



BARB Establishment Survey Quarterly Data Report: Total Network

April to June 2014

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2014

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

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
AB	7073	6713	2987	1136	4962	2365	2597	6514
%V	25.9%	26.1%	27.3%	28.2%	25.9%	27.9%	24.4%	30.8%
%H (All HH)		94.9%	42.2%	16.1%	70.2%	33.4%	36.7%	92.1%
%H (TV HH)			44.5%	16.9%	73.9%	35.2%	38.7%	
C1	7692	7191	3090	1204	5317	2466	2851	6494
%V	28.2%	28.0%	28.3%	29.9%	27.8%	29.1%	26.8%	30.7%
%H (All HH)		93.5%	40.2%	15.7%	69.1%	32.1%	37.1%	84.4%
%H (TV HH)			43.0%	16.7%	73.9%	34.3%	39.6%	
C2	5533	5313	2455	834	3975	1973	2003	4371
%V	20.3%	20.7%	22.5%	20.7%	20.8%	23.3%	18.8%	20.7%
%H (All HH)		96.0%	44.4%	15.1%	71.8%	35.7%	36.2%	79.0%
%H (TV HH)			46.2%	15.7%	74.8%	37.1%	37.7%	
D	3876	3611	1491	543	2624	1063	1561	2489
%V	14.2%	14.0%	13.7%	13.5%	13.7%	12.5%	14.7%	11.8%
%H (All HH)		93.2%	38.5%	14.0%	67.7%	27.4%	40.3%	64.2%
%H (TV HH)			41.3%	15.0%	72.7%	29.4%	43.2%	
E	3134	2881	900	310	2248	618	1630	1279
%V	11.5%	11.2%	8.2%	7.7%	11.8%	7.3%	15.3%	6.0%
%H (All HH)		91.9%	28.7%	9.9%	71.7%	19.7%	52.0%	40.8%
%H (TV HH)			31.2%	10.8%	78.0%	21.5%	56.6%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

April - June 2014

Household level data

Table 2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
Under 25	1193	1018	362	161	670	246	424	1015
%V	4.4%	4.0%	3.3%	4.0%	3.5%	2.9%	4.0%	4.8%
%H (All HH)		85.3%	30.3%	13.5%	56.2%	20.6%	35.5%	85.1%
%H (TV HH)			35.6%	15.8%	65.8%	24.2%	41.7%	
25 - 34	4185	3812	1962	624	2422	1280	1143	3723
%V	15.3%	14.8%	18.0%	15.5%	12.7%	15.1%	10.7%	17.6%
%H (All HH)		91.1%	46.9%	14.9%	57.9%	30.6%	27.3%	89.0%
%H (TV HH)			51.5%	16.4%	63.5%	33.6%	30.0%	
35 - 44	4704	4431	2300	761	2980	1634	1346	4295
%V	17.2%	17.2%	21.1%	18.9%	15.6%	19.3%	12.6%	20.3%
%H (All HH)		94.2%	48.9%	16.2%	63.4%	34.7%	28.6%	91.3%
%H (TV HH)			51.9%	17.2%	67.3%	36.9%	30.4%	
45 - 54	5289	5043	2374	1009	3715	2045	1670	4662
%V	19.4%	19.6%	21.7%	25.0%	19.4%	24.1%	15.7%	22.0%
%H (All HH)		95.3%	44.9%	19.1%	70.2%	38.7%	31.6%	88.1%
%H (TV HH)			47.1%	20.0%	73.7%	40.6%	33.1%	
55 - 64	4472	4270	1794	687	3286	1483	1803	3675
%V	16.4%	16.6%	16.4%	17.1%	17.2%	17.5%	16.9%	17.4%
%H (All HH)		95.5%	40.1%	15.4%	73.5%	33.2%	40.3%	82.2%
%H (TV HH)			42.0%	16.1%	77.0%	34.7%	42.2%	
65 +	7466	7135	2131	785	6054	1797	4256	3777
%V	27.3%	27.8%	19.5%	19.5%	31.7%	21.2%	40.0%	17.9%
%H (All HH)		95.6%	28.5%	10.5%	81.1%	24.1%	57.0%	50.6%
%H (TV HH)			29.9%	11.0%	84.8%	25.2%	59.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
April - June 2014
Household level data
Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
1	8488	7738	2077	882	6155	1441	4714	4474
%V	31.1%	30.1%	19.0%	21.9%	32.2%	17.0%	44.3%	21.2%
%H (All HH)		91.2%	24.5%	10.4%	72.5%	17.0%	55.5%	52.7%
%H (TV HH)			26.8%	11.4%	79.5%	18.6%	60.9%	
2	9108	8670	3787	1408	6556	3109	3448	7554
%V	33.4%	33.7%	34.7%	35.0%	34.3%	36.6%	32.4%	35.7%
%H (All HH)		95.2%	41.6%	15.5%	72.0%	34.1%	37.9%	82.9%
%H (TV HH)			43.7%	16.2%	75.6%	35.9%	39.8%	
3	4182	3972	2053	777	2752	1620	1132	3833
%V	15.3%	15.4%	18.8%	19.3%	14.4%	19.1%	10.6%	18.1%
%H (All HH)		95.0%	49.1%	18.6%	65.8%	38.7%	27.1%	91.7%
%H (TV HH)			51.7%	19.6%	69.3%	40.8%	28.5%	
4	3752	3615	2018	659	2499	1559	940	3605
%V	13.7%	14.1%	18.5%	16.4%	13.1%	18.4%	8.8%	17.0%
%H (All HH)		96.3%	53.8%	17.6%	66.6%	41.6%	25.1%	96.1%
%H (TV HH)			55.8%	18.2%	69.1%	43.1%	26.0%	
5+	1780	1715	989	303	1164	757	407	1681
%V	6.5%	6.7%	9.1%	7.5%	6.1%	8.9%	3.8%	7.9%
%H (All HH)		96.3%	55.6%	17.0%	65.4%	42.5%	22.9%	94.4%
%H (TV HH)			57.7%	17.7%	67.9%	44.1%	23.7%	
Average HH size	2.34	2.36	2.68	2.55	2.29	2.69	1.97	2.58

