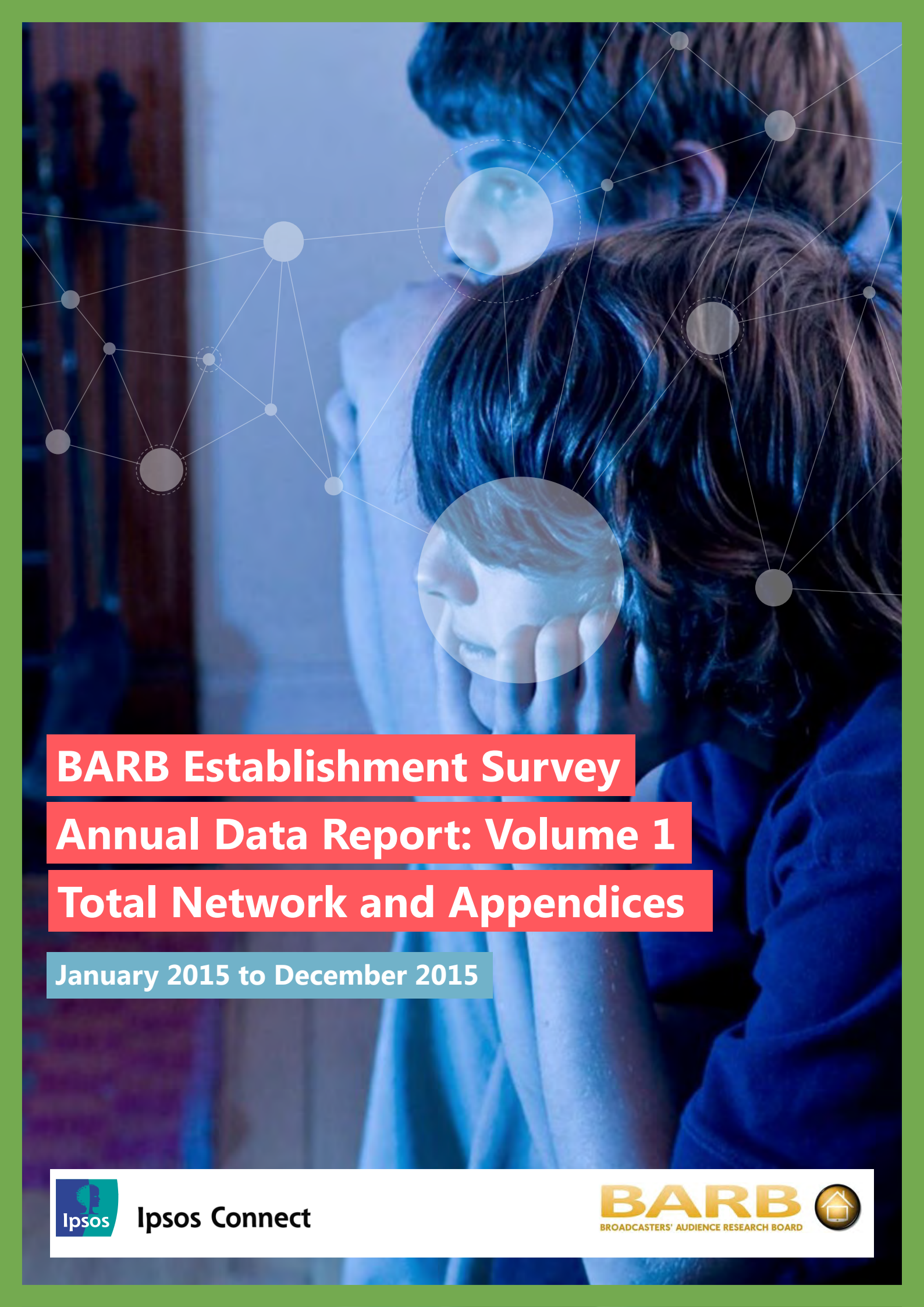


The background of the cover features a photograph of two children, a boy and a girl, looking intently at a screen. Overlaid on this image is a network diagram consisting of several circular nodes of varying sizes, some solid and some dashed, connected by thin white lines. The overall color palette is dominated by blue and green tones.

BARB Establishment Survey

Annual Data Report: Volume 1

Total Network and Appendices

January 2015 to December 2015



Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



DATA PERIOD: ANNUAL**January - December 2015**

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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006 and with the Ipsos MORI Terms and Conditions which can be found at <http://www.ipsos-mori.com/terms>

Introduction

Page 2

This reports contains the weighted data results from the Establishment survey for the period January - December 2015

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 3

DATA PERIOD: ANNUAL
January - December 2015

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	27569	25953	11103	4071	19120	8499	10621	22767
%H (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
AB	6871	6544	2942	1096	4777	2279	2498	6482
%V	24.9%	25.2%	26.5%	26.9%	25.0%	26.8%	23.5%	28.5%
%H (All HH)		95.2%	42.8%	16.0%	69.5%	33.2%	36.4%	94.3%
%H (TV HH)			45.0%	16.7%	73.0%	34.8%	38.2%	
C1	7547	7017	3043	1138	5128	2356	2772	6669
%V	27.4%	27.0%	27.4%	28.0%	26.8%	27.7%	26.1%	29.3%
%H (All HH)		93.0%	40.3%	15.1%	67.9%	31.2%	36.7%	88.4%
%H (TV HH)			43.4%	16.2%	73.1%	33.6%	39.5%	
C2	5644	5398	2482	869	4031	2001	2030	4759
%V	20.5%	20.8%	22.4%	21.3%	21.1%	23.5%	19.1%	20.9%
%H (All HH)		95.6%	44.0%	15.4%	71.4%	35.5%	36.0%	84.3%
%H (TV HH)			46.0%	16.1%	74.7%	37.1%	37.6%	
D	4421	4137	1713	629	2988	1233	1755	3280
%V	16.0%	15.9%	15.4%	15.5%	15.6%	14.5%	16.5%	14.4%
%H (All HH)		93.6%	38.7%	14.2%	67.6%	27.9%	39.7%	74.2%
%H (TV HH)			41.4%	15.2%	72.2%	29.8%	42.4%	
E	3086	2857	922	339	2196	630	1566	1577
%V	11.2%	11.0%	8.3%	8.3%	11.5%	7.4%	14.7%	6.9%
%H (All HH)		92.6%	29.9%	11.0%	71.2%	20.4%	50.7%	51.1%
%H (TV HH)			32.3%	11.9%	76.9%	22.1%	54.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
January - December 2015

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	27569	25953	11103	4071	19120	8499	10621	22767
%V (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
Under 25	1188	959	359	129	653	249	404	1082
%V	4.3%	3.7%	3.2%	3.2%	3.4%	2.9%	3.8%	4.8%
%H (All HH)		80.7%	30.2%	10.9%	55.0%	21.0%	34.0%	91.1%
%H (TV HH)			37.4%	13.5%	68.1%	26.0%	42.1%	
25 - 34	4303	3844	1897	635	2441	1234	1206	4116
%V	15.6%	14.8%	17.1%	15.6%	12.8%	14.5%	11.4%	18.1%
%H (All HH)		89.3%	44.1%	14.8%	56.7%	28.7%	28.0%	95.7%
%H (TV HH)			49.3%	16.5%	63.5%	32.1%	31.4%	
35 - 44	4644	4345	2249	771	2885	1588	1298	4443
%V	16.8%	16.7%	20.3%	18.9%	15.1%	18.7%	12.2%	19.5%
%H (All HH)		93.6%	48.4%	16.6%	62.1%	34.2%	28.0%	95.7%
%H (TV HH)			51.8%	17.7%	66.4%	36.5%	29.9%	
45 - 54	5370	5163	2438	991	3744	2004	1740	4966
%V	19.5%	19.9%	22.0%	24.3%	19.6%	23.6%	16.4%	21.8%
%H (All HH)		96.1%	45.4%	18.5%	69.7%	37.3%	32.4%	92.5%
%H (TV HH)			47.2%	19.2%	72.5%	38.8%	33.7%	
55 - 64	4491	4325	1864	699	3289	1514	1776	3892
%V	16.3%	16.7%	16.8%	17.2%	17.2%	17.8%	16.7%	17.1%
%H (All HH)		96.3%	41.5%	15.6%	73.2%	33.7%	39.5%	86.7%
%H (TV HH)			43.1%	16.2%	76.0%	35.0%	41.1%	
65 +	7573	7316	2296	845	6108	1911	4197	4268
%V	27.5%	28.2%	20.7%	20.8%	31.9%	22.5%	39.5%	18.7%
%H (All HH)		96.6%	30.3%	11.2%	80.7%	25.2%	55.4%	56.4%
%H (TV HH)			31.4%	11.6%	83.5%	26.1%	57.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
January - December 2015

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	27569	25953	11103	4071	19120	8499	10621	22767
%H (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
1	8580	7810	2227	917	6192	1615	4577	5151
%V	31.1%	30.1%	20.1%	22.5%	32.4%	19.0%	43.1%	22.6%
%H (All HH)		91.0%	26.0%	10.7%	72.2%	18.8%	53.3%	60.0%
%H (TV HH)			28.5%	11.7%	79.3%	20.7%	58.6%	
2	9312	8888	3868	1377	6670	3072	3597	8203
%V	33.8%	34.2%	34.8%	33.8%	34.9%	36.1%	33.9%	36.0%
%H (All HH)		95.4%	41.5%	14.8%	71.6%	33.0%	38.6%	88.1%
%H (TV HH)			43.5%	15.5%	75.0%	34.6%	40.5%	
3	4248	4048	2073	787	2793	1620	1173	4093
%V	15.4%	15.6%	18.7%	19.3%	14.6%	19.1%	11.0%	18.0%
%H (All HH)		95.3%	48.8%	18.5%	65.7%	38.1%	27.6%	96.4%
%H (TV HH)			51.2%	19.4%	69.0%	40.0%	29.0%	
4	3664	3534	1978	667	2410	1526	884	3596
%V	13.3%	13.6%	17.8%	16.4%	12.6%	18.0%	8.3%	15.8%
%H (All HH)		96.5%	54.0%	18.2%	65.8%	41.6%	24.1%	98.1%
%H (TV HH)			56.0%	18.9%	68.2%	43.2%	25.0%	
5+	1766	1674	957	323	1056	666	389	1724
%V	6.4%	6.5%	8.6%	7.9%	5.5%	7.8%	3.7%	7.6%
%H (All HH)		94.8%	54.2%	18.3%	59.8%	37.7%	22.0%	97.6%
%H (TV HH)			57.2%	19.3%	63.1%	39.8%	23.2%	
Average HH size	2.33	2.35	2.64	2.57	2.26	2.63	1.97	2.53

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
January - December 2015

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	27569	25953	11103	4071	19120	8499	10621	22767
%V (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
Without	20459	19114	7390	2827	14626	5851	8776	15889
%V	74.2%	73.6%	66.6%	69.4%	76.5%	68.8%	82.6%	69.8%
%H (All HH)		93.4%	36.1%	13.8%	71.5%	28.6%	42.9%	77.7%
%H (TV HH)			38.7%	14.8%	76.5%	30.6%	45.9%	
With	7110	6839	3713	1243	4494	2649	1845	6878
%V	25.8%	26.4%	33.4%	30.5%	23.5%	31.2%	17.4%	30.2%
%H (All HH)		96.2%	52.2%	17.5%	63.2%	37.3%	25.9%	96.7%
%H (TV HH)			54.3%	18.2%	65.7%	38.7%	27.0%	
0 - 3	2689	2546	1390	417	1608	896	712	2574
%V	9.8%	9.8%	12.5%	10.2%	8.4%	10.5%	6.7%	11.3%
%H (All HH)		94.7%	51.7%	15.5%	59.8%	33.3%	26.5%	95.7%
%H (TV HH)			54.6%	16.4%	63.2%	35.2%	28.0%	
4 - 9	3620	3482	1935	609	2236	1322	914	3496
%V	13.1%	13.4%	17.4%	15.0%	11.7%	15.6%	8.6%	15.4%
%H (All HH)		96.2%	53.5%	16.8%	61.8%	36.5%	25.2%	96.6%
%H (TV HH)			55.6%	17.5%	64.2%	38.0%	26.2%	
10 - 15	3236	3153	1726	617	2129	1323	807	3159
%V	11.7%	12.1%	15.5%	15.2%	11.1%	15.6%	7.6%	13.9%
%H (All HH)		97.4%	53.3%	19.1%	65.8%	40.9%	24.9%	97.6%
%H (TV HH)			54.7%	19.6%	67.5%	42.0%	25.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

January - December 2015

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	27569	25953	11103	4071	19120	8499	10621	22767
%H (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
1	10725	10725	3677	1447	7197	1833	5364	7970
%V	38.9%	41.3%	33.1%	35.5%	37.6%	21.6%	50.5%	35.0%
%H (All HH)		100.0%	34.3%	13.5%	67.1%	17.1%	50.0%	74.3%
%H (TV HH)			34.3%	13.5%	67.1%	17.1%	50.0%	
2	8885	8885	3927	1436	6738	3197	3541	7524
%V	32.2%	34.2%	35.4%	35.3%	35.2%	37.6%	33.3%	33.0%
%H (All HH)		100.0%	44.2%	16.2%	75.8%	36.0%	39.9%	84.7%
%H (TV HH)			44.2%	16.2%	75.8%	36.0%	39.9%	
3	3931	3931	2064	706	3170	1982	1188	3672
%V	14.3%	15.1%	18.6%	17.3%	16.6%	23.3%	11.2%	16.1%
%H (All HH)		100.0%	52.5%	18.0%	80.6%	50.4%	30.2%	93.4%
%H (TV HH)			52.5%	18.0%	80.6%	50.4%	30.2%	
4	1615	1615	925	327	1331	955	376	1567
%V	5.9%	6.2%	8.3%	8.0%	7.0%	11.2%	3.5%	6.9%
%H (All HH)		100.0%	57.3%	20.2%	82.4%	59.1%	23.3%	97.0%
%H (TV HH)			57.3%	20.2%	82.4%	59.1%	23.3%	
5+	797	797	510	155	685	533	151	784
%V	2.9%	3.1%	4.6%	3.8%	3.6%	6.3%	1.4%	3.4%
%H (All HH)		100.0%	64.0%	19.4%	85.9%	66.9%	18.9%	98.4%
%H (TV HH)			64.0%	19.4%	85.9%	66.9%	18.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

January - December 2015

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	27569	25953	11103	4071	19120	8499	10621	22767
%H (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
Under 20"	4713	4713	2005	700	3980	1983	1998	3981
%V	17.1%	18.2%	18.1%	17.2%	20.8%	23.3%	18.8%	17.5%
%H (All HH)		100.0%	42.5%	14.9%	84.4%	42.1%	42.4%	84.5%
%H (TV HH)			42.5%	14.9%	84.4%	42.1%	42.4%	
20" - 29"	8757	8757	3624	1289	7112	3278	3834	7141
%V	31.8%	33.7%	32.6%	31.7%	37.2%	38.6%	36.1%	31.4%
%H (All HH)		100.0%	41.4%	14.7%	81.2%	37.4%	43.8%	81.5%
%H (TV HH)			41.4%	14.7%	81.2%	37.4%	43.8%	
30" - 39"	13504	13504	5829	2178	10205	4759	5446	11308
%V	49.0%	52.0%	52.5%	53.5%	53.4%	56.0%	51.3%	49.7%
%H (All HH)		100.0%	43.2%	16.1%	75.6%	35.2%	40.3%	83.7%
%H (TV HH)			43.2%	16.1%	75.6%	35.2%	40.3%	
40" and over	13505	13505	7101	2464	9483	5534	3949	12343
%V	49.0%	52.0%	64.0%	60.5%	49.6%	65.1%	37.2%	54.2%
%H (All HH)		100.0%	52.6%	18.2%	70.2%	41.0%	29.2%	91.4%
%H (TV HH)			52.6%	18.2%	70.2%	41.0%	29.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

January - December 2015

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	27569	25953	11103	4071	19120	8499	10621	22767
%H (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
Main living room	25581	25581	11003	4033	18886	8436	10450	21208
%V	92.8%	98.6%	99.1%	99.1%	98.8%	99.3%	98.4%	93.2%
%H (All HH)		100.0%	43.0%	15.8%	73.8%	33.0%	40.9%	82.9%
%H (TV HH)			43.0%	15.8%	73.8%	33.0%	40.9%	
Kitchen	3017	3017	1512	408	2609	1486	1123	2654
%V	10.9%	11.6%	13.6%	10.0%	13.6%	17.5%	10.6%	11.7%
%H (All HH)		100.0%	50.1%	13.5%	86.5%	49.3%	37.2%	88.0%
%H (TV HH)			50.1%	13.5%	86.5%	49.3%	37.2%	
Adult's bedroom	11312	11312	5546	2032	8919	5144	3776	10114
%V	41.0%	43.6%	50.0%	49.9%	46.6%	60.5%	35.6%	44.4%
%H (All HH)		100.0%	49.0%	18.0%	78.8%	45.5%	33.4%	89.4%
%H (TV HH)			49.0%	18.0%	78.8%	45.5%	33.4%	
Child's bedroom	2390	2390	1398	478	1735	1224	511	2325
%V	8.7%	9.2%	12.6%	11.7%	9.1%	14.4%	4.8%	10.2%
%H (All HH)		100.0%	58.5%	20.0%	72.6%	51.2%	21.4%	97.3%
%H (TV HH)			58.5%	20.0%	72.6%	51.2%	21.4%	
Other bedroom	1352	1352	733	245	1110	732	378	1275
%V	4.9%	5.2%	6.6%	6.0%	5.8%	8.6%	3.6%	5.6%
%H (All HH)		100.0%	54.2%	18.1%	82.1%	54.1%	28.0%	94.3%
%H (TV HH)			54.2%	18.1%	82.1%	54.1%	28.0%	
Second living/dining room	2403	2403	1202	393	1945	1116	830	2166
%V	8.7%	9.3%	10.8%	9.7%	10.2%	13.1%	7.8%	9.5%
%H (All HH)		100.0%	50.0%	16.4%	80.9%	46.4%	34.5%	90.1%
%H (TV HH)			50.0%	16.4%	80.9%	46.4%	34.5%	
Study/office	375	375	202	59	302	187	114	364
%V	1.4%	1.4%	1.8%	1.4%	1.6%	2.2%	1.1%	1.6%
%H (All HH)		100.0%	53.9%	15.7%	80.5%	49.9%	30.4%	97.1%
%H (TV HH)			53.9%	15.7%	80.5%	49.9%	30.4%	
TV room	234	234	140	35	184	122	62	227
%V	0.8%	0.9%	1.3%	0.9%	1.0%	1.4%	0.6%	1.0%
%H (All HH)		100.0%	59.8%	15.0%	78.6%	52.1%	26.5%	97.0%
%H (TV HH)			59.8%	15.0%	78.6%	52.1%	26.5%	
Conservatory	540	540	291	89	448	283	165	488
%V	2.0%	2.1%	2.6%	2.2%	2.3%	3.3%	1.6%	2.1%
%H (All HH)		100.0%	53.9%	16.5%	83.0%	52.4%	30.6%	90.4%
%H (TV HH)			53.9%	16.5%	83.0%	52.4%	30.6%	
Attic or loft room	68	68	35	13	51	31	21	66
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	51.5%	19.1%	75.0%	45.6%	30.9%	97.1%
%H (TV HH)			51.5%	19.1%	75.0%	45.6%	30.9%	
No specific location	36	36	16	5	32	16	16	33
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	44.4%	13.9%	88.9%	44.4%	44.4%	91.7%
%H (TV HH)			44.4%	13.9%	88.9%	44.4%	44.4%	
Other	231	231	129	39	185	122	63	217
%V	0.8%	0.9%	1.2%	1.0%	1.0%	1.4%	0.6%	1.0%
%H (All HH)		100.0%	55.8%	16.9%	80.1%	52.8%	27.3%	93.9%
%H (TV HH)			55.8%	16.9%	80.1%	52.8%	27.3%	

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

%V = percentage of vertical total

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

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

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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	27569	25953	11103	4071	19120	8499	10621	22767
%V (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
Any DSAT provider	11103	11103	11103	210	6463	6463	0	10111
%V	40.3%	42.8%	100.0%	5.2%	33.8%	76.0%	0.0%	44.4%
%H (All HH)			100.0%	1.9%	58.2%	58.2%	0.0%	91.1%
%H (TV HH)			100.0%	1.9%	58.2%	58.2%	0.0%	
Sky with subscription	9080	9080	9080	98	5327	5327	0	8399
%V	32.9%	35.0%	81.8%	2.4%	27.9%	62.7%	0.0%	36.9%
%H (All HH)			100.0%	1.1%	58.7%	58.7%	0.0%	92.5%
%H (TV HH)			100.0%	1.1%	58.7%	58.7%	0.0%	
Sky without subscription	669	669	669	31	342	342	0	538
%V	2.4%	2.6%	6.0%	0.8%	1.8%	4.0%	0.0%	2.4%
%H (All HH)			100.0%	4.6%	51.1%	51.1%	0.0%	80.4%
%H (TV HH)			100.0%	4.6%	51.1%	51.1%	0.0%	
Freesat	1213	1213	1213	56	764	764	0	1083
%V	4.4%	4.7%	10.9%	1.4%	4.0%	9.0%	0.0%	4.8%
%H (All HH)			100.0%	4.6%	63.0%	63.0%	0.0%	89.3%
%H (TV HH)			100.0%	4.6%	63.0%	63.0%	0.0%	
Other satellite provider	439	439	439	33	235	235	0	399
%V	1.6%	1.7%	4.0%	0.8%	1.2%	2.8%	0.0%	1.8%
%H (All HH)			100.0%	7.5%	53.5%	53.5%	0.0%	90.9%
%H (TV HH)			100.0%	7.5%	53.5%	53.5%	0.0%	
DCAB	4071	4071	210	4071	2162	2162	0	3753
%V	14.8%	15.7%	1.9%	100.0%	11.3%	25.4%	0.0%	16.5%
%H (All HH)			5.2%	100.0%	53.1%	53.1%	0.0%	92.2%
%H (TV HH)			5.2%	100.0%	53.1%	53.1%	0.0%	
DTT	19120	19120	6463	2162	19120	8499	10621	15347
%V	69.4%	73.7%	58.2%	53.1%	100.0%	100.0%	100.0%	67.4%
%H (All HH)		100.0%	33.8%	11.3%	100.0%	44.5%	55.5%	80.3%
%H (TV HH)			33.8%	11.3%	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

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Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27569	25953	11103	4071	19120	8499	10621	22767
%H (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
PVR	16064	16064	9464	3452	10681	7358	3323	14712
%V	58.3%	61.9%	85.2%	84.8%	55.9%	86.6%	31.3%	64.6%
%H (All HH)		100.0%	58.9%	21.5%	66.5%	45.8%	20.7%	91.6%
%H (TV HH)			58.9%	21.5%	66.5%	45.8%	20.7%	
DVDR	802	802	319	125	661	294	367	693
%V	2.9%	3.1%	2.9%	3.1%	3.5%	3.5%	3.5%	3.0%
%H (All HH)		100.0%	39.8%	15.6%	82.4%	36.7%	45.8%	86.4%
%H (TV HH)			39.8%	15.6%	82.4%	36.7%	45.8%	
VCR	495	495	156	60	417	136	281	335
%V	1.8%	1.9%	1.4%	1.5%	2.2%	1.6%	2.6%	1.5%
%H (All HH)		100.0%	31.5%	12.1%	84.2%	27.5%	56.8%	67.7%
%H (TV HH)			31.5%	12.1%	84.2%	27.5%	56.8%	
Any recorder	16551	16551	9537	3481	11121	7414	3707	15019
%V	60.0%	63.8%	85.9%	85.5%	58.2%	87.2%	34.9%	66.0%
%H (All HH)		100.0%	57.6%	21.0%	67.2%	44.8%	22.4%	90.7%
%H (TV HH)			57.6%	21.0%	67.2%	44.8%	22.4%	
Receives HDTV (via STB or built-in reception)	16268	16268	8345	3331	11535	6761	4773	14813
%V	59.0%	62.7%	75.2%	81.8%	60.3%	79.6%	44.9%	65.1%
%H (All HH)		100.0%	51.3%	20.5%	70.9%	41.6%	29.3%	91.1%
%H (TV HH)			51.3%	20.5%	70.9%	41.6%	29.3%	
DVD/Blu-ray player or recorder	18898	18898	8433	3131	14233	6854	7379	16354
%V	68.5%	72.8%	76.0%	76.9%	74.4%	80.6%	69.5%	71.8%
%H (All HH)		100.0%	44.6%	16.6%	75.3%	36.3%	39.0%	86.5%
%H (TV HH)			44.6%	16.6%	75.3%	36.3%	39.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27569	25953	11103	4071	19120	8499	10621	22767
%H (All HH)		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%
%H (TV HH)			42.8%	15.7%	73.7%	32.7%	40.9%	
Has broadband internet	22767	21517	10111	3753	15347	7833	7514	22767
%V	82.6%	82.9%	91.1%	92.2%	80.3%	92.2%	70.7%	100.0%
%H (All HH)		94.5%	44.4%	16.5%	67.4%	34.4%	33.0%	100.0%
%H (TV HH)			47.0%	17.4%	71.3%	36.4%	34.9%	
Number of computers (PCs and laptops)								
0	5236	4846	1194	390	4041	809	3232	828
%V	19.0%	18.7%	10.8%	9.6%	21.1%	9.5%	30.4%	3.6%
%H (All HH)		92.6%	22.8%	7.4%	77.2%	15.5%	61.7%	15.8%
%H (TV HH)			24.6%	8.0%	83.4%	16.7%	66.7%	
1	7290	6725	2695	1038	4874	1944	2930	6972
%V	26.4%	25.9%	24.3%	25.5%	25.5%	22.9%	27.6%	30.6%
%H (All HH)		92.2%	37.0%	14.2%	66.9%	26.7%	40.2%	95.6%
%H (TV HH)			40.1%	15.4%	72.5%	28.9%	43.6%	
2	6560	6187	2937	1037	4418	2237	2181	6509
%V	23.8%	23.8%	26.5%	25.5%	23.1%	26.3%	20.5%	28.6%
%H (All HH)		94.3%	44.8%	15.8%	67.3%	34.1%	33.2%	99.2%
%H (TV HH)			47.5%	16.8%	71.4%	36.2%	35.3%	
3	3864	3722	1894	703	2620	1510	1110	3851
%V	14.0%	14.3%	17.1%	17.3%	13.7%	17.8%	10.5%	16.9%
%H (All HH)		96.3%	49.0%	18.2%	67.8%	39.1%	28.7%	99.7%
%H (TV HH)			50.9%	18.9%	70.4%	40.6%	29.8%	
4	2213	2138	1130	424	1511	932	579	2210
%V	8.0%	8.2%	10.2%	10.4%	7.9%	11.0%	5.5%	9.7%
%H (All HH)		96.6%	51.1%	19.2%	68.3%	42.1%	26.2%	99.9%
%H (TV HH)			52.9%	19.8%	70.7%	43.6%	27.1%	
5+	2406	2335	1253	480	1656	1066	590	2397
%V	8.7%	9.0%	11.3%	11.8%	8.7%	12.5%	5.6%	10.5%
%H (All HH)		97.0%	52.1%	20.0%	68.8%	44.3%	24.5%	99.6%
%H (TV HH)			53.7%	20.6%	70.9%	45.7%	25.3%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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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	51041	24184	8566	39195	20873	18321	44521
%H		47.4%	16.8%	76.8%	40.9%	35.9%	87.2%
Under 20"	5915	2570	889	5027	2578	2448	5085
%V	11.6%	10.6%	10.4%	12.8%	12.4%	13.4%	11.4%
%H		43.4%	15.0%	85.0%	43.6%	41.4%	86.0%
20" - 29"	11180	4807	1690	9184	4488	4696	9320
%V	21.9%	19.9%	19.7%	23.4%	21.5%	25.6%	20.9%
%H		43.0%	15.1%	82.1%	40.1%	42.0%	83.4%
30" - 39"	16423	7391	2765	12500	6257	6243	14030
%V	32.2%	30.6%	32.3%	31.9%	30.0%	34.1%	31.5%
%H		45.0%	16.8%	76.1%	38.1%	38.0%	85.4%
40" and over	16640	9055	3109	11781	7250	4531	15384
%V	32.6%	37.4%	36.3%	30.1%	34.7%	24.7%	34.6%
%H		54.4%	18.7%	70.8%	43.6%	27.2%	92.5%
Don't know	884	361	114	703	301	402	703
%V	1.7%	1.5%	1.3%	1.8%	1.4%	2.2%	1.6%
%H		40.8%	12.9%	79.5%	34.0%	45.5%	79.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51041	24184	8566	39195	20873	18321	44521
%H		47.4%	16.8%	76.8%	40.9%	35.9%	87.2%
Main living room	25742	11079	4064	19002	8500	10502	21349
%V	50.4%	45.8%	47.4%	48.5%	40.7%	57.3%	48.0%
%H		43.0%	15.8%	73.8%	33.0%	40.8%	82.9%
Kitchen	3029	1519	409	2619	1492	1127	2664
%V	5.9%	6.3%	4.8%	6.7%	7.1%	6.2%	6.0%
%H		50.1%	13.5%	86.5%	49.3%	37.2%	87.9%
Adult's bedroom	13570	6779	2543	10758	6445	4313	12297
%V	26.6%	28.0%	29.7%	27.4%	30.9%	23.5%	27.6%
%H		50.0%	18.7%	79.3%	47.5%	31.8%	90.6%
Child's bedroom	3122	1848	625	2272	1624	649	3045
%V	6.1%	7.6%	7.3%	5.8%	7.8%	3.5%	6.8%
%H		59.2%	20.0%	72.8%	52.0%	20.8%	97.5%
Other bedroom	1618	896	288	1338	899	440	1536
%V	3.2%	3.7%	3.4%	3.4%	4.3%	2.4%	3.5%
%H		55.4%	17.8%	82.7%	55.6%	27.2%	94.9%
Second living/dining room	2440	1226	398	1975	1137	838	2202
%V	4.8%	5.1%	4.6%	5.0%	5.4%	4.6%	4.9%
%H		50.2%	16.3%	80.9%	46.6%	34.3%	90.2%
Study/office	381	206	59	306	190	116	370
%V	0.7%	0.9%	0.7%	0.8%	0.9%	0.6%	0.8%
%H		54.1%	15.5%	80.3%	49.9%	30.4%	97.1%
TV room	237	143	35	187	124	63	229
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.3%	0.5%
%H		60.3%	14.8%	78.9%	52.3%	26.6%	96.6%
Conseervatory	542	294	89	450	285	165	491
%V	1.1%	1.2%	1.0%	1.1%	1.4%	0.9%	1.1%
%H		54.2%	16.4%	83.0%	52.6%	30.4%	90.6%
Attic or loft room	71	37	13	54	32	22	69
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		52.1%	18.3%	76.1%	45.1%	31.0%	97.2%
No specific location	39	17	5	35	17	18	35
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		43.6%	12.8%	89.7%	43.6%	46.2%	89.7%
Other	249	140	39	198	129	69	233
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		56.2%	15.7%	79.5%	51.8%	27.7%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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January - December 2015
Set level data
Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51041	24184	8566	39195	20873	18321	44521
%H		47.4%	16.8%	76.8%	40.9%	35.9%	87.2%
PVR	21194	13063	4691	13680	9973	3707	19667
%V	41.5%	54.0%	54.8%	34.9%	47.8%	20.2%	44.2%
%H		61.6%	22.1%	64.5%	47.1%	17.5%	92.8%
DVDR	874	351	138	724	327	398	761
%V	1.7%	1.5%	1.6%	1.8%	1.6%	2.2%	1.7%
%H		40.2%	15.8%	82.8%	37.4%	45.5%	87.1%
VCR	527	169	65	446	151	295	358
%V	1.0%	0.7%	0.8%	1.1%	0.7%	1.6%	0.8%
%H		32.1%	12.3%	84.6%	28.7%	56.0%	67.9%
Any recorder	21861	13213	4748	14285	10115	4169	20129
%V	42.8%	54.6%	55.4%	36.4%	48.5%	22.8%	45.2%
%H		60.4%	21.7%	65.3%	46.3%	19.1%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 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	51041	24184	8566	39195	20873	18321	44521
%H		47.4%	16.8%	76.8%	40.9%	35.9%	87.2%
Receives HDTV (via STB or built-in reception)	23480	12321	5005	16948	10503	6445	21697
%V	46.0%	50.9%	58.4%	43.2%	50.3%	35.2%	48.7%
%H		52.5%	21.3%	72.2%	44.7%	27.4%	92.4%
DVD/Blu-ray player or recorder	27038	12716	4726	20916	11188	9728	24060
%V	53.0%	52.6%	55.2%	53.4%	53.6%	53.1%	54.0%
%H		47.0%	17.5%	77.4%	41.4%	36.0%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data
Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25891	11097	4068	19110	8498	10612	21461
%H		42.9%	15.7%	73.8%	32.8%	41.0%	82.9%
Under 20"	404	63	36	321	44	277	259
%V	1.6%	0.6%	0.9%	1.7%	0.5%	2.6%	1.2%
%H		15.6%	8.9%	79.5%	10.9%	68.6%	64.1%
20" - 29"	2826	654	286	2300	446	1854	1808
%V	10.9%	5.9%	7.0%	12.0%	5.2%	17.5%	8.4%
%H		23.1%	10.1%	81.4%	15.8%	65.6%	64.0%
30" - 39"	9134	3342	1302	6988	2556	4432	7135
%V	35.3%	30.1%	32.0%	36.6%	30.1%	41.8%	33.2%
%H		36.6%	14.3%	76.5%	28.0%	48.5%	78.1%
40" and over	13092	6894	2395	9165	5353	3812	11952
%V	50.6%	62.1%	58.9%	48.0%	63.0%	35.9%	55.7%
%H		52.7%	18.3%	70.0%	40.9%	29.1%	91.3%
Don't know	436	143	50	337	100	237	308
%V	1.7%	1.3%	1.2%	1.8%	1.2%	2.2%	1.4%
%H		32.8%	11.5%	77.3%	22.9%	54.4%	70.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25891	11097	4068	19110	8498	10612	21461
%H		42.9%	15.7%	73.8%	32.8%	41.0%	82.9%
PVR	15719	9322	3405	10378	7219	3159	14400
%V	60.7%	84.0%	83.7%	54.3%	84.9%	29.8%	67.1%
%H		59.3%	21.7%	66.0%	45.9%	20.1%	91.6%
DVDR	665	252	98	544	223	321	562
%V	2.6%	2.3%	2.4%	2.8%	2.6%	3.0%	2.6%
%H		37.9%	14.7%	81.8%	33.5%	48.3%	84.5%
VCR	410	121	46	345	101	244	268
%V	1.6%	1.1%	1.1%	1.8%	1.2%	2.3%	1.2%
%H		29.5%	11.2%	84.1%	24.6%	59.5%	65.4%
Any recorder	16184	9395	3434	10797	7275	3522	14691
%V	62.5%	84.7%	84.4%	56.5%	85.6%	33.2%	68.5%
%H		58.1%	21.2%	66.7%	45.0%	21.8%	90.8%

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	25891	11097	4068	19110	8498	10612	21461
%H		42.9%	15.7%	73.8%	32.8%	41.0%	82.9%
Receives HDTV (via STB or built-in reception)	15834	8146	3272	11166	6576	4590	14425
%V	61.2%	73.4%	80.4%	58.4%	77.4%	43.3%	67.2%
%H		51.4%	20.7%	70.5%	41.5%	29.0%	91.1%
DVD/Blu-ray player or recorder	17409	7679	2859	13034	6126	6908	14993
%V	67.2%	69.2%	70.3%	68.2%	72.1%	65.1%	69.9%
%H		44.1%	16.4%	74.9%	35.2%	39.7%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25150	13087	4498	20085	12375	7710	23059
%H		52.0%	17.9%	79.9%	49.2%	30.7%	91.7%
Under 20"	5511	2508	853	4705	2534	2171	4826
%V	21.9%	19.2%	19.0%	23.4%	20.5%	28.2%	20.9%
%H		45.5%	15.5%	85.4%	46.0%	39.4%	87.6%
20" - 29"	8354	4152	1404	6884	4042	2842	7512
%V	33.2%	31.7%	31.2%	34.3%	32.7%	36.9%	32.6%
%H		49.7%	16.8%	82.4%	48.4%	34.0%	89.9%
30" - 39"	7289	4049	1464	5512	3701	1812	6894
%V	29.0%	30.9%	32.5%	27.4%	29.9%	23.5%	29.9%
%H		55.5%	20.1%	75.6%	50.8%	24.9%	94.6%
40" and over	3548	2160	714	2617	1897	720	3432
%V	14.1%	16.5%	15.9%	13.0%	15.3%	9.3%	14.9%
%H		60.9%	20.1%	73.8%	53.5%	20.3%	96.7%
Don't know	449	218	64	367	202	165	395
%V	1.8%	1.7%	1.4%	1.8%	1.6%	2.1%	1.7%
%H		48.6%	14.3%	81.7%	45.0%	36.7%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

January - December 2015

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25150	13087	4498	20085	12375	7710	23059
%H		52.0%	17.9%	79.9%	49.2%	30.7%	91.7%
PVR	5475	3741	1286	3302	2754	548	5266
%V	21.8%	28.6%	28.6%	16.4%	22.3%	7.1%	22.8%
%H		68.3%	23.5%	60.3%	50.3%	10.0%	96.2%
DVDR	210	99	39	180	103	77	199
%V	0.8%	0.8%	0.9%	0.9%	0.8%	1.0%	0.9%
%H		47.1%	18.6%	85.7%	49.0%	36.7%	94.8%
VCR	117	48	19	102	50	52	90
%V	0.5%	0.4%	0.4%	0.5%	0.4%	0.7%	0.4%
%H		41.0%	16.2%	87.2%	42.7%	44.4%	76.9%
Any recorder	5677	3818	1313	3488	2840	647	5438
%V	22.6%	29.2%	29.2%	17.4%	22.9%	8.4%	23.6%
%H		67.3%	23.1%	61.4%	50.0%	11.4%	95.8%

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	25150	13087	4498	20085	12375	7710	23059
%H		52.0%	17.9%	79.9%	49.2%	30.7%	91.7%
Receives HDTV (via STB or built-in reception)	7646	4175	1734	5782	3927	1855	7273
%V	30.4%	31.9%	38.6%	28.8%	31.7%	24.1%	31.5%
%H		54.6%	22.7%	75.6%	51.4%	24.3%	95.1%
DVD/Blu-ray player or recorder	9629	5037	1866	7882	5062	2820	9066
%V	38.3%	38.5%	41.5%	39.2%	40.9%	36.6%	39.3%
%H		52.3%	19.4%	81.9%	52.6%	29.3%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015
Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64211	60962	29310	10456	43257	22328	20929	57589
%H		94.9%	45.6%	16.3%	67.4%	34.8%	32.6%	89.7%
Total Children	12257	11783	6485	2106	7661	4541	3120	11852
%V	19.1%	19.3%	22.1%	20.1%	17.7%	20.3%	14.9%	20.6%
%H		96.1%	52.9%	17.2%	62.5%	37.0%	25.5%	96.7%
0 - 3	3175	2993	1640	491	1884	1050	834	3036
%V	4.9%	4.9%	5.6%	4.7%	4.4%	4.7%	4.0%	5.3%
%H		94.3%	51.7%	15.5%	59.3%	33.1%	26.3%	95.6%
4 - 15	9082	8789	4845	1615	5777	3491	2286	8816
%V	14.1%	14.4%	16.5%	15.4%	13.4%	15.6%	10.9%	15.3%
%H		96.8%	53.3%	17.8%	63.6%	38.4%	25.2%	97.1%
4 - 9	4846	4662	2594	818	2989	1772	1217	4675
%V	7.5%	7.6%	8.9%	7.8%	6.9%	7.9%	5.8%	8.1%
%H		96.2%	53.5%	16.9%	61.7%	36.6%	25.1%	96.5%
10 - 15	4236	4127	2251	797	2788	1719	1069	4141
%V	6.6%	6.8%	7.7%	7.6%	6.4%	7.7%	5.1%	7.2%
%H		97.4%	53.1%	18.8%	65.8%	40.6%	25.2%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64211	60962	29310	10456	43257	22328	20929	57589
%H		94.9%	45.6%	16.3%	67.4%	34.8%	32.6%	89.7%
Total Adults (16+)	51954	49180	22826	8350	35596	17786	17809	45737
%V	80.9%	80.7%	77.9%	79.9%	82.3%	79.7%	85.1%	79.4%
%H		94.7%	43.9%	16.1%	68.5%	34.2%	34.3%	88.0%
16 - 19	2894	2761	1460	556	1942	1201	742	2820
%V	4.5%	4.5%	5.0%	5.3%	4.5%	5.4%	3.5%	4.9%
%H		95.4%	50.4%	19.2%	67.1%	41.5%	25.6%	97.4%
20 - 24	4019	3550	1652	653	2449	1316	1133	3856
%V	6.3%	5.8%	5.6%	6.2%	5.7%	5.9%	5.4%	6.7%
%H		88.3%	41.1%	16.2%	60.9%	32.7%	28.2%	95.9%
25 - 34	8783	7959	4071	1417	5090	2765	2325	8466
%V	13.7%	13.1%	13.9%	13.6%	11.8%	12.4%	11.1%	14.7%
%H		90.6%	46.4%	16.1%	58.0%	31.5%	26.5%	96.4%
35 - 44	8301	7812	4126	1430	5179	2953	2227	8003
%V	12.9%	12.8%	14.1%	13.7%	12.0%	13.2%	10.6%	13.9%
%H		94.1%	49.7%	17.2%	62.4%	35.6%	26.8%	96.4%
45 - 54	9165	8873	4404	1716	6374	3603	2770	8641
%V	14.3%	14.6%	15.0%	16.4%	14.7%	16.1%	13.2%	15.0%
%H		96.8%	48.1%	18.7%	69.5%	39.3%	30.2%	94.3%
55 - 64	7478	7247	3304	1218	5466	2706	2760	6720
%V	11.6%	11.9%	11.3%	11.6%	12.6%	12.1%	13.2%	11.7%
%H		96.9%	44.2%	16.3%	73.1%	36.2%	36.9%	89.9%
65+	11313	10977	3809	1359	9096	3243	5853	7231
%V	17.6%	18.0%	13.0%	13.0%	21.0%	14.5%	28.0%	12.6%
%H		97.0%	33.7%	12.0%	80.4%	28.7%	51.7%	63.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51954	49180	22826	8350	35596	17786	17809	45737
%H		94.7%	43.9%	16.1%	68.5%	34.2%	34.3%	88.0%
AB	13741	13173	6260	2298	9515	4903	4612	13223
%V	26.4%	26.8%	27.4%	27.5%	26.7%	27.6%	25.9%	28.9%
%H		95.9%	45.6%	16.7%	69.2%	35.7%	33.6%	96.2%
C1	14352	13400	6246	2332	9648	4926	4722	13245
%V	27.6%	27.2%	27.4%	27.9%	27.1%	27.7%	26.5%	29.0%
%H		93.4%	43.5%	16.2%	67.2%	34.3%	32.9%	92.3%
C2	11357	10927	5342	1900	8070	4387	3683	10082
%V	21.9%	22.2%	23.4%	22.8%	22.7%	24.7%	20.7%	22.0%
%H		96.2%	47.0%	16.7%	71.1%	38.6%	32.4%	88.8%
D	8266	7738	3574	1298	5411	2599	2812	6735
%V	15.9%	15.7%	15.7%	15.5%	15.2%	14.6%	15.8%	14.7%
%H		93.6%	43.2%	15.7%	65.5%	31.4%	34.0%	81.5%
E	4238	3942	1405	521	2951	971	1980	2452
%V	8.2%	8.0%	6.2%	6.2%	8.3%	5.5%	11.1%	5.4%
%H		93.0%	33.2%	12.3%	69.6%	22.9%	46.7%	57.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51954	49180	22826	8350	35596	17786	17809	45737
%H		94.7%	43.9%	16.1%	68.5%	34.2%	34.3%	88.0%
Working full time	24399	23110	11723	4387	15921	9041	6879	23591
%V	47.0%	47.0%	51.4%	52.5%	44.7%	50.8%	38.6%	51.6%
%H		94.7%	48.0%	18.0%	65.3%	37.1%	28.2%	96.7%
Working part time	5316	5094	2494	886	3697	1977	1720	5030
%V	10.2%	10.4%	10.9%	10.6%	10.4%	11.1%	9.7%	11.0%
%H		95.8%	46.9%	16.7%	69.5%	37.2%	32.4%	94.6%
Not working	22239	20975	8610	3077	15978	6768	9210	17116
%V	42.8%	42.6%	37.7%	36.9%	44.9%	38.1%	51.7%	37.4%
%H		94.3%	38.7%	13.8%	71.8%	30.4%	41.4%	77.0%
Housewife/Houseperson	27569	25953	11103	4071	19120	8499	10621	22767
%V	53.1%	52.8%	48.6%	48.8%	53.7%	47.8%	59.6%	49.8%
%H		94.1%	40.3%	14.8%	69.4%	30.8%	38.5%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25355	23852	11371	4124	17064	8845	8219	22645
%H		94.1%	44.8%	16.3%	67.3%	34.9%	32.4%	89.3%
16 - 19	1498	1433	768	303	996	632	364	1467
%V	5.9%	6.0%	6.8%	7.3%	5.8%	7.1%	4.4%	6.5%
%H		95.7%	51.3%	20.2%	66.5%	42.2%	24.3%	97.9%
20 - 24	2000	1757	831	334	1180	660	520	1927
%V	7.9%	7.4%	7.3%	8.1%	6.9%	7.5%	6.3%	8.5%
%H		87.9%	41.6%	16.7%	59.0%	33.0%	26.0%	96.4%
25 - 34	4382	3928	1995	705	2511	1364	1146	4217
%V	17.3%	16.5%	17.5%	17.1%	14.7%	15.4%	13.9%	18.6%
%H		89.6%	45.5%	16.1%	57.3%	31.1%	26.2%	96.2%
35 - 44	4110	3824	2002	694	2520	1421	1100	3936
%V	16.2%	16.0%	17.6%	16.8%	14.8%	16.1%	13.4%	17.4%
%H		93.0%	48.7%	16.9%	61.3%	34.6%	26.8%	95.8%
45 - 54	4506	4341	2207	821	3081	1765	1316	4224
%V	17.8%	18.2%	19.4%	19.9%	18.1%	20.0%	16.0%	18.7%
%H		96.3%	49.0%	18.2%	68.4%	39.2%	29.2%	93.7%
55 - 64	3672	3539	1629	594	2665	1332	1333	3281
%V	14.5%	14.8%	14.3%	14.4%	15.6%	15.1%	16.2%	14.5%
%H		96.4%	44.4%	16.2%	72.6%	36.3%	36.3%	89.4%
65+	5187	5030	1939	673	4111	1670	2440	3594
%V	20.5%	21.1%	17.1%	16.3%	24.1%	18.9%	29.7%	15.9%
%H		97.0%	37.4%	13.0%	79.3%	32.2%	47.0%	69.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015
Individual level data
Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25355	23852	11371	4124	17064	8845	8219	22645
%H		94.1%	44.8%	16.3%	67.3%	34.9%	32.4%	89.3%
AB	6875	6585	3171	1162	4730	2481	2249	6637
%V	27.1%	27.6%	27.9%	28.2%	27.7%	28.0%	27.4%	29.3%
%H		95.8%	46.1%	16.9%	68.8%	36.1%	32.7%	96.5%
C1	6706	6222	3029	1116	4402	2391	2011	6338
%V	26.4%	26.1%	26.6%	27.1%	25.8%	27.0%	24.5%	28.0%
%H		92.8%	45.2%	16.6%	65.6%	35.7%	30.0%	94.5%
C2	6074	5809	2829	1002	4269	2300	1969	5328
%V	24.0%	24.4%	24.9%	24.3%	25.0%	26.0%	24.0%	23.5%
%H		95.6%	46.6%	16.5%	70.3%	37.9%	32.4%	87.7%
D	3943	3641	1754	627	2501	1271	1230	3297
%V	15.6%	15.3%	15.4%	15.2%	14.7%	14.4%	15.0%	14.6%
%H		92.3%	44.5%	15.9%	63.4%	32.2%	31.2%	83.6%
E	1757	1596	588	217	1163	403	760	1045
%V	6.9%	6.7%	5.2%	5.3%	6.8%	4.6%	9.2%	4.6%
%H		90.8%	33.5%	12.4%	66.2%	22.9%	43.3%	59.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25355	23852	11371	4124	17064	8845	8219	22645
%H		94.1%	44.8%	16.3%	67.3%	34.9%	32.4%	89.3%
Working full time	14926	14118	7260	2624	9703	5537	4166	14399
%V	58.9%	59.2%	63.8%	63.6%	56.9%	62.6%	50.7%	63.6%
%H		94.6%	48.6%	17.6%	65.0%	37.1%	27.9%	96.5%
Working part time	1156	1064	505	168	749	357	392	1041
%V	4.6%	4.5%	4.4%	4.1%	4.4%	4.0%	4.8%	4.6%
%H		92.0%	43.7%	14.5%	64.8%	30.9%	33.9%	90.1%
Not working	9272	8670	3606	1332	6613	2951	3662	7205
%V	36.6%	36.3%	31.7%	32.3%	38.8%	33.4%	44.6%	31.8%
%H		93.5%	38.9%	14.4%	71.3%	31.8%	39.5%	77.7%
Housewife/Houseperson	5958	5333	1999	778	3942	1489	2453	4422
%V	23.5%	22.4%	17.6%	18.9%	23.1%	16.8%	29.8%	19.5%
%H		89.5%	33.6%	13.1%	66.2%	25.0%	41.2%	74.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26600	25328	11455	4226	18531	8941	9590	23092
%H		95.2%	43.1%	15.9%	69.7%	33.6%	36.1%	86.8%
16 - 19	1396	1328	692	253	946	568	378	1353
%V	5.2%	5.2%	6.0%	6.0%	5.1%	6.4%	3.9%	5.9%
%H		95.1%	49.6%	18.1%	67.8%	40.7%	27.1%	96.9%
20 - 24	2019	1793	821	320	1268	656	613	1929
%V	7.6%	7.1%	7.2%	7.6%	6.8%	7.3%	6.4%	8.4%
%H		88.8%	40.7%	15.8%	62.8%	32.5%	30.4%	95.5%
25 - 34	4401	4031	2076	712	2579	1400	1179	4250
%V	16.5%	15.9%	18.1%	16.8%	13.9%	15.7%	12.3%	18.4%
%H		91.6%	47.2%	16.2%	58.6%	31.8%	26.8%	96.6%
35 - 44	4192	3988	2125	736	2659	1532	1127	4067
%V	15.8%	15.7%	18.6%	17.4%	14.3%	17.1%	11.8%	17.6%
%H		95.1%	50.7%	17.6%	63.4%	36.5%	26.9%	97.0%
45 - 54	4659	4532	2197	895	3293	1838	1455	4417
%V	17.5%	17.9%	19.2%	21.2%	17.8%	20.6%	15.2%	19.1%
%H		97.3%	47.2%	19.2%	70.7%	39.5%	31.2%	94.8%
55 - 64	3806	3708	1675	623	2801	1374	1427	3439
%V	14.3%	14.6%	14.6%	14.7%	15.1%	15.4%	14.9%	14.9%
%H		97.4%	44.0%	16.4%	73.6%	36.1%	37.5%	90.4%
65+	6127	5947	1870	686	4985	1572	3413	3638
%V	23.0%	23.5%	16.3%	16.2%	26.9%	17.6%	35.6%	15.8%
%H		97.1%	30.5%	11.2%	81.4%	25.7%	55.7%	59.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26600	25328	11455	4226	18531	8941	9590	23092
%H		95.2%	43.1%	15.9%	69.7%	33.6%	36.1%	86.8%
AB	6866	6588	3090	1136	4786	2423	2363	6586
%V	25.8%	26.0%	27.0%	26.9%	25.8%	27.1%	24.6%	28.5%
%H		96.0%	45.0%	16.5%	69.7%	35.3%	34.4%	95.9%
C1	7645	7178	3217	1216	5246	2535	2711	6907
%V	28.7%	28.3%	28.1%	28.8%	28.3%	28.4%	28.3%	29.9%
%H		93.9%	42.1%	15.9%	68.6%	33.2%	35.5%	90.3%
C2	5283	5118	2512	898	3801	2087	1714	4754
%V	19.9%	20.2%	21.9%	21.2%	20.5%	23.3%	17.9%	20.6%
%H		96.9%	47.5%	17.0%	71.9%	39.5%	32.4%	90.0%
D	4323	4097	1820	671	2911	1329	1582	3438
%V	16.3%	16.2%	15.9%	15.9%	15.7%	14.9%	16.5%	14.9%
%H		94.8%	42.1%	15.5%	67.3%	30.7%	36.6%	79.5%
E	2482	2346	817	304	1788	568	1220	1407
%V	9.3%	9.3%	7.1%	7.2%	9.6%	6.4%	12.7%	6.1%
%H		94.5%	32.9%	12.2%	72.0%	22.9%	49.2%	56.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26600	25328	11455	4226	18531	8941	9590	23092
%H		95.2%	43.1%	15.9%	69.7%	33.6%	36.1%	86.8%
Working full time	9473	8992	4463	1763	6218	3504	2714	9192
%V	35.6%	35.5%	39.0%	41.7%	33.6%	39.2%	28.3%	39.8%
%H		94.9%	47.1%	18.6%	65.6%	37.0%	28.6%	97.0%
Working part time	4160	4030	1989	718	2948	1620	1328	3989
%V	15.6%	15.9%	17.4%	17.0%	15.9%	18.1%	13.8%	17.3%
%H		96.9%	47.8%	17.3%	70.9%	38.9%	31.9%	95.9%
Not working	12967	12305	5004	1745	9366	3817	5549	9911
%V	48.7%	48.6%	43.7%	41.3%	50.5%	42.7%	57.9%	42.9%
%H		94.9%	38.6%	13.5%	72.2%	29.4%	42.8%	76.4%
Housewife/Houseperson	21611	20620	9104	3293	15178	7010	8168	18345
%V	81.2%	81.4%	79.5%	77.9%	81.9%	78.4%	85.2%	79.4%
%H		95.4%	42.1%	15.2%	70.2%	32.4%	37.8%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between January and December 2015

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: January 2015 - December 2015							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	78,579	17938	2406	10062	4122	2160	2733
Shop / Business	1,075	204	21	140	70	29	63
Demolished / Incomplete	143	34	2	13	5	3	5
Empty	5,618	763	139	782	227	106	159
Holiday Home	692	24	26	28	33	7	83
Other Non Effective	1,213	153	57	162	98	62	50
Eligible Addresses	69,838	16760	2161	8937	3689	1953	2373
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	734	446	27	29	1	47	37
Total Additional Households	2,832	2556	2138	2128	2101	2148	2139
Total Valid Households	79,260	18387	2436	10092	4119	2205	2762
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,409	2413	191	852	389	214	215
	9.3%	13.1%	7.8%	8.4%	9.4%	9.7%	7.8%
No English Spoken	91	30	0	21	5	0	1
	0.1%	0.2%	0.0%	0.2%	0.1%	0.0%	0.0%
Refusals	18,712	4840	558	2438	1144	374	740
	23.6%	26.3%	22.9%	24.2%	27.8%	17.0%	26.8%
Total Interviews	53,048	11104	1687	6781	2581	1617	1806
	66.9%	60.4%	69.3%	67.2%	62.7%	73.3%	65.4%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4629	4685	3471	8219	6727	4610	6817
Shop / Business	52	49	62	127	93	71	94
Demolished / Incomplete	6	5	8	12	7	26	17
Empty	165	333	264	650	703	455	872
Holiday Home	49	15	60	50	156	49	112
Other Non Effective	85	44	42	158	72	94	136
Eligible Addresses	4272	4239	3035	7222	5696	3915	5586
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	21	12	11	29	10	3	61
Total Additional Households	2124	2116	2116	2135	2117	2111	2170
Total Valid Households	4649	4696	3482	8247	6739	4597	6849
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	414	302	303	795	430	295	596
	8.9%	6.4%	8.7%	9.6%	6.4%	6.4%	8.7%
No English Spoken	2	7	3	6	7	6	3
	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
Refusals	1229	1187	761	2119	1520	835	967
	26.4%	25.3%	21.9%	25.7%	22.6%	18.2%	14.1%
Total Interviews	3004	3200	2415	5327	4782	3461	5283
	64.6%	68.1%	69.4%	64.6%	71.0%	75.3%	77.1%

Response Analysis: January 2015 - December 2015							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	78,579	18405	10095	8254	4878	2674	6301
Shop / Business	1,075	203	141	126	51	53	87
Demolished / Incomplete	143	36	13	11	5	3	7
Empty	5,618	794	784	649	350	184	652
Holiday Home	692	24	29	33	36	15	130
Other Non Effective	1,213	169	160	150	57	16	63
Eligible Addresses	69,838	17179	8968	7285	4379	2403	5362
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	734	447	30	29	14	9	10
Total Additional Households	2,832	2546	2130	2130	2116	2112	2120
Total Valid Households	79,260	18852	10125	8284	4892	2684	6312
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,409	2459	860	795	311	235	412
	9.3%	13.0%	8.5%	9.6%	6.4%	8.8%	6.5%
No English Spoken	91	30	21	6	7	2	7
	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
Refusals	18,712	4943	2432	2133	1268	556	1416
	23.6%	26.2%	24.0%	25.7%	25.9%	20.7%	22.4%
Total Interviews	53,048	11420	6812	5350	3306	1891	4477
	66.9%	60.6%	67.3%	64.6%	67.6%	70.5%	70.9%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	6633	4205	2597	4610	1063	2047	6817
Shop / Business	68	74	63	71	14	30	94
Demolished / Incomplete	7	5	4	26	6	3	17
Empty	286	223	147	455	118	104	872
Holiday Home	73	32	83	49	67	9	112
Other Non Effective	124	103	47	94	34	60	136
Eligible Addresses	6075	3768	2253	3915	824	1841	5586
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	54	0	31	3	0	46	61
Total Additional Households	2165	2104	2136	2109	2107	2154	2170
Total Valid Households	6693	4201	2619	4597	1061	2091	6849
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	571	401	200	295	75	199	596
	8.5%	9.5%	7.6%	6.4%	7.1%	9.5%	8.7%
No English Spoken	2	5	1	6	1	0	3
	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
Refusals	1681	1175	721	835	241	344	967
	25.1%	28.0%	27.5%	18.2%	22.7%	16.5%	14.1%
Total Interviews	4439	2620	1697	3461	744	1548	5283
	66.3%	62.4%	64.8%	75.3%	70.1%	74.0%	77.1%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

In addition to Total Network, further tables show bases for each of the areas reported in volumes 2 and 3 (BBC and ITV Areas)

Total Network	All Households	Total TV Households
All Households	53048	50236
All Sets	101249	101249
All Individuals	131520	125384
Children 0-15	25531	24575
All Adults	105989	100809
Adult Males	51510	48779
Adult Females	54479	52030

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11104	10187
All Sets	18762	18762
All Individuals	30151	27886
Children 0-15	6195	5812
All Adults	23956	22074
Adult Males	11718	10732
Adult Females	12238	11342

BBC South-East	All Households	Total TV Households
All Households	1687	1590
All Sets	3195	3195
All Individuals	4215	3995
Children 0-15	805	773
All Adults	3410	3222
Adult Males	1666	1564
Adult Females	1744	1658

BBC Midlands	All Households	Total TV Households
All Households	6781	6469
All Sets	13068	13068
All Individuals	16771	16090
Children 0-15	3258	3142
All Adults	13513	12948
Adult Males	6621	6318
Adult Females	6892	6630

BBC East	All Households	Total TV Households
All Households	2581	2471
All Sets	5289	5289
All Individuals	6465	6222
Children 0-15	1290	1255
All Adults	5175	4967
Adult Males	2517	2405
Adult Females	2658	2562

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1617	1516
All Sets	3100	3100
All Individuals	3911	3703
Children 0-15	713	689
All Adults	3198	3014
Adult Males	1572	1469
Adult Females	1626	1545

BBC South-West	All Households	Total TV Households
All Households	1806	1726
All Sets	3408	3408
All Individuals	4149	4004
Children 0-15	740	718
All Adults	3409	3286
Adult Males	1600	1540
Adult Females	1809	1746

BBC South	All Households	Total TV Households
All Households	3004	2865
All Sets	6007	6007
All Individuals	7430	7147
Children 0-15	1452	1408
All Adults	5978	5739
Adult Males	2902	2779
Adult Females	3076	2960

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3200	3055
All Sets	6374	6374
All Individuals	7987	7654
Children 0-15	1627	1568
All Adults	6360	6086
Adult Males	3049	2902
Adult Females	3311	3184

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2415	2330
All Sets	4886	4886
All Individuals	5571	5404
Children 0-15	1009	985
All Adults	4562	4419
Adult Males	2180	2108
Adult Females	2382	2311

BBC North-West	All Households	Total TV Households
All Households	5327	5106
All Sets	10602	10602
All Individuals	12915	12447
Children 0-15	2563	2497
All Adults	10352	9950
Adult Males	5020	4796
Adult Females	5332	5154

BBC Scotland	All Households	Total TV Households
All Households	4782	4550
All Sets	9639	9639
All Individuals	10949	10505
Children 0-15	1891	1830
All Adults	9058	8675
Adult Males	4444	4243
Adult Females	4614	4432

BBC Ulster	All Households	Total TV Households
All Households	3461	3300
All Sets	6477	6477
All Individuals	8469	8168
Children 0-15	1728	1686
All Adults	6741	6482
Adult Males	3247	3116
Adult Females	3494	3366

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5283	5071
All Sets	10442	10442
All Individuals	12537	12159
Children 0-15	2260	2212
All Adults	10277	9947
Adult Males	4974	4807
Adult Females	5303	5140

BBC Midlands West	All Households	Total TV Households
All Households	4436	4254
All Sets	8750	8750
All Individuals	10930	10539
Children 0-15	2104	2042
All Adults	8826	8497
Adult Males	4347	4174
Adult Females	4479	4323

BBC Midlands East	All Households	Total TV Households
All Households	2345	2215
All Sets	4318	4318
All Individuals	5841	5551
Children 0-15	1154	1100
All Adults	4687	4451
Adult Males	2274	2144
Adult Females	2413	2307

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11420	10489
All Sets	19371	19371
All Individuals	30986	28689
Children 0-15	6402	6012
All Adults	24584	22677
Adult Males	12022	11017
Adult Females	12562	11660

ITV Midlands	All Households	Total TV Households
All Households	6812	6499
All Sets	13114	13114
All Individuals	16844	16162
Children 0-15	3273	3157
All Adults	13571	13005
Adult Males	6655	6351
Adult Females	6916	6654

ITV North-West	All Households	Total TV Households
All Households	5350	5128
All Sets	10705	10705
All Individuals	12981	12510
Children 0-15	2567	2501
All Adults	10414	10009
Adult Males	5055	4830
Adult Females	5359	5179

ITV Yorkshire	All Households	Total TV Households
All Households	3306	3161
All Sets	6598	6598
All Individuals	8240	7906
Children 0-15	1682	1622
All Adults	6558	6284
Adult Males	3143	2997
Adult Females	3415	3287

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1891	1816
All Sets	3800	3800
All Individuals	4371	4223
Children 0-15	797	775
All Adults	3574	3448
Adult Males	1684	1620
Adult Females	1890	1828

ITV Central Scotland	All Households	Total TV Households
All Households	3324	3150
All Sets	6693	6693
All Individuals	7670	7319
Children 0-15	1319	1269
All Adults	6351	6050
Adult Males	3091	2935
Adult Females	3260	3115

ITV North Scotland	All Households	Total TV Households
All Households	1153	1103
All Sets	2351	2351
All Individuals	2632	2552
Children 0-15	484	474
All Adults	2148	2078
Adult Males	1080	1042
Adult Females	1068	1036

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4439	4214
All Sets	8719	8719
All Individuals	10959	10485
Children 0-15	2103	2034
All Adults	8856	8451
Adult Males	4318	4107
Adult Females	4538	4344

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2620	2509
All Sets	5362	5362
All Individuals	6573	6328
Children 0-15	1298	1263
All Adults	5275	5065
Adult Males	2564	2455
Adult Females	2711	2610

ITV South West	All Households	Total TV Households
All Households	1697	1622
All Sets	3184	3184
All Individuals	3888	3750
Children 0-15	688	666
All Adults	3200	3084
Adult Males	1500	1443
Adult Females	1700	1641

ITV Ulster	All Households	Total TV Households
All Households	3461	3300
All Sets	6477	6477
All Individuals	8469	8168
Children 0-15	1728	1686
All Adults	6741	6482
Adult Males	3247	3116
Adult Females	3494	3366

ITV Border	All Households	Total TV Households
All Households	744	727
All Sets	1492	1492
All Individuals	1640	1612
Children 0-15	253	251
All Adults	1387	1361
Adult Males	689	674
Adult Females	698	687

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1548	1447
All Sets	2941	2941
All Individuals	3730	3521
Children 0-15	677	653
All Adults	3053	2868
Adult Males	1488	1385
Adult Females	1565	1483

ITV HTV Wales	All Households	Total TV Households
All Households	5283	5071
All Sets	10442	10442
All Individuals	12537	12159
Children 0-15	2260	2212
All Adults	10277	9947
Adult Males	4974	4807
Adult Females	5303	5140

ITV Channel Islands	All Households	Total TV Households
All Households	109	104
All Sets	224	224
All Individuals	261	254
Children 0-15	52	52
All Adults	209	202
Adult Males	100	97
Adult Females	109	105

ITV Midlands West	All Households	Total TV Households
All Households	4501	4318
All Sets	8877	8877
All Individuals	11090	10698
Children 0-15	2134	2072
All Adults	8956	8626
Adult Males	4418	4244
Adult Females	4538	4382

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2311	2181
All Sets	4237	4237
All Individuals	5754	5464
Children 0-15	1139	1085
All Adults	4615	4379
Adult Males	2237	2107
Adult Females	2378	2272

ITV Scotland	All Households	Total TV Households
All Households	4477	4253
All Sets	9044	9044
All Individuals	10302	9871
Children 0-15	1803	1743
All Adults	8499	8128
Adult Males	4171	3977
Adult Females	4328	4151

ITV Wales & West	All Households	Total TV Households
All Households	6831	6518
All Sets	13383	13383
All Individuals	16267	15680
Children 0-15	2937	2865
All Adults	13330	12815
Adult Males	6462	6192
Adult Females	6868	6623

ITV West Macro	All Households	Total TV Households
All Households	8528	8140
All Sets	16567	16567
All Individuals	20155	19430
Children 0-15	3625	3531
All Adults	16530	15899
Adult Males	7962	7635
Adult Females	8568	8264

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	15340	14639
All Sets	29681	29681
All Individuals	36999	35592
Children 0-15	6898	6688
All Adults	30101	28904
Adult Males	14617	13986
Adult Females	15484	14918

ITV South & South East	All Households	Total TV Households
All Households	4330	4110
All Sets	8495	8495
All Individuals	10698	10231
Children 0-15	2051	1982
All Adults	8647	8249
Adult Males	4218	4010
Adult Females	4429	4239

ITV South East Macro	All Households	Total TV Households
All Households	7059	6723
All Sets	14081	14081
All Individuals	17532	16813
Children 0-15	3401	3297
All Adults	14131	13516
Adult Males	6882	6562
Adult Females	7249	6954

North Macro	All Households	Total TV Households
All Households	11291	10832
All Sets	22595	22595
All Individuals	27232	26251
Children 0-15	5299	5149
All Adults	21933	21102
Adult Males	10571	10121
Adult Females	11362	10981

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5197	4977
All Sets	10398	10398
All Individuals	12611	12129
Children 0-15	2479	2397
All Adults	10132	9732
Adult Males	4827	4617
Adult Females	5305	5115

ITV North-West / Border Macro	All Households	Total TV Households
All Households	6094	5855
All Sets	12197	12197
All Individuals	14621	14122
Children 0-15	2820	2752
All Adults	11801	11370
Adult Males	5744	5504
Adult Females	6057	5866

S4C	All Households	Total TV Households
All Households	5283	5071
All Sets	10442	10442
All Individuals	12537	12159
Children 0-15	2260	2212
All Adults	10277	9947
Adult Males	4974	4807
Adult Females	5303	5140

C4/Five South Macro Region	All Households	Total TV Households
All Households	15587	14863
All Sets	30648	30648
All Individuals	37687	36243
Children 0-15	7026	6828
All Adults	30661	29415
Adult Males	14844	14197
Adult Females	15817	15218

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	10547	10105
All Sets	21103	21103
All Individuals	25592	24639
Children 0-15	5046	4898
All Adults	20546	19741
Adult Males	9882	9447
Adult Females	10664	10294

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	5221	4980
All Sets	10536	10536
All Individuals	11942	11483
Children 0-15	2056	1994
All Adults	9886	9489
Adult Males	4860	4651
Adult Females	5026	4838

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (December 2015)



BARB Establishment Survey Questionnaire

Version: 26.3 (Master)

Date: 24/08/2015

Internal/Client Use

Status: Final

Prepared for fieldwork month: October 2015

Version Control

Changes included in this version:

Question No	Description of changes to this version
H8	Routing to H63a/b Force edit of DK and Ref responses changed from 0 to Screen Out ineligible
H63a/b	Question removed
H82	Question removed
H64-H68	Amended routing
H69	Question removed
H70	Remove in-script recode to H66 (routing amended in later questions to consider H70 as well as H66)
Set loops	Amended routing throughout
Set loop intro	Wording adjusted
S3	Response option 'stored away' added
S64b	Question added – no platforms received on sets in single set home
S65/S14b	Amended question wording
S61	In-script recodes removed (to be replaced with post-CAPI edits)
S62	In-script recodes removed (to be replaced with post-CAPI edits)
S63	In-script recodes removed (to be replaced with post-CAPI edits)
S63	Remove 'None of these'
S2	Question added – set usage for any set not connected to a platform
H83-H98	Some in-script recodes removed (to be replaced with post-CAPI edits)
SX3-SX6	Questions removed

SET UP QUESTIONS

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

END OF SET UP QUESTIONS

INTRO AND ATTITUDINAL SECTION

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

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

ASK ALL	
H2	SHOW CARD
Intro	How much do you agree or disagree with each of the following statements?
H2	Watching TV is my main leisure activity SP
H4	I always make sure I have the latest TV technology SP
H5	I structure my evening's activity around the TV schedule SP
H7	The TV schedules are filled with 'mindless' programmes SP
	I agree strongly I agree slightly I neither agree or disagree I disagree slightly I disagree strongly Don't know

INITIAL HOUSEHOLD LEVEL SECTION

ASK ALL		
H61	Have you bought or acquired a TV in the past 6 months?	SP
	Yes No	
ASK ALL		
H62	Do you intend to buy or acquire a TV in the next 6 months?	SP
	Yes No	
ASK ALL		
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...	
H8	First of all how many TV sets are there in your household? 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 DK/REF THANK AND CLOSE	
ASK IF H8>0		
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 H8>0		
H64	Do you receive TV programmes via cable? E.g. Virgin Media 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	SP
	Yes No	
ASK IF H8>0		
H65	Do you receive TV programmes via a satellite dish on the outside of your home? For example Freesat or Sky Note: this would include any communal systems sometimes used in flats	SP
	Yes No	
ASK IF H8>0		
H66	Do you receive TV programmes via a TV aerial? This could include Freeview or YouView (<i>in NI only</i>) or Saorview Note: This could be fixed on the outside of your home or be an indoor or set-top aerial	SP
	Yes No	
ASK IF H8>0		
H112	Does your household receive TV programmes on any TV sets via a YouView, TalkTalk or BT TV set top box? Note: please code all that apply Note: For a more detailed explanation of any of these set top boxes click on further information	MP
	YouView TalkTalk BT Vision or BT TV set top box None of these (SP)	

ASK IF H8>0		
H68	SHOW SCREEN Does your household receive TV programmes on any TV sets via any of the following methods? Note: please code all that apply NOTE: For a more detailed explanation click on further information INTERVIEWER: READ OUT OPTIONS: Via a direct connection to the internet e.g. a 'Smart TV' Via a connection to a games console By connecting a computer or tablet to the TV set Other (Specify) None of these	MP
ASK IF NO AERIAL CLAIM AT HH AND ANOTHER PLATFORM CLAIM MADE [(H66=NO) AND (H64=YES OR H65=YES OR H112 NOT NONE OF THESE OR H68 NOT = NONE OF THESE)]		
H70	You have said that your household receives TV programmes via: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) You have also said that you do not receive TV programmes via an aerial. By this I mean receiving channels even if you do not watch them. Is this correct? Yes No – an aerial is used on at least one set	SP
ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home? NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G. And includes any broadband connection shared with a neighbour Yes No Don't know	SP
FORCE EDIT: SET YES IF H114 IS: 3G OR 4G MOBILE PHONE / 3G OR 4G INTERNET DEVICE / TABLET OR COMPUTER WITH 3G OR 4G SIM		
ASK IF BROADBAND [H17=Yes]		
H115	SHOW SCREEN How do you or any members of your household access the internet? Fixed line broadband (via router or Wi-Fi) 3G or 4G mobile phone 3G or 4G mobile broadband device (Such as a Dongle) Tablet or Computer with a 3G or 4G data SIM card Other (Specify) Don't know	MP
ASK IF NO BROADBAND CLAIM [H17=NO OR DK]		
H113	Do you, or does anyone in your household, have any sort of internet access at home? Yes No Don't know	SP

ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	SHOW SCREEN	MP
What type of internet access is this? Fixed line internet access via a router or Wi-Fi 3G or 4G mobile phone 3G or 4G mobile internet device (such as a dongle) Tablet or Computer with a 3G or 4G data SIM card Dial-up using the home phone line Other (Specify) Don't know		
ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68	NUM
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)		
FORCE EDIT: SET REF AND DK TO 0		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet?	SP
Yes No Don't know		Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablet computers	NUM
WRITE IN (0-99) (0-Max value of H51) Don't know		
FORCE EDIT: SET REF AND DK TO 0		
ASK IF 1 COMPUTER CLAIMED [H51=1]		
H111a	Has this computer/tablet been used in the last 6 months?	SP
Yes No		
ASK IF 2+ COMPUTERS CLAIMED [H51>1]		
H111b	How many of these computers/tablets have been used in the last 6 months?	NUM
WRITE IN (0-Max value of H51)		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H72	IF H101=0 AND H51=1 (single device; no tablet claimed)	SP
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		

ASK IF 2+ COPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]		
H73	IF H101=0 AND H51>1 (multiple devices; no tablets claimed) And how many of these computers do you, or members of your household, use to watch television programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) And how many of these tablets do you, or members of your household, use to watch television programmes? IF H101>0 AND H51>H101 (multiple devices; computers and tablets claimed) How many of these computers and tablets do you, or members of your household, use to watch television programmes? WRITE IN (0-Max value of H51)	NUM
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H58	SHOW SCREEN How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know	SP
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H59	SHOW SCREEN How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]		
H60	SHOW SCREEN 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

SUMMARY TO BE PROVIDED FOR SET LOOP

DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT IN EACH LOOP

ADD LOCATION ONCE S3 IS ASKED:

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

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

S3 **IF 1 set:** Thinking about the television set in your home

intro **If 2+ valid sets:** Going back to ask about the television sets in your home.

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

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

S3 **SHOW SCREEN**

SP

In which room in your house is this TV set?

Main living room

Kitchen (which is not the main living room)

Adult's bedroom (which is not the main living room)

Child's bedroom (0-15) (which is not the main living room)

Other bedroom

Second living/dining room

Study/office

TV room

Conservatory

Attic or loft room

No specific location/frequently moved

Stored away

Other (WRITE IN)

(END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY AT S3)

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

NUM

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

WRITE IN (2 digits required from 05 – 99)

Don't know

ASK IF S5 = 5 – 9

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

SP

Yes

No

IF NO, ROUTE BACK TO S5

ASK FOR ALL SETS (EXCLUDING STORED AWAY AT S3)

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

SP

Claim

Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE SET HOME (MULTIPLE SETS GO TO S10a)

ASK IF SINGLE SET' HH AND AT LEAST ONE PLATFORM CLAIMED – ELSE ROUTE THROUGH MULTIPLE SET QUESTIONS [H8 = 1]	
S64	IF ONE METHOD CLAIMED AT HH LEVEL SP 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 OR H70 = NO) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box BT Vision) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Is this the method used by this set? IF 2+ METHODS CLAIMED AT HH LEVEL To confirm, the methods that you said your household can use to receive television programmes are: DISPLAY LIST AS ABOVE Are all of these received on this set? Yes CONTINUE TO S65 THEN MAP AS PER FOLLOWING FORCE CODES No GO TO S64b
ASK IF NO AT S64	
S64b	Does this set receive TV programmes by any method? SP Yes GO TO S63 No GO TO S51/38/52 THEN S2
ASK PLATFORMS INCLUDE AERIAL [(H66 = YES OR H70 = NO) AND S64=YES]	
S65	SHOW SCREEN SP How does this set receive TV programmes via this aerial? Separate box Built-in reception Both (separate box and built-in reception) Don't know
FORCE EDIT: SET DK TO BUILT-IN RECEPTION	
ASK IF HH PLATFORMS ARE SET PLATFORMS [S64=YES]	
S66	Apart from: SP DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes OR H70 = NO) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF (H66 = YES OR H70 = NO) AND H64 = NO AND H65 = NO AND S65 = SEPARATE BOX AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = SEPARATE BOX
IF (H66 = YES OR H70 = NO) AND H64 = NO AND H65 = NO AND S65 = BUILT IN AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF (H66 = YES OR H70 = NO) AND H64 = NO AND H65 = NO AND S65 = BOTH AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
IF (H66 = YES OR H70 = NO) AND H64 = NO AND H65 = NO AND S65 = DON'T KNOW AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF (H66 = NO AND H70 NOT = YES) AND H64 = YES AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S10a= YES
IF (H66 = NO AND H70 NOT = YES) AND H64 = NO AND H65 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S11a =YES
IF (H66 = NO AND H70 NOT = YES) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = TAKLTALK	S54a =YES
IF (H66 = NO AND H70 NOT = YES) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = BT VISION OR BT TV SET TOP BOX	S55a =YES
IF (H66 = NO AND H70 NOT = YES) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 OR H68=YOUVIEW	S67a =YES
IF (H66 = NO AND H70 NOT = YES) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=OTHER (SPECIFY)	S59a =YES
IF (H66 = NO AND H70 NOT = YES) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=GAMES CONSOLE	S56a =YES
IF (H66 = NO AND H70 NOT = YES) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=COMPUTER	S57a =YES
IF (H66 = NO AND H70 NOT = YES) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=DIRECT CONNECTION VIA THE INTERNET	S58a =YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF (H66 = YES OR H70 = NO) AND S65 = SEPARATE BOX	S9b = YES AND S14b = SEPARATE BOX
IF (H66 = YES OR H70 = NO) AND S65 = BUILT IN	S9b = YES AND S14b = BUILT IN
IF (H66 = YES OR H70 = NO) AND S65 = BOTH	S9b = YES AND S14b = BOTH
IF (H66 = YES OR H70 = NO) AND S65 = DON'T KNOW	S9b = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H112 = TALKTALK	S54b =YES
IF H112 = BT VISION OR BT TV SET TOP BOX	S55b =YES
IF H112 =YOUVIEW	S67b =YES
IF H68 =OTHER (SPECIFY)	S59b =YES
IF H68 =GAMES CONSOLE	S56b =YES
IF H68 =COMPUTER	S57b =YES
IF H68 = DIRECT CONNECTION VIA THE INTERNET	S58b =YES

CONFIRM EACH SET IN HH WITH MULTIPLE SETS (SINGLE SETS ROUTE TO S64)

ASK IF CABLE IS THE ONLY PLATFORM CLAIM AT HH [(H64=YES) AND (H65 = NO, H66 = NO, H70 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE)]		
S10a	Can you confirm that this set is connected to cable TV services?	SP
	Yes No	
ASK IF CABLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H64=YES) AND (H65 = YES OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 NOT NONE OF THESE)]		
S10b	Is this set connected to cable TV services?	SP
	Yes No	
ASK IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH [(H65=YES) AND (H64 = NO, H66 = NO, H70 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE)]		
S11a	Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes No	
ASK IF SATELLITE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H65=YES) AND (H64 = YES OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 NOT NONE OF THESE)]		
S11b	Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes No	
ASK IF DTT IS THE ONLY PLATFORM CLAIM AT HH [(H66=YES OR H70 = NO) AND (H64 = NO, H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE)]		
S9a	Can you confirm that this set receives TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H66=YES OR H70 = NO) AND (H64 = YES OR H65 = YES OR H112 NOT NONE OF THESE OR H68 NOT NONE OF THESE)]		
S9b	Does this set receive TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT ON SET [S9A/B = YES OR H88 HAS SET CODED]		
S14b	SHOW SCREEN How does this set receive TV programmes via this aerial?	SP
	Separate box Built-in reception Both (separate box and built-in reception) Don't know	
ASK IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH [(H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND (H64 = NO, H65 = NO, H66 = NO, H70 = YES AND H68= NONE OF THESE)]		
S55a	Can you confirm that this set receives TV from a BT Vision or BT TV set top box?	SP
	Yes No	

ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H112= BT VISION OR BT TV SET TOP BOX) AND (H64 = YES OR H65 = YES OR H66 = YES OR H70 = NO OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM))]		
S55b	Does this set receive TV from a BT Vision or BT TV set top box?	SP
	Yes No	
ASK IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH [(H112=TALKTALK (ONLY) AND (H64 = NO, H65 = NO, H66 = NO, H70 = YES AND H68= NONE OF THESE))]		
S54a	Can you confirm that this set receives TV from TalkTalk?	SP
	Yes No	
ASK IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H112=TALKTALK) AND (H64 = YES OR H65 = YES OR H66 = YES OR H70 = NO OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM))]		
S54b	Does this set receive TV from TalkTalk?	SP
	Yes No	
ASK IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH [(H112 =YOUVIEW (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H68= NONE OF THESE))]		
S67a	Can you confirm that this set receives TV from YouView?	SP
	Yes No	
ASK IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H112 =YOUVIEW) AND (H64 = YES OR H65 = YES OR H66 = YES OR H70 = NO OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM))]		
S67b	Does this set receive TV from YouView?	SP
	Yes No	
ASK IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH [(H68= GAMES CONSOLE (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H112 = NONE OF THESE))]		
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?	SP
	Yes No	
ASK IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H68=GAMES CONSOLE) AND (H64 OR H65 OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM))]		
S56b	Does this set receive TV programmes via a connection to a games console?	SP
	Yes No	
ASK IF CONNECTION TO A COMPUTER OR TABLET IS THE ONLY PLATFORM CLAIM AT HH [(H68= COMPUTER/TABLET (ONLY) AND (H64 = NO, H65 = NO, H66 = NO, H70 = YES AND H112 = NONE OF THESE))]		
S57a	Can you confirm that this set receives TV programmes via a connection to a computer or tablet?	SP
	Yes No	

ASK IF CONNECTION TO A COMPUTER/TABLET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H68=COMPUTER/TABLET) AND (H64 OR H65 OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S57b	Does this set receive TV programmes via a connection to a computer or tablet?	SP
	Yes No	
ASK IF DIRECT CONNECTION TO THE INTERNET IS THE ONLY PLATFORM CLAIM AT HH [(H68= DC TO INTERNET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H112 = NONE OF THESE))]		
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?	SP
	Yes No	
ASK IF DIRECT CONNECTION TO THE INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H68=DC TO INTERNET) AND (H64 OR H65 OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S58b	Does this set receive TV programmes via a direct connection to the internet?	SP
	Yes No	
ASK IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH [(H68= OTHER (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H112 = NONE OF THESE))]		
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?	SP
	Yes No	
ASK IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H68=OTHER) AND (H64 OR H65 OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S59b	Does this set receive TV from another supplier: <H68 Other>?	SP
	Yes No	
ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET [S9 OR S10 OR S11 OR S55 OR S67 OR S56 OR S57 OR S58OR S59 = YES]		
S60	Apart from receiving TV programmes via: DISPLAY AS APPROPRIATE: Cable (if S10a/b = Yes) Satellite (if S11a/b = Yes) A TV Aerial (if S9a/b = Yes) BT Vision or BT TV set top box (if S55A/B = BT Vision or BT TV set top box) TalkTalk (if S54A/B = TalkTalk) YouView (if S67A/B = YouView) A connection to a games console (if S56A/B = games console) A connection to a computer or tablet (if S57A/B = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if S59A/B = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24	SP

S61 / S62 / S63 PERMIT EXTRA PLATFORMS TO BE CODED FOR ALL SETS

ASK IF ANOTHER METHOD ON SET CLAIMED [S66 = YES OR S60 = YES]		
S61	SHOW SCREEN Which other methods can you use to receive TV programmes on this set? SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a/b=YES AND H64=YES Satellite CODE S11a/b=YES AND H65=YES An aerial with a digital signal (known as Freeview(<i>in NI only</i>) or Saorview) and a separate box (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview(<i>in NI only</i>) or Saorview) and built-in reception (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES BT Vision or BT TV set top box CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX TalkTalk CODE S54a/b =YES AND H112=TALKTALK YouView CODE S67a/b =YES AND H112 OR H68=YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a/b None of these Don't know	MP
POST-CAPI RECODE H66-H68 AS DETAILED		
ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET 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 GO TO S51/38/52 THEN S2 No GO TO S63	SP
ASK IF NO PLATFORMS CLAIMED ON SET [S64B = YES OR S62=NO]		
S63	SHOW SCREEN Which methods can you use to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a/b=YES AND H64=YES Satellite CODE S11a/b=YES AND H65=YES An aerial with a digital signal (known as Freeview(<i>in NI only</i>) or Saorview) and a separate box CODE S9=YES, S14=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview(<i>in NI only</i>) or Saorview) and built-in reception CODE S9=YES, S14=BUILT IN, H66=YES BT Vision or BT TV set top box CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX TalkTalk CODE S54a/b =YES AND H112=TALKTALK YouView CODE S67a/b =YES AND H112 OR H68=YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES, AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN Don't know	MP
POST-CAPI RECODE H66-H68 AS DETAILED		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF CABLE CLAIM ON SET [S10 = YES OR S61 = CABLE OR S63 = CABLE]		
S24	SHOW SCREEN (IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable. Can the cable box be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation click on further information Yes – V+ Yes – TiVo Yes – but not sure which type of box No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF CABLE CLAIM ON SET [S10 = YES OR S61 = CABLE OR S63 = CABLE]		
S53	SHOW SCREEN I would now like to ask you about High Definition television or HD. Do you receive HD channels via cable TV? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF SATELLITE CLAIM ON SET [S11 = YES OR S61 = SATELLITE OR S63 = SATELLITE]		
S69	SHOW SCREEN (IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite Do you receive your satellite TV services via Sky? Yes – via Sky with subscription Yes – via Sky without subscription No Don't know	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES OR S61 = SATELLITE OR S63 = SATELLITE]		
S68	SHOW SCREEN In addition to Sky, (If S69=code 1 or 2) Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP

ASK IF SATELLITE CLAIM ON SET [S11 = YES OR S61 = SATELLITE OR S63 = SATELLITE]		
S70	SHOW SCREEN In addition to Sky, (If S69=code1 or 2) In addition to Freesat, (If S68=code1 or 2) In addition to Sky and Freesat, (If S69=code 1 or 2 AND S68=Yes 1 or 2) Do you receive your satellite TV services via a set top box that is not from Sky or Freesat? Yes (Specify) No Don't know	SP
FORCE EDIT: IF NO OR DK AT S68 AND S69 AND S70, SET S69 TO SKY WITH SUBSCRIPTION		
ASK IF SKY AND FREESAT CLAIM ON SET [S69+S68 = YES (code 1 or 2)]		
S71	SHOW SCREEN [IF S70 is YES] In addition to the set top box that is not from Sky or Freesat you have said that this set also receives satellite TV from BOTH Sky and Freesat. [IF S70 is No or DK] You have said that this set receives satellite TV from BOTH Sky and Freesat. In order to receive both you would need to have either: • A Freesat box AND a Sky box, or • A TV with Freesat built in AND a separate Sky box Does this set receive satellite from both Sky and Freesat? Yes – BOTH Sky and Freesat No – Sky Only No – Freesat Only Don't know	SP
FORCE EDIT: IF FREESAT ONLY AT S71 SET S69 TO NO IF SKY ONLY AT S71 SET S68 TO NO		
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S20	SHOW SCREEN Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET TO YES IF SKY+HD = YES SET DK TO NO		
ASK IF SKY IS SATELLITE PROVIDER [S69 = SKY (CODE 1 OR 2)]		
S21	SHOW SCREEN (IF S53 NOT ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		

ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S22	SHOW SCREEN	SP
Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S23	SHOW SCREEN	SP
(IF S53 AND S21 NOT ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES OR S61 = AERIAL OR S63 = AREIAL]		
S25	SHOW SCREEN	SP
(IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = YES) You have said this set is able to receive TV services via an aerial. Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES OR S61 = AERIAL OR S63 = AREIAL]		
S50	SHOW SCREEN	SP
(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD (in NI only) or Saorview HD? Freeview HD is the high definition service available from Freeview (in NI only) and Saorview HD is the high definition service available from Saorview NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		

ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3)		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) Apart from the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or TiVo box (S25=1) Freeview <i>(in NI only)</i> or Saorview recorder Do you have any other < if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1 > equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED		
[S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs Other (specify) None of these Don't know	MP
FORCE EDIT: SET DK TO NONE OF THESE		
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
[S38 NOT ONTO DVD/BLU RAY DISCS]		
S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS		
[S64B = NO OR S62 = YES]		
S2	SHOW SCREEN Which of these best describes the this television set Temporarily out of order Used only for games or a computer or to play back tapes or DVDs Working but not currently being used Permanently out of order	SP
REPEAT ABOVE FOR ALL TV SETS		

END OF MAIN SET LOOPS

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

ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL [H64=YES AND S10=NO (FOR ALL SETS)]		
H83	You said that your household was able to access TV programmes via cable but no set has cable claimed. Are you able to access TV programmes via cable?	SP
	Yes No	ASK H84
FORCE EDIT: IF NO SET H64 = NO		
ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H83=YES]		
H84	Which of the sets you have mentioned receives TV programmes from cable TV?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S10 AND GO TO S24,S53 FOR EACH SET INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
	None of these Don't know	
FORCE EDIT: IF NONE/DK SET H64 = NO		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL [H65=YES AND S11=NO (FOR ALL SETS)]		
H85	You said that your household was able to access TV programmes via satellite but no set has satellite claimed. Are you able to access TV programmes via satellite?	SP
	Yes No	ASK H86
FORCE EDIT: IF NO SET H65 = NO		
ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H85=YES]		
H86	Which of the sets you have mentioned receives TV programmes from satellite TV?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S11 AND GO TO S69-S23 FOR EACH SET INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
	None of these Don't know	
FORCE EDIT: IF NONE/DK SET H65 = NO		
ASK IF DTT CLAIMED AT HH LEVEL AND NO DTT CLAIMED AT SET LEVEL [(H66=YES OR H70 = NO) AND S9=NO (FOR ALL SETS)]		
H87	You said that your household was able to access TV programmes via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV programmes via a TV aerial?	SP
	Yes No	ASK H88
FORCE EDIT: IF NO SET H66 = NO, SET H70 = YES		
ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H87=YES]		
H88	Which of the sets you have mentioned receives TV programmes from a TV aerial?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S9 AND GO TO S14, S25, S50 FOR EACH SET INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
	None of these Don't know	
FORCE EDIT: IF NONE/DK SET H66 = NO, SET H70 = YES		

ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 = BT VISION OR BT TV SET TOP BOX AND S55=NO (FOR ALL SETS)]		
H91	You said that your household was able to access TV programmes from BT Vision or BT TV set top box but no set has a BT Vision or BT TV set top box claimed. Are you able to access TV programmes via a BT Vision or BT TV set top box? Yes No	SP ASK H92
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR BT		
ASK IF BT VISION OR BT TV SET TOP BOX CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H91=YES]		
H92	Which of the sets you have mentioned receives TV programmes from a BT Vision or BT TV set top box? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S55 FOR EACH SET
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR BT		
ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112= TALKTALK AND S54=NO (FOR ALL SETS)]		
H89	You said that your household was able to access TV programmes from TalkTalk but no set has TalkTalk claimed. Are you able to access TV programmes via TalkTalk? Yes No	SP ASK H100
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR TALKTALK		
ASK IF TALKTALK CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H89=YES]		
H90	Which of the sets you have mentioned receives TV programmes from TalkTalk? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S54 FOR EACH SET
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR TALKTALK		
ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 OR H68=YOUVIEW AND S67=NO (FOR ALL SETS)]		
H99	You said that your household was able to access TV programmes from YouView but no set has YouView claimed. Are you able to access TV programmes via YouView? Yes No	SP ASK H100
FORCE EDIT: IF NO CLEAR H112 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 programmes from YouView? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S67 FOR EACH SET
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR YOUVIEW		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL [H68=GAMES CONSOLE AND S56=NO (FOR ALL SETS)]		
H93	You said that your household was able to access TV programmes via a Games Console but no set has a Games Console claimed. Are you able to access TV programmes via a Games Console? Yes No	SP ASK H94 CLEAR H68 RESPONSE FOR CONSOLE
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR CONSOLE		

ASK IF GAMES CONSOLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H93=YES]		
H94	Which of the sets you have mentioned receives TV programmes via a Games Console? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S56 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR CONSOLE		
ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL [H68=COMPUTER AND S57=NO (FOR ALL SETS)]		
H95	You said that your household was able to access TV programmes via a computer but no set has a computer claimed. Are you able to access TV programmes on any of your TV sets via a computer Yes ASK H96 No	SP
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR COMPUTER		
ASK IF COMPUTER CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H95=YES]		
H96	Which of the sets you have mentioned receives TV programmes via a computer? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S57 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR COMPUTER		
ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL [H68=INTERNET AND S58=NO (FOR ALL SETS)]		
H97	You said that your household was able to access TV programmes via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV programmes via a direct connection to the internet? Yes ASK H98 No	SP
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR DIRECT CONNECTION		
ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H97=YES]		
H98	Which of the sets you have mentioned receives TV programmes via a direct connection to the internet? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S57 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR DIRECT CONNECTION		

END OF PLATFORM VALIDATION QUESTIONS

SECOND HOUSEHOLD SECTION

ASK ALL		
H102	SHOW SCREEN	MP
Thinking about your TV viewing in general		
(IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 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)		
Are there any other devices you use to watch TV programmes in your household		
(IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES])		
Are there any devices you use to watch TV programmes in your household		
Yes – projector		
Yes – mobile phone		
Yes – other (specify)		
No		
Don't know		
ASK IF SKY – WITH SUBSCRIPTION [S69 = CODE 1]		
H108	SHOW SCREEN	SP
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		
ASK IF CABLE [S10a/b = CODE 1]		
H109	SHOW SCREEN	SP
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		
ASK ALL		
H110	SHOW SCREEN	MP
Do you, or does anyone in your household, subscribe to any of the following ...?		
LoveFilm/Amazon Prime Instant Video		
Netflix		
NowTV		
Xbox Live		
None of these		
Don't know		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
OTHERWISE SKIP TO H55 INTRO		
H22a	Thinking about your household in general and other ways that TV sets can be used...	
Intro1		

IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES [S57=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22a	Do you or does anyone in your household ever connect a computer or tablet to your TV set(s)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES [S56=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you or does anyone in your household ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 PS4 Other Playstation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP

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

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

H78 SHOW SCREEN SP

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

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

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

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

NOTE: For a more detailed explanation click on further information

Yes
 No
 Don't know
 Further Information

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

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

H79 SHOW SCREEN MP

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

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

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

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

NOTE: For a more detailed explanation click on further information

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

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

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

END OF SECOND HOUSEHOLD SECTION

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

START OF PERSON LOOP

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

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) [AT P4]		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
FORCE EDIT: SET TO FULL TIME EDUCATION IF TAE (P10) IS 'STILL IN FULL TIME EDUCATION' SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED		
ASK IF NOT 'FULL TIME EDUCATION' [P9=CODE4]		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	SP
FORCE EDIT: SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION' SET DK TO 17-18 IF AGE IS 16-54 SET DK TO 15 IF AGE IS 55+ AND SG IS DE SET DK TO 16 IF AGE IS 55+ AND SG IS C1/2 SET DK TO 19+ IF AGE IS 55+ AND SG IS AB		
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP
ASK IF WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	SP
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP

ASK IF GAELIC SPEAKER [P13=YES]		
P14	SHOW SCREEN	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)		

ASK IF ANY OTHER WHITE BACKGROUND AT P16

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

ASK IF ANY OTHER ASIAN BACKGROUND AT P16

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

ASK IF NOT AGED 1, 2 or 3 [AT P3]

P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again I'm going to ask about ownership of a mobile phone. Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question please say 'Refused'.	
P17	SHOW SCREEN (IF RESPONDENT) Do you have your own mobile phone? (IF NOT RESPONDENT) Does this person have their own mobile phone? Yes No Don't know Refused	SP

ASK IF OWN A MOBILE PHONE [P17=YES]

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

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

THIRD HOUSEHOLD SECTION

ASK IF MULTI PERSON HH [H55>1]		
H25	Thinking about all the people in your household...	
Intro		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT P14, OTHERWISE SKIP TO H27		
H26	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK IF ANY HH members are Asian/Asian British		
H116	SHOW SCREEN	MP
Which [other (IF H25 or H26 asked)] languages do you speak? (ASK IF 1 PERSON HOUSEHOLD) Which [other (IF H25 or H26 asked)] languages do you or other household members use when talking to each other? (ASK IF 2+ PERSON HOUSEHOLD) English (Supress if H25 or H26 asked) Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh (Supress if H25 asked) Gaelic (Supress if H26 asked) Other (Specify) None of these		

**ASK IF ANY HH members are Asian/Asian British and more than one option chosen at H116
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC
IF H26 ASKED**

H117	SHOW SCREEN	SP
Which is the main language Spoken in your household?		
English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Other (Specify)		

ASK ALL

H27	SHOW SCREEN	MP
Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD)		
A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

H28	Which of the household members you have mentioned is mainly responsible for the household duties, such as grocery shopping, cooking and cleaning?	MP
This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

H29	Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops?	MP
In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be equally responsible.		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER		

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services?) For 2 or more household members to share this responsibility then they must be equally responsible NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE		
ASK IF MULTI PERSON HH [H55>1]		
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member <<INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED>> (IF NOT RESPONDENT).	
ASK ALL		
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Refused	
ASK ALL		
H35	What type of firm or organisation do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT P9 (code 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) work in? WRITE IN Don't know Refused	

ASK ALL		
H36	What <u>is</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)) <u>was</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) the position held or job title? NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary. WRITE IN Don't know Refused	
ASK ALL		
H37	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS. Yes No Don't know Refused	SP
ASK IF SELF EMPLOYED [H37=YES]		
H38	How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H39	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) actually do? PLEASE GIVE DETAILS. WRITE IN Don't know Refused	
ASK ALL		
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know	SP
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM

ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]	
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know
ASK ALL	
H43	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications? NOTE: (Apprenticeships, professional qualifications, degrees, diplomas, etc...) Please give details. WRITE IN Don't know Refused
ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)	
H104	You said that you/they are retired. SP Thinking about your/their sources of income: Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.? Yes No Don't know Refused
ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)	
H105	[If Yes at H104] In addition to this: SP Do you/they receive any regular income resulting <u>directly</u> from any of your/their [[if widowed at P5] or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Refused
ASK IF CIE IS RETIRED [P9= RETIRED] (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)	
H106	And do you/they receive any other form of regular income from any other source, such as savings or investments? SP NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused

ASK IF NO / DK OR REF TO EACH OF H104-106		
NO POSITIVE CLAIM FOR INCOME IN RETIREMENT		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYMENT		
[P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (<i>IF RESPONDENT</i>) has household member <<INSERT PERSON NUMBER>> (<i>IF NOT RESPONDENT</i>) been unemployed (<i>IF UNEMPLOYED AT P9</i>) not been in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS		
[H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>).... In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS		
[H32 = MORE THAN 6 MONTHS]		
H34	Is that Unemployed (<i>IF UNEMPLOYED AT P9</i>) Not in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) with income other than or in addition to state benefits? Unemployed (<i>IF UNEMPLOYED AT P9</i>) Not in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP
CODE FOR ALL		
H44	BRING UP SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP
ASK ALL		
H47	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No Don't know	SP

ASK IF TELEPHONE CLAIMED [H47 = YES]		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both Other Don't know Refused	MP (SP)
ASK ALL WITH ANY TELEPHONE [AT H48]		
H49	What is the Telephone number, including the National Dialling (STD) code, of the household's main phone or mobile connection? NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number WRITE IN Refused	
ASK ALL		
NAME	RECORD RESPONDENTS FULL NAME WRITE IN Refused	
ASK ALL		
ADD	Can I take your full postcode? - Yes – record postcode, confirm address and code house number No – enter full address (code from sample sheet if Refused)	
ASK ALL		
H50	Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. BARB's TV viewing research is carried out by a number of agencies: ourselves (Ipsos MORI), Kantar Media, GfK NOP and RSMB Television Research. Yes No	SP
ASK IF H50 = NO		
H118	Thank you. BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK. We understand that you would prefer not to be recontacted for future research generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested you would be under no obligation to take part. Yes No Not Asked <i>[Extra code for interviewers who don't ask this question based on a very definite No at H50]</i>	SP

END OF THIRD HH SECTION

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

SUPPLEMENTARY CLOSE OUT QUESTIONS

ASK ALL WITH 2+ HOUSEHOLD MEMBERS

C	Were any household members, other than the respondent, actively consulted on any equipment related questions? CODE PERSON NUMBER AS APPROPRIATE LIST HOUSEHOLD MEMBERS EXCLUDING PERSON 1 BY PERSON NUMBER, SEX & AGE	MP
	Respondent Only	(SP)
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	

ASK ALL WITH TV AT H8

D	Were there any additional sets that a respondent remembered about during the interview which were not asked about in the survey?	SP
	Yes	
	No	

IF YES (CODE 1) AT D, ASK E

E	How many additional sets were not asked about in the survey?	SP
	1	
	2	
	3	
	4	
	5+	

ASK IF NO TV AT Q1

A	Did you see or hear anything which leads you to suspect that the HH actually does have a TV?	SP
	Yes	
	No	

IF YES (CODE 1) AT A, ASK B

B	Did you...?	MP
	See the TV (in operation or not)	
	Hear the TV	
	See an aerial/dish	
	Other (WRITE IN)	

ASK ALL

LANGXA	Was this interview carried out in any language other than English?	SMP
	Yes	
	No	

IF YES AT LANGXA

LANGXB	In which language was this interview conducted?	SP
Arabic	Polish	Spanish
Bengali	Punjabi	Sylethi
Chinese	Russian	Turkish
French	Hindi	Urdu
German	Igbo	Welsh
Greek	Italian	Other (WRITE IN)
Guajarati		

ASK ALL

COM MSYN	Do you have any comments relevant to this interview (not the survey itself) that the field office or validation team should be made aware of?	SP
	Yes (enter verbatim)	
	No	

END OF CLOSE OUT QUESTIONS