



BARB Establishment Survey Quarterly Data Report: Total Network

October to December 2014



Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

October - December 2014

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Introduction

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This reports contains the weighted data results from the Establishment survey for the period October - December 2014

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
AB	7247	6897	3099	1148	4993	2346	2647	6802
%V	26.4%	26.7%	27.8%	29.4%	26.3%	28.0%	25.0%	30.6%
%H (All HH)		95.2%	42.8%	15.8%	68.9%	32.4%	36.5%	93.9%
%H (TV HH)			44.9%	16.6%	72.4%	34.0%	38.4%	
C1	7366	6849	3002	996	5069	2301	2768	6352
%V	26.8%	26.6%	26.9%	25.5%	26.7%	27.4%	26.2%	28.5%
%H (All HH)		93.0%	40.8%	13.5%	68.8%	31.2%	37.6%	86.2%
%H (TV HH)			43.8%	14.5%	74.0%	33.6%	40.4%	
C2	5708	5470	2624	886	4001	2065	1936	4702
%V	20.8%	21.2%	23.6%	22.7%	21.1%	24.6%	18.3%	21.1%
%H (All HH)		95.8%	46.0%	15.5%	70.1%	36.2%	33.9%	82.4%
%H (TV HH)			48.0%	16.2%	73.1%	37.8%	35.4%	
D	4165	3874	1586	564	2749	1053	1696	2912
%V	15.2%	15.0%	14.2%	14.4%	14.5%	12.6%	16.0%	13.1%
%H (All HH)		93.0%	38.1%	13.5%	66.0%	25.3%	40.7%	69.9%
%H (TV HH)			40.9%	14.6%	71.0%	27.2%	43.8%	
E	2956	2706	831	313	2146	620	1526	1485
%V	10.8%	10.5%	7.5%	8.0%	11.3%	7.4%	14.4%	6.7%
%H (All HH)		91.5%	28.1%	10.6%	72.6%	21.0%	51.6%	50.2%
%H (TV HH)			30.7%	11.6%	79.3%	22.9%	56.4%	

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 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	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
Under 25	1201	959	346	105	652	205	448	1105
%V	4.4%	3.7%	3.1%	2.7%	3.4%	2.4%	4.2%	5.0%
%H (All HH)		79.9%	28.8%	8.7%	54.3%	17.1%	37.3%	92.0%
%H (TV HH)			36.1%	10.9%	68.0%	21.4%	46.7%	
25 - 34	4277	3873	1996	620	2417	1237	1181	4014
%V	15.6%	15.0%	17.9%	15.9%	12.7%	14.8%	11.2%	18.0%
%H (All HH)		90.6%	46.7%	14.5%	56.5%	28.9%	27.6%	93.9%
%H (TV HH)			51.5%	16.0%	62.4%	31.9%	30.5%	
35 - 44	4745	4448	2246	864	2982	1664	1318	4480
%V	17.3%	17.2%	20.2%	22.1%	15.7%	19.8%	12.5%	20.1%
%H (All HH)		93.7%	47.3%	18.2%	62.8%	35.1%	27.8%	94.4%
%H (TV HH)			50.5%	19.4%	67.0%	37.4%	29.6%	
45 - 54	5329	5101	2430	890	3705	1959	1746	4894
%V	19.4%	19.8%	21.8%	22.8%	19.5%	23.4%	16.5%	22.0%
%H (All HH)		95.7%	45.6%	16.7%	69.5%	36.8%	32.8%	91.8%
%H (TV HH)			47.6%	17.4%	72.6%	38.4%	34.2%	
55 - 64	4482	4295	1868	705	3303	1576	1727	3739
%V	16.3%	16.6%	16.8%	18.0%	17.4%	18.8%	16.3%	16.8%
%H (All HH)		95.8%	41.7%	15.7%	73.7%	35.2%	38.5%	83.4%
%H (TV HH)			43.5%	16.4%	76.9%	36.7%	40.2%	
65 +	7408	7119	2255	723	5899	1745	4154	4021
%V	27.0%	27.6%	20.2%	18.5%	31.1%	20.8%	39.3%	18.1%
%H (All HH)		96.1%	30.4%	9.8%	79.6%	23.6%	56.1%	54.3%
%H (TV HH)			31.7%	10.2%	82.9%	24.5%	58.4%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

October - December 2014

Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
1	8529	7756	2174	899	6131	1538	4594	4998
%V	31.1%	30.1%	19.5%	23.0%	32.3%	18.3%	43.5%	22.5%
%H (All HH)		90.9%	25.5%	10.5%	71.9%	18.0%	53.9%	58.6%
%H (TV HH)			28.0%	11.6%	79.0%	19.8%	59.2%	
2	9180	8725	3821	1234	6606	3003	3602	7895
%V	33.5%	33.8%	34.3%	31.6%	34.8%	35.8%	34.1%	35.5%
%H (All HH)		95.0%	41.6%	13.4%	72.0%	32.7%	39.2%	86.0%
%H (TV HH)			43.8%	14.1%	75.7%	34.4%	41.3%	
3	4469	4270	2292	792	2870	1698	1172	4242
%V	16.3%	16.6%	20.6%	20.3%	15.1%	20.3%	11.1%	19.1%
%H (All HH)		95.5%	51.3%	17.7%	64.2%	38.0%	26.2%	94.9%
%H (TV HH)			53.7%	18.5%	67.2%	39.8%	27.4%	
4	3415	3302	1895	628	2275	1483	792	3308
%V	12.4%	12.8%	17.0%	16.1%	12.0%	17.7%	7.5%	14.9%
%H (All HH)		96.7%	55.5%	18.4%	66.6%	43.4%	23.2%	96.9%
%H (TV HH)			57.4%	19.0%	68.9%	44.9%	24.0%	
5+	1848	1743	960	353	1076	663	413	1809
%V	6.7%	6.8%	8.6%	9.0%	5.7%	7.9%	3.9%	8.1%
%H (All HH)		94.3%	51.9%	19.1%	58.2%	35.9%	22.3%	97.9%
%H (TV HH)			55.1%	20.3%	61.7%	38.0%	23.7%	
Average HH size	2.34	2.36	2.66	2.62	2.27	2.66	1.96	2.55

