

BARB Establishment Survey

Quarterly Data Report: Total Network

October 2015 to December 2015



Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



DATA PERIOD: QUARTERLY**October - 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

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

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DATA PERIOD: QUARTERLY

October - 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	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
AB	6503	6275	2846	1067	4673	2285	2389	6165
%V	23.6%	23.9%	26.0%	25.4%	23.6%	26.0%	21.7%	26.9%
%H (All HH)		96.5%	43.8%	16.4%	71.9%	35.1%	36.7%	94.8%
%H (TV HH)			45.4%	17.0%	74.5%	36.4%	38.1%	
C1	7437	7025	2944	1170	5281	2437	2845	6596
%V	27.0%	26.7%	26.8%	27.8%	26.6%	27.7%	25.8%	28.8%
%H (All HH)		94.5%	39.6%	15.7%	71.0%	32.8%	38.3%	88.7%
%H (TV HH)			41.9%	16.7%	75.2%	34.7%	40.5%	
C2	5667	5493	2415	887	4204	2032	2172	4853
%V	20.6%	20.9%	22.0%	21.1%	21.2%	23.1%	19.7%	21.2%
%H (All HH)		96.9%	42.6%	15.7%	74.2%	35.9%	38.3%	85.6%
%H (TV HH)			44.0%	16.1%	76.5%	37.0%	39.5%	
D	4861	4578	1879	725	3314	1363	1951	3702
%V	17.6%	17.4%	17.1%	17.2%	16.7%	15.5%	17.7%	16.1%
%H (All HH)		94.2%	38.7%	14.9%	68.2%	28.0%	40.1%	76.2%
%H (TV HH)			41.0%	15.8%	72.4%	29.8%	42.6%	
E	3100	2936	881	362	2349	673	1675	1611
%V	11.2%	11.2%	8.0%	8.6%	11.9%	7.7%	15.2%	7.0%
%H (All HH)		94.7%	28.4%	11.7%	75.8%	21.7%	54.0%	52.0%
%H (TV HH)			30.0%	12.3%	80.0%	22.9%	57.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

October - 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	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
Under 25	1261	1050	388	163	677	246	431	1139
%V	4.6%	4.0%	3.5%	3.9%	3.4%	2.8%	3.9%	5.0%
%H (All HH)		83.3%	30.8%	12.9%	53.7%	19.5%	34.2%	90.3%
%H (TV HH)			37.0%	15.5%	64.5%	23.4%	41.0%	
25 - 34	4307	3923	1847	705	2568	1280	1288	4109
%V	15.6%	14.9%	16.8%	16.7%	13.0%	14.6%	11.7%	17.9%
%H (All HH)		91.1%	42.9%	16.4%	59.6%	29.7%	29.9%	95.4%
%H (TV HH)			47.1%	18.0%	65.5%	32.6%	32.8%	
35 - 44	4622	4366	2159	798	3015	1611	1404	4415
%V	16.8%	16.6%	19.7%	19.0%	15.2%	18.3%	12.7%	19.3%
%H (All HH)		94.5%	46.7%	17.3%	65.2%	34.9%	30.4%	95.5%
%H (TV HH)			49.5%	18.3%	69.1%	36.9%	32.2%	
45 - 54	5343	5154	2400	997	3865	2088	1776	4964
%V	19.4%	19.6%	21.9%	23.7%	19.5%	23.8%	16.1%	21.7%
%H (All HH)		96.5%	44.9%	18.7%	72.3%	39.1%	33.2%	92.9%
%H (TV HH)			46.6%	19.3%	75.0%	40.5%	34.5%	
55 - 64	4472	4361	1875	693	3355	1547	1808	3954
%V	16.2%	16.6%	17.1%	16.5%	16.9%	17.6%	16.4%	17.2%
%H (All HH)		97.5%	41.9%	15.5%	75.0%	34.6%	40.4%	88.4%
%H (TV HH)			43.0%	15.9%	76.9%	35.5%	41.5%	
65 +	7563	7453	2296	853	6342	2018	4325	4346
%V	27.4%	28.3%	20.9%	20.3%	32.0%	23.0%	39.2%	19.0%
%H (All HH)		98.5%	30.4%	11.3%	83.9%	26.7%	57.2%	57.5%
%H (TV HH)			30.8%	11.4%	85.1%	27.1%	58.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

October - December 2015

Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27569	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
1	8580	8025	2269	916	6487	1701	4786	5161
%V	31.1%	30.5%	20.7%	21.8%	32.7%	19.4%	43.4%	22.5%
%H (All HH)		93.5%	26.4%	10.7%	75.6%	19.8%	55.8%	60.2%
%H (TV HH)			28.3%	11.4%	80.8%	21.2%	59.6%	
2	9292	8979	3817	1487	6853	3191	3662	8319
%V	33.7%	34.1%	34.8%	35.3%	34.6%	36.3%	33.2%	36.3%
%H (All HH)		96.6%	41.1%	16.0%	73.8%	34.3%	39.4%	89.5%
%H (TV HH)			42.5%	16.6%	76.3%	35.5%	40.8%	
3	4311	4120	2051	799	2943	1712	1231	4144
%V	15.6%	15.7%	18.7%	19.0%	14.8%	19.5%	11.2%	18.1%
%H (All HH)		95.6%	47.6%	18.5%	68.3%	39.7%	28.6%	96.1%
%H (TV HH)			49.8%	19.4%	71.4%	41.6%	29.9%	
4	3620	3511	1921	677	2464	1546	917	3575
%V	13.1%	13.3%	17.5%	16.1%	12.4%	17.6%	8.3%	15.6%
%H (All HH)		97.0%	53.1%	18.7%	68.1%	42.7%	25.3%	98.8%
%H (TV HH)			54.7%	19.3%	70.2%	44.0%	26.1%	
5+	1766	1671	907	331	1075	640	435	1729
%V	6.4%	6.4%	8.3%	7.9%	5.4%	7.3%	3.9%	7.5%
%H (All HH)		94.6%	51.4%	18.7%	60.9%	36.2%	24.6%	97.9%
%H (TV HH)			54.3%	19.8%	64.3%	38.3%	26.0%	
Average HH size	2.33	2.34	2.62	2.57	2.26	2.61	1.98	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: QUARTERLY

October - 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	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
Without	20396	19384	7328	2955	15104	6074	9030	15962
%V	74.0%	73.7%	66.8%	70.2%	76.2%	69.1%	81.9%	69.6%
%H (All HH)		95.0%	35.9%	14.5%	74.1%	29.8%	44.3%	78.3%
%H (TV HH)			37.8%	15.2%	77.9%	31.3%	46.6%	
With	7173	6923	3637	1254	4718	2717	2002	6965
%V	26.0%	26.3%	33.2%	29.8%	23.8%	30.9%	18.1%	30.4%
%H (All HH)		96.5%	50.7%	17.5%	65.8%	37.9%	27.9%	97.1%
%H (TV HH)			52.5%	18.1%	68.1%	39.2%	28.9%	
0 - 3	2710	2574	1356	412	1653	877	776	2613
%V	9.8%	9.8%	12.4%	9.8%	8.3%	10.0%	7.0%	11.4%
%H (All HH)		95.0%	50.0%	15.2%	61.0%	32.4%	28.6%	96.4%
%H (TV HH)			52.7%	16.0%	64.2%	34.1%	30.1%	
4 - 9	3649	3495	1883	615	2313	1322	991	3535
%V	13.2%	13.3%	17.2%	14.6%	11.7%	15.0%	9.0%	15.4%
%H (All HH)		95.8%	51.6%	16.9%	63.4%	36.2%	27.2%	96.9%
%H (TV HH)			53.9%	17.6%	66.2%	37.8%	28.4%	
10 - 15	3263	3204	1685	634	2261	1379	882	3200
%V	11.8%	12.2%	15.4%	15.1%	11.4%	15.7%	8.0%	14.0%
%H (All HH)		98.2%	51.6%	19.4%	69.3%	42.3%	27.0%	98.1%
%H (TV HH)			52.6%	19.8%	70.6%	43.0%	27.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

October - December 2015

Household level data

Table 5: Number of TV sets in 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	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
1	10365	10365	3504	1415	7126	1857	5269	7773
%V	37.6%	39.4%	32.0%	33.6%	35.9%	21.1%	47.8%	33.9%
%H (All HH)		100.0%	33.8%	13.7%	68.8%	17.9%	50.8%	75.0%
%H (TV HH)			33.8%	13.7%	68.8%	17.9%	50.8%	
2	8958	8958	3810	1440	6869	3147	3721	7512
%V	32.5%	34.1%	34.7%	34.2%	34.7%	35.8%	33.7%	32.8%
%H (All HH)		100.0%	42.5%	16.1%	76.7%	35.1%	41.5%	83.9%
%H (TV HH)			42.5%	16.1%	76.7%	35.1%	41.5%	
3	4269	4269	2116	823	3516	2147	1370	3974
%V	15.5%	16.2%	19.3%	19.6%	17.7%	24.4%	12.4%	17.3%
%H (All HH)		100.0%	49.6%	19.3%	82.4%	50.3%	32.1%	93.1%
%H (TV HH)			49.6%	19.3%	82.4%	50.3%	32.1%	
4	1813	1813	977	386	1523	1067	456	1754
%V	6.6%	6.9%	8.9%	9.2%	7.7%	12.1%	4.1%	7.7%
%H (All HH)		100.0%	53.9%	21.3%	84.0%	58.9%	25.2%	96.7%
%H (TV HH)			53.9%	21.3%	84.0%	58.9%	25.2%	
5+	902	902	559	146	787	572	216	887
%V	3.3%	3.4%	5.1%	3.5%	4.0%	6.5%	2.0%	3.9%
%H (All HH)		100.0%	62.0%	16.2%	87.3%	63.4%	23.9%	98.3%
%H (TV HH)			62.0%	16.2%	87.3%	63.4%	23.9%	

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: QUARTERLY

October - 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	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
Under 20"	4830	4830	1960	681	4173	1982	2191	4034
%V	17.5%	18.4%	17.9%	16.2%	21.1%	22.5%	19.9%	17.6%
%H (All HH)		100.0%	40.6%	14.1%	86.4%	41.0%	45.4%	83.5%
%H (TV HH)			40.6%	14.1%	86.4%	41.0%	45.4%	
20" - 29"	9177	9177	3753	1370	7520	3466	4054	7542
%V	33.3%	34.9%	34.2%	32.5%	37.9%	39.4%	36.7%	32.9%
%H (All HH)		100.0%	40.9%	14.9%	81.9%	37.8%	44.2%	82.2%
%H (TV HH)			40.9%	14.9%	81.9%	37.8%	44.2%	
30" - 39"	13762	13762	5687	2332	10603	4900	5703	11599
%V	49.9%	52.3%	51.9%	55.4%	53.5%	55.7%	51.7%	50.6%
%H (All HH)		100.0%	41.3%	16.9%	77.0%	35.6%	41.4%	84.3%
%H (TV HH)			41.3%	16.9%	77.0%	35.6%	41.4%	
40" and over	13956	13956	7144	2541	10051	5770	4281	12772
%V	50.6%	53.1%	65.2%	60.4%	50.7%	65.6%	38.8%	55.7%
%H (All HH)		100.0%	51.2%	18.2%	72.0%	41.3%	30.7%	91.5%
%H (TV HH)			51.2%	18.2%	72.0%	41.3%	30.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
October - 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	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
Main living room	26027	26027	10886	4171	19605	8724	10881	21670
%V	94.4%	98.9%	99.3%	99.1%	98.9%	99.2%	98.6%	94.5%
%H (All HH)		100.0%	41.8%	16.0%	75.3%	33.5%	41.8%	83.3%
%H (TV HH)			41.8%	16.0%	75.3%	33.5%	41.8%	
Kitchen	3205	3205	1517	432	2807	1522	1285	2819
%V	11.6%	12.2%	13.8%	10.3%	14.2%	17.3%	11.6%	12.3%
%H (All HH)		100.0%	47.3%	13.5%	87.6%	47.5%	40.1%	88.0%
%H (TV HH)			47.3%	13.5%	87.6%	47.5%	40.1%	
Adult's bedroom	12084	12084	5684	2184	9701	5430	4271	10779
%V	43.8%	45.9%	51.8%	51.9%	48.9%	61.8%	38.7%	47.0%
%H (All HH)		100.0%	47.0%	18.1%	80.3%	44.9%	35.3%	89.2%
%H (TV HH)			47.0%	18.1%	80.3%	44.9%	35.3%	
Child's bedroom	2453	2453	1395	484	1857	1263	594	2383
%V	8.9%	9.3%	12.7%	11.5%	9.4%	14.4%	5.4%	10.4%
%H (All HH)		100.0%	56.9%	19.7%	75.7%	51.5%	24.2%	97.1%
%H (TV HH)			56.9%	19.7%	75.7%	51.5%	24.2%	
Other bedroom	1681	1681	910	337	1394	942	452	1581
%V	6.1%	6.4%	8.3%	8.0%	7.0%	10.7%	4.1%	6.9%
%H (All HH)		100.0%	54.1%	20.0%	82.9%	56.0%	26.9%	94.1%
%H (TV HH)			54.1%	20.0%	82.9%	56.0%	26.9%	
Second living/dining room	2397	2397	1147	404	2003	1144	858	2175
%V	8.7%	9.1%	10.5%	9.6%	10.1%	13.0%	7.8%	9.5%
%H (All HH)		100.0%	47.9%	16.9%	83.6%	47.7%	35.8%	90.7%
%H (TV HH)			47.9%	16.9%	83.6%	47.7%	35.8%	
Study/office	435	435	248	73	348	231	118	417
%V	1.6%	1.7%	2.3%	1.7%	1.8%	2.6%	1.1%	1.8%
%H (All HH)		100.0%	57.0%	16.8%	80.0%	53.1%	27.1%	95.9%
%H (TV HH)			57.0%	16.8%	80.0%	53.1%	27.1%	
TV room	249	249	150	37	198	133	65	242
%V	0.9%	0.9%	1.4%	0.9%	1.0%	1.5%	0.6%	1.1%
%H (All HH)		100.0%	60.2%	14.9%	79.5%	53.4%	26.1%	97.2%
%H (TV HH)			60.2%	14.9%	79.5%	53.4%	26.1%	
Conservatory	580	580	300	120	482	314	168	520
%V	2.1%	2.2%	2.7%	2.9%	2.4%	3.6%	1.5%	2.3%
%H (All HH)		100.0%	51.7%	20.7%	83.1%	54.1%	29.0%	89.7%
%H (TV HH)			51.7%	20.7%	83.1%	54.1%	29.0%	
Attic or loft room	73	73	39	9	59	33	26	71
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	53.4%	12.3%	80.8%	45.2%	35.6%	97.3%
%H (TV HH)			53.4%	12.3%	80.8%	45.2%	35.6%	
No specific location	41	41	25	3	41	26	14	38
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	61.0%	7.3%	100.0%	63.4%	34.1%	92.7%
%H (TV HH)			61.0%	7.3%	100.0%	63.4%	34.1%	
Other	259	259	124	52	220	136	84	236
%V	0.9%	1.0%	1.1%	1.2%	1.1%	1.5%	0.8%	1.0%
%H (All HH)		100.0%	47.9%	20.1%	84.9%	52.5%	32.4%	91.1%
%H (TV HH)			47.9%	20.1%	84.9%	52.5%	32.4%	

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

%V = percentage of vertical total

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

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

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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	26307	10965	4209	19822	8790	11032	22927
%V (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)				16.0%	75.3%	33.4%	41.9%	
Any DSAT provider	10965	10965	10965	231	6572	6572	0	10056
%V	39.8%	41.7%	100.0%	5.5%	33.2%	74.8%	0.0%	43.9%
%H (All HH)			100.0%	2.1%	59.9%	59.9%	0.0%	91.7%
%H (TV HH)			100.0%	2.1%	59.9%	59.9%	0.0%	
Sky with subscription	8974	8974	8974	121	5372	5372	0	8333
%V	32.6%	34.1%	81.8%	2.9%	27.1%	61.1%	0.0%	36.3%
%H (All HH)			100.0%	1.3%	59.9%	59.9%	0.0%	92.9%
%H (TV HH)			100.0%	1.3%	59.9%	59.9%	0.0%	
Sky without subscription	647	647	647	28	357	357	0	515
%V	2.3%	2.5%	5.9%	0.7%	1.8%	4.1%	0.0%	2.2%
%H (All HH)			100.0%	4.3%	55.2%	55.2%	0.0%	79.6%
%H (TV HH)			100.0%	4.3%	55.2%	55.2%	0.0%	
Freesat	1258	1258	1258	40	825	825	0	1149
%V	4.6%	4.8%	11.5%	1.0%	4.2%	9.4%	0.0%	5.0%
%H (All HH)			100.0%	3.2%	65.6%	65.6%	0.0%	91.3%
%H (TV HH)			100.0%	3.2%	65.6%	65.6%	0.0%	
Other satellite provider	703	703	703	71	415	415	0	643
%V	2.5%	2.7%	6.4%	1.7%	2.1%	4.7%	0.0%	2.8%
%H (All HH)			100.0%	10.1%	59.0%	59.0%	0.0%	91.5%
%H (TV HH)			100.0%	10.1%	59.0%	59.0%	0.0%	
DCAB	4209	4209	231	4209	2361	2361	0	3931
%V	15.3%	16.0%	2.1%	100.0%	11.9%	26.9%	0.0%	17.1%
%H (All HH)			5.5%	100.0%	56.1%	56.1%	0.0%	93.4%
%H (TV HH)			5.5%	100.0%	56.1%	56.1%	0.0%	
DTT	19822	19822	6572	2361	19822	8790	11032	15976
%V	71.9%	75.3%	59.9%	56.1%	100.0%	100.0%	100.0%	69.7%
%H (All HH)		100.0%	33.2%	11.9%	100.0%	44.3%	55.7%	80.6%
%H (TV HH)			33.2%	11.9%	100.0%	44.3%	55.7%	

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

%V = percentage of vertical total

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

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

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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	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
PVR	16196	16196	9397	3569	11081	7670	3411	14888
%V	58.7%	61.6%	85.7%	84.8%	55.9%	87.3%	30.9%	64.9%
%H (All HH)		100.0%	58.0%	22.0%	68.4%	47.4%	21.1%	91.9%
%H (TV HH)			58.0%	22.0%	68.4%	47.4%	21.1%	
DVDR	785	785	268	127	652	259	393	663
%V	2.8%	3.0%	2.4%	3.0%	3.3%	2.9%	3.6%	2.9%
%H (All HH)		100.0%	34.1%	16.2%	83.1%	33.0%	50.1%	84.5%
%H (TV HH)			34.1%	16.2%	83.1%	33.0%	50.1%	
VCR	417	417	109	61	381	130	251	265
%V	1.5%	1.6%	1.0%	1.4%	1.9%	1.5%	2.3%	1.2%
%H (All HH)		100.0%	26.1%	14.6%	91.4%	31.2%	60.2%	63.5%
%H (TV HH)			26.1%	14.6%	91.4%	31.2%	60.2%	
Any recorder	16638	16638	9445	3603	11478	7708	3770	15158
%V	60.4%	63.2%	86.1%	85.6%	57.9%	87.7%	34.2%	66.1%
%H (All HH)		100.0%	56.8%	21.7%	69.0%	46.3%	22.7%	91.1%
%H (TV HH)			56.8%	21.7%	69.0%	46.3%	22.7%	
Receives HDTV (via STB or built-in reception)	16965	16965	8383	3541	12382	7138	5244	15412
%V	61.5%	64.5%	76.5%	84.1%	62.5%	81.2%	47.5%	67.2%
%H (All HH)		100.0%	49.4%	20.9%	73.0%	42.1%	30.9%	90.8%
%H (TV HH)			49.4%	20.9%	73.0%	42.1%	30.9%	
DVD/Blu-ray player or recorder	19109	19109	8256	3192	14571	6964	7607	16610
%V	69.3%	72.6%	75.3%	75.8%	73.5%	79.2%	69.0%	72.4%
%H (All HH)		100.0%	43.2%	16.7%	76.3%	36.4%	39.8%	86.9%
%H (TV HH)			43.2%	16.7%	76.3%	36.4%	39.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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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	26307	10965	4209	19822	8790	11032	22927
%H (All HH)		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%
%H (TV HH)			41.7%	16.0%	75.3%	33.4%	41.9%	
Has broadband internet	22927	21900	10056	3931	15976	8148	7827	22927
%V	83.2%	83.2%	91.7%	93.4%	80.6%	92.7%	70.9%	100.0%
%H (All HH)		95.5%	43.9%	17.1%	69.7%	35.5%	34.1%	100.0%
%H (TV HH)			45.9%	17.9%	72.9%	37.2%	35.7%	
Number of computers (PCs and laptops)								
0	5234	4963	1158	384	4221	829	3392	921
%V	19.0%	18.9%	10.6%	9.1%	21.3%	9.4%	30.7%	4.0%
%H (All HH)		94.8%	22.1%	7.3%	80.6%	15.8%	64.8%	17.6%
%H (TV HH)			23.3%	7.7%	85.0%	16.7%	68.3%	
1	7238	6800	2708	1133	4966	2051	2916	6978
%V	26.3%	25.8%	24.7%	26.9%	25.1%	23.3%	26.4%	30.4%
%H (All HH)		93.9%	37.4%	15.7%	68.6%	28.3%	40.3%	96.4%
%H (TV HH)			39.8%	16.7%	73.0%	30.2%	42.9%	
2	6673	6366	2988	1096	4677	2405	2272	6626
%V	24.2%	24.2%	27.3%	26.0%	23.6%	27.4%	20.6%	28.9%
%H (All HH)		95.4%	44.8%	16.4%	70.1%	36.0%	34.0%	99.3%
%H (TV HH)			46.9%	17.2%	73.5%	37.8%	35.7%	
3	3835	3732	1777	698	2707	1462	1245	3828
%V	13.9%	14.2%	16.2%	16.6%	13.7%	16.6%	11.3%	16.7%
%H (All HH)		97.3%	46.3%	18.2%	70.6%	38.1%	32.5%	99.8%
%H (TV HH)			47.6%	18.7%	72.5%	39.2%	33.4%	
4	2201	2101	1098	409	1551	952	599	2196
%V	8.0%	8.0%	10.0%	9.7%	7.8%	10.8%	5.4%	9.6%
%H (All HH)		95.5%	49.9%	18.6%	70.5%	43.3%	27.2%	99.8%
%H (TV HH)			52.3%	19.5%	73.8%	45.3%	28.5%	
5+	2389	2344	1235	488	1700	1091	609	2378
%V	8.7%	8.9%	11.3%	11.6%	8.6%	12.4%	5.5%	10.4%
%H (All HH)		98.1%	51.7%	20.4%	71.2%	45.7%	25.5%	99.5%
%H (TV HH)			52.7%	20.8%	72.5%	46.5%	26.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

October - December 2015

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	53194	24403	9066	41743	21941	19802	46510
%H		45.9%	17.0%	78.5%	41.2%	37.2%	87.4%
Under 20"	6038	2479	860	5243	2526	2717	5123
%V	11.4%	10.2%	9.5%	12.6%	11.5%	13.7%	11.0%
%H		41.1%	14.2%	86.8%	41.8%	45.0%	84.8%
20" - 29"	11880	5026	1802	9873	4800	5073	9982
%V	22.3%	20.6%	19.9%	23.7%	21.9%	25.6%	21.5%
%H		42.3%	15.2%	83.1%	40.4%	42.7%	84.0%
30" - 39"	16924	7299	3033	13143	6565	6578	14550
%V	31.8%	29.9%	33.5%	31.5%	29.9%	33.2%	31.3%
%H		43.1%	17.9%	77.7%	38.8%	38.9%	86.0%
40" and over	17315	9168	3212	12648	7667	4982	16022
%V	32.6%	37.6%	35.4%	30.3%	34.9%	25.2%	34.4%
%H		52.9%	18.6%	73.0%	44.3%	28.8%	92.5%
Don't know	1037	431	160	836	383	453	834
%V	1.9%	1.8%	1.8%	2.0%	1.7%	2.3%	1.8%
%H		41.6%	15.4%	80.6%	36.9%	43.7%	80.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 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	53194	24403	9066	41743	21941	19802	46510
%H		45.9%	17.0%	78.5%	41.2%	37.2%	87.4%
Main living room	26150	10943	4196	19689	8769	10919	21777
%V	49.2%	44.8%	46.3%	47.2%	40.0%	55.1%	46.8%
%H		41.8%	16.0%	75.3%	33.5%	41.8%	83.3%
Kitchen	3210	1518	432	2812	1523	1289	2821
%V	6.0%	6.2%	4.8%	6.7%	6.9%	6.5%	6.1%
%H		47.3%	13.5%	87.6%	47.4%	40.2%	87.9%
Adult's bedroom	14567	6932	2735	11765	6814	4952	13172
%V	27.4%	28.4%	30.2%	28.2%	31.1%	25.0%	28.3%
%H		47.6%	18.8%	80.8%	46.8%	34.0%	90.4%
Child's bedroom	3137	1805	604	2377	1612	765	3058
%V	5.9%	7.4%	6.7%	5.7%	7.3%	3.9%	6.6%
%H		57.5%	19.3%	75.8%	51.4%	24.4%	97.5%
Other bedroom	2047	1137	398	1708	1178	530	1934
%V	3.8%	4.7%	4.4%	4.1%	5.4%	2.7%	4.2%
%H		55.5%	19.4%	83.4%	57.5%	25.9%	94.5%
Second living/dining room	2429	1171	407	2028	1163	865	2207
%V	4.6%	4.8%	4.5%	4.9%	5.3%	4.4%	4.7%
%H		48.2%	16.8%	83.5%	47.9%	35.6%	90.9%
Study/office	436	248	73	348	231	118	418
%V	0.8%	1.0%	0.8%	0.8%	1.1%	0.6%	0.9%
%H		56.9%	16.7%	79.8%	53.0%	27.1%	95.9%
TV room	250	152	37	200	134	65	244
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.3%	0.5%
%H		60.8%	14.8%	80.0%	53.6%	26.0%	97.6%
Conservatory	580	300	120	482	314	168	520
%V	1.1%	1.2%	1.3%	1.2%	1.4%	0.8%	1.1%
%H		51.7%	20.7%	83.1%	54.1%	29.0%	89.7%
Attic or loft room	74	39	9	60	33	27	72
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%
%H		52.7%	12.2%	81.1%	44.6%	36.5%	97.3%
No specific location	44	29	3	44	30	14	42
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		65.9%	6.8%	100.0%	68.2%	31.8%	95.5%
Other	269	129	52	230	141	89	246
%V	0.5%	0.5%	0.6%	0.6%	0.6%	0.4%	0.5%
%H		48.0%	19.3%	85.5%	52.4%	33.1%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 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	53194	24403	9066	41743	21941	19802	46510
%H		45.9%	17.0%	78.5%	41.2%	37.2%	87.4%
PVR	21570	13148	4869	14357	10542	3814	20099
%V	40.5%	53.9%	53.7%	34.4%	48.0%	19.3%	43.2%
%H		61.0%	22.6%	66.6%	48.9%	17.7%	93.2%
DVDR	870	288	140	728	284	444	741
%V	1.6%	1.2%	1.5%	1.7%	1.3%	2.2%	1.6%
%H		33.1%	16.1%	83.7%	32.6%	51.0%	85.2%
VCR	453	125	66	415	149	266	284
%V	0.9%	0.5%	0.7%	1.0%	0.7%	1.3%	0.6%
%H		27.6%	14.6%	91.6%	32.9%	58.7%	62.7%
Any recorder	22229	13285	4939	14961	10694	4267	20543
%V	41.8%	54.4%	54.5%	35.8%	48.7%	21.5%	44.2%
%H		59.8%	22.2%	67.3%	48.1%	19.2%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	53194	24403	9066	41743	21941	19802	46510
%H		45.9%	17.0%	78.5%	41.2%	37.2%	87.4%
Receives HDTV (via STB or built-in reception)	25125	12743	5333	18732	11392	7340	23248
%V	47.2%	52.2%	58.8%	44.9%	51.9%	37.1%	50.0%
%H		50.7%	21.2%	74.6%	45.3%	29.2%	92.5%
DVD/Blu-ray player or recorder	28314	12945	4963	22033	11634	10398	25330
%V	53.2%	53.0%	54.7%	52.8%	53.0%	52.5%	54.5%
%H		45.7%	17.5%	77.8%	41.1%	36.7%	89.5%

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	26295	10965	4205	19816	8790	11026	21894
%H		41.7%	16.0%	75.4%	33.4%	41.9%	83.3%
Under 20"	331	44	20	284	32	252	206
%V	1.3%	0.4%	0.5%	1.4%	0.4%	2.3%	0.9%
%H		13.3%	6.0%	85.8%	9.7%	76.1%	62.2%
20" - 29"	2826	648	292	2293	456	1837	1801
%V	10.7%	5.9%	6.9%	11.6%	5.2%	16.7%	8.2%
%H		22.9%	10.3%	81.1%	16.1%	65.0%	63.7%
30" - 39"	9101	3158	1350	7128	2577	4550	7156
%V	34.6%	28.8%	32.1%	36.0%	29.3%	41.3%	32.7%
%H		34.7%	14.8%	78.3%	28.3%	50.0%	78.6%
40" and over	13537	6944	2472	9723	5597	4126	12376
%V	51.5%	63.3%	58.8%	49.1%	63.7%	37.4%	56.5%
%H		51.3%	18.3%	71.8%	41.3%	30.5%	91.4%
Don't know	500	171	72	389	128	261	356
%V	1.9%	1.6%	1.7%	2.0%	1.5%	2.4%	1.6%
%H		34.2%	14.4%	77.8%	25.6%	52.2%	71.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 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	26295	10965	4205	19816	8790	11026	21894
%H		41.7%	16.0%	75.4%	33.4%	41.9%	83.3%
PVR	15819	9229	3511	10747	7499	3248	14557
%V	60.2%	84.2%	83.5%	54.2%	85.3%	29.5%	66.5%
%H		58.3%	22.2%	67.9%	47.4%	20.5%	92.0%
DVDR	627	203	96	508	177	331	523
%V	2.4%	1.9%	2.3%	2.6%	2.0%	3.0%	2.4%
%H		32.4%	15.3%	81.0%	28.2%	52.8%	83.4%
VCR	323	64	42	297	78	219	185
%V	1.2%	0.6%	1.0%	1.5%	0.9%	2.0%	0.8%
%H		19.8%	13.0%	92.0%	24.1%	67.8%	57.3%
Any recorder	16239	9277	3543	11128	7540	3588	14810
%V	61.8%	84.6%	84.3%	56.2%	85.8%	32.5%	67.6%
%H		57.1%	21.8%	68.5%	46.4%	22.1%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 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	26295	10965	4205	19816	8790	11026	21894
%H		41.7%	16.0%	75.4%	33.4%	41.9%	83.3%
Receives HDTV (via STB or built-in reception)	16533	8180	3485	12009	6950	5059	15030
%V	62.9%	74.6%	82.9%	60.6%	79.1%	45.9%	68.6%
%H		49.5%	21.1%	72.6%	42.0%	30.6%	90.9%
DVD/Blu-ray player or recorder	17315	7351	2856	13178	6120	7058	14965
%V	65.8%	67.0%	67.9%	66.5%	69.6%	64.0%	68.4%
%H		42.5%	16.5%	76.1%	35.3%	40.8%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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October - 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	26898	13438	4860	21927	13151	8776	24616
%H		50.0%	18.1%	81.5%	48.9%	32.6%	91.5%
Under 20"	5707	2435	839	4959	2494	2465	4917
%V	21.2%	18.1%	17.3%	22.6%	19.0%	28.1%	20.0%
%H		42.7%	14.7%	86.9%	43.7%	43.2%	86.2%
20" - 29"	9054	4378	1510	7580	4344	3236	8181
%V	33.7%	32.6%	31.1%	34.6%	33.0%	36.9%	33.2%
%H		48.4%	16.7%	83.7%	48.0%	35.7%	90.4%
30" - 39"	7823	4141	1683	6015	3988	2027	7394
%V	29.1%	30.8%	34.6%	27.4%	30.3%	23.1%	30.0%
%H		52.9%	21.5%	76.9%	51.0%	25.9%	94.5%
40" and over	3777	2224	740	2926	2070	856	3646
%V	14.0%	16.6%	15.2%	13.3%	15.7%	9.8%	14.8%
%H		58.9%	19.6%	77.5%	54.8%	22.7%	96.5%
Don't know	537	260	88	447	255	193	479
%V	2.0%	1.9%	1.8%	2.0%	1.9%	2.2%	1.9%
%H		48.4%	16.4%	83.2%	47.5%	35.9%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 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	26898	13438	4860	21927	13151	8776	24616
%H		50.0%	18.1%	81.5%	48.9%	32.6%	91.5%
PVR	5752	3920	1357	3609	3043	566	5542
%V	21.4%	29.2%	27.9%	16.5%	23.1%	6.4%	22.5%
%H		68.2%	23.6%	62.7%	52.9%	9.8%	96.3%
DVDR	243	85	44	220	107	113	218
%V	0.9%	0.6%	0.9%	1.0%	0.8%	1.3%	0.9%
%H		35.0%	18.1%	90.5%	44.0%	46.5%	89.7%
VCR	129	61	24	118	71	47	98
%V	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.4%
%H		47.3%	18.6%	91.5%	55.0%	36.4%	76.0%
Any recorder	5991	4008	1396	3833	3154	679	5734
%V	22.3%	29.8%	28.7%	17.5%	24.0%	7.7%	23.3%
%H		66.9%	23.3%	64.0%	52.6%	11.3%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 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	26898	13438	4860	21927	13151	8776	24616
%H		50.0%	18.1%	81.5%	48.9%	32.6%	91.5%
Receives HDTV (via STB or built-in reception)	8592	4563	1848	6722	4442	2280	8218
%V	31.9%	34.0%	38.0%	30.7%	33.8%	26.0%	33.4%
%H		53.1%	21.5%	78.2%	51.7%	26.5%	95.6%
DVD/Blu-ray player or recorder	10998	5594	2107	8855	5515	3340	10365
%V	40.9%	41.6%	43.4%	40.4%	41.9%	38.1%	42.1%
%H		50.9%	19.2%	80.5%	50.1%	30.4%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

October - 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	61511	28711	10811	44730	22898	21832	57942
%H		95.8%	44.7%	16.8%	69.7%	35.7%	34.0%	90.2%
Total Children	12308	11861	6249	2157	7950	4539	3411	11949
%V	19.2%	19.3%	21.8%	20.0%	17.8%	19.8%	15.6%	20.6%
%H		96.4%	50.8%	17.5%	64.6%	36.9%	27.7%	97.1%
0 - 3	3162	2989	1576	472	1922	1020	903	3031
%V	4.9%	4.9%	5.5%	4.4%	4.3%	4.5%	4.1%	5.2%
%H		94.5%	49.8%	14.9%	60.8%	32.3%	28.6%	95.9%
4 - 15	9146	8872	4674	1685	6027	3519	2509	8918
%V	14.2%	14.4%	16.3%	15.6%	13.5%	15.4%	11.5%	15.4%
%H		97.0%	51.1%	18.4%	65.9%	38.5%	27.4%	97.5%
4 - 9	4857	4653	2526	814	3061	1741	1320	4701
%V	7.6%	7.6%	8.8%	7.5%	6.8%	7.6%	6.0%	8.1%
%H		95.8%	52.0%	16.8%	63.0%	35.8%	27.2%	96.8%
10 - 15	4289	4219	2147	871	2967	1778	1189	4216
%V	6.7%	6.9%	7.5%	8.1%	6.6%	7.8%	5.4%	7.3%
%H		98.4%	50.1%	20.3%	69.2%	41.5%	27.7%	98.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

October - 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	61511	28711	10811	44730	22898	21832	57942
%H		95.8%	44.7%	16.8%	69.7%	35.7%	34.0%	90.2%
Total Adults (16+)	51903	49651	22462	8653	36780	18359	18421	45993
%V	80.8%	80.7%	78.2%	80.0%	82.2%	80.2%	84.4%	79.4%
%H		95.7%	43.3%	16.7%	70.9%	35.4%	35.5%	88.6%
16 - 19	2759	2649	1345	545	1939	1187	752	2680
%V	4.3%	4.3%	4.7%	5.0%	4.3%	5.2%	3.4%	4.6%
%H		96.0%	48.7%	19.8%	70.3%	43.0%	27.3%	97.1%
20 - 24	4101	3657	1638	708	2523	1325	1198	3927
%V	6.4%	5.9%	5.7%	6.5%	5.6%	5.8%	5.5%	6.8%
%H		89.2%	39.9%	17.3%	61.5%	32.3%	29.2%	95.8%
25 - 34	8785	8065	3997	1551	5278	2859	2419	8479
%V	13.7%	13.1%	13.9%	14.3%	11.8%	12.5%	11.1%	14.6%
%H		91.8%	45.5%	17.7%	60.1%	32.5%	27.5%	96.5%
35 - 44	8301	7869	4018	1460	5389	3000	2389	8021
%V	12.9%	12.8%	14.0%	13.5%	12.0%	13.1%	10.9%	13.8%
%H		94.8%	48.4%	17.6%	64.9%	36.1%	28.8%	96.6%
45 - 54	9165	8913	4317	1747	6654	3785	2869	8677
%V	14.3%	14.5%	15.0%	16.2%	14.9%	16.5%	13.1%	15.0%
%H		97.3%	47.1%	19.1%	72.6%	41.3%	31.3%	94.7%
55 - 64	7478	7329	3310	1222	5624	2787	2837	6811
%V	11.6%	11.9%	11.5%	11.3%	12.6%	12.2%	13.0%	11.8%
%H		98.0%	44.3%	16.3%	75.2%	37.3%	37.9%	91.1%
65+	11313	11169	3837	1421	9373	3415	5958	7398
%V	17.6%	18.2%	13.4%	13.1%	21.0%	14.9%	27.3%	12.8%
%H		98.7%	33.9%	12.6%	82.9%	30.2%	52.7%	65.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - 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+)	51903	49651	22462	8653	36780	18359	18421	45993
%H		95.7%	43.3%	16.7%	70.9%	35.4%	35.5%	88.6%
AB	12902	12527	6008	2214	9282	4922	4360	12457
%V	24.9%	25.2%	26.7%	25.6%	25.2%	26.8%	23.7%	27.1%
%H		97.1%	46.6%	17.2%	71.9%	38.1%	33.8%	96.6%
C1	14225	13431	6003	2485	9949	5100	4849	13198
%V	27.4%	27.1%	26.7%	28.7%	27.1%	27.8%	26.3%	28.7%
%H		94.4%	42.2%	17.5%	69.9%	35.9%	34.1%	92.8%
C2	11506	11191	5218	1937	8469	4453	4016	10359
%V	22.2%	22.5%	23.2%	22.4%	23.0%	24.3%	21.8%	22.5%
%H		97.3%	45.4%	16.8%	73.6%	38.7%	34.9%	90.0%
D	8999	8432	3861	1457	5894	2805	3089	7463
%V	17.3%	17.0%	17.2%	16.8%	16.0%	15.3%	16.8%	16.2%
%H		93.7%	42.9%	16.2%	65.5%	31.2%	34.3%	82.9%
E	4271	4070	1373	561	3185	1080	2106	2517
%V	8.2%	8.2%	6.1%	6.5%	8.7%	5.9%	11.4%	5.5%
%H		95.3%	32.1%	13.1%	74.6%	25.3%	49.3%	58.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - 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+)	51903	49651	22462	8653	36780	18359	18421	45993
%H		95.7%	43.3%	16.7%	70.9%	35.4%	35.5%	88.6%
Working full time	24408	23248	11543	4505	16424	9309	7115	23679
%V	47.0%	46.8%	51.4%	52.1%	44.7%	50.7%	38.6%	51.5%
%H		95.2%	47.3%	18.5%	67.3%	38.1%	29.2%	97.0%
Working part time	5435	5264	2502	941	3893	2050	1844	5182
%V	10.5%	10.6%	11.1%	10.9%	10.6%	11.2%	10.0%	11.3%
%H		96.9%	46.0%	17.3%	71.6%	37.7%	33.9%	95.3%
Not working	22060	21139	8417	3207	16462	7000	9462	17132
%V	42.5%	42.6%	37.5%	37.1%	44.8%	38.1%	51.4%	37.2%
%H		95.8%	38.2%	14.5%	74.6%	31.7%	42.9%	77.7%
Housewife/Houseperson	27569	26307	10965	4209	19822	8790	11032	22927
%V	53.1%	53.0%	48.8%	48.6%	53.9%	47.9%	59.9%	49.8%
%H		95.4%	39.8%	15.3%	71.9%	31.9%	40.0%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - 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+)	25310	24004	11153	4287	17629	9146	8484	22756
%H		94.8%	44.1%	16.9%	69.7%	36.1%	33.5%	89.9%
16 - 19	1427	1373	695	300	1010	627	383	1394
%V	5.6%	5.7%	6.2%	7.0%	5.7%	6.9%	4.5%	6.1%
%H		96.2%	48.7%	21.0%	70.8%	43.9%	26.8%	97.7%
20 - 24	2027	1755	777	367	1192	644	549	1959
%V	8.0%	7.3%	7.0%	8.6%	6.8%	7.0%	6.5%	8.6%
%H		86.6%	38.3%	18.1%	58.8%	31.8%	27.1%	96.6%
25 - 34	4382	3967	1947	782	2587	1406	1182	4217
%V	17.3%	16.5%	17.5%	18.2%	14.7%	15.4%	13.9%	18.5%
%H		90.5%	44.4%	17.8%	59.0%	32.1%	27.0%	96.2%
35 - 44	4110	3849	1953	704	2622	1445	1177	3955
%V	16.2%	16.0%	17.5%	16.4%	14.9%	15.8%	13.9%	17.4%
%H		93.6%	47.5%	17.1%	63.8%	35.2%	28.6%	96.2%
45 - 54	4506	4369	2180	831	3235	1885	1350	4238
%V	17.8%	18.2%	19.5%	19.4%	18.4%	20.6%	15.9%	18.6%
%H		97.0%	48.4%	18.4%	71.8%	41.8%	30.0%	94.1%
55 - 64	3672	3577	1645	597	2762	1399	1364	3331
%V	14.5%	14.9%	14.7%	13.9%	15.7%	15.3%	16.1%	14.6%
%H		97.4%	44.8%	16.3%	75.2%	38.1%	37.1%	90.7%
65+	5187	5114	1956	706	4220	1742	2479	3663
%V	20.5%	21.3%	17.5%	16.5%	23.9%	19.0%	29.2%	16.1%
%H		98.6%	37.7%	13.6%	81.4%	33.6%	47.8%	70.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

October - December 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+)	25310	24004	11153	4287	17629	9146	8484	22756
%H		94.8%	44.1%	16.9%	69.7%	36.1%	33.5%	89.9%
AB	6431	6234	3030	1129	4613	2506	2107	6222
%V	25.4%	26.0%	27.2%	26.3%	26.2%	27.4%	24.8%	27.3%
%H		96.9%	47.1%	17.6%	71.7%	39.0%	32.8%	96.8%
C1	6631	6189	2896	1183	4555	2492	2064	6315
%V	26.2%	25.8%	26.0%	27.6%	25.8%	27.2%	24.3%	27.8%
%H		93.3%	43.7%	17.8%	68.7%	37.6%	31.1%	95.2%
C2	6122	5914	2715	1034	4470	2319	2150	5443
%V	24.2%	24.6%	24.3%	24.1%	25.4%	25.4%	25.3%	23.9%
%H		96.6%	44.3%	16.9%	73.0%	37.9%	35.1%	88.9%
D	4346	4010	1905	715	2720	1361	1358	3681
%V	17.2%	16.7%	17.1%	16.7%	15.4%	14.9%	16.0%	16.2%
%H		92.3%	43.8%	16.5%	62.6%	31.3%	31.2%	84.7%
E	1781	1658	607	226	1272	467	805	1095
%V	7.0%	6.9%	5.4%	5.3%	7.2%	5.1%	9.5%	4.8%
%H		93.1%	34.1%	12.7%	71.4%	26.2%	45.2%	61.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - 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+)	25310	24004	11153	4287	17629	9146	8484	22756
%H		94.8%	44.1%	16.9%	69.7%	36.1%	33.5%	89.9%
Working full time	15004	14261	7130	2732	10100	5742	4358	14547
%V	59.3%	59.4%	63.9%	63.7%	57.3%	62.8%	51.4%	63.9%
%H		95.0%	47.5%	18.2%	67.3%	38.3%	29.0%	97.0%
Working part time	1154	1084	528	159	791	390	401	1040
%V	4.6%	4.5%	4.7%	3.7%	4.5%	4.3%	4.7%	4.6%
%H		93.9%	45.8%	13.8%	68.5%	33.8%	34.7%	90.1%
Not working	9152	8659	3496	1397	6739	3014	3725	7170
%V	36.2%	36.1%	31.3%	32.6%	38.2%	33.0%	43.9%	31.5%
%H		94.6%	38.2%	15.3%	73.6%	32.9%	40.7%	78.3%
Housewife/Houseperson	5894	5364	1976	769	4092	1542	2550	4373
%V	23.3%	22.3%	17.7%	17.9%	23.2%	16.9%	30.1%	19.2%
%H		91.0%	33.5%	13.0%	69.4%	26.2%	43.3%	74.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - 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+)	26593	25647	11308	4366	19150	9213	9937	23237
%H		96.4%	42.5%	16.4%	72.0%	34.6%	37.4%	87.4%
16 - 19	1332	1276	650	244	929	560	369	1286
%V	5.0%	5.0%	5.7%	5.6%	4.9%	6.1%	3.7%	5.5%
%H		95.8%	48.8%	18.3%	69.7%	42.0%	27.7%	96.5%
20 - 24	2074	1902	860	341	1331	682	649	1968
%V	7.8%	7.4%	7.6%	7.8%	7.0%	7.4%	6.5%	8.5%
%H		91.7%	41.5%	16.4%	64.2%	32.9%	31.3%	94.9%
25 - 34	4403	4098	2050	769	2690	1453	1237	4263
%V	16.6%	16.0%	18.1%	17.6%	14.0%	15.8%	12.4%	18.3%
%H		93.1%	46.6%	17.5%	61.1%	33.0%	28.1%	96.8%
35 - 44	4192	4020	2065	756	2768	1556	1212	4066
%V	15.8%	15.7%	18.3%	17.3%	14.5%	16.9%	12.2%	17.5%
%H		95.9%	49.3%	18.0%	66.0%	37.1%	28.9%	97.0%
45 - 54	4659	4544	2136	915	3419	1900	1518	4439
%V	17.5%	17.7%	18.9%	21.0%	17.9%	20.6%	15.3%	19.1%
%H		97.5%	45.8%	19.6%	73.4%	40.8%	32.6%	95.3%
55 - 64	3806	3752	1665	625	2862	1389	1473	3480
%V	14.3%	14.6%	14.7%	14.3%	14.9%	15.1%	14.8%	15.0%
%H		98.6%	43.7%	16.4%	75.2%	36.5%	38.7%	91.4%
65+	6127	6055	1881	716	5152	1674	3479	3735
%V	23.0%	23.6%	16.6%	16.4%	26.9%	18.2%	35.0%	16.1%
%H		98.8%	30.7%	11.7%	84.1%	27.3%	56.8%	61.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 28

DATA PERIOD: QUARTERLY

October - 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+)	26593	25647	11308	4366	19150	9213	9937	23237
%H		96.4%	42.5%	16.4%	72.0%	34.6%	37.4%	87.4%
AB	6471	6293	2977	1085	4670	2416	2254	6234
%V	24.3%	24.5%	26.3%	24.9%	24.4%	26.2%	22.7%	26.8%
%H		97.2%	46.0%	16.8%	72.2%	37.3%	34.8%	96.3%
C1	7594	7243	3107	1302	5393	2608	2785	6883
%V	28.6%	28.2%	27.5%	29.8%	28.2%	28.3%	28.0%	29.6%
%H		95.4%	40.9%	17.1%	71.0%	34.3%	36.7%	90.6%
C2	5384	5277	2503	903	4000	2133	1866	4915
%V	20.2%	20.6%	22.1%	20.7%	20.9%	23.2%	18.8%	21.2%
%H		98.0%	46.5%	16.8%	74.3%	39.6%	34.7%	91.3%
D	4653	4422	1956	741	3174	1444	1731	3782
%V	17.5%	17.2%	17.3%	17.0%	16.6%	15.7%	17.4%	16.3%
%H		95.0%	42.0%	15.9%	68.2%	31.0%	37.2%	81.3%
E	2490	2412	766	334	1913	613	1301	1423
%V	9.4%	9.4%	6.8%	7.7%	10.0%	6.7%	13.1%	6.1%
%H		96.9%	30.8%	13.4%	76.8%	24.6%	52.2%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - 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+)	26593	25647	11308	4366	19150	9213	9937	23237
%H		96.4%	42.5%	16.4%	72.0%	34.6%	37.4%	87.4%
Working full time	9404	8986	4413	1774	6324	3567	2757	9132
%V	35.4%	35.0%	39.0%	40.6%	33.0%	38.7%	27.7%	39.3%
%H		95.6%	46.9%	18.9%	67.2%	37.9%	29.3%	97.1%
Working part time	4281	4180	1974	782	3102	1660	1443	4142
%V	16.1%	16.3%	17.5%	17.9%	16.2%	18.0%	14.5%	17.8%
%H		97.6%	46.1%	18.3%	72.5%	38.8%	33.7%	96.8%
Not working	12908	12480	4921	1810	9724	3987	5737	9962
%V	48.5%	48.7%	43.5%	41.5%	50.8%	43.3%	57.7%	42.9%
%H		96.7%	38.1%	14.0%	75.3%	30.9%	44.4%	77.2%
Housewife/Houseperson	21675	20943	8989	3440	15730	7249	8481	18554
%V	81.5%	81.7%	79.5%	78.8%	82.1%	78.7%	85.3%	79.8%
%H		96.6%	41.5%	15.9%	72.6%	33.4%	39.1%	85.6%

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 October 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: October - December 2015	
	Total Network
Addresses Issued	19,651
Shop / Business	288
Demolished / Incomplete	44
Empty	1,415
Holiday Home	144
Other Non Effective	286
Eligible Addresses	17,474
Substitute Addresses	2,098
Multiple Occupancy Addresses	157
Total Additional Households	2,255
Total Valid Households	19,809
	100.0%
Non Contacts	1,668
	8.4%
No English Spoken	7
	0.0%
Refusals	4,802
	24.2%
Total Interviews	13,332
	67.3%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

	All Households	Total TV Households
All Households	13332	12808
All Sets	26595	26595
All Individuals	33017	31818
Children 0-15	6373	6161
All Adults	26644	25657
Adult Males	13021	12457
Adult Females	13623	13200

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?	NUM
	Note: Please think of all the rooms in the household and include all TV sets	
	WRITE IN (0-99) DK/REF	IF 0 GO TO H17 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	SP
	Note: this would mean that there is a cable running from your home to a cable network in the street through which you receive a TV signal	
	Yes	
	No	
ASK IF H8>0		
H65	Do you receive TV programmes via a satellite dish on the outside of your home? For example Freesat or Sky	SP
	Note: this would include any communal systems sometimes used in flats	
	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	SP
	Note: This could be fixed on the outside of your home or be an indoor or set-top aerial	
	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?	MP
	Note: please code all that apply	
	Note: For a more detailed explanation of any of these set top boxes click on further information	
	YouView	
	TalkTalk	
	BT Vision or BT TV set top box	
	None of these (SP)	

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 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)	SP

(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 NOTE: if screen size is not known, measure diagonally across the screen WRITE IN (2 digits required from 05 – 99) Don't know	NUM
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ASK IF S5 = 5 – 9

S5a	You have said that the TV screen size is <<insert size at S5>> inches. Is this correct? Yes No	SP
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IF NO, ROUTE BACK TO S5

ASK FOR ALL SETS (EXCLUDING STORED AWAY AT S3)

S6	NOTE: Was the diagonal screen measurement ...? Claim Actual measurement	SP
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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 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	SP
ASK IF NO AT S64		
S64b	Does this set receive TV programmes by any method? Yes GO TO S63 No GO TO S51/38/52 THEN S2	SP
ASK PLATFORMS INCLUDE AERIAL [(H66 = YES OR H70 = NO) AND S64=YES]		
S65	SHOW SCREEN 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	SP
FORCE EDIT: SET DK TO BUILT-IN RECEPTION		
ASK IF HH PLATFORMS ARE SET PLATFORMS [S64=YES]		
S66	Apart from: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes 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	SP

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 (in NI only) or Saorview) and a separate box (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception (ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES BT Vision or BT TV set top box CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX TalkTalk CODE S54a/b =YES AND H112=TALKTALK YouView CODE S67a/b =YES AND H112 OR H68 =YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a/b None of these Don't know	MP
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 (in NI only) or Saorview) and a separate box CODE S9=YES, S14=SEPARATE BOX, H66=YES An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception CODE S9=YES, S14=BUILT IN, H66=YES BT Vision or BT TV set top box CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX TalkTalk CODE S54a/b =YES AND H112=TALKTALK YouView CODE S67a/b =YES AND H112 OR H68 =YOUVIEW Games Console CODE S56a/b =YES AND H68=CONSOLE Computer or tablet CODE S57a/b =YES AND H68=COMPUTER Direct connection to the internet CODE S58a/b =YES, AND H68 = INTERNET Another TV supplier (Specify) CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN 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 Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S23	SHOW SCREEN (IF S53 AND S21 NOT ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES OR S61 = AERIAL OR S63 = AREIAL]		
S25	SHOW SCREEN (IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = YES) You have said this set is able to receive TV services via an aerial. Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial? NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES OR S61 = AERIAL OR S63 = AREIAL]		
S50	SHOW SCREEN (IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD (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	SP
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	SP
	(IF RESPONDENT) Do you have your own mobile phone?	
	(IF NOT RESPONDENT) Does this person have their own mobile phone?	
	Yes	
	No	
	Don't know	
	Refused	

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

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

END OF PERSON LOOP

THIRD HOUSEHOLD SECTION

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

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

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

ASK ALL

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

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

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

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

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

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

END OF THIRD HH SECTION

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

SUPPLEMENTARY CLOSE OUT QUESTIONS

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