



BARB Establishment Survey Quarterly Data Report: Total Network

July to September 2013



Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

July - September 2013

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This reports contains the weighted data results from the Establishment survey for the period July - September 2013

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26052	11533	4017	19212	8716	10496	20543
%H (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
AB	6575	6357	2962	992	4579	2190	2389	6005
%V	24.2%	24.4%	25.7%	24.7%	23.8%	25.1%	22.8%	29.2%
%H (All HH)		96.7%	45.0%	15.1%	69.6%	33.3%	36.3%	91.3%
%H (TV HH)			46.6%	15.6%	72.0%	34.5%	37.6%	
C1	7606	7238	3263	1208	5195	2425	2770	6348
%V	28.0%	27.8%	28.3%	30.1%	27.0%	27.8%	26.4%	30.9%
%H (All HH)		95.2%	42.9%	15.9%	68.3%	31.9%	36.4%	83.5%
%H (TV HH)			45.1%	16.7%	71.8%	33.5%	38.3%	
C2	5431	5293	2497	815	3984	2011	1972	4139
%V	20.0%	20.3%	21.7%	20.3%	20.7%	23.1%	18.8%	20.1%
%H (All HH)		97.5%	46.0%	15.0%	73.4%	37.0%	36.3%	76.2%
%H (TV HH)			47.2%	15.4%	75.3%	38.0%	37.3%	
D	4456	4239	1782	671	3141	1350	1790	2728
%V	16.4%	16.3%	15.5%	16.7%	16.3%	15.5%	17.1%	13.3%
%H (All HH)		95.1%	40.0%	15.1%	70.5%	30.3%	40.2%	61.2%
%H (TV HH)			42.0%	15.8%	74.1%	31.8%	42.2%	
E	3115	2925	1028	331	2313	739	1574	1322
%V	11.5%	11.2%	8.9%	8.2%	12.0%	8.5%	15.0%	6.4%
%H (All HH)		93.9%	33.0%	10.6%	74.3%	23.7%	50.5%	42.4%
%H (TV HH)			35.1%	11.3%	79.1%	25.3%	53.8%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: 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	27184	26052	11533	4017	19212	8716	10496	20543
%H (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
Under 25	1230	1085	450	149	745	306	439	910
%V	4.5%	4.2%	3.9%	3.7%	3.9%	3.5%	4.2%	4.4%
%H (All HH)		88.2%	36.6%	12.1%	60.6%	24.9%	35.7%	74.0%
%H (TV HH)			41.5%	13.7%	68.7%	28.2%	40.5%	
25 - 34	4298	4034	2091	673	2591	1364	1227	3754
%V	15.8%	15.5%	18.1%	16.8%	13.5%	15.6%	11.7%	18.3%
%H (All HH)		93.9%	48.7%	15.7%	60.3%	31.7%	28.5%	87.3%
%H (TV HH)			51.8%	16.7%	64.2%	33.8%	30.4%	
35 - 44	4703	4511	2368	845	2941	1656	1286	4283
%V	17.3%	17.3%	20.5%	21.0%	15.3%	19.0%	12.3%	20.8%
%H (All HH)		95.9%	50.4%	18.0%	62.5%	35.2%	27.3%	91.1%
%H (TV HH)			52.5%	18.7%	65.2%	36.7%	28.5%	
45 - 54	5395	5211	2476	973	3853	2047	1806	4703
%V	19.8%	20.0%	21.5%	24.2%	20.1%	23.5%	17.2%	22.9%
%H (All HH)		96.6%	45.9%	18.0%	71.4%	37.9%	33.5%	87.2%
%H (TV HH)			47.5%	18.7%	73.9%	39.3%	34.7%	
55 - 64	4447	4285	1899	699	3247	1531	1716	3510
%V	16.4%	16.4%	16.5%	17.4%	16.9%	17.6%	16.3%	17.1%
%H (All HH)		96.4%	42.7%	15.7%	73.0%	34.4%	38.6%	78.9%
%H (TV HH)			44.3%	16.3%	75.8%	35.7%	40.0%	
65 +	7111	6926	2250	677	5835	1812	4023	3382
%V	26.2%	26.6%	19.5%	16.9%	30.4%	20.8%	38.3%	16.5%
%H (All HH)		97.4%	31.6%	9.5%	82.1%	25.5%	56.6%	47.6%
%H (TV HH)			32.5%	9.8%	84.2%	26.2%	58.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

July - September 2013

Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26052	11533	4017	19212	8716	10496	20543
%H (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
1	8413	7851	2339	972	6170	1683	4487	4243
%V	30.9%	30.1%	20.3%	24.2%	32.1%	19.3%	42.7%	20.7%
%H (All HH)		93.3%	27.8%	11.6%	73.3%	20.0%	53.3%	50.4%
%H (TV HH)			29.8%	12.4%	78.6%	21.4%	57.2%	
2	9068	8767	3971	1314	6536	3057	3479	7345
%V	33.4%	33.7%	34.4%	32.7%	34.0%	35.1%	33.1%	35.8%
%H (All HH)		96.7%	43.8%	14.5%	72.1%	33.7%	38.4%	81.0%
%H (TV HH)			45.3%	15.0%	74.6%	34.9%	39.7%	
3	4316	4195	2212	767	2962	1725	1237	3881
%V	15.9%	16.1%	19.2%	19.1%	15.4%	19.8%	11.8%	18.9%
%H (All HH)		97.2%	51.3%	17.8%	68.6%	40.0%	28.7%	89.9%
%H (TV HH)			52.7%	18.3%	70.6%	41.1%	29.5%	
4	3598	3502	2005	630	2391	1496	895	3398
%V	13.2%	13.4%	17.4%	15.7%	12.4%	17.2%	8.5%	16.5%
%H (All HH)		97.3%	55.7%	17.5%	66.5%	41.6%	24.9%	94.4%
%H (TV HH)			57.3%	18.0%	68.3%	42.7%	25.6%	
5+	1789	1738	1006	333	1154	755	399	1677
%V	6.6%	6.7%	8.7%	8.3%	6.0%	8.7%	3.8%	8.2%
%H (All HH)		97.1%	56.2%	18.6%	64.5%	42.2%	22.3%	93.7%
%H (TV HH)			57.9%	19.2%	66.4%	43.4%	23.0%	
Average HH size	2.36	2.37	2.64	2.59	2.31	2.66	2.01	2.60

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26052	11533	4017	19212	8716	10496	20543
%V (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
Without	20171	19213	7694	2833	14616	5954	8662	14191
%V	74.2%	73.7%	66.7%	70.5%	76.1%	68.3%	82.5%	69.1%
%H (All HH)		95.3%	38.1%	14.0%	72.5%	29.5%	42.9%	70.4%
%H (TV HH)			40.0%	14.7%	76.1%	31.0%	45.1%	
With	7013	6839	3839	1184	4596	2762	1834	6352
%V	25.8%	26.3%	33.3%	29.5%	23.9%	31.7%	17.5%	30.9%
%H (All HH)		97.5%	54.7%	16.9%	65.5%	39.4%	26.2%	90.6%
%H (TV HH)			56.1%	17.3%	67.2%	40.4%	26.8%	
0 - 3	2718	2646	1476	406	1749	1000	749	2310
%V	10.0%	10.2%	12.8%	10.1%	9.1%	11.5%	7.1%	11.2%
%H (All HH)		97.4%	54.3%	14.9%	64.3%	36.8%	27.6%	85.0%
%H (TV HH)			55.8%	15.3%	66.1%	37.8%	28.3%	
4 - 9	3438	3342	1946	547	2153	1307	846	3140
%V	12.6%	12.8%	16.9%	13.6%	11.2%	15.0%	8.1%	15.3%
%H (All HH)		97.2%	56.6%	15.9%	62.6%	38.0%	24.6%	91.3%
%H (TV HH)			58.2%	16.4%	64.4%	39.1%	25.3%	
10 - 15	3187	3111	1767	592	2171	1387	784	3004
%V	11.7%	11.9%	15.3%	14.7%	11.3%	15.9%	7.5%	14.6%
%H (All HH)		97.6%	55.4%	18.6%	68.1%	43.5%	24.6%	94.3%
%H (TV HH)			56.8%	19.0%	69.8%	44.6%	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	27184	26052	11533	4017	19212	8716	10496	20543
%H (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
1	10824	10824	3832	1406	7251	1810	5441	7144
%V	39.8%	41.5%	33.2%	35.0%	37.7%	20.8%	51.8%	34.8%
%H (All HH)		100.0%	35.4%	13.0%	67.0%	16.7%	50.3%	66.0%
%H (TV HH)			35.4%	13.0%	67.0%	16.7%	50.3%	
2	8778	8778	4048	1477	6644	3339	3304	6847
%V	32.3%	33.7%	35.1%	36.8%	34.6%	38.3%	31.5%	33.3%
%H (All HH)		100.0%	46.1%	16.8%	75.7%	38.0%	37.6%	78.0%
%H (TV HH)			46.1%	16.8%	75.7%	38.0%	37.6%	
3	4064	4064	2180	702	3292	2066	1227	3595
%V	14.9%	15.6%	18.9%	17.5%	17.1%	23.7%	11.7%	17.5%
%H (All HH)		100.0%	53.6%	17.3%	81.0%	50.8%	30.2%	88.5%
%H (TV HH)			53.6%	17.3%	81.0%	50.8%	30.2%	
4	1634	1634	976	303	1383	998	385	1519
%V	6.0%	6.3%	8.5%	7.5%	7.2%	11.5%	3.7%	7.4%
%H (All HH)		100.0%	59.7%	18.5%	84.6%	61.1%	23.6%	93.0%
%H (TV HH)			59.7%	18.5%	84.6%	61.1%	23.6%	
5+	752	752	497	128	643	504	139	732
%V	2.8%	2.9%	4.3%	3.2%	3.3%	5.8%	1.3%	3.6%
%H (All HH)		100.0%	66.1%	17.0%	85.5%	67.0%	18.5%	97.3%
%H (TV HH)			66.1%	17.0%	85.5%	67.0%	18.5%	

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	27184	26052	11533	4017	19212	8716	10496	20543
%H (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
Under 20"	5878	5878	2610	860	5137	2673	2464	4599
%V	21.6%	22.6%	22.6%	21.4%	26.7%	30.7%	23.5%	22.4%
%H (All HH)		100.0%	44.4%	14.6%	87.4%	45.5%	41.9%	78.2%
%H (TV HH)			44.4%	14.6%	87.4%	45.5%	41.9%	
20" - 29"	9504	9504	3874	1491	7713	3521	4193	7009
%V	35.0%	36.5%	33.6%	37.1%	40.1%	40.4%	39.9%	34.1%
%H (All HH)		100.0%	40.8%	15.7%	81.2%	37.0%	44.1%	73.7%
%H (TV HH)			40.8%	15.7%	81.2%	37.0%	44.1%	
30" - 39"	13433	13433	6081	2230	10166	4941	5225	10531
%V	49.4%	51.6%	52.7%	55.5%	52.9%	56.7%	49.8%	51.3%
%H (All HH)		100.0%	45.3%	16.6%	75.7%	36.8%	38.9%	78.4%
%H (TV HH)			45.3%	16.6%	75.7%	36.8%	38.9%	
40" and over	10931	10931	6271	1882	7692	4820	2871	9488
%V	40.2%	42.0%	54.4%	46.9%	40.0%	55.3%	27.4%	46.2%
%H (All HH)		100.0%	57.4%	17.2%	70.4%	44.1%	26.3%	86.8%
%H (TV HH)			57.4%	17.2%	70.4%	44.1%	26.3%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26052	11533	4017	19212	8716	10496	20543
%H (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
Main living room	25559	25559	11413	3989	18939	8659	10280	19477
%V	94.0%	98.1%	99.0%	99.3%	98.6%	99.3%	97.9%	94.8%
%H (All HH)		100.0%	44.7%	15.6%	74.1%	33.9%	40.2%	76.2%
%H (TV HH)			44.7%	15.6%	74.1%	33.9%	40.2%	
Kitchen	3010	3010	1439	415	2646	1468	1179	2451
%V	11.1%	11.6%	12.5%	10.3%	13.8%	16.8%	11.2%	11.9%
%H (All HH)		100.0%	47.8%	13.8%	87.9%	48.8%	39.2%	81.4%
%H (TV HH)			47.8%	13.8%	87.9%	48.8%	39.2%	
Adult's bedroom	10451	10451	5394	1816	8454	5083	3371	8740
%V	38.4%	40.1%	46.8%	45.2%	44.0%	58.3%	32.1%	42.5%
%H (All HH)		100.0%	51.6%	17.4%	80.9%	48.6%	32.3%	83.6%
%H (TV HH)			51.6%	17.4%	80.9%	48.6%	32.3%	
Child's bedroom	1862	1862	1075	394	1521	1104	417	1736
%V	6.8%	7.1%	9.3%	9.8%	7.9%	12.7%	4.0%	8.5%
%H (All HH)		100.0%	57.7%	21.2%	81.7%	59.3%	22.4%	93.2%
%H (TV HH)			57.7%	21.2%	81.7%	59.3%	22.4%	
Other bedroom	1073	1073	571	234	897	611	286	959
%V	3.9%	4.1%	5.0%	5.8%	4.7%	7.0%	2.7%	4.7%
%H (All HH)		100.0%	53.2%	21.8%	83.6%	56.9%	26.7%	89.4%
%H (TV HH)			53.2%	21.8%	83.6%	56.9%	26.7%	
Second living/dining room	2218	2218	1141	329	1843	1060	783	1878
%V	8.2%	8.5%	9.9%	8.2%	9.6%	12.2%	7.5%	9.1%
%H (All HH)		100.0%	51.4%	14.8%	83.1%	47.8%	35.3%	84.7%
%H (TV HH)			51.4%	14.8%	83.1%	47.8%	35.3%	
Study/office	352	352	189	57	297	190	107	335
%V	1.3%	1.4%	1.6%	1.4%	1.5%	2.2%	1.0%	1.6%
%H (All HH)		100.0%	53.7%	16.2%	84.4%	54.0%	30.4%	95.2%
%H (TV HH)			53.7%	16.2%	84.4%	54.0%	30.4%	
TV room	176	176	94	22	129	69	60	161
%V	0.6%	0.7%	0.8%	0.5%	0.7%	0.8%	0.6%	0.8%
%H (All HH)		100.0%	53.4%	12.5%	73.3%	39.2%	34.1%	91.5%
%H (TV HH)			53.4%	12.5%	73.3%	39.2%	34.1%	
Conservatory	550	550	320	79	477	321	156	495
%V	2.0%	2.1%	2.8%	2.0%	2.5%	3.7%	1.5%	2.4%
%H (All HH)		100.0%	58.2%	14.4%	86.7%	58.4%	28.4%	90.0%
%H (TV HH)			58.2%	14.4%	86.7%	58.4%	28.4%	
Attic or loft room	44	44	20	12	35	21	14	41
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	45.5%	27.3%	79.5%	47.7%	31.8%	93.2%
%H (TV HH)			45.5%	27.3%	79.5%	47.7%	31.8%	
No specific location	38	38	16	3	30	10	19	29
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	42.1%	7.9%	78.9%	26.3%	50.0%	76.3%
%H (TV HH)			42.1%	7.9%	78.9%	26.3%	50.0%	
Other	161	161	95	21	131	86	45	144
%V	0.6%	0.6%	0.8%	0.5%	0.7%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	59.0%	13.0%	81.4%	53.4%	28.0%	89.4%
%H (TV HH)			59.0%	13.0%	81.4%	53.4%	28.0%	

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

%V = percentage of vertical total

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

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

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Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26052	11533	4017	19212	8716	10496	20543
%H (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)				15.4%	73.7%	33.5%	40.3%	
Any DSAT provider	11533	11533	11533	222	6707	6707	0	9942
%V	42.4%	44.3%	100.0%	5.5%	34.9%	77.0%	0.0%	48.4%
%H (All HH)			100.0%	1.9%	58.2%	58.2%	0.0%	86.2%
%H (TV HH)			100.0%	1.9%	58.2%	58.2%	0.0%	
Sky with subscription	9524	9524	9524	114	5563	5563	0	8402
%V	35.0%	36.6%	82.6%	2.8%	29.0%	63.8%	0.0%	40.9%
%H (All HH)			100.0%	1.2%	58.4%	58.4%	0.0%	88.2%
%H (TV HH)			100.0%	1.2%	58.4%	58.4%	0.0%	
Sky without subscription	719	719	719	35	368	368	0	511
%V	2.6%	2.8%	6.2%	0.9%	1.9%	4.2%	0.0%	2.5%
%H (All HH)			100.0%	4.9%	51.2%	51.2%	0.0%	71.1%
%H (TV HH)			100.0%	4.9%	51.2%	51.2%	0.0%	
Freesat	1119	1119	1119	54	703	703	0	898
%V	4.1%	4.3%	9.7%	1.3%	3.7%	8.1%	0.0%	4.4%
%H (All HH)			100.0%	4.8%	62.8%	62.8%	0.0%	80.3%
%H (TV HH)			100.0%	4.8%	62.8%	62.8%	0.0%	
Other satellite provider	366	366	366	27	185	185	0	310
%V	1.3%	1.4%	3.2%	0.7%	1.0%	2.1%	0.0%	1.5%
%H (All HH)			100.0%	7.4%	50.5%	50.5%	0.0%	84.7%
%H (TV HH)			100.0%	7.4%	50.5%	50.5%	0.0%	
DCAB	4017	4017	222	4017	2098	2098	0	3572
%V	14.8%	15.4%	1.9%	100.0%	10.9%	24.1%	0.0%	17.4%
%H (All HH)			5.5%	100.0%	52.2%	52.2%	0.0%	88.9%
%H (TV HH)			5.5%	100.0%	52.2%	52.2%	0.0%	
DTT	19212	19212	6707	2098	19212	8716	10496	13955
%V	70.7%	73.7%	58.2%	52.2%	100.0%	100.0%	100.0%	67.9%
%H (All HH)		100.0%	34.9%	10.9%	100.0%	45.4%	54.6%	72.6%
%H (TV HH)			34.9%	10.9%	100.0%	45.4%	54.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26052	11533	4017	19212	8716	10496	20543
%V (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
PVR	15753	15753	9558	3127	10517	7282	3235	13844
%V	57.9%	60.5%	82.9%	77.8%	54.7%	83.5%	30.8%	67.4%
%H (All HH)		100.0%	60.7%	19.9%	66.8%	46.2%	20.5%	87.9%
%H (TV HH)			60.7%	19.9%	66.8%	46.2%	20.5%	
DVDR	1176	1176	496	226	890	432	458	969
%V	4.3%	4.5%	4.3%	5.6%	4.6%	5.0%	4.4%	4.7%
%H (All HH)		100.0%	42.2%	19.2%	75.7%	36.7%	38.9%	82.4%
%H (TV HH)			42.2%	19.2%	75.7%	36.7%	38.9%	
VCR	925	925	323	179	743	306	437	616
%V	3.4%	3.6%	2.8%	4.5%	3.9%	3.5%	4.2%	3.0%
%H (All HH)		100.0%	34.9%	19.4%	80.3%	33.1%	47.2%	66.6%
%H (TV HH)			34.9%	19.4%	80.3%	33.1%	47.2%	
Any recorder	16527	16527	9709	3208	11174	7396	3779	14286
%V	60.8%	63.4%	84.2%	79.9%	58.2%	84.9%	36.0%	69.5%
%H (All HH)		100.0%	58.7%	19.4%	67.6%	44.8%	22.9%	86.4%
%H (TV HH)			58.7%	19.4%	67.6%	44.8%	22.9%	
Receives HDTV (via STB or built-in reception)	13513	13513	7435	2804	9361	5910	3451	11782
%V	49.7%	51.9%	64.5%	69.8%	48.7%	67.8%	32.9%	57.4%
%H (All HH)		100.0%	55.0%	20.8%	69.3%	43.7%	25.5%	87.2%
%H (TV HH)			55.0%	20.8%	69.3%	43.7%	25.5%	
DVD/Blu-ray player or recorder	20181	20181	9403	3318	14933	7361	7572	16191
%V	74.2%	77.5%	81.5%	82.6%	77.7%	84.5%	72.1%	78.8%
%H (All HH)		100.0%	46.6%	16.4%	74.0%	36.5%	37.5%	80.2%
%H (TV HH)			46.6%	16.4%	74.0%	36.5%	37.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27184	26052	11533	4017	19212	8716	10496	20543
%H (All HH)		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%
%H (TV HH)			44.3%	15.4%	73.7%	33.5%	40.3%	
Has broadband internet	20543	19837	9942	3572	13955	7620	6334	20543
%V	75.6%	76.1%	86.2%	88.9%	72.6%	87.4%	60.3%	100.0%
%H (All HH)		96.6%	48.4%	17.4%	67.9%	37.1%	30.8%	100.0%
%H (TV HH)			50.1%	18.0%	70.3%	38.4%	31.9%	
Number of computers (PCs and laptops)								
0	5851	5498	1414	432	4604	965	3639	370
%V	21.5%	21.1%	12.3%	10.8%	24.0%	11.1%	34.7%	1.8%
%H (All HH)		94.0%	24.2%	7.4%	78.7%	16.5%	62.2%	6.3%
%H (TV HH)			25.7%	7.9%	83.7%	17.6%	66.2%	
1	9151	8757	3872	1318	6423	2880	3544	8264
%V	33.7%	33.6%	33.6%	32.8%	33.4%	33.0%	33.8%	40.2%
%H (All HH)		95.7%	42.3%	14.4%	70.2%	31.5%	38.7%	90.3%
%H (TV HH)			44.2%	15.1%	73.3%	32.9%	40.5%	
2	5893	5697	2855	1061	3975	2185	1791	5697
%V	21.7%	21.9%	24.8%	26.4%	20.7%	25.1%	17.1%	27.7%
%H (All HH)		96.7%	48.4%	18.0%	67.5%	37.1%	30.4%	96.7%
%H (TV HH)			50.1%	18.6%	69.8%	38.4%	31.4%	
3	3032	2931	1605	552	2027	1261	766	2987
%V	11.2%	11.3%	13.9%	13.7%	10.6%	14.5%	7.3%	14.5%
%H (All HH)		96.7%	52.9%	18.2%	66.9%	41.6%	25.3%	98.5%
%H (TV HH)			54.8%	18.8%	69.2%	43.0%	26.1%	
4	1632	1586	891	305	1072	669	404	1622
%V	6.0%	6.1%	7.7%	7.6%	5.6%	7.7%	3.8%	7.9%
%H (All HH)		97.2%	54.6%	18.7%	65.7%	41.0%	24.8%	99.4%
%H (TV HH)			56.2%	19.2%	67.6%	42.2%	25.5%	
5+	1626	1581	897	349	1110	757	353	1603
%V	6.0%	6.1%	7.8%	8.7%	5.8%	8.7%	3.4%	7.8%
%H (All HH)		97.2%	55.2%	21.5%	68.3%	46.6%	21.7%	98.6%
%H (TV HH)			56.7%	22.1%	70.2%	47.9%	22.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

July - September 2013

Set level data
Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51144	25042	8363	39405	21388	18017	41630
%H		49.0%	16.4%	77.0%	41.8%	35.2%	81.4%
Under 20"	7417	3396	1059	6513	3482	3031	5947
%V	14.5%	13.6%	12.7%	16.5%	16.3%	16.8%	14.3%
%H		45.8%	14.3%	87.8%	46.9%	40.9%	80.2%
20" - 29"	11814	4984	1885	9751	4727	5024	8935
%V	23.1%	19.9%	22.5%	24.7%	22.1%	27.9%	21.5%
%H		42.2%	16.0%	82.5%	40.0%	42.5%	75.6%
30" - 39"	15579	7247	2668	11921	6117	5804	12468
%V	30.5%	28.9%	31.9%	30.3%	28.6%	32.2%	29.9%
%H		46.5%	17.1%	76.5%	39.3%	37.3%	80.0%
40" and over	12480	7319	2164	8818	5702	3117	10931
%V	24.4%	29.2%	25.9%	22.4%	26.7%	17.3%	26.3%
%H		58.6%	17.3%	70.7%	45.7%	25.0%	87.6%
Don't know	762	297	89	620	245	375	542
%V	1.5%	1.2%	1.1%	1.6%	1.1%	2.1%	1.3%
%H		39.0%	11.7%	81.4%	32.2%	49.2%	71.1%
Not Asked	3092	1799	498	1782	1115	666	2807
%V	6.0%	7.2%	6.0%	4.5%	5.2%	3.7%	6.7%
%H		58.2%	16.1%	57.6%	36.1%	21.5%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2013

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51144	25042	8363	39405	21388	18017	41630
%H		49.0%	16.4%	77.0%	41.8%	35.2%	81.4%
Main living room	25663	11451	4007	19021	8694	10327	19559
%V	50.2%	45.7%	47.9%	48.3%	40.6%	57.3%	47.0%
%H		44.6%	15.6%	74.1%	33.9%	40.2%	76.2%
Kitchen	3028	1450	415	2664	1478	1186	2462
%V	5.9%	5.8%	5.0%	6.8%	6.9%	6.6%	5.9%
%H		47.9%	13.7%	88.0%	48.8%	39.2%	81.3%
Adult's bedroom	12219	6397	2167	10014	6193	3821	10387
%V	23.9%	25.5%	25.9%	25.4%	29.0%	21.2%	25.0%
%H		52.4%	17.7%	82.0%	50.7%	31.3%	85.0%
Child's bedroom	2323	1377	491	1905	1416	489	2179
%V	4.5%	5.5%	5.9%	4.8%	6.6%	2.7%	5.2%
%H		59.3%	21.1%	82.0%	61.0%	21.1%	93.8%
Other bedroom	1244	666	259	1047	709	338	1118
%V	2.4%	2.7%	3.1%	2.7%	3.3%	1.9%	2.7%
%H		53.5%	20.8%	84.2%	57.0%	27.2%	89.9%
Second living/dining room	2233	1152	332	1857	1072	785	1893
%V	4.4%	4.6%	4.0%	4.7%	5.0%	4.4%	4.5%
%H		51.6%	14.9%	83.2%	48.0%	35.2%	84.8%
Study/office	356	194	57	301	194	107	340
%V	0.7%	0.8%	0.7%	0.8%	0.9%	0.6%	0.8%
%H		54.5%	16.0%	84.6%	54.5%	30.1%	95.5%
TV room	177	95	22	129	69	60	162
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		53.7%	12.4%	72.9%	39.0%	33.9%	91.5%
Conservatory	550	320	79	477	321	156	495
%V	1.1%	1.3%	0.9%	1.2%	1.5%	0.9%	1.2%
%H		58.2%	14.4%	86.7%	58.4%	28.4%	90.0%
Attic or loft room	44	20	12	35	21	14	41
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		45.5%	27.3%	79.5%	47.7%	31.8%	93.2%
No specific location	38	16	3	30	10	19	29
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		42.1%	7.9%	78.9%	26.3%	50.0%	76.3%
Other	175	107	21	142	94	48	159
%V	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H		61.1%	12.0%	81.1%	53.7%	27.4%	90.9%
Not Asked	3092	1799	498	1782	1115	666	2807
%V	6.0%	7.2%	6.0%	4.5%	5.2%	3.7%	6.7%
%H		58.2%	16.1%	57.6%	36.1%	21.5%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

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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	51144	25042	8363	39405	21388	18017	41630
%H		49.0%	16.4%	77.0%	41.8%	35.2%	81.4%
PVR	20661	13008	4322	13395	9745	3650	18484
%V	40.4%	51.9%	51.7%	34.0%	45.6%	20.3%	44.4%
%H		63.0%	20.9%	64.8%	47.2%	17.7%	89.5%
DVDR	1281	536	256	969	475	494	1064
%V	2.5%	2.1%	3.1%	2.5%	2.2%	2.7%	2.6%
%H		41.8%	20.0%	75.6%	37.1%	38.6%	83.1%
VCR	986	341	209	796	343	452	660
%V	1.9%	1.4%	2.5%	2.0%	1.6%	2.5%	1.6%
%H		34.6%	21.2%	80.7%	34.8%	45.8%	66.9%
Any recorder	21723	13307	4463	14311	10033	4278	19182
%V	42.5%	53.1%	53.4%	36.3%	46.9%	23.7%	46.1%
%H		61.3%	20.5%	65.9%	46.2%	19.7%	88.3%

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	51144	25042	8363	39405	21388	18017	41630
%H		49.0%	16.4%	77.0%	41.8%	35.2%	81.4%
Receives HDTV (via STB or built-in reception)	18731	10312	4103	13134	8521	4613	16647
%V	36.6%	41.2%	49.1%	33.3%	39.8%	25.6%	40.0%
%H		55.1%	21.9%	70.1%	45.5%	24.6%	88.9%
DVD/Blu-ray player or recorder	29003	14279	5024	22233	12278	9955	24163
%V	56.7%	57.0%	60.1%	56.4%	57.4%	55.3%	58.0%
%H		49.2%	17.3%	76.7%	42.3%	34.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	26024	11527	4014	19207	8716	10491	19818
%H		44.3%	15.4%	73.8%	33.5%	40.3%	76.2%
Under 20"	570	112	32	475	46	429	301
%V	2.2%	1.0%	0.8%	2.5%	0.5%	4.1%	1.5%
%H		19.6%	5.6%	83.3%	8.1%	75.3%	52.8%
20" - 29"	4134	1049	537	3295	755	2540	2391
%V	15.9%	9.1%	13.4%	17.2%	8.7%	24.2%	12.1%
%H		25.4%	13.0%	79.7%	18.3%	61.4%	57.8%
30" - 39"	10230	4138	1600	7710	3180	4530	7613
%V	39.3%	35.9%	39.9%	40.1%	36.5%	43.2%	38.4%
%H		40.4%	15.6%	75.4%	31.1%	44.3%	74.4%
40" and over	10619	6123	1806	7440	4665	2775	9197
%V	40.8%	53.1%	45.0%	38.7%	53.5%	26.5%	46.4%
%H		57.7%	17.0%	70.1%	43.9%	26.1%	86.6%
Don't know	364	106	40	286	69	217	236
%V	1.4%	0.9%	1.0%	1.5%	0.8%	2.1%	1.2%
%H		29.1%	11.0%	78.6%	19.0%	59.6%	64.8%
Not Asked	107	0	0	1	1	0	80
%V	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
%H		0.0%	0.0%	0.9%	0.9%	0.0%	74.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2013

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26024	11527	4014	19207	8716	10491	19818
%H		44.3%	15.4%	73.8%	33.5%	40.3%	76.2%
PVR	15358	9390	3061	10171	7109	3062	13523
%V	59.0%	81.5%	76.3%	53.0%	81.6%	29.2%	68.2%
%H		61.1%	19.9%	66.2%	46.3%	19.9%	88.1%
DVDR	1007	412	188	743	333	410	811
%V	3.9%	3.6%	4.7%	3.9%	3.8%	3.9%	4.1%
%H		40.9%	18.7%	73.8%	33.1%	40.7%	80.5%
VCR	787	254	149	625	232	393	511
%V	3.0%	2.2%	3.7%	3.3%	2.7%	3.7%	2.6%
%H		32.3%	18.9%	79.4%	29.5%	49.9%	64.9%
Any recorder	16135	9553	3141	10827	7229	3598	13983
%V	62.0%	82.9%	78.3%	56.4%	82.9%	34.3%	70.6%
%H		59.2%	19.5%	67.1%	44.8%	22.3%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26024	11527	4014	19207	8716	10491	19818
%H		44.3%	15.4%	73.8%	33.5%	40.3%	76.2%
Receives HDTV (via STB or built-in reception)	13089	7236	2743	8995	5716	3279	11424
%V	50.3%	62.8%	68.3%	46.8%	65.6%	31.3%	57.6%
%H		55.3%	21.0%	68.7%	43.7%	25.1%	87.3%
DVD/Blu-ray player or recorder	19042	8822	3133	13981	6797	7184	15285
%V	73.2%	76.5%	78.1%	72.8%	78.0%	68.5%	77.1%
%H		46.3%	16.5%	73.4%	35.7%	37.7%	80.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2013

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25120	13515	4349	20198	12672	7526	21812
%H		53.8%	17.3%	80.4%	50.4%	30.0%	86.8%
Under 20"	6847	3285	1027	6037	3435	2602	5646
%V	27.3%	24.3%	23.6%	29.9%	27.1%	34.6%	25.9%
%H		48.0%	15.0%	88.2%	50.2%	38.0%	82.5%
20" - 29"	7679	3935	1348	6455	3971	2484	6543
%V	30.6%	29.1%	31.0%	32.0%	31.3%	33.0%	30.0%
%H		51.2%	17.6%	84.1%	51.7%	32.3%	85.2%
30" - 39"	5349	3109	1068	4210	2937	1274	4856
%V	21.3%	23.0%	24.6%	20.8%	23.2%	16.9%	22.3%
%H		58.1%	20.0%	78.7%	54.9%	23.8%	90.8%
40" and over	1861	1196	358	1378	1037	341	1735
%V	7.4%	8.8%	8.2%	6.8%	8.2%	4.5%	8.0%
%H		64.3%	19.2%	74.0%	55.7%	18.3%	93.2%
Don't know	398	191	48	334	176	159	306
%V	1.6%	1.4%	1.1%	1.7%	1.4%	2.1%	1.4%
%H		48.0%	12.1%	83.9%	44.2%	39.9%	76.9%
Not Asked	2986	1799	500	1784	1116	666	2726
%V	11.9%	13.3%	11.5%	8.8%	8.8%	8.8%	12.5%
%H		60.2%	16.7%	59.7%	37.4%	22.3%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25120	13515	4349	20198	12672	7526	21812
%H		53.8%	17.3%	80.4%	50.4%	30.0%	86.8%
PVR	5303	3618	1261	3224	2636	588	4961
%V	21.1%	26.8%	29.0%	16.0%	20.8%	7.8%	22.7%
%H		68.2%	23.8%	60.8%	49.7%	11.1%	93.6%
DVDR	275	123	67	226	142	84	253
%V	1.1%	0.9%	1.5%	1.1%	1.1%	1.1%	1.2%
%H		44.7%	24.4%	82.2%	51.6%	30.5%	92.0%
VCR	199	88	60	171	111	59	149
%V	0.8%	0.7%	1.4%	0.8%	0.9%	0.8%	0.7%
%H		44.2%	30.2%	85.9%	55.8%	29.6%	74.9%
Any recorder	5587	3753	1322	3484	2804	680	5199
%V	22.2%	27.8%	30.4%	17.2%	22.1%	9.0%	23.8%
%H		67.2%	23.7%	62.4%	50.2%	12.2%	93.1%

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	25120	13515	4349	20198	12672	7526	21812
%H		53.8%	17.3%	80.4%	50.4%	30.0%	86.8%
Receives HDTV (via STB or built-in reception)	5641	3075	1360	4139	2805	1334	5223
%V	22.5%	22.8%	31.3%	20.5%	22.1%	17.7%	23.9%
%H		54.5%	24.1%	73.4%	49.7%	23.6%	92.6%
DVD/Blu-ray player or recorder	9960	5457	1890	8252	5481	2771	8878
%V	39.6%	40.4%	43.5%	40.9%	43.3%	36.8%	40.7%
%H		54.8%	19.0%	82.9%	55.0%	27.8%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2013
Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63510	61313	30315	10229	43885	23001	20884	53160
%H		96.5%	47.7%	16.1%	69.1%	36.2%	32.9%	83.7%
Total Children	12042	11734	6608	2050	7824	4728	3096	10895
%V	19.0%	19.1%	21.8%	20.0%	17.8%	20.6%	14.8%	20.5%
%H		97.4%	54.9%	17.0%	65.0%	39.3%	25.7%	90.5%
0 - 3	3300	3209	1777	510	2112	1204	907	2776
%V	5.2%	5.2%	5.9%	5.0%	4.8%	5.2%	4.3%	5.2%
%H		97.2%	53.8%	15.5%	64.0%	36.5%	27.5%	84.1%
4 - 15	8742	8525	4831	1540	5712	3524	2189	8119
%V	13.8%	13.9%	15.9%	15.1%	13.0%	15.3%	10.5%	15.3%
%H		97.5%	55.3%	17.6%	65.3%	40.3%	25.0%	92.9%
4 - 9	4576	4445	2580	757	2862	1757	1106	4192
%V	7.2%	7.2%	8.5%	7.4%	6.5%	7.6%	5.3%	7.9%
%H		97.1%	56.4%	16.5%	62.5%	38.4%	24.2%	91.6%
10 - 15	4167	4080	2252	783	2850	1767	1083	3927
%V	6.6%	6.7%	7.4%	7.7%	6.5%	7.7%	5.2%	7.4%
%H		97.9%	54.0%	18.8%	68.4%	42.4%	26.0%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2013

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63510	61313	30315	10229	43885	23001	20884	53160
%H		96.5%	47.7%	16.1%	69.1%	36.2%	32.9%	83.7%
Total Adults (16+)	51468	49579	23707	8180	36061	18273	17788	42265
%V	81.0%	80.9%	78.2%	80.0%	82.2%	79.4%	85.2%	79.5%
%H		96.3%	46.1%	15.9%	70.1%	35.5%	34.6%	82.1%
16 - 19	3001	2916	1592	587	2075	1339	736	2762
%V	4.7%	4.8%	5.3%	5.7%	4.7%	5.8%	3.5%	5.2%
%H		97.2%	53.0%	19.6%	69.1%	44.6%	24.5%	92.0%
20 - 24	4210	3899	1905	739	2679	1461	1218	3703
%V	6.6%	6.4%	6.3%	7.2%	6.1%	6.4%	5.8%	7.0%
%H		92.6%	45.2%	17.6%	63.6%	34.7%	28.9%	88.0%
25 - 34	8799	8309	4392	1433	5424	3017	2407	7873
%V	13.9%	13.6%	14.5%	14.0%	12.4%	13.1%	11.5%	14.8%
%H		94.4%	49.9%	16.3%	61.6%	34.3%	27.4%	89.5%
35 - 44	8416	8128	4380	1491	5302	3051	2251	7755
%V	13.3%	13.3%	14.4%	14.6%	12.1%	13.3%	10.8%	14.6%
%H		96.6%	52.0%	17.7%	63.0%	36.3%	26.7%	92.1%
45 - 54	9025	8769	4389	1639	6427	3595	2831	8124
%V	14.2%	14.3%	14.5%	16.0%	14.6%	15.6%	13.6%	15.3%
%H		97.2%	48.6%	18.2%	71.2%	39.8%	31.4%	90.0%
55 - 64	7264	7051	3272	1190	5362	2700	2662	6023
%V	11.4%	11.5%	10.8%	11.6%	12.2%	11.7%	12.7%	11.3%
%H		97.1%	45.0%	16.4%	73.8%	37.2%	36.6%	82.9%
65+	10753	10508	3776	1101	8793	3110	5683	6026
%V	16.9%	17.1%	12.5%	10.8%	20.0%	13.5%	27.2%	11.3%
%H		97.7%	35.1%	10.2%	81.8%	28.9%	52.9%	56.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2013

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51468	49579	23707	8180	36061	18273	17788	42265
%H		96.3%	46.1%	15.9%	70.1%	35.5%	34.6%	82.1%
AB	13269	12898	6393	2033	9300	4832	4467	12430
%V	25.8%	26.0%	27.0%	24.9%	25.8%	26.4%	25.1%	29.4%
%H		97.2%	48.2%	15.3%	70.1%	36.4%	33.7%	93.7%
C1	14740	14087	6773	2447	10022	5174	4848	13000
%V	28.6%	28.4%	28.6%	29.9%	27.8%	28.3%	27.3%	30.8%
%H		95.6%	45.9%	16.6%	68.0%	35.1%	32.9%	88.2%
C2	11021	10781	5433	1811	7974	4401	3572	9049
%V	21.4%	21.7%	22.9%	22.1%	22.1%	24.1%	20.1%	21.4%
%H		97.8%	49.3%	16.4%	72.4%	39.9%	32.4%	82.1%
D	8140	7754	3536	1378	5576	2700	2875	5684
%V	15.8%	15.6%	14.9%	16.8%	15.5%	14.8%	16.2%	13.4%
%H		95.3%	43.4%	16.9%	68.5%	33.2%	35.3%	69.8%
E	4298	4060	1572	510	3189	1165	2024	2103
%V	8.4%	8.2%	6.6%	6.2%	8.8%	6.4%	11.4%	5.0%
%H		94.5%	36.6%	11.9%	74.2%	27.1%	47.1%	48.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2013
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51468	49579	23707	8180	36061	18273	17788	42265
%H		96.3%	46.1%	15.9%	70.1%	35.5%	34.6%	82.1%
Working full time	23578	22746	11822	4280	15750	9055	6695	21832
%V	45.8%	45.9%	49.9%	52.3%	43.7%	49.6%	37.6%	51.7%
%H		96.5%	50.1%	18.2%	66.8%	38.4%	28.4%	92.6%
Working part time	5446	5309	2713	950	3808	2145	1663	4863
%V	10.6%	10.7%	11.4%	11.6%	10.6%	11.7%	9.3%	11.5%
%H		97.5%	49.8%	17.4%	69.9%	39.4%	30.5%	89.3%
Not working	22443	21524	9172	2949	16502	7073	9429	15570
%V	43.6%	43.4%	38.7%	36.1%	45.8%	38.7%	53.0%	36.8%
%H		95.9%	40.9%	13.1%	73.5%	31.5%	42.0%	69.4%
Housewife/Houseperson	27184	26052	11533	4017	19212	8716	10496	20543
%V	52.8%	52.5%	48.6%	49.1%	53.3%	47.7%	59.0%	48.6%
%H		95.8%	42.4%	14.8%	70.7%	32.1%	38.6%	75.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2013

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25104	24072	11749	4079	17325	9050	8275	20909
%H		95.9%	46.8%	16.2%	69.0%	36.1%	33.0%	83.3%
16 - 19	1546	1508	825	353	1043	715	328	1407
%V	6.2%	6.3%	7.0%	8.7%	6.0%	7.9%	4.0%	6.7%
%H		97.5%	53.4%	22.8%	67.5%	46.2%	21.2%	91.0%
20 - 24	2080	1926	929	370	1323	726	596	1840
%V	8.3%	8.0%	7.9%	9.1%	7.6%	8.0%	7.2%	8.8%
%H		92.6%	44.7%	17.8%	63.6%	34.9%	28.7%	88.5%
25 - 34	4390	4111	2198	695	2694	1515	1179	3914
%V	17.5%	17.1%	18.7%	17.0%	15.5%	16.7%	14.2%	18.7%
%H		93.6%	50.1%	15.8%	61.4%	34.5%	26.9%	89.2%
35 - 44	4166	4019	2109	723	2638	1460	1178	3805
%V	16.6%	16.7%	18.0%	17.7%	15.2%	16.1%	14.2%	18.2%
%H		96.5%	50.6%	17.4%	63.3%	35.0%	28.3%	91.3%
45 - 54	4444	4293	2158	815	3115	1751	1364	3956
%V	17.7%	17.8%	18.4%	20.0%	18.0%	19.3%	16.5%	18.9%
%H		96.6%	48.6%	18.3%	70.1%	39.4%	30.7%	89.0%
55 - 64	3566	3436	1600	588	2596	1310	1286	2922
%V	14.2%	14.3%	13.6%	14.4%	15.0%	14.5%	15.5%	14.0%
%H		96.4%	44.9%	16.5%	72.8%	36.7%	36.1%	81.9%
65+	4912	4778	1930	535	3918	1574	2344	3066
%V	19.6%	19.8%	16.4%	13.1%	22.6%	17.4%	28.3%	14.7%
%H		97.3%	39.3%	10.9%	79.8%	32.0%	47.7%	62.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2013
Individual level data
Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25104	24072	11749	4079	17325	9050	8275	20909
%H		95.9%	46.8%	16.2%	69.0%	36.1%	33.0%	83.3%
AB	6689	6505	3283	1040	4639	2464	2174	6300
%V	26.6%	27.0%	27.9%	25.5%	26.8%	27.2%	26.3%	30.1%
%H		97.2%	49.1%	15.5%	69.4%	36.8%	32.5%	94.2%
C1	6878	6546	3210	1198	4584	2461	2123	6163
%V	27.4%	27.2%	27.3%	29.4%	26.5%	27.2%	25.7%	29.5%
%H		95.2%	46.7%	17.4%	66.6%	35.8%	30.9%	89.6%
C2	5895	5746	2891	991	4238	2358	1879	4827
%V	23.5%	23.9%	24.6%	24.3%	24.5%	26.1%	22.7%	23.1%
%H		97.5%	49.0%	16.8%	71.9%	40.0%	31.9%	81.9%
D	3836	3615	1699	640	2572	1283	1289	2737
%V	15.3%	15.0%	14.5%	15.7%	14.8%	14.2%	15.6%	13.1%
%H		94.2%	44.3%	16.7%	67.0%	33.4%	33.6%	71.4%
E	1807	1659	665	210	1293	484	810	881
%V	7.2%	6.9%	5.7%	5.1%	7.5%	5.3%	9.8%	4.2%
%H		91.8%	36.8%	11.6%	71.6%	26.8%	44.8%	48.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2013
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25104	24072	11749	4079	17325	9050	8275	20909
%H		95.9%	46.8%	16.2%	69.0%	36.1%	33.0%	83.3%
Working full time	14445	13911	7338	2589	9626	5614	4012	13256
%V	57.5%	57.8%	62.5%	63.5%	55.6%	62.0%	48.5%	63.4%
%H		96.3%	50.8%	17.9%	66.6%	38.9%	27.8%	91.8%
Working part time	1199	1162	526	199	840	400	441	1025
%V	4.8%	4.8%	4.5%	4.9%	4.8%	4.4%	5.3%	4.9%
%H		96.9%	43.9%	16.6%	70.1%	33.4%	36.8%	85.5%
Not working	9460	8998	3885	1291	6859	3037	3823	6628
%V	37.7%	37.4%	33.1%	31.6%	39.6%	33.6%	46.2%	31.7%
%H		95.1%	41.1%	13.6%	72.5%	32.1%	40.4%	70.1%
Housewife/Houseperson	5987	5528	2169	844	4041	1548	2493	3908
%V	23.8%	23.0%	18.5%	20.7%	23.3%	17.1%	30.1%	18.7%
%H		92.3%	36.2%	14.1%	67.5%	25.9%	41.6%	65.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2013

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26363	25508	11957	4100	18735	9222	9513	21356
%H		96.8%	45.4%	15.6%	71.1%	35.0%	36.1%	81.0%
16 - 19	1455	1408	767	234	1032	624	408	1355
%V	5.5%	5.5%	6.4%	5.7%	5.5%	6.8%	4.3%	6.3%
%H		96.8%	52.7%	16.1%	70.9%	42.9%	28.0%	93.1%
20 - 24	2131	1972	977	369	1356	735	621	1863
%V	8.1%	7.7%	8.2%	9.0%	7.2%	8.0%	6.5%	8.7%
%H		92.5%	45.8%	17.3%	63.6%	34.5%	29.1%	87.4%
25 - 34	4409	4198	2194	737	2730	1503	1228	3960
%V	16.7%	16.5%	18.3%	18.0%	14.6%	16.3%	12.9%	18.5%
%H		95.2%	49.8%	16.7%	61.9%	34.1%	27.9%	89.8%
35 - 44	4249	4108	2271	769	2664	1591	1073	3950
%V	16.1%	16.1%	19.0%	18.8%	14.2%	17.3%	11.3%	18.5%
%H		96.7%	53.4%	18.1%	62.7%	37.4%	25.3%	93.0%
45 - 54	4581	4476	2231	823	3312	1844	1468	4168
%V	17.4%	17.5%	18.7%	20.1%	17.7%	20.0%	15.4%	19.5%
%H		97.7%	48.7%	18.0%	72.3%	40.3%	32.0%	91.0%
55 - 64	3698	3614	1672	602	2766	1390	1376	3101
%V	14.0%	14.2%	14.0%	14.7%	14.8%	15.1%	14.5%	14.5%
%H		97.7%	45.2%	16.3%	74.8%	37.6%	37.2%	83.9%
65+	5841	5730	1846	566	4874	1536	3339	2961
%V	22.2%	22.5%	15.4%	13.8%	26.0%	16.7%	35.1%	13.9%
%H		98.1%	31.6%	9.7%	83.4%	26.3%	57.2%	50.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2013
Individual level data
Table 29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		26363	25508	11957	4100	18735	9222	9513	21356
	%H		96.8%	45.4%	15.6%	71.1%	35.0%	36.1%	81.0%
AB		6580	6393	3109	993	4661	2368	2293	6129
	%V	25.0%	25.1%	26.0%	24.2%	24.9%	25.7%	24.1%	28.7%
	%H		97.2%	47.2%	15.1%	70.8%	36.0%	34.8%	93.1%
C1		7862	7541	3563	1249	5439	2713	2726	6837
	%V	29.8%	29.6%	29.8%	30.5%	29.0%	29.4%	28.7%	32.0%
	%H		95.9%	45.3%	15.9%	69.2%	34.5%	34.7%	87.0%
C2		5126	5035	2541	820	3736	2043	1693	4222
	%V	19.4%	19.7%	21.3%	20.0%	19.9%	22.2%	17.8%	19.8%
	%H		98.2%	49.6%	16.0%	72.9%	39.9%	33.0%	82.4%
D		4304	4138	1837	738	3004	1417	1587	2946
	%V	16.3%	16.2%	15.4%	18.0%	16.0%	15.4%	16.7%	13.8%
	%H		96.1%	42.7%	17.1%	69.8%	32.9%	36.9%	68.4%
E		2491	2401	906	300	1895	681	1214	1222
	%V	9.4%	9.4%	7.6%	7.3%	10.1%	7.4%	12.8%	5.7%
	%H		96.4%	36.4%	12.0%	76.1%	27.3%	48.7%	49.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2013
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26363	25508	11957	4100	18735	9222	9513	21356
%H		96.8%	45.4%	15.6%	71.1%	35.0%	36.1%	81.0%
Working full time	9133	8835	4484	1691	6124	3441	2684	8576
%V	34.6%	34.6%	37.5%	41.2%	32.7%	37.3%	28.2%	40.2%
%H		96.7%	49.1%	18.5%	67.1%	37.7%	29.4%	93.9%
Working part time	4247	4147	2187	751	2968	1746	1222	3838
%V	16.1%	16.3%	18.3%	18.3%	15.8%	18.9%	12.8%	18.0%
%H		97.6%	51.5%	17.7%	69.9%	41.1%	28.8%	90.4%
Not working	12983	12526	5287	1658	9643	4036	5606	8942
%V	49.2%	49.1%	44.2%	40.4%	51.5%	43.8%	58.9%	41.9%
%H		96.5%	40.7%	12.8%	74.3%	31.1%	43.2%	68.9%
Housewife/Houseperson	21197	20523	9363	3173	15172	7168	8004	16635
%V	80.4%	80.5%	78.3%	77.4%	81.0%	77.7%	84.1%	77.9%
%H		96.8%	44.2%	15.0%	71.6%	33.8%	37.8%	78.5%

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 April and June 2013

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: July - September 2013	
	Total Network
Addresses Issued	19,583
Shop / Business	244
Demolished / Incomplete	38
Empty	1,384
Holiday Home	152
Other Non Effective	261
Eligible Addresses	17,504
Substitute Addresses	2,098
Multiple Occupancy Addresses	191
Total Additional Households	2,289
Total Valid Households	19,777
	100.0%
Non Contacts	1,811
	9.2%
No English Spoken	38
	0.2%
Refusals	4,216
	21.3%
Total Interviews	13,712
	69.3%

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 July to September 2013

	All Households	Total TV Households	Multichannel Households
All Households	13712	13200	13089
All Sets	26659	26659	26523
All Individuals	34010	32894	32604
Children 0-15	6533	6344	6288
All Adults	27477	26550	26316
Adult Males	13401	12905	12773
Adult Females	14076	13645	13543

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (September 2013)



BARB Establishment Survey

Questionnaire

Version: 18.0

Date: 23/09/2013



Version Control

Changes included in this version:

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

INTRO AND ATTITUDINAL SECTION

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

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

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

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

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

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

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

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

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

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

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

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

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

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

ASK IF ANOTHER METHOD ON SET CLAIMED [S66 = YES OR S60 = YES]		
S61	Which other methods can you use to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a/b=YES AND H64=YES Satellite CODE S11a/b=YES AND H65=YES An aerial with a digital signal (known as Freeview(<i>in NI only</i>) or Saorview) and a separate box (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview(<i>in NI only</i>) or Saorview) and built-in reception (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES BT Vision CODE S55a/b =YES AND H68=BT VISION YouView CODE S67a/b =YES AND H68=YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a/b None of these Don't know	MP
RECODE H66 - H68 AS APPROPRIATE		
ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET [IF H63>1 AND NONE OF (S10 / S11/ S9 / S55 / S67 / S56 / S57 / S58 / S59 =YES)]		
S62	You have said this set does not receive TV programmes by any method, is this correct? Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET No GO TO S63	SP
ASK IF NO PLATFORMS CLAIMED ON SET [S64=NO OR S62=NO]		
S63	Which methods can you use to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a/b=YES AND H64=YES Satellite CODE S11a/b=YES AND H65=YES An aerial with a digital signal (known as Freeview(<i>in NI only</i>) or Saorview) and a separate box CODE S9=YES, S14=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview(<i>in NI only</i>) or Saorview) and built-in reception CODE S9=YES, S14=BUILT IN, H66=YES BT Vision CODE S55a/b =YES AND H68=BT VISION YouView CODE S67a/b =YES AND H68=YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES, AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. 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?	SP
	Yes ASK H96 No IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER	
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?	MP
	LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER 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 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?	SP
	Yes ASK H98 No IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET	
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?	MP
	LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these 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 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 S58a/b FOR SETS CLAIMED AT H98		
FORCE CODE AS FOLLOWS:		CODE
IF H83, H85, H87, H89, H91, H99, H93, H95, H97 = NO FOR ALL PLATFORMES CLAIMED IN THAT HH		H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

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

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

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

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

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

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

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

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

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

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

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

NOTE: Answers must add up to 10

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

If correct code appropriately, if incorrect ask again

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

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

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

[S57=YES (FOR ANY SET)]

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

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

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

[S56=YES (FOR ANY SET)]

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

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

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

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

H79 SHOW SCREEN MP

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

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

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

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

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

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

ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' 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