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	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
Without	20315	18914	7301	2689	14509	5726	8783	15435
%V	74.0%	73.3%	65.5%	68.8%	76.5%	68.3%	83.1%	69.4%
%H (All HH)		93.1%	35.9%	13.2%	71.4%	28.2%	43.2%	76.0%
%H (TV HH)			38.6%	14.2%	76.7%	30.3%	46.4%	
With	7128	6882	3840	1218	4450	2659	1790	6817
%V	26.0%	26.7%	34.5%	31.2%	23.5%	31.7%	16.9%	30.6%
%H (All HH)		96.5%	53.9%	17.1%	62.4%	37.3%	25.1%	95.6%
%H (TV HH)			55.8%	17.7%	64.7%	38.6%	26.0%	
0 - 3	2770	2642	1480	432	1620	910	710	2605
%V	10.1%	10.2%	13.3%	11.1%	8.5%	10.9%	6.7%	11.7%
%H (All HH)		95.4%	53.4%	15.6%	58.5%	32.9%	25.6%	94.0%
%H (TV HH)			56.0%	16.4%	61.3%	34.4%	26.9%	
4 - 9	3605	3496	1925	665	2230	1337	893	3457
%V	13.1%	13.6%	17.3%	17.0%	11.8%	15.9%	8.4%	15.5%
%H (All HH)		97.0%	53.4%	18.4%	61.9%	37.1%	24.8%	95.9%
%H (TV HH)			55.1%	19.0%	63.8%	38.2%	25.5%	
10 - 15	3144	3068	1743	553	2063	1290	773	3045
%V	11.5%	11.9%	15.6%	14.2%	10.9%	15.4%	7.3%	13.7%
%H (All HH)		97.6%	55.4%	17.6%	65.6%	41.0%	24.6%	96.9%
%H (TV HH)			56.8%	18.0%	67.2%	42.0%	25.2%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
1	10598	10598	3623	1352	7063	1657	5406	7763
%V	38.6%	41.1%	32.5%	34.6%	37.3%	19.8%	51.1%	34.9%
%H (All HH)		100.0%	34.2%	12.8%	66.6%	15.6%	51.0%	73.2%
%H (TV HH)			34.2%	12.8%	66.6%	15.6%	51.0%	
2	9062	9062	4019	1485	6874	3332	3542	7447
%V	33.0%	35.1%	36.1%	38.0%	36.3%	39.7%	33.5%	33.5%
%H (All HH)		100.0%	44.4%	16.4%	75.9%	36.8%	39.1%	82.2%
%H (TV HH)			44.4%	16.4%	75.9%	36.8%	39.1%	
3	3756	3756	2028	656	3018	1914	1104	3491
%V	13.7%	14.6%	18.2%	16.8%	15.9%	22.8%	10.4%	15.7%
%H (All HH)		100.0%	54.0%	17.5%	80.4%	51.0%	29.4%	92.9%
%H (TV HH)			54.0%	17.5%	80.4%	51.0%	29.4%	
4	1568	1568	969	252	1308	948	360	1507
%V	5.7%	6.1%	8.7%	6.5%	6.9%	11.3%	3.4%	6.8%
%H (All HH)		100.0%	61.8%	16.1%	83.4%	60.5%	23.0%	96.1%
%H (TV HH)			61.8%	16.1%	83.4%	60.5%	23.0%	
5+	811	811	502	161	695	534	161	793
%V	3.0%	3.1%	4.5%	4.1%	3.7%	6.4%	1.5%	3.6%
%H (All HH)		100.0%	61.9%	19.9%	85.7%	65.8%	19.9%	97.8%
%H (TV HH)			61.9%	19.9%	85.7%	65.8%	19.9%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

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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	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
Under 20"	5156	5156	2222	745	4393	2217	2176	4261
%V	18.8%	20.0%	19.9%	19.1%	23.2%	26.4%	20.6%	19.1%
%H (All HH)		100.0%	43.1%	14.4%	85.2%	43.0%	42.2%	82.6%
%H (TV HH)			43.1%	14.4%	85.2%	43.0%	42.2%	
20" - 29"	9198	9198	3841	1320	7396	3385	4011	7376
%V	33.5%	35.7%	34.5%	33.8%	39.0%	40.4%	37.9%	33.1%
%H (All HH)		100.0%	41.8%	14.4%	80.4%	36.8%	43.6%	80.2%
%H (TV HH)			41.8%	14.4%	80.4%	36.8%	43.6%	
30" - 39"	13981	13981	6110	2157	10506	4842	5664	11527
%V	50.9%	54.2%	54.8%	55.2%	55.4%	57.7%	53.6%	51.8%
%H (All HH)		100.0%	43.7%	15.4%	75.1%	34.6%	40.5%	82.4%
%H (TV HH)			43.7%	15.4%	75.1%	34.6%	40.5%	
40" and over	12220	12220	6675	2191	8520	5178	3342	11077
%V	44.5%	47.4%	59.9%	56.1%	44.9%	61.8%	31.6%	49.8%
%H (All HH)		100.0%	54.6%	17.9%	69.7%	42.4%	27.3%	90.6%
%H (TV HH)			54.6%	17.9%	69.7%	42.4%	27.3%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
Main living room	25438	25438	11033	3877	18751	8317	10434	20695
%V	92.7%	98.6%	99.0%	99.3%	98.9%	99.2%	98.7%	93.0%
%H (All HH)		100.0%	43.4%	15.2%	73.7%	32.7%	41.0%	81.4%
%H (TV HH)			43.4%	15.2%	73.7%	32.7%	41.0%	
Kitchen	3067	3067	1544	406	2683	1550	1133	2690
%V	11.2%	11.9%	13.9%	10.4%	14.2%	18.5%	10.7%	12.1%
%H (All HH)		100.0%	50.3%	13.2%	87.5%	50.5%	36.9%	87.7%
%H (TV HH)			50.3%	13.2%	87.5%	50.5%	36.9%	
Adult's bedroom	11298	11298	5654	1980	8841	5185	3656	9914
%V	41.2%	43.8%	50.7%	50.7%	46.6%	61.8%	34.6%	44.6%
%H (All HH)		100.0%	50.0%	17.5%	78.3%	45.9%	32.4%	87.8%
%H (TV HH)			50.0%	17.5%	78.3%	45.9%	32.4%	
Child's bedroom	2469	2469	1477	446	1802	1251	551	2379
%V	9.0%	9.6%	13.3%	11.4%	9.5%	14.9%	5.2%	10.7%
%H (All HH)		100.0%	59.8%	18.1%	73.0%	50.7%	22.3%	96.4%
%H (TV HH)			59.8%	18.1%	73.0%	50.7%	22.3%	
Other bedroom	1188	1188	625	224	970	618	352	1077
%V	4.3%	4.6%	5.6%	5.7%	5.1%	7.4%	3.3%	4.8%
%H (All HH)		100.0%	52.6%	18.9%	81.6%	52.0%	29.6%	90.7%
%H (TV HH)			52.6%	18.9%	81.6%	52.0%	29.6%	
Second living/dining room	2399	2399	1256	384	1922	1144	778	2141
%V	8.7%	9.3%	11.3%	9.8%	10.1%	13.6%	7.4%	9.6%
%H (All HH)		100.0%	52.4%	16.0%	80.1%	47.7%	32.4%	89.2%
%H (TV HH)			52.4%	16.0%	80.1%	47.7%	32.4%	
Study/office	345	345	205	32	281	174	107	335
%V	1.3%	1.3%	1.8%	0.8%	1.5%	2.1%	1.0%	1.5%
%H (All HH)		100.0%	59.4%	9.3%	81.4%	50.4%	31.0%	97.1%
%H (TV HH)			59.4%	9.3%	81.4%	50.4%	31.0%	
TV room	258	258	143	27	206	120	86	253
%V	0.9%	1.0%	1.3%	0.7%	1.1%	1.4%	0.8%	1.1%
%H (All HH)		100.0%	55.4%	10.5%	79.8%	46.5%	33.3%	98.1%
%H (TV HH)			55.4%	10.5%	79.8%	46.5%	33.3%	
Conservatory	540	540	312	59	478	304	175	484
%V	2.0%	2.1%	2.8%	1.5%	2.5%	3.6%	1.7%	2.2%
%H (All HH)		100.0%	57.8%	10.9%	88.5%	56.3%	32.4%	89.6%
%H (TV HH)			57.8%	10.9%	88.5%	56.3%	32.4%	
Attic or loft room	55	55	36	14	39	34	4	52
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	65.5%	25.5%	70.9%	61.8%	7.3%	94.5%
%H (TV HH)			65.5%	25.5%	70.9%	61.8%	7.3%	
No specific location	44	44	23	1	33	20	13	43
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	52.3%	2.3%	75.0%	45.5%	29.5%	97.7%
%H (TV HH)			52.3%	2.3%	75.0%	45.5%	29.5%	
Other	236	236	151	16	183	117	66	225
%V	0.9%	0.9%	1.4%	0.4%	1.0%	1.4%	0.6%	1.0%
%H (All HH)		100.0%	64.0%	6.8%	77.5%	49.6%	28.0%	95.3%
%H (TV HH)			64.0%	6.8%	77.5%	49.6%	28.0%	

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

%V = percentage of vertical total

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

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

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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	27442	25796	11141	3906	18958	8385	10573	22252
%V (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)				15.1%	73.5%	32.5%	41.0%	
Any DSAT provider	11141	11141	11141	148	6461	6461	0	9934
%V	40.6%	43.2%	100.0%	3.8%	34.1%	77.1%	0.0%	44.6%
%H (All HH)			100.0%	1.3%	58.0%	58.0%	0.0%	89.2%
%H (TV HH)			100.0%	1.3%	58.0%	58.0%	0.0%	
Sky with subscription	9182	9182	9182	75	5421	5421	0	8370
%V	33.5%	35.6%	82.4%	1.9%	28.6%	64.7%	0.0%	37.6%
%H (All HH)			100.0%	0.8%	59.0%	59.0%	0.0%	91.2%
%H (TV HH)			100.0%	0.8%	59.0%	59.0%	0.0%	
Sky without subscription	609	609	609	17	290	290	0	474
%V	2.2%	2.4%	5.5%	0.4%	1.5%	3.5%	0.0%	2.1%
%H (All HH)			100.0%	2.8%	47.6%	47.6%	0.0%	77.8%
%H (TV HH)			100.0%	2.8%	47.6%	47.6%	0.0%	
Freesat	1397	1397	1397	42	848	848	0	1154
%V	5.1%	5.4%	12.5%	1.1%	4.5%	10.1%	0.0%	5.2%
%H (All HH)			100.0%	3.0%	60.7%	60.7%	0.0%	82.6%
%H (TV HH)			100.0%	3.0%	60.7%	60.7%	0.0%	
Other satellite provider	358	358	358	20	149	149	0	321
%V	1.3%	1.4%	3.2%	0.5%	0.8%	1.8%	0.0%	1.4%
%H (All HH)			100.0%	5.6%	41.6%	41.6%	0.0%	89.7%
%H (TV HH)			100.0%	5.6%	41.6%	41.6%	0.0%	
DCAB	3906	3906	148	3906	2016	2016	0	3595
%V	14.2%	15.1%	1.3%	100.0%	10.6%	24.0%	0.0%	16.2%
%H (All HH)			3.8%	100.0%	51.6%	51.6%	0.0%	92.0%
%H (TV HH)			3.8%	100.0%	51.6%	51.6%	0.0%	
DTT	18958	18958	6461	2016	18958	8385	10573	14945
%V	69.1%	73.5%	58.0%	51.6%	100.0%	100.0%	100.0%	67.2%
%H (All HH)		100.0%	34.1%	10.6%	100.0%	44.2%	55.8%	78.8%
%H (TV HH)			34.1%	10.6%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
PVR	15819	15819	9373	3293	10530	7261	3269	14276
%V	57.6%	61.3%	84.1%	84.3%	55.5%	86.6%	30.9%	64.2%
%H (All HH)		100.0%	59.3%	20.8%	66.6%	45.9%	20.7%	90.2%
%H (TV HH)			59.3%	20.8%	66.6%	45.9%	20.7%	
DVDR	962	962	371	150	801	356	445	802
%V	3.5%	3.7%	3.3%	3.8%	4.2%	4.2%	4.2%	3.6%
%H (All HH)		100.0%	38.6%	15.6%	83.3%	37.0%	46.3%	83.4%
%H (TV HH)			38.6%	15.6%	83.3%	37.0%	46.3%	
VCR	635	635	213	69	530	175	356	439
%V	2.3%	2.5%	1.9%	1.8%	2.8%	2.1%	3.4%	2.0%
%H (All HH)		100.0%	33.5%	10.9%	83.5%	27.6%	56.1%	69.1%
%H (TV HH)			33.5%	10.9%	83.5%	27.6%	56.1%	
Any recorder	16461	16461	9482	3325	11105	7334	3771	14687
%V	60.0%	63.8%	85.1%	85.1%	58.6%	87.5%	35.7%	66.0%
%H (All HH)		100.0%	57.6%	20.2%	67.5%	44.6%	22.9%	89.2%
%H (TV HH)			57.6%	20.2%	67.5%	44.6%	22.9%	
Receives HDTV (via STB or built-in reception)	15417	15417	8074	3141	10930	6594	4337	13936
%V	56.2%	59.8%	72.5%	80.4%	57.7%	78.6%	41.0%	62.6%
%H (All HH)		100.0%	52.4%	20.4%	70.9%	42.8%	28.1%	90.4%
%H (TV HH)			52.4%	20.4%	70.9%	42.8%	28.1%	
DVD/Blu-ray player or recorder	19479	19479	8889	3079	14620	7077	7542	16587
%V	71.0%	75.5%	79.8%	78.8%	77.1%	84.4%	71.3%	74.5%
%H (All HH)		100.0%	45.6%	15.8%	75.1%	36.3%	38.7%	85.2%
%H (TV HH)			45.6%	15.8%	75.1%	36.3%	38.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 2014
Household level data
Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27442	25796	11141	3906	18958	8385	10573	22252
%H (All HH)		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%
%H (TV HH)			43.2%	15.1%	73.5%	32.5%	41.0%	
Has broadband internet	22252	21001	9934	3595	14945	7630	7315	22252
%V	81.1%	81.4%	89.2%	92.0%	78.8%	91.0%	69.2%	100.0%
%H (All HH)		94.4%	44.6%	16.2%	67.2%	34.3%	32.9%	100.0%
%H (TV HH)			47.3%	17.1%	71.2%	36.3%	34.8%	
Number of computers (PCs and laptops)								
0	5363	4957	1254	404	4069	789	3280	678
%V	19.5%	19.2%	11.3%	10.3%	21.5%	9.4%	31.0%	3.0%
%H (All HH)		92.4%	23.4%	7.5%	75.9%	14.7%	61.2%	12.6%
%H (TV HH)			25.3%	8.2%	82.1%	15.9%	66.2%	
1	7973	7419	3049	1088	5356	2140	3216	7557
%V	29.1%	28.8%	27.4%	27.9%	28.3%	25.5%	30.4%	34.0%
%H (All HH)		93.1%	38.2%	13.6%	67.2%	26.8%	40.3%	94.8%
%H (TV HH)			41.1%	14.7%	72.2%	28.8%	43.3%	
2	6116	5796	2779	935	4103	2088	2015	6049
%V	22.3%	22.5%	24.9%	23.9%	21.6%	24.9%	19.1%	27.2%
%H (All HH)		94.8%	45.4%	15.3%	67.1%	34.1%	32.9%	98.9%
%H (TV HH)			47.9%	16.1%	70.8%	36.0%	34.8%	
3	3830	3672	1945	666	2619	1565	1054	3819
%V	14.0%	14.2%	17.5%	17.1%	13.8%	18.7%	10.0%	17.2%
%H (All HH)		95.9%	50.8%	17.4%	68.4%	40.9%	27.5%	99.7%
%H (TV HH)			53.0%	18.1%	71.3%	42.6%	28.7%	
4	1975	1879	963	429	1332	852	481	1966
%V	7.2%	7.3%	8.6%	11.0%	7.0%	10.2%	4.5%	8.8%
%H (All HH)		95.1%	48.8%	21.7%	67.4%	43.1%	24.4%	99.5%
%H (TV HH)			51.3%	22.8%	70.9%	45.3%	25.6%	
5+	2185	2073	1152	384	1479	951	527	2182
%V	8.0%	8.0%	10.3%	9.8%	7.8%	11.3%	5.0%	9.8%
%H (All HH)		94.9%	52.7%	17.6%	67.7%	43.5%	24.1%	99.9%
%H (TV HH)			55.6%	18.5%	71.3%	45.9%	25.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 2014
Set level data
Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50671	24375	8167	38889	20786	18103	43470
%H		48.1%	16.1%	76.7%	41.0%	35.7%	85.8%
Under 20"	6581	2953	954	5655	2997	2658	5565
%V	13.0%	12.1%	11.7%	14.5%	14.4%	14.7%	12.8%
%H		44.9%	14.5%	85.9%	45.5%	40.4%	84.6%
20" - 29"	11721	5105	1693	9529	4613	4916	9611
%V	23.1%	20.9%	20.7%	24.5%	22.2%	27.2%	22.1%
%H		43.6%	14.4%	81.3%	39.4%	41.9%	82.0%
30" - 39"	16887	7671	2722	12781	6308	6473	14204
%V	33.3%	31.5%	33.3%	32.9%	30.3%	35.8%	32.7%
%H		45.4%	16.1%	75.7%	37.4%	38.3%	84.1%
40" and over	14761	8320	2683	10395	6617	3778	13521
%V	29.1%	34.1%	32.9%	26.7%	31.8%	20.9%	31.1%
%H		56.4%	18.2%	70.4%	44.8%	25.6%	91.6%
Don't know	721	325	115	529	252	277	569
%V	1.4%	1.3%	1.4%	1.4%	1.2%	1.5%	1.3%
%H		45.1%	16.0%	73.4%	35.0%	38.4%	78.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2014
Set level data
Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50671	24375	8167	38889	20786	18103	43470
%H		48.1%	16.1%	76.7%	41.0%	35.7%	85.8%
Main living room	25572	11109	3909	18844	8382	10462	20814
%V	50.5%	45.6%	47.9%	48.5%	40.3%	57.8%	47.9%
%H		43.4%	15.3%	73.7%	32.8%	40.9%	81.4%
Kitchen	3073	1545	410	2686	1551	1135	2696
%V	6.1%	6.3%	5.0%	6.9%	7.5%	6.3%	6.2%
%H		50.3%	13.3%	87.4%	50.5%	36.9%	87.7%
Adult's bedroom	13479	6855	2456	10680	6503	4176	11984
%V	26.6%	28.1%	30.1%	27.5%	31.3%	23.1%	27.6%
%H		50.9%	18.2%	79.2%	48.2%	31.0%	88.9%
Child's bedroom	3249	1973	582	2366	1661	705	3140
%V	6.4%	8.1%	7.1%	6.1%	8.0%	3.9%	7.2%
%H		60.7%	17.9%	72.8%	51.1%	21.7%	96.6%
Other bedroom	1343	709	273	1097	720	378	1226
%V	2.7%	2.9%	3.3%	2.8%	3.5%	2.1%	2.8%
%H		52.8%	20.3%	81.7%	53.6%	28.1%	91.3%
Second living/dining room	2451	1290	388	1971	1179	792	2191
%V	4.8%	5.3%	4.8%	5.1%	5.7%	4.4%	5.0%
%H		52.6%	15.8%	80.4%	48.1%	32.3%	89.4%
Study/office	355	214	32	291	182	109	345
%V	0.7%	0.9%	0.4%	0.7%	0.9%	0.6%	0.8%
%H		60.3%	9.0%	82.0%	51.3%	30.7%	97.2%
TV room	258	143	27	206	120	86	253
%V	0.5%	0.6%	0.3%	0.5%	0.6%	0.5%	0.6%
%H		55.4%	10.5%	79.8%	46.5%	33.3%	98.1%
Conservatory	540	312	59	478	304	175	484
%V	1.1%	1.3%	0.7%	1.2%	1.5%	1.0%	1.1%
%H		57.8%	10.9%	88.5%	56.3%	32.4%	89.6%
Attic or loft room	55	36	14	39	34	4	52
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		65.5%	25.5%	70.9%	61.8%	7.3%	94.5%
No specific location	49	28	1	38	25	13	49
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		57.1%	2.0%	77.6%	51.0%	26.5%	100.0%
Other	247	161	16	194	126	68	236
%V	0.5%	0.7%	0.2%	0.5%	0.6%	0.4%	0.5%
%H		65.2%	6.5%	78.5%	51.0%	27.5%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2014
Set level data
Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50671	24375	8167	38889	20786	18103	43470
%H		48.1%	16.1%	76.7%	41.0%	35.7%	85.8%
PVR	20847	12888	4512	13512	9873	3639	19082
%V	41.1%	52.9%	55.2%	34.7%	47.5%	20.1%	43.9%
%H		61.8%	21.6%	64.8%	47.4%	17.5%	91.5%
DVDR	1031	402	160	859	386	473	864
%V	2.0%	1.6%	2.0%	2.2%	1.9%	2.6%	2.0%
%H		39.0%	15.5%	83.3%	37.4%	45.9%	83.8%
VCR	678	236	74	566	194	372	475
%V	1.3%	1.0%	0.9%	1.5%	0.9%	2.1%	1.1%
%H		34.8%	10.9%	83.5%	28.6%	54.9%	70.1%
Any recorder	21687	13077	4583	14266	10047	4219	19656
%V	42.8%	53.6%	56.1%	36.7%	48.3%	23.3%	45.2%
%H		60.3%	21.1%	65.8%	46.3%	19.5%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50671	24375	8167	38889	20786	18103	43470
%H		48.1%	16.1%	76.7%	41.0%	35.7%	85.8%
Receives HDTV (via STB or built-in reception)	21751	11632	4593	15709	9947	5762	19938
%V	42.9%	47.7%	56.2%	40.4%	47.9%	31.8%	45.9%
%H		53.5%	21.1%	72.2%	45.7%	26.5%	91.7%
DVD/Blu-ray player or recorder	27927	13550	4611	21584	11681	9903	24472
%V	55.1%	55.6%	56.5%	55.5%	56.2%	54.7%	56.3%
%H		48.5%	16.5%	77.3%	41.8%	35.5%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2014
Set level data
Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25736	11135	3905	18950	8385	10565	20951
%H		43.3%	15.2%	73.6%	32.6%	41.1%	81.4%
Under 20"	412	73	30	363	63	300	224
%V	1.6%	0.7%	0.8%	1.9%	0.8%	2.8%	1.1%
%H		17.7%	7.3%	88.1%	15.3%	72.8%	54.4%
20" - 29"	3198	740	321	2609	518	2091	2064
%V	12.4%	6.6%	8.2%	13.8%	6.2%	19.8%	9.9%
%H		23.1%	10.0%	81.6%	16.2%	65.4%	64.5%
30" - 39"	9922	3709	1372	7507	2730	4778	7681
%V	38.6%	33.3%	35.1%	39.6%	32.6%	45.2%	36.7%
%H		37.4%	13.8%	75.7%	27.5%	48.2%	77.4%
40" and over	11821	6481	2125	8210	5001	3209	10706
%V	45.9%	58.2%	54.4%	43.3%	59.6%	30.4%	51.1%
%H		54.8%	18.0%	69.5%	42.3%	27.1%	90.6%
Don't know	383	132	57	262	74	188	276
%V	1.5%	1.2%	1.5%	1.4%	0.9%	1.8%	1.3%
%H		34.5%	14.9%	68.4%	19.3%	49.1%	72.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2014
Set level data
Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25736	11135	3905	18950	8385	10565	20951
%H		43.3%	15.2%	73.6%	32.6%	41.1%	81.4%
PVR	15507	9233	3253	10264	7135	3129	14005
%V	60.3%	82.9%	83.3%	54.2%	85.1%	29.6%	66.8%
%H		59.5%	21.0%	66.2%	46.0%	20.2%	90.3%
DVDR	798	294	118	660	272	388	648
%V	3.1%	2.6%	3.0%	3.5%	3.2%	3.7%	3.1%
%H		36.8%	14.8%	82.7%	34.1%	48.6%	81.2%
VCR	535	177	55	441	134	307	366
%V	2.1%	1.6%	1.4%	2.3%	1.6%	2.9%	1.7%
%H		33.1%	10.3%	82.4%	25.0%	57.4%	68.4%
Any recorder	16111	9340	3286	10799	7206	3593	14382
%V	62.6%	83.9%	84.1%	57.0%	85.9%	34.0%	68.6%
%H		58.0%	20.4%	67.0%	44.7%	22.3%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 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	25736	11135	3905	18950	8385	10565	20951
%H		43.3%	15.2%	73.6%	32.6%	41.1%	81.4%
Receives HDTV (via STB or built-in reception)	15005	7899	3072	10578	6415	4163	13573
%V	58.3%	70.9%	78.7%	55.8%	76.5%	39.4%	64.8%
%H		52.6%	20.5%	70.5%	42.8%	27.7%	90.5%
DVD/Blu-ray player or recorder	18233	8264	2867	13592	6466	7126	15491
%V	70.8%	74.2%	73.4%	71.7%	77.1%	67.4%	73.9%
%H		45.3%	15.7%	74.5%	35.5%	39.1%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	24935	13239	4262	19939	12401	7538	22519
%H		53.1%	17.1%	80.0%	49.7%	30.2%	90.3%
Under 20"	6169	2880	925	5292	2933	2359	5341
%V	24.7%	21.8%	21.7%	26.5%	23.7%	31.3%	23.7%
%H		46.7%	15.0%	85.8%	47.5%	38.2%	86.6%
20" - 29"	8523	4365	1372	6920	4095	2825	7547
%V	34.2%	33.0%	32.2%	34.7%	33.0%	37.5%	33.5%
%H		51.2%	16.1%	81.2%	48.0%	33.1%	88.5%
30" - 39"	6965	3963	1351	5274	3579	1696	6523
%V	27.9%	29.9%	31.7%	26.5%	28.9%	22.5%	29.0%
%H		56.9%	19.4%	75.7%	51.4%	24.4%	93.7%
40" and over	2940	1839	557	2186	1616	569	2815
%V	11.8%	13.9%	13.1%	11.0%	13.0%	7.5%	12.5%
%H		62.6%	18.9%	74.4%	55.0%	19.4%	95.7%
Don't know	338	193	57	267	178	89	293
%V	1.4%	1.5%	1.3%	1.3%	1.4%	1.2%	1.3%
%H		57.1%	16.9%	79.0%	52.7%	26.3%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2014
Set level data
Table 19: Other Set (non-Main Set) Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	24935	13239	4262	19939	12401	7538	22519
%H		53.1%	17.1%	80.0%	49.7%	30.2%	90.3%
PVR	5341	3655	1259	3247	2738	510	5078
%V	21.4%	27.6%	29.5%	16.3%	22.1%	6.8%	22.5%
%H		68.4%	23.6%	60.8%	51.3%	9.5%	95.1%
DVDR	232	108	41	199	114	85	216
%V	0.9%	0.8%	1.0%	1.0%	0.9%	1.1%	1.0%
%H		46.6%	17.7%	85.8%	49.1%	36.6%	93.1%
VCR	144	60	20	125	59	65	108
%V	0.6%	0.5%	0.5%	0.6%	0.5%	0.9%	0.5%
%H		41.7%	13.9%	86.8%	41.0%	45.1%	75.0%
Any recorder	5576	3736	1297	3467	2840	626	5274
%V	22.4%	28.2%	30.4%	17.4%	22.9%	8.3%	23.4%
%H		67.0%	23.3%	62.2%	50.9%	11.2%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 20: Other Set (non-Main Set) - Other TV equipment
Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	24935	13239	4262	19939	12401	7538	22519
%H		53.1%	17.1%	80.0%	49.7%	30.2%	90.3%
Receives HDTV (via STB or built-in reception)	6745	3733	1521	5131	3532	1599	6365
%V	27.1%	28.2%	35.7%	25.7%	28.5%	21.2%	28.3%
%H		55.3%	22.6%	76.1%	52.4%	23.7%	94.4%
DVD/Blu-ray player or recorder	9694	5286	1743	7992	5215	2777	8981
%V	38.9%	39.9%	40.9%	40.1%	42.1%	36.8%	39.9%
%H		54.5%	18.0%	82.4%	53.8%	28.6%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2014
Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64078	60756	29527	10220	42888	22176	20712	56632
%H		94.8%	46.1%	15.9%	66.9%	34.6%	32.3%	88.4%
Total Children	12212	11817	6625	2125	7528	4507	3021	11692
%V	19.1%	19.4%	22.4%	20.8%	17.6%	20.3%	14.6%	20.6%
%H		96.8%	54.2%	17.4%	61.6%	36.9%	24.7%	95.7%
0 - 3	3261	3108	1746	518	1894	1075	819	3064
%V	5.1%	5.1%	5.9%	5.1%	4.4%	4.8%	4.0%	5.4%
%H		95.3%	53.5%	15.9%	58.1%	33.0%	25.1%	94.0%
4 - 15	8951	8709	4880	1608	5634	3432	2202	8628
%V	14.0%	14.3%	16.5%	15.7%	13.1%	15.5%	10.6%	15.2%
%H		97.3%	54.5%	18.0%	62.9%	38.3%	24.6%	96.4%
4 - 9	4760	4617	2542	884	2895	1724	1171	4563
%V	7.4%	7.6%	8.6%	8.6%	6.8%	7.8%	5.7%	8.1%
%H		97.0%	53.4%	18.6%	60.8%	36.2%	24.6%	95.9%
10 - 15	4191	4091	2338	724	2739	1709	1030	4065
%V	6.5%	6.7%	7.9%	7.1%	6.4%	7.7%	5.0%	7.2%
%H		97.6%	55.8%	17.3%	65.4%	40.8%	24.6%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2014
Individual level data
Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64078	60756	29527	10220	42888	22176	20712	56632
%H		94.8%	46.1%	15.9%	66.9%	34.6%	32.3%	88.4%
Total Adults (16+)	51866	48939	22901	8095	35359	17669	17691	44940
%V	80.9%	80.6%	77.6%	79.2%	82.4%	79.7%	85.4%	79.4%
%H		94.4%	44.2%	15.6%	68.2%	34.1%	34.1%	86.6%
16 - 19	2970	2686	1404	521	1879	1141	738	2881
%V	4.6%	4.4%	4.8%	5.1%	4.4%	5.1%	3.6%	5.1%
%H		90.4%	47.3%	17.5%	63.3%	38.4%	24.8%	97.0%
20 - 24	4080	3545	1561	682	2472	1294	1178	3931
%V	6.4%	5.8%	5.3%	6.7%	5.8%	5.8%	5.7%	6.9%
%H		86.9%	38.3%	16.7%	60.6%	31.7%	28.9%	96.3%
25 - 34	8809	8077	4215	1417	5154	2831	2323	8345
%V	13.7%	13.3%	14.3%	13.9%	12.0%	12.8%	11.2%	14.7%
%H		91.7%	47.8%	16.1%	58.5%	32.1%	26.4%	94.7%
35 - 44	8360	7912	4178	1531	5181	2985	2196	7958
%V	13.0%	13.0%	14.1%	15.0%	12.1%	13.5%	10.6%	14.1%
%H		94.6%	50.0%	18.3%	62.0%	35.7%	26.3%	95.2%
45 - 54	9119	8805	4377	1589	6387	3580	2808	8508
%V	14.2%	14.5%	14.8%	15.5%	14.9%	16.1%	13.6%	15.0%
%H		96.6%	48.0%	17.4%	70.0%	39.3%	30.8%	93.3%
55 - 64	7355	7113	3329	1177	5397	2757	2640	6393
%V	11.5%	11.7%	11.3%	11.5%	12.6%	12.4%	12.7%	11.3%
%H		96.7%	45.3%	16.0%	73.4%	37.5%	35.9%	86.9%
65+	11171	10802	3838	1177	8889	3080	5809	6924
%V	17.4%	17.8%	13.0%	11.5%	20.7%	13.9%	28.0%	12.2%
%H		96.7%	34.4%	10.5%	79.6%	27.6%	52.0%	62.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51866	48939	22901	8095	35359	17669	17691	44940
%H		94.4%	44.2%	15.6%	68.2%	34.1%	34.1%	86.6%
AB	14326	13749	6546	2468	9830	5045	4785	13733
%V	27.6%	28.1%	28.6%	30.5%	27.8%	28.6%	27.0%	30.6%
%H		96.0%	45.7%	17.2%	68.6%	35.2%	33.4%	95.9%
C1	14355	13274	6256	2080	9660	4882	4778	13038
%V	27.7%	27.1%	27.3%	25.7%	27.3%	27.6%	27.0%	29.0%
%H		92.5%	43.6%	14.5%	67.3%	34.0%	33.3%	90.8%
C2	11469	11065	5569	1986	8044	4569	3475	9983
%V	22.1%	22.6%	24.3%	24.5%	22.7%	25.9%	19.6%	22.2%
%H		96.5%	48.6%	17.3%	70.1%	39.8%	30.3%	87.0%
D	7574	7030	3193	1082	4843	2143	2700	5857
%V	14.6%	14.4%	13.9%	13.4%	13.7%	12.1%	15.3%	13.0%
%H		92.8%	42.2%	14.3%	63.9%	28.3%	35.6%	77.3%
E	4142	3821	1337	479	2983	1029	1953	2329
%V	8.0%	7.8%	5.8%	5.9%	8.4%	5.8%	11.0%	5.2%
%H		92.3%	32.3%	11.6%	72.0%	24.8%	47.2%	56.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51866	48939	22901	8095	35359	17669	17691	44940
%H		94.4%	44.2%	15.6%	68.2%	34.1%	34.1%	86.6%
Working full time	24329	23092	11892	4283	15934	9110	6824	23301
%V	46.9%	47.2%	51.9%	52.9%	45.1%	51.6%	38.6%	51.8%
%H		94.9%	48.9%	17.6%	65.5%	37.4%	28.0%	95.8%
Working part time	5247	5055	2549	870	3602	1976	1626	4998
%V	10.1%	10.3%	11.1%	10.7%	10.2%	11.2%	9.2%	11.1%
%H		96.3%	48.6%	16.6%	68.6%	37.7%	31.0%	95.3%
Not working	22289	20792	8461	2942	15824	6583	9240	16641
%V	43.0%	42.5%	36.9%	36.3%	44.8%	37.3%	52.2%	37.0%
%H		93.3%	38.0%	13.2%	71.0%	29.5%	41.5%	74.7%
Housewife/Houseperson	27442	25796	11141	3906	18958	8385	10573	22252
%V	52.9%	52.7%	48.6%	48.3%	53.6%	47.5%	59.8%	49.5%
%H		94.0%	40.6%	14.2%	69.1%	30.6%	38.5%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2014
Individual level data
Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25297	23698	11352	3976	17071	8803	8268	22233
%H		93.7%	44.9%	15.7%	67.5%	34.8%	32.7%	87.9%
16 - 19	1532	1386	723	284	956	587	369	1499
%V	6.1%	5.8%	6.4%	7.1%	5.6%	6.7%	4.5%	6.7%
%H		90.5%	47.2%	18.5%	62.4%	38.3%	24.1%	97.8%
20 - 24	2035	1743	772	345	1252	675	578	1970
%V	8.0%	7.4%	6.8%	8.7%	7.3%	7.7%	7.0%	8.9%
%H		85.7%	37.9%	17.0%	61.5%	33.2%	28.4%	96.8%
25 - 34	4385	3987	2074	698	2598	1452	1146	4138
%V	17.3%	16.8%	18.3%	17.6%	15.2%	16.5%	13.9%	18.6%
%H		90.9%	47.3%	15.9%	59.2%	33.1%	26.1%	94.4%
35 - 44	4143	3869	2061	724	2496	1413	1083	3910
%V	16.4%	16.3%	18.2%	18.2%	14.6%	16.1%	13.1%	17.6%
%H		93.4%	49.7%	17.5%	60.2%	34.1%	26.1%	94.4%
45 - 54	4488	4302	2121	780	3134	1746	1387	4133
%V	17.7%	18.2%	18.7%	19.6%	18.4%	19.8%	16.8%	18.6%
%H		95.9%	47.3%	17.4%	69.8%	38.9%	30.9%	92.1%
55 - 64	3610	3494	1658	556	2637	1335	1302	3129
%V	14.3%	14.7%	14.6%	14.0%	15.4%	15.2%	15.7%	14.1%
%H		96.8%	45.9%	15.4%	73.0%	37.0%	36.1%	86.7%
65+	5105	4918	1944	589	3998	1596	2402	3454
%V	20.2%	20.8%	17.1%	14.8%	23.4%	18.1%	29.1%	15.5%
%H		96.3%	38.1%	11.5%	78.3%	31.3%	47.1%	67.7%

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

October - December 2014

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25297	23698	11352	3976	17071	8803	8268	22233
%H		93.7%	44.9%	15.7%	67.5%	34.8%	32.7%	87.9%
AB	7165	6865	3349	1205	4911	2569	2342	6891
%V	28.3%	29.0%	29.5%	30.3%	28.8%	29.2%	28.3%	31.0%
%H		95.8%	46.7%	16.8%	68.5%	35.9%	32.7%	96.2%
C1	6705	6134	3008	981	4444	2366	2078	6249
%V	26.5%	25.9%	26.5%	24.7%	26.0%	26.9%	25.1%	28.1%
%H		91.5%	44.9%	14.6%	66.3%	35.3%	31.0%	93.2%
C2	6137	5883	2932	1065	4281	2414	1867	5277
%V	24.3%	24.8%	25.8%	26.8%	25.1%	27.4%	22.6%	23.7%
%H		95.9%	47.8%	17.4%	69.8%	39.3%	30.4%	86.0%
D	3606	3304	1512	531	2249	1016	1233	2870
%V	14.3%	13.9%	13.3%	13.4%	13.2%	11.5%	14.9%	12.9%
%H		91.6%	41.9%	14.7%	62.4%	28.2%	34.2%	79.6%
E	1685	1513	552	192	1187	438	748	945
%V	6.7%	6.4%	4.9%	4.8%	7.0%	5.0%	9.0%	4.3%
%H		89.8%	32.8%	11.4%	70.4%	26.0%	44.4%	56.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25297	23698	11352	3976	17071	8803	8268	22233
%H		93.7%	44.9%	15.7%	67.5%	34.8%	32.7%	87.9%
Working full time	14864	14091	7367	2539	9699	5561	4138	14157
%V	58.8%	59.5%	64.9%	63.9%	56.8%	63.2%	50.0%	63.7%
%H		94.8%	49.6%	17.1%	65.3%	37.4%	27.8%	95.2%
Working part time	1208	1123	509	189	812	393	418	1138
%V	4.8%	4.7%	4.5%	4.8%	4.8%	4.5%	5.1%	5.1%
%H		93.0%	42.1%	15.6%	67.2%	32.5%	34.6%	94.2%
Not working	9225	8484	3477	1248	6560	2849	3712	6938
%V	36.5%	35.8%	30.6%	31.4%	38.4%	32.4%	44.9%	31.2%
%H		92.0%	37.7%	13.5%	71.1%	30.9%	40.2%	75.2%
Housewife/Houseperson	5800	5170	1935	688	3870	1396	2473	4181
%V	22.9%	21.8%	17.0%	17.3%	22.7%	15.9%	29.9%	18.8%
%H		89.1%	33.4%	11.9%	66.7%	24.1%	42.6%	72.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2014

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26568	25241	11549	4119	18288	8865	9423	22707
%H		95.0%	43.5%	15.5%	68.8%	33.4%	35.5%	85.5%
16 - 19	1438	1300	681	237	922	554	369	1382
%V	5.4%	5.2%	5.9%	5.8%	5.0%	6.2%	3.9%	6.1%
%H		90.4%	47.4%	16.5%	64.1%	38.5%	25.7%	96.1%
20 - 24	2046	1802	789	337	1220	619	600	1961
%V	7.7%	7.1%	6.8%	8.2%	6.7%	7.0%	6.4%	8.6%
%H		88.1%	38.6%	16.5%	59.6%	30.3%	29.3%	95.8%
25 - 34	4424	4089	2142	720	2556	1379	1176	4207
%V	16.7%	16.2%	18.5%	17.5%	14.0%	15.6%	12.5%	18.5%
%H		92.4%	48.4%	16.3%	57.8%	31.2%	26.6%	95.1%
35 - 44	4218	4044	2117	808	2685	1573	1112	4048
%V	15.9%	16.0%	18.3%	19.6%	14.7%	17.7%	11.8%	17.8%
%H		95.9%	50.2%	19.2%	63.7%	37.3%	26.4%	96.0%
45 - 54	4631	4504	2256	809	3254	1834	1420	4375
%V	17.4%	17.8%	19.5%	19.6%	17.8%	20.7%	15.1%	19.3%
%H		97.3%	48.7%	17.5%	70.3%	39.6%	30.7%	94.5%
55 - 64	3744	3619	1671	621	2760	1422	1338	3264
%V	14.1%	14.3%	14.5%	15.1%	15.1%	16.0%	14.2%	14.4%
%H		96.7%	44.6%	16.6%	73.7%	38.0%	35.7%	87.2%
65+	6067	5884	1894	588	4891	1485	3407	3470
%V	22.8%	23.3%	16.4%	14.3%	26.7%	16.8%	36.2%	15.3%
%H		97.0%	31.2%	9.7%	80.6%	24.5%	56.2%	57.2%

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

October - December 2014

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26568	25241	11549	4119	18288	8865	9423	22707
%H		95.0%	43.5%	15.5%	68.8%	33.4%	35.5%	85.5%
AB	7161	6884	3198	1263	4919	2476	2443	6842
%V	27.0%	27.3%	27.7%	30.7%	26.9%	27.9%	25.9%	30.1%
%H		96.1%	44.7%	17.6%	68.7%	34.6%	34.1%	95.5%
C1	7650	7141	3248	1099	5216	2516	2700	6789
%V	28.8%	28.3%	28.1%	26.7%	28.5%	28.4%	28.7%	29.9%
%H		93.3%	42.5%	14.4%	68.2%	32.9%	35.3%	88.7%
C2	5332	5182	2637	921	3763	2155	1608	4706
%V	20.1%	20.5%	22.8%	22.4%	20.6%	24.3%	17.1%	20.7%
%H		97.2%	49.5%	17.3%	70.6%	40.4%	30.2%	88.3%
D	3968	3726	1681	551	2594	1127	1467	2987
%V	14.9%	14.8%	14.6%	13.4%	14.2%	12.7%	15.6%	13.2%
%H		93.9%	42.4%	13.9%	65.4%	28.4%	37.0%	75.3%
E	2457	2308	786	286	1796	591	1205	1384
%V	9.2%	9.1%	6.8%	6.9%	9.8%	6.7%	12.8%	6.1%
%H		93.9%	32.0%	11.6%	73.1%	24.1%	49.0%	56.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26568	25241	11549	4119	18288	8865	9423	22707
%H		95.0%	43.5%	15.5%	68.8%	33.4%	35.5%	85.5%
Working full time	9464	9002	4525	1744	6235	3548	2686	9144
%V	35.6%	35.7%	39.2%	42.3%	34.1%	40.0%	28.5%	40.3%
%H		95.1%	47.8%	18.4%	65.9%	37.5%	28.4%	96.6%
Working part time	4039	3932	2040	681	2790	1582	1208	3860
%V	15.2%	15.6%	17.7%	16.5%	15.3%	17.8%	12.8%	17.0%
%H		97.4%	50.5%	16.9%	69.1%	39.2%	29.9%	95.6%
Not working	13064	12307	4985	1694	9263	3735	5529	9703
%V	49.2%	48.8%	43.2%	41.1%	50.7%	42.1%	58.7%	42.7%
%H		94.2%	38.2%	13.0%	70.9%	28.6%	42.3%	74.3%
Housewife/Houseperson	21642	20626	9207	3218	15089	6989	8100	18071
%V	81.5%	81.7%	79.7%	78.1%	82.5%	78.8%	86.0%	79.6%
%H		95.3%	42.5%	14.9%	69.7%	32.3%	37.4%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

When ITV areas and BBC regions are overlaid, a total of 31 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 54,756 which is split into four quarterly replicates.

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between October and December 2014

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: October - December 2014	
	Total Network
Addresses Issued	19,618
Shop / Business	232
Demolished / Incomplete	26
Empty	1,419
Holiday Home	196
Other Non Effective	299
Eligible Addresses	17,446
Substitute Addresses	2,098
Multiple Occupancy Addresses	218
Total Additional Households	2,316
Total Valid Households	19,817
	100.0%
Non Contacts	1,887
	9.5%
No English Spoken	32
	0.2%
Refusals	4,436
	22.4%
Total Interviews	13,462
	67.9%

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 October to December 2014

	All Households	Total TV Households	Multichannel Households
All Households	13462	12733	12579
All Sets	25668	25668	25467
All Individuals	33600	32002	31605
Children 0-15	6498	6292	6208
All Adults	27102	25710	25397
Adult Males	13197	12456	12302
Adult Females	13905	13254	13095

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 (October 2014)



BARB Establishment Survey Questionnaire

Version: User 23.1

Date: 10/09/2014

Internal Use Only

Status: Final

Prepared for fieldwork month: October 2014



Version Control

Changes included in this version:

Question No	Description of changes to this version
H112	Amend question routing to ask All with a TV and add BT TV and TalkTalk
H68	Add new interviewer instruction and remove BT TV and TalkTalk
H69,70,91,92,89,90,99,100 S64,66,10a/b, 11a/b, 9a/b, 55a/b, 54a/b, 67a/b, 56a/b, 57a/b, 58a/b, 59a/b, 61,63	Routing changes due to the changes at H112 and H68

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
H3	I can usually find something to watch on TV SP
	NOTE: if queried this can be either live broadcasts or catch-up TV services
H4	I always make sure I have the latest TV technology SP
H5	I structure my evening's activity around the TV schedule SP
H6	I watch programmes my friends or colleagues talk about SP
H7	The TV schedules are filled with 'mindless' programmes SP
	I agree strongly I agree slightly I neither agree or disagree I disagree slightly I disagree strongly Don't know

INITIAL HOUSEHOLD LEVEL SECTION

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

ASK IF ANY SET IS USED TO WATCH TV OR TEMP OUT OF ORDER [H63> 0 OR H82 = TEMP OUT OF ORDER FOR ANY SET]		
H65	Do you receive TV programmes via a satellite dish on the outside of your home? 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, Talk Talk 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 Talk Talk 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 Via a connection to a computer or tablet Other (Specify) None of these (SP)	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
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
ASK IF BROADBAND [H17=Yes]		
H115	How do you, or any members of your household, access the internet? Fixed home broadband (via a 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? 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
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablet computers WRITE IN (0-99) Don't know	NUM
ASK IF 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 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	And how many of these do you, or members of your household, use to watch television programmes? WRITE IN (0-Max value of H51)	NUM
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H58	How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet at home? Daily At least once a week At least once a month Less often than once a month Don't know	SP
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H59	How often do you personally use the internet for watching TV programmes at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]		
H60	SHOW SCREEN How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

If 2+ valid sets and at least one of these is defined as Temporarily Out of Order at H82:
Going back to ask about the TV sets that your household use to watch television and including the TV <set/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)

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
ASK IF HH PLATFORMS ARE SET PLATFORMS [S64=YES]		
S66	Apart from: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes) BT Vision 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

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 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)]		
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=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 =YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES, AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	MP
RECODE H66 - H68 AS APPROPRIATE		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF CABLE CLAIM ON SET [S10 = YES]		
S24	SHOW SCREEN (IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable. Is the cable box able to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation click on further information Yes – V+ Yes – TiVo Yes – Other cable box No Don't know Further information	SP
ASK IF CABLE CLAIM ON SET [S10 = YES]		
S53	SHOW SCREEN I would now like to ask you about High Definition television or HD. Do you receive HD channels via cable TV? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES]		
S68	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 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]		
S69	SHOW SCREEN In Addition to Freesat, (If S68=code 1 or 2) 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]		
S70	SHOW SCREEN In Addition to Freesat, <i>(If S68=code1 or 2)</i> In Addition to Sky, <i>(If S69=code1 or 2)</i> In Addition to Freesat and Sky, <i>(If S68=code 1 or 2 AND S69=Yes 1 or 2)</i> 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
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
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S21	SHOW SCREEN <i>(IF S53 NOT ASKED)</i> I would now like to ask you about High Definition television or HD. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT(CODE 1 OR 2)]		
S22	SHOW SCREEN Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT(CODE 1 OR 2)]		
S23	SHOW SCREEN <i>(IF S53 AND S21 NOT ASKED)</i> I would now like to ask you about High Definition television or HD. Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK IF DTT ON SET [S9 = YES]		
S25	SHOW SCREEN (IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = YES) You have said this set is able to receive TV services via an aerial. Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF DTT ON SET [S9 = YES]		
S50	SHOW SCREEN (IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD (<i>in NI only</i>) or Saorview HD? Freeview HD is the high definition service available from Freeview (<i>in NI only</i>) and Saorview HD is the high definition service available from Saorview NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) Apart from the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or TiVo box (S25=1) Freeview (<i>in NI only</i>) or Saorview recorder Do you have any other < if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1 > equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED [S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs Other (specify) None of these Don't know	MP

ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38
[S38 NOT ONTO DVD/BLU RAY DISCS]

S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
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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=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

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

H96	Which of the sets you have mentioned receives TV programmes via a computer?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER
	Don't know	RECODE H95 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A COMPUTER

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?	SP
	Yes	
	No	
	ASK H98	
	IF SINGLE CODE AT H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A DIRECT CONNECTION TO THE INTERNET	

H98	Which of the sets you have mentioned receives TV programmes via a direct connection to the internet?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET
	Don't know	RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET

H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

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

ASK IF ANY MAIN SET LOOP HAS BEEN COMPLETED		
H77	SHOW SCREEN (SINGLE WORKING SET) Which of the following ITV1 regional channels can you receive on your TV set? (2+ WORKING SETS) Which of the following ITV1 regional channels can you receive on any of your TV set(s)? A. STV, with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV Border E. ITV Tyne Tees F. ITV Granada G. ITV Yorkshire H. ITV Wales I. ITV Central J. ITV Anglia K. ITV Westcountry L. ITV West M. ITV London N. ITV Meridian O. Channel - Don't know - No answer	MP
ASK IF TWO OR MORE ITV STATIONS RECEIVED AT H77, OTHERWISE SKIP TO H22a Intro1 RESTRICT TO ITV REGIONS CLAIMED AT H77 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED		
H24	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT H77) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?	NUM 0-10
	A. STV, with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV Border E. ITV Tyne Tees F. ITV Granada G. ITV Yorkshire H. ITV Wales I. ITV Central J. ITV Anglia K. ITV Westcountry L. ITV West M. ITV London N. ITV Meridian O. Channel	
NOTE: Answers must add up to 10		
H24	So out of every ten hours you and your household watch ITV1 stations, you would view ____ hours of ____ (FIRST CHANNEL RECEIVED AT H77); ____ hours ____ (SECOND CHANNEL RECEIVED AT H77) etc... (INCLUDE ALL ITV1 CHANNELS CLAIMED AT H77/H24 WITH THE RESPONSE GIVEN ABOVE)	SP
Check	Yes No	
If correct code appropriately, if incorrect ask again		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO		
H22a Intro1	Thinking about your household in general and other ways that TV sets can be used...	

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

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

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

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

NOTE: For a more detailed explanation click on further information

Yes
 No
 Don't know
 Further Information

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

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

H79 SHOW SCREEN

MP

(Cable HH) In addition to your Cable connection

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

(TalkTalkHH) In addition to your TalkTalk connection

(YouView HH) In addition to your YouView connection

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NOTE: For a more detailed explanation click on further information

A direct connection between the TV set and the Internet

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

A connection to a computer or tablet

A connection to a games console

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

Another device that connects to the internet (Specify)

Single internet platform claims

You have said that your

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

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

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

In addition to this

Multiple internet platform claims

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

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

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

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

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

In addition to these

(Cable HH) and your Cable connection

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

(TalkTalkHH) and your TalkTalk connection

(YouView HH) and your YouView connection

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

(Cable and TalkTalkHH) and your Cable and TalkTalk connections

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

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

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

(YouView and TalkTalkHH) and your YouView and TalkTalk connections

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

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

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

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

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

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

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

NOTE: For a more detailed explanation click on further information

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

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

A connection to a computer or tablet

REMOVE IF H68 = CODE 3

A connection to a games console

REMOVE IF H68 = CODE 2 OR H54 =CODE 2

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

Another device that connects to the internet (Specify)

No

ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H81	SHOW SCREEN <i>(Single Set HH)</i> Is your TV set capable of showing movies and TV programmes in 3D? <i>(Multi Set HH)</i> 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	SP

END OF SECOND HOUSEHOLD SECTION

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

START OF PERSON LOOP

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

ASK IF AGE IS DK OR REFUSED [AT P3]		
P4	Record age group household member falls into (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+	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
ASK IF NOT 'FULL TIME EDUCATION' [P9=CODE4]		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	SP

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
	Yes No Don't know	
ASK IF WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN	SP
	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	
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
	Yes No Don't know	
ASK IF GAELIC SPEAKER [P13=YES]		
P14	SHOW SCREEN	SP
	How well do you (IF RESPONDENT) / does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know	
ASK ALL		
P15	SHOW SCREEN	SP
	Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Note: Please include any health problems related to old age Yes – limited a lot Yes – limited a little No Refused	

ASK ALL**P16 SHOW SCREEN**

SP

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

White

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

Mixed/multiple ethnic groups

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

Asian/Asian British

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

Black/African/Caribbean/Black British

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

Any other ethnic background

- Arab
- Any other ethnic group (specify)

Refused (Code from list to continue)

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

THIRD HOUSEHOLD SECTION

ASK IF MULTI PERSON HH [H55>1]		
H25 Intro	Thinking about all the people in your household...	
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 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)	SP
ASK ALL		
H27	SHOW SCREEN Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H56	Which of the household members you have mentioned is the Head of Household? By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H28	Which of the household members you have mentioned is solely or mainly responsible for the household duties? This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON	MP

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

ASK ALL	
H35	What type of firm or organisation do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) work in? WRITE IN Don't know Refused
ASK ALL	
H36	What <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 SP
ASK IF SELF EMPLOYED [H37=YES]	
H38	How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE Don't know NUM
ASK ALL	
H39	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) actually do? PLEASE GIVE DETAILS. WRITE IN Don't know Refused

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

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

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

END OF THIRD HH SECTION

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW