



BARB Establishment Survey Quarterly Data Report: Total Network

January to March 2014



Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

January - March 2014

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This reports contains the weighted data results from the Establishment survey for the period January - March 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	27320	25977	11021	4190	19245	8574	10671	21011
%H (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
AB	6782	6482	2915	1096	4762	2267	2495	6228
%V	24.8%	25.0%	26.4%	26.2%	24.7%	26.4%	23.4%	29.6%
%H (All HH)		95.6%	43.0%	16.2%	70.2%	33.4%	36.8%	91.8%
%H (TV HH)			45.0%	16.9%	73.5%	35.0%	38.5%	
C1	7483	7092	3143	1126	5255	2496	2759	6335
%V	27.4%	27.3%	28.5%	26.9%	27.3%	29.1%	25.9%	30.2%
%H (All HH)		94.8%	42.0%	15.0%	70.2%	33.4%	36.9%	84.7%
%H (TV HH)			44.3%	15.9%	74.1%	35.2%	38.9%	
C2	5474	5277	2448	909	3908	1990	1917	4269
%V	20.0%	20.3%	22.2%	21.7%	20.3%	23.2%	18.0%	20.3%
%H (All HH)		96.4%	44.7%	16.6%	71.4%	36.4%	35.0%	78.0%
%H (TV HH)			46.4%	17.2%	74.1%	37.7%	36.3%	
D	4341	4099	1595	720	2919	1162	1757	2781
%V	15.9%	15.8%	14.5%	17.2%	15.2%	13.6%	16.5%	13.2%
%H (All HH)		94.4%	36.7%	16.6%	67.2%	26.8%	40.5%	64.1%
%H (TV HH)			38.9%	17.6%	71.2%	28.3%	42.9%	
E	3240	3027	919	339	2401	658	1743	1398
%V	11.9%	11.7%	8.3%	8.1%	12.5%	7.7%	16.3%	6.7%
%H (All HH)		93.4%	28.4%	10.5%	74.1%	20.3%	53.8%	43.1%
%H (TV HH)			30.4%	11.2%	79.3%	21.7%	57.6%	

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

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Household level data

Table 2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	25977	11021	4190	19245	8574	10671	21011
%H (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
Under 25	1235	1077	365	186	715	254	461	1003
%V	4.5%	4.1%	3.3%	4.4%	3.7%	3.0%	4.3%	4.8%
%H (All HH)		87.2%	29.6%	15.1%	57.9%	20.6%	37.3%	81.2%
%H (TV HH)			33.9%	17.3%	66.4%	23.6%	42.8%	
25 - 34	4292	3936	1947	709	2532	1309	1223	3844
%V	15.7%	15.2%	17.7%	16.9%	13.2%	15.3%	11.5%	18.3%
%H (All HH)		91.7%	45.4%	16.5%	59.0%	30.5%	28.5%	89.6%
%H (TV HH)			49.5%	18.0%	64.3%	33.3%	31.1%	
35 - 44	4766	4543	2313	864	3067	1695	1373	4331
%V	17.4%	17.5%	21.0%	20.6%	15.9%	19.8%	12.9%	20.6%
%H (All HH)		95.3%	48.5%	18.1%	64.4%	35.6%	28.8%	90.9%
%H (TV HH)			50.9%	19.0%	67.5%	37.3%	30.2%	
45 - 54	5286	5085	2441	922	3787	2051	1736	4614
%V	19.3%	19.6%	22.1%	22.0%	19.7%	23.9%	16.3%	22.0%
%H (All HH)		96.2%	46.2%	17.4%	71.6%	38.8%	32.8%	87.3%
%H (TV HH)			48.0%	18.1%	74.5%	40.3%	34.1%	
55 - 64	4446	4267	1795	692	3263	1479	1784	3609
%V	16.3%	16.4%	16.3%	16.5%	17.0%	17.2%	16.7%	17.2%
%H (All HH)		96.0%	40.4%	15.6%	73.4%	33.3%	40.1%	81.2%
%H (TV HH)			42.1%	16.2%	76.5%	34.7%	41.8%	
65 +	7295	7069	2160	817	5880	1787	4094	3610
%V	26.7%	27.2%	19.6%	19.5%	30.6%	20.8%	38.4%	17.2%
%H (All HH)		96.9%	29.6%	11.2%	80.6%	24.5%	56.1%	49.5%
%H (TV HH)			30.6%	11.6%	83.2%	25.3%	57.9%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

January - March 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	27320	25977	11021	4190	19245	8574	10671	21011
%H (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
1	8494	7820	2248	840	6259	1590	4669	4382
%V	31.1%	30.1%	20.4%	20.0%	32.5%	18.5%	43.8%	20.9%
%H (All HH)		92.1%	26.5%	9.9%	73.7%	18.7%	55.0%	51.6%
%H (TV HH)			28.7%	10.7%	80.0%	20.3%	59.7%	
2	9162	8800	3793	1411	6635	3057	3577	7590
%V	33.5%	33.9%	34.4%	33.7%	34.5%	35.7%	33.5%	36.1%
%H (All HH)		96.0%	41.4%	15.4%	72.4%	33.4%	39.0%	82.8%
%H (TV HH)			43.1%	16.0%	75.4%	34.7%	40.6%	
3	4317	4169	2149	853	2888	1715	1172	3937
%V	15.8%	16.0%	19.5%	20.4%	15.0%	20.0%	11.0%	18.7%
%H (All HH)		96.6%	49.8%	19.8%	66.9%	39.7%	27.1%	91.2%
%H (TV HH)			51.5%	20.5%	69.3%	41.1%	28.1%	
4	3558	3455	1863	762	2333	1501	832	3396
%V	13.0%	13.3%	16.9%	18.2%	12.1%	17.5%	7.8%	16.2%
%H (All HH)		97.1%	52.4%	21.4%	65.6%	42.2%	23.4%	95.4%
%H (TV HH)			53.9%	22.1%	67.5%	43.4%	24.1%	
5+	1789	1733	968	322	1130	710	420	1707
%V	6.5%	6.7%	8.8%	7.7%	5.9%	8.3%	3.9%	8.1%
%H (All HH)		96.9%	54.1%	18.0%	63.2%	39.7%	23.5%	95.4%
%H (TV HH)			55.9%	18.6%	65.2%	41.0%	24.2%	
Average HH size	2.34	2.36	2.64	2.64	2.27	2.65	1.96	2.59

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	25977	11021	4190	19245	8574	10671	21011
%V (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
Without	20324	19149	7385	2875	14690	5881	8809	14559
%V	74.4%	73.7%	67.0%	68.6%	76.3%	68.6%	82.6%	69.3%
%H (All HH)		94.2%	36.3%	14.1%	72.3%	28.9%	43.3%	71.6%
%H (TV HH)			38.6%	15.0%	76.7%	30.7%	46.0%	
With	6996	6827	3635	1315	4554	2693	1862	6452
%V	25.6%	26.3%	33.0%	31.4%	23.7%	31.4%	17.4%	30.7%
%H (All HH)		97.6%	52.0%	18.8%	65.1%	38.5%	26.6%	92.2%
%H (TV HH)			53.2%	19.3%	66.7%	39.4%	27.3%	
0 - 3	2747	2659	1402	503	1680	939	741	2470
%V	10.1%	10.2%	12.7%	12.0%	8.7%	11.0%	6.9%	11.8%
%H (All HH)		96.8%	51.0%	18.3%	61.2%	34.2%	27.0%	89.9%
%H (TV HH)			52.7%	18.9%	63.2%	35.3%	27.9%	
4 - 9	3506	3425	1887	616	2274	1359	915	3224
%V	12.8%	13.2%	17.1%	14.7%	11.8%	15.9%	8.6%	15.3%
%H (All HH)		97.7%	53.8%	17.6%	64.9%	38.8%	26.1%	92.0%
%H (TV HH)			55.1%	18.0%	66.4%	39.7%	26.7%	
10 - 15	3214	3165	1733	637	2192	1394	798	3065
%V	11.8%	12.2%	15.7%	15.2%	11.4%	16.3%	7.5%	14.6%
%H (All HH)		98.5%	53.9%	19.8%	68.2%	43.4%	24.8%	95.4%
%H (TV HH)			54.8%	20.1%	69.3%	44.0%	25.2%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	25977	11021	4190	19245	8574	10671	21011
%H (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
1	10540	10540	3482	1448	7151	1709	5441	7019
%V	38.6%	40.6%	31.6%	34.6%	37.2%	19.9%	51.0%	33.4%
%H (All HH)		100.0%	33.0%	13.7%	67.8%	16.2%	51.6%	66.6%
%H (TV HH)			33.0%	13.7%	67.8%	16.2%	51.6%	
2	8994	8994	4043	1499	6794	3326	3467	7116
%V	32.9%	34.6%	36.7%	35.8%	35.3%	38.8%	32.5%	33.9%
%H (All HH)		100.0%	45.0%	16.7%	75.5%	37.0%	38.5%	79.1%
%H (TV HH)			45.0%	16.7%	75.5%	37.0%	38.5%	
3	3984	3984	2058	706	3244	1993	1251	3613
%V	14.6%	15.3%	18.7%	16.8%	16.9%	23.2%	11.7%	17.2%
%H (All HH)		100.0%	51.7%	17.7%	81.4%	50.0%	31.4%	90.7%
%H (TV HH)			51.7%	17.7%	81.4%	50.0%	31.4%	
4	1617	1617	938	360	1315	976	339	1547
%V	5.9%	6.2%	8.5%	8.6%	6.8%	11.4%	3.2%	7.4%
%H (All HH)		100.0%	58.0%	22.3%	81.3%	60.4%	21.0%	95.7%
%H (TV HH)			58.0%	22.3%	81.3%	60.4%	21.0%	
5+	841	841	500	177	741	569	172	825
%V	3.1%	3.2%	4.5%	4.2%	3.9%	6.6%	1.6%	3.9%
%H (All HH)		100.0%	59.5%	21.0%	88.1%	67.7%	20.5%	98.1%
%H (TV HH)			59.5%	21.0%	88.1%	67.7%	20.5%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27320	25977	11021	4190	19245	8574	10671	21011
%H (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
Under 20"	5930	5930	2559	921	4964	2508	2457	4842
%V	21.7%	22.8%	23.2%	22.0%	25.8%	29.3%	23.0%	23.0%
%H (All HH)		100.0%	43.2%	15.5%	83.7%	42.3%	41.4%	81.7%
%H (TV HH)			43.2%	15.5%	83.7%	42.3%	41.4%	
20" - 29"	9989	9989	4096	1564	8048	3732	4316	7659
%V	36.6%	38.5%	37.2%	37.3%	41.8%	43.5%	40.4%	36.5%
%H (All HH)		100.0%	41.0%	15.7%	80.6%	37.4%	43.2%	76.7%
%H (TV HH)			41.0%	15.7%	80.6%	37.4%	43.2%	
30" - 39"	13866	13866	5990	2360	10438	4945	5493	10976
%V	50.8%	53.4%	54.4%	56.3%	54.2%	57.7%	51.5%	52.2%
%H (All HH)		100.0%	43.2%	17.0%	75.3%	35.7%	39.6%	79.2%
%H (TV HH)			43.2%	17.0%	75.3%	35.7%	39.6%	
40" and over	11458	11458	6222	2104	8077	4910	3167	10083
%V	41.9%	44.1%	56.5%	50.2%	42.0%	57.3%	29.7%	48.0%
%H (All HH)		100.0%	54.3%	18.4%	70.5%	42.9%	27.6%	88.0%
%H (TV HH)			54.3%	18.4%	70.5%	42.9%	27.6%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27320	25977	11021	4190	19245	8574	10671	21011
%H (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
Main living room	25605	25605	10911	4153	18988	8490	10497	19843
%V	93.7%	98.6%	99.0%	99.1%	98.7%	99.0%	98.4%	94.4%
%H (All HH)		100.0%	42.6%	16.2%	74.2%	33.2%	41.0%	77.5%
%H (TV HH)			42.6%	16.2%	74.2%	33.2%	41.0%	
Kitchen	2985	2985	1446	449	2578	1476	1103	2575
%V	10.9%	11.5%	13.1%	10.7%	13.4%	17.2%	10.3%	12.3%
%H (All HH)		100.0%	48.4%	15.0%	86.4%	49.4%	37.0%	86.3%
%H (TV HH)			48.4%	15.0%	86.4%	49.4%	37.0%	
Adult's bedroom	11452	11452	5664	2094	9055	5319	3736	9772
%V	41.9%	44.1%	51.4%	50.0%	47.1%	62.0%	35.0%	46.5%
%H (All HH)		100.0%	49.5%	18.3%	79.1%	46.4%	32.6%	85.3%
%H (TV HH)			49.5%	18.3%	79.1%	46.4%	32.6%	
Child's bedroom	2672	2672	1530	546	2037	1421	615	2473
%V	9.8%	10.3%	13.9%	13.0%	10.6%	16.6%	5.8%	11.8%
%H (All HH)		100.0%	57.3%	20.4%	76.2%	53.2%	23.0%	92.6%
%H (TV HH)			57.3%	20.4%	76.2%	53.2%	23.0%	
Other bedroom	1356	1356	686	246	1130	699	432	1212
%V	5.0%	5.2%	6.2%	5.9%	5.9%	8.2%	4.0%	5.8%
%H (All HH)		100.0%	50.6%	18.1%	83.3%	51.5%	31.9%	89.4%
%H (TV HH)			50.6%	18.1%	83.3%	51.5%	31.9%	
Second living/dining room	2459	2459	1252	474	1971	1215	756	2181
%V	9.0%	9.5%	11.4%	11.3%	10.2%	14.2%	7.1%	10.4%
%H (All HH)		100.0%	50.9%	19.3%	80.2%	49.4%	30.7%	88.7%
%H (TV HH)			50.9%	19.3%	80.2%	49.4%	30.7%	
Study/office	412	412	210	71	316	187	129	394
%V	1.5%	1.6%	1.9%	1.7%	1.6%	2.2%	1.2%	1.9%
%H (All HH)		100.0%	51.0%	17.2%	76.7%	45.4%	31.3%	95.6%
%H (TV HH)			51.0%	17.2%	76.7%	45.4%	31.3%	
TV room	197	197	109	39	143	94	49	195
%V	0.7%	0.8%	1.0%	0.9%	0.7%	1.1%	0.5%	0.9%
%H (All HH)		100.0%	55.3%	19.8%	72.6%	47.7%	24.9%	99.0%
%H (TV HH)			55.3%	19.8%	72.6%	47.7%	24.9%	
Conservatory	511	511	269	87	451	292	159	476
%V	1.9%	2.0%	2.4%	2.1%	2.3%	3.4%	1.5%	2.3%
%H (All HH)		100.0%	52.6%	17.0%	88.3%	57.1%	31.1%	93.2%
%H (TV HH)			52.6%	17.0%	88.3%	57.1%	31.1%	
Attic or loft room	55	55	18	17	42	22	20	52
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	32.7%	30.9%	76.4%	40.0%	36.4%	94.5%
%H (TV HH)			32.7%	30.9%	76.4%	40.0%	36.4%	
No specific location	29	29	10	2	27	10	17	20
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	34.5%	6.9%	93.1%	34.5%	58.6%	69.0%
%H (TV HH)			34.5%	6.9%	93.1%	34.5%	58.6%	
Other	191	191	112	29	158	108	50	180
%V	0.7%	0.7%	1.0%	0.7%	0.8%	1.3%	0.5%	0.9%
%H (All HH)		100.0%	58.6%	15.2%	82.7%	56.5%	26.2%	94.2%
%H (TV HH)			58.6%	15.2%	82.7%	56.5%	26.2%	

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
January - March 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	27320	25977	11021	4190	19245	8574	10671	21011
%V (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)				16.1%	74.1%	33.0%	41.1%	
Any DSAT provider	11021	11021	11021	182	6440	6440	0	9645
%V	40.3%	42.4%	100.0%	4.3%	33.5%	75.1%	0.0%	45.9%
%H (All HH)			100.0%	1.7%	58.4%	58.4%	0.0%	87.5%
%H (TV HH)			100.0%	1.7%	58.4%	58.4%	0.0%	
Sky with subscription	9154	9154	9154	91	5432	5432	0	8136
%V	33.5%	35.2%	83.1%	2.2%	28.2%	63.4%	0.0%	38.7%
%H (All HH)			100.0%	1.0%	59.3%	59.3%	0.0%	88.9%
%H (TV HH)			100.0%	1.0%	59.3%	59.3%	0.0%	
Sky without subscription	644	644	644	18	370	370	0	483
%V	2.4%	2.5%	5.8%	0.4%	1.9%	4.3%	0.0%	2.3%
%H (All HH)			100.0%	2.8%	57.5%	57.5%	0.0%	75.0%
%H (TV HH)			100.0%	2.8%	57.5%	57.5%	0.0%	
Freesat	1079	1079	1079	57	590	590	0	909
%V	3.9%	4.2%	9.8%	1.4%	3.1%	6.9%	0.0%	4.3%
%H (All HH)			100.0%	5.3%	54.7%	54.7%	0.0%	84.2%
%H (TV HH)			100.0%	5.3%	54.7%	54.7%	0.0%	
Other satellite provider	339	339	339	23	151	151	0	301
%V	1.2%	1.3%	3.1%	0.5%	0.8%	1.8%	0.0%	1.4%
%H (All HH)			100.0%	6.8%	44.5%	44.5%	0.0%	88.8%
%H (TV HH)			100.0%	6.8%	44.5%	44.5%	0.0%	
DCAB	4190	4190	182	4190	2235	2235	0	3746
%V	15.3%	16.1%	1.7%	100.0%	11.6%	26.1%	0.0%	17.8%
%H (All HH)			4.3%	100.0%	53.3%	53.3%	0.0%	89.4%
%H (TV HH)			4.3%	100.0%	53.3%	53.3%	0.0%	
DTT	19245	19245	6440	2235	19245	8574	10671	14294
%V	70.4%	74.1%	58.4%	53.3%	100.0%	100.0%	100.0%	68.0%
%H (All HH)		100.0%	33.5%	11.6%	100.0%	44.6%	55.4%	74.3%
%H (TV HH)			33.5%	11.6%	100.0%	44.6%	55.4%	

Base: Total Network (All Areas) - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

January - March 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	27320	25977	11021	4190	19245	8574	10671	21011
%V (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
PVR	16015	16015	9317	3322	10853	7334	3519	14093
%V	58.6%	61.7%	84.5%	79.3%	56.4%	85.5%	33.0%	67.1%
%H (All HH)		100.0%	58.2%	20.7%	67.8%	45.8%	22.0%	88.0%
%H (TV HH)			58.2%	20.7%	67.8%	45.8%	22.0%	
DVDR	1138	1138	473	180	876	393	483	933
%V	4.2%	4.4%	4.3%	4.3%	4.6%	4.6%	4.5%	4.4%
%H (All HH)		100.0%	41.6%	15.8%	77.0%	34.5%	42.4%	82.0%
%H (TV HH)			41.6%	15.8%	77.0%	34.5%	42.4%	
VCR	777	777	252	96	660	231	429	485
%V	2.8%	3.0%	2.3%	2.3%	3.4%	2.7%	4.0%	2.3%
%H (All HH)		100.0%	32.4%	12.4%	84.9%	29.7%	55.2%	62.4%
%H (TV HH)			32.4%	12.4%	84.9%	29.7%	55.2%	
Any recorder	16754	16754	9452	3385	11498	7439	4059	14503
%V	61.3%	64.5%	85.8%	80.8%	59.7%	86.8%	38.0%	69.0%
%H (All HH)		100.0%	56.4%	20.2%	68.6%	44.4%	24.2%	86.6%
%H (TV HH)			56.4%	20.2%	68.6%	44.4%	24.2%	
Receives HDTV (via STB or built-in reception)	14037	14037	7395	3061	9915	6198	3717	12385
%V	51.4%	54.0%	67.1%	73.1%	51.5%	72.3%	34.8%	58.9%
%H (All HH)		100.0%	52.7%	21.8%	70.6%	44.2%	26.5%	88.2%
%H (TV HH)			52.7%	21.8%	70.6%	44.2%	26.5%	
DVD/Blu-ray player or recorder	20416	20416	9122	3427	15257	7329	7928	16613
%V	74.7%	78.6%	82.8%	81.8%	79.3%	85.5%	74.3%	79.1%
%H (All HH)		100.0%	44.7%	16.8%	74.7%	35.9%	38.8%	81.4%
%H (TV HH)			44.7%	16.8%	74.7%	35.9%	38.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
January - March 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	27320	25977	11021	4190	19245	8574	10671	21011
%H (All HH)		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%
%H (TV HH)			42.4%	16.1%	74.1%	33.0%	41.1%	
Has broadband internet	21011	20120	9645	3746	14294	7623	6671	21011
%V	76.9%	77.5%	87.5%	89.4%	74.3%	88.9%	62.5%	100.0%
%H (All HH)		95.8%	45.9%	17.8%	68.0%	36.3%	31.8%	100.0%
%H (TV HH)			47.9%	18.6%	71.0%	37.9%	33.2%	
Number of computers (PCs and laptops)								
0	5623	5269	1230	456	4392	848	3544	343
%V	20.6%	20.3%	11.2%	10.9%	22.8%	9.9%	33.2%	1.6%
%H (All HH)		93.7%	21.9%	8.1%	78.1%	15.1%	63.0%	6.1%
%H (TV HH)			23.3%	8.7%	83.4%	16.1%	67.3%	
1	8195	7700	3281	1112	5629	2350	3279	7414
%V	30.0%	29.6%	29.8%	26.5%	29.2%	27.4%	30.7%	35.3%
%H (All HH)		94.0%	40.0%	13.6%	68.7%	28.7%	40.0%	90.5%
%H (TV HH)			42.6%	14.4%	73.1%	30.5%	42.6%	
2	5842	5595	2620	1070	3975	2084	1891	5658
%V	21.4%	21.5%	23.8%	25.5%	20.7%	24.3%	17.7%	26.9%
%H (All HH)		95.8%	44.8%	18.3%	68.0%	35.7%	32.4%	96.9%
%H (TV HH)			46.8%	19.1%	71.0%	37.2%	33.8%	
3	3500	3394	1735	663	2389	1393	996	3469
%V	12.8%	13.1%	15.7%	15.8%	12.4%	16.2%	9.3%	16.5%
%H (All HH)		97.0%	49.6%	18.9%	68.3%	39.8%	28.5%	99.1%
%H (TV HH)			51.1%	19.5%	70.4%	41.0%	29.3%	
4	1977	1894	1028	385	1362	890	472	1951
%V	7.2%	7.3%	9.3%	9.2%	7.1%	10.4%	4.4%	9.3%
%H (All HH)		95.8%	52.0%	19.5%	68.9%	45.0%	23.9%	98.7%
%H (TV HH)			54.3%	20.3%	71.9%	47.0%	24.9%	
5+	2183	2124	1127	504	1497	1009	488	2176
%V	8.0%	8.2%	10.2%	12.0%	7.8%	11.8%	4.6%	10.4%
%H (All HH)		97.3%	51.6%	23.1%	68.6%	46.2%	22.4%	99.7%
%H (TV HH)			53.1%	23.7%	70.5%	47.5%	23.0%	

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

DATA PERIOD: QUARTERLY

January - March 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	51467	24195	8936	39715	21309	18406	42713
%H		47.0%	17.4%	77.2%	41.4%	35.8%	83.0%
Under 20"	7504	3282	1219	6320	3311	3010	6286
%V	14.6%	13.6%	13.6%	15.9%	15.5%	16.4%	14.7%
%H		43.7%	16.2%	84.2%	44.1%	40.1%	83.8%
20" - 29"	12785	5428	2096	10415	5149	5266	10103
%V	24.8%	22.4%	23.5%	26.2%	24.2%	28.6%	23.7%
%H		42.5%	16.4%	81.5%	40.3%	41.2%	79.0%
30" - 39"	16773	7549	2939	12711	6440	6271	13607
%V	32.6%	31.2%	32.9%	32.0%	30.2%	34.1%	31.9%
%H		45.0%	17.5%	75.8%	38.4%	37.4%	81.1%
40" and over	13649	7623	2537	9677	6125	3552	12183
%V	26.5%	31.5%	28.4%	24.4%	28.7%	19.3%	28.5%
%H		55.9%	18.6%	70.9%	44.9%	26.0%	89.3%
Don't know	757	313	144	592	285	307	533
%V	1.5%	1.3%	1.6%	1.5%	1.3%	1.7%	1.2%
%H		41.3%	19.0%	78.2%	37.6%	40.6%	70.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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	51467	24195	8936	39715	21309	18406	42713
%H		47.0%	17.4%	77.2%	41.4%	35.8%	83.0%
Main living room	25773	10978	4180	19111	8539	10571	19974
%V	50.1%	45.4%	46.8%	48.1%	40.1%	57.4%	46.8%
%H		42.6%	16.2%	74.2%	33.1%	41.0%	77.5%
Kitchen	2994	1451	451	2588	1480	1108	2585
%V	5.8%	6.0%	5.0%	6.5%	6.9%	6.0%	6.1%
%H		48.5%	15.1%	86.4%	49.4%	37.0%	86.3%
Adult's bedroom	13607	6888	2528	10811	6586	4225	11803
%V	26.4%	28.5%	28.3%	27.2%	30.9%	23.0%	27.6%
%H		50.6%	18.6%	79.5%	48.4%	31.1%	86.7%
Child's bedroom	3622	2076	757	2751	1933	818	3395
%V	7.0%	8.6%	8.5%	6.9%	9.1%	4.4%	7.9%
%H		57.3%	20.9%	76.0%	53.4%	22.6%	93.7%
Other bedroom	1549	787	285	1288	803	486	1394
%V	3.0%	3.3%	3.2%	3.2%	3.8%	2.6%	3.3%
%H		50.8%	18.4%	83.2%	51.8%	31.4%	90.0%
Second living/dining room	2500	1268	488	2003	1237	767	2219
%V	4.9%	5.2%	5.5%	5.0%	5.8%	4.2%	5.2%
%H		50.7%	19.5%	80.1%	49.5%	30.7%	88.8%
Study/office	422	221	72	324	196	129	404
%V	0.8%	0.9%	0.8%	0.8%	0.9%	0.7%	0.9%
%H		52.4%	17.1%	76.8%	46.4%	30.6%	95.7%
TV room	199	109	42	146	97	49	197
%V	0.4%	0.5%	0.5%	0.4%	0.5%	0.3%	0.5%
%H		54.8%	21.1%	73.4%	48.7%	24.6%	99.0%
Conservatory	511	269	87	451	292	159	476
%V	1.0%	1.1%	1.0%	1.1%	1.4%	0.9%	1.1%
%H		52.6%	17.0%	88.3%	57.1%	31.1%	93.2%
Attic or loft room	56	19	17	42	22	20	53
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.9%	30.4%	75.0%	39.3%	35.7%	94.6%
No specific location	32	10	2	30	10	20	23
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		31.3%	6.3%	93.8%	31.3%	62.5%	71.9%
Other	202	119	29	169	115	54	191
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		58.9%	14.4%	83.7%	56.9%	26.7%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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	51467	24195	8936	39715	21309	18406	42713
%H		47.0%	17.4%	77.2%	41.4%	35.8%	83.0%
PVR	20978	12744	4525	13782	9863	3919	18826
%V	40.8%	52.7%	50.6%	34.7%	46.3%	21.3%	44.1%
%H		60.7%	21.6%	65.7%	47.0%	18.7%	89.7%
DVDR	1225	508	191	949	424	524	1012
%V	2.4%	2.1%	2.1%	2.4%	2.0%	2.8%	2.4%
%H		41.5%	15.6%	77.5%	34.6%	42.8%	82.6%
VCR	828	273	97	708	250	458	517
%V	1.6%	1.1%	1.1%	1.8%	1.2%	2.5%	1.2%
%H		33.0%	11.7%	85.5%	30.2%	55.3%	62.4%
Any recorder	22004	13003	4627	14691	10106	4584	19474
%V	42.8%	53.7%	51.8%	37.0%	47.4%	24.9%	45.6%
%H		59.1%	21.0%	66.8%	45.9%	20.8%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51467	24195	8936	39715	21309	18406	42713
%H		47.0%	17.4%	77.2%	41.4%	35.8%	83.0%
Receives HDTV (via STB or built-in reception)	19733	10582	4508	14111	9241	4870	17758
%V	38.3%	43.7%	50.4%	35.5%	43.4%	26.5%	41.6%
%H		53.6%	22.8%	71.5%	46.8%	24.7%	90.0%
DVD/Blu-ray player or recorder	29399	13880	5173	22664	12175	10489	24869
%V	57.1%	57.4%	57.9%	57.1%	57.1%	57.0%	58.2%
%H		47.2%	17.6%	77.1%	41.4%	35.7%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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January - March 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	25915	11018	4190	19227	8572	10654	20077
%H		42.5%	16.2%	74.2%	33.1%	41.1%	77.5%
Under 20"	529	102	58	432	80	352	298
%V	2.0%	0.9%	1.4%	2.2%	0.9%	3.3%	1.5%
%H		19.3%	11.0%	81.7%	15.1%	66.5%	56.3%
20" - 29"	3876	981	445	3135	725	2411	2325
%V	15.0%	8.9%	10.6%	16.3%	8.5%	22.6%	11.6%
%H		25.3%	11.5%	80.9%	18.7%	62.2%	60.0%
30" - 39"	10087	3785	1610	7617	2967	4650	7513
%V	38.9%	34.4%	38.4%	39.6%	34.6%	43.6%	37.4%
%H		37.5%	16.0%	75.5%	29.4%	46.1%	74.5%
40" and over	11077	6033	2032	7778	4720	3058	9746
%V	42.7%	54.8%	48.5%	40.5%	55.1%	28.7%	48.5%
%H		54.5%	18.3%	70.2%	42.6%	27.6%	88.0%
Don't know	346	116	45	264	80	184	195
%V	1.3%	1.1%	1.1%	1.4%	0.9%	1.7%	1.0%
%H		33.5%	13.0%	76.3%	23.1%	53.2%	56.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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	25915	11018	4190	19227	8572	10654	20077
%H		42.5%	16.2%	74.2%	33.1%	41.1%	77.5%
PVR	15646	9143	3262	10530	7157	3373	13772
%V	60.4%	83.0%	77.9%	54.8%	83.5%	31.7%	68.6%
%H		58.4%	20.8%	67.3%	45.7%	21.6%	88.0%
DVDR	962	367	152	731	291	440	768
%V	3.7%	3.3%	3.6%	3.8%	3.4%	4.1%	3.8%
%H		38.1%	15.8%	76.0%	30.2%	45.7%	79.8%
VCR	644	197	76	536	165	371	374
%V	2.5%	1.8%	1.8%	2.8%	1.9%	3.5%	1.9%
%H		30.6%	11.8%	83.2%	25.6%	57.6%	58.1%
Any recorder	16382	9285	3321	11170	7262	3908	14182
%V	63.2%	84.3%	79.3%	58.1%	84.7%	36.7%	70.6%
%H		56.7%	20.3%	68.2%	44.3%	23.9%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 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	25915	11018	4190	19227	8572	10654	20077
%H		42.5%	16.2%	74.2%	33.1%	41.1%	77.5%
Receives HDTV (via STB or built-in reception)	13580	7194	2986	9522	5996	3526	12000
%V	52.4%	65.3%	71.3%	49.5%	69.9%	33.1%	59.8%
%H		53.0%	22.0%	70.1%	44.2%	26.0%	88.4%
DVD/Blu-ray player or recorder	19127	8446	3225	14193	6688	7504	15486
%V	73.8%	76.7%	77.0%	73.8%	78.0%	70.4%	77.1%
%H		44.2%	16.9%	74.2%	35.0%	39.2%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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	25552	13178	4746	20489	12737	7752	22637
%H		51.6%	18.6%	80.2%	49.8%	30.3%	88.6%
Under 20"	6974	3180	1161	5888	3231	2658	5989
%V	27.3%	24.1%	24.5%	28.7%	25.4%	34.3%	26.5%
%H		45.6%	16.6%	84.4%	46.3%	38.1%	85.9%
20" - 29"	8909	4447	1652	7280	4424	2856	7779
%V	34.9%	33.7%	34.8%	35.5%	34.7%	36.8%	34.4%
%H		49.9%	18.5%	81.7%	49.7%	32.1%	87.3%
30" - 39"	6686	3764	1330	5094	3473	1621	6094
%V	26.2%	28.6%	28.0%	24.9%	27.3%	20.9%	26.9%
%H		56.3%	19.9%	76.2%	51.9%	24.2%	91.1%
40" and over	2572	1590	505	1899	1405	495	2437
%V	10.1%	12.1%	10.6%	9.3%	11.0%	6.4%	10.8%
%H		61.8%	19.6%	73.8%	54.6%	19.2%	94.8%
Don't know	410	196	99	328	205	123	338
%V	1.6%	1.5%	2.1%	1.6%	1.6%	1.6%	1.5%
%H		47.8%	24.1%	80.0%	50.0%	30.0%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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	25552	13178	4746	20489	12737	7752	22637
%H		51.6%	18.6%	80.2%	49.8%	30.3%	88.6%
PVR	5332	3601	1263	3252	2706	546	5055
%V	20.9%	27.3%	26.6%	15.9%	21.2%	7.0%	22.3%
%H		67.5%	23.7%	61.0%	50.8%	10.2%	94.8%
DVDR	263	141	39	218	134	84	244
%V	1.0%	1.1%	0.8%	1.1%	1.1%	1.1%	1.1%
%H		53.6%	14.8%	82.9%	51.0%	31.9%	92.8%
VCR	184	76	21	172	85	87	142
%V	0.7%	0.6%	0.4%	0.8%	0.7%	1.1%	0.6%
%H		41.3%	11.4%	93.5%	46.2%	47.3%	77.2%
Any recorder	5622	3719	1306	3520	2844	676	5292
%V	22.0%	28.2%	27.5%	17.2%	22.3%	8.7%	23.4%
%H		66.2%	23.2%	62.6%	50.6%	12.0%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25552	13178	4746	20489	12737	7752	22637
%H		51.6%	18.6%	80.2%	49.8%	30.3%	88.6%
Receives HDTV (via STB or built-in reception)	6152	3388	1521	4589	3245	1344	5758
%V	24.1%	25.7%	32.0%	22.4%	25.5%	17.3%	25.4%
%H		55.1%	24.7%	74.6%	52.7%	21.8%	93.6%
DVD/Blu-ray player or recorder	10271	5434	1948	8472	5487	2985	9383
%V	40.2%	41.2%	41.0%	41.3%	43.1%	38.5%	41.4%
%H		52.9%	19.0%	82.5%	53.4%	29.1%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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	63762	61203	29012	11047	43652	22712	20940	54266
%H		96.0%	45.5%	17.3%	68.5%	35.6%	32.8%	85.1%
Total Children	12176	11908	6448	2265	7861	4701	3160	11269
%V	19.1%	19.5%	22.2%	20.5%	18.0%	20.7%	15.1%	20.8%
%H		97.8%	53.0%	18.6%	64.6%	38.6%	26.0%	92.6%
0 - 3	3235	3134	1634	603	1966	1083	883	2899
%V	5.1%	5.1%	5.6%	5.5%	4.5%	4.8%	4.2%	5.3%
%H		96.9%	50.5%	18.6%	60.8%	33.5%	27.3%	89.6%
4 - 15	8941	8774	4815	1661	5895	3618	2277	8370
%V	14.0%	14.3%	16.6%	15.0%	13.5%	15.9%	10.9%	15.4%
%H		98.1%	53.9%	18.6%	65.9%	40.5%	25.5%	93.6%
4 - 9	4709	4602	2532	828	3017	1800	1218	4335
%V	7.4%	7.5%	8.7%	7.5%	6.9%	7.9%	5.8%	8.0%
%H		97.7%	53.8%	17.6%	64.1%	38.2%	25.9%	92.1%
10 - 15	4232	4172	2283	833	2878	1819	1059	4035
%V	6.6%	6.8%	7.9%	7.5%	6.6%	8.0%	5.1%	7.4%
%H		98.6%	53.9%	19.7%	68.0%	43.0%	25.0%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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	63762	61203	29012	11047	43652	22712	20940	54266
%H		96.0%	45.5%	17.3%	68.5%	35.6%	32.8%	85.1%
Total Adults (16+)	51586	49295	22564	8782	35791	18011	17780	42997
%V	80.9%	80.5%	77.8%	79.5%	82.0%	79.3%	84.9%	79.2%
%H		95.6%	43.7%	17.0%	69.4%	34.9%	34.5%	83.4%
16 - 19	2875	2807	1419	604	1984	1211	773	2721
%V	4.5%	4.6%	4.9%	5.5%	4.5%	5.3%	3.7%	5.0%
%H		97.6%	49.4%	21.0%	69.0%	42.1%	26.9%	94.6%
20 - 24	4242	3829	1706	766	2618	1420	1199	3871
%V	6.7%	6.3%	5.9%	6.9%	6.0%	6.3%	5.7%	7.1%
%H		90.3%	40.2%	18.1%	61.7%	33.5%	28.3%	91.3%
25 - 34	8885	8233	4136	1651	5296	2928	2368	8103
%V	13.9%	13.5%	14.3%	14.9%	12.1%	12.9%	11.3%	14.9%
%H		92.7%	46.6%	18.6%	59.6%	33.0%	26.7%	91.2%
35 - 44	8359	8012	4215	1536	5333	3070	2264	7724
%V	13.1%	13.1%	14.5%	13.9%	12.2%	13.5%	10.8%	14.2%
%H		95.8%	50.4%	18.4%	63.8%	36.7%	27.1%	92.4%
45 - 54	9069	8782	4355	1649	6495	3674	2821	8120
%V	14.2%	14.3%	15.0%	14.9%	14.9%	16.2%	13.5%	15.0%
%H		96.8%	48.0%	18.2%	71.6%	40.5%	31.1%	89.5%
55 - 64	7282	7059	3137	1214	5339	2627	2712	6204
%V	11.4%	11.5%	10.8%	11.0%	12.2%	11.6%	13.0%	11.4%
%H		96.9%	43.1%	16.7%	73.3%	36.1%	37.2%	85.2%
65+	10875	10573	3596	1361	8725	3081	5644	6252
%V	17.1%	17.3%	12.4%	12.3%	20.0%	13.6%	27.0%	11.5%
%H		97.2%	33.1%	12.5%	80.2%	28.3%	51.9%	57.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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+)	51586	49295	22564	8782	35791	18011	17780	42997
%H		95.6%	43.7%	17.0%	69.4%	34.9%	34.5%	83.4%
AB	13655	13124	6263	2353	9541	4986	4555	12874
%V	26.5%	26.6%	27.8%	26.8%	26.7%	27.7%	25.6%	29.9%
%H		96.1%	45.9%	17.2%	69.9%	36.5%	33.4%	94.3%
C1	14552	13790	6407	2518	10015	5289	4725	12977
%V	28.2%	28.0%	28.4%	28.7%	28.0%	29.4%	26.6%	30.2%
%H		94.8%	44.0%	17.3%	68.8%	36.3%	32.5%	89.2%
C2	11019	10675	5181	1993	7771	4270	3500	9204
%V	21.4%	21.7%	23.0%	22.7%	21.7%	23.7%	19.7%	21.4%
%H		96.9%	47.0%	18.1%	70.5%	38.8%	31.8%	83.5%
D	7827	7423	3266	1387	5123	2397	2726	5675
%V	15.2%	15.1%	14.5%	15.8%	14.3%	13.3%	15.3%	13.2%
%H		94.8%	41.7%	17.7%	65.5%	30.6%	34.8%	72.5%
E	4533	4283	1447	530	3342	1068	2273	2266
%V	8.8%	8.7%	6.4%	6.0%	9.3%	5.9%	12.8%	5.3%
%H		94.5%	31.9%	11.7%	73.7%	23.6%	50.1%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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+)	51586	49295	22564	8782	35791	18011	17780	42997
%H		95.6%	43.7%	17.0%	69.4%	34.9%	34.5%	83.4%
Working full time	23603	22573	11577	4479	15644	9116	6528	21942
%V	45.8%	45.8%	51.3%	51.0%	43.7%	50.6%	36.7%	51.0%
%H		95.6%	49.0%	19.0%	66.3%	38.6%	27.7%	93.0%
Working part time	5383	5192	2417	972	3769	1988	1781	4846
%V	10.4%	10.5%	10.7%	11.1%	10.5%	11.0%	10.0%	11.3%
%H		96.5%	44.9%	18.1%	70.0%	36.9%	33.1%	90.0%
Not working	22601	21531	8570	3331	16378	6907	9471	16208
%V	43.8%	43.7%	38.0%	37.9%	45.8%	38.3%	53.3%	37.7%
%H		95.3%	37.9%	14.7%	72.5%	30.6%	41.9%	71.7%
Housewife/Houseperson	27320	25977	11021	4190	19245	8574	10671	21011
%V	53.0%	52.7%	48.8%	47.7%	53.8%	47.6%	60.0%	48.9%
%H		95.1%	40.3%	15.3%	70.4%	31.4%	39.1%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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+)	25191	23862	11208	4264	17178	8928	8249	21282
%H		94.7%	44.5%	16.9%	68.2%	35.4%	32.7%	84.5%
16 - 19	1477	1445	725	312	1019	625	393	1403
%V	5.9%	6.1%	6.5%	7.3%	5.9%	7.0%	4.8%	6.6%
%H		97.8%	49.1%	21.1%	69.0%	42.3%	26.6%	95.0%
20 - 24	2118	1908	871	341	1275	706	569	1963
%V	8.4%	8.0%	7.8%	8.0%	7.4%	7.9%	6.9%	9.2%
%H		90.1%	41.1%	16.1%	60.2%	33.3%	26.9%	92.7%
25 - 34	4438	4037	2049	824	2613	1485	1128	4040
%V	17.6%	16.9%	18.3%	19.3%	15.2%	16.6%	13.7%	19.0%
%H		91.0%	46.2%	18.6%	58.9%	33.5%	25.4%	91.0%
35 - 44	4142	3928	2056	732	2608	1471	1137	3802
%V	16.4%	16.5%	18.3%	17.2%	15.2%	16.5%	13.8%	17.9%
%H		94.8%	49.6%	17.7%	63.0%	35.5%	27.5%	91.8%
45 - 54	4464	4287	2129	803	3149	1777	1372	3927
%V	17.7%	18.0%	19.0%	18.8%	18.3%	19.9%	16.6%	18.5%
%H		96.0%	47.7%	18.0%	70.5%	39.8%	30.7%	88.0%
55 - 64	3574	3430	1539	601	2590	1292	1297	3020
%V	14.2%	14.4%	13.7%	14.1%	15.1%	14.5%	15.7%	14.2%
%H		96.0%	43.1%	16.8%	72.5%	36.1%	36.3%	84.5%
65+	4978	4827	1840	651	3925	1573	2352	3126
%V	19.8%	20.2%	16.4%	15.3%	22.8%	17.6%	28.5%	14.7%
%H		97.0%	37.0%	13.1%	78.8%	31.6%	47.2%	62.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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+)	25191	23862	11208	4264	17178	8928	8249	21282
%H		94.7%	44.5%	16.9%	68.2%	35.4%	32.7%	84.5%
AB	6810	6531	3196	1194	4724	2553	2171	6449
%V	27.0%	27.4%	28.5%	28.0%	27.5%	28.6%	26.3%	30.3%
%H		95.9%	46.9%	17.5%	69.4%	37.5%	31.9%	94.7%
C1	6759	6349	3029	1184	4517	2509	2008	6190
%V	26.8%	26.6%	27.0%	27.8%	26.3%	28.1%	24.3%	29.1%
%H		93.9%	44.8%	17.5%	66.8%	37.1%	29.7%	91.6%
C2	5968	5745	2788	1037	4169	2250	1920	4911
%V	23.7%	24.1%	24.9%	24.3%	24.3%	25.2%	23.3%	23.1%
%H		96.3%	46.7%	17.4%	69.9%	37.7%	32.2%	82.3%
D	3775	3530	1615	659	2427	1188	1239	2805
%V	15.0%	14.8%	14.4%	15.5%	14.1%	13.3%	15.0%	13.2%
%H		93.5%	42.8%	17.5%	64.3%	31.5%	32.8%	74.3%
E	1879	1708	581	190	1340	429	911	927
%V	7.5%	7.2%	5.2%	4.5%	7.8%	4.8%	11.0%	4.4%
%H		90.9%	30.9%	10.1%	71.3%	22.8%	48.5%	49.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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+)	25191	23862	11208	4264	17178	8928	8249	21282
%H		94.7%	44.5%	16.9%	68.2%	35.4%	32.7%	84.5%
Working full time	14537	13857	7158	2725	9539	5565	3974	13445
%V	57.7%	58.1%	63.9%	63.9%	55.5%	62.3%	48.2%	63.2%
%H		95.3%	49.2%	18.7%	65.6%	38.3%	27.3%	92.5%
Working part time	1148	1078	467	172	763	336	427	956
%V	4.6%	4.5%	4.2%	4.0%	4.4%	3.8%	5.2%	4.5%
%H		93.9%	40.7%	15.0%	66.5%	29.3%	37.2%	83.3%
Not working	9507	8927	3583	1366	6875	3027	3848	6880
%V	37.7%	37.4%	32.0%	32.0%	40.0%	33.9%	46.6%	32.3%
%H		93.9%	37.7%	14.4%	72.3%	31.8%	40.5%	72.4%
Housewife/Houseperson	6100	5508	2086	741	4119	1516	2603	4044
%V	24.2%	23.1%	18.6%	17.4%	24.0%	17.0%	31.6%	19.0%
%H		90.3%	34.2%	12.1%	67.5%	24.9%	42.7%	66.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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+)	26395	25433	11356	4518	18613	9083	9531	21715
%H		96.4%	43.0%	17.1%	70.5%	34.4%	36.1%	82.3%
16 - 19	1398	1362	695	293	965	586	380	1318
%V	5.3%	5.4%	6.1%	6.5%	5.2%	6.5%	4.0%	6.1%
%H		97.4%	49.7%	21.0%	69.0%	41.9%	27.2%	94.3%
20 - 24	2124	1920	835	425	1343	714	629	1908
%V	8.0%	7.5%	7.4%	9.4%	7.2%	7.9%	6.6%	8.8%
%H		90.4%	39.3%	20.0%	63.2%	33.6%	29.6%	89.8%
25 - 34	4447	4196	2087	827	2683	1443	1239	4063
%V	16.8%	16.5%	18.4%	18.3%	14.4%	15.9%	13.0%	18.7%
%H		94.4%	46.9%	18.6%	60.3%	32.4%	27.9%	91.4%
35 - 44	4216	4084	2159	803	2725	1599	1127	3922
%V	16.0%	16.1%	19.0%	17.8%	14.6%	17.6%	11.8%	18.1%
%H		96.9%	51.2%	19.0%	64.6%	37.9%	26.7%	93.0%
45 - 54	4605	4495	2226	847	3347	1897	1449	4194
%V	17.4%	17.7%	19.6%	18.7%	18.0%	20.9%	15.2%	19.3%
%H		97.6%	48.3%	18.4%	72.7%	41.2%	31.5%	91.1%
55 - 64	3708	3629	1599	614	2749	1335	1414	3184
%V	14.0%	14.3%	14.1%	13.6%	14.8%	14.7%	14.8%	14.7%
%H		97.9%	43.1%	16.6%	74.1%	36.0%	38.1%	85.9%
65+	5896	5746	1756	710	4801	1509	3292	3126
%V	22.3%	22.6%	15.5%	15.7%	25.8%	16.6%	34.5%	14.4%
%H		97.5%	29.8%	12.0%	81.4%	25.6%	55.8%	53.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

January - March 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+)	26395	25433	11356	4518	18613	9083	9531	21715
%H		96.4%	43.0%	17.1%	70.5%	34.4%	36.1%	82.3%
AB	6845	6594	3067	1159	4817	2433	2384	6425
%V	25.9%	25.9%	27.0%	25.7%	25.9%	26.8%	25.0%	29.6%
%H		96.3%	44.8%	16.9%	70.4%	35.5%	34.8%	93.9%
C1	7793	7441	3378	1333	5497	2781	2717	6788
%V	29.5%	29.3%	29.7%	29.5%	29.5%	30.6%	28.5%	31.3%
%H		95.5%	43.3%	17.1%	70.5%	35.7%	34.9%	87.1%
C2	5051	4930	2392	956	3601	2021	1581	4293
%V	19.1%	19.4%	21.1%	21.2%	19.3%	22.3%	16.6%	19.8%
%H		97.6%	47.4%	18.9%	71.3%	40.0%	31.3%	85.0%
D	4052	3893	1652	728	2696	1209	1487	2869
%V	15.4%	15.3%	14.5%	16.1%	14.5%	13.3%	15.6%	13.2%
%H		96.1%	40.8%	18.0%	66.5%	29.8%	36.7%	70.8%
E	2654	2574	866	341	2002	639	1362	1339
%V	10.1%	10.1%	7.6%	7.5%	10.8%	7.0%	14.3%	6.2%
%H		97.0%	32.6%	12.8%	75.4%	24.1%	51.3%	50.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 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+)	26395	25433	11356	4518	18613	9083	9531	21715
%H		96.4%	43.0%	17.1%	70.5%	34.4%	36.1%	82.3%
Working full time	9066	8716	4419	1753	6105	3550	2554	8496
%V	34.3%	34.3%	38.9%	38.8%	32.8%	39.1%	26.8%	39.1%
%H		96.1%	48.7%	19.3%	67.3%	39.2%	28.2%	93.7%
Working part time	4235	4114	1950	800	3006	1652	1353	3891
%V	16.0%	16.2%	17.2%	17.7%	16.2%	18.2%	14.2%	17.9%
%H		97.1%	46.0%	18.9%	71.0%	39.0%	31.9%	91.9%
Not working	13094	12604	4987	1965	9503	3880	5623	9328
%V	49.6%	49.6%	43.9%	43.5%	51.1%	42.7%	59.0%	43.0%
%H		96.3%	38.1%	15.0%	72.6%	29.6%	42.9%	71.2%
Housewife/Houseperson	21220	20469	8935	3449	15126	7058	8068	16967
%V	80.4%	80.5%	78.7%	76.3%	81.3%	77.7%	84.7%	78.1%
%H		96.5%	42.1%	16.3%	71.3%	33.3%	38.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

- BBC/ITV Segment
- Low Population Density (Yes/No)
- Cable areas
- five Reception areas
- DTT area stratifier (low/medium/high)
- Ethnicity
- Geodemographic

BBC/ITV segment is the primary stratification. Sample requirements within the 48 BBC/ITV segments are calculated with reference to ITV area panel sizes. The total annual sample size is 56,508 which is split into four quarterly replicates.

SAMPLE SELECTION

The sample selection within BBC/ITV segment entails the systematic selection of output areas followed by the selection of addresses within output area.

a) Selection of output areas

There are two procedures for the selection of output areas based on density of population. The method covering the less densely populated parts of the country (about 15% of the population) uses a more clustered design which is necessary to create a workable fieldwork task.

Type A - Higher Population Density

Within each BBC/ITV segment, output areas are ordered within the following hierarchy:

- Cable Areas (Yes/No)
- five Reception Areas (Yes/No)
- DTT Area
- Ethnic stratifier

This creates up to 24 sub-strata categories. If a sub-stratum has a population estimate smaller than the sampling interval, it is collapsed into the adjoining stratum. Output areas are then sorted by ACORN code within strata, and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure. Three output areas per assignment are selected, being grouped according to their geographic proximity.

Type B - Lower Population Density

Within each BBC/ITV segment postcode sectors are ordered within the 8 reception sub-strata. They are then sorted within these strata by "wealth indicator" (averaged ACORN code for the constituent output areas) and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure.

Within selected postcode sectors, four output areas per assignment are systematically selected.

b) Selection of addresses

Within selected output areas, addresses from the small user postcode address file are ordered by postcode and a start address is selected at random. Subsequent addresses are selected with a fixed interval of five addresses in Type A assignments and three addresses in Type B assignments. A matched sample of substitute addresses within the same output area is also drawn, for use if the matched primary sample address is ineligible (i.e. no household is found at the address).

The number of addresses issued per assignment varies by BBC/ITV segment, in line with varying response rates. Because this number is not always a multiple of three or four, the number of addresses per output area within assignment also varies. These requirements are updated in line with the latest response rate information.

If two or three households are resident at an issued address, an interview is attempted with each one. If more than three addresses are found, a Kish grid procedure is employed to identify which three households should be approached.

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between January and March 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: January - March 2014	
	Total Network
Addresses Issued	19,593
Shop / Business	225
Demolished / Incomplete	46
Empty	1,383
Holiday Home	162
Other Non Effective	265
Eligible Addresses	17,512
Substitute Addresses	2,098
Multiple Occupancy Addresses	183
Total Additional Households	2,281
Total Valid Households	19,787
	100.0%
Non Contacts	1,588
	8.0%
No English Spoken	33
	0.2%
Refusals	4,575
	23.1%
Total Interviews	13,591
	68.7%

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 January to March 2014

	All Households	Total TV Households	Multichannel Households
All Households	13591	12981	12852
All Sets	26342	26342	26165
All Individuals	33633	32382	32030
Children 0-15	6518	6370	6304
All Adults	27115	26012	25726
Adult Males	13158	12535	12362
Adult Females	13957	13477	13364

Appendix H

Multiple households at issued addresses

Establishment Survey interviewers are issued with a set of pre-selected addresses to which all interviewing is restricted. It is possible for more than one household to exist resident at a single address, however, therefore after checking the address with a responsible adult, the interviewer first determines the number of households living at the address.

In the small proportion where the answer is two or more, special procedures apply.

If the number of households is two or three, the interviewer attempts to interview each of the households.

If there are four or more households at the address the interviewer lists the details of the households in a Kish grid. This procedure provides random selections determining the three households that the interviewer should attempt to interview.

The procedure at the additional households is as for any other interview. The total of these additional households by area and overall are shown in the fieldwork response analysis given in Appendix C.

Appendix I

Weighting

Quarterly Establishment Survey data are weighted using a rim weighting technique to control for the following:

Household size (1 and 2+) by geographical segment (48 in total)

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (March 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

INTRO AND ATTITUDINAL SECTION

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

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

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
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablet computers WRITE IN (0-99) Don't know	NUM
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer. Do you, or any member of your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet Do you, or any member of your household, ever use this tablet to watch TV programmes? IF H101=0 AND H51>1 (multiple devices; no tablets claimed) Thinking about all the computers in your household Do you, or any member of your household, ever use any of these computers to watch TV programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) Thinking about all the tablets in your household Do you, or any member of your household, ever use any of these tablets to watch TV programmes? IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed) Thinking about all the computers and tablets in your household Do you, or any member of your household, ever use any of these computers or tablets to watch TV programmes? Yes No	SP
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET H73 TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		
ASK IF 2+ COPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]		
H73	And how many of these do you, or members of your household, use to watch television programmes? WRITE IN (0-Max value of H51)	NUM

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

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

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

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

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

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

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

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

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

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

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

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

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

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

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

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

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

REPEAT ABOVE FOR ALL TV SETS		
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END OF MAIN SET LOOPS

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

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

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

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

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

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

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

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

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

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

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

ASK ALL		
H102	Thinking about your TV viewing in general (IF ANY WORKING SET OR COMPUTER/TABLET USED TO WATCH TV [H63>0 OR ANY SET TEMP OUT OF ORDER AT H82 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet computer(s) (ALL) Are there any other devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	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	(SINGLE WORKING SET) Going back to the TV set you use to watch TV programmes	
intro	(2+ WORKING SETS) Now thinking about all of your TV sets you use to watch TV programmes	

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

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

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

NOTE: Answers must add up to 10

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

If correct code appropriately, if incorrect ask again

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

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

**IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES
[S57=YES (FOR ANY SET)]
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED**

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

**IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES
[S56=YES (FOR ANY SET)]
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED**

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

ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 PS4 Other Playstation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP
IF 'VIA A DIRECT CONNECTION TO THE INTERNET (S58 = YES): CODE H78 = YES IF 'VIA A CONNECTION TO GAMES CONSOLE (S56 = YES): CODE H78 = YES IF 'VIA A CONNECTION TO A COMPUTER/TABLET' (S57 = YES): CODE H78 = YES IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H78	SHOW SCREEN (Cable HH) In addition to your Cable connection (BT Vision HH) In addition to your BT Vision connection (YouView HH) In addition to your YouView connection (Cable and BT Vision HH) In addition to your Cable and BT vision connections (Cable and YouView HH) In addition to your Cable and YouView connections (YouView and BT Vision HH) In addition to your YouView and BT Vision connections (Cable, BT Vision and YouView) In addition to your Cable, BT Vision and YouView connections (Single Set Household) Can your TV set be connected to the internet? (Multi Set Households) Can any of your TV sets be connected to the internet? (ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet. NOTE: For a more detailed explanation click on further information Yes No Don't know Further Information	SP

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

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

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

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

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

NOTE: For a more detailed explanation click on further information

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

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

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

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
ASK IF NOT 'FULL TIME EDUCATION' [P9=CODE4]		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	SP
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? 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 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	SP
ASK ALL		
P15	SHOW SCREEN 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	SP
ASK ALL		
P16	SHOW SCREEN Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to? White – English/Welsh/Scottish/Northern Irish/British – Irish – Gypsy or Irish Traveller – Any other White background (specify) Mixed/multiple ethnic groups – White and Black Caribbean – White and Black African – White and Asian – Any other mixed/multiple ethnic background (specify) Asian/Asian British – Indian – Pakistani – Bangladeshi – Chinese – Any other Asian background (specify) Black/African/Caribbean/Black British – African – Caribbean – Any other African/Caribbean background (specify) Any other ethnic background – Arab – Any other ethnic group (specify) Refused (Code from list to continue)	SP
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

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

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

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

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

ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' 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 (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS [H32 = MORE THAN 6 MONTHS]		
H34	Is that Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP

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

END OF THIRD HH SECTION