    |
| All Adults      | 25080          | 23290               | 23049                   |
| Adult Males     | 12245          | 11308               | 11173                   |
| Adult Females   | 12835          | 11982               | 11876                   |

| BBC South-East  | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 1920           | 1839                | 1821                    |
| All Sets        | 3842           | 3842                | 3811                    |
| All Individuals | 4851           | 4684                | 4615                    |
| Children 0-15   | 920            | 892                 | 875                     |
| All Adults      | 3931           | 3792                | 3740                    |
| Adult Males     | 1870           | 1807                | 1774                    |
| Adult Females   | 2061           | 1985                | 1966                    |

| BBC Midlands    | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 7295           | 7002                | 6934                    |
| All Sets        | 14183          | 14183               | 14104                   |
| All Individuals | 18248          | 17642               | 17474                   |
| Children 0-15   | 3687           | 3593                | 3555                    |
| All Adults      | 14561          | 14049               | 13919                   |
| Adult Males     | 7042           | 6772                | 6703                    |
| Adult Females   | 7519           | 7277                | 7216                    |

| BBC East        | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 2736           | 2608                | 2586                    |
| All Sets        | 5420           | 5420                | 5388                    |
| All Individuals | 6759           | 6488                | 6435                    |
| Children 0-15   | 1306           | 1264                | 1253                    |
| All Adults      | 5453           | 5224                | 5182                    |
| Adult Males     | 2650           | 2530                | 2505                    |
| Adult Females   | 2803           | 2694                | 2677                    |

**Sample bases: BBC Areas**

| <b>BBC West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------|-----------------------|----------------------------|--------------------------------|
| All Households  | 1417                  | 1361                       | 1347                           |
| All Sets        | 2749                  | 2749                       | 2732                           |
| All Individuals | 3422                  | 3313                       | 3268                           |
| Children 0-15   | 609                   | 602                        | 590                            |
| All Adults      | 2813                  | 2711                       | 2678                           |
| Adult Males     | 1362                  | 1306                       | 1287                           |
| Adult Females   | 1451                  | 1405                       | 1391                           |

| <b>BBC South-West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 2089                  | 1998                       | 1978                           |
| All Sets              | 4027                  | 4027                       | 3999                           |
| All Individuals       | 4921                  | 4732                       | 4672                           |
| Children 0-15         | 879                   | 852                        | 832                            |
| All Adults            | 4042                  | 3880                       | 3840                           |
| Adult Males           | 1959                  | 1874                       | 1855                           |
| Adult Females         | 2083                  | 2006                       | 1985                           |

| <b>BBC South</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|------------------|-----------------------|----------------------------|--------------------------------|
| All Households   | 2580                  | 2462                       | 2441                           |
| All Sets         | 5012                  | 5012                       | 4985                           |
| All Individuals  | 6420                  | 6160                       | 6100                           |
| Children 0-15    | 1205                  | 1174                       | 1172                           |
| All Adults       | 5215                  | 4986                       | 4928                           |
| Adult Males      | 2587                  | 2465                       | 2423                           |
| Adult Females    | 2628                  | 2521                       | 2505                           |

| <b>BBC Yorkshire &amp; Lincolnshire</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                          | 3363                  | 3236                       | 3198                           |
| All Sets                                | 6779                  | 6779                       | 6724                           |
| All Individuals                         | 8158                  | 7902                       | 7814                           |
| Children 0-15                           | 1559                  | 1531                       | 1517                           |
| All Adults                              | 6599                  | 6371                       | 6297                           |
| Adult Males                             | 3213                  | 3091                       | 3049                           |
| Adult Females                           | 3386                  | 3280                       | 3248                           |

**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                      | 2198                  | 2130                       | 2112                           |
| All Sets                            | 4403                  | 4403                       | 4381                           |
| All Individuals                     | 5132                  | 4988                       | 4937                           |
| Children 0-15                       | 919                   | 907                        | 893                            |
| All Adults                          | 4213                  | 4081                       | 4044                           |
| Adult Males                         | 2022                  | 1947                       | 1923                           |
| Adult Females                       | 2191                  | 2134                       | 2121                           |

| <b>BBC North-West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 5601                  | 5374                       | 5326                           |
| All Sets              | 11373                 | 11373                      | 11306                          |
| All Individuals       | 13622                 | 13136                      | 13012                          |
| Children 0-15         | 2578                  | 2489                       | 2460                           |
| All Adults            | 11044                 | 10647                      | 10552                          |
| Adult Males           | 5304                  | 5085                       | 5034                           |
| Adult Females         | 5740                  | 5562                       | 5518                           |

| <b>BBC Scotland</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------|-----------------------|----------------------------|--------------------------------|
| All Households      | 4542                  | 4294                       | 4225                           |
| All Sets            | 8910                  | 8910                       | 8822                           |
| All Individuals     | 10414                 | 9929                       | 9777                           |
| Children 0-15       | 1901                  | 1841                       | 1821                           |
| All Adults          | 8513                  | 8088                       | 7956                           |
| Adult Males         | 4078                  | 3868                       | 3792                           |
| Adult Females       | 4435                  | 4220                       | 4164                           |

| <b>BBC Ulster</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-------------------|-----------------------|----------------------------|--------------------------------|
| All Households    | 3753                  | 3610                       | 3586                           |
| All Sets          | 7169                  | 7169                       | 7140                           |
| All Individuals   | 9231                  | 8960                       | 8905                           |
| Children 0-15     | 1946                  | 1911                       | 1897                           |
| All Adults        | 7285                  | 7049                       | 7008                           |
| Adult Males       | 3466                  | 3336                       | 3312                           |
| Adult Females     | 3819                  | 3713                       | 3696                           |

**Sample bases: BBC Areas**

| <b>BBC Wales</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|------------------|-----------------------|----------------------------|--------------------------------|
| All Households   | 5444                  | 5230                       | 5172                           |
| All Sets         | 11167                 | 11167                      | 11075                          |
| All Individuals  | 12977                 | 12557                      | 12396                          |
| Children 0-15    | 2423                  | 2364                       | 2332                           |
| All Adults       | 10554                 | 10193                      | 10064                          |
| Adult Males      | 5157                  | 4954                       | 4878                           |
| Adult Females    | 5397                  | 5239                       | 5186                           |

| <b>BBC Midlands West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------|-----------------------|----------------------------|--------------------------------|
| All Households           | 4725                  | 4544                       | 4512                           |
| All Sets                 | 9371                  | 9371                       | 9331                           |
| All Individuals          | 11851                 | 11478                      | 11388                          |
| Children 0-15            | 2344                  | 2287                       | 2263                           |
| All Adults               | 9507                  | 9191                       | 9125                           |
| Adult Males              | 4620                  | 4450                       | 4417                           |
| Adult Females            | 4887                  | 4741                       | 4708                           |

| <b>BBC Midlands East</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------|-----------------------|----------------------------|--------------------------------|
| All Households           | 2570                  | 2458                       | 2422                           |
| All Sets                 | 4812                  | 4812                       | 4773                           |
| All Individuals          | 6397                  | 6164                       | 6086                           |
| Children 0-15            | 1343                  | 1306                       | 1292                           |
| All Adults               | 5054                  | 4858                       | 4794                           |
| Adult Males              | 2422                  | 2322                       | 2286                           |
| Adult Females            | 2632                  | 2536                       | 2508                           |

**Sample bases: ITV Areas**

| <b>ITV London</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-------------------|-----------------------|----------------------------|--------------------------------|
| All Households    | 11977                 | 11109                      | 10997                          |
| All Sets          | 20472                 | 20472                      | 20334                          |
| All Individuals   | 32071                 | 29920                      | 29596                          |
| Children 0-15     | 6485                  | 6154                       | 6075                           |
| All Adults        | 25586                 | 23766                      | 23521                          |
| Adult Males       | 12484                 | 11532                      | 11393                          |
| Adult Females     | 13102                 | 12234                      | 12128                          |

| <b>ITV Midlands</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------|-----------------------|----------------------------|--------------------------------|
| All Households      | 7845                  | 7517                       | 7441                           |
| All Sets            | 15128                 | 15128                      | 15040                          |
| All Individuals     | 19596                 | 18912                      | 18722                          |
| Children 0-15       | 3952                  | 3848                       | 3809                           |
| All Adults          | 15644                 | 15064                      | 14913                          |
| Adult Males         | 7582                  | 7274                       | 7189                           |
| Adult Females       | 8062                  | 7790                       | 7724                           |

| <b>ITV North-West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 5656                  | 5429                       | 5382                           |
| All Sets              | 11487                 | 11487                      | 11421                          |
| All Individuals       | 13755                 | 13270                      | 13147                          |
| Children 0-15         | 2590                  | 2502                       | 2473                           |
| All Adults            | 11165                 | 10768                      | 10674                          |
| Adult Males           | 5372                  | 5152                       | 5101                           |
| Adult Females         | 5793                  | 5616                       | 5573                           |

| <b>ITV Yorkshire</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|----------------------|-----------------------|----------------------------|--------------------------------|
| All Households       | 3499                  | 3373                       | 3332                           |
| All Sets             | 7083                  | 7083                       | 7024                           |
| All Individuals      | 8512                  | 8255                       | 8156                           |
| Children 0-15        | 1643                  | 1614                       | 1596                           |
| All Adults           | 6869                  | 6641                       | 6560                           |
| Adult Males          | 3345                  | 3223                       | 3178                           |
| Adult Females        | 3524                  | 3418                       | 3382                           |

