



BARB Establishment Survey Quarterly Data Report: Total Network

October to December 2013



Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: QUARTERLY

October - December 2013

Contents	Page
Total Network (All Areas) Quarterly Data Tables	1
Introduction	2
Household	
Table 1: Social Grade	3
Table 2: Housewife Age	4
Table 3: Size of Household	5
Table 4: Presence of Children	6
Table 5: Number of TV sets in household	7
Table 6: Screen size	8
Table 7: Location of ANY set in household	9
Table 8: Platform provider	10
Table 9: Recorders and other equipment	11
Table 10: Computers and Internet	12
Sets	
Table 11: Screen Size	13
Table 12: Location of set	14
Table 13: Recorders	15
Table 14: Other TV equipment	15
Table 15: Main Set Screen Size	16
Table 16: Main Set Recorders	17
Table 17: Main Set - Other TV equipment	17
Table 18: Other Sets (non-Main Set) Screen Size	18
Table 19: Other Set (non-Main Set) Recorders	19
Table 20: Other Set (non-Main Set) - Other TV equipment	19
Individuals	
Table 21: Age of Children	20
Table 22: Adults - Age	21
Table 23: Social Grade (Adults 16+)	22
Table 24: Working Status (Adults 16+)	23
Table 25: Males - Age	24
Table 26: Social Grade (Males 16+)	25
Table 27: Working Status (Males 16+)	26
Table 28: Females - Age	27
Table 29: Social Grade (Females 16+)	28
Table 30: Working Status (Females 16+)	29
Appendices	
Appendix A: Survey objectives	
Appendix B: The sample	
Appendix C: Fieldwork and results	
Appendix D: Definitions	
Appendix E: Number of televisions in the household	
Appendix F: Rounding	
Appendix G: Sample bases for the tables	
Appendix H: Multiple households at issued addresses	
Appendix I: Weighting	
Appendix J: The Questionnaire (December 2013)	

This reports contains the weighted data results from the Establishment survey for the period October - December 2013

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 3

DATA PERIOD: QUARTERLY

October - December 2013

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	27252	26021	11142	4102	19345	8599	10746	20818
%V (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
AB	7060	6845	3218	1076	4987	2429	2558	6434
%V	25.9%	26.3%	28.9%	26.2%	25.8%	28.2%	23.8%	30.9%
%H (All HH)		97.0%	45.6%	15.2%	70.6%	34.4%	36.2%	91.1%
%H (TV HH)			47.0%	15.7%	72.9%	35.5%	37.4%	
C1	7491	7012	2867	1237	5267	2373	2894	6170
%V	27.5%	26.9%	25.7%	30.2%	27.2%	27.6%	26.9%	29.6%
%H (All HH)		93.6%	38.3%	16.5%	70.3%	31.7%	38.6%	82.4%
%H (TV HH)			40.9%	17.6%	75.1%	33.8%	41.3%	
C2	5369	5229	2481	865	3890	1984	1905	4206
%V	19.7%	20.1%	22.3%	21.1%	20.1%	23.1%	17.7%	20.2%
%H (All HH)		97.4%	46.2%	16.1%	72.5%	37.0%	35.5%	78.3%
%H (TV HH)			47.4%	16.5%	74.4%	37.9%	36.4%	
D	4164	3948	1670	626	2842	1204	1638	2683
%V	15.3%	15.2%	15.0%	15.3%	14.7%	14.0%	15.2%	12.9%
%H (All HH)		94.8%	40.1%	15.0%	68.3%	28.9%	39.3%	64.4%
%H (TV HH)			42.3%	15.9%	72.0%	30.5%	41.5%	
E	3168	2988	907	298	2359	609	1751	1326
%V	11.6%	11.5%	8.1%	7.3%	12.2%	7.1%	16.3%	6.4%
%H (All HH)		94.3%	28.6%	9.4%	74.5%	19.2%	55.3%	41.9%
%H (TV HH)			30.4%	10.0%	78.9%	20.4%	58.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 4

DATA PERIOD: QUARTERLY

October - December 2013

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	27252	26021	11142	4102	19345	8599	10746	20818
%V (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
Under 25	1231	1000	319	148	714	235	479	952
%V	4.5%	3.8%	2.9%	3.6%	3.7%	2.7%	4.5%	4.6%
%H (All HH)		81.2%	25.9%	12.0%	58.0%	19.1%	38.9%	77.3%
%H (TV HH)			31.9%	14.8%	71.4%	23.5%	47.9%	
25 - 34	4262	3959	1950	687	2568	1280	1288	3758
%V	15.6%	15.2%	17.5%	16.7%	13.3%	14.9%	12.0%	18.1%
%H (All HH)		92.9%	45.8%	16.1%	60.3%	30.0%	30.2%	88.2%
%H (TV HH)			49.3%	17.4%	64.9%	32.3%	32.5%	
35 - 44	4828	4638	2398	882	3046	1694	1352	4356
%V	17.7%	17.8%	21.5%	21.5%	15.7%	19.7%	12.6%	20.9%
%H (All HH)		96.1%	49.7%	18.3%	63.1%	35.1%	28.0%	90.2%
%H (TV HH)			51.7%	19.0%	65.7%	36.5%	29.2%	
45 - 54	5334	5137	2423	884	3835	1981	1855	4618
%V	19.6%	19.7%	21.7%	21.6%	19.8%	23.0%	17.3%	22.2%
%H (All HH)		96.3%	45.4%	16.6%	71.9%	37.1%	34.8%	86.6%
%H (TV HH)			47.2%	17.2%	74.7%	38.6%	36.1%	
55 - 64	4418	4270	1886	718	3282	1604	1678	3622
%V	16.2%	16.4%	16.9%	17.5%	17.0%	18.7%	15.6%	17.4%
%H (All HH)		96.7%	42.7%	16.3%	74.3%	36.3%	38.0%	82.0%
%H (TV HH)			44.2%	16.8%	76.9%	37.6%	39.3%	
65 +	7179	7018	2167	783	5899	1806	4094	3512
%V	26.3%	27.0%	19.4%	19.1%	30.5%	21.0%	38.1%	16.9%
%H (All HH)		97.8%	30.2%	10.9%	82.2%	25.2%	57.0%	48.9%
%H (TV HH)			30.9%	11.2%	84.1%	25.7%	58.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 2013
Household level data
Table 3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	27252	26021	11142	4102	19345	8599	10746	20818
%H (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
1	8471	7898	2231	903	6243	1537	4706	4308
%V	31.1%	30.4%	20.0%	22.0%	32.3%	17.9%	43.8%	20.7%
%H (All HH)		93.2%	26.3%	10.7%	73.7%	18.1%	55.6%	50.9%
%H (TV HH)			28.2%	11.4%	79.0%	19.5%	59.6%	
2	9134	8872	3809	1382	6856	3173	3683	7529
%V	33.5%	34.1%	34.2%	33.7%	35.4%	36.9%	34.3%	36.2%
%H (All HH)		97.1%	41.7%	15.1%	75.1%	34.7%	40.3%	82.4%
%H (TV HH)			42.9%	15.6%	77.3%	35.8%	41.5%	
3	4287	4126	2170	819	2864	1711	1153	3924
%V	15.7%	15.9%	19.5%	20.0%	14.8%	19.9%	10.7%	18.8%
%H (All HH)		96.2%	50.6%	19.1%	66.8%	39.9%	26.9%	91.5%
%H (TV HH)			52.6%	19.8%	69.4%	41.5%	27.9%	
4	3583	3451	1988	675	2276	1479	797	3382
%V	13.1%	13.3%	17.8%	16.5%	11.8%	17.2%	7.4%	16.2%
%H (All HH)		96.3%	55.5%	18.8%	63.5%	41.3%	22.2%	94.4%
%H (TV HH)			57.6%	19.6%	66.0%	42.9%	23.1%	
5+	1777	1674	945	324	1105	698	407	1675
%V	6.5%	6.4%	8.5%	7.9%	5.7%	8.1%	3.8%	8.0%
%H (All HH)		94.2%	53.2%	18.2%	62.2%	39.3%	22.9%	94.3%
%H (TV HH)			56.5%	19.4%	66.0%	41.7%	24.3%	
Average HH size	2.34	2.34	2.65	2.58	2.26	2.64	1.95	2.58

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 6

DATA PERIOD: QUARTERLY

October - December 2013

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	27252	26021	11142	4102	19345	8599	10746	20818
%V (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
Without	20235	19214	7393	2811	14869	5898	8971	14397
%V	74.3%	73.8%	66.4%	68.5%	76.9%	68.6%	83.5%	69.2%
%H (All HH)		95.0%	36.5%	13.9%	73.5%	29.1%	44.3%	71.1%
%H (TV HH)			38.5%	14.6%	77.4%	30.7%	46.7%	
With	7017	6807	3749	1291	4476	2701	1775	6422
%V	25.7%	26.2%	33.6%	31.5%	23.1%	31.4%	16.5%	30.8%
%H (All HH)		97.0%	53.4%	18.4%	63.8%	38.5%	25.3%	91.5%
%H (TV HH)			55.1%	19.0%	65.8%	39.7%	26.1%	
0 - 3	2814	2705	1447	488	1721	962	759	2501
%V	10.3%	10.4%	13.0%	11.9%	8.9%	11.2%	7.1%	12.0%
%H (All HH)		96.1%	51.4%	17.3%	61.2%	34.2%	27.0%	88.9%
%H (TV HH)			53.5%	18.0%	63.6%	35.6%	28.1%	
4 - 9	3456	3344	1900	605	2160	1335	826	3149
%V	12.7%	12.9%	17.1%	14.7%	11.2%	15.5%	7.7%	15.1%
%H (All HH)		96.8%	55.0%	17.5%	62.5%	38.6%	23.9%	91.1%
%H (TV HH)			56.8%	18.1%	64.6%	39.9%	24.7%	
10 - 15	3212	3130	1749	639	2130	1376	753	3022
%V	11.8%	12.0%	15.7%	15.6%	11.0%	16.0%	7.0%	14.5%
%H (All HH)		97.4%	54.5%	19.9%	66.3%	42.8%	23.4%	94.1%
%H (TV HH)			55.9%	20.4%	68.1%	44.0%	24.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 7

DATA PERIOD: QUARTERLY

October - December 2013

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	27252	26021	11142	4102	19345	8599	10746	20818
%H (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
1	10844	10844	3564	1398	7473	1740	5733	7141
%V	39.8%	41.7%	32.0%	34.1%	38.6%	20.2%	53.4%	34.3%
%H (All HH)		100.0%	32.9%	12.9%	68.9%	16.0%	52.9%	65.9%
%H (TV HH)			32.9%	12.9%	68.9%	16.0%	52.9%	
2	8834	8834	3921	1532	6707	3290	3417	6960
%V	32.4%	33.9%	35.2%	37.3%	34.7%	38.3%	31.8%	33.4%
%H (All HH)		100.0%	44.4%	17.3%	75.9%	37.2%	38.7%	78.8%
%H (TV HH)			44.4%	17.3%	75.9%	37.2%	38.7%	
3	4004	4004	2174	727	3208	2067	1141	3638
%V	14.7%	15.4%	19.5%	17.7%	16.6%	24.0%	10.6%	17.5%
%H (All HH)		100.0%	54.3%	18.2%	80.1%	51.6%	28.5%	90.9%
%H (TV HH)			54.3%	18.2%	80.1%	51.6%	28.5%	
4	1585	1585	975	316	1314	987	327	1481
%V	5.8%	6.1%	8.8%	7.7%	6.8%	11.5%	3.0%	7.1%
%H (All HH)		100.0%	61.5%	19.9%	82.9%	62.3%	20.6%	93.4%
%H (TV HH)			61.5%	19.9%	82.9%	62.3%	20.6%	
5+	754	754	508	130	643	516	128	735
%V	2.8%	2.9%	4.6%	3.2%	3.3%	6.0%	1.2%	3.5%
%H (All HH)		100.0%	67.4%	17.2%	85.3%	68.4%	17.0%	97.5%
%H (TV HH)			67.4%	17.2%	85.3%	68.4%	17.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 2013
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	27252	26021	11142	4102	19345	8599	10746	20818
%H (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
Under 20"	6453	6453	2843	1056	5333	2772	2561	5242
%V	23.7%	24.8%	25.5%	25.7%	27.6%	32.2%	23.8%	25.2%
%H (All HH)		100.0%	44.1%	16.4%	82.6%	43.0%	39.7%	81.2%
%H (TV HH)			44.1%	16.4%	82.6%	43.0%	39.7%	
20" - 29"	9884	9884	4107	1500	8009	3706	4303	7550
%V	36.3%	38.0%	36.9%	36.6%	41.4%	43.1%	40.0%	36.3%
%H (All HH)		100.0%	41.6%	15.2%	81.0%	37.5%	43.5%	76.4%
%H (TV HH)			41.6%	15.2%	81.0%	37.5%	43.5%	
30" - 39"	13993	13993	6178	2353	10589	5105	5484	10930
%V	51.3%	53.8%	55.4%	57.4%	54.7%	59.4%	51.0%	52.5%
%H (All HH)		100.0%	44.2%	16.8%	75.7%	36.5%	39.2%	78.1%
%H (TV HH)			44.2%	16.8%	75.7%	36.5%	39.2%	
40" and over	10896	10896	6137	1962	7558	4697	2861	9552
%V	40.0%	41.9%	55.1%	47.8%	39.1%	54.6%	26.6%	45.9%
%H (All HH)		100.0%	56.3%	18.0%	69.4%	43.1%	26.3%	87.7%
%H (TV HH)			56.3%	18.0%	69.4%	43.1%	26.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 9

DATA PERIOD: QUARTERLY

October - December 2013

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	27252	26021	11142	4102	19345	8599	10746	20818
%H (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
Main living room	25627	25627	11045	4049	19090	8529	10560	19646
%V	94.0%	98.5%	99.1%	98.7%	98.7%	99.2%	98.3%	94.4%
%H (All HH)		100.0%	43.1%	15.8%	74.5%	33.3%	41.2%	76.7%
%H (TV HH)			43.1%	15.8%	74.5%	33.3%	41.2%	
Kitchen	3232	3232	1644	497	2790	1650	1140	2767
%V	11.9%	12.4%	14.8%	12.1%	14.4%	19.2%	10.6%	13.3%
%H (All HH)		100.0%	50.9%	15.4%	86.3%	51.1%	35.3%	85.6%
%H (TV HH)			50.9%	15.4%	86.3%	51.1%	35.3%	
Adult's bedroom	11056	11056	5578	2069	8725	5258	3468	9400
%V	40.6%		50.1%	50.4%	45.1%	61.1%	32.3%	45.2%
%H (All HH)		100.0%	50.5%	18.7%	78.9%	47.6%	31.4%	85.0%
%H (TV HH)			50.5%	18.7%	78.9%	47.6%	31.4%	
Child's bedroom	2519	2519	1490	529	1820	1296	523	2333
%V	9.2%	9.7%	13.4%	12.9%	9.4%	15.1%	4.9%	11.2%
%H (All HH)		100.0%	59.2%	21.0%	72.3%	51.4%	20.8%	92.6%
%H (TV HH)			59.2%	21.0%	72.3%	51.4%	20.8%	
Other bedroom	1232	1232	731	198	988	673	315	1114
%V	4.5%	4.7%	6.6%	4.8%	5.1%	7.8%	2.9%	5.4%
%H (All HH)		100.0%	59.3%	16.1%	80.2%	54.6%	25.6%	90.4%
%H (TV HH)			59.3%	16.1%	80.2%	54.6%	25.6%	
Second living/dining room	2424	2424	1281	392	1944	1176	768	2104
%V	8.9%	9.3%	11.5%	9.6%	10.0%	13.7%	7.1%	10.1%
%H (All HH)		100.0%	52.8%	16.2%	80.2%	48.5%	31.7%	86.8%
%H (TV HH)			52.8%	16.2%	80.2%	48.5%	31.7%	
Study/office	474	474	264	66	371	220	151	460
%V	1.7%	1.8%	2.4%	1.6%	1.9%	2.6%	1.4%	2.2%
%H (All HH)		100.0%	55.7%	13.9%	78.3%	46.4%	31.9%	97.0%
%H (TV HH)			55.7%	13.9%	78.3%	46.4%	31.9%	
TV room	207	207	119	35	150	94	56	194
%V	0.8%	0.8%	1.1%	0.9%	0.8%	1.1%	0.5%	0.9%
%H (All HH)		100.0%	57.5%	16.9%	72.5%	45.4%	27.1%	93.7%
%H (TV HH)			57.5%	16.9%	72.5%	45.4%	27.1%	
Conservatory	587	587	354	92	494	348	146	558
%V	2.2%	2.3%	3.2%	2.2%	2.6%	4.0%	1.4%	2.7%
%H (All HH)		100.0%	60.3%	15.7%	84.2%	59.3%	24.9%	95.1%
%H (TV HH)			60.3%	15.7%	84.2%	59.3%	24.9%	
Attic or loft room	72	72	35	20	63	44	19	69
%V	0.3%	0.3%	0.3%	0.5%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	48.6%	27.8%	87.5%	61.1%	26.4%	95.8%
%H (TV HH)			48.6%	27.8%	87.5%	61.1%	26.4%	
No specific location	53	53	25	4	44	20	24	41
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	47.2%	7.5%	83.0%	37.7%	45.3%	77.4%
%H (TV HH)			47.2%	7.5%	83.0%	37.7%	45.3%	
Other	264	264	139	43	215	128	87	249
%V	1.0%	1.0%	1.2%	1.0%	1.1%	1.5%	0.8%	1.2%
%H (All HH)		100.0%	52.7%	16.3%	81.4%	48.5%	33.0%	94.3%
%H (TV HH)			52.7%	16.3%	81.4%	48.5%	33.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 10

DATA PERIOD: QUARTERLY

October - December 2013

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	27252	26021	11142	4102	19345	8599	10746	20818
%H (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)				15.8%	74.3%	33.0%	41.3%	
Any DSAT provider	11142	11142	11142	210	6460	6460	0	9671
%V	40.9%	42.8%	100.0%	5.1%	33.4%	75.1%	0.0%	46.5%
%H (All HH)			100.0%	1.9%	58.0%	58.0%	0.0%	86.8%
%H (TV HH)			100.0%	1.9%	58.0%	58.0%	0.0%	
Sky with subscription	9291	9291	9291	121	5375	5375	0	8221
%V	34.1%	35.7%	83.4%	2.9%	27.8%	62.5%	0.0%	39.5%
%H (All HH)			100.0%	1.3%	57.9%	57.9%	0.0%	88.5%
%H (TV HH)			100.0%	1.3%	57.9%	57.9%	0.0%	
Sky without subscription	614	614	614	28	316	316	0	446
%V	2.3%	2.4%	5.5%	0.7%	1.6%	3.7%	0.0%	2.1%
%H (All HH)			100.0%	4.6%	51.5%	51.5%	0.0%	72.6%
%H (TV HH)			100.0%	4.6%	51.5%	51.5%	0.0%	
Freesat	1059	1059	1059	39	686	686	0	878
%V	3.9%	4.1%	9.5%	1.0%	3.5%	8.0%	0.0%	4.2%
%H (All HH)			100.0%	3.7%	64.8%	64.8%	0.0%	82.9%
%H (TV HH)			100.0%	3.7%	64.8%	64.8%	0.0%	
Other satellite provider	360	360	360	29	188	188	0	290
%V	1.3%	1.4%	3.2%	0.7%	1.0%	2.2%	0.0%	1.4%
%H (All HH)			100.0%	8.1%	52.2%	52.2%	0.0%	80.6%
%H (TV HH)			100.0%	8.1%	52.2%	52.2%	0.0%	
DCAB	4102	4102	210	4102	2242	2242	0	3645
%V	15.1%	15.8%	1.9%	100.0%	11.6%	26.1%	0.0%	17.5%
%H (All HH)			5.1%	100.0%	54.7%	54.7%	0.0%	88.9%
%H (TV HH)			5.1%	100.0%	54.7%	54.7%	0.0%	
DTT	19345	19345	6460	2242	19345	8599	10746	14247
%V	71.0%	74.3%	58.0%	54.7%	100.0%	100.0%	100.0%	68.4%
%H (All HH)		100.0%	33.4%	11.6%	100.0%	44.5%	55.5%	73.6%
%H (TV HH)			33.4%	11.6%	100.0%	44.5%	55.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 11

DATA PERIOD: QUARTERLY

October - December 2013

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	27252	26021	11142	4102	19345	8599	10746	20818
%H (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
PVR	15751	15751	9402	3174	10582	7232	3350	13889
%V	57.8%	60.5%	84.4%	77.4%	54.7%	84.1%	31.2%	66.7%
%H (All HH)		100.0%	59.7%	20.2%	67.2%	45.9%	21.3%	88.2%
%H (TV HH)			59.7%	20.2%	67.2%	45.9%	21.3%	
DVDR	1173	1173	580	161	899	459	439	994
%V	4.3%	4.5%	5.2%	3.9%	4.6%	5.3%	4.1%	4.8%
%H (All HH)		100.0%	49.4%	13.7%	76.6%	39.1%	37.4%	84.7%
%H (TV HH)			49.4%	13.7%	76.6%	39.1%	37.4%	
VCR	862	862	334	97	748	306	442	560
%V	3.2%	3.3%	3.0%	2.4%	3.9%	3.6%	4.1%	2.7%
%H (All HH)		100.0%	38.7%	11.3%	86.8%	35.5%	51.3%	65.0%
%H (TV HH)			38.7%	11.3%	86.8%	35.5%	51.3%	
Any recorder	16537	16537	9577	3258	11265	7386	3879	14364
%V	60.7%	63.6%	86.0%	79.4%	58.2%	85.9%	36.1%	69.0%
%H (All HH)		100.0%	57.9%	19.7%	68.1%	44.7%	23.5%	86.9%
%H (TV HH)			57.9%	19.7%	68.1%	44.7%	23.5%	
Receives HDTV (via STB or built-in reception)	13883	13883	7306	3011	9757	6038	3718	12136
%V	50.9%	53.4%	65.6%	73.4%	50.4%	70.2%	34.6%	58.3%
%H (All HH)		100.0%	52.6%	21.7%	70.3%	43.5%	26.8%	87.4%
%H (TV HH)			52.6%	21.7%	70.3%	43.5%	26.8%	
DVD/Blu-ray player or recorder	20069	20069	9110	3381	14925	7213	7712	16254
%V	73.6%	77.1%	81.8%	82.4%	77.2%	83.9%	71.8%	78.1%
%H (All HH)		100.0%	45.4%	16.8%	74.4%	35.9%	38.4%	81.0%
%H (TV HH)			45.4%	16.8%	74.4%	35.9%	38.4%	

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 2013
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	27252	26021	11142	4102	19345	8599	10746	20818
%H (All HH)		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%
%H (TV HH)			42.8%	15.8%	74.3%	33.0%	41.3%	
Has broadband internet	20818	19954	9671	3645	14247	7592	6655	20818
%V	76.4%	76.7%	86.8%	88.9%	73.6%	88.3%	61.9%	100.0%
%H (All HH)		95.8%	46.5%	17.5%	68.4%	36.5%	32.0%	100.0%
%H (TV HH)			48.5%	18.3%	71.4%	38.0%	33.4%	
Number of computers (PCs and laptops)								
0	5670	5381	1308	486	4498	938	3560	324
%V	20.8%	20.7%	11.7%	11.8%	23.3%	10.9%	33.1%	1.6%
%H (All HH)		94.9%	23.1%	8.6%	79.3%	16.5%	62.8%	5.7%
%H (TV HH)			24.3%	9.0%	83.6%	17.4%	66.2%	
1	8763	8308	3440	1223	6216	2609	3606	7914
%V	32.2%	31.9%	30.9%	29.8%	32.1%	30.3%	33.6%	38.0%
%H (All HH)		94.8%	39.3%	14.0%	70.9%	29.8%	41.2%	90.3%
%H (TV HH)			41.4%	14.7%	74.8%	31.4%	43.4%	
2	6259	6022	3011	1136	4252	2356	1896	6089
%V	23.0%	23.1%	27.0%	27.7%	22.0%	27.4%	17.6%	29.2%
%H (All HH)		96.2%	48.1%	18.1%	67.9%	37.6%	30.3%	97.3%
%H (TV HH)			50.0%	18.9%	70.6%	39.1%	31.5%	
3	3181	3069	1566	615	2115	1223	892	3150
%V	11.7%	11.8%	14.1%	15.0%	10.9%	14.2%	8.3%	15.1%
%H (All HH)		96.5%	49.2%	19.3%	66.5%	38.4%	28.0%	99.0%
%H (TV HH)			51.0%	20.0%	68.9%	39.9%	29.1%	
4	1711	1659	913	333	1127	700	427	1701
%V	6.3%	6.4%	8.2%	8.1%	5.8%	8.1%	4.0%	8.2%
%H (All HH)		97.0%	53.4%	19.5%	65.9%	40.9%	25.0%	99.4%
%H (TV HH)			55.0%	20.1%	67.9%	42.2%	25.7%	
5+	1668	1581	904	309	1137	773	364	1639
%V	6.1%	6.1%	8.1%	7.5%	5.9%	9.0%	3.4%	7.9%
%H (All HH)		94.8%	54.2%	18.5%	68.2%	46.3%	21.8%	98.3%
%H (TV HH)			57.2%	19.5%	71.9%	48.9%	23.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 2013
Set level data
Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50932	24584	8585	39253	21260	17994	41866
%H		48.3%	16.9%	77.1%	41.7%	35.3%	82.2%
Under 20"	8283	3813	1335	6935	3764	3171	6858
%V	16.3%	15.5%	15.6%	17.7%	17.7%	17.6%	16.4%
%H		46.0%	16.1%	83.7%	45.4%	38.3%	82.8%
20" - 29"	12483	5435	1953	10240	5103	5138	9799
%V	24.5%	22.1%	22.7%	26.1%	24.0%	28.6%	23.4%
%H		43.5%	15.6%	82.0%	40.9%	41.2%	78.5%
30" - 39"	16557	7590	2864	12585	6431	6154	13215
%V	32.5%	30.9%	33.4%	32.1%	30.2%	34.2%	31.6%
%H		45.8%	17.3%	76.0%	38.8%	37.2%	79.8%
40" and over	12735	7376	2304	8820	5657	3163	11321
%V	25.0%	30.0%	26.8%	22.5%	26.6%	17.6%	27.0%
%H		57.9%	18.1%	69.3%	44.4%	24.8%	88.9%
Don't know	873	370	129	673	305	368	672
%V	1.7%	1.5%	1.5%	1.7%	1.4%	2.0%	1.6%
%H		42.4%	14.8%	77.1%	34.9%	42.2%	77.0%

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 2013

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	50932	24584	8585	39253	21260	17994	41866
%H		48.3%	16.9%	77.1%	41.7%	35.3%	82.2%
Main living room	25775	11112	4064	19188	8569	10619	19754
%V	50.6%	45.2%	47.3%	48.9%	40.3%	59.0%	47.2%
%H		43.1%	15.8%	74.4%	33.2%	41.2%	76.6%
Kitchen	3242	1648	497	2798	1652	1146	2775
%V	6.4%	6.7%	5.8%	7.1%	7.8%	6.4%	6.6%
%H		50.8%	15.3%	86.3%	51.0%	35.3%	85.6%
Adult's bedroom	13026	6719	2449	10363	6434	3929	11226
%V	25.6%	27.3%	28.5%	26.4%	30.3%	21.8%	26.8%
%H		51.6%	18.8%	79.6%	49.4%	30.2%	86.2%
Child's bedroom	3282	1963	685	2388	1717	671	3051
%V	6.4%	8.0%	8.0%	6.1%	8.1%	3.7%	7.3%
%H		59.8%	20.9%	72.8%	52.3%	20.4%	93.0%
Other bedroom	1453	889	233	1173	828	346	1319
%V	2.9%	3.6%	2.7%	3.0%	3.9%	1.9%	3.2%
%H		61.2%	16.0%	80.7%	57.0%	23.8%	90.8%
Second living/dining room	2451	1296	394	1965	1188	777	2129
%V	4.8%	5.3%	4.6%	5.0%	5.6%	4.3%	5.1%
%H		52.9%	16.1%	80.2%	48.5%	31.7%	86.9%
Study/office	486	269	66	383	226	158	469
%V	1.0%	1.1%	0.8%	1.0%	1.1%	0.9%	1.1%
%H		55.3%	13.6%	78.8%	46.5%	32.5%	96.5%
TV room	210	121	35	150	94	56	196
%V	0.4%	0.5%	0.4%	0.4%	0.4%	0.3%	0.5%
%H		57.6%	16.7%	71.4%	44.8%	26.7%	93.3%
Conservatory	592	357	92	499	351	148	563
%V	1.2%	1.5%	1.1%	1.3%	1.7%	0.8%	1.3%
%H		60.3%	15.5%	84.3%	59.3%	25.0%	95.1%
Attic or loft room	72	35	20	63	44	19	69
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		48.6%	27.8%	87.5%	61.1%	26.4%	95.8%
No specific location	58	28	4	49	24	26	46
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		48.3%	6.9%	84.5%	41.4%	44.8%	79.3%
Other	284	145	43	232	132	100	269
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%	0.6%
%H		51.1%	15.1%	81.7%	46.5%	35.2%	94.7%

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 2013

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	50932	24584	8585	39253	21260	17994	41866
%H		48.3%	16.9%	77.1%	41.7%	35.3%	82.2%
PVR	20572	12833	4300	13426	9697	3728	18476
%V	40.4%	52.2%	50.1%	34.2%	45.6%	20.7%	44.1%
%H		62.4%	20.9%	65.3%	47.1%	18.1%	89.8%
DVDR	1288	650	180	987	519	468	1092
%V	2.5%	2.6%	2.1%	2.5%	2.4%	2.6%	2.6%
%H		50.5%	14.0%	76.6%	40.3%	36.3%	84.8%
VCR	927	376	99	808	345	463	602
%V	1.8%	1.5%	1.2%	2.1%	1.6%	2.6%	1.4%
%H		40.6%	10.7%	87.2%	37.2%	49.9%	64.9%
Any recorder	21624	13163	4426	14337	10001	4336	19164
%V	42.5%	53.5%	51.6%	36.5%	47.0%	24.1%	45.8%
%H		60.9%	20.5%	66.3%	46.2%	20.1%	88.6%

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	50932	24584	8585	39253	21260	17994	41866
%H		48.3%	16.9%	77.1%	41.7%	35.3%	82.2%
Receives HDTV (via STB or built-in reception)	19251	10303	4386	13634	8826	4808	17165
%V	37.8%	41.9%	51.1%	34.7%	41.5%	26.7%	41.0%
%H		53.5%	22.8%	70.8%	45.8%	25.0%	89.2%
DVD/Blu-ray player or recorder	28681	13953	5072	22003	12102	9901	24083
%V	56.3%	56.8%	59.1%	56.1%	56.9%	55.0%	57.5%
%H		48.6%	17.7%	76.7%	42.2%	34.5%	84.0%

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 2013

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	25986	11139	4100	19334	8597	10737	19930
%H		42.9%	15.8%	74.4%	33.1%	41.3%	76.7%
Under 20"	645	97	48	525	58	467	395
%V	2.5%	0.9%	1.2%	2.7%	0.7%	4.3%	2.0%
%H		15.0%	7.4%	81.4%	9.0%	72.4%	61.2%
20" - 29"	3936	942	414	3244	699	2545	2385
%V	15.1%	8.5%	10.1%	16.8%	8.1%	23.7%	12.0%
%H		23.9%	10.5%	82.4%	17.8%	64.7%	60.6%
30" - 39"	10524	4050	1685	8043	3256	4787	7720
%V	40.5%	36.4%	41.1%	41.6%	37.9%	44.6%	38.7%
%H		38.5%	16.0%	76.4%	30.9%	45.5%	73.4%
40" and over	10501	5919	1894	7237	4483	2754	9184
%V	40.4%	53.1%	46.2%	37.4%	52.1%	25.6%	46.1%
%H		56.4%	18.0%	68.9%	42.7%	26.2%	87.5%
Don't know	380	132	59	285	100	185	246
%V	1.5%	1.2%	1.4%	1.5%	1.2%	1.7%	1.2%
%H		34.7%	15.5%	75.0%	26.3%	48.7%	64.7%

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 2013
Set level data
Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25986	11139	4100	19334	8597	10737	19930
%H		42.9%	15.8%	74.4%	33.1%	41.3%	76.7%
PVR	15438	9273	3123	10328	7115	3212	13628
%V	59.4%	83.2%	76.2%	53.4%	82.8%	29.9%	68.4%
%H		60.1%	20.2%	66.9%	46.1%	20.8%	88.3%
DVDR	1033	500	127	792	383	409	868
%V	4.0%	4.5%	3.1%	4.1%	4.5%	3.8%	4.4%
%H		48.4%	12.3%	76.7%	37.1%	39.6%	84.0%
VCR	701	269	67	603	232	371	443
%V	2.7%	2.4%	1.6%	3.1%	2.7%	3.5%	2.2%
%H		38.4%	9.6%	86.0%	33.1%	52.9%	63.2%
Any recorder	16176	9443	3202	10963	7263	3700	14089
%V	62.2%	84.8%	78.1%	56.7%	84.5%	34.5%	70.7%
%H		58.4%	19.8%	67.8%	44.9%	22.9%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25986	11139	4100	19334	8597	10737	19930
%H		42.9%	15.8%	74.4%	33.1%	41.3%	76.7%
Receives HDTV (via STB or built-in reception)	13439	7121	2934	9391	5865	3526	11771
%V	51.7%	63.9%	71.6%	48.6%	68.2%	32.8%	59.1%
%H		53.0%	21.8%	69.9%	43.6%	26.2%	87.6%
DVD/Blu-ray player or recorder	18802	8494	3167	13884	6618	7266	15202
%V	72.4%	76.3%	77.2%	71.8%	77.0%	67.7%	76.3%
%H		45.2%	16.8%	73.8%	35.2%	38.6%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	24945	13446	4485	19920	12663	7257	21936
%H		53.9%	18.0%	79.9%	50.8%	29.1%	87.9%
Under 20"	7638	3716	1287	6411	3706	2705	6464
%V	30.6%	27.6%	28.7%	32.2%	29.3%	37.3%	29.5%
%H		48.7%	16.8%	83.9%	48.5%	35.4%	84.6%
20" - 29"	8547	4494	1539	6996	4404	2593	7414
%V	34.3%	33.4%	34.3%	35.1%	34.8%	35.7%	33.8%
%H		52.6%	18.0%	81.9%	51.5%	30.3%	86.7%
30" - 39"	6033	3540	1179	4541	3174	1367	5495
%V	24.2%	26.3%	26.3%	22.8%	25.1%	18.8%	25.1%
%H		58.7%	19.5%	75.3%	52.6%	22.7%	91.1%
40" and over	2234	1458	409	1583	1174	409	2138
%V	9.0%	10.8%	9.1%	7.9%	9.3%	5.6%	9.7%
%H		65.3%	18.3%	70.9%	52.6%	18.3%	95.7%
Don't know	493	238	70	388	205	183	426
%V	2.0%	1.8%	1.6%	1.9%	1.6%	2.5%	1.9%
%H		48.3%	14.2%	78.7%	41.6%	37.1%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 19

DATA PERIOD: QUARTERLY

October - December 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	24945	13446	4485	19920	12663	7257	21936
%H		53.9%	18.0%	79.9%	50.8%	29.1%	87.9%
PVR	5134	3561	1177	3098	2582	516	4848
%V	20.6%	26.5%	26.2%	15.6%	20.4%	7.1%	22.1%
%H		69.4%	22.9%	60.3%	50.3%	10.1%	94.4%
DVDR	255	150	54	195	136	59	224
%V	1.0%	1.1%	1.2%	1.0%	1.1%	0.8%	1.0%
%H		58.8%	21.2%	76.5%	53.3%	23.1%	87.8%
VCR	226	107	32	205	113	93	159
%V	0.9%	0.8%	0.7%	1.0%	0.9%	1.3%	0.7%
%H		47.3%	14.2%	90.7%	50.0%	41.2%	70.4%
Any recorder	5448	3720	1224	3374	2738	636	5075
%V	21.8%	27.7%	27.3%	16.9%	21.6%	8.8%	23.1%
%H		68.3%	22.5%	61.9%	50.3%	11.7%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	24945	13446	4485	19920	12663	7257	21936
%H		53.9%	18.0%	79.9%	50.8%	29.1%	87.9%
Receives HDTV (via STB or built-in reception)	5812	3182	1452	4243	2961	1282	5394
%V	23.3%	23.7%	32.4%	21.3%	23.4%	17.7%	24.6%
%H		54.7%	25.0%	73.0%	50.9%	22.1%	92.8%
DVD/Blu-ray player or recorder	9879	5459	1905	8119	5484	2634	8881
%V	39.6%	40.6%	42.5%	40.8%	43.3%	36.3%	40.5%
%H		55.3%	19.3%	82.2%	55.5%	26.7%	89.9%

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 2013
Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63636	60933	29475	10573	43648	22736	20913	53800
%H		95.8%	46.3%	16.6%	68.6%	35.7%	32.9%	84.5%
Total Children	12159	11772	6551	2242	7663	4685	2979	11135
%V	19.1%	19.3%	22.2%	21.2%	17.6%	20.6%	14.2%	20.7%
%H		96.8%	53.9%	18.4%	63.0%	38.5%	24.5%	91.6%
0 - 3	3326	3203	1720	608	2011	1144	867	2957
%V	5.2%	5.3%	5.8%	5.8%	4.6%	5.0%	4.1%	5.5%
%H		96.3%	51.7%	18.3%	60.5%	34.4%	26.1%	88.9%
4 - 15	8833	8569	4831	1633	5653	3540	2112	8178
%V	13.9%	14.1%	16.4%	15.4%	13.0%	15.6%	10.1%	15.2%
%H		97.0%	54.7%	18.5%	64.0%	40.1%	23.9%	92.6%
4 - 9	4584	4428	2523	798	2861	1761	1100	4178
%V	7.2%	7.3%	8.6%	7.5%	6.6%	7.7%	5.3%	7.8%
%H		96.6%	55.0%	17.4%	62.4%	38.4%	24.0%	91.1%
10 - 15	4249	4141	2308	836	2792	1779	1013	4000
%V	6.7%	6.8%	7.8%	7.9%	6.4%	7.8%	4.8%	7.4%
%H		97.5%	54.3%	19.7%	65.7%	41.9%	23.8%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2013

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63636	60933	29475	10573	43648	22736	20913	53800
%H		95.8%	46.3%	16.6%	68.6%	35.7%	32.9%	84.5%
Total Adults (16+)	51477	49161	22924	8332	35985	18051	17934	42665
%V	80.9%	80.7%	77.8%	78.8%	82.4%	79.4%	85.8%	79.3%
%H		95.5%	44.5%	16.2%	69.9%	35.1%	34.8%	82.9%
16 - 19	3043	2883	1459	577	2088	1251	837	2824
%V	4.8%	4.7%	4.9%	5.5%	4.8%	5.5%	4.0%	5.2%
%H		94.7%	47.9%	19.0%	68.6%	41.1%	27.5%	92.8%
20 - 24	4071	3557	1618	677	2524	1331	1193	3636
%V	6.4%	5.8%	5.5%	6.4%	5.8%	5.9%	5.7%	6.8%
%H		87.4%	39.7%	16.6%	62.0%	32.7%	29.3%	89.3%
25 - 34	8842	8204	4243	1445	5358	2872	2486	8026
%V	13.9%	13.5%	14.4%	13.7%	12.3%	12.6%	11.9%	14.9%
%H		92.8%	48.0%	16.3%	60.6%	32.5%	28.1%	90.8%
35 - 44	8387	8044	4236	1599	5278	3054	2224	7677
%V	13.2%	13.2%	14.4%	15.1%	12.1%	13.4%	10.6%	14.3%
%H		95.9%	50.5%	19.1%	62.9%	36.4%	26.5%	91.5%
45 - 54	9047	8787	4357	1579	6487	3604	2883	8086
%V	14.2%	14.4%	14.8%	14.9%	14.9%	15.9%	13.8%	15.0%
%H		97.1%	48.2%	17.5%	71.7%	39.8%	31.9%	89.4%
55 - 64	7273	7069	3253	1188	5431	2764	2667	6210
%V	11.4%	11.6%	11.0%	11.2%	12.4%	12.2%	12.8%	11.5%
%H		97.2%	44.7%	16.3%	74.7%	38.0%	36.7%	85.4%
65+	10814	10618	3758	1267	8819	3175	5644	6207
%V	17.0%	17.4%	12.7%	12.0%	20.2%	14.0%	27.0%	11.5%
%H		98.2%	34.8%	11.7%	81.6%	29.4%	52.2%	57.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2013
Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51477	49161	22924	8332	35985	18051	17934	42665
%H		95.5%	44.5%	16.2%	69.9%	35.1%	34.8%	82.9%
AB	14035	13648	6835	2219	9854	5214	4640	13146
%V	27.3%	27.8%	29.8%	26.6%	27.4%	28.9%	25.9%	30.8%
%H		97.2%	48.7%	15.8%	70.2%	37.1%	33.1%	93.7%
C1	14520	13441	5939	2540	9989	5061	4928	12705
%V	28.2%	27.3%	25.9%	30.5%	27.8%	28.0%	27.5%	29.8%
%H		92.6%	40.9%	17.5%	68.8%	34.9%	33.9%	87.5%
C2	10851	10597	5341	1878	7807	4341	3467	9102
%V	21.1%	21.6%	23.3%	22.5%	21.7%	24.0%	19.3%	21.3%
%H		97.7%	49.2%	17.3%	71.9%	40.0%	32.0%	83.9%
D	7668	7284	3401	1210	5093	2455	2638	5561
%V	14.9%	14.8%	14.8%	14.5%	14.2%	13.6%	14.7%	13.0%
%H		95.0%	44.4%	15.8%	66.4%	32.0%	34.4%	72.5%
E	4403	4191	1408	485	3242	980	2262	2151
%V	8.6%	8.5%	6.1%	5.8%	9.0%	5.4%	12.6%	5.0%
%H		95.2%	32.0%	11.0%	73.6%	22.3%	51.4%	48.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51477	49161	22924	8332	35985	18051	17934	42665
%H		95.5%	44.5%	16.2%	69.9%	35.1%	34.8%	82.9%
Working full time	23490	22556	11505	4353	15717	8944	6773	21782
%V	45.6%	45.9%	50.2%	52.2%	43.7%	49.5%	37.8%	51.1%
%H		96.0%	49.0%	18.5%	66.9%	38.1%	28.8%	92.7%
Working part time	5533	5369	2699	976	3847	2156	1692	5020
%V	10.7%	10.9%	11.8%	11.7%	10.7%	11.9%	9.4%	11.8%
%H		97.0%	48.8%	17.6%	69.5%	39.0%	30.6%	90.7%
Not working	22454	21237	8721	3004	16421	6951	9470	15863
%V	43.6%	43.2%	38.0%	36.1%	45.6%	38.5%	52.8%	37.2%
%H		94.6%	38.8%	13.4%	73.1%	31.0%	42.2%	70.6%
Housewife/Houseperson	27252	26021	11142	4102	19345	8599	10746	20818
%V	52.9%	52.9%	48.6%	49.2%	53.8%	47.6%	59.9%	48.8%
%H		95.5%	40.9%	15.1%	71.0%	31.6%	39.4%	76.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2013

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25142	23938	11422	4146	17288	8924	8364	21147
%H		95.2%	45.4%	16.5%	68.8%	35.5%	33.3%	84.1%
16 - 19	1570	1512	722	315	1056	598	459	1487
%V	6.2%	6.3%	6.3%	7.6%	6.1%	6.7%	5.5%	7.0%
%H		96.3%	46.0%	20.1%	67.3%	38.1%	29.2%	94.7%
20 - 24	2035	1769	822	359	1253	697	557	1837
%V	8.1%	7.4%	7.2%	8.7%	7.2%	7.8%	6.7%	8.7%
%H		86.9%	40.4%	17.6%	61.6%	34.3%	27.4%	90.3%
25 - 34	4414	4110	2146	727	2702	1477	1225	4017
%V	17.6%	17.2%	18.8%	17.5%	15.6%	16.6%	14.6%	19.0%
%H		93.1%	48.6%	16.5%	61.2%	33.5%	27.8%	91.0%
35 - 44	4154	3964	2065	773	2559	1429	1130	3739
%V	16.5%	16.6%	18.1%	18.6%	14.8%	16.0%	13.5%	17.7%
%H		95.4%	49.7%	18.6%	61.6%	34.4%	27.2%	90.0%
45 - 54	4454	4296	2132	782	3137	1755	1383	3930
%V	17.7%	17.9%	18.7%	18.9%	18.1%	19.7%	16.5%	18.6%
%H		96.5%	47.9%	17.6%	70.4%	39.4%	31.1%	88.2%
55 - 64	3570	3448	1598	570	2639	1337	1302	3008
%V	14.2%	14.4%	14.0%	13.7%	15.3%	15.0%	15.6%	14.2%
%H		96.6%	44.8%	16.0%	73.9%	37.5%	36.5%	84.3%
65+	4945	4839	1937	622	3941	1631	2310	3129
%V	19.7%	20.2%	17.0%	15.0%	22.8%	18.3%	27.6%	14.8%
%H		97.9%	39.2%	12.6%	79.7%	33.0%	46.7%	63.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2013

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25142	23938	11422	4146	17288	8924	8364	21147
%H		95.2%	45.4%	16.5%	68.8%	35.5%	33.3%	84.1%
AB	7076	6862	3507	1128	4890	2634	2256	6657
%V	28.1%	28.7%	30.7%	27.2%	28.3%	29.5%	27.0%	31.5%
%H		97.0%	49.6%	15.9%	69.1%	37.2%	31.9%	94.1%
C1	6749	6242	2876	1225	4538	2430	2107	6079
%V	26.8%	26.1%	25.2%	29.5%	26.2%	27.2%	25.2%	28.7%
%H		92.5%	42.6%	18.2%	67.2%	36.0%	31.2%	90.1%
C2	5776	5607	2810	992	4116	2268	1848	4771
%V	23.0%	23.4%	24.6%	23.9%	23.8%	25.4%	22.1%	22.6%
%H		97.1%	48.6%	17.2%	71.3%	39.3%	32.0%	82.6%
D	3647	3440	1639	582	2380	1182	1198	2720
%V	14.5%	14.4%	14.3%	14.0%	13.8%	13.2%	14.3%	12.9%
%H		94.3%	44.9%	16.0%	65.3%	32.4%	32.8%	74.6%
E	1894	1786	590	221	1365	410	955	919
%V	7.5%	7.5%	5.2%	5.3%	7.9%	4.6%	11.4%	4.3%
%H		94.3%	31.2%	11.7%	72.1%	21.6%	50.4%	48.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25142	23938	11422	4146	17288	8924	8364	21147
%H		95.2%	45.4%	16.5%	68.8%	35.5%	33.3%	84.1%
Working full time	14490	13863	7239	2648	9580	5554	4026	13402
%V	57.6%	57.9%	63.4%	63.9%	55.4%	62.2%	48.1%	63.4%
%H		95.7%	50.0%	18.3%	66.1%	38.3%	27.8%	92.5%
Working part time	1220	1166	530	190	832	389	443	1063
%V	4.9%	4.9%	4.6%	4.6%	4.8%	4.4%	5.3%	5.0%
%H		95.6%	43.4%	15.6%	68.2%	31.9%	36.3%	87.1%
Not working	9433	8909	3654	1309	6877	2982	3895	6681
%V	37.5%	37.2%	32.0%	31.6%	39.8%	33.4%	46.6%	31.6%
%H		94.4%	38.7%	13.9%	72.9%	31.6%	41.3%	70.8%
Housewife/Houseperson	5997	5536	2056	812	4082	1473	2609	3889
%V	23.9%	23.1%	18.0%	19.6%	23.6%	16.5%	31.2%	18.4%
%H		92.3%	34.3%	13.5%	68.1%	24.6%	43.5%	64.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2013

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26335	25223	11502	4186	18696	9127	9570	21518
%H		95.8%	43.7%	15.9%	71.0%	34.7%	36.3%	81.7%
16 - 19	1472	1371	737	261	1032	653	378	1337
%V	5.6%	5.4%	6.4%	6.2%	5.5%	7.2%	3.9%	6.2%
%H		93.1%	50.1%	17.7%	70.1%	44.4%	25.7%	90.8%
20 - 24	2037	1787	796	318	1271	635	636	1799
%V	7.7%	7.1%	6.9%	7.6%	6.8%	7.0%	6.6%	8.4%
%H		87.7%	39.1%	15.6%	62.4%	31.2%	31.2%	88.3%
25 - 34	4428	4094	2097	719	2656	1395	1262	4009
%V	16.8%	16.2%	18.2%	17.2%	14.2%	15.3%	13.2%	18.6%
%H		92.5%	47.4%	16.2%	60.0%	31.5%	28.5%	90.5%
35 - 44	4233	4080	2171	826	2719	1625	1095	3938
%V	16.1%	16.2%	18.9%	19.7%	14.5%	17.8%	11.4%	18.3%
%H		96.4%	51.3%	19.5%	64.2%	38.4%	25.9%	93.0%
45 - 54	4593	4491	2225	798	3350	1849	1501	4156
%V	17.4%	17.8%	19.3%	19.1%	17.9%	20.3%	15.7%	19.3%
%H		97.8%	48.4%	17.4%	72.9%	40.3%	32.7%	90.5%
55 - 64	3703	3621	1655	618	2792	1427	1365	3202
%V	14.1%	14.4%	14.4%	14.8%	14.9%	15.6%	14.3%	14.9%
%H		97.8%	44.7%	16.7%	75.4%	38.5%	36.9%	86.5%
65+	5868	5779	1821	646	4878	1544	3334	3077
%V	22.3%	22.9%	15.8%	15.4%	26.1%	16.9%	34.8%	14.3%
%H		98.5%	31.0%	11.0%	83.1%	26.3%	56.8%	52.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		26335	25223	11502	4186	18696	9127	9570	21518
	%H		95.8%	43.7%	15.9%	71.0%	34.7%	36.3%	81.7%
AB		6959	6786	3328	1091	4965	2581	2384	6488
	%V	26.4%	26.9%	28.9%	26.1%	26.6%	28.3%	24.9%	30.2%
	%H		97.5%	47.8%	15.7%	71.3%	37.1%	34.3%	93.2%
C1		7770	7199	3063	1315	5451	2631	2820	6625
	%V	29.5%	28.5%	26.6%	31.4%	29.2%	28.8%	29.5%	30.8%
	%H		92.7%	39.4%	16.9%	70.2%	33.9%	36.3%	85.3%
C2		5075	4990	2531	886	3692	2073	1619	4331
	%V	19.3%	19.8%	22.0%	21.2%	19.7%	22.7%	16.9%	20.1%
	%H		98.3%	49.9%	17.5%	72.7%	40.8%	31.9%	85.3%
D		4022	3844	1762	629	2713	1273	1440	2841
	%V	15.3%	15.2%	15.3%	15.0%	14.5%	13.9%	15.0%	13.2%
	%H		95.6%	43.8%	15.6%	67.5%	31.7%	35.8%	70.6%
E		2509	2405	818	265	1876	569	1307	1232
	%V	9.5%	9.5%	7.1%	6.3%	10.0%	6.2%	13.7%	5.7%
	%H		95.9%	32.6%	10.6%	74.8%	22.7%	52.1%	49.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26335	25223	11502	4186	18696	9127	9570	21518
%H		95.8%	43.7%	15.9%	71.0%	34.7%	36.3%	81.7%
Working full time	9001	8693	4266	1705	6137	3390	2747	8380
%V	34.2%	34.5%	37.1%	40.7%	32.8%	37.1%	28.7%	38.9%
%H		96.6%	47.4%	18.9%	68.2%	37.7%	30.5%	93.1%
Working part time	4313	4203	2169	786	3015	1767	1248	3957
%V	16.4%	16.7%	18.9%	18.8%	16.1%	19.4%	13.0%	18.4%
%H		97.4%	50.3%	18.2%	69.9%	41.0%	28.9%	91.7%
Not working	13021	12328	5067	1695	9544	3969	5575	9182
%V	49.4%	48.9%	44.1%	40.5%	51.0%	43.5%	58.3%	42.7%
%H		94.7%	38.9%	13.0%	73.3%	30.5%	42.8%	70.5%
Housewife/Houseperson	21255	20486	9087	3290	15263	7126	8137	16930
%V	80.7%	81.2%	79.0%	78.6%	81.6%	78.1%	85.0%	78.7%
%H		96.4%	42.8%	15.5%	71.8%	33.5%	38.3%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

BBC/ITV segment is the primary stratification. Sample requirements within the 49 BBC/ITV segments are calculated with reference to ITV area panel sizes. The total annual sample size is 54,752 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)
- 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 2013

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: October - December 2013	
	Total Network
Addresses Issued	19,591
Shop / Business	247
Demolished / Incomplete	27
Empty	1,390
Holiday Home	134
Other Non Effective	253
Eligible Addresses	17,540
Substitute Addresses	2,098
Multiple Occupancy Addresses	220
Total Additional Households	2,318
Total Valid Households	19,797
	100.0%
Non Contacts	1,795
	9.1%
No English Spoken	51
	0.3%
Refusals	4,351
	22.0%
Total Interviews	13,600
	68.7%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from October to December 2013

	All Households	Total TV Households	Multichannel Households
All Households	13600	13042	12934
All Sets	26162	26162	26029
All Individuals	33634	32307	32022
Children 0-15	6452	6262	6198
All Adults	27182	26045	25824
Adult Males	13142	12573	12453
Adult Females	14040	13472	13371

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

Household size (1 and 2+) by geographical segment (49 in total)

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (December 2013)



BARB Establishment Survey

Questionnaire

Version: 18.0

Date: 23/09/2013



Version Control

Changes included in this version:

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

INTRO AND ATTITUDINAL SECTION

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

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

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

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

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

REPEAT THE FOLLOWING QUESTIONS FOR THE FOLLOWING TYPES OF TV SETS

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

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

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

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

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

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

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

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

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

S3 SHOW SCREEN SP

In which room in your house is this TV set?

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

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

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

WRITE IN (2 digits required)
Don't know

ASK FOR ALL SETS INCLUDED IN MAIN SET LOOP

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

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

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

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

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

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

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

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

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

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

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

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

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

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

REPEAT ABOVE FOR ALL TV SETS		
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END OF MAIN SET LOOPS

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

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

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

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

END OF PLATFORM VALIDATION QUESTIONS

START OF REMAINDER SET LOOP

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

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

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

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

Thinking about this TV set...

If 2+ valid sets:

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

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

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

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

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

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

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

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

END OF REMAINDER SET LOOP

SECOND HOUSEHOLD SECTION

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

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

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

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

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

NOTE: Answers must add up to 10

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

If correct code appropriately, if incorrect ask again

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

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

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

[S57=YES (FOR ANY SET)]

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

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

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

[S56=YES (FOR ANY SET)]

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

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

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

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

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

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

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

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ...	SP
	(MAY NOT BE BLANK)	
	Married/living as married/civil partnership	
	Single	
	Widowed	
	Divorced/separated	
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P9	SHOW SCREEN	SP
	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)	
ASK IF NOT 'FULL TIME EDUCATION' [P9=CODE4]		
P10	SHOW SCREEN	SP
	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	
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	Thinking about all the people in your household...	
Intro		
ASK IF ANY PERSONS WELSH SPEAKING IS EXTREMELY WELL OR QUITE WELL [P12 = CODE 1 OR 2]		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSONS GAELIC SPEAKING IS EXTREMELY WELL OR QUITE WELL [P14 = CODE 1 OR 2]		
H26	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK ALL		
H27	SHOW SCREEN	MP
Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H28	Which of the household members you have mentioned is solely or mainly responsible for the household duties?	MP
This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		

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

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

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

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

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

END OF THIRD HH SECTION