

BARB Establishment Survey

Quarterly Data Report: Total Network

July to September 2015



Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

July - September 2015

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This reports contains the weighted data results from the Establishment survey for the period July - September 2015

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	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
AB	6700	6327	2868	1056	4536	2157	2379	6319
%V	24.4%	24.6%	25.7%	26.3%	24.4%	26.2%	22.9%	27.8%
%H (All HH)		94.4%	42.8%	15.8%	67.7%	32.2%	35.5%	94.3%
%H (TV HH)			45.3%	16.7%	71.7%	34.1%	37.6%	
C1	7810	7232	3173	1121	5178	2303	2875	6946
%V	28.4%	28.1%	28.5%	27.9%	27.8%	28.0%	27.7%	30.5%
%H (All HH)		92.6%	40.6%	14.4%	66.3%	29.5%	36.8%	88.9%
%H (TV HH)			43.9%	15.5%	71.6%	31.8%	39.8%	
C2	5623	5367	2499	931	3872	1954	1918	4807
%V	20.4%	20.9%	22.4%	23.2%	20.8%	23.7%	18.4%	21.1%
%H (All HH)		95.4%	44.4%	16.6%	68.9%	34.8%	34.1%	85.5%
%H (TV HH)			46.6%	17.3%	72.1%	36.4%	35.7%	
D	4273	3976	1664	591	2898	1205	1693	3134
%V	15.5%	15.5%	14.9%	14.7%	15.6%	14.6%	16.3%	13.8%
%H (All HH)		93.0%	38.9%	13.8%	67.8%	28.2%	39.6%	73.3%
%H (TV HH)			41.9%	14.9%	72.9%	30.3%	42.6%	
E	3102	2812	937	317	2142	610	1532	1561
%V	11.3%	10.9%	8.4%	7.9%	11.5%	7.4%	14.7%	6.9%
%H (All HH)		90.7%	30.2%	10.2%	69.1%	19.7%	49.4%	50.3%
%H (TV HH)			33.3%	11.3%	76.2%	21.7%	54.5%	

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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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	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
Under 25	1110	883	343	107	620	241	379	1020
%V	4.0%	3.4%	3.1%	2.7%	3.3%	2.9%	3.6%	4.5%
%H (All HH)		79.5%	30.9%	9.6%	55.9%	21.7%	34.1%	91.9%
%H (TV HH)			38.8%	12.1%	70.2%	27.3%	42.9%	
25 - 34	4300	3788	1878	644	2378	1220	1158	4123
%V	15.6%	14.7%	16.9%	16.0%	12.8%	14.8%	11.1%	18.1%
%H (All HH)		88.1%	43.7%	15.0%	55.3%	28.4%	26.9%	95.9%
%H (TV HH)			49.6%	17.0%	62.8%	32.2%	30.6%	
35 - 44	4709	4383	2344	784	2778	1560	1218	4516
%V	17.1%	17.0%	21.0%	19.5%	14.9%	19.0%	11.7%	19.8%
%H (All HH)		93.1%	49.8%	16.6%	59.0%	33.1%	25.9%	95.9%
%H (TV HH)			53.5%	17.9%	63.4%	35.6%	27.8%	
45 - 54	5375	5147	2402	980	3679	1904	1775	4962
%V	19.5%	20.0%	21.6%	24.4%	19.8%	23.1%	17.1%	21.8%
%H (All HH)		95.8%	44.7%	18.2%	68.4%	35.4%	33.0%	92.3%
%H (TV HH)			46.7%	19.0%	71.5%	37.0%	34.5%	
55 - 64	4483	4291	1878	649	3233	1460	1774	3902
%V	16.3%	16.7%	16.9%	16.2%	17.4%	17.7%	17.1%	17.1%
%H (All HH)		95.7%	41.9%	14.5%	72.1%	32.6%	39.6%	87.0%
%H (TV HH)			43.8%	15.1%	75.3%	34.0%	41.3%	
65 +	7530	7221	2297	851	5939	1845	4094	4246
%V	27.4%	28.1%	20.6%	21.2%	31.9%	22.4%	39.4%	18.6%
%H (All HH)		95.9%	30.5%	11.3%	78.9%	24.5%	54.4%	56.4%
%H (TV HH)			31.8%	11.8%	82.2%	25.6%	56.7%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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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	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
1	8551	7675	2154	914	5979	1455	4524	5157
%V	31.1%	29.8%	19.3%	22.8%	32.1%	17.7%	43.5%	22.7%
%H (All HH)		89.8%	25.2%	10.7%	69.9%	17.0%	52.9%	60.3%
%H (TV HH)			28.1%	11.9%	77.9%	19.0%	58.9%	
2	9347	8853	3962	1346	6501	3023	3477	8250
%V	34.0%	34.4%	35.6%	33.5%	34.9%	36.7%	33.4%	36.2%
%H (All HH)		94.7%	42.4%	14.4%	69.6%	32.3%	37.2%	88.3%
%H (TV HH)			44.8%	15.2%	73.4%	34.1%	39.3%	
3	4115	3919	1993	769	2673	1527	1146	3976
%V	15.0%	15.2%	17.9%	19.1%	14.4%	18.6%	11.0%	17.5%
%H (All HH)		95.2%	48.4%	18.7%	65.0%	37.1%	27.8%	96.6%
%H (TV HH)			50.9%	19.6%	68.2%	39.0%	29.2%	
4	3724	3585	2069	691	2378	1544	835	3651
%V	13.5%	13.9%	18.6%	17.2%	12.8%	18.8%	8.0%	16.0%
%H (All HH)		96.3%	55.6%	18.6%	63.9%	41.5%	22.4%	98.0%
%H (TV HH)			57.7%	19.3%	66.3%	43.1%	23.3%	
5+	1771	1682	964	296	1095	680	415	1733
%V	6.4%	6.5%	8.7%	7.4%	5.9%	8.3%	4.0%	7.6%
%H (All HH)		95.0%	54.4%	16.7%	61.8%	38.4%	23.4%	97.9%
%H (TV HH)			57.3%	17.6%	65.1%	40.4%	24.7%	
Average HH size	2.33	2.36	2.65	2.56	2.28	2.66	1.97	2.53

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
Without	20523	19017	7443	2819	14277	5635	8642	15992
%V	74.6%	74.0%	66.8%	70.2%	76.7%	68.5%	83.1%	70.2%
%H (All HH)		92.7%	36.3%	13.7%	69.6%	27.5%	42.1%	77.9%
%H (TV HH)			39.1%	14.8%	75.1%	29.6%	45.4%	
With	6985	6697	3699	1197	4349	2594	1754	6775
%V	25.4%	26.0%	33.2%	29.8%	23.3%	31.5%	16.9%	29.8%
%H (All HH)		95.9%	53.0%	17.1%	62.3%	37.1%	25.1%	97.0%
%H (TV HH)			55.2%	17.9%	64.9%	38.7%	26.2%	
0 - 3	2639	2493	1333	430	1602	913	689	2546
%V	9.6%	9.7%	12.0%	10.7%	8.6%	11.1%	6.6%	11.2%
%H (All HH)		94.5%	50.5%	16.3%	60.7%	34.6%	26.1%	96.5%
%H (TV HH)			53.5%	17.2%	64.3%	36.6%	27.6%	
4 - 9	3615	3461	1979	600	2189	1329	861	3488
%V	13.1%	13.5%	17.8%	14.9%	11.8%	16.1%	8.3%	15.3%
%H (All HH)		95.7%	54.7%	16.6%	60.6%	36.8%	23.8%	96.5%
%H (TV HH)			57.2%	17.3%	63.2%	38.4%	24.9%	
10 - 15	3239	3143	1785	575	2040	1265	774	3167
%V	11.8%	12.2%	16.0%	14.3%	11.0%	15.4%	7.4%	13.9%
%H (All HH)		97.0%	55.1%	17.8%	63.0%	39.1%	23.9%	97.8%
%H (TV HH)			56.8%	18.3%	64.9%	40.2%	24.6%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

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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	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
1	10869	10869	3789	1539	7171	1882	5288	8121
%V	39.5%	42.3%	34.0%	38.3%	38.5%	22.9%	50.9%	35.7%
%H (All HH)		100.0%	34.9%	14.2%	66.0%	17.3%	48.7%	74.7%
%H (TV HH)			34.9%	14.2%	66.0%	17.3%	48.7%	
2	8827	8827	3875	1424	6648	3083	3565	7534
%V	32.1%	34.3%	34.8%	35.5%	35.7%	37.5%	34.3%	33.1%
%H (All HH)		100.0%	43.9%	16.1%	75.3%	34.9%	40.4%	85.4%
%H (TV HH)			43.9%	16.1%	75.3%	34.9%	40.4%	
3	3830	3830	2115	626	3015	1902	1113	3602
%V	13.9%	14.9%	19.0%	15.6%	16.2%	23.1%	10.7%	15.8%
%H (All HH)		100.0%	55.2%	16.3%	78.7%	49.7%	29.1%	94.0%
%H (TV HH)			55.2%	16.3%	78.7%	49.7%	29.1%	
4	1500	1500	889	302	1209	883	326	1464
%V	5.5%	5.8%	8.0%	7.5%	6.5%	10.7%	3.1%	6.4%
%H (All HH)		100.0%	59.3%	20.1%	80.6%	58.9%	21.7%	97.6%
%H (TV HH)			59.3%	20.1%	80.6%	58.9%	21.7%	
5+	687	687	474	125	583	480	104	683
%V	2.5%	2.7%	4.3%	3.1%	3.1%	5.8%	1.0%	3.0%
%H (All HH)		100.0%	69.0%	18.2%	84.9%	69.9%	15.1%	99.4%
%H (TV HH)			69.0%	18.2%	84.9%	69.9%	15.1%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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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	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
Under 20"	4561	4561	1981	694	3806	1907	1899	3915
%V	16.6%	17.7%	17.8%	17.3%	20.4%	23.2%	18.3%	17.2%
%H (All HH)		100.0%	43.4%	15.2%	83.4%	41.8%	41.6%	85.8%
%H (TV HH)			43.4%	15.2%	83.4%	41.8%	41.6%	
20" - 29"	8466	8466	3543	1247	6799	3128	3671	6849
%V	30.8%	32.9%	31.8%	31.1%	36.5%	38.0%	35.3%	30.1%
%H (All HH)		100.0%	41.8%	14.7%	80.3%	36.9%	43.4%	80.9%
%H (TV HH)			41.8%	14.7%	80.3%	36.9%	43.4%	
30" - 39"	13244	13244	5813	2105	9789	4512	5277	11186
%V	48.1%	51.5%	52.2%	52.4%	52.6%	54.8%	50.8%	49.1%
%H (All HH)		100.0%	43.9%	15.9%	73.9%	34.1%	39.8%	84.5%
%H (TV HH)			43.9%	15.9%	73.9%	34.1%	39.8%	
40" and over	13395	13395	7091	2363	9216	5279	3937	12297
%V	48.7%	52.1%	63.6%	58.8%	49.5%	64.1%	37.9%	54.0%
%H (All HH)		100.0%	52.9%	17.6%	68.8%	39.4%	29.4%	91.8%
%H (TV HH)			52.9%	17.6%	68.8%	39.4%	29.4%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
Main living room	25288	25288	11033	3971	18386	8169	10218	21072
%V	91.9%	98.3%	99.0%	98.9%	98.7%	99.3%	98.3%	92.6%
%H (All HH)		100.0%	43.6%	15.7%	72.7%	32.3%	40.4%	83.3%
%H (TV HH)			43.6%	15.7%	72.7%	32.3%	40.4%	
Kitchen	2934	2934	1608	341	2463	1452	1011	2632
%V	10.7%	11.4%	14.4%	8.5%	13.2%	17.6%	9.7%	11.6%
%H (All HH)		100.0%	54.8%	11.6%	83.9%	49.5%	34.5%	89.7%
%H (TV HH)			54.8%	11.6%	83.9%	49.5%	34.5%	
Adult's bedroom	10909	10909	5387	1927	8462	4832	3630	9786
%V	39.7%	42.4%	48.3%	48.0%	45.4%	58.7%	34.9%	43.0%
%H (All HH)		100.0%	49.4%	17.7%	77.6%	44.3%	33.3%	89.7%
%H (TV HH)			49.4%	17.7%	77.6%	44.3%	33.3%	
Child's bedroom	2263	2263	1344	441	1600	1135	464	2212
%V	8.2%	8.8%	12.1%	11.0%	8.6%	13.8%	4.5%	9.7%
%H (All HH)		100.0%	59.4%	19.5%	70.7%	50.2%	20.5%	97.7%
%H (TV HH)			59.4%	19.5%	70.7%	50.2%	20.5%	
Other bedroom	1229	1229	667	216	972	630	342	1150
%V	4.5%	4.8%	6.0%	5.4%	5.2%	7.7%	3.3%	5.1%
%H (All HH)		100.0%	54.3%	17.6%	79.1%	51.3%	27.8%	93.6%
%H (TV HH)			54.3%	17.6%	79.1%	51.3%	27.8%	
Second living/dining room	2307	2307	1168	359	1843	1027	816	2069
%V	8.4%	9.0%	10.5%	8.9%	9.9%	12.5%	7.8%	9.1%
%H (All HH)		100.0%	50.6%	15.6%	79.9%	44.5%	35.4%	89.7%
%H (TV HH)			50.6%	15.6%	79.9%	44.5%	35.4%	
Study/office	340	340	188	49	262	159	103	332
%V	1.2%	1.3%	1.7%	1.2%	1.4%	1.9%	1.0%	1.5%
%H (All HH)		100.0%	55.3%	14.4%	77.1%	46.8%	30.3%	97.6%
%H (TV HH)			55.3%	14.4%	77.1%	46.8%	30.3%	
TV room	222	222	147	34	176	130	46	218
%V	0.8%	0.9%	1.3%	0.8%	0.9%	1.6%	0.4%	1.0%
%H (All HH)		100.0%	66.2%	15.3%	79.3%	58.6%	20.7%	98.2%
%H (TV HH)			66.2%	15.3%	79.3%	58.6%	20.7%	
Conservatory	528	528	302	83	443	299	144	496
%V	1.9%	2.1%	2.7%	2.1%	2.4%	3.6%	1.4%	2.2%
%H (All HH)		100.0%	57.2%	15.7%	83.9%	56.6%	27.3%	93.9%
%H (TV HH)			57.2%	15.7%	83.9%	56.6%	27.3%	
Attic or loft room	63	63	24	15	52	30	22	58
%V	0.2%	0.2%	0.2%	0.4%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	38.1%	23.8%	82.5%	47.6%	34.9%	92.1%
%H (TV HH)			38.1%	23.8%	82.5%	47.6%	34.9%	
No specific location	40	40	19	10	31	14	17	33
%V	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	47.5%	25.0%	77.5%	35.0%	42.5%	82.5%
%H (TV HH)			47.5%	25.0%	77.5%	35.0%	42.5%	
Other	225	225	121	33	168	106	62	213
%V	0.8%	0.9%	1.1%	0.8%	0.9%	1.3%	0.6%	0.9%
%H (All HH)		100.0%	53.8%	14.7%	74.7%	47.1%	27.6%	94.7%
%H (TV HH)			53.8%	14.7%	74.7%	47.1%	27.6%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)				15.6%	72.4%	32.0%	40.4%	
Any DSAT provider	11142	11142	11142	202	6336	6336	0	10153
%V	40.5%	43.3%	100.0%	5.0%	34.0%	77.0%	0.0%	44.6%
%H (All HH)			100.0%	1.8%	56.9%	56.9%	0.0%	91.1%
%H (TV HH)			100.0%	1.8%	56.9%	56.9%	0.0%	
Sky with subscription	9171	9171	9171	107	5239	5239	0	8499
%V	33.3%	35.7%	82.3%	2.7%	28.1%	63.7%	0.0%	37.3%
%H (All HH)			100.0%	1.2%	57.1%	57.1%	0.0%	92.7%
%H (TV HH)			100.0%	1.2%	57.1%	57.1%	0.0%	
Sky without subscription	606	606	606	25	304	304	0	476
%V	2.2%	2.4%	5.4%	0.6%	1.6%	3.7%	0.0%	2.1%
%H (All HH)			100.0%	4.1%	50.2%	50.2%	0.0%	78.5%
%H (TV HH)			100.0%	4.1%	50.2%	50.2%	0.0%	
Freesat	1175	1175	1175	52	719	719	0	1034
%V	4.3%	4.6%	10.5%	1.3%	3.9%	8.7%	0.0%	4.5%
%H (All HH)			100.0%	4.4%	61.2%	61.2%	0.0%	88.0%
%H (TV HH)			100.0%	4.4%	61.2%	61.2%	0.0%	
Other satellite provider	384	384	384	25	217	217	0	354
%V	1.4%	1.5%	3.4%	0.6%	1.2%	2.6%	0.0%	1.6%
%H (All HH)			100.0%	6.5%	56.5%	56.5%	0.0%	92.2%
%H (TV HH)			100.0%	6.5%	56.5%	56.5%	0.0%	
DCAB	4016	4016	202	4016	2013	2013	0	3715
%V	14.6%	15.6%	1.8%	100.0%	10.8%	24.5%	0.0%	16.3%
%H (All HH)			5.0%	100.0%	50.1%	50.1%	0.0%	92.5%
%H (TV HH)			5.0%	100.0%	50.1%	50.1%	0.0%	
DTT	18626	18626	6336	2013	18626	8230	10396	15022
%V	67.7%	72.4%	56.9%	50.1%	100.0%	100.0%	100.0%	66.0%
%H (All HH)		100.0%	34.0%	10.8%	100.0%	44.2%	55.8%	80.7%
%H (TV HH)			34.0%	10.8%	100.0%	44.2%	55.8%	

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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Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
PVR	16056	16056	9557	3357	10439	7125	3314	14754
%V	58.4%	62.4%	85.8%	83.6%	56.0%	86.6%	31.9%	64.8%
%H (All HH)		100.0%	59.5%	20.9%	65.0%	44.4%	20.6%	91.9%
%H (TV HH)			59.5%	20.9%	65.0%	44.4%	20.6%	
DVDR	762	762	279	112	612	238	374	670
%V	2.8%	3.0%	2.5%	2.8%	3.3%	2.9%	3.6%	2.9%
%H (All HH)		100.0%	36.6%	14.7%	80.3%	31.2%	49.1%	87.9%
%H (TV HH)			36.6%	14.7%	80.3%	31.2%	49.1%	
VCR	535	535	175	48	458	147	310	381
%V	1.9%	2.1%	1.6%	1.2%	2.5%	1.8%	3.0%	1.7%
%H (All HH)		100.0%	32.7%	9.0%	85.6%	27.5%	57.9%	71.2%
%H (TV HH)			32.7%	9.0%	85.6%	27.5%	57.9%	
Any recorder	16522	16522	9605	3387	10877	7174	3702	15044
%V	60.1%	64.3%	86.2%	84.3%	58.4%	87.2%	35.6%	66.1%
%H (All HH)		100.0%	58.1%	20.5%	65.8%	43.4%	22.4%	91.1%
%H (TV HH)			58.1%	20.5%	65.8%	43.4%	22.4%	
Receives HDTV (via STB or built-in reception)	16362	16362	8468	3300	11333	6554	4779	14929
%V	59.5%	63.6%	76.0%	82.2%	60.8%	79.6%	46.0%	65.6%
%H (All HH)		100.0%	51.8%	20.2%	69.3%	40.1%	29.2%	91.2%
%H (TV HH)			51.8%	20.2%	69.3%	40.1%	29.2%	
DVD/Blu-ray player or recorder	18433	18433	8322	3020	13705	6546	7159	15984
%V	67.0%	71.7%	74.7%	75.2%	73.6%	79.5%	68.9%	70.2%
%H (All HH)		100.0%	45.1%	16.4%	74.4%	35.5%	38.8%	86.7%
%H (TV HH)			45.1%	16.4%	74.4%	35.5%	38.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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	27508	25713	11142	4016	18626	8230	10396	22767
%H (All HH)		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%
%H (TV HH)			43.3%	15.6%	72.4%	32.0%	40.4%	
Has broadband internet	22767	21404	10153	3715	15022	7624	7398	22767
%V	82.8%	83.2%	91.1%	92.5%	80.7%	92.6%	71.2%	100.0%
%H (All HH)		94.0%	44.6%	16.3%	66.0%	33.5%	32.5%	100.0%
%H (TV HH)			47.4%	17.4%	70.2%	35.6%	34.6%	
Number of computers (PCs and laptops)								
0	5155	4703	1143	378	3875	728	3147	799
%V	18.7%	18.3%	10.3%	9.4%	20.8%	8.8%	30.3%	3.5%
%H (All HH)		91.2%	22.2%	7.3%	75.2%	14.1%	61.0%	15.5%
%H (TV HH)			24.3%	8.0%	82.4%	15.5%	66.9%	
1	7084	6498	2620	1010	4622	1817	2804	6770
%V	25.8%	25.3%	23.5%	25.1%	24.8%	22.1%	27.0%	29.7%
%H (All HH)		91.7%	37.0%	14.3%	65.2%	25.6%	39.6%	95.6%
%H (TV HH)			40.3%	15.5%	71.1%	28.0%	43.2%	
2	6676	6233	2998	975	4422	2210	2212	6632
%V	24.3%	24.2%	26.9%	24.3%	23.7%	26.9%	21.3%	29.1%
%H (All HH)		93.4%	44.9%	14.6%	66.2%	33.1%	33.1%	99.3%
%H (TV HH)			48.1%	15.6%	70.9%	35.5%	35.5%	
3	3954	3781	1938	755	2582	1508	1074	3938
%V	14.4%	14.7%	17.4%	18.8%	13.9%	18.3%	10.3%	17.3%
%H (All HH)		95.6%	49.0%	19.1%	65.3%	38.1%	27.2%	99.6%
%H (TV HH)			51.3%	20.0%	68.3%	39.9%	28.4%	
4	2174	2101	1124	421	1463	905	558	2172
%V	7.9%	8.2%	10.1%	10.5%	7.9%	11.0%	5.4%	9.5%
%H (All HH)		96.6%	51.7%	19.4%	67.3%	41.6%	25.7%	99.9%
%H (TV HH)			53.5%	20.0%	69.6%	43.1%	26.6%	
5+	2466	2397	1320	476	1661	1062	600	2457
%V	9.0%	9.3%	11.8%	11.9%	8.9%	12.9%	5.8%	10.8%
%H (All HH)		97.2%	53.5%	19.3%	67.4%	43.1%	24.3%	99.6%
%H (TV HH)			55.1%	19.9%	69.3%	44.3%	25.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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	49683	23971	8139	37477	19864	17613	43501
%H		48.2%	16.4%	75.4%	40.0%	35.5%	87.6%
Under 20"	5676	2516	863	4776	2460	2316	4935
%V	11.4%	10.5%	10.6%	12.7%	12.4%	13.1%	11.3%
%H		44.3%	15.2%	84.1%	43.3%	40.8%	86.9%
20" - 29"	10659	4675	1601	8653	4265	4388	8812
%V	21.5%	19.5%	19.7%	23.1%	21.5%	24.9%	20.3%
%H		43.9%	15.0%	81.2%	40.0%	41.2%	82.7%
30" - 39"	16094	7367	2625	12026	5944	6081	13850
%V	32.4%	30.7%	32.3%	32.1%	29.9%	34.5%	31.8%
%H		45.8%	16.3%	74.7%	36.9%	37.8%	86.1%
40" and over	16355	8999	2960	11302	6857	4445	15177
%V	32.9%	37.5%	36.4%	30.2%	34.5%	25.2%	34.9%
%H		55.0%	18.1%	69.1%	41.9%	27.2%	92.8%
Don't know	900	414	92	720	338	382	728
%V	1.8%	1.7%	1.1%	1.9%	1.7%	2.2%	1.7%
%H		46.0%	10.2%	80.0%	37.6%	42.4%	80.9%

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 2015

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	49683	23971	8139	37477	19864	17613	43501
%H		48.2%	16.4%	75.4%	40.0%	35.5%	87.6%
Main living room	25478	11139	3994	18531	8251	10280	21243
%V	51.3%	46.5%	49.1%	49.4%	41.5%	58.4%	48.8%
%H		43.7%	15.7%	72.7%	32.4%	40.3%	83.4%
Kitchen	2953	1620	343	2478	1463	1016	2650
%V	5.9%	6.8%	4.2%	6.6%	7.4%	5.8%	6.1%
%H		54.9%	11.6%	83.9%	49.5%	34.4%	89.7%
Adult's bedroom	13047	6592	2398	10197	6073	4125	11847
%V	26.3%	27.5%	29.5%	27.2%	30.6%	23.4%	27.2%
%H		50.5%	18.4%	78.2%	46.5%	31.6%	90.8%
Child's bedroom	2974	1811	570	2097	1526	570	2917
%V	6.0%	7.6%	7.0%	5.6%	7.7%	3.2%	6.7%
%H		60.9%	19.2%	70.5%	51.3%	19.2%	98.1%
Other bedroom	1430	798	245	1141	756	385	1349
%V	2.9%	3.3%	3.0%	3.0%	3.8%	2.2%	3.1%
%H		55.8%	17.1%	79.8%	52.9%	26.9%	94.3%
Second living/dining room	2346	1193	366	1872	1049	823	2108
%V	4.7%	5.0%	4.5%	5.0%	5.3%	4.7%	4.8%
%H		50.9%	15.6%	79.8%	44.7%	35.1%	89.9%
Study/office	354	195	49	273	163	110	345
%V	0.7%	0.8%	0.6%	0.7%	0.8%	0.6%	0.8%
%H		55.1%	13.8%	77.1%	46.0%	31.1%	97.5%
TV room	225	150	34	179	132	47	221
%V	0.5%	0.6%	0.4%	0.5%	0.7%	0.3%	0.5%
%H		66.7%	15.1%	79.6%	58.7%	20.9%	98.2%
Conservatory	531	304	83	443	299	144	499
%V	1.1%	1.3%	1.0%	1.2%	1.5%	0.8%	1.1%
%H		57.3%	15.6%	83.4%	56.3%	27.1%	94.0%
Attic or loft room	66	25	15	53	30	24	60
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		37.9%	22.7%	80.3%	45.5%	36.4%	90.9%
No specific location	40	19	10	31	14	17	33
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		47.5%	25.0%	77.5%	35.0%	42.5%	82.5%
Other	240	126	33	181	109	73	228
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.4%	0.5%
%H		52.5%	13.8%	75.4%	45.4%	30.4%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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	49683	23971	8139	37477	19864	17613	43501
%H		48.2%	16.4%	75.4%	40.0%	35.5%	87.6%
PVR	21002	13101	4498	13201	9530	3671	19549
%V	42.3%	54.7%	55.3%	35.2%	48.0%	20.8%	44.9%
%H		62.4%	21.4%	62.9%	45.4%	17.5%	93.1%
DVDR	846	323	126	690	285	405	751
%V	1.7%	1.3%	1.5%	1.8%	1.4%	2.3%	1.7%
%H		38.2%	14.9%	81.6%	33.7%	47.9%	88.8%
VCR	565	192	53	488	169	318	406
%V	1.1%	0.8%	0.7%	1.3%	0.9%	1.8%	0.9%
%H		34.0%	9.4%	86.4%	29.9%	56.3%	71.9%
Any recorder	21643	13217	4552	13798	9656	4141	19996
%V	43.6%	55.1%	55.9%	36.8%	48.6%	23.5%	46.0%
%H		61.1%	21.0%	63.8%	44.6%	19.1%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	49683	23971	8139	37477	19864	17613	43501
%H		48.2%	16.4%	75.4%	40.0%	35.5%	87.6%
Receives HDTV (via STB or built-in reception)	23399	12472	4884	16533	10176	6357	21624
%V	47.1%	52.0%	60.0%	44.1%	51.2%	36.1%	49.7%
%H		53.3%	20.9%	70.7%	43.5%	27.2%	92.4%
DVD/Blu-ray player or recorder	25603	12181	4353	19595	10372	9223	22813
%V	51.5%	50.8%	53.5%	52.3%	52.2%	52.4%	52.4%
%H		47.6%	17.0%	76.5%	40.5%	36.0%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: QUARTERLY
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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	25644	11132	4016	18618	8228	10390	21341
%H		43.4%	15.7%	72.6%	32.1%	40.5%	83.2%
Under 20"	411	55	48	344	49	295	253
%V	1.6%	0.5%	1.2%	1.8%	0.6%	2.8%	1.2%
%H		13.4%	11.7%	83.7%	11.9%	71.8%	61.6%
20" - 29"	2820	662	342	2260	464	1796	1756
%V	11.0%	5.9%	8.5%	12.1%	5.6%	17.3%	8.2%
%H		23.5%	12.1%	80.1%	16.5%	63.7%	62.3%
30" - 39"	8991	3354	1292	6754	2471	4283	7110
%V	35.1%	30.1%	32.2%	36.3%	30.0%	41.2%	33.3%
%H		37.3%	14.4%	75.1%	27.5%	47.6%	79.1%
40" and over	12990	6875	2297	8926	5111	3815	11906
%V	50.7%	61.8%	57.2%	47.9%	62.1%	36.7%	55.8%
%H		52.9%	17.7%	68.7%	39.3%	29.4%	91.7%
Don't know	432	186	38	335	134	201	316
%V	1.7%	1.7%	0.9%	1.8%	1.6%	1.9%	1.5%
%H		43.1%	8.8%	77.5%	31.0%	46.5%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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	25644	11132	4016	18618	8228	10390	21341
%H		43.4%	15.7%	72.6%	32.1%	40.5%	83.2%
PVR	15706	9427	3303	10135	7000	3135	14435
%V	61.2%	84.7%	82.2%	54.4%	85.1%	30.2%	67.6%
%H		60.0%	21.0%	64.5%	44.6%	20.0%	91.9%
DVDR	646	236	90	519	195	323	557
%V	2.5%	2.1%	2.2%	2.8%	2.4%	3.1%	2.6%
%H		36.5%	13.9%	80.3%	30.2%	50.0%	86.2%
VCR	448	143	39	382	117	265	316
%V	1.7%	1.3%	1.0%	2.1%	1.4%	2.6%	1.5%
%H		31.9%	8.7%	85.3%	26.1%	59.2%	70.5%
Any recorder	16145	9472	3331	10547	7047	3501	14708
%V	63.0%	85.1%	82.9%	56.6%	85.6%	33.7%	68.9%
%H		58.7%	20.6%	65.3%	43.6%	21.7%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25644	11132	4016	18618	8228	10390	21341
%H		43.4%	15.7%	72.6%	32.1%	40.5%	83.2%
Receives HDTV (via STB or built-in reception)	15869	8240	3242	10912	6348	4564	14484
%V	61.9%	74.0%	80.7%	58.6%	77.2%	43.9%	67.9%
%H		51.9%	20.4%	68.8%	40.0%	28.8%	91.3%
DVD/Blu-ray player or recorder	17060	7630	2778	12592	5886	6705	14742
%V	66.5%	68.5%	69.2%	67.6%	71.5%	64.5%	69.1%
%H		44.7%	16.3%	73.8%	34.5%	39.3%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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	24039	12839	4123	18859	11636	7223	22161
%H		53.4%	17.2%	78.5%	48.4%	30.0%	92.2%
Under 20"	5264	2461	815	4432	2411	2020	4683
%V	21.9%	19.2%	19.8%	23.5%	20.7%	28.0%	21.1%
%H		46.8%	15.5%	84.2%	45.8%	38.4%	89.0%
20" - 29"	7839	4013	1259	6394	3801	2592	7056
%V	32.6%	31.3%	30.5%	33.9%	32.7%	35.9%	31.8%
%H		51.2%	16.1%	81.6%	48.5%	33.1%	90.0%
30" - 39"	7103	4013	1332	5272	3473	1799	6740
%V	29.5%	31.3%	32.3%	28.0%	29.8%	24.9%	30.4%
%H		56.5%	18.8%	74.2%	48.9%	25.3%	94.9%
40" and over	3366	2124	663	2376	1746	630	3271
%V	14.0%	16.5%	16.1%	12.6%	15.0%	8.7%	14.8%
%H		63.1%	19.7%	70.6%	51.9%	18.7%	97.2%
Don't know	467	228	54	385	204	181	412
%V	1.9%	1.8%	1.3%	2.0%	1.8%	2.5%	1.9%
%H		48.8%	11.6%	82.4%	43.7%	38.8%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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	24039	12839	4123	18859	11636	7223	22161
%H		53.4%	17.2%	78.5%	48.4%	30.0%	92.2%
PVR	5296	3674	1195	3066	2531	536	5114
%V	22.0%	28.6%	29.0%	16.3%	21.8%	7.4%	23.1%
%H		69.4%	22.6%	57.9%	47.8%	10.1%	96.6%
DVDR	200	87	36	171	90	81	194
%V	0.8%	0.7%	0.9%	0.9%	0.8%	1.1%	0.9%
%H		43.5%	18.0%	85.5%	45.0%	40.5%	97.0%
VCR	117	49	14	105	52	54	91
%V	0.5%	0.4%	0.3%	0.6%	0.4%	0.7%	0.4%
%H		41.9%	12.0%	89.7%	44.4%	46.2%	77.8%
Any recorder	5498	3745	1221	3250	2610	641	5288
%V	22.9%	29.2%	29.6%	17.2%	22.4%	8.9%	23.9%
%H		68.1%	22.2%	59.1%	47.5%	11.7%	96.2%

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	24039	12839	4123	18859	11636	7223	22161
%H		53.4%	17.2%	78.5%	48.4%	30.0%	92.2%
Receives HDTV (via STB or built-in reception)	7530	4232	1643	5621	3829	1793	7140
%V	31.3%	33.0%	39.8%	29.8%	32.9%	24.8%	32.2%
%H		56.2%	21.8%	74.6%	50.8%	23.8%	94.8%
DVD/Blu-ray player or recorder	8543	4552	1575	7003	4486	2517	8070
%V	35.5%	35.5%	38.2%	37.1%	38.6%	34.8%	36.4%
%H		53.3%	18.4%	82.0%	52.5%	29.5%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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	64100	60573	29564	10265	42422	21924	20499	57580
%H		94.5%	46.1%	16.0%	66.2%	34.2%	32.0%	89.8%
Total Children	12210	11654	6540	1994	7528	4496	3032	11825
%V	19.0%	19.2%	22.1%	19.4%	17.7%	20.5%	14.8%	20.5%
%H		95.4%	53.6%	16.3%	61.7%	36.8%	24.8%	96.8%
0 - 3	3145	2944	1569	501	1913	1083	830	3031
%V	4.9%	4.9%	5.3%	4.9%	4.5%	4.9%	4.0%	5.3%
%H		93.6%	49.9%	15.9%	60.8%	34.4%	26.4%	96.4%
4 - 15	9065	8710	4971	1493	5615	3413	2203	8794
%V	14.1%	14.4%	16.8%	14.5%	13.2%	15.6%	10.7%	15.3%
%H		96.1%	54.8%	16.5%	61.9%	37.7%	24.3%	97.0%
4 - 9	4859	4638	2671	772	2959	1792	1166	4681
%V	7.6%	7.7%	9.0%	7.5%	7.0%	8.2%	5.7%	8.1%
%H		95.5%	55.0%	15.9%	60.9%	36.9%	24.0%	96.3%
10 - 15	4206	4072	2300	721	2657	1620	1036	4113
%V	6.6%	6.7%	7.8%	7.0%	6.3%	7.4%	5.1%	7.1%
%H		96.8%	54.7%	17.1%	63.2%	38.5%	24.6%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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	64100	60573	29564	10265	42422	21924	20499	57580
%H		94.5%	46.1%	16.0%	66.2%	34.2%	32.0%	89.8%
Total Adults (16+)	51890	48920	23024	8271	34894	17428	17466	45756
%V	81.0%	80.8%	77.9%	80.6%	82.3%	79.5%	85.2%	79.5%
%H		94.3%	44.4%	15.9%	67.2%	33.6%	33.7%	88.2%
16 - 19	3026	2875	1553	566	1980	1219	761	2951
%V	4.7%	4.7%	5.3%	5.5%	4.7%	5.6%	3.7%	5.1%
%H		95.0%	51.3%	18.7%	65.4%	40.3%	25.1%	97.5%
20 - 24	3929	3498	1682	613	2455	1326	1129	3798
%V	6.1%	5.8%	5.7%	6.0%	5.8%	6.0%	5.5%	6.6%
%H		89.0%	42.8%	15.6%	62.5%	33.7%	28.7%	96.7%
25 - 34	8761	7857	4070	1424	4979	2757	2222	8462
%V	13.7%	13.0%	13.8%	13.9%	11.7%	12.6%	10.8%	14.7%
%H		89.7%	46.5%	16.3%	56.8%	31.5%	25.4%	96.6%
35 - 44	8313	7806	4205	1467	4994	2908	2086	7988
%V	13.0%	12.9%	14.2%	14.3%	11.8%	13.3%	10.2%	13.9%
%H		93.9%	50.6%	17.6%	60.1%	35.0%	25.1%	96.1%
45 - 54	9157	8843	4382	1688	6252	3452	2800	8621
%V	14.3%	14.6%	14.8%	16.4%	14.7%	15.7%	13.7%	15.0%
%H		96.6%	47.9%	18.4%	68.3%	37.7%	30.6%	94.1%
55 - 64	7444	7181	3328	1151	5347	2610	2737	6727
%V	11.6%	11.9%	11.3%	11.2%	12.6%	11.9%	13.4%	11.7%
%H		96.5%	44.7%	15.5%	71.8%	35.1%	36.8%	90.4%
65+	11259	10860	3804	1363	8886	3155	5731	7209
%V	17.6%	17.9%	12.9%	13.3%	20.9%	14.4%	28.0%	12.5%
%H		96.5%	33.8%	12.1%	78.9%	28.0%	50.9%	64.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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+)		51890	48920	23024	8271	34894	17428	17466	45756
	%H		94.3%	44.4%	15.9%	67.2%	33.6%	33.7%	88.2%
AB		13553	12882	6153	2258	9154	4692	4462	13050
	%V	26.1%	26.3%	26.7%	27.3%	26.2%	26.9%	25.5%	28.5%
	%H		95.0%	45.4%	16.7%	67.5%	34.6%	32.9%	96.3%
C1		14741	13779	6519	2253	9768	4854	4914	13637
	%V	28.4%	28.2%	28.3%	27.2%	28.0%	27.9%	28.1%	29.8%
	%H		93.5%	44.2%	15.3%	66.3%	32.9%	33.3%	92.5%
C2		11236	10784	5367	2061	7716	4348	3368	10064
	%V	21.7%	22.0%	23.3%	24.9%	22.1%	24.9%	19.3%	22.0%
	%H		96.0%	47.8%	18.3%	68.7%	38.7%	30.0%	89.6%
D		8091	7565	3519	1222	5409	2619	2790	6560
	%V	15.6%	15.5%	15.3%	14.8%	15.5%	15.0%	16.0%	14.3%
	%H		93.5%	43.5%	15.1%	66.9%	32.4%	34.5%	81.1%
E		4269	3910	1466	476	2846	914	1932	2445
	%V	8.2%	8.0%	6.4%	5.8%	8.2%	5.2%	11.1%	5.3%
	%H		91.6%	34.3%	11.2%	66.7%	21.4%	45.3%	57.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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+)	51890	48920	23024	8271	34894	17428	17466	45756
%H		94.3%	44.4%	15.9%	67.2%	33.6%	33.7%	88.2%
Working full time	24626	23219	11834	4405	15850	8952	6899	23815
%V	47.5%	47.5%	51.4%	53.3%	45.4%	51.4%	39.5%	52.0%
%H		94.3%	48.1%	17.9%	64.4%	36.4%	28.0%	96.7%
Working part time	5251	5015	2554	870	3510	1916	1595	4993
%V	10.1%	10.3%	11.1%	10.5%	10.1%	11.0%	9.1%	10.9%
%H		95.5%	48.6%	16.6%	66.8%	36.5%	30.4%	95.1%
Not working	22012	20685	8635	2996	15533	6561	8973	16948
%V	42.4%	42.3%	37.5%	36.2%	44.5%	37.6%	51.4%	37.0%
%H		94.0%	39.2%	13.6%	70.6%	29.8%	40.8%	77.0%
Housewife/Houseperson	27508	25713	11142	4016	18626	8230	10396	22767
%V	53.0%	52.6%	48.4%	48.6%	53.4%	47.2%	59.5%	49.8%
%H		93.5%	40.5%	14.6%	67.7%	29.9%	37.8%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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+)	25326	23770	11482	4111	16742	8675	8068	22639
%H		93.9%	45.3%	16.2%	66.1%	34.3%	31.9%	89.4%
16 - 19	1580	1512	826	305	1021	641	380	1550
%V	6.2%	6.4%	7.2%	7.4%	6.1%	7.4%	4.7%	6.8%
%H		95.7%	52.3%	19.3%	64.6%	40.6%	24.1%	98.1%
20 - 24	1948	1723	855	305	1182	673	509	1889
%V	7.7%	7.2%	7.4%	7.4%	7.1%	7.8%	6.3%	8.3%
%H		88.4%	43.9%	15.7%	60.7%	34.5%	26.1%	97.0%
25 - 34	4367	3875	2004	726	2444	1364	1081	4224
%V	17.2%	16.3%	17.5%	17.7%	14.6%	15.7%	13.4%	18.7%
%H		88.7%	45.9%	16.6%	56.0%	31.2%	24.8%	96.7%
35 - 44	4115	3837	2058	717	2444	1420	1024	3902
%V	16.2%	16.1%	17.9%	17.4%	14.6%	16.4%	12.7%	17.2%
%H		93.2%	50.0%	17.4%	59.4%	34.5%	24.9%	94.8%
45 - 54	4503	4336	2173	823	3029	1675	1354	4211
%V	17.8%	18.2%	18.9%	20.0%	18.1%	19.3%	16.8%	18.6%
%H		96.3%	48.3%	18.3%	67.3%	37.2%	30.1%	93.5%
55 - 64	3656	3513	1649	572	2610	1300	1310	3262
%V	14.4%	14.8%	14.4%	13.9%	15.6%	15.0%	16.2%	14.4%
%H		96.1%	45.1%	15.6%	71.4%	35.6%	35.8%	89.2%
65+	5158	4974	1917	664	4012	1602	2410	3600
%V	20.4%	20.9%	16.7%	16.2%	24.0%	18.5%	29.9%	15.9%
%H		96.4%	37.2%	12.9%	77.8%	31.1%	46.7%	69.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2015

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+)		25326	23770	11482	4111	16742	8675	8068	22639
	%H		93.9%	45.3%	16.2%	66.1%	34.3%	31.9%	89.4%
AB		6776	6441	3108	1158	4563	2395	2168	6548
	%V	26.8%	27.1%	27.1%	28.2%	27.3%	27.6%	26.9%	28.9%
	%H		95.1%	45.9%	17.1%	67.3%	35.3%	32.0%	96.6%
C1		6952	6483	3226	1092	4500	2397	2103	6602
	%V	27.5%	27.3%	28.1%	26.6%	26.9%	27.6%	26.1%	29.2%
	%H		93.3%	46.4%	15.7%	64.7%	34.5%	30.3%	95.0%
C2		5950	5674	2811	1059	4046	2242	1804	5268
	%V	23.5%	23.9%	24.5%	25.8%	24.2%	25.8%	22.4%	23.3%
	%H		95.4%	47.2%	17.8%	68.0%	37.7%	30.3%	88.5%
D		3836	3537	1715	591	2494	1277	1216	3179
	%V	15.1%	14.9%	14.9%	14.4%	14.9%	14.7%	15.1%	14.0%
	%H		92.2%	44.7%	15.4%	65.0%	33.3%	31.7%	82.9%
E		1811	1636	623	211	1139	363	777	1042
	%V	7.2%	6.9%	5.4%	5.1%	6.8%	4.2%	9.6%	4.6%
	%H		90.3%	34.4%	11.7%	62.9%	20.0%	42.9%	57.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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+)	25326	23770	11482	4111	16742	8675	8068	22639
%H		93.9%	45.3%	16.2%	66.1%	34.3%	31.9%	89.4%
Working full time	14991	14134	7339	2620	9623	5500	4123	14434
%V	59.2%	59.5%	63.9%	63.7%	57.5%	63.4%	51.1%	63.8%
%H		94.3%	49.0%	17.5%	64.2%	36.7%	27.5%	96.3%
Working part time	1090	1002	500	162	690	335	354	993
%V	4.3%	4.2%	4.4%	3.9%	4.1%	3.9%	4.4%	4.4%
%H		91.9%	45.9%	14.9%	63.3%	30.7%	32.5%	91.1%
Not working	9244	8635	3643	1329	6430	2839	3591	7211
%V	36.5%	36.3%	31.7%	32.3%	38.4%	32.7%	44.5%	31.9%
%H		93.4%	39.4%	14.4%	69.6%	30.7%	38.8%	78.0%
Housewife/Houseperson	5973	5303	2010	759	3835	1403	2432	4433
%V	23.6%	22.3%	17.5%	18.5%	22.9%	16.2%	30.1%	19.6%
%H		88.8%	33.7%	12.7%	64.2%	23.5%	40.7%	74.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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+)	26564	25149	11541	4160	18152	8753	9398	23117
%H		94.7%	43.4%	15.7%	68.3%	33.0%	35.4%	87.0%
16 - 19	1446	1363	727	261	959	578	381	1400
%V	5.4%	5.4%	6.3%	6.3%	5.3%	6.6%	4.1%	6.1%
%H		94.3%	50.3%	18.0%	66.3%	40.0%	26.3%	96.8%
20 - 24	1981	1775	827	308	1273	653	620	1909
%V	7.5%	7.1%	7.2%	7.4%	7.0%	7.5%	6.6%	8.3%
%H		89.6%	41.7%	15.5%	64.3%	33.0%	31.3%	96.4%
25 - 34	4394	3982	2066	698	2535	1394	1142	4237
%V	16.5%	15.8%	17.9%	16.8%	14.0%	15.9%	12.2%	18.3%
%H		90.6%	47.0%	15.9%	57.7%	31.7%	26.0%	96.4%
35 - 44	4198	3969	2147	750	2550	1488	1061	4087
%V	15.8%	15.8%	18.6%	18.0%	14.0%	17.0%	11.3%	17.7%
%H		94.5%	51.1%	17.9%	60.7%	35.4%	25.3%	97.4%
45 - 54	4654	4506	2209	865	3223	1778	1446	4410
%V	17.5%	17.9%	19.1%	20.8%	17.8%	20.3%	15.4%	19.1%
%H		96.8%	47.5%	18.6%	69.3%	38.2%	31.1%	94.8%
55 - 64	3789	3668	1679	579	2738	1310	1427	3464
%V	14.3%	14.6%	14.5%	13.9%	15.1%	15.0%	15.2%	15.0%
%H		96.8%	44.3%	15.3%	72.3%	34.6%	37.7%	91.4%
65+	6101	5886	1886	698	4874	1553	3321	3609
%V	23.0%	23.4%	16.3%	16.8%	26.9%	17.7%	35.3%	15.6%
%H		96.5%	30.9%	11.4%	79.9%	25.5%	54.4%	59.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2015

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+)		26564	25149	11541	4160	18152	8753	9398	23117
	%H		94.7%	43.4%	15.7%	68.3%	33.0%	35.4%	87.0%
AB		6777	6442	3045	1100	4591	2297	2293	6502
	%V	25.5%	25.6%	26.4%	26.4%	25.3%	26.2%	24.4%	28.1%
	%H		95.1%	44.9%	16.2%	67.7%	33.9%	33.8%	95.9%
C1		7788	7297	3293	1161	5268	2457	2811	7035
	%V	29.3%	29.0%	28.5%	27.9%	29.0%	28.1%	29.9%	30.4%
	%H		93.7%	42.3%	14.9%	67.6%	31.5%	36.1%	90.3%
C2		5286	5110	2556	1002	3670	2106	1564	4796
	%V	19.9%	20.3%	22.1%	24.1%	20.2%	24.1%	16.6%	20.7%
	%H		96.7%	48.4%	19.0%	69.4%	39.8%	29.6%	90.7%
D		4255	4027	1804	631	2916	1342	1574	3380
	%V	16.0%	16.0%	15.6%	15.2%	16.1%	15.3%	16.7%	14.6%
	%H		94.6%	42.4%	14.8%	68.5%	31.5%	37.0%	79.4%
E		2458	2274	843	265	1707	551	1155	1403
	%V	9.3%	9.0%	7.3%	6.4%	9.4%	6.3%	12.3%	6.1%
	%H		92.5%	34.3%	10.8%	69.4%	22.4%	47.0%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 2015

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+)	26564	25149	11541	4160	18152	8753	9398	23117
%H		94.7%	43.4%	15.7%	68.3%	33.0%	35.4%	87.0%
Working full time	9635	9086	4495	1785	6227	3451	2776	9381
%V	36.3%	36.1%	38.9%	42.9%	34.3%	39.4%	29.5%	40.6%
%H		94.3%	46.7%	18.5%	64.6%	35.8%	28.8%	97.4%
Working part time	4161	4013	2055	708	2821	1580	1240	4000
%V	15.7%	16.0%	17.8%	17.0%	15.5%	18.1%	13.2%	17.3%
%H		96.4%	49.4%	17.0%	67.8%	38.0%	29.8%	96.1%
Not working	12768	12050	4992	1667	9104	3722	5382	9737
%V	48.1%	47.9%	43.3%	40.1%	50.2%	42.5%	57.3%	42.1%
%H		94.4%	39.1%	13.1%	71.3%	29.2%	42.2%	76.3%
Housewife/Houseperson	21535	20411	9131	3257	14791	6827	7965	18335
%V	81.1%	81.2%	79.1%	78.3%	81.5%	78.0%	84.8%	79.3%
%H		94.8%	42.4%	15.1%	68.7%	31.7%	37.0%	85.1%

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 July and September 2015

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 2015	
	Total Network
Addresses Issued	19,721
Shop / Business	265
Demolished / Incomplete	19
Empty	1,411
Holiday Home	179
Other Non Effective	350
Eligible Addresses	17,497
Substitute Addresses	2,098
Multiple Occupancy Addresses	172
Total Additional Households	2,270
Total Valid Households	19,872
	100.0%
Non Contacts	1,854
	9.3%
No English Spoken	14
	0.1%
Refusals	4,797
	24.1%
Total Interviews	13,207
	66.5%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from July to September 2015

	All Households	Total TV Households	Multichannel Households
All Households	13207	12441	0
All Sets	24556	24556	0
All Individuals	32725	31063	0
Children 0-15	6362	6080	0
All Adults	26363	24983	0
Adult Males	12762	12069	0
Adult Females	13601	12914	0

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 2015)



BARB Establishment Survey Questionnaire

Version: Master 25.6

Date: 15/06/2015

Internal Use Only

Status: FINAL

Prepared for fieldwork month: July 2015



Version Control

Changes included in this version:

Question No	Description of changes to this version
H3	Removed
H6	Removed
H68	Change option wording from 'Via a connection to a computer or tablet' to 'By connecting a computer or tablet to the TV set'
H115	Option text change – 'Fixed home broadband...' to 'Fixed line broadband...'
H114	New option – 'Fixed line internet access via a router or Wi-Fi'
H73	Include 'computers', 'tablets', 'computers and tablets' to the question text depending on previous claims
H58, H59	Remove 'at home' from question text
S51	Only display Sky+ if Sky+ claim but no Sky+ HD claim
H28	Question text wording change to include examples of household duties
H77	Removed
H24	Removed
P16a	New interviewer only question to code 'Any other White background' Verbatim at P16
P16b	New interviewer only question to code 'Any other Asian background' Verbatim at P16

SET UP QUESTIONS

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

END OF SET UP QUESTIONS

INTRO AND ATTITUDINAL SECTION

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

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

ASK ALL	
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
H4	I always make sure I have the latest TV technology SP
H5	I structure my evening's activity around the TV schedule 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
FORCE EDIT: SET REF AND DK TO 0		
ASK IF 1 TV SET CLAIMED [H8=1]		
H63a	Has this set been used to watch television programmes in the last 6 months?	SP
	Yes	Code as Value of 01 GO TO H64
	No	Code as Value of 00 GO TO H82
ASK IF 2+ TV SETS CLAIMED [H8>1]		
H63b	How many of these sets have been used to watch television programmes in the last 6 months?	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? For example Freesat or Sky 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 or YouView (<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]		
H112	Does your household receive TV programmes on any TV sets via a YouView, TalkTalk or BT TV set top box? Note: please code all that apply Note: For a more detailed explanation of any of these set top boxes click on further information YouView TalkTalk BT Vision or BT TV set top box None of these (SP)	MP
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? Note: please code all that apply NOTE: For a more detailed explanation click on further information INTERVIEWER: READ OUT OPTIONS: Via a direct connection to the internet e.g. a 'Smart TV' Via a connection to a games console By connecting a computer or tablet to the TV set Other (Specify) None of these	MP
ASK IF NO METHOD CLAIMED AT HH [H66, H64, H65 ALL = NO AND H112, 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 or BT TV set top box <RECODE H112 = BT VISION OR BT SET TOP BOX> TalkTalk <RECODE H112 = TALKTALK> YouView <RECODE H112 = 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 H112 NOT NONE OF THESE 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 or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = 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	SP <RECODE H66 TO YES, >
ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home? NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G. And includes any broadband connection shared with a neighbour Yes No Don't know	SP
FORCE EDIT: SET YES IF H114 IS: 3G OR 4G MOBILE PHONE / 3G OR 4G INTERNET DEVICE / TABLET OR COMPUTER WITH 3G OR 4G SIM		
ASK IF BROADBAND [H17=Yes]		
H115	How do you or any members of your household access the internet? Fixed line broadband (via router or Wi-Fi) 3G or 4G mobile phone 3G or 4G mobile broadband device (Such as a Dongle) Tablet or Computer with a 3G or 4G data SIM card Other (Specify) Don't know	MP
ASK IF NO BROADBAND CLAIM [H17=NO OR DK]		
H113	Do you, or does anyone in your household, have any sort of internet access at home? Yes No Don't know	SP
ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	What type of internet access is this? Fixed line internet access via a router or Wi-Fi 3G or 4G mobile phone 3G or 4G mobile internet device (such as a dongle) Tablet or Computer with a 3G or 4G data SIM card Dial-up using the home phone line Other (Specify) Don't know	MP

ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads WRITE IN (0-99)	NUM
FORCE EDIT: SET REF AND DK TO 0		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablet computers WRITE IN (0-99) (0-Max value of H51) Don't know	NUM
FORCE EDIT: SET REF AND DK TO 0		
ASK IF 1 COMPUTER CLAIMED [H51=1]		
H111a	Has this computer/tablet been used in the last 6 months? Yes No	SP
ASK IF 2+ COMPUTERS CLAIMED [H51>1]		
H111b	How many of these computers/tablets have been used in the last 6 months? WRITE IN (0-Max value of H51)	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	IF H101=0 AND H51>1 (multiple devices; no tablets claimed) And how many of these computers do you, or members of your household, use to watch television programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) And how many of these tablets do you, or members of your household, use to watch television programmes? IF H101>0 AND H51>H101 (multiple devices; computers and tablets claimed) How many of these computers and tablets 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 or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? 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? 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/sets> which <is/are> temporarily out of order but which you would normally use to watch TV. Thinking of each television set in turn and starting with the one that you and your household normally watch most often...

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

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 from 05 – 99)

Don't know

ASK IF S5 = 5 - 9

S5a You have said that the TV screen size is <<insert size at S5>> inches. Is this correct? SP

Yes

No

IF NO, ROUTE BACK TO S5

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 or BT TV set top box (if H112 = BT Vision or BT TV set top box BT Vision) TalkTalk (if H112 = TalkTalk) YouView (if H112 = 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
FORCE EDIT: SET DK TO BUILT-IN RECEPTION		
ASK IF HH PLATFORMS ARE SET PLATFORMS [S64=YES]		
66	Apart from: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24	SP

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = SEPARATE BOX AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BUILT IN AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BOTH AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = DON'T KNOW AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = NO AND H64 = YES AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S10a = YES
IF H66 = NO AND H64 = NO AND H65 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S11a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = TAKLTALK	S54a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = BT VISION OR BT TV SET TOP BOX	S55a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 OR H68 = YOUVIEW	S67a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = OTHER (SPECIFY)	S59a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = GAMES CONSOLE	S56a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = COMPUTER	S57a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = DIRECT CONNECTION VIA THE INTERNET	S58a = YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND S65 = SEPARATE BOX	S9b = YES AND S14b = SEPARATE BOX
IF H66 = YES AND S65 = BUILT IN	S9b = YES AND S14b = BUILT IN
IF H66 = YES AND S65 = BOTH	S9b = YES AND S14b = BOTH
IF H66 = YES AND S65 = DON'T KNOW	S9b = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H112 = TALKTALK	S54b = YES
IF H112 = BT VISION OR BT TV SET TOP BOX	S55b = YES
IF H112 OR H68 = YOUVIEW	S67b = YES
IF H68 = OTHER (SPECIFY)	S59b = YES
IF H68 = GAMES CONSOLE	S56b = YES
IF H68 = COMPUTER	S57b = YES
IF H68 = DIRECT CONNECTION VIA THE INTERNET	S58b = YES

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

ASK IF CABLE IS THE ONLY PLATFORM CLAIM AT HH [(H64=YES) AND (H65 = NO, H66 = NO AND H112 = NONE OF THESE 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 H112 NOT NONE OF THESE 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 H112 = NONE OF THESE AND H68 = NONE OF THESE)]		
S11a	Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes No	
ASK IF SATELLITE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H65=YES) AND (H64 = YES OR H66 = YES OR H112 NOT NONE OF THESE OR H68 NOT NONE OF THESE)]		
S11b	Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes No	
ASK IF DTT IS THE ONLY PLATFORM CLAIM AT HH [(H66=YES) AND (H64 = NO, H65 = NO AND H112 = NONE OF THESE 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 H112 NOT NONE OF THESE 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 How does this set receive its TV services via this aerial?	SP
	Separate box Built-in reception Both (separate box and built-in reception) Don't know	
ASK IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH [(H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND (H64 = NO, H65 = NO, H66 = NO AND H68= NONE OF THESE)]		
S55a	Can you confirm that this set receives TV from a BT Vision or BT TV set top box?	SP
	Yes No	

ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H112= BT VISION OR BT TV SET TOP BOX) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)]		
S55b	Does this set receive TV from a BT Vision or BT TV set top box?	SP
	Yes No	
ASK IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH [(H112=TALKTALK (ONLY) AND (H64 = NO, H65 = NO, H66 = NO AND H68= NONE OF THESE))]		
S54a	Can you confirm that this set receives TV from TalkTalk?	SP
	Yes No	
ASK IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED [(H112=TALKTALK) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)]		
S54b	Does this set receive TV from TalkTalk?	SP
	Yes No	
ASK IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH [(H112 OR H68=YOUVIEW (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H68= NONE OF THESE))]		
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 [(H112 OR H68=YOUVIEW) AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE 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= GAMES CONSOLE (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
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 H112 NOT NONE OF THESE 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= COMPUTER/TABLET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
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 H112 NOT NONE OF THESE 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= DC TO INTERNET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
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 H112 NOT NONE OF THESE 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= OTHER (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO AND H112 = NONE OF THESE))]		
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 H112 NOT NONE OF THESE 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 or BT TV set top box (if S55A/B = BT Vision or BT TV set top box) TalkTalk (if S54A/B = TalkTalk) YouView (if S67A/B = YouView) A connection to a games console (if S56A/B = games console) A connection to a computer or tablet (if S57A/B = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if S59A/B = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24	SP

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

ASK IF ANOTHER METHOD ON SET CLAIMED [S66 = YES OR S60 = YES]		
S61	Which other methods can you use to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a/b=YES AND H64=YES Satellite CODE S11a/b=YES AND H65=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and a separate box (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES BT Vision or BT TV set top box CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX TalkTalk CODE S54a/b =YES AND H112=TALKTALK YouView CODE S67a/b =YES AND H112 OR H68=YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a/b None of these Don't know	MP
RECODE H66 - H68 AS APPROPRIATE		
ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET [IF H63>1 AND NONE OF (S10 / S11/ S9 / S55 / S67 / S56 / S57 / S58 / S59 =YES)]		
S62	You have said this set does not receive TV programmes by any method, is this correct? Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET No GO TO S63	SP
ASK IF NO PLATFORMS CLAIMED ON SET [S64=NO OR S62=NO]		
S63	Which methods can you use to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a/b=YES AND H64=YES Satellite CODE S11a/b=YES AND H65=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and a separate box CODE S9=YES, S14=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception CODE S9=YES, S14=BUILT IN, H66=YES BT Vision or BT TV set top box CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX TalkTalk CODE S54a/b =YES AND H112=TALKTALK YouView CODE S67a/b =YES AND H112 OR H68=YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES, AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	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. Can the cable box be used 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 – but not sure which type of box No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF CABLE CLAIM ON SET [S10 = YES]		
S53	SHOW SCREEN I would now like to ask you about High Definition television or HD. Do you receive HD channels via cable TV? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S69	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 Do you receive your satellite TV services via Sky? Yes – via Sky with subscription Yes – via Sky without subscription No Don't know	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S68	SHOW SCREEN In Addition to Sky, (If S69=code 1 or 2) Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP

ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S70	SHOW SCREEN In Addition to Sky, (If S69=code1 or 2) In Addition to Freesat, (If S68=code1 or 2) In Addition to Sky and Freesat, (If S69=code 1 or 2 AND S68=Yes 1 or 2) Do you receive your satellite TV services via a set top box that is not from Sky or Freesat? Yes (Specify) No Don't know	SP
FORCE EDIT: IF NO OR DK AT S68 AND S69 AND S70, SET S69 TO SKY WITH SUBSCRIPTION		
ASK IF SKY AND FREESAT CLAIM ON SET [S69+S68 = YES (code 1 or 2)]		
S71	SHOW SCREEN [IF S70 is YES] In addition to the set top box that is not from Sky or Freesat you have said that this set also receives satellite TV from BOTH Sky and Freesat. [IF S70 is No or DK] You have said that this set receives satellite TV from BOTH Sky and Freesat. In order to receive both you would need to have either: - A Freesat box AND a Sky box, or - A TV with Freesat built in AND a separate Sky box Does this set receive satellite from both Sky and Freesat? Yes – BOTH Sky and Freesat No – Sky Only No – Freesat Only Don't know	SP
FORCE EDIT: IF FREESAT ONLY AT S71 SET S69 TO NO IF SKY ONLY AT S71 SET S68 TO NO		
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S20	SHOW SCREEN Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET TO YES IF SKY+HD = YES SET DK TO NO		
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S21	SHOW SCREEN (IF S53 NOT ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		

ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S22	SHOW SCREEN	SP
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		
FORCE EDIT: SET DK TO NO		
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S23	SHOW SCREEN	SP
(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		
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES]		
S25	SHOW SCREEN	SP
(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		
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES]		
S50	SHOW SCREEN	SP
(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 (in NI only) or Saorview HD? Freeview HD is the high definition service available from Freeview (in NI only) 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		
FORCE EDIT: SET DK TO NO		

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) Apart from the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or TiVo box (S25=1) Freeview <i>(in NI only)</i> or Saorview recorder Do you have any other < if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1 > equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED [S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs Other (specify) None of these Don't know	MP
FORCE EDIT: SET DK TO NONE OF THESE		
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
FORCE EDIT: SET DK TO NO		
REPEAT ABOVE FOR ALL TV SETS		

END OF MAIN SET LOOPS

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

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

[H99=YES]

LIST ALL SETS WITH ROOM LOCATION

None of these

RECODE H99 to NO

IF SINGLE CODE AT H112, CLEAR H112

~~IF 'YES' AT H112 RECODE H112 TO 'NO'~~

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IF MULTI AT H112, CLEAR H112 RESPONSE FOR YOUVIEW
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Don't know

RECODE H99 to NO

IF SINGLE CODE AT H112, CLEAR H112

IF MULTI AT H112, CLEAR H112 RESPONSE FOR YOUVIEW

~~IF 'YES' AT H112 RECODE H112 TO 'NO'~~

[H68=GAMES CONSOLE AND S56=NO (FOR ALL SETS)]

H93	You said that your household was able to access TV programmes via a Games Console but no set has a Games Console claimed. Are you able to access TV programmes via a Games Console?	SP
-----	---	----

Yes

ASK H94

No

IF SINGLE CODE AT H68, CLEAR H68

IF MULTI AT H68, CLEAR H68 RESPONSE FOR CONSOLE

[H93=YES]

H94	Which of the sets you have mentioned receives TV programmes via a Games Console?	MP
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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

[H68=COMPUTER AND S57=NO (FOR ALL SETS)]

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

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

SX3 SHOW SCREEN

SP

In which room in your house is this TV set?

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

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

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

NUM

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

WRITE IN (2 digits required)

Don't know

ASK IF SX5 = 5 - 9

SX5a You have said that the TV screen size is <<insert size at SX5>> inches. Is this correct?

SP

Yes

No

IF NO, ROUTE BACK TO SX5

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

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

SP

Claim

Actual measurement

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

ASK ALL		
H102	Thinking about your TV viewing in general (IF ANY WORKING SET OR COMPUTER/TABLET USED TO WATCH TV [H63>0 OR ANY SET TEMP OUT OF ORDER AT H82 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet computer(s) (ALL) Are there any other devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	MP
ASK IF SKY – WITH SUBSCRIPTION [S69 = CODE 1]		
H108	Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels? Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK IF CABLE [S10a/b = CODE 1]		
H109	Does your Cable TV subscription include any premium Sky Movies or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ASK ALL		
H110	Do you, or does anyone in your household, subscribe to any of the following ...? LoveFilm/Amazon Prime Instant Video Netflix NowTV Xbox Live None of these Don't know	MP
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)? 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	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES [S56=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you or does anyone in your household ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 PS4 Other Playstation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP

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

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

H78 SHOW SCREEN SP

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

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

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

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

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further Information

FORCE EDIT: SET TO YES IF SET LEVEL CLAIM ON RELEVANT PLATFORM

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

H79 **SHOW SCREEN** MP

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

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

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

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

NOTE: For a more detailed explanation click on further information

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

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 or BT TV set top box HH) and your BT Vision or BT TV set top box connection (TalkTalk HH) and your TalkTalk connection (YouView HH) and your YouView connection (Cable and BT Vision or BT TV set top box HH) and your Cable and BT Vision or BT TV set top box connections (Cable and TalkTalk HH) and your Cable and TalkTalk connections (Cable and YouView HH) and your Cable and YouView connections (BT Vision or BT TV set top box and TalkTalk HH) and your BT Vision or BT TV set top box and TalkTalk connections (YouView and BT TV / BT Vis HH) and your YouView and BT Vision or BT TV set top box connections (YouView and TalkTalk HH) and your YouView and TalkTalk connections (Cable, BT Vision or BT TV set top box and TalkTalk) and your Cable, BT Vision or BT TV set top box and TalkTalk connections (Cable, BT Vision or BT TV set top box and YouView) and your Cable, BT Vision or BT TV set top box and YouView connections (BT Vision or BT TV set top box, TalkTalk and YouView HH) and your BT Vision or BT TV set top box, TalkTalk and YouView connections (Cable, TalkTalk and YouView) and your Cable, TalkTalk and YouView connections (Cable, BT Vision or BT TV set top box, TalkTalk and YouView) and your Cable, BT Vision or BT TV set top box , TalkTalk and YouView connections (Single Set HH) are there any other ways that your TV set can be connected to the internet? (Multi Set HH) are there any other ways that your TV sets can be connected to the internet? NOTE: For a more detailed explanation click on further information A direct connection between the TV set and the Internet REMOVE IF H68 = CODE 1 A connection to a dedicated, internet TV set-top box A connection to a computer or tablet REMOVE IF H68 = CODE 3 A connection to a games console REMOVE IF H68 = CODE 2 OR H54 =CODE 2 A connection to a DVD or Blu-ray player that connects to the internet Another device that connects to the internet (Specify) No	
	ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED	
H81	SHOW SCREEN	SP
	(Single Set HH) Is your TV set capable of showing movies and TV programmes in 3D? (Multi Set HH) Are any of your TV sets capable of showing movies and TV programmes in 3D? NOTE: For a more detailed explanation click on further information Yes No Don't know Further Information	

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

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

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

ASK IF ANY OTHER WHITE BACKGROUND AT P16		
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16	SP
	Albanian American Australian Brazilian Bulgarian Canadian Czech Estonian European French German Greek Hungarian Italian Latvian Lithuanian New Zealander Polish Portuguese Romanian Russian Serbian Slovakian South African Spanish Swedish Turkish Other	

ASK IF ANY OTHER ASIAN BACKGROUND AT P16		
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16	SP
	Afghan Bengali Filipino Indonesian Irani Iraqi Japanese Korean Malaysian Mauritian Nepalese Sri Lankan Thai Turkish Vietnamese Other	

ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16)	
	Again I'm going to ask about ownership of a mobile phone.	
	Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question please say 'Refused'.	

P17	SHOW SCREEN	SP
(IF RESPONDENT) Do you have your own mobile phone? (IF NOT RESPONDENT) Does this person have their own mobile phone? Yes No Don't know Refused		

ASK IF OWN A MOBILE PHONE [P17=YES]		
P18	SHOW SCREEN	SP
(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes? (IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes? INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE. Yes No Don't know Refused		

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 PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
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 PERSON CODE 1,2,3 or 4 AT P14, OTHERWISE SKIP TO H27		
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 IF ANY HH members are Asian/Asian British		
H116	SHOW SCREEN	MP
Which [other (IF H25 or H26 asked)] languages do you speak? (ASK IF 1 PERSON HOUSEHOLD) Which [other (IF H25 or H26 asked)] languages do you or other household members use when talking to each other? (ASK IF 2+ PERSON HOUSEHOLD) English (Supress if H25 or H26 asked) Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh (Supress if H25 asked) Gaelic (Supress if H26 asked) Other (Specify) None of these		

ASK IF ANY HH members are Asian/Asian British and more than one option chosen at H116 ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED		
H117	SHOW SCREEN	SP
Which is the main language Spoken in your household? English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Other (Specify)		
ASK ALL		
H27	SHOW SCREEN	MP
Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H28	Which of the household members you have mentioned is mainly responsible for the household duties, such as grocery shopping, cooking and cleaning?	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?	MP
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		

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 EDUCATION AT 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 <u>is</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)) <u>was</u> (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
ASK IF SELF EMPLOYED [H37=YES]	
H38	How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE Don't know
ASK ALL	
H39	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) actually do? PLEASE GIVE DETAILS. WRITE IN Don't know Refused
ASK ALL	
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know
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

ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]]	
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know
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. SP 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
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: SP 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
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? SP 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

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 EMPLOYEMENT		
[P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (<i>IF RESPONDENT</i>) has household member <<INSERT PERSON NUMBER>> (<i>IF NOT RESPONDENT</i>) been unemployed (<i>IF UNEMPLOYED AT P9</i>) not been in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS		
[H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>).... In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS		
[H32 = MORE THAN 6 MONTHS]		
H34	Is that Unemployed (<i>IF UNEMPLOYED AT P9</i>) Not in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) with income other than or in addition to state benefits? Unemployed (<i>IF UNEMPLOYED AT P9</i>) Not in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP
CODE FOR ALL		
H44	BRING UP SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP
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? Yes No Don't know	SP

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? Landline Mobile telephone Both Other Don't know Refused	MP (SP)
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. Yes No	SP
ASK IF H50 = NO		
H118	Thank you. BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK. We understand that you would prefer not to be recontacted for future research generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested you would be under no obligation to take part. Yes No Not Asked [Extra code for interviewers who don't ask this question based on a very definite No at H50]	SP

END OF THIRD HH SECTION

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

SUPPLEMENTARY CLOSE OUT QUESTIONS

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

END OF CLOSE OUT QUESTIONS