**Sample bases: ITV Areas**

| <b>ITV North-East</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 1748                  | 1690                       | 1677                           |
| All Sets              | 3480                  | 3480                       | 3464                           |
| All Individuals       | 4072                  | 3946                       | 3912                           |
| Children 0-15         | 711                   | 701                        | 693                            |
| All Adults            | 3361                  | 3245                       | 3219                           |
| Adult Males           | 1615                  | 1548                       | 1529                           |
| Adult Females         | 1746                  | 1697                       | 1690                           |

| <b>ITV Central Scotland</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------|-----------------------|----------------------------|--------------------------------|
| All Households              | 3293                  | 3107                       | 3060                           |
| All Sets                    | 6442                  | 6442                       | 6382                           |
| All Individuals             | 7565                  | 7202                       | 7096                           |
| Children 0-15               | 1379                  | 1340                       | 1327                           |
| All Adults                  | 6186                  | 5862                       | 5769                           |
| Adult Males                 | 2938                  | 2783                       | 2731                           |
| Adult Females               | 3248                  | 3079                       | 3038                           |

| <b>ITV North Scotland</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------------|-----------------------|----------------------------|--------------------------------|
| All Households            | 1030                  | 975                        | 955                            |
| All Sets                  | 2064                  | 2064                       | 2039                           |
| All Individuals           | 2381                  | 2273                       | 2232                           |
| Children 0-15             | 433                   | 416                        | 411                            |
| All Adults                | 1948                  | 1857                       | 1821                           |
| Adult Males               | 959                   | 909                        | 886                            |
| Adult Females             | 989                   | 948                        | 935                            |

| <b>ITV South, South East and Channel Islands</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                                   | 3708                  | 3552                       | 3523                           |
| All Sets                                         | 7467                  | 7467                       | 7422                           |
| All Individuals                                  | 9254                  | 8928                       | 8831                           |
| Children 0-15                                    | 1732                  | 1684                       | 1668                           |
| All Adults                                       | 7522                  | 7244                       | 7163                           |
| Adult Males                                      | 3637                  | 3505                       | 3452                           |
| Adult Females                                    | 3885                  | 3739                       | 3711                           |

### Sample bases: ITV Areas

| ITV East of England | All Households | Total TV Households | Multichannel Households |
|---------------------|----------------|---------------------|-------------------------|
| All Households      | 2846           | 2717                | 2693                    |
| All Sets            | 5650           | 5650                | 5616                    |
| All Individuals     | 6990           | 6723                | 6663                    |
| Children 0-15       | 1322           | 1281                | 1269                    |
| All Adults          | 5668           | 5442                | 5394                    |
| Adult Males         | 2768           | 2649                | 2621                    |
| Adult Females       | 2900           | 2793                | 2773                    |

| ITV South West  | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 1979           | 1893                | 1873                    |
| All Sets        | 3769           | 3769                | 3741                    |
| All Individuals | 4663           | 4484                | 4424                    |
| Children 0-15   | 834            | 809                 | 789                     |
| All Adults      | 3829           | 3675                | 3635                    |
| Adult Males     | 1856           | 1772                | 1753                    |
| Adult Females   | 1973           | 1903                | 1882                    |

| ITV Ulster      | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 3753           | 3610                | 3586                    |
| All Sets        | 7169           | 7169                | 7140                    |
| All Individuals | 9231           | 8960                | 8905                    |
| Children 0-15   | 1946           | 1911                | 1897                    |
| All Adults      | 7285           | 7049                | 7008                    |
| Adult Males     | 3466           | 3336                | 3312                    |
| Adult Females   | 3819           | 3713                | 3696                    |

| ITV Border      | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 530            | 514                 | 509                     |
| All Sets        | 1036           | 1036                | 1030                    |
| All Individuals | 1188           | 1158                | 1146                    |
| Children 0-15   | 229            | 223                 | 219                     |
| All Adults      | 959            | 935                 | 927                     |
| Adult Males     | 448            | 437                 | 434                     |
| Adult Females   | 511            | 498                 | 493                     |

**Sample bases: BBC Areas**

| <b>ITV HTV West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------|-----------------------|----------------------------|--------------------------------|
| All Households      | 1371                  | 1313                       | 1300                           |
| All Sets            | 2645                  | 2645                       | 2630                           |
| All Individuals     | 3312                  | 3198                       | 3155                           |
| Children 0-15       | 585                   | 578                        | 566                            |
| All Adults          | 2727                  | 2620                       | 2589                           |
| Adult Males         | 1328                  | 1269                       | 1251                           |
| Adult Females       | 1399                  | 1351                       | 1338                           |

| <b>ITV HTV Wales</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|----------------------|-----------------------|----------------------------|--------------------------------|
| All Households       | 5444                  | 5230                       | 5172                           |
| All Sets             | 11167                 | 11167                      | 11075                          |
| All Individuals      | 12977                 | 12557                      | 12396                          |
| Children 0-15        | 2423                  | 2364                       | 2332                           |
| All Adults           | 10554                 | 10193                      | 10064                          |
| Adult Males          | 5157                  | 4954                       | 4878                           |
| Adult Females        | 5397                  | 5239                       | 5186                           |

| <b>ITV Channel Islands</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|----------------------------|-----------------------|----------------------------|--------------------------------|
| All Households             | 110                   | 105                        | 105                            |
| All Sets                   | 258                   | 258                        | 258                            |
| All Individuals            | 258                   | 248                        | 248                            |
| Children 0-15              | 45                    | 43                         | 43                             |
| All Adults                 | 213                   | 205                        | 205                            |
| Adult Males                | 103                   | 102                        | 102                            |
| Adult Females              | 110                   | 103                        | 103                            |

| <b>ITV Midlands West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------|-----------------------|----------------------------|--------------------------------|
| All Households           | 5317                  | 5101                       | 5061                           |
| All Sets                 | 10404                 | 10404                      | 10355                          |
| All Individuals          | 13303                 | 12852                      | 12740                          |
| Children 0-15            | 2629                  | 2562                       | 2537                           |
| All Adults               | 10674                 | 10290                      | 10203                          |
| Adult Males              | 5200                  | 4992                       | 4943                           |
| Adult Females            | 5474                  | 5298                       | 5260                           |

**Sample bases: BBC Areas**

| <b>ITV Midlands East</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------|-----------------------|----------------------------|--------------------------------|
| All Households           | 2528                  | 2416                       | 2380                           |
| All Sets                 | 4724                  | 4724                       | 4685                           |
| All Individuals          | 6293                  | 6060                       | 5982                           |
| Children 0-15            | 1323                  | 1286                       | 1272                           |
| All Adults               | 4970                  | 4774                       | 4710                           |
| Adult Males              | 2382                  | 2282                       | 2246                           |
| Adult Females            | 2588                  | 2492                       | 2464                           |

| <b>ITV Scotland</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|---------------------|-----------------------|----------------------------|--------------------------------|
| All Households      | 4323                  | 4082                       | 4015                           |
| All Sets            | 8506                  | 8506                       | 8421                           |
| All Individuals     | 9946                  | 9475                       | 9328                           |
| Children 0-15       | 1812                  | 1756                       | 1738                           |
| All Adults          | 8134                  | 7719                       | 7590                           |
| Adult Males         | 3897                  | 3692                       | 3617                           |
| Adult Females       | 4237                  | 4027                       | 3973                           |

| <b>ITV Wales &amp; West</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------|-----------------------|----------------------------|--------------------------------|
| All Households              | 6815                  | 6543                       | 6472                           |
| All Sets                    | 13812                 | 13812                      | 13705                          |
| All Individuals             | 16289                 | 15755                      | 15551                          |
| Children 0-15               | 3008                  | 2942                       | 2898                           |
| All Adults                  | 13281                 | 12813                      | 12653                          |
| Adult Males                 | 6485                  | 6223                       | 6129                           |
| Adult Females               | 6796                  | 6590                       | 6524                           |

| <b>ITV West Macro</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------|-----------------------|----------------------------|--------------------------------|
| All Households        | 8794                  | 8436                       | 8345                           |
| All Sets              | 17581                 | 17581                      | 17446                          |
| All Individuals       | 20952                 | 20239                      | 19975                          |
| Children 0-15         | 3842                  | 3751                       | 3687                           |
| All Adults            | 17110                 | 16488                      | 16288                          |
| Adult Males           | 8341                  | 7995                       | 7882                           |
| Adult Females         | 8769                  | 8493                       | 8406                           |

**Sample bases: ITV Areas**

| <b>ITV MidWest</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------|-----------------------|----------------------------|--------------------------------|
| All Households     | 16639                 | 15953                      | 15786                          |
| All Sets           | 32709                 | 32709                      | 32486                          |
| All Individuals    | 40548                 | 39151                      | 38697                          |
| Children 0-15      | 7794                  | 7599                       | 7496                           |
| All Adults         | 32754                 | 31552                      | 31201                          |
| Adult Males        | 15923                 | 15269                      | 15071                          |
| Adult Females      | 16831                 | 16283                      | 16130                          |

| <b>ITV South &amp; South East</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                    | 3598                  | 3447                       | 3418                           |
| All Sets                          | 7209                  | 7209                       | 7164                           |
| All Individuals                   | 8996                  | 8680                       | 8583                           |
| Children 0-15                     | 1687                  | 1641                       | 1625                           |
| All Adults                        | 7309                  | 7039                       | 6958                           |
| Adult Males                       | 3534                  | 3403                       | 3350                           |
| Adult Females                     | 3775                  | 3636                       | 3608                           |

| <b>ITV South East Macro</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------|-----------------------|----------------------------|--------------------------------|
| All Households              | 6554                  | 6269                       | 6216                           |
| All Sets                    | 13117                 | 13117                      | 13038                          |
| All Individuals             | 16244                 | 15651                      | 15494                          |
| Children 0-15               | 3054                  | 2965                       | 2937                           |
| All Adults                  | 13190                 | 12686                      | 12557                          |
| Adult Males                 | 6405                  | 6154                       | 6073                           |
| Adult Females               | 6785                  | 6532                       | 6484                           |

| <b>North Macro</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------|-----------------------|----------------------------|--------------------------------|
| All Households     | 11433                 | 11006                      | 10900                          |
| All Sets           | 23086                 | 23086                      | 22939                          |
| All Individuals    | 27527                 | 26629                      | 26361                          |
| Children 0-15      | 5173                  | 5040                       | 4981                           |
| All Adults         | 22354                 | 21589                      | 21380                          |
| Adult Males        | 10780                 | 10360                      | 10242                          |
| Adult Females      | 11574                 | 11229                      | 11138                          |

## 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                      | 5247                  | 5063                       | 5009                           |
| All Sets                            | 10563                 | 10563                      | 10488                          |
| All Individuals                     | 12584                 | 12201                      | 12068                          |
| Children 0-15                       | 2354                  | 2315                       | 2289                           |
| All Adults                          | 10230                 | 9886                       | 9779                           |
| Adult Males                         | 4960                  | 4771                       | 4707                           |
| Adult Females                       | 5270                  | 5115                       | 5072                           |

| <b>ITV North-West / Border Macro</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|--------------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                       | 6186                  | 5943                       | 5891                           |
| All Sets                             | 12523                 | 12523                      | 12451                          |
| All Individuals                      | 14943                 | 14428                      | 14293                          |
| Children 0-15                        | 2819                  | 2725                       | 2692                           |
| All Adults                           | 12124                 | 11703                      | 11601                          |
| Adult Males                          | 5820                  | 5589                       | 5535                           |
| Adult Females                        | 6304                  | 6114                       | 6066                           |

| <b>S4C</b>      | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------|-----------------------|----------------------------|--------------------------------|
| All Households  | 5444                  | 5230                       | 5172                           |
| All Sets        | 11167                 | 11167                      | 11075                          |
| All Individuals | 12977                 | 12557                      | 12396                          |
| Children 0-15   | 2423                  | 2364                       | 2332                           |
| All Adults      | 10554                 | 10193                      | 10064                          |
| Adult Males     | 5157                  | 4954                       | 4878                           |
| Adult Females   | 5397                  | 5239                       | 5186                           |

| <b>C4/Five South Macro Region</b> | <b>All Households</b> | <b>Total TV Households</b> | <b>Multichannel Households</b> |
|-----------------------------------|-----------------------|----------------------------|--------------------------------|
| All Households                    | 15348                 | 14705                      | 14561                          |
| All Sets                          | 30698                 | 30698                      | 30484                          |
| All Individuals                   | 37196                 | 35890                      | 35469                          |
| Children 0-15                     | 6896                  | 6716                       | 6624                           |
| All Adults                        | 30300                 | 29174                      | 28845                          |
| Adult Males                       | 14746                 | 14149                      | 13955                          |
| Adult Females                     | 15554                 | 15025                      | 14890                          |

**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                        | 10903                 | 10492                          | 10391                              |
| All Sets                              | 22050                 | 22050                          | 21909                              |
| All Individuals                       | 26339                 | 25471                          | 25215                              |
| Children 0-15                         | 4944                  | 4817                           | 4762                               |
| All Adults                            | 21395                 | 20654                          | 20453                              |
| Adult Males                           | 10332                 | 9923                           | 9808                               |
| Adult Females                         | 11063                 | 10731                          | 10645                              |

| <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                           | 4853                  | 4596                           | 4524                               |
| All Sets                                 | 9542                  | 9542                           | 9451                               |
| All Individuals                          | 11134                 | 10633                          | 10474                              |
| Children 0-15                            | 2041                  | 1979                           | 1957                               |
| All Adults                               | 9093                  | 8654                           | 8517                               |
| Adult Males                              | 4345                  | 4129                           | 4051                               |
| Adult Females                            | 4748                  | 4525                           | 4466                               |

## **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 2014)**



# BARB Establishment Survey Questionnaire

Version: User 21.4.4

Date: 16/06/2014

Internal Use Only

Status: Final

Prepared for fieldwork month: July 2014



## Version Control

Changes included in this version:

| Question No                                                                     | Description of changes to this version                                                                                                              |
|---------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| H1                                                                              | Updated question options                                                                                                                            |
| H17                                                                             | Add interviewer note clarifying broadband                                                                                                           |
| H113                                                                            | New question - any internet connection if no broadband claimed                                                                                      |
| H114                                                                            | New question – type of other internet connection                                                                                                    |
| H115                                                                            | New question – type of broadband access                                                                                                             |
| H111a/b                                                                         | New question to determine if computers/tablets have been used in last 6 months                                                                      |
| H58-H60                                                                         | H58-H60 - Question text change to add 'or tablet'                                                                                                   |
| H66                                                                             | Question text change to add 'this could include Freeview or YouView'                                                                                |
| H112                                                                            | New question asking any aerial HH if they specifically have a YouView set top box.                                                                  |
| S67a/b                                                                          | Routing change – Youview now also routed from H112                                                                                                  |
| H99                                                                             | Routing change – Youview now also routed from H112                                                                                                  |
| Recode instructions before S10a                                                 | Force codes updated to take into account YouView claims at H112                                                                                     |
| S11a/b                                                                          | Question text change to say that satellite can be separate box or integrated                                                                        |
| H77_Intro                                                                       | change 'all of your TV sets' to 'all the TV sets'                                                                                                   |
| H24                                                                             | Options updated to match H77                                                                                                                        |
| H65                                                                             | Question text change to add 'for example Freesat or Sky'                                                                                            |
| H68                                                                             | Include further Info option on paper questionnaire (already in the actual script)<br>Move BT Vision, TalkTalk and YouView to the top of option list |
| H68, H69, H70, H91, H92, H78, H79, H80, S64, S66, S55a/b, S60, S61, S63         | Change 'BT Vision' to 'BT Vision or BT TV set top box'                                                                                              |
| S18                                                                             | Removed, replaced with S68/69/70                                                                                                                    |
| S68                                                                             | New question for Freesat                                                                                                                            |
| S69                                                                             | New question for Sky                                                                                                                                |
| S70                                                                             | New question for Other Satellite                                                                                                                    |
| S54a/b                                                                          | Re-introduce previously removed questions confirming TalkTalk set platform                                                                          |
| H89/H90                                                                         | Re-introduce previously removed questions confirming TalkTalk household platform                                                                    |
| H68, H69, H70, H78, H79, H80, S64, S66, S60, S61, S63                           | Add 'TalkTalk'                                                                                                                                      |
| H95                                                                             | Question text change - last sentence changed to - Are you able to access TV programmes on any of your TV sets via a computer                        |
| H83, H84, H85, H86, H87, H88, H91, H92, H99, H100, H93, H94, H95, H96, H97, H98 | Question text change – Replace 'services', with 'programmes where applicable.                                                                       |
| H110                                                                            | 'LoveFilm' changed to 'LoveFilm/Amazon Prime Instant Video'                                                                                         |
| H116                                                                            | New question: languages spoken in HH                                                                                                                |

## INTRO AND ATTITUDINAL SECTION

| ASK ALL |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| intro   | <p><b>NOTE:</b> 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:</p> <p><i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i></p> <p><b>PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER:</b><br/> <b>[JOINT] HEAD OF HOUSEHOLD</b><br/> <b>[JOINT] HOUSEPERSON</b><br/> <b>THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.</b></p> <p><b>INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.</b></p> |

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

| ASK ALL   |                                                                                                                                 |
|-----------|---------------------------------------------------------------------------------------------------------------------------------|
| <b>H2</b> | <b>SHOW CARD</b>                                                                                                                |
| Intro     | How much do you agree or disagree with each of the following statements?                                                        |
| <b>H2</b> | Watching TV is my main leisure activity <span style="float: right;">SP</span>                                                   |
| <b>H3</b> | I can usually find something to watch on TV <span style="float: right;">SP</span>                                               |
|           | <b>NOTE: if queried this can be either live broadcasts or catch-up TV services</b>                                              |
| <b>H4</b> | I always make sure I have the latest TV technology <span style="float: right;">SP</span>                                        |
| <b>H5</b> | I structure my evening's activity around the TV schedule <span style="float: right;">SP</span>                                  |
| <b>H6</b> | I watch programmes my friends or colleagues talk about <span style="float: right;">SP</span>                                    |
| <b>H7</b> | The TV schedules are filled with 'mindless' programmes <span style="float: right;">SP</span>                                    |
|           | 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 |

## INITIAL HOUSEHOLD LEVEL SECTION

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

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

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

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

|                                                                                                                                                    |                                                                                                                                                                                                                                                                                                 |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET H73 TO YES</b><br><b>[H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]</b> |                                                                                                                                                                                                                                                                                                 |     |
| <b>ASK IF 2+ COPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV</b><br><b>[H51&gt;1 AND H72 = YES]</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)                                                                                                                                                            | NUM |
| <b>ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+</b><br><b>[H73 &gt;0]</b>                                                                 |                                                                                                                                                                                                                                                                                                 |     |
| <b>H58</b>                                                                                                                                         | How often is your computer or tablet ( <b>IF 1 COMPUTER</b> ) are any of your computers or tablets ( <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 NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+</b><br><b>[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 NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+</b><br><b>[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               | SP  |

## END OF INITIAL HOUSEHOLD LEVEL SECTION

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## START OF SET LOOP

### REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

#### DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

IF 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 S5-S38**

### ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

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

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

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

### ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

**S3 SHOW SCREEN** SP

In which room in your house is this TV set?

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

### ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)  
Don't know

### ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim  
Actual measurement

## CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

| ASK IF SINGLE 'WORKING SET' HH<br>[H63=1]                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S64</b>                                                                       | <p><b>IF ONE METHOD CLAIMED AT HH LEVEL</b></p> <p>To confirm, the method you said your household can use to receive television programmes is:</p> <p>DISPLAY AS APPROPRIATE:</p> <p>Cable (if H64 = Yes)</p> <p>Satellite (if H65 = Yes)</p> <p>A TV Aerial (if H66 = Yes)</p> <p>BT Vision or BT TV set top box (if H68 = BT Vision or BT TV set top box BT Vision)</p> <p>TalkTalk (if H68 = TalkTalk)</p> <p>YouView (if H68 = YouView)</p> <p>A connection to a games console (if H68 = games console)</p> <p>A connection to a computer or tablet (if H68 = computer)</p> <p>A direct connection to the internet (if H68 = internet)</p> <p>Another TV supplier (H68 verbatim) (if H68 = other)</p> <p>Is this the method used by this set?</p> <p><b>IF 2+ METHODS CLAIMED AT HH LEVEL</b></p> <p>To confirm, the methods that you said your household can use to receive television programmes are:</p> <p>DISPLAY LIST AS ABOVE</p> <p>Are all of these received on this set?</p> <p style="text-align: right;"> <input type="checkbox"/> Yes      CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE<br/> <input type="checkbox"/> No        GO TO S63         </p> | SP |
| ASK IF HH PLATFORMS ARE SET PLATFORMS AND INCLUDE DTT<br>[H66 = YES AND S64=YES] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |
| <b>S65</b>                                                                       | <p><b>SHOW SCREEN</b></p> <p>How does this set receive its TV services via this aerial?</p> <p style="padding-left: 40px;"> <input type="checkbox"/> Separate box<br/> <input type="checkbox"/> Built-in reception<br/> <input type="checkbox"/> Both (separate box and built-in reception)<br/> <input type="checkbox"/> Don't know         </p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SP |
| ASK IF HH PLATFORMS ARE SET PLATFORMS<br>[S64=YES]                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |
| <b>S66</b>                                                                       | <p>Apart from:</p> <p>DISPLAY AS APPROPRIATE:</p> <p>Cable (if H64 = Yes)</p> <p>Satellite (if H65 = Yes)</p> <p>A TV Aerial (if H66 = Yes)</p> <p>BT Vision or BT TV set top box (if H68 = BT Vision or BT TV set top box)</p> <p>TalkTalk (if H68 = TalkTalk)</p> <p>YouView (if H68 = YouView)</p> <p>A connection to a games console (if H68 = games console)</p> <p>A connection to a computer or tablet (if H68 = computer)</p> <p>A direct connection to the internet (if H68 = internet)</p> <p>Another TV supplier (H68 verbatim) (if H68 = other)</p> <p>Are there any other methods this set can use to receive TV programmes?</p> <p style="text-align: right;"> <input type="checkbox"/> Yes      GO TO S61<br/> <input type="checkbox"/> No        GO TO S24         </p>                                                                                                                                                                                                                                                                                                                                                                                           | SP |

## CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

|                                                                                                                                                                                                                    |                                                                                                                                                     |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF CABLE IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H64=YES) AND (H65 = NO, H66 = NO AND H68 = NONE OF THESE)]</b>                                                                                        |                                                                                                                                                     |    |
| <b>S10a</b>                                                                                                                                                                                                        | Can you confirm that this set is connected to cable TV services?                                                                                    | SP |
|                                                                                                                                                                                                                    | Yes<br>No                                                                                                                                           |    |
| <b>ASK IF CABLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H64=YES) AND (H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE)]</b>                                                                   |                                                                                                                                                     |    |
| <b>S10b</b>                                                                                                                                                                                                        | Is this set connected to cable TV services?                                                                                                         | SP |
|                                                                                                                                                                                                                    | Yes<br>No                                                                                                                                           |    |
| <b>ASK IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H65=YES) AND (H64 = NO, H66 = NO AND H68 = NONE OF THESE)]</b>                                                                                    |                                                                                                                                                     |    |
| <b>S11a</b>                                                                                                                                                                                                        | Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set | SP |
|                                                                                                                                                                                                                    | Yes<br>No                                                                                                                                           |    |
| <b>ASK IF SATELLITE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H65=YES) AND (H64 = YES OR H66 = YES OR H68 NOT NONE OF THESE)]</b>                                                               |                                                                                                                                                     |    |
| <b>S11b</b>                                                                                                                                                                                                        | Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set                      | SP |
|                                                                                                                                                                                                                    | Yes<br>No                                                                                                                                           |    |
| <b>ASK IF DTT IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H66=YES) AND (H64 = NO, H65 = NO AND H68 = NONE OF THESE)]</b>                                                                                          |                                                                                                                                                     |    |
| <b>S9a</b>                                                                                                                                                                                                         | Can you confirm that this set receives TV programmes via an aerial?                                                                                 | SP |
|                                                                                                                                                                                                                    | Yes<br>No                                                                                                                                           |    |
| <b>ASK IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H66=YES) AND (H64 = YES OR H65 = YES OR H68 NOT NONE OF THESE)]</b>                                                                     |                                                                                                                                                     |    |
| <b>S9b</b>                                                                                                                                                                                                         | Does this set receive TV programmes via an aerial?                                                                                                  | SP |
|                                                                                                                                                                                                                    | Yes<br>No                                                                                                                                           |    |
| <b>ASK IF DTT ON SET</b><br><b>[S9A/B = YES]</b>                                                                                                                                                                   |                                                                                                                                                     |    |
| <b>S14b</b>                                                                                                                                                                                                        | <b>SHOW SCREEN</b><br>How does this set receive its TV services via this aerial?                                                                    | SP |
|                                                                                                                                                                                                                    | Separate box<br>Built-in reception<br>Both (separate box and built-in reception)<br>Don't know                                                      |    |
| <b>ASK IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H68= BT VISION OR BT TV SET TOP BOX (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)]</b>                                        |                                                                                                                                                     |    |
| <b>S55a</b>                                                                                                                                                                                                        | Can you confirm that this set receives TV from a BT Vision or BT TV set top box?                                                                    | SP |
|                                                                                                                                                                                                                    | Yes<br>No                                                                                                                                           |    |
| <b>ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H68= BT VISION OR BT TV SET TOP BOX) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 = ANY OTHER CLAIM)]</b> |                                                                                                                                                     |    |
| <b>S55b</b>                                                                                                                                                                                                        | Does this set receive TV from a BT Vision or BT TV set top box?                                                                                     | SP |
|                                                                                                                                                                                                                    | Yes<br>No                                                                                                                                           |    |

|                                                                                                                                                                                           |                                                                                                |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----|
| <b>ASK IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H68=TALKTALK (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO))]</b>                                                           |                                                                                                |    |
| <b>S54a</b>                                                                                                                                                                               | Can you confirm that this set receives TV from TalkTalk?                                       | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H68=TALKTALK) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 = ANY OTHER CLAIM)]]</b>                    |                                                                                                |    |
| <b>S54b</b>                                                                                                                                                                               | Does this set receive TV from TalkTalk?                                                        | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H112 OR H68=YOUVIEW (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO))]</b>                                                     |                                                                                                |    |
| <b>S67a</b>                                                                                                                                                                               | Can you confirm that this set receives TV from YouView?                                        | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H112 OR H68=YOUVIEW) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 = ANY OTHER CLAIM)]]</b>              |                                                                                                |    |
| <b>S67b</b>                                                                                                                                                                               | Does this set receive TV from YouView?                                                         | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H68= GAMES CONSOLE (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO))]</b>                                      |                                                                                                |    |
| <b>S56a</b>                                                                                                                                                                               | Can you confirm that this set receives TV programmes via a connection to a games console?      | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H68=GAMES CONSOLE) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]]</b>            |                                                                                                |    |
| <b>S56b</b>                                                                                                                                                                               | Does this set receive TV programmes via a connection to a games console?                       | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF CONNECTION TO A COMPUTER OR TABLET IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H68= COMPUTER/TABLET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO))]</b>                         |                                                                                                |    |
| <b>S57a</b>                                                                                                                                                                               | Can you confirm that this set receives TV programmes via a connection to a computer or tablet? | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF CONNECTION TO A COMPUTER/TABLET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H68=COMPUTER/TABLET) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]]</b>  |                                                                                                |    |
| <b>S57b</b>                                                                                                                                                                               | Does this set receive TV programmes via a connection to a computer or tablet?                  | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF DIRECT CONNECTION TO THE INTERNET IS THE ONLY PLATFORM CLAIM AT HH</b><br><b>[(H68= DC TO INTERNET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO))]</b>                           |                                                                                                |    |
| <b>S58a</b>                                                                                                                                                                               | Can you confirm that this set receives TV programmes via a direct connection to the internet?  | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |
| <b>ASK IF DIRECT CONNECTION TO THE INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED</b><br><b>[(H68=DC TO INTERNET) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)]]</b> |                                                                                                |    |
| <b>S58b</b>                                                                                                                                                                               | Does this set receive TV programmes via a direct connection to the internet?                   | SP |
|                                                                                                                                                                                           | Yes<br>No                                                                                      |    |

| ASK IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH<br>[(H68= OTHER (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO)] |                                                                               |    |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----|
| S59a                                                                                                                    | Can you confirm that this set receives TV from another supplier: <H68 Other>? | SP |
|                                                                                                                         | Yes                                                                           |    |
|                                                                                                                         | No                                                                            |    |

| ASK IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED<br>[(H68=OTHER) AND (H64 OR H65 OR H66 = YES OR H68 = ANY OTHER CLAIM)] |                                                              |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|----|
| S59b                                                                                                                                              | Does this set receive TV from another supplier: <H68 Other>? | SP |
|                                                                                                                                                   | Yes                                                          |    |
|                                                                                                                                                   | No                                                           |    |

| ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET<br>[S9 OR S10 OR S11 OR S55 OR S67 OR S56 OR S57 OR S58OR S59 = YES] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |    |
|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| S60                                                                                                              | <p>Apart from receiving TV programmes via:</p> <p>DISPLAY AS APPROPRIATE:</p> <p>Cable (if S10a/b = Yes)</p> <p>Satellite (if S11a/b = Yes)</p> <p>A TV Aerial (if S9a/b = Yes)</p> <p>BT Vision or BT TV set top box (if <b>S55A/B</b> = BT Vision or BT TV set top box)</p> <p>TalkTalk (if <b>S54A/B</b> = TalkTalk)</p> <p>YouView (if <b>S67A/B</b> = YouView)</p> <p>A connection to a games console (if <b>S56A/B</b> = games console)</p> <p>A connection to a computer or tablet (if <b>S57A/B</b> = computer)</p> <p>A direct connection to the internet (if H68 = internet)</p> <p>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</p> <p>No        GO TO S24</p> | SP |

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

| ASK IF ANOTHER METHOD ON SET CLAIMED<br>[S66 = YES OR S60 = YES]                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------------|-----------|-----------------------------|------------------------------------------------------------------------------------------------|-----------------------|--|--------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------|--|----------------------------------------|--------------------------------|---------------------------------------------------------|----------|-----------------------------------|---------|------------------------------------------|---------------|----------------------------------|--------------------|-----------------------------------|-----------------------------------|-------------------------------------|-------------------------------|------------------------------------|---------------|--|------------|--|----|
| S61                                                                                                | <p>Which other methods can you use to receive TV programmes on this set?</p> <p><b>NOTE: INTERVIEWER TO PROBE FULLY</b></p> <p><b>NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED</b></p> <p><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(in NI only) or Saorview) and a separate box</td> <td>(ROUTE ON ANY AERIAL)</td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and built-in reception</td> <td>(ROUTE ON ANY AERIAL)</td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14b=BUILT IN, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H68=BT VISION OR BT TV SET TOP BOX</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a/b =YES AND H68=TALKTALK</td> </tr> <tr> <td>YouView</td> <td>CODE S67a/b =YES AND H112 OR H68=YOUVIEW</td> </tr> <tr> <td>Games Console</td> <td>CODE S56a/b =YES AND H68=CONSOLE</td> </tr> <tr> <td>Computer or tablet</td> <td>CODE S57a/b =YES AND H68=COMPUTER</td> </tr> <tr> <td>Direct connection to the internet</td> <td>CODE S58a/b =YES AND H68 = INTERNET</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a/b</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table> | Cable | CODE S10a/b=YES AND H64=YES | Satellite | CODE S11a/b=YES AND H65=YES | An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and a separate box | (ROUTE ON ANY AERIAL) |  | CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES | An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and built-in reception | (ROUTE ON ANY AERIAL) |  | CODE S9a/b=YES, S14b=BUILT IN, H66=YES | BT Vision or BT TV set top box | CODE S55a/b =YES AND H68=BT VISION OR BT TV SET TOP BOX | TalkTalk | CODE S54a/b =YES AND H68=TALKTALK | YouView | CODE S67a/b =YES AND H112 OR H68=YOUVIEW | Games Console | CODE S56a/b =YES AND H68=CONSOLE | Computer or tablet | CODE S57a/b =YES AND H68=COMPUTER | Direct connection to the internet | CODE S58a/b =YES AND H68 = INTERNET | Another TV supplier (Specify) | CODE H68=OTHER. DO NOT CODE S59a/b | None of these |  | Don't know |  | MP |
| 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(in NI only) or Saorview) and a separate box     | (ROUTE ON ANY AERIAL)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
|                                                                                                    | CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| An aerial with a digital signal (known as Freeview(in NI only) or Saorview) and built-in reception | (ROUTE ON ANY AERIAL)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
|                                                                                                    | CODE S9a/b=YES, S14b=BUILT IN, H66=YES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| BT Vision or BT TV set top box                                                                     | CODE S55a/b =YES AND H68=BT VISION OR BT TV SET TOP BOX                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| TalkTalk                                                                                           | CODE S54a/b =YES AND H68=TALKTALK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| YouView                                                                                            | CODE S67a/b =YES AND H112 OR H68=YOUVIEW                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| Games Console                                                                                      | CODE S56a/b =YES AND H68=CONSOLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| Computer or tablet                                                                                 | CODE S57a/b =YES AND H68=COMPUTER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| Direct connection to the internet                                                                  | CODE S58a/b =YES AND H68 = INTERNET                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| Another TV supplier (Specify)                                                                      | CODE H68=OTHER. DO NOT CODE S59a/b                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| None of these                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| Don't know                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |
| RECODE H66 - H68 AS APPROPRIATE                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                             |           |                             |                                                                                                |                       |  |                                            |                                                                                                    |                       |  |                                        |                                |                                                         |          |                                   |         |                                          |               |                                  |                    |                                   |                                   |                                     |                               |                                    |               |  |            |  |    |

| ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET<br>[IF H63>1 AND NONE OF (S10 / S11/ S9 / S55 / S67 / S56 / S57 / S58 / S59 =YES)] |  |  |
|----------------------------------------------------------------------------------------------------------------------------------|--|--|
|----------------------------------------------------------------------------------------------------------------------------------|--|--|

|            |                                                                                       |    |
|------------|---------------------------------------------------------------------------------------|----|
| <b>S62</b> | You have said this set does not receive TV programmes by any method, is this correct? | SP |
|            | Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET                    |    |
|            | No GO TO S63                                                                          |    |

**ASK IF NO PLATFORMS CLAIMED ON SET**  
**[S64=NO OR S62=NO]**

|            |                                                                                                                                               |    |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S63</b> | Which methods can you use to receive TV programmes on this set?                                                                               | MP |
|            | <b>NOTE: INTERVIEWER TO PROBE FULLY</b><br><b>NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE</b>                                                   |    |
|            | Cable CODE S10a/b=YES AND H64=YES                                                                                                             |    |
|            | Satellite CODE S11a/b=YES AND H65=YES                                                                                                         |    |
|            | An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box CODE S9=YES, S14=SEPARATE BOX, H66=YES |    |
|            | An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception CODE S9=YES, S14=BUILT IN, H66=YES |    |
|            | BT Vision or BT TV set top box CODE S55a/b =YES AND H68= BT VISION OR BT TV SET TOP BOX                                                       |    |
|            | TalkTalk CODE S54a/b =YES AND H68=TALKTALK                                                                                                    |    |
|            | YouView CODE S67a/b =YES AND H112 OR H68=YOUVIEW                                                                                              |    |
|            | Games Console CODE S56a/b =YES AND H68=CONSOLE                                                                                                |    |
|            | Computer or tablet CODE S57a/b =YES AND H68=COMPUTER                                                                                          |    |
|            | Direct connection to the internet CODE S58a/b =YES, AND H68 = INTERNET                                                                        |    |
|            | Another TV supplier (Specify) CODE H68=OTHER.                                                                                                 |    |
|            | CODE S59a ONLY IF SINGLE CODE CHOSEN                                                                                                          |    |
|            | None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET                                                                  |    |
|            | Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET                                                                     |    |