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: QUARTERLY

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
Without	20258	18894	7146	2803	14556	5704	8852	14633
%V	74.2%	73.5%	65.4%	69.6%	76.1%	67.2%	83.2%	69.2%
%H (All HH)		93.3%	35.3%	13.8%	71.9%	28.2%	43.7%	72.2%
%H (TV HH)			37.8%	14.8%	77.0%	30.2%	46.9%	
With	7051	6816	3777	1225	4570	2781	1789	6514
%V	25.8%	26.5%	34.6%	30.4%	23.9%	32.8%	16.8%	30.8%
%H (All HH)		96.7%	53.6%	17.4%	64.8%	39.4%	25.4%	92.4%
%H (TV HH)			55.4%	18.0%	67.0%	40.8%	26.2%	
0 - 3	2763	2647	1442	463	1705	989	717	2476
%V	10.1%	10.3%	13.2%	11.5%	8.9%	11.7%	6.7%	11.7%
%H (All HH)		95.8%	52.2%	16.8%	61.7%	35.8%	26.0%	89.6%
%H (TV HH)			54.5%	17.5%	64.4%	37.4%	27.1%	
4 - 9	3520	3405	1940	567	2219	1334	885	3225
%V	12.9%	13.2%	17.8%	14.1%	11.6%	15.7%	8.3%	15.3%
%H (All HH)		96.7%	55.1%	16.1%	63.0%	37.9%	25.1%	91.6%
%H (TV HH)			57.0%	16.7%	65.2%	39.2%	26.0%	
10 - 15	3220	3148	1792	578	2210	1431	779	3051
%V	11.8%	12.2%	16.4%	14.3%	11.6%	16.9%	7.3%	14.4%
%H (All HH)		97.8%	55.7%	18.0%	68.6%	44.4%	24.2%	94.8%
%H (TV HH)			56.9%	18.4%	70.2%	45.5%	24.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
April - June 2014
Household level data
Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
1	10497	10497	3500	1385	7139	1719	5420	7178
%V	38.4%	40.8%	32.0%	34.4%	37.3%	20.3%	50.9%	33.9%
%H (All HH)		100.0%	33.3%	13.2%	68.0%	16.4%	51.6%	68.4%
%H (TV HH)			33.3%	13.2%	68.0%	16.4%	51.6%	
2	8773	8773	3868	1432	6622	3145	3477	6928
%V	32.1%	34.1%	35.4%	35.6%	34.6%	37.1%	32.7%	32.8%
%H (All HH)		100.0%	44.1%	16.3%	75.5%	35.8%	39.6%	79.0%
%H (TV HH)			44.1%	16.3%	75.5%	35.8%	39.6%	
3	4009	4009	2100	749	3273	2074	1199	3600
%V	14.7%	15.6%	19.2%	18.6%	17.1%	24.4%	11.3%	17.0%
%H (All HH)		100.0%	52.4%	18.7%	81.6%	51.7%	29.9%	89.8%
%H (TV HH)			52.4%	18.7%	81.6%	51.7%	29.9%	
4	1565	1565	918	300	1346	988	358	1514
%V	5.7%	6.1%	8.4%	7.4%	7.0%	11.6%	3.4%	7.2%
%H (All HH)		100.0%	58.7%	19.2%	86.0%	63.1%	22.9%	96.7%
%H (TV HH)			58.7%	19.2%	86.0%	63.1%	22.9%	
5+	865	865	538	162	746	559	187	846
%V	3.2%	3.4%	4.9%	4.0%	3.9%	6.6%	1.8%	4.0%
%H (All HH)		100.0%	62.2%	18.7%	86.2%	64.6%	21.6%	97.8%
%H (TV HH)			62.2%	18.7%	86.2%	64.6%	21.6%	

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

%V = percentage of vertical total

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

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

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April - June 2014
Household level data
Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
Under 20"	5809	5809	2418	966	4922	2484	2438	4645
%V	21.3%	22.6%	22.1%	24.0%	25.7%	29.3%	22.9%	22.0%
%H (All HH)		100.0%	41.6%	16.6%	84.7%	42.8%	42.0%	80.0%
%H (TV HH)			41.6%	16.6%	84.7%	42.8%	42.0%	
20" - 29"	9583	9583	3907	1448	7709	3486	4223	7346
%V	35.1%	37.3%	35.8%	35.9%	40.3%	41.1%	39.7%	34.7%
%H (All HH)		100.0%	40.8%	15.1%	80.4%	36.4%	44.1%	76.7%
%H (TV HH)			40.8%	15.1%	80.4%	36.4%	44.1%	
30" - 39"	13776	13776	5931	2258	10541	4971	5570	10976
%V	50.4%	53.6%	54.3%	56.1%	55.1%	58.6%	52.3%	51.9%
%H (All HH)		100.0%	43.1%	16.4%	76.5%	36.1%	40.4%	79.7%
%H (TV HH)			43.1%	16.4%	76.5%	36.1%	40.4%	
40" and over	11687	11687	6334	2111	8272	4995	3278	10363
%V	42.8%	45.5%	58.0%	52.4%	43.2%	58.9%	30.8%	49.0%
%H (All HH)		100.0%	54.2%	18.1%	70.8%	42.7%	28.0%	88.7%
%H (TV HH)			54.2%	18.1%	70.8%	42.7%	28.0%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
Main living room	25326	25326	10826	3982	18883	8421	10462	19785
%V	92.7%	98.5%	99.1%	98.9%	98.7%	99.2%	98.3%	93.6%
%H (All HH)		100.0%	42.7%	15.7%	74.6%	33.3%	41.3%	78.1%
%H (TV HH)			42.7%	15.7%	74.6%	33.3%	41.3%	
Kitchen	3116	3116	1547	447	2755	1607	1149	2669
%V	11.4%	12.1%	14.2%	11.1%	14.4%	18.9%	10.8%	12.6%
%H (All HH)		100.0%	49.6%	14.3%	88.4%	51.6%	36.9%	85.7%
%H (TV HH)			49.6%	14.3%	88.4%	51.6%	36.9%	
Adult's bedroom	11355	11355	5549	2098	9009	5253	3756	9626
%V	41.6%	44.2%	50.8%	52.1%	47.1%	61.9%	35.3%	45.5%
%H (All HH)		100.0%	48.9%	18.5%	79.3%	46.3%	33.1%	84.8%
%H (TV HH)			48.9%	18.5%	79.3%	46.3%	33.1%	
Child's bedroom	2544	2544	1489	481	1942	1369	572	2362
%V	9.3%	9.9%	13.6%	11.9%	10.2%	16.1%	5.4%	11.2%
%H (All HH)		100.0%	58.5%	18.9%	76.3%	53.8%	22.5%	92.8%
%H (TV HH)			58.5%	18.9%	76.3%	53.8%	22.5%	
Other bedroom	1300	1300	715	272	1045	710	335	1174
%V	4.8%	5.1%	6.5%	6.8%	5.5%	8.4%	3.1%	5.6%
%H (All HH)		100.0%	55.0%	20.9%	80.4%	54.6%	25.8%	90.3%
%H (TV HH)			55.0%	20.9%	80.4%	54.6%	25.8%	
Second living/dining room	2291	2291	1216	378	1851	1129	722	2028
%V	8.4%	8.9%	11.1%	9.4%	9.7%	13.3%	6.8%	9.6%
%H (All HH)		100.0%	53.1%	16.5%	80.8%	49.3%	31.5%	88.5%
%H (TV HH)			53.1%	16.5%	80.8%	49.3%	31.5%	
Study/office	361	361	202	48	293	180	113	353
%V	1.3%	1.4%	1.8%	1.2%	1.5%	2.1%	1.1%	1.7%
%H (All HH)		100.0%	56.0%	13.3%	81.2%	49.9%	31.3%	97.8%
%H (TV HH)			56.0%	13.3%	81.2%	49.9%	31.3%	
TV room	180	180	96	32	128	78	50	169
%V	0.7%	0.7%	0.9%	0.8%	0.7%	0.9%	0.5%	0.8%
%H (All HH)		100.0%	53.3%	17.8%	71.1%	43.3%	27.8%	93.9%
%H (TV HH)			53.3%	17.8%	71.1%	43.3%	27.8%	
Conservatory	602	602	298	92	516	292	224	552
%V	2.2%	2.3%	2.7%	2.3%	2.7%	3.4%	2.1%	2.6%
%H (All HH)		100.0%	49.5%	15.3%	85.7%	48.5%	37.2%	91.7%
%H (TV HH)			49.5%	15.3%	85.7%	48.5%	37.2%	
Attic or loft room	66	66	29	15	50	26	24	66
%V	0.2%	0.3%	0.3%	0.4%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	43.9%	22.7%	75.8%	39.4%	36.4%	100.0%
%H (TV HH)			43.9%	22.7%	75.8%	39.4%	36.4%	
No specific location	39	39	22	1	20	9	11	31
%V	0.1%	0.2%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	56.4%	2.6%	51.3%	23.1%	28.2%	79.5%
%H (TV HH)			56.4%	2.6%	51.3%	23.1%	28.2%	
Other	233	233	117	28	188	97	92	217
%V	0.9%	0.9%	1.1%	0.7%	1.0%	1.1%	0.9%	1.0%
%H (All HH)		100.0%	50.2%	12.0%	80.7%	41.6%	39.5%	93.1%
%H (TV HH)			50.2%	12.0%	80.7%	41.6%	39.5%	

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: QUARTERLY
April - June 2014
Household level data
Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)				15.7%	74.4%	33.0%	41.4%	
Any DSAT provider	10923	10923	10923	202	6356	6356	0	9644
%V	40.0%	42.5%	100.0%	5.0%	33.2%	74.9%	0.0%	45.6%
%H (All HH)			100.0%	1.8%	58.2%	58.2%	0.0%	88.3%
%H (TV HH)			100.0%	1.8%	58.2%	58.2%	0.0%	
Sky with subscription	9051	9051	9051	93	5310	5310	0	8170
%V	33.1%	35.2%	82.9%	2.3%	27.8%	62.6%	0.0%	38.6%
%H (All HH)			100.0%	1.0%	58.7%	58.7%	0.0%	90.3%
%H (TV HH)			100.0%	1.0%	58.7%	58.7%	0.0%	
Sky without subscription	654	654	654	47	376	376	0	474
%V	2.4%	2.5%	6.0%	1.2%	2.0%	4.4%	0.0%	2.2%
%H (All HH)			100.0%	7.2%	57.5%	57.5%	0.0%	72.5%
%H (TV HH)			100.0%	7.2%	57.5%	57.5%	0.0%	
Freesat	1019	1019	1019	43	568	568	0	832
%V	3.7%	4.0%	9.3%	1.1%	3.0%	6.7%	0.0%	3.9%
%H (All HH)			100.0%	4.2%	55.7%	55.7%	0.0%	81.6%
%H (TV HH)			100.0%	4.2%	55.7%	55.7%	0.0%	
Other satellite provider	352	352	352	23	181	181	0	309
%V	1.3%	1.4%	3.2%	0.6%	0.9%	2.1%	0.0%	1.5%
%H (All HH)			100.0%	6.5%	51.4%	51.4%	0.0%	87.8%
%H (TV HH)			100.0%	6.5%	51.4%	51.4%	0.0%	
DCAB	4028	4028	202	4028	2249	2249	0	3639
%V	14.7%	15.7%	1.8%	100.0%	11.8%	26.5%	0.0%	17.2%
%H (All HH)			5.0%	100.0%	55.8%	55.8%	0.0%	90.3%
%H (TV HH)			5.0%	100.0%	55.8%	55.8%	0.0%	
DTT	19127	19127	6356	2249	19127	8485	10641	14278
%V	70.0%	74.4%	58.2%	55.8%	100.0%	100.0%	100.0%	67.5%
%H (All HH)		100.0%	33.2%	11.8%	100.0%	44.4%	55.6%	74.6%
%H (TV HH)			33.2%	11.8%	100.0%	44.4%	55.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2014

Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
PVR	15789	15789	9209	3258	10728	7241	3487	14067
%V	57.8%	61.4%	84.3%	80.9%	56.1%	85.3%	32.8%	66.5%
%H (All HH)		100.0%	58.3%	20.6%	67.9%	45.9%	22.1%	89.1%
%H (TV HH)			58.3%	20.6%	67.9%	45.9%	22.1%	
DVDR	1043	1043	428	150	826	355	471	843
%V	3.8%	4.1%	3.9%	3.7%	4.3%	4.2%	4.4%	4.0%
%H (All HH)		100.0%	41.0%	14.4%	79.2%	34.0%	45.2%	80.8%
%H (TV HH)			41.0%	14.4%	79.2%	34.0%	45.2%	
VCR	731	731	248	94	603	209	393	453
%V	2.7%	2.8%	2.3%	2.3%	3.2%	2.5%	3.7%	2.1%
%H (All HH)		100.0%	33.9%	12.9%	82.5%	28.6%	53.8%	62.0%
%H (TV HH)			33.9%	12.9%	82.5%	28.6%	53.8%	
Any recorder	16466	16466	9338	3315	11313	7336	3977	14449
%V	60.3%	64.0%	85.5%	82.3%	59.1%	86.5%	37.4%	68.3%
%H (All HH)		100.0%	56.7%	20.1%	68.7%	44.6%	24.2%	87.8%
%H (TV HH)			56.7%	20.1%	68.7%	44.6%	24.2%	
Receives HDTV (via STB or built-in reception)	14344	14344	7526	3050	10144	6206	3939	12782
%V	52.5%	55.8%	68.9%	75.7%	53.0%	73.1%	37.0%	60.4%
%H (All HH)		100.0%	52.5%	21.3%	70.7%	43.3%	27.5%	89.1%
%H (TV HH)			52.5%	21.3%	70.7%	43.3%	27.5%	
DVD/Blu-ray player or recorder	19746	19746	8782	3298	14874	7129	7745	16188
%V	72.3%	76.8%	80.4%	81.9%	77.8%	84.0%	72.8%	76.5%
%H (All HH)		100.0%	44.5%	16.7%	75.3%	36.1%	39.2%	82.0%
%H (TV HH)			44.5%	16.7%	75.3%	36.1%	39.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
April - June 2014
Household level data
Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27309	25710	10923	4028	19127	8485	10641	21147
%H (All HH)		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%
%H (TV HH)			42.5%	15.7%	74.4%	33.0%	41.4%	
Has broadband internet	21147	20066	9644	3639	14278	7594	6684	21147
%V	77.4%	78.0%	88.3%	90.3%	74.6%	89.5%	62.8%	100.0%
%H (All HH)		94.9%	45.6%	17.2%	67.5%	35.9%	31.6%	100.0%
%H (TV HH)			48.1%	18.1%	71.2%	37.8%	33.3%	
Number of computers (PCs and laptops)								
0	5532	5091	1154	395	4345	815	3529	269
%V	20.3%	19.8%	10.6%	9.8%	22.7%	9.6%	33.2%	1.3%
%H (All HH)		92.0%	20.9%	7.1%	78.5%	14.7%	63.8%	4.9%
%H (TV HH)			22.7%	7.8%	85.3%	16.0%	69.3%	
1	8024	7455	2984	1084	5509	2175	3334	7319
%V	29.4%	29.0%	27.3%	26.9%	28.8%	25.6%	31.3%	34.6%
%H (All HH)		92.9%	37.2%	13.5%	68.7%	27.1%	41.6%	91.2%
%H (TV HH)			40.0%	14.5%	73.9%	29.2%	44.7%	
2	6127	5819	2799	1089	4060	2165	1895	5993
%V	22.4%	22.6%	25.6%	27.0%	21.2%	25.5%	17.8%	28.3%
%H (All HH)		95.0%	45.7%	17.8%	66.3%	35.3%	30.9%	97.8%
%H (TV HH)			48.1%	18.7%	69.8%	37.2%	32.6%	
3	3455	3332	1813	631	2347	1458	889	3416
%V	12.7%	13.0%	16.6%	15.7%	12.3%	17.2%	8.4%	16.2%
%H (All HH)		96.4%	52.5%	18.3%	67.9%	42.2%	25.7%	98.9%
%H (TV HH)			54.4%	18.9%	70.4%	43.8%	26.7%	
4	2031	1955	1011	403	1407	879	528	2019
%V	7.4%	7.6%	9.3%	10.0%	7.4%	10.4%	5.0%	9.5%
%H (All HH)		96.3%	49.8%	19.8%	69.3%	43.3%	26.0%	99.4%
%H (TV HH)			51.7%	20.6%	72.0%	45.0%	27.0%	
5+	2139	2058	1162	425	1458	993	465	2131
%V	7.8%	8.0%	10.6%	10.6%	7.6%	11.7%	4.4%	10.1%
%H (All HH)		96.2%	54.3%	19.9%	68.2%	46.4%	21.7%	99.6%
%H (TV HH)			56.5%	20.7%	70.8%	48.3%	22.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
April - June 2014
Set level data
Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50977	24097	8572	39580	21175	18405	42440
%H		47.3%	16.8%	77.6%	41.5%	36.1%	83.3%
Under 20"	7403	3228	1247	6350	3394	2956	6076
%V	14.5%	13.4%	14.5%	16.0%	16.0%	16.1%	14.3%
%H		43.6%	16.8%	85.8%	45.8%	39.9%	82.1%
20" - 29"	12223	5273	1846	9959	4843	5116	9658
%V	24.0%	21.9%	21.5%	25.2%	22.9%	27.8%	22.8%
%H		43.1%	15.1%	81.5%	39.6%	41.9%	79.0%
30" - 39"	16556	7376	2835	12797	6454	6343	13504
%V	32.5%	30.6%	33.1%	32.3%	30.5%	34.5%	31.8%
%H		44.6%	17.1%	77.3%	39.0%	38.3%	81.6%
40" and over	14018	7919	2513	9888	6236	3651	12607
%V	27.5%	32.9%	29.3%	25.0%	29.4%	19.8%	29.7%
%H		56.5%	17.9%	70.5%	44.5%	26.0%	89.9%
Don't know	778	302	131	587	249	338	595
%V	1.5%	1.3%	1.5%	1.5%	1.2%	1.8%	1.4%
%H		38.8%	16.8%	75.4%	32.0%	43.4%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2014

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50977	24097	8572	39580	21175	18405	42440
%H		47.3%	16.8%	77.6%	41.5%	36.1%	83.3%
Main living room	25477	10895	3992	18990	8465	10525	19909
%V	50.0%	45.2%	46.6%	48.0%	40.0%	57.2%	46.9%
%H		42.8%	15.7%	74.5%	33.2%	41.3%	78.1%
Kitchen	3127	1555	450	2766	1616	1150	2678
%V	6.1%	6.5%	5.2%	7.0%	7.6%	6.2%	6.3%
%H		49.7%	14.4%	88.5%	51.7%	36.8%	85.6%
Adult's bedroom	13620	6779	2555	10898	6544	4354	11792
%V	26.7%	28.1%	29.8%	27.5%	30.9%	23.7%	27.8%
%H		49.8%	18.8%	80.0%	48.0%	32.0%	86.6%
Child's bedroom	3330	1993	632	2528	1824	704	3135
%V	6.5%	8.3%	7.4%	6.4%	8.6%	3.8%	7.4%
%H		59.8%	19.0%	75.9%	54.8%	21.1%	94.1%
Other bedroom	1536	831	337	1252	855	397	1402
%V	3.0%	3.4%	3.9%	3.2%	4.0%	2.2%	3.3%
%H		54.1%	21.9%	81.5%	55.7%	25.8%	91.3%
Second living/dining room	2330	1243	382	1888	1158	730	2064
%V	4.6%	5.2%	4.5%	4.8%	5.5%	4.0%	4.9%
%H		53.3%	16.4%	81.0%	49.7%	31.3%	88.6%
Study/office	376	209	50	302	186	116	368
%V	0.7%	0.9%	0.6%	0.8%	0.9%	0.6%	0.9%
%H		55.6%	13.3%	80.3%	49.5%	30.9%	97.9%
TV room	180	96	32	128	78	50	169
%V	0.4%	0.4%	0.4%	0.3%	0.4%	0.3%	0.4%
%H		53.3%	17.8%	71.1%	43.3%	27.8%	93.9%
Conservatory	604	298	92	518	292	226	554
%V	1.2%	1.2%	1.1%	1.3%	1.4%	1.2%	1.3%
%H		49.3%	15.2%	85.8%	48.3%	37.4%	91.7%
Attic or loft room	71	31	17	56	30	26	71
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%
%H		43.7%	23.9%	78.9%	42.3%	36.6%	100.0%
No specific location	43	25	1	23	11	11	33
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		58.1%	2.3%	53.5%	25.6%	25.6%	76.7%
Other	285	141	33	233	117	116	264
%V	0.6%	0.6%	0.4%	0.6%	0.6%	0.6%	0.6%
%H		49.5%	11.6%	81.8%	41.1%	40.7%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2014

Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50977	24097	8572	39580	21175	18405	42440
%H		47.3%	16.8%	77.6%	41.5%	36.1%	83.3%
PVR	20740	12679	4439	13646	9779	3867	18816
%V	40.7%	52.6%	51.8%	34.5%	46.2%	21.0%	44.3%
%H		61.1%	21.4%	65.8%	47.2%	18.6%	90.7%
DVDR	1161	481	168	916	394	522	949
%V	2.3%	2.0%	2.0%	2.3%	1.9%	2.8%	2.2%
%H		41.4%	14.5%	78.9%	33.9%	45.0%	81.7%
VCR	776	263	102	643	227	417	483
%V	1.5%	1.1%	1.2%	1.6%	1.1%	2.3%	1.1%
%H		33.9%	13.1%	82.9%	29.3%	53.7%	62.2%
Any recorder	21709	12908	4539	14496	9986	4510	19441
%V	42.6%	53.6%	53.0%	36.6%	47.2%	24.5%	45.8%
%H		59.5%	20.9%	66.8%	46.0%	20.8%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50977	24097	8572	39580	21175	18405	42440
%H		47.3%	16.8%	77.6%	41.5%	36.1%	83.3%
Receives HDTV (via STB or built-in reception)	20172	10807	4464	14383	9191	5192	18273
%V	39.6%	44.8%	52.1%	36.3%	43.4%	28.2%	43.1%
%H		53.6%	22.1%	71.3%	45.6%	25.7%	90.6%
DVD/Blu-ray player or recorder	28724	13725	5073	22309	12168	10141	24478
%V	56.3%	57.0%	59.2%	56.4%	57.5%	55.1%	57.7%
%H		47.8%	17.7%	77.7%	42.4%	35.3%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Set level data
Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25650	10920	4026	19113	8484	10629	20019
%H		42.6%	15.7%	74.5%	33.1%	41.4%	78.0%
Under 20"	477	82	32	380	35	345	231
%V	1.9%	0.8%	0.8%	2.0%	0.4%	3.2%	1.2%
%H		17.2%	6.7%	79.7%	7.3%	72.3%	48.4%
20" - 29"	3594	909	409	2855	621	2234	2134
%V	14.0%	8.3%	10.2%	14.9%	7.3%	21.0%	10.7%
%H		25.3%	11.4%	79.4%	17.3%	62.2%	59.4%
30" - 39"	9926	3671	1506	7638	2929	4708	7379
%V	38.7%	33.6%	37.4%	40.0%	34.5%	44.3%	36.9%
%H		37.0%	15.2%	76.9%	29.5%	47.4%	74.3%
40" and over	11279	6140	2022	7961	4812	3150	10006
%V	44.0%	56.2%	50.2%	41.7%	56.7%	29.6%	50.0%
%H		54.4%	17.9%	70.6%	42.7%	27.9%	88.7%
Don't know	373	118	56	279	87	192	269
%V	1.5%	1.1%	1.4%	1.5%	1.0%	1.8%	1.3%
%H		31.6%	15.0%	74.8%	23.3%	51.5%	72.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Set level data
Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25650	10920	4026	19113	8484	10629	20019
%H		42.6%	15.7%	74.5%	33.1%	41.4%	78.0%
PVR	15471	9089	3210	10446	7115	3332	13793
%V	60.3%	83.2%	79.7%	54.7%	83.9%	31.3%	68.9%
%H		58.7%	20.7%	67.5%	46.0%	21.5%	89.2%
DVDR	866	342	113	687	273	414	682
%V	3.4%	3.1%	2.8%	3.6%	3.2%	3.9%	3.4%
%H		39.5%	13.0%	79.3%	31.5%	47.8%	78.8%
VCR	617	192	79	498	152	346	361
%V	2.4%	1.8%	2.0%	2.6%	1.8%	3.3%	1.8%
%H		31.1%	12.8%	80.7%	24.6%	56.1%	58.5%
Any recorder	16131	9207	3263	11021	7203	3818	14163
%V	62.9%	84.3%	81.0%	57.7%	84.9%	35.9%	70.7%
%H		57.1%	20.2%	68.3%	44.7%	23.7%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25650	10920	4026	19113	8484	10629	20019
%H		42.6%	15.7%	74.5%	33.1%	41.4%	78.0%
Receives HDTV (via STB or built-in reception)	13955	7354	2979	9819	6034	3784	12449
%V	54.4%	67.3%	74.0%	51.4%	71.1%	35.6%	62.2%
%H		52.7%	21.3%	70.4%	43.2%	27.1%	89.2%
DVD/Blu-ray player or recorder	18459	8198	3034	13822	6516	7306	15065
%V	72.0%	75.1%	75.4%	72.3%	76.8%	68.7%	75.3%
%H		44.4%	16.4%	74.9%	35.3%	39.6%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Set level data
Table 18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25328	13177	4547	20467	12692	7775	22421
%H		52.0%	18.0%	80.8%	50.1%	30.7%	88.5%
Under 20"	6925	3146	1215	5970	3359	2612	5845
%V	27.3%	23.9%	26.7%	29.2%	26.5%	33.6%	26.1%
%H		45.4%	17.5%	86.2%	48.5%	37.7%	84.4%
20" - 29"	8629	4364	1437	7104	4222	2882	7524
%V	34.1%	33.1%	31.6%	34.7%	33.3%	37.1%	33.6%
%H		50.6%	16.7%	82.3%	48.9%	33.4%	87.2%
30" - 39"	6630	3705	1329	5159	3525	1635	6125
%V	26.2%	28.1%	29.2%	25.2%	27.8%	21.0%	27.3%
%H		55.9%	20.0%	77.8%	53.2%	24.7%	92.4%
40" and over	2738	1779	491	1926	1425	501	2601
%V	10.8%	13.5%	10.8%	9.4%	11.2%	6.4%	11.6%
%H		65.0%	17.9%	70.3%	52.0%	18.3%	95.0%
Don't know	405	184	75	308	162	146	326
%V	1.6%	1.4%	1.6%	1.5%	1.3%	1.9%	1.5%
%H		45.4%	18.5%	76.0%	40.0%	36.0%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2014

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25328	13177	4547	20467	12692	7775	22421
%H		52.0%	18.0%	80.8%	50.1%	30.7%	88.5%
PVR	5269	3590	1229	3199	2664	535	5023
%V	20.8%	27.2%	27.0%	15.6%	21.0%	6.9%	22.4%
%H		68.1%	23.3%	60.7%	50.6%	10.2%	95.3%
DVDR	295	139	55	230	122	108	267
%V	1.2%	1.1%	1.2%	1.1%	1.0%	1.4%	1.2%
%H		47.1%	18.6%	78.0%	41.4%	36.6%	90.5%
VCR	158	70	23	146	75	70	122
%V	0.6%	0.5%	0.5%	0.7%	0.6%	0.9%	0.5%
%H		44.3%	14.6%	92.4%	47.5%	44.3%	77.2%
Any recorder	5578	3701	1277	3475	2783	692	5278
%V	22.0%	28.1%	28.1%	17.0%	21.9%	8.9%	23.5%
%H		66.3%	22.9%	62.3%	49.9%	12.4%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25328	13177	4547	20467	12692	7775	22421
%H		52.0%	18.0%	80.8%	50.1%	30.7%	88.5%
Receives HDTV (via STB or built-in reception)	6217	3453	1485	4564	3157	1407	5823
%V	24.5%	26.2%	32.7%	22.3%	24.9%	18.1%	26.0%
%H		55.5%	23.9%	73.4%	50.8%	22.6%	93.7%
DVD/Blu-ray player or recorder	10265	5528	2039	8487	5652	2836	9413
%V	40.5%	42.0%	44.8%	41.5%	44.5%	36.5%	42.0%
%H		53.9%	19.9%	82.7%	55.1%	27.6%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63863	60688	29225	10274	43773	22819	20954	54559
%H		95.0%	45.8%	16.1%	68.5%	35.7%	32.8%	85.4%
Total Children	12152	11752	6654	2036	7816	4794	3022	11203
%V	19.0%	19.4%	22.8%	19.8%	17.9%	21.0%	14.4%	20.5%
%H		96.7%	54.8%	16.8%	64.3%	39.5%	24.9%	92.2%
0 - 3	3281	3138	1707	538	2021	1158	862	2944
%V	5.1%	5.2%	5.8%	5.2%	4.6%	5.1%	4.1%	5.4%
%H		95.6%	52.0%	16.4%	61.6%	35.3%	26.3%	89.7%
4 - 15	8871	8614	4947	1499	5796	3635	2160	8259
%V	13.9%	14.2%	16.9%	14.6%	13.2%	15.9%	10.3%	15.1%
%H		97.1%	55.8%	16.9%	65.3%	41.0%	24.3%	93.1%
4 - 9	4693	4526	2609	758	2920	1773	1146	4301
%V	7.3%	7.5%	8.9%	7.4%	6.7%	7.8%	5.5%	7.9%
%H		96.4%	55.6%	16.2%	62.2%	37.8%	24.4%	91.6%
10 - 15	4178	4089	2338	741	2876	1862	1014	3958
%V	6.5%	6.7%	8.0%	7.2%	6.6%	8.2%	4.8%	7.3%
%H		97.9%	56.0%	17.7%	68.8%	44.6%	24.3%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2014

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63863	60688	29225	10274	43773	22819	20954	54559
%H		95.0%	45.8%	16.1%	68.5%	35.7%	32.8%	85.4%
Total Adults (16+)	51712	48936	22572	8237	35957	18025	17932	43356
%V	81.0%	80.6%	77.2%	80.2%	82.1%	79.0%	85.6%	79.5%
%H		94.6%	43.6%	15.9%	69.5%	34.9%	34.7%	83.8%
16 - 19	2796	2725	1437	516	2011	1252	759	2648
%V	4.4%	4.5%	4.9%	5.0%	4.6%	5.5%	3.6%	4.9%
%H		97.5%	51.4%	18.5%	71.9%	44.8%	27.1%	94.7%
20 - 24	4298	3856	1665	719	2700	1386	1314	3981
%V	6.7%	6.4%	5.7%	7.0%	6.2%	6.1%	6.3%	7.3%
%H		89.7%	38.7%	16.7%	62.8%	32.2%	30.6%	92.6%
25 - 34	8782	8006	4129	1477	5158	2896	2262	7989
%V	13.8%	13.2%	14.1%	14.4%	11.8%	12.7%	10.8%	14.6%
%H		91.2%	47.0%	16.8%	58.7%	33.0%	25.8%	91.0%
35 - 44	8374	7927	4253	1371	5346	3060	2286	7762
%V	13.1%	13.1%	14.6%	13.3%	12.2%	13.4%	10.9%	14.2%
%H		94.7%	50.8%	16.4%	63.8%	36.5%	27.3%	92.7%
45 - 54	9097	8750	4333	1717	6383	3653	2730	8219
%V	14.2%	14.4%	14.8%	16.7%	14.6%	16.0%	13.0%	15.1%
%H		96.2%	47.6%	18.9%	70.2%	40.2%	30.0%	90.3%
55 - 64	7312	7045	3168	1180	5451	2710	2741	6274
%V	11.4%	11.6%	10.8%	11.5%	12.5%	11.9%	13.1%	11.5%
%H		96.3%	43.3%	16.1%	74.5%	37.1%	37.5%	85.8%
65+	11053	10628	3586	1258	8908	3069	5839	6482
%V	17.3%	17.5%	12.3%	12.2%	20.4%	13.4%	27.9%	11.9%
%H		96.2%	32.4%	11.4%	80.6%	27.8%	52.8%	58.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51712	48936	22572	8237	35957	18025	17932	43356
%H		94.6%	43.6%	15.9%	69.5%	34.9%	34.7%	83.8%
AB	14026	13383	6293	2369	9823	5080	4742	13238
%V	27.1%	27.3%	27.9%	28.8%	27.3%	28.2%	26.4%	30.5%
%H		95.4%	44.9%	16.9%	70.0%	36.2%	33.8%	94.4%
C1	14893	13941	6418	2431	10235	5254	4981	13328
%V	28.8%	28.5%	28.4%	29.5%	28.5%	29.1%	27.8%	30.7%
%H		93.6%	43.1%	16.3%	68.7%	35.3%	33.4%	89.5%
C2	11342	10954	5404	1819	8146	4451	3695	9551
%V	21.9%	22.4%	23.9%	22.1%	22.7%	24.7%	20.6%	22.0%
%H		96.6%	47.6%	16.0%	71.8%	39.2%	32.6%	84.2%
D	7186	6717	3091	1145	4708	2238	2470	5226
%V	13.9%	13.7%	13.7%	13.9%	13.1%	12.4%	13.8%	12.1%
%H		93.5%	43.0%	15.9%	65.5%	31.1%	34.4%	72.7%
E	4264	3941	1364	474	3045	1002	2043	2012
%V	8.2%	8.1%	6.0%	5.8%	8.5%	5.6%	11.4%	4.6%
%H		92.4%	32.0%	11.1%	71.4%	23.5%	47.9%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51712	48936	22572	8237	35957	18025	17932	43356
%H		94.6%	43.6%	15.9%	69.5%	34.9%	34.7%	83.8%
Working full time	23932	22786	11553	4305	15884	9042	6841	22337
%V	46.3%	46.6%	51.2%	52.3%	44.2%	50.2%	38.1%	51.5%
%H		95.2%	48.3%	18.0%	66.4%	37.8%	28.6%	93.3%
Working part time	5355	5130	2561	949	3777	2139	1639	4935
%V	10.4%	10.5%	11.3%	11.5%	10.5%	11.9%	9.1%	11.4%
%H		95.8%	47.8%	17.7%	70.5%	39.9%	30.6%	92.2%
Not working	22424	21020	8458	2983	16296	6844	9452	16084
%V	43.4%	43.0%	37.5%	36.2%	45.3%	38.0%	52.7%	37.1%
%H		93.7%	37.7%	13.3%	72.7%	30.5%	42.2%	71.7%
Housewife/Houseperson	27309	25710	10923	4028	19127	8485	10641	21147
%V	52.8%	52.5%	48.4%	48.9%	53.2%	47.1%	59.3%	48.8%
%H		94.1%	40.0%	14.7%	70.0%	31.1%	39.0%	77.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Individual level data
Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25222	23718	11188	4022	17223	8891	8331	21485
%H		94.0%	44.4%	15.9%	68.3%	35.3%	33.0%	85.2%
16 - 19	1443	1396	738	280	1024	658	365	1384
%V	5.7%	5.9%	6.6%	7.0%	5.9%	7.4%	4.4%	6.4%
%H		96.7%	51.1%	19.4%	71.0%	45.6%	25.3%	95.9%
20 - 24	2157	1906	790	340	1317	658	659	2015
%V	8.6%	8.0%	7.1%	8.5%	7.6%	7.4%	7.9%	9.4%
%H		88.4%	36.6%	15.8%	61.1%	30.5%	30.6%	93.4%
25 - 34	4363	3950	2047	713	2530	1434	1096	4003
%V	17.3%	16.7%	18.3%	17.7%	14.7%	16.1%	13.2%	18.6%
%H		90.5%	46.9%	16.3%	58.0%	32.9%	25.1%	91.7%
35 - 44	4148	3888	2079	695	2615	1517	1098	3829
%V	16.4%	16.4%	18.6%	17.3%	15.2%	17.1%	13.2%	17.8%
%H		93.7%	50.1%	16.8%	63.0%	36.6%	26.5%	92.3%
45 - 54	4478	4288	2183	793	3078	1755	1323	4001
%V	17.8%	18.1%	19.5%	19.7%	17.9%	19.7%	15.9%	18.6%
%H		95.8%	48.7%	17.7%	68.7%	39.2%	29.5%	89.3%
55 - 64	3590	3453	1566	582	2676	1346	1330	3053
%V	14.2%	14.6%	14.0%	14.5%	15.5%	15.1%	16.0%	14.2%
%H		96.2%	43.6%	16.2%	74.5%	37.5%	37.0%	85.0%
65+	5043	4838	1785	619	3983	1524	2459	3199
%V	20.0%	20.4%	16.0%	15.4%	23.1%	17.1%	29.5%	14.9%
%H		95.9%	35.4%	12.3%	79.0%	30.2%	48.8%	63.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Individual level data
Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25222	23718	11188	4022	17223	8891	8331	21485
%H		94.0%	44.4%	15.9%	68.3%	35.3%	33.0%	85.2%
AB	6923	6595	3199	1166	4779	2544	2236	6579
%V	27.4%	27.8%	28.6%	29.0%	27.7%	28.6%	26.8%	30.6%
%H		95.3%	46.2%	16.8%	69.0%	36.7%	32.3%	95.0%
C1	6975	6458	3078	1098	4692	2507	2184	6387
%V	27.7%	27.2%	27.5%	27.3%	27.2%	28.2%	26.2%	29.7%
%H		92.6%	44.1%	15.7%	67.3%	35.9%	31.3%	91.6%
C2	6103	5875	2851	981	4345	2334	2011	5102
%V	24.2%	24.8%	25.5%	24.4%	25.2%	26.3%	24.1%	23.7%
%H		96.3%	46.7%	16.1%	71.2%	38.2%	33.0%	83.6%
D	3450	3189	1484	573	2202	1088	1114	2581
%V	13.7%	13.4%	13.3%	14.2%	12.8%	12.2%	13.4%	12.0%
%H		92.4%	43.0%	16.6%	63.8%	31.5%	32.3%	74.8%
E	1770	1602	575	204	1205	419	787	835
%V	7.0%	6.8%	5.1%	5.1%	7.0%	4.7%	9.4%	3.9%
%H		90.5%	32.5%	11.5%	68.1%	23.7%	44.5%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25222	23718	11188	4022	17223	8891	8331	21485
%H		94.0%	44.4%	15.9%	68.3%	35.3%	33.0%	85.2%
Working full time	14596	13863	7177	2516	9636	5541	4095	13584
%V	57.9%	58.4%	64.1%	62.6%	55.9%	62.3%	49.2%	63.2%
%H		95.0%	49.2%	17.2%	66.0%	38.0%	28.1%	93.1%
Working part time	1156	1064	488	221	770	422	349	1051
%V	4.6%	4.5%	4.4%	5.5%	4.5%	4.7%	4.2%	4.9%
%H		92.0%	42.2%	19.1%	66.6%	36.5%	30.2%	90.9%
Not working	9470	8791	3522	1285	6816	2929	3887	6850
%V	37.5%	37.1%	31.5%	31.9%	39.6%	32.9%	46.7%	31.9%
%H		92.8%	37.2%	13.6%	72.0%	30.9%	41.0%	72.3%
Housewife/Houseperson	5831	5251	1902	716	3838	1309	2529	3879
%V	23.1%	22.1%	17.0%	17.8%	22.3%	14.7%	30.4%	18.1%
%H		90.1%	32.6%	12.3%	65.8%	22.4%	43.4%	66.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2014

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26490	25218	11384	4216	18734	9134	9601	21871
%H		95.2%	43.0%	15.9%	70.7%	34.5%	36.2%	82.6%
16 - 19	1354	1329	699	236	988	594	394	1264
%V	5.1%	5.3%	6.1%	5.6%	5.3%	6.5%	4.1%	5.8%
%H		98.2%	51.6%	17.4%	73.0%	43.9%	29.1%	93.4%
20 - 24	2141	1949	876	379	1384	728	655	1966
%V	8.1%	7.7%	7.7%	9.0%	7.4%	8.0%	6.8%	9.0%
%H		91.0%	40.9%	17.7%	64.6%	34.0%	30.6%	91.8%
25 - 34	4418	4056	2082	765	2628	1462	1166	3986
%V	16.7%	16.1%	18.3%	18.1%	14.0%	16.0%	12.1%	18.2%
%H		91.8%	47.1%	17.3%	59.5%	33.1%	26.4%	90.2%
35 - 44	4226	4039	2174	676	2731	1543	1188	3932
%V	16.0%	16.0%	19.1%	16.0%	14.6%	16.9%	12.4%	18.0%
%H		95.6%	51.4%	16.0%	64.6%	36.5%	28.1%	93.0%
45 - 54	4618	4462	2150	924	3305	1897	1407	4218
%V	17.4%	17.7%	18.9%	21.9%	17.6%	20.8%	14.7%	19.3%
%H		96.6%	46.6%	20.0%	71.6%	41.1%	30.5%	91.3%
55 - 64	3722	3592	1602	597	2775	1365	1410	3221
%V	14.1%	14.2%	14.1%	14.2%	14.8%	14.9%	14.7%	14.7%
%H		96.5%	43.0%	16.0%	74.6%	36.7%	37.9%	86.5%
65+	6010	5790	1802	639	4925	1545	3380	3282
%V	22.7%	23.0%	15.8%	15.2%	26.3%	16.9%	35.2%	15.0%
%H		96.3%	30.0%	10.6%	81.9%	25.7%	56.2%	54.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Individual level data
Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26490	25218	11384	4216	18734	9134	9601	21871
%H		95.2%	43.0%	15.9%	70.7%	34.5%	36.2%	82.6%
AB	7102	6788	3094	1204	5043	2537	2507	6659
%V	26.8%	26.9%	27.2%	28.6%	26.9%	27.8%	26.1%	30.4%
%H		95.6%	43.6%	17.0%	71.0%	35.7%	35.3%	93.8%
C1	7918	7483	3340	1332	5544	2746	2797	6941
%V	29.9%	29.7%	29.3%	31.6%	29.6%	30.1%	29.1%	31.7%
%H		94.5%	42.2%	16.8%	70.0%	34.7%	35.3%	87.7%
C2	5239	5079	2553	838	3801	2117	1684	4449
%V	19.8%	20.1%	22.4%	19.9%	20.3%	23.2%	17.5%	20.3%
%H		96.9%	48.7%	16.0%	72.6%	40.4%	32.1%	84.9%
D	3736	3528	1607	572	2506	1150	1356	2645
%V	14.1%	14.0%	14.1%	13.6%	13.4%	12.6%	14.1%	12.1%
%H		94.4%	43.0%	15.3%	67.1%	30.8%	36.3%	70.8%
E	2494	2339	790	270	1840	584	1256	1177
%V	9.4%	9.3%	6.9%	6.4%	9.8%	6.4%	13.1%	5.4%
%H		93.8%	31.7%	10.8%	73.8%	23.4%	50.4%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2014
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26490	25218	11384	4216	18734	9134	9601	21871
%H		95.2%	43.0%	15.9%	70.7%	34.5%	36.2%	82.6%
Working full time	9336	8923	4376	1789	6248	3501	2746	8752
%V	35.2%	35.4%	38.4%	42.4%	33.4%	38.3%	28.6%	40.0%
%H		95.6%	46.9%	19.2%	66.9%	37.5%	29.4%	93.7%
Working part time	4199	4066	2072	729	3007	1717	1290	3884
%V	15.9%	16.1%	18.2%	17.3%	16.1%	18.8%	13.4%	17.8%
%H		96.8%	49.3%	17.4%	71.6%	40.9%	30.7%	92.5%
Not working	12954	12229	4936	1698	9480	3916	5564	9234
%V	48.9%	48.5%	43.4%	40.3%	50.6%	42.9%	58.0%	42.2%
%H		94.4%	38.1%	13.1%	73.2%	30.2%	43.0%	71.3%
Housewife/Houseperson	21478	20459	9022	3311	15288	7176	8113	17268
%V	81.1%	81.1%	79.3%	78.5%	81.6%	78.6%	84.5%	79.0%
%H		95.3%	42.0%	15.4%	71.2%	33.4%	37.8%	80.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

A number of these are then further subdivided based on geographical considerations and a total of 49 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 April and June 2014

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: April - June 2014	
	Total Network
Addresses Issued	19,575
Shop / Business	204
Demolished / Incomplete	21
Empty	1,342
Holiday Home	184
Other Non Effective	284
Eligible Addresses	17,540
Substitute Addresses	2,098
Multiple Occupancy Addresses	213
Total Additional Households	2,311
Total Valid Households	19,787
	100.0%
Non Contacts	1,722
	8.7%
No English Spoken	29
	0.1%
Refusals	4,276
	21.6%
Total Interviews	13,760
	69.5%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

	All Households	Total TV Households	Multichannel Households
All Households	13760	13027	12881
All Sets	26573	26573	26378
All Individuals	34203	32623	32220
Children 0-15	6549	6317	6228
All Adults	27654	26306	25992
Adult Males	13374	12664	12474
Adult Females	14280	13642	13518

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 (49 in total)

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

0-4, 5-9, 10-14, 15-24, 25-34, 35-44, 45-54, 55-64, 65+

Population targets for these rims are derived from census data, ONS and Department of Environment projections

Appendix J

The Questionnaire (June 2014)



BARB Establishment Survey Questionnaire

Version: 19.1

Date: 12/12/2013

Internal Use Only

Status: Final

Prepared for fieldwork month: January 2014



Version Control

Changes included in this version:

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

SET UP QUESTIONS

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

END OF SET UP QUESTIONS

INTRO AND ATTITUDINAL SECTION

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

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

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

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

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

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

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

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

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = SEPARATE BOX AND H68 = NONE OF THESE	S9a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BUILT IN AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BOTH AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = DON'T KNOW AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = NO AND H64 = YES AND H65 = NO AND H68 = NONE OF THESE	S10a = YES
IF H66 = NO AND H64 = NO AND H65 = YES AND H68 = NONE OF THESE	S11a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = BT VISION	S55a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = YOUVIEW	S67a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = OTHER (SPECIFY)	S59a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = GAMES CONSOLE	S56a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = COMPUTER	S57a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = DIRECT CONNECTION VIA THE INTERNET	S58a = YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND S65 = SEPARATE BOX	S9b = YES AND S14b = SEPARATE BOX
IF H66 = YES AND S65 = BUILT IN	S9b = YES AND S14b = BUILT IN
IF H66 = YES AND S65 = BOTH	S9b = YES AND S14b = BOTH
IF H66 = YES AND S65 = DON'T KNOW	S9b = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H68 = BT VISION	S55b = YES
IF H68 = YOUVIEW	S67b = YES
IF H68 = OTHER (SPECIFY)	S59b = YES
IF H68 = GAMES CONSOLE	S56b = YES
IF H68 = COMPUTER	S57b = YES
IF H68 = DIRECT CONNECTION VIA THE INTERNET	S58b = YES

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

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

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

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

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

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

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

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

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

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

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

REPEAT ABOVE FOR ALL TV SETS

END OF MAIN SET LOOPS

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

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

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

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

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

SX3 SHOW SCREEN

SP

In which room in your house is this TV set?

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

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

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

NUM

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

WRITE IN (2 digits required)

Don't know

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

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

SP

Claim

Actual measurement

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

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

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

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

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

NOTE: Answers must add up to 10

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

If correct code appropriately, if incorrect ask again

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

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

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

[S57=YES (FOR ANY SET)]

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

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

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

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

[S56=YES (FOR ANY SET)]

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

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

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

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

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

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

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

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

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

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

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

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

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

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

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

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

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

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

END OF THIRD HH SECTION

SUPPLEMENTARY CLOSE OUT QUESTIONS

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

END OF CLOSE OUT QUESTIONS