**RECODE H66 - H68 AS APPROPRIATE**

END OF PLATFORM CODING FOR SET

## EQUIPMENT CODING FOR ALL SETS

| ASK IF CABLE CLAIM ON SET<br>[S10 = YES]     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| S24                                          | <p><b>SHOW SCREEN</b></p> <p>(IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable.</p> <p>Is the cable box able to record TV programmes?</p> <p>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 – V+<br/>Yes – TiVo<br/>Yes – Other cable box<br/>No<br/>Don't know<br/>Further information</p> | SP |
| ASK IF CABLE CLAIM ON SET<br>[S10 = YES]     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
| S53                                          | <p><b>SHOW SCREEN</b></p> <p>I would now like to ask you about High Definition television or HD.</p> <p>Do you 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>                                                                                                                                                                                | SP |
| ASK IF SATELLITE CLAIM ON SET<br>[S11 = YES] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
| S68                                          | <p><b>SHOW SCREEN</b></p> <p>(IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite</p> <p>Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV.</p> <p>Yes – via a Freesat set top box<br/>Yes – via Freesat integrated into the TV set<br/>No<br/>Don't know</p>                                                            | MP |
| ASK IF SATELLITE CLAIM ON SET<br>[S11 = YES] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
| S69                                          | <p><b>SHOW SCREEN</b></p> <p>In Addition to Freesat, (If S68=code 1 or 2)</p> <p>Do you receive your satellite TV services via Sky?</p> <p>Yes – via Sky with subscription<br/>Yes – via Sky without subscription<br/>No<br/>Don't know</p>                                                                                                                                                                                                                                   | SP |

|                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                     |           |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>ASK IF SATELLITE CLAIM ON SET</b><br><b>[S11 = YES]</b>                         |                                                                                                                                                                                                                                                                                                                                                                                     |           |
| <b>S70</b>                                                                         | <b>SHOW SCREEN</b><br><br>In Addition to Freesat, <b>(If S68=code1 or 2)</b><br>In Addition to Sky, <b>(If S69=code1 or 2)</b><br>In Addition to Freesat and Sky, <b>(If S68=code 1 or 2 AND S69=Yes 1 or 2)</b><br><br>Do you receive your satellite TV services via a set top box that is <b>not</b> from Sky or Freesat?<br><br>Yes (Specify)<br>No<br>Don't know                | <b>SP</b> |
| <b>ASK IF SKY IS SATELLITE PROVIDER</b><br><b>[S69 = SKY (CODE 1 OR 2)]</b>        |                                                                                                                                                                                                                                                                                                                                                                                     |           |
| <b>S20</b>                                                                         | <b>SHOW SCREEN</b><br><br>Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes.<br><br><b>NOTE: For a more detailed explanation click on further information</b><br><br>Yes<br>No<br>Don't know<br>Further information                                                                                                                             | <b>SP</b> |
| <b>ASK IF SKY IS SATELLITE PROVIDER</b><br><b>[S69 = SKY (CODE 1 OR 2)]</b>        |                                                                                                                                                                                                                                                                                                                                                                                     |           |
| <b>S21</b>                                                                         | <b>SHOW SCREEN</b><br><br><b>(IF S53 NOT ASKED)</b> I would now like to ask you about High Definition television or HD.<br><br>Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky<br><br><b>NOTE: For a more detailed explanation click on further information</b><br><br>Yes<br>No<br>Don't know<br>Further information                   | <b>SP</b> |
| <b>ASK IF FREESAT IS SATELLITE PROVIDER</b><br><b>[S68 = FREESAT(CODE 1 OR 2)]</b> |                                                                                                                                                                                                                                                                                                                                                                                     |           |
| <b>S22</b>                                                                         | <b>SHOW SCREEN</b><br><br>Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes.<br><br><b>NOTE: For a more detailed explanation click on further information</b><br><br>Yes<br>No<br>Don't know<br>Further information                                                                                                                     | <b>SP</b> |
| <b>ASK IF FREESAT IS SATELLITE PROVIDER</b><br><b>[S68 = FREESAT(CODE 1 OR 2)]</b> |                                                                                                                                                                                                                                                                                                                                                                                     |           |
| <b>S23</b>                                                                         | <b>SHOW SCREEN</b><br><br><b>(IF S53 AND S21 NOT ASKED)</b> I would now like to ask you about High Definition television or HD.<br><br>Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat<br><br><b>NOTE: For a more detailed explanation click on further information</b><br><br>Yes<br>No<br>Don't know<br>Further information | <b>SP</b> |
| <b>ASK IF DTT ON SET</b><br><b>[S9 = YES]</b>                                      |                                                                                                                                                                                                                                                                                                                                                                                     |           |

|                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>S25</b>                                                                                                       | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>(<b>IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = YES</b>) You have said this set is able to receive TV services via an aerial.</p> <p>Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial?</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>                                                                                                        | SP |
| <b>ASK IF DTT ON SET</b><br><b>[S9 = YES]</b>                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <b>S50</b>                                                                                                       | <b>SHOW SCREEN</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 (<b>in NI only</b>) or Saorview HD? Freeview HD is the high definition service available from Freeview (<b>in NI only</b>) and Saorview HD is the high definition service available from Saorview</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> | SP |
| <b>ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP</b>                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <b>S51</b>                                                                                                       | <p>(<b>S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1</b>)</p> <p>Apart from the</p> <p style="margin-left: 40px;"> <b>(S20=1 AND S21=2/9)</b> Sky+ box<br/> <b>(S21=1)</b> Sky+ HD box<br/> <b>(S22=1)</b> Freesat+ box<br/> <b>(S24=1)</b> Cable, V+ or TiVo box<br/> <b>(S25=1)</b> Freeview (<b>in NI only</b>) or Saorview 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<br/>No<br/>Don't know</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | SP |
| <b>ASK IF ANOTHER RECORDER CLAIMED</b><br><b>[S51=YES]</b>                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <b>S38</b>                                                                                                       | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>In which ways do the recorders connected or built-in to this set record and store TV programmes?</p> <p style="margin-left: 40px;">           On to Video Tapes<br/>           On to a <b>digital</b> video recorder<br/>           On to DVD or Blu-ray discs<br/>           Other (specify)<br/>           None of these<br/>           Don't know         </p>                                                                                                                                                   | MP |
| <b>ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38</b><br><b>[S38 NOT ONTO DVD/BLU RAY DISCS]</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |
| <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>                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | SP |

Yes  
No  
Don't know

**REPEAT ABOVE FOR ALL TV SETS**

**END OF MAIN SET LOOPS**

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

|                                                                                                                                                                                 |                                                                                                                                                                                    |                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| <b>ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL</b><br><b>[H64=YES AND S10=NO (FOR ALL SETS)]</b>                                                         |                                                                                                                                                                                    |                                    |
| <b>H83</b>                                                                                                                                                                      | You said that your household was able to access TV programmes via cable but no set has cable claimed. Are you able to access TV programmes via cable?                              | SP                                 |
|                                                                                                                                                                                 | Yes                                                                                                                                                                                | ASK H84                            |
|                                                                                                                                                                                 | No                                                                                                                                                                                 | RECODE H64 TO NO                   |
| <b>ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><b>[H83=YES]</b>                                                                                             |                                                                                                                                                                                    |                                    |
| <b>H84</b>                                                                                                                                                                      | Which of the sets you have mentioned receives TV programmes from cable TV?                                                                                                         | MP                                 |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                         |                                                                                                                                                                                    |                                    |
|                                                                                                                                                                                 | CODE SETS 1-9                                                                                                                                                                      |                                    |
|                                                                                                                                                                                 | None of these                                                                                                                                                                      | RECODE H64 TO NO, RECODE H83 to NO |
|                                                                                                                                                                                 | Don't know                                                                                                                                                                         | RECODE H64 TO NO, RECODE H83 to NO |
| <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>ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL</b><br><b>[H65=YES AND S11=NO (FOR ALL SETS)]</b>                                                 |                                                                                                                                                                                    |                                    |
| <b>H85</b>                                                                                                                                                                      | You said that your household was able to access TV programmes via satellite but no set has satellite claimed. Are you able to access TV programmes via satellite?                  | SP                                 |
|                                                                                                                                                                                 | Yes                                                                                                                                                                                | ASK H86                            |
|                                                                                                                                                                                 | No                                                                                                                                                                                 | RECODE H65 TO NO                   |
| <b>ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><b>[H85=YES]</b>                                                                                         |                                                                                                                                                                                    |                                    |
| <b>H86</b>                                                                                                                                                                      | Which of the sets you have mentioned receives TV programmes from satellite TV?                                                                                                     | MP                                 |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                         |                                                                                                                                                                                    |                                    |
|                                                                                                                                                                                 | CODE SETS 1-9                                                                                                                                                                      |                                    |
|                                                                                                                                                                                 | None of these                                                                                                                                                                      | RECODE H65 TO NO, RECODE H85 to NO |
|                                                                                                                                                                                 | Don't know                                                                                                                                                                         | RECODE H65 TO NO, RECODE H85 to NO |
| <b>RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S68-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>ASK IF DTT CLAIMED AT HH LEVEL AND NO DTT CLAIMED AT SET LEVEL</b><br><b>[H66=YES AND S9=NO (FOR ALL SETS)]</b>                                                              |                                                                                                                                                                                    |                                    |
| <b>H87</b>                                                                                                                                                                      | You said that your household was able to access TV programmes via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV programmes via a TV aerial? | SP                                 |
|                                                                                                                                                                                 | Yes                                                                                                                                                                                | ASK H88                            |
|                                                                                                                                                                                 | No                                                                                                                                                                                 | RECODE H66 TO NO                   |
| <b>ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><b>[H87=YES]</b>                                                                                               |                                                                                                                                                                                    |                                    |
| <b>H88</b>                                                                                                                                                                      | Which of the sets you have mentioned receives TV programmes from a TV aerial?                                                                                                      | MP                                 |
| <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                         |                                                                                                                                                                                    |                                    |
|                                                                                                                                                                                 | CODE SETS 1-9                                                                                                                                                                      |                                    |
|                                                                                                                                                                                 | None of these                                                                                                                                                                      | RECODE H66 TO NO, RECODE H87 to NO |
|                                                                                                                                                                                 | Don't know                                                                                                                                                                         | RECODE H66 TO NO, RECODE H87 to NO |
| <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>ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br><b>[H68 = BT VISION OR BT TV SET TOP BOX AND S55=NO (FOR ALL SETS)]</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>H91</b>                                                                                                                                                                           | You said that your household was able to access TV programmes from BT Vision or BT TV set top box but no set has a BT Vision or BT TV set top box claimed. Are you able to access TV programmes via a BT Vision or BT TV set top box?<br><br>Yes                      ASK H92<br>No                         IF SINGLE CODE AT H68, CLEAR H68<br>IF MULTI AT H68, CLEAR H68 RESPONSE FOR BTVIS                                                              | SP |
| <b>ASK IF BT VISION OR BT TV SET TOP BOX CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><b>[H91=YES]</b>                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>H92</b>                                                                                                                                                                           | Which of the sets you have mentioned receives TV programmes from a BT Vision or BT TV set top box?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br><br>CODE SETS 1-9<br>None of these                      RECODE H91 to NO<br>IF SINGLE CODE AT H68, CLEAR H68<br>IF MULTI AT H68, CLEAR H68 RESPONSE FOR BT<br><br>Don't know                        RECODE H91 to NO<br>IF SINGLE CODE AT H68, CLEAR H68<br>IF MULTI T H68, CLEAR H68 RESPONSE FOR BT | MP |
| <b>RECODE S55A/B FOR SETS CLAIMED AT H92</b>                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br><b>[H68= TALKTALK AND S54=NO (FOR ALL SETS)]</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>H89</b>                                                                                                                                                                           | You said that your household was able to access TV programmes from TalkTalk but no set has TalkTalk claimed. Are you able to access TV programmes via TalkTalk?<br><br>Yes                      ASK H100<br>No                         IF SINGLE CODE AT H68, CLEAR H68<br>IF MULTI AT H68, CLEAR H68 RESPONSE FOR TALKTALK                                                                                                                                | SP |
| <b>ASK IF TALKTALK CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><b>[H89=YES]</b>                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>H90</b>                                                                                                                                                                           | Which of the sets you have mentioned receives TV programmes from TalkTalk?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br><br>CODE SETS 1-9<br>None of these                      RECODE H89 to NO<br>IF SINGLE CODE AT H68, CLEAR H68<br>IF MULTI AT H68, CLEAR H68 RESPONSE FOR TALKTALK<br><br>Don't know                        RECODE H89 to NO<br>IF SINGLE CODE AT H68, CLEAR H68<br>IF MULTI AT H68, CLEAR H68 RESPONSE FOR TALKTALK            | MP |
| <b>RECODE S54A/B FOR SETS CLAIMED AT H90</b>                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br><b>[H112 OR H68=YOUVIEW AND S67=NO (FOR ALL SETS)]</b>                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>H99</b>                                                                                                                                                                           | You said that your household was able to access TV programmes from YouView but no set has YouView claimed. Are you able to access TV programmes via YouView?<br><br>Yes                      ASK H100<br>No                         IF SINGLE CODE AT H68, CLEAR H68<br>IF MULTI AT H68, CLEAR H68 RESPONSE FOR YOUVIEW                                                                                                                                    | SP |

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

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

## END OF PLATFORM VALIDATION QUESTIONS

## START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

**If 2+ valid sets:**

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

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

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

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

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

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

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

|                    |                                                       |           |
|--------------------|-------------------------------------------------------|-----------|
| <b>SX6</b>         | <b>NOTE: Was the diagonal screen measurement ...?</b> | <b>SP</b> |
| Claim              |                                                       |           |
| Actual measurement |                                                       |           |

## END OF REMAINDER SET LOOP

## SECOND HOUSEHOLD SECTION

| ASK ALL                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| H102                                          | Thinking about your TV viewing in general<br><br><b>(IF ANY WORKING SET OR COMPUTER/TABLET USED TO WATCH TV [H63&gt;0 OR ANY SET TEMP OUT OF ORDER AT H82 OR H72 = YES])</b> Apart from the:<br><br><div style="margin-left: 40px;">           &lt;insert number of TV sets&gt; TV set(s)<br/>           &lt;insert number of computers&gt; computer(s)<br/>           &lt;insert number of tablets&gt; tablet computer(s)         </div> <b>(ALL)</b> Are there any other devices you use to watch TV programmes in your household<br><br><div style="margin-left: 40px;">           Yes – projector<br/>           Yes – mobile phone<br/>           Yes – other (specify)<br/>           No<br/>           Don't know         </div> | MP |
| ASK IF SKY – WITH SUBSCRIPTION [S69 = CODE 1] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H108                                          | Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels?<br><br><div style="margin-left: 40px;">           Yes - Sky Movies<br/>           Yes - Sky Sports<br/>           Yes - both Sky Movies and Sky Sports<br/>           No<br/>           Don't know         </div>                                                                                                                                                                                                                                                                                                                                                                                                                                  | SP |
| ASK IF CABLE [S10a/b = CODE 1]                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H109                                          | Does your Cable TV subscription include any premium Sky Movies or Sky Sports channels?<br><br><b>NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable</b><br><br><div style="margin-left: 40px;">           Yes - Sky Movies<br/>           Yes - Sky Sports<br/>           Yes - both Sky Movies and Sky Sports<br/>           No<br/>           Don't know         </div>                                                                                                                                                                                                                                                | SP |
| ASK ALL                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H110                                          | Do you, or does anyone in your household, subscribe to any of the following ...?<br><br><div style="margin-left: 40px;">           LoveFilm/Amazon Prime Instant Video<br/>           Netflix<br/>           NowTV<br/>           Xbox Live<br/>           None of these<br/>           Don't know         </div>                                                                                                                                                                                                                                                                                                                                                                                                                       | MP |
| ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| H77<br>intro                                  | <b>(SINGLE WORKING SET)</b> Going back to the TV set you use to watch TV programmes<br><br><b>(2+ WORKING SETS)</b> Now thinking about all the TV sets you use to watch TV programmes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |

| <b>ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED</b>                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>H77</b>                                                                                                                                                                      | <b>SHOW SCREEN</b><br><br><p><b>(SINGLE WORKING SET)</b> Which of the following ITV1 regional channels can you receive on your TV set?</p> <p><b>(2+ WORKING SETS)</b> Which of the following ITV1 regional channels can you receive on any of your TV set(s)?</p> <ul style="list-style-type: none"> <li>A. STV, with local news North Tonight</li> <li>B. STV, with local news Scotland Today</li> <li>C. UTV (Ulster)</li> <li>D. ITV Border</li> <li>E. ITV Tyne Tees</li> <li>F. ITV Granada</li> <li>G. ITV Yorkshire</li> <li>H. ITV Wales</li> <li>I. ITV Central</li> <li>J. ITV Anglia</li> <li>K. ITV Westcountry</li> <li>L. ITV West</li> <li>M. ITV London</li> <li>N. ITV Meridian</li> <li>O. Channel</li> <li>Don't know</li> <li>No answer</li> </ul> | MP          |
| <b>ASK IF TWO OR MORE ITV STATIONS RECEIVED AT H77, OTHERWISE SKIP TO H22a Intro1<br/>RESTRICT TO ITV REGIONS CLAIMED AT H77 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |
| <b>H24</b>                                                                                                                                                                      | You have said you receive ____ <b>(ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT H77)</b><br>For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | NUM<br>0-10 |
|                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>A. STV, with local news North Tonight</li> <li>B. STV, with local news Scotland Today</li> <li>C. UTV (Ulster)</li> <li>D. ITV Border</li> <li>E. ITV Tyne Tees</li> <li>F. ITV Granada</li> <li>G. ITV Yorkshire</li> <li>H. ITV Wales</li> <li>I. ITV Central</li> <li>J. ITV Anglia</li> <li>K. ITV Westcountry</li> <li>L. ITV West</li> <li>M. ITV London</li> <li>N. ITV Meridian</li> <li>O. Channel</li> </ul>                                                                                                                                                                                                                                                                                                           |             |
| <b>NOTE: Answers must add up to 10</b>                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |
| <b>H24</b>                                                                                                                                                                      | <b>So out of every ten hours you and your household watch ITV1 stations, you would view ____</b><br><b>hours of ____ (FIRST CHANNEL RECEIVED AT H77); ____ hours ____ (SECOND CHANNEL</b><br><b>RECEIVED AT H77) etc... (INCLUDE ALL ITV1 CHANNELS CLAIMED AT H77/H24 WITH THE</b><br><b>RESPONSE GIVEN ABOVE)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SP          |
| Check                                                                                                                                                                           | Yes<br>No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |
| <b>If correct code appropriately, if incorrect ask again</b>                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |
| <b>ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED<br/>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>IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES</b><br><b>[S57=YES (FOR ANY SET)]</b><br><b>ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED</b>      |                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H22a</b>                                                                                                                                                                                           | Do you or does anyone in your household ever connect a computer or tablet 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                                                                             | SP |
| <b>IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES</b><br><b>[S56=YES (FOR ANY SET)]</b><br><b>ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED</b> |                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H22b</b>                                                                                                                                                                                           | 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                                                                                                                                                                                                    | SP |
| <b>ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET</b><br><b>[H22b = YES]</b>                                                                                                                         |                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H23</b>                                                                                                                                                                                            | <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 Wii<br>Nintendo Wii U<br>Other Nintendo<br>PS2<br>PS3<br>PS4<br>Other Playstation<br>Xbox<br>Xbox 360<br>Xbox One<br>Any other games/computer console<br>Don't know | MP |
| <b>ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET</b><br><b>[H22b = YES]</b>                                                                                                                         |                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H54</b>                                                                                                                                                                                            | <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 |

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

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

H78 SHOW SCREEN SP

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

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

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

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

**NOTE: For a more detailed explanation click on further information**

Yes

No

Don't know

Further Information

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

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

**H79 SHOW SCREEN**

**MP**

**(Cable HH)** In addition to your Cable connection

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

**(TalkTalkHH)** In addition to your TalkTalk connection

**(YouView HH)** In addition to your YouView connection

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**NOTE: For a more detailed explanation click on further information**

A direct connection between the TV set and the Internet

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

A connection to a computer or tablet

A connection to a games console

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

Another device that connects to the internet (Specify)

**Single internet platform claims**

You have said that your

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

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

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

In addition to this

**Multiple internet platform claims**

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

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

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

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

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

In addition to these

**(Cable HH)** and your Cable connection

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

**(TalkTalkHH)** and your TalkTalk connection

**(YouView HH)** and your YouView connection

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

**(Cable and TalkTalkHH)** and your Cable and TalkTalk connections

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

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

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

**(YouView and TalkTalkHH)** and your YouView and TalkTalk connections

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

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

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

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

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

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

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

**NOTE: For a more detailed explanation click on further information**

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

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

A connection to a computer or tablet

**REMOVE IF H68 = CODE 3**

A connection to a games console

**REMOVE IF H68 = CODE 2 OR H54 =CODE 2**

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

Another device that connects to the internet (Specify)

No

**H81      SHOW SCREEN**

**SP**

**(Single Set HH)** Is your TV set capable of showing movies and TV programmes in 3D?

**(Multi Set HH)** Are any of your TV sets capable of showing movies and TV programmes in 3D?

**NOTE: For a more detailed explanation click on further information**

Yes

No

Don't know

Further Information

**END OF SECOND HOUSEHOLD SECTION**

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

## START OF PERSON LOOP

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

| ASK IF AGE IS DK OR REFUSED [AT P3]            |                                                                                                                                                                                                                                                                                                                                                                              |    |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| P4                                             | Record age group household member falls into<br>(MAY NOT BE BLANK)<br>(1 <sup>st</sup> ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age<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 |
| ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4] |                                                                                                                                                                                                                                                                                                                                                                              |    |
| P5                                             | Are you (IF RESPONDENT) they (IF NOT RESPONDENT)...<br>(MAY NOT BE BLANK)<br><br>Married/living as married/civil partnership<br>Single<br>Widowed<br>Divorced/separated                                                                                                                                                                                                      | SP |
| ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4] |                                                                                                                                                                                                                                                                                                                                                                              |    |
| P9                                             | SHOW SCREEN<br><br>What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status?<br>(MAY NOT BE BLANK)<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 |
| ASK IF NOT 'FULL TIME EDUCATION' [P9=CODE4]    |                                                                                                                                                                                                                                                                                                                                                                              |    |
| P10                                            | SHOW SCREEN<br><br>At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) 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 (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?                                                                                                                                                                                                                                                                                    | SP |
|                                                          | Yes<br>No<br>Don't know                                                                                                                                                                                                                                                                                                                                 |    |
| <b>ASK IF WELSH SPEAKER [P11=YES]</b>                    |                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P12</b>                                               | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                      | SP |
|                                                          | How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh?<br><br>Understand, speak, write and read Welsh EXTREMELY WELL<br>Understand, speak, write and read Welsh QUITE WELL<br>Understand, speak, write and read A LITTLE Welsh<br>Can understand and speak SOME Welsh<br>Can understand A LITTLE Welsh<br>Don't know         |    |
| <b>ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15</b> |                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P13</b>                                               | Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?                                                                                                                                                                                                                                                                                   | SP |
|                                                          | Yes<br>No<br>Don't know                                                                                                                                                                                                                                                                                                                                 |    |
| <b>ASK IF GAELIC SPEAKER [P13=YES]</b>                   |                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P14</b>                                               | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                      | SP |
|                                                          | How well do you (IF RESPONDENT) / does this person (IF NOT RESPONDENT) speak Gaelic?<br><br>Understand, speak, write and read Gaelic EXTREMELY WELL<br>Understand, speak, write and read Gaelic QUITE WELL<br>Understand, speak, write and read A LITTLE Gaelic<br>Can understand and speak SOME Gaelic<br>Can understand A LITTLE Gaelic<br>Don't know |    |
| <b>ASK ALL</b>                                           |                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P15</b>                                               | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                      | SP |
|                                                          | Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?<br><br><b>Note: Please include any health problems related to old age</b><br><br>Yes – limited a lot<br>Yes – limited a little<br>No<br>Refused                |    |

**ASK ALL****P16 SHOW SCREEN**

SP

Which of these ethnic backgrounds do you consider **yourself (IF RESPONDENT)** **this person (IF NOT RESPONDENT)** to belong to?

White

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy or Irish Traveller
- Any other White background (specify)

Mixed/multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed/multiple ethnic background (specify)

Asian/Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background (specify)

Black/African/Caribbean/Black British

- African
- Caribbean
- Any other African/Caribbean background (specify)

Any other ethnic background

- Arab
- Any other ethnic group (specify)

Refused (Code from list to continue)

**LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS****END OF PERSON LOOP**

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## THIRD HOUSEHOLD SECTION

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                    |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|----|
| <b>ASK IF MULTI PERSON HH<br/>[H55&gt;1]</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                    |    |
| <b>H25</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Thinking about all the people in your household... |    |
| Intro                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                    |    |
| <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>                                 | SP |
| What language do you prefer to speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>What language does the household use most of the time? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br><br>Welsh<br>English<br>Welsh and English equally<br>Welsh and other language other than English (equally)<br>Other<br>Don't know                                                                                                                                                                                                                                                               |                                                    |    |
| <b>ASK IF ANY PERSON CODE 1,2,3 or 4 AT P14, OTHERWISE SKIP TO H27</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                    |    |
| <b>H26</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>SHOW SCREEN</b>                                 | SP |
| What language do you prefer to speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>What language does the household use most of the time? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br><br>Gaelic<br>English<br>Gaelic and English equally<br>Gaelic and other language other than English (equally)<br>Other<br>Don't know                                                                                                                                                                                                                                                            |                                                    |    |
| <b>ASK IF ANY HH members are Asian/Asian British</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                    |    |
| <b>H116</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>SHOW SCREEN</b>                                 | MP |
| Which [other ( <b>IF H25 or H26 asked</b> )] languages do you speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>Which [other ( <b>IF H25 or H26 asked</b> )] languages do you or other household members use when talking to each other? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br><br>English ( <b>Supress if H25 or H26 asked</b> )<br>Polish<br>Panjabi<br>Urdu<br>Bengali<br>Gujarati<br>Arabic<br>French<br>Chinese<br>Portuguese<br>Spanish<br>Tamil<br>Welsh ( <b>Supress if H25 asked</b> )<br>Gaelic ( <b>Supress if H26 asked</b> )<br>Other (Specify)<br>None of these |                                                    |    |
| <b>ASK IF ANY HH members are Asian/Asian British and more than one option chosen at H116<br/>ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED</b>                                                                                                                                                                                                                                                                                                                                                                        |                                                    |    |
| <b>H117</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>SHOW SCREEN</b>                                 | SP |
| Which is the main language Spoken in your household?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                    |    |

English  
 Polish  
 Panjabi  
 Urdu  
 Bengali  
 Gujarati  
 Arabic  
 French  
 Chinese  
 Portuguese  
 Spanish  
 Tamil  
 Welsh  
 Gaelic  
 Other (Specify)

**ASK ALL**

**H27 SHOW SCREEN** MP

Do you work for any of the following? (**ASK IF 1 PERSON HOUSEHOLD**)  
 Do you or does any member of your household work for any of these? (**ASK IF 2+ PERSON HOUSEHOLD**)

A television station, that is either the BBC or a commercial channel  
 A radio station, that is either the BBC or a commercial station  
 Journalism for a newspaper, magazine or online publisher  
 An advertising or media agency  
 A market research company  
 None of these

**IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)**

**H56** Which of the household members you have mentioned is the Head of Household? MP

By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be **equally** responsible

**LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD**

**IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)**

**H28** Which of the household members you have mentioned is **solely or mainly** responsible for the household duties? MP

This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be **equally** responsible

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

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

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

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

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

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

## END OF THIRD HH SECTION

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW