

The background of the entire page is a photograph of two children, a boy and a girl, looking intently at a screen. The image has a blue color cast. Overlaid on the image is a white network diagram consisting of several circular nodes of varying sizes connected by thin white lines. Some nodes are solid white, while others are solid grey or dashed white. Two of the nodes are circular insets showing close-up details of the children's faces: one shows the boy's eye and nose, and the other shows the girl's profile.

BARB Establishment Survey

Quarterly Data Report: Total Network

January 2016 to March 2016



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: QUARTERLY

January - March 2016

Contents	Page
Total Network (All Areas) Quarterly Data Tables	1
Introduction	2
Household	
Table 1: Social Grade	3
Table 2: Housewife Age	4
Table 3: Size of Household	5
Table 4: Presence of Children	6
Table 5: Number of TV sets in household	7
Table 6: Screen size	8
Table 7: Location of ANY set in household	9
Table 8: Platform provider	10
Table 9: Recorders and other equipment	11
Table 10: Computers and Internet	12
Sets	
Table 11: Screen Size	13
Table 12: Location of set	14
Table 13: Recorders	15
Table 14: Other TV equipment	15
Table 15: Main Set Screen Size	16
Table 16: Main Set Recorders	17
Table 17: Main Set - Other TV equipment	17
Table 18: Other Sets (non-Main Set) Screen Size	18
Table 19: Other Set (non-Main Set) Recorders	19
Table 20: Other Set (non-Main Set) - Other TV equipment	19
Individuals	
Table 21: Age of Children	20
Table 22: Adults - Age	21
Table 23: Social Grade (Adults 16+)	22
Table 24: Working Status (Adults 16+)	23
Table 25: Males - Age	24
Table 26: Social Grade (Males 16+)	25
Table 27: Working Status (Males 16+)	26
Table 28: Females - Age	27
Table 29: Social Grade (Females 16+)	28
Table 30: Working Status (Females 16+)	29
Appendices	
Appendix A: Survey objectives	
Appendix B: The sample	
Appendix C: Fieldwork and results	
Appendix D: Definitions	
Appendix E: Number of televisions in the household	
Appendix F: Rounding	
Appendix G: Sample bases for the tables	
Appendix H: Multiple households at issued addresses	
Appendix I: Weighting	
Appendix J: The Questionnaire (March 2016)	

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>

This reports contains the weighted data results from the Establishment survey for the period January - March 2016

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 3

DATA PERIOD: QUARTERLY

January - March 2016

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	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
AB	7039	6751	3100	1121	4830	2327	2503	6716
%V	25.5%	25.5%	27.5%	26.6%	24.8%	26.6%	23.4%	28.9%
%H (All HH)		95.9%	44.0%	15.9%	68.6%	33.1%	35.6%	95.4%
%H (TV HH)			45.9%	16.6%	71.5%	34.5%	37.1%	
C1	7735	7330	3118	1233	5396	2460	2936	6887
%V	28.0%	27.7%	27.6%	29.2%	27.7%	28.1%	27.4%	29.7%
%H (All HH)		94.8%	40.3%	15.9%	69.8%	31.8%	38.0%	89.0%
%H (TV HH)			42.5%	16.8%	73.6%	33.6%	40.1%	
C2	5260	5127	2378	870	3815	1967	1848	4485
%V	19.0%	19.4%	21.1%	20.6%	19.6%	22.5%	17.3%	19.3%
%H (All HH)		97.5%	45.2%	16.5%	72.5%	37.4%	35.1%	85.3%
%H (TV HH)			46.4%	17.0%	74.4%	38.4%	36.0%	
D	4587	4331	1779	629	3155	1312	1843	3420
%V	16.6%	16.4%	15.8%	14.9%	16.2%	15.0%	17.2%	14.7%
%H (All HH)		94.4%	38.8%	13.7%	68.8%	28.6%	40.2%	74.6%
%H (TV HH)			41.1%	14.5%	72.8%	30.3%	42.6%	
E	3010	2885	910	363	2260	693	1567	1704
%V	10.9%	10.9%	8.1%	8.6%	11.6%	7.9%	14.6%	7.3%
%H (All HH)		95.8%	30.2%	12.1%	75.1%	23.0%	52.1%	56.6%
%H (TV HH)			31.5%	12.6%	78.3%	24.0%	54.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 4

DATA PERIOD: QUARTERLY

January - March 2016

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	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
Under 25	1254	1026	350	138	670	236	434	1177
%V	4.5%	3.9%	3.1%	3.3%	3.4%	2.7%	4.1%	5.1%
%H (All HH)		81.8%	27.9%	11.0%	53.4%	18.8%	34.6%	93.9%
%H (TV HH)			34.1%	13.5%	65.3%	23.0%	42.3%	
25 - 34	4237	3841	1899	630	2393	1226	1167	4035
%V	15.3%	14.5%	16.8%	14.9%	12.3%	14.0%	10.9%	17.4%
%H (All HH)		90.7%	44.8%	14.9%	56.5%	28.9%	27.5%	95.2%
%H (TV HH)			49.4%	16.4%	62.3%	31.9%	30.4%	
35 - 44	4620	4424	2203	867	2987	1701	1287	4422
%V	16.7%	16.7%	19.5%	20.6%	15.4%	19.4%	12.0%	19.1%
%H (All HH)		95.8%	47.7%	18.8%	64.7%	36.8%	27.9%	95.7%
%H (TV HH)			49.8%	19.6%	67.5%	38.4%	29.1%	
45 - 54	5387	5217	2435	944	3791	1937	1854	5010
%V	19.5%	19.7%	21.6%	22.4%	19.5%	22.1%	17.3%	21.6%
%H (All HH)		96.8%	45.2%	17.5%	70.4%	36.0%	34.4%	93.0%
%H (TV HH)			46.7%	18.1%	72.7%	37.1%	35.5%	
55 - 64	4499	4402	1953	744	3361	1628	1733	3958
%V	16.3%	16.7%	17.3%	17.6%	17.3%	18.6%	16.2%	17.1%
%H (All HH)		97.8%	43.4%	16.5%	74.7%	36.2%	38.5%	88.0%
%H (TV HH)			44.4%	16.9%	76.4%	37.0%	39.4%	
65 +	7633	7514	2445	894	6253	2030	4223	4609
%V	27.6%	28.4%	21.7%	21.2%	32.1%	23.2%	39.5%	19.9%
%H (All HH)		98.4%	32.0%	11.7%	81.9%	26.6%	55.3%	60.4%
%H (TV HH)			32.5%	11.9%	83.2%	27.0%	56.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 5

DATA PERIOD: QUARTERLY

January - March 2016

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	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
1	8600	8048	2291	932	6380	1660	4720	5360
%V	31.1%	30.5%	20.3%	22.1%	32.8%	18.9%	44.1%	23.1%
%H (All HH)		93.6%	26.6%	10.8%	74.2%	19.3%	54.9%	62.3%
%H (TV HH)			28.5%	11.6%	79.3%	20.6%	58.6%	
2	9342	9034	4030	1462	6762	3261	3501	8432
%V	33.8%	34.2%	35.7%	34.7%	34.8%	37.2%	32.7%	36.3%
%H (All HH)		96.7%	43.1%	15.6%	72.4%	34.9%	37.5%	90.3%
%H (TV HH)			44.6%	16.2%	74.9%	36.1%	38.8%	
3	4204	4061	2081	787	2796	1627	1169	4034
%V	15.2%	15.4%	18.4%	18.7%	14.4%	18.6%	10.9%	17.4%
%H (All HH)		96.6%	49.5%	18.7%	66.5%	38.7%	27.8%	96.0%
%H (TV HH)			51.2%	19.4%	68.9%	40.1%	28.8%	
4	3735	3612	1921	702	2476	1543	933	3671
%V	13.5%	13.7%	17.0%	16.6%	12.7%	17.6%	8.7%	15.8%
%H (All HH)		96.7%	51.4%	18.8%	66.3%	41.3%	25.0%	98.3%
%H (TV HH)			53.2%	19.4%	68.5%	42.7%	25.8%	
5+	1750	1669	962	334	1043	669	374	1714
%V	6.3%	6.3%	8.5%	7.9%	5.4%	7.6%	3.5%	7.4%
%H (All HH)		95.4%	55.0%	19.1%	59.6%	38.2%	21.4%	97.9%
%H (TV HH)			57.6%	20.0%	62.5%	40.1%	22.4%	
Average HH size	2.33	2.34	2.61	2.57	2.25	2.61	1.96	2.51

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 6

DATA PERIOD: QUARTERLY

January - March 2016

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	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
Without	20641	19629	7637	2939	15030	6128	8902	16435
%V	74.7%	74.3%	67.7%	69.7%	77.3%	70.0%	83.2%	70.8%
%H (All HH)		95.1%	37.0%	14.2%	72.8%	29.7%	43.1%	79.6%
%H (TV HH)			38.9%	15.0%	76.6%	31.2%	45.4%	
With	6989	6795	3647	1278	4427	2631	1795	6776
%V	25.3%	25.7%	32.3%	30.3%	22.8%	30.0%	16.8%	29.2%
%H (All HH)		97.2%	52.2%	18.3%	63.3%	37.6%	25.7%	97.0%
%H (TV HH)			53.7%	18.8%	65.2%	38.7%	26.4%	
0 - 3	2676	2575	1350	471	1586	907	680	2570
%V	9.7%	9.7%	12.0%	11.2%	8.2%	10.4%	6.4%	11.1%
%H (All HH)		96.2%	50.4%	17.6%	59.3%	33.9%	25.4%	96.0%
%H (TV HH)			52.4%	18.3%	61.6%	35.2%	26.4%	
4 - 9	3593	3498	1983	627	2185	1330	855	3480
%V	13.0%	13.2%	17.6%	14.9%	11.2%	15.2%	8.0%	15.0%
%H (All HH)		97.4%	55.2%	17.5%	60.8%	37.0%	23.8%	96.9%
%H (TV HH)			56.7%	17.9%	62.5%	38.0%	24.4%	
10 - 15	3201	3128	1652	636	2159	1328	831	3132
%V	11.6%	11.8%	14.6%	15.1%	11.1%	15.2%	7.8%	13.5%
%H (All HH)		97.7%	51.6%	19.9%	67.4%	41.5%	26.0%	97.8%
%H (TV HH)			52.8%	20.3%	69.0%	42.5%	26.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 7

DATA PERIOD: QUARTERLY

January - March 2016

Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
1	10711	10711	3496	1462	7244	1854	5390	8153
%V	38.8%	40.5%	31.0%	34.7%	37.2%	21.2%	50.4%	35.1%
%H (All HH)		100.0%	32.6%	13.6%	67.6%	17.3%	50.3%	76.1%
%H (TV HH)			32.6%	13.6%	67.6%	17.3%	50.3%	
2	8756	8756	4047	1408	6537	3220	3317	7487
%V	31.7%	33.1%	35.9%	33.4%	33.6%	36.8%	31.0%	32.3%
%H (All HH)		100.0%	46.2%	16.1%	74.7%	36.8%	37.9%	85.5%
%H (TV HH)			46.2%	16.1%	74.7%	36.8%	37.9%	
3	4196	4196	2043	825	3385	2008	1378	3903
%V	15.2%	15.9%	18.1%	19.6%	17.4%	22.9%	12.9%	16.8%
%H (All HH)		100.0%	48.7%	19.7%	80.7%	47.9%	32.8%	93.0%
%H (TV HH)			48.7%	19.7%	80.7%	47.9%	32.8%	
4	1812	1812	1126	346	1469	1085	384	1757
%V	6.6%	6.9%	10.0%	8.2%	7.6%	12.4%	3.6%	7.6%
%H (All HH)		100.0%	62.1%	19.1%	81.1%	59.9%	21.2%	97.0%
%H (TV HH)			62.1%	19.1%	81.1%	59.9%	21.2%	
5+	949	949	573	176	821	593	228	938
%V	3.4%	3.6%	5.1%	4.2%	4.2%	6.8%	2.1%	4.0%
%H (All HH)		100.0%	60.4%	18.5%	86.5%	62.5%	24.0%	98.8%
%H (TV HH)			60.4%	18.5%	86.5%	62.5%	24.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 8

DATA PERIOD: QUARTERLY

January - March 2016

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	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
Under 20"	4352	4352	1865	697	3651	1835	1816	3717
%V	15.8%	16.5%	16.5%	16.5%	18.8%	20.9%	17.0%	16.0%
%H (All HH)		100.0%	42.9%	16.0%	83.9%	42.2%	41.7%	85.4%
%H (TV HH)			42.9%	16.0%	83.9%	42.2%	41.7%	
20" - 29"	8799	8799	3651	1418	7164	3397	3766	7277
%V	31.8%	33.3%	32.4%	33.6%	36.8%	38.8%	35.2%	31.4%
%H (All HH)		100.0%	41.5%	16.1%	81.4%	38.6%	42.8%	82.7%
%H (TV HH)			41.5%	16.1%	81.4%	38.6%	42.8%	
30" - 39"	13638	13638	6018	2217	10308	4927	5381	11625
%V	49.4%	51.6%	53.3%	52.6%	53.0%	56.2%	50.3%	50.1%
%H (All HH)		100.0%	44.1%	16.3%	75.6%	36.1%	39.5%	85.2%
%H (TV HH)			44.1%	16.3%	75.6%	36.1%	39.5%	
40" and over	14547	14547	7570	2609	10305	5948	4356	13423
%V	52.6%	55.1%	67.1%	61.9%	53.0%	67.9%	40.7%	57.8%
%H (All HH)		100.0%	52.0%	17.9%	70.8%	40.9%	29.9%	92.3%
%H (TV HH)			52.0%	17.9%	70.8%	40.9%	29.9%	

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

Page 9

DATA PERIOD: QUARTERLY
January - March 2016

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	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
Main living room	26104	26104	11196	4175	19247	8692	10555	21983
%V	94.5%	98.8%	99.2%	99.0%	98.9%	99.2%	98.7%	94.7%
%H (All HH)		100.0%	42.9%	16.0%	73.7%	33.3%	40.4%	84.2%
%H (TV HH)			42.9%	16.0%	73.7%	33.3%	40.4%	
Kitchen	3135	3135	1571	429	2657	1477	1180	2793
%V	11.3%	11.9%	13.9%	10.2%	13.7%	16.9%	11.0%	12.0%
%H (All HH)		100.0%	50.1%	13.7%	84.8%	47.1%	37.6%	89.1%
%H (TV HH)			50.1%	13.7%	84.8%	47.1%	37.6%	
Adult's bedroom	11902	11902	5987	2147	9335	5468	3867	10730
%V	43.1%	45.0%	53.1%	50.9%	48.0%	62.4%	36.2%	46.2%
%H (All HH)		100.0%	50.3%	18.0%	78.4%	45.9%	32.5%	90.2%
%H (TV HH)			50.3%	18.0%	78.4%	45.9%	32.5%	
Child's bedroom	2461	2461	1422	533	1799	1259	540	2425
%V	8.9%	9.3%	12.6%	12.6%	9.2%	14.4%	5.0%	10.4%
%H (All HH)		100.0%	57.8%	21.7%	73.1%	51.2%	21.9%	98.5%
%H (TV HH)			57.8%	21.7%	73.1%	51.2%	21.9%	
Other bedroom	1640	1640	891	296	1333	844	488	1527
%V	5.9%	6.2%	7.9%	7.0%	6.9%	9.6%	4.6%	6.6%
%H (All HH)		100.0%	54.3%	18.0%	81.3%	51.5%	29.8%	93.1%
%H (TV HH)			54.3%	18.0%	81.3%	51.5%	29.8%	
Second living/dining room	2612	2612	1329	489	2082	1247	835	2360
%V	9.5%	9.9%	11.8%	11.6%	10.7%	14.2%	7.8%	10.2%
%H (All HH)		100.0%	50.9%	18.7%	79.7%	47.7%	32.0%	90.4%
%H (TV HH)			50.9%	18.7%	79.7%	47.7%	32.0%	
Study/office	422	422	246	65	346	225	121	403
%V	1.5%	1.6%	2.2%	1.5%	1.8%	2.6%	1.1%	1.7%
%H (All HH)		100.0%	58.3%	15.4%	82.0%	53.3%	28.7%	95.5%
%H (TV HH)			58.3%	15.4%	82.0%	53.3%	28.7%	
TV room	230	230	129	44	180	118	62	219
%V	0.8%	0.9%	1.1%	1.0%	0.9%	1.3%	0.6%	0.9%
%H (All HH)		100.0%	56.1%	19.1%	78.3%	51.3%	27.0%	95.2%
%H (TV HH)			56.1%	19.1%	78.3%	51.3%	27.0%	
Conservatory	611	611	321	104	524	324	200	564
%V	2.2%	2.3%	2.8%	2.5%	2.7%	3.7%	1.9%	2.4%
%H (All HH)		100.0%	52.5%	17.0%	85.8%	53.0%	32.7%	92.3%
%H (TV HH)			52.5%	17.0%	85.8%	53.0%	32.7%	
Attic or loft room	68	68	29	15	48	29	19	64
%V	0.2%	0.3%	0.3%	0.4%	0.2%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	42.6%	22.1%	70.6%	42.6%	27.9%	94.1%
%H (TV HH)			42.6%	22.1%	70.6%	42.6%	27.9%	
No specific location	28	28	12	6	26	16	10	26
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	42.9%	21.4%	92.9%	57.1%	35.7%	92.9%
%H (TV HH)			42.9%	21.4%	92.9%	57.1%	35.7%	
Other	326	326	183	52	270	176	94	311
%V	1.2%	1.2%	1.6%	1.2%	1.4%	2.0%	0.9%	1.3%
%H (All HH)		100.0%	56.1%	16.0%	82.8%	54.0%	28.8%	95.4%
%H (TV HH)			56.1%	16.0%	82.8%	54.0%	28.8%	

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

Page 10

DATA PERIOD: QUARTERLY

January - March 2016

Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27630	26424	11284	4217	19456	8760	10697	23211
%V (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)				16.0%	73.6%	33.2%	40.5%	
Any DSAT provider	11284	11284	11284	305	6655	6655	0	10394
%V	40.8%	42.7%	100.0%	7.2%	34.2%	76.0%	0.0%	44.8%
%H (All HH)			100.0%	2.7%	59.0%	59.0%	0.0%	92.1%
%H (TV HH)			100.0%	2.7%	59.0%	59.0%	0.0%	
Sky with subscription	9192	9192	9192	180	5437	5437	0	8578
%V	33.3%	34.8%	81.5%	4.3%	27.9%	62.1%	0.0%	37.0%
%H (All HH)			100.0%	2.0%	59.1%	59.1%	0.0%	93.3%
%H (TV HH)			100.0%	2.0%	59.1%	59.1%	0.0%	
Sky without subscription	758	758	758	24	411	411	0	641
%V	2.7%	2.9%	6.7%	0.6%	2.1%	4.7%	0.0%	2.8%
%H (All HH)			100.0%	3.2%	54.2%	54.2%	0.0%	84.6%
%H (TV HH)			100.0%	3.2%	54.2%	54.2%	0.0%	
Freesat	1326	1326	1326	89	846	846	0	1196
%V	4.8%	5.0%	11.8%	2.1%	4.3%	9.7%	0.0%	5.2%
%H (All HH)			100.0%	6.7%	63.8%	63.8%	0.0%	90.2%
%H (TV HH)			100.0%	6.7%	63.8%	63.8%	0.0%	
Other satellite provider	650	650	650	54	348	348	0	602
%V	2.4%	2.5%	5.8%	1.3%	1.8%	4.0%	0.0%	2.6%
%H (All HH)			100.0%	8.3%	53.5%	53.5%	0.0%	92.6%
%H (TV HH)			100.0%	8.3%	53.5%	53.5%	0.0%	
DCAB	4217	4217	305	4217	2307	2307	0	3943
%V	15.3%	16.0%	2.7%	100.0%	11.9%	26.3%	0.0%	17.0%
%H (All HH)			7.2%	100.0%	54.7%	54.7%	0.0%	93.5%
%H (TV HH)			7.2%	100.0%	54.7%	54.7%	0.0%	
DTT	19456	19456	6655	2307	19456	8760	10697	15858
%V	70.4%	73.6%	59.0%	54.7%	100.0%	100.0%	100.0%	68.3%
%H (All HH)		100.0%	34.2%	11.9%	100.0%	45.0%	55.0%	81.5%
%H (TV HH)			34.2%	11.9%	100.0%	45.0%	55.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 11

DATA PERIOD: QUARTERLY

January - March 2016

Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
PVR	16284	16284	9704	3670	10832	7653	3179	15002
%V	58.9%	61.6%	86.0%	87.0%	55.7%	87.4%	29.7%	64.6%
%H (All HH)		100.0%	59.6%	22.5%	66.5%	47.0%	19.5%	92.1%
%H (TV HH)			59.6%	22.5%	66.5%	47.0%	19.5%	
DVDR	799	799	346	124	655	326	329	683
%V	2.9%	3.0%	3.1%	2.9%	3.4%	3.7%	3.1%	2.9%
%H (All HH)		100.0%	43.3%	15.5%	82.0%	40.8%	41.2%	85.5%
%H (TV HH)			43.3%	15.5%	82.0%	40.8%	41.2%	
VCR	433	433	160	47	362	134	228	307
%V	1.6%	1.6%	1.4%	1.1%	1.9%	1.5%	2.1%	1.3%
%H (All HH)		100.0%	37.0%	10.9%	83.6%	30.9%	52.7%	70.9%
%H (TV HH)			37.0%	10.9%	83.6%	30.9%	52.7%	
Any recorder	16704	16704	9773	3690	11197	7700	3497	15275
%V	60.5%	63.2%	86.6%	87.5%	57.6%	87.9%	32.7%	65.8%
%H (All HH)		100.0%	58.5%	22.1%	67.0%	46.1%	20.9%	91.4%
%H (TV HH)			58.5%	22.1%	67.0%	46.1%	20.9%	
Receives HDTV (via STB or built-in reception)	17167	17167	8675	3543	12420	7214	5206	15691
%V	62.1%	65.0%	76.9%	84.0%	63.8%	82.4%	48.7%	67.6%
%H (All HH)		100.0%	50.5%	20.6%	72.3%	42.0%	30.3%	91.4%
%H (TV HH)			50.5%	20.6%	72.3%	42.0%	30.3%	
DVD/Blu-ray player or recorder	19253	19253	8709	3222	14226	7032	7195	16862
%V	69.7%	72.9%	77.2%	76.4%	73.1%	80.3%	67.3%	72.6%
%H (All HH)		100.0%	45.2%	16.7%	73.9%	36.5%	37.4%	87.6%
%H (TV HH)			45.2%	16.7%	73.9%	36.5%	37.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

January - March 2016

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	27630	26424	11284	4217	19456	8760	10697	23211
%H (All HH)		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%
%H (TV HH)			42.7%	16.0%	73.6%	33.2%	40.5%	
Has broadband internet	23211	22238	10394	3943	15858	8144	7715	23211
%V	84.0%	84.2%	92.1%	93.5%	81.5%	93.0%	72.1%	100.0%
%H (All HH)		95.8%	44.8%	17.0%	68.3%	35.1%	33.2%	100.0%
%H (TV HH)			46.7%	17.7%	71.3%	36.6%	34.7%	
Number of computers (PCs and laptops)								
0	4998	4744	1165	406	3951	817	3135	978
%V	18.1%	18.0%	10.3%	9.6%	20.3%	9.3%	29.3%	4.2%
%H (All HH)		94.9%	23.3%	8.1%	79.1%	16.3%	62.7%	19.6%
%H (TV HH)			24.6%	8.6%	83.3%	17.2%	66.1%	
1	7117	6736	2684	1041	4880	1957	2923	6799
%V	25.8%	25.5%	23.8%	24.7%	25.1%	22.3%	27.3%	29.3%
%H (All HH)		94.6%	37.7%	14.6%	68.6%	27.5%	41.1%	95.5%
%H (TV HH)			39.8%	15.5%	72.4%	29.1%	43.4%	
2	6586	6340	2951	1036	4566	2287	2280	6546
%V	23.8%	24.0%	26.2%	24.6%	23.5%	26.1%	21.3%	28.2%
%H (All HH)		96.3%	44.8%	15.7%	69.3%	34.7%	34.6%	99.4%
%H (TV HH)			46.5%	16.3%	72.0%	36.1%	36.0%	
3	3815	3669	1891	681	2620	1530	1090	3791
%V	13.8%	13.9%	16.8%	16.1%	13.5%	17.5%	10.2%	16.3%
%H (All HH)		96.2%	49.6%	17.9%	68.7%	40.1%	28.6%	99.4%
%H (TV HH)			51.5%	18.6%	71.4%	41.7%	29.7%	
4	2458	2358	1216	493	1647	1010	637	2456
%V	8.9%	8.9%	10.8%	11.7%	8.5%	11.5%	6.0%	10.6%
%H (All HH)		95.9%	49.5%	20.1%	67.0%	41.1%	25.9%	99.9%
%H (TV HH)			51.6%	20.9%	69.8%	42.8%	27.0%	
5+	2655	2577	1377	559	1791	1160	631	2640
%V	9.6%	9.8%	12.2%	13.3%	9.2%	13.2%	5.9%	11.4%
%H (All HH)		97.1%	51.9%	21.1%	67.5%	43.7%	23.8%	99.4%
%H (TV HH)			53.4%	21.7%	69.5%	45.0%	24.5%	

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

DATA PERIOD: QUARTERLY

January - March 2016

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	53169	25346	9088	40787	21888	18899	46921
%H		47.7%	17.1%	76.7%	41.2%	35.5%	88.2%
Under 20"	5400	2347	867	4543	2317	2226	4688
%V	10.2%	9.3%	9.5%	11.1%	10.6%	11.8%	10.0%
%H		43.5%	16.1%	84.1%	42.9%	41.2%	86.8%
20" - 29"	11306	4836	1870	9331	4656	4675	9519
%V	21.3%	19.1%	20.6%	22.9%	21.3%	24.7%	20.3%
%H		42.8%	16.5%	82.5%	41.2%	41.3%	84.2%
30" - 39"	16841	7774	2802	12889	6612	6277	14632
%V	31.7%	30.7%	30.8%	31.6%	30.2%	33.2%	31.2%
%H		46.2%	16.6%	76.5%	39.3%	37.3%	86.9%
40" and over	18253	9854	3319	13034	7905	5129	17044
%V	34.3%	38.9%	36.5%	32.0%	36.1%	27.1%	36.3%
%H		54.0%	18.2%	71.4%	43.3%	28.1%	93.4%
Don't know	1370	534	230	989	397	592	1039
%V	2.6%	2.1%	2.5%	2.4%	1.8%	3.1%	2.2%
%H		39.0%	16.8%	72.2%	29.0%	43.2%	75.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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	53169	25346	9088	40787	21888	18899	46921
%H		47.7%	17.1%	76.7%	41.2%	35.5%	88.2%
Main living room	26244	11279	4190	19355	8761	10594	22108
%V	49.4%	44.5%	46.1%	47.5%	40.0%	56.1%	47.1%
%H		43.0%	16.0%	73.8%	33.4%	40.4%	84.2%
Kitchen	3146	1579	429	2662	1480	1183	2801
%V	5.9%	6.2%	4.7%	6.5%	6.8%	6.3%	6.0%
%H		50.2%	13.6%	84.6%	47.0%	37.6%	89.0%
Adult's bedroom	14309	7245	2659	11347	6805	4542	13058
%V	26.9%	28.6%	29.3%	27.8%	31.1%	24.0%	27.8%
%H		50.6%	18.6%	79.3%	47.6%	31.7%	91.3%
Child's bedroom	3150	1858	660	2300	1627	672	3106
%V	5.9%	7.3%	7.3%	5.6%	7.4%	3.6%	6.6%
%H		59.0%	21.0%	73.0%	51.7%	21.3%	98.6%
Other bedroom	1931	1080	354	1567	1027	540	1814
%V	3.6%	4.3%	3.9%	3.8%	4.7%	2.9%	3.9%
%H		55.9%	18.3%	81.1%	53.2%	28.0%	93.9%
Second living/dining room	2655	1350	499	2116	1267	850	2402
%V	5.0%	5.3%	5.5%	5.2%	5.8%	4.5%	5.1%
%H		50.8%	18.8%	79.7%	47.7%	32.0%	90.5%
Study/office	448	262	72	371	240	131	426
%V	0.8%	1.0%	0.8%	0.9%	1.1%	0.7%	0.9%
%H		58.5%	16.1%	82.8%	53.6%	29.2%	95.1%
TV room	232	129	46	182	120	62	219
%V	0.4%	0.5%	0.5%	0.4%	0.5%	0.3%	0.5%
%H		55.6%	19.8%	78.4%	51.7%	26.7%	94.4%
Conservatory	615	326	104	529	328	200	568
%V	1.2%	1.3%	1.1%	1.3%	1.5%	1.1%	1.2%
%H		53.0%	16.9%	86.0%	53.3%	32.5%	92.4%
Attic or loft room	69	31	15	50	30	19	66
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		44.9%	21.7%	72.5%	43.5%	27.5%	95.7%
No specific location	28	12	6	26	16	10	26
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	21.4%	92.9%	57.1%	35.7%	92.9%
Other	342	196	54	281	185	96	327
%V	0.6%	0.8%	0.6%	0.7%	0.8%	0.5%	0.7%
%H		57.3%	15.8%	82.2%	54.1%	28.1%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 15

DATA PERIOD: QUARTERLY

January - March 2016

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	53169	25346	9088	40787	21888	18899	46921
%H		47.7%	17.1%	76.7%	41.2%	35.5%	88.2%
PVR	21579	13482	4918	13874	10279	3595	20117
%V	40.6%	53.2%	54.1%	34.0%	47.0%	19.0%	42.9%
%H		62.5%	22.8%	64.3%	47.6%	16.7%	93.2%
DVDR	846	372	129	690	344	346	728
%V	1.6%	1.5%	1.4%	1.7%	1.6%	1.8%	1.6%
%H		44.0%	15.2%	81.6%	40.7%	40.9%	86.1%
VCR	437	160	50	366	137	229	311
%V	0.8%	0.6%	0.6%	0.9%	0.6%	1.2%	0.7%
%H		36.6%	11.4%	83.8%	31.4%	52.4%	71.2%
Any recorder	22161	13655	4959	14368	10417	3951	20536
%V	41.7%	53.9%	54.6%	35.2%	47.6%	20.9%	43.8%
%H		61.6%	22.4%	64.8%	47.0%	17.8%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	53169	25346	9088	40787	21888	18899	46921
%H		47.7%	17.1%	76.7%	41.2%	35.5%	88.2%
Receives HDTV (via STB or built-in reception)	25443	13140	5484	18832	11569	7263	23694
%V	47.9%	51.8%	60.3%	46.2%	52.9%	38.4%	50.5%
%H		51.6%	21.6%	74.0%	45.5%	28.5%	93.1%
DVD/Blu-ray player or recorder	28568	13726	5026	21563	11782	9781	25737
%V	53.7%	54.2%	55.3%	52.9%	53.8%	51.8%	54.9%
%H		48.0%	17.6%	75.5%	41.2%	34.2%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 16

DATA PERIOD: QUARTERLY

January - March 2016

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	26422	11283	4217	19454	8758	10696	22236
%H		42.7%	16.0%	73.6%	33.1%	40.5%	84.2%
Under 20"	292	42	17	237	25	212	183
%V	1.1%	0.4%	0.4%	1.2%	0.3%	2.0%	0.8%
%H		14.4%	5.8%	81.2%	8.6%	72.6%	62.7%
20" - 29"	2678	559	310	2162	405	1757	1706
%V	10.1%	5.0%	7.4%	11.1%	4.6%	16.4%	7.7%
%H		20.9%	11.6%	80.7%	15.1%	65.6%	63.7%
30" - 39"	8733	3178	1258	6631	2450	4181	6918
%V	33.1%	28.2%	29.8%	34.1%	28.0%	39.1%	31.1%
%H		36.4%	14.4%	75.9%	28.1%	47.9%	79.2%
40" and over	14108	7316	2538	9990	5756	4233	13004
%V	53.4%	64.8%	60.2%	51.4%	65.7%	39.6%	58.5%
%H		51.9%	18.0%	70.8%	40.8%	30.0%	92.2%
Don't know	610	189	94	434	122	312	425
%V	2.3%	1.7%	2.2%	2.2%	1.4%	2.9%	1.9%
%H		31.0%	15.4%	71.1%	20.0%	51.1%	69.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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	26422	11283	4217	19454	8758	10696	22236
%H		42.7%	16.0%	73.6%	33.1%	40.5%	84.2%
PVR	15976	9563	3628	10548	7503	3045	14724
%V	60.5%	84.8%	86.0%	54.2%	85.7%	28.5%	66.2%
%H		59.9%	22.7%	66.0%	47.0%	19.1%	92.2%
DVDR	686	286	102	570	271	299	580
%V	2.6%	2.5%	2.4%	2.9%	3.1%	2.8%	2.6%
%H		41.7%	14.9%	83.1%	39.5%	43.6%	84.5%
VCR	328	112	28	274	84	190	222
%V	1.2%	1.0%	0.7%	1.4%	1.0%	1.8%	1.0%
%H		34.1%	8.5%	83.5%	25.6%	57.9%	67.7%
Any recorder	16367	9640	3645	10884	7555	3329	14976
%V	61.9%	85.4%	86.4%	55.9%	86.3%	31.1%	67.4%
%H		58.9%	22.3%	66.5%	46.2%	20.3%	91.5%

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	26422	11283	4217	19454	8758	10696	22236
%H		42.7%	16.0%	73.6%	33.1%	40.5%	84.2%
Receives HDTV (via STB or built-in reception)	16700	8466	3500	12004	7022	4983	15272
%V	63.2%	75.0%	83.0%	61.7%	80.2%	46.6%	68.7%
%H		50.7%	21.0%	71.9%	42.0%	29.8%	91.4%
DVD/Blu-ray player or recorder	17376	7797	2819	12830	6218	6612	15146
%V	65.8%	69.1%	66.8%	66.0%	71.0%	61.8%	68.1%
%H		44.9%	16.2%	73.8%	35.8%	38.1%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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	26748	14062	4871	21332	13129	8203	24685
%H		52.6%	18.2%	79.8%	49.1%	30.7%	92.3%
Under 20"	5108	2305	850	4306	2293	2014	4505
%V	19.1%	16.4%	17.5%	20.2%	17.5%	24.6%	18.2%
%H		45.1%	16.6%	84.3%	44.9%	39.4%	88.2%
20" - 29"	8628	4277	1560	7169	4251	2918	7812
%V	32.3%	30.4%	32.0%	33.6%	32.4%	35.6%	31.6%
%H		49.6%	18.1%	83.1%	49.3%	33.8%	90.5%
30" - 39"	8108	4596	1543	6258	4162	2096	7714
%V	30.3%	32.7%	31.7%	29.3%	31.7%	25.6%	31.2%
%H		56.7%	19.0%	77.2%	51.3%	25.9%	95.1%
40" and over	4145	2539	781	3045	2149	895	4040
%V	15.5%	18.1%	16.0%	14.3%	16.4%	10.9%	16.4%
%H		61.3%	18.8%	73.5%	51.8%	21.6%	97.5%
Don't know	760	345	135	554	275	280	614
%V	2.8%	2.5%	2.8%	2.6%	2.1%	3.4%	2.5%
%H		45.4%	17.8%	72.9%	36.2%	36.8%	80.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 19

DATA PERIOD: QUARTERLY

January - March 2016

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	26748	14062	4871	21332	13129	8203	24685
%H		52.6%	18.2%	79.8%	49.1%	30.7%	92.3%
PVR	5603	3920	1289	3326	2776	550	5392
%V	20.9%	27.9%	26.5%	15.6%	21.1%	6.7%	21.8%
%H		70.0%	23.0%	59.4%	49.5%	9.8%	96.2%
DVDR	160	86	27	120	73	47	148
%V	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
%H		53.8%	16.9%	75.0%	45.6%	29.4%	92.5%
VCR	108	47	21	92	53	40	89
%V	0.4%	0.3%	0.4%	0.4%	0.4%	0.5%	0.4%
%H		43.5%	19.4%	85.2%	49.1%	37.0%	82.4%
Any recorder	5795	4014	1314	3484	2862	622	5561
%V	21.7%	28.5%	27.0%	16.3%	21.8%	7.6%	22.5%
%H		69.3%	22.7%	60.1%	49.4%	10.7%	96.0%

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	26748	14062	4871	21332	13129	8203	24685
%H		52.6%	18.2%	79.8%	49.1%	30.7%	92.3%
Receives HDTV (via STB or built-in reception)	8743	4674	1984	6827	4547	2280	8421
%V	32.7%	33.2%	40.7%	32.0%	34.6%	27.8%	34.1%
%H		53.5%	22.7%	78.1%	52.0%	26.1%	96.3%
DVD/Blu-ray player or recorder	11192	5929	2207	8733	5564	3170	10590
%V	41.8%	42.2%	45.3%	40.9%	42.4%	38.6%	42.9%
%H		53.0%	19.7%	78.0%	49.7%	28.3%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 20

DATA PERIOD: QUARTERLY

January - March 2016

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	64323	61796	29474	10837	43868	22856	21013	58300
%H		96.1%	45.8%	16.8%	68.2%	35.5%	32.7%	90.6%
Total Children	12268	11909	6472	2269	7590	4557	3033	11893
%V	19.1%	19.3%	22.0%	20.9%	17.3%	19.9%	14.4%	20.4%
%H		97.1%	52.8%	18.5%	61.9%	37.1%	24.7%	96.9%
0 - 3	3198	3074	1617	574	1865	1068	798	3062
%V	5.0%	5.0%	5.5%	5.3%	4.3%	4.7%	3.8%	5.3%
%H		96.1%	50.6%	17.9%	58.3%	33.4%	25.0%	95.7%
4 - 15	9071	8836	4855	1695	5725	3489	2235	8831
%V	14.1%	14.3%	16.5%	15.6%	13.1%	15.3%	10.6%	15.1%
%H		97.4%	53.5%	18.7%	63.1%	38.5%	24.6%	97.4%
4 - 9	4842	4698	2669	870	2902	1779	1123	4695
%V	7.5%	7.6%	9.1%	8.0%	6.6%	7.8%	5.3%	8.1%
%H		97.0%	55.1%	18.0%	59.9%	36.7%	23.2%	97.0%
10 - 15	4229	4137	2186	825	2823	1710	1113	4137
%V	6.6%	6.7%	7.4%	7.6%	6.4%	7.5%	5.3%	7.1%
%H		97.8%	51.7%	19.5%	66.8%	40.4%	26.3%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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	64323	61796	29474	10837	43868	22856	21013	58300
%H		96.1%	45.8%	16.8%	68.2%	35.5%	32.7%	90.6%
Total Adults (16+)	52054	49887	23002	8569	36278	18298	17980	46406
%V	80.9%	80.7%	78.0%	79.1%	82.7%	80.1%	85.6%	79.6%
%H		95.8%	44.2%	16.5%	69.7%	35.2%	34.5%	89.1%
16 - 19	2820	2697	1317	566	1931	1141	791	2744
%V	4.4%	4.4%	4.5%	5.2%	4.4%	5.0%	3.8%	4.7%
%H		95.6%	46.7%	20.1%	68.5%	40.5%	28.0%	97.3%
20 - 24	4087	3603	1566	606	2520	1249	1271	3947
%V	6.4%	5.8%	5.3%	5.6%	5.7%	5.5%	6.0%	6.8%
%H		88.2%	38.3%	14.8%	61.7%	30.6%	31.1%	96.6%
25 - 34	8804	8090	4108	1412	5139	2793	2346	8482
%V	13.7%	13.1%	13.9%	13.0%	11.7%	12.2%	11.2%	14.5%
%H		91.9%	46.7%	16.0%	58.4%	31.7%	26.6%	96.3%
35 - 44	8290	7952	4150	1536	5328	3180	2147	7994
%V	12.9%	12.9%	14.1%	14.2%	12.1%	13.9%	10.2%	13.7%
%H		95.9%	50.1%	18.5%	64.3%	38.4%	25.9%	96.4%
45 - 54	9174	8919	4318	1667	6469	3503	2966	8672
%V	14.3%	14.4%	14.7%	15.4%	14.7%	15.3%	14.1%	14.9%
%H		97.2%	47.1%	18.2%	70.5%	38.2%	32.3%	94.5%
55 - 64	7512	7391	3450	1358	5598	2939	2658	6844
%V	11.7%	12.0%	11.7%	12.5%	12.8%	12.9%	12.6%	11.7%
%H		98.4%	45.9%	18.1%	74.5%	39.1%	35.4%	91.1%
65+	11368	11235	4093	1424	9294	3493	5801	7724
%V	17.7%	18.2%	13.9%	13.1%	21.2%	15.3%	27.6%	13.2%
%H		98.8%	36.0%	12.5%	81.8%	30.7%	51.0%	67.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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+)	52054	49887	23002	8569	36278	18298	17980	46406
%H		95.8%	44.2%	16.5%	69.7%	35.2%	34.5%	89.1%
AB	14028	13516	6529	2337	9652	5023	4629	13606
%V	26.9%	27.1%	28.4%	27.3%	26.6%	27.5%	25.7%	29.3%
%H		96.4%	46.5%	16.7%	68.8%	35.8%	33.0%	97.0%
C1	14943	14098	6345	2545	10262	5156	5107	13870
%V	28.7%	28.3%	27.6%	29.7%	28.3%	28.2%	28.4%	29.9%
%H		94.3%	42.5%	17.0%	68.7%	34.5%	34.2%	92.8%
C2	10580	10341	5125	1870	7702	4382	3320	9477
%V	20.3%	20.7%	22.3%	21.8%	21.2%	23.9%	18.5%	20.4%
%H		97.7%	48.4%	17.7%	72.8%	41.4%	31.4%	89.6%
D	8384	7959	3608	1271	5600	2654	2946	6856
%V	16.1%	16.0%	15.7%	14.8%	15.4%	14.5%	16.4%	14.8%
%H		94.9%	43.0%	15.2%	66.8%	31.7%	35.1%	81.8%
E	4119	3974	1394	546	3062	1083	1979	2598
%V	7.9%	8.0%	6.1%	6.4%	8.4%	5.9%	11.0%	5.6%
%H		96.5%	33.8%	13.3%	74.3%	26.3%	48.0%	63.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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+)	52054	49887	23002	8569	36278	18298	17980	46406
%H		95.8%	44.2%	16.5%	69.7%	35.2%	34.5%	89.1%
Working full time	24540	23543	11890	4460	16402	9374	7028	23718
%V	47.1%	47.2%	51.7%	52.0%	45.2%	51.2%	39.1%	51.1%
%H		95.9%	48.5%	18.2%	66.8%	38.2%	28.6%	96.7%
Working part time	5354	5152	2527	881	3633	1894	1739	5076
%V	10.3%	10.3%	11.0%	10.3%	10.0%	10.4%	9.7%	10.9%
%H		96.2%	47.2%	16.5%	67.9%	35.4%	32.5%	94.8%
Not working	22160	21192	8584	3228	16243	7030	9213	17613
%V	42.6%	42.5%	37.3%	37.7%	44.8%	38.4%	51.2%	38.0%
%H		95.6%	38.7%	14.6%	73.3%	31.7%	41.6%	79.5%
Housewife/Houseperson	27630	26424	11284	4217	19456	8760	10697	23211
%V	53.1%	53.0%	49.1%	49.2%	53.6%	47.9%	59.5%	50.0%
%H		95.6%	40.8%	15.3%	70.4%	31.7%	38.7%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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+)	25428	24238	11334	4291	17481	9100	8381	22988
%H		95.3%	44.6%	16.9%	68.7%	35.8%	33.0%	90.4%
16 - 19	1457	1388	680	321	1002	616	386	1425
%V	5.7%	5.7%	6.0%	7.5%	5.7%	6.8%	4.6%	6.2%
%H		95.3%	46.7%	22.0%	68.8%	42.3%	26.5%	97.8%
20 - 24	2056	1817	818	296	1233	631	603	1985
%V	8.1%	7.5%	7.2%	6.9%	7.1%	6.9%	7.2%	8.6%
%H		88.4%	39.8%	14.4%	60.0%	30.7%	29.3%	96.5%
25 - 34	4397	4019	1983	750	2575	1419	1156	4234
%V	17.3%	16.6%	17.5%	17.5%	14.7%	15.6%	13.8%	18.4%
%H		91.4%	45.1%	17.1%	58.6%	32.3%	26.3%	96.3%
35 - 44	4105	3905	2039	734	2568	1528	1040	3931
%V	16.1%	16.1%	18.0%	17.1%	14.7%	16.8%	12.4%	17.1%
%H		95.1%	49.7%	17.9%	62.6%	37.2%	25.3%	95.8%
45 - 54	4509	4352	2114	802	3155	1714	1441	4229
%V	17.7%	18.0%	18.7%	18.7%	18.0%	18.8%	17.2%	18.4%
%H		96.5%	46.9%	17.8%	70.0%	38.0%	32.0%	93.8%
55 - 64	3689	3611	1682	667	2736	1432	1304	3338
%V	14.5%	14.9%	14.8%	15.5%	15.7%	15.7%	15.6%	14.5%
%H		97.9%	45.6%	18.1%	74.2%	38.8%	35.3%	90.5%
65+	5215	5147	2020	722	4212	1761	2451	3847
%V	20.5%	21.2%	17.8%	16.8%	24.1%	19.4%	29.2%	16.7%
%H		98.7%	38.7%	13.8%	80.8%	33.8%	47.0%	73.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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+)	25428	24238	11334	4291	17481	9100	8381	22988
%H		95.3%	44.6%	16.9%	68.7%	35.8%	33.0%	90.4%
AB	6983	6709	3270	1175	4759	2508	2250	6808
%V	27.5%	27.7%	28.9%	27.4%	27.2%	27.6%	26.8%	29.6%
%H		96.1%	46.8%	16.8%	68.2%	35.9%	32.2%	97.5%
C1	7001	6564	3038	1241	4698	2481	2217	6598
%V	27.5%	27.1%	26.8%	28.9%	26.9%	27.3%	26.5%	28.7%
%H		93.8%	43.4%	17.7%	67.1%	35.4%	31.7%	94.2%
C2	5700	5553	2695	1031	4155	2339	1816	5063
%V	22.4%	22.9%	23.8%	24.0%	23.8%	25.7%	21.7%	22.0%
%H		97.4%	47.3%	18.1%	72.9%	41.0%	31.9%	88.8%
D	4032	3771	1752	621	2624	1320	1304	3398
%V	15.9%	15.6%	15.5%	14.5%	15.0%	14.5%	15.6%	14.8%
%H		93.5%	43.5%	15.4%	65.1%	32.7%	32.3%	84.3%
E	1713	1641	580	224	1246	452	794	1122
%V	6.7%	6.8%	5.1%	5.2%	7.1%	5.0%	9.5%	4.9%
%H		95.8%	33.9%	13.1%	72.7%	26.4%	46.4%	65.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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+)	25428	24238	11334	4291	17481	9100	8381	22988
%H		95.3%	44.6%	16.9%	68.7%	35.8%	33.0%	90.4%
Working full time	14983	14326	7295	2695	9895	5694	4200	14441
%V	58.9%	59.1%	64.4%	62.8%	56.6%	62.6%	50.1%	62.8%
%H		95.6%	48.7%	18.0%	66.0%	38.0%	28.0%	96.4%
Working part time	1159	1076	504	164	786	383	403	1070
%V	4.6%	4.4%	4.4%	3.8%	4.5%	4.2%	4.8%	4.7%
%H		92.8%	43.5%	14.2%	67.8%	33.0%	34.8%	92.3%
Not working	9286	8837	3535	1432	6800	3023	3778	7478
%V	36.5%	36.5%	31.2%	33.4%	38.9%	33.2%	45.1%	32.5%
%H		95.2%	38.1%	15.4%	73.2%	32.6%	40.7%	80.5%
Housewife/Houseperson	5960	5475	1953	848	4076	1500	2576	4513
%V	23.4%	22.6%	17.2%	19.8%	23.3%	16.5%	30.7%	19.6%
%H		91.9%	32.8%	14.2%	68.4%	25.2%	43.2%	75.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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+)	26626	25649	11667	4278	18797	9198	9599	23418
%H		96.3%	43.8%	16.1%	70.6%	34.5%	36.1%	88.0%
16 - 19	1363	1309	638	245	930	525	404	1319
%V	5.1%	5.1%	5.5%	5.7%	4.9%	5.7%	4.2%	5.6%
%H		96.0%	46.8%	18.0%	68.2%	38.5%	29.6%	96.8%
20 - 24	2031	1786	747	310	1286	618	668	1962
%V	7.6%	7.0%	6.4%	7.2%	6.8%	6.7%	7.0%	8.4%
%H		87.9%	36.8%	15.3%	63.3%	30.4%	32.9%	96.6%
25 - 34	4407	4071	2125	662	2565	1374	1191	4248
%V	16.6%	15.9%	18.2%	15.5%	13.6%	14.9%	12.4%	18.1%
%H		92.4%	48.2%	15.0%	58.2%	31.2%	27.0%	96.4%
35 - 44	4185	4047	2112	803	2760	1652	1108	4063
%V	15.7%	15.8%	18.1%	18.8%	14.7%	18.0%	11.5%	17.3%
%H		96.7%	50.5%	19.2%	65.9%	39.5%	26.5%	97.1%
45 - 54	4665	4567	2204	865	3314	1790	1524	4443
%V	17.5%	17.8%	18.9%	20.2%	17.6%	19.5%	15.9%	19.0%
%H		97.9%	47.2%	18.5%	71.0%	38.4%	32.7%	95.2%
55 - 64	3823	3781	1769	691	2861	1507	1354	3507
%V	14.4%	14.7%	15.2%	16.2%	15.2%	16.4%	14.1%	15.0%
%H		98.9%	46.3%	18.1%	74.8%	39.4%	35.4%	91.7%
65+	6152	6088	2073	702	5082	1732	3350	3877
%V	23.1%	23.7%	17.8%	16.4%	27.0%	18.8%	34.9%	16.6%
%H		99.0%	33.7%	11.4%	82.6%	28.2%	54.5%	63.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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+)	26626	25649	11667	4278	18797	9198	9599	23418
%H		96.3%	43.8%	16.1%	70.6%	34.5%	36.1%	88.0%
AB	7045	6807	3259	1162	4894	2515	2379	6799
%V	26.5%	26.5%	27.9%	27.2%	26.0%	27.3%	24.8%	29.0%
%H		96.6%	46.3%	16.5%	69.5%	35.7%	33.8%	96.5%
C1	7942	7534	3307	1304	5564	2675	2890	7272
%V	29.8%	29.4%	28.3%	30.5%	29.6%	29.1%	30.1%	31.1%
%H		94.9%	41.6%	16.4%	70.1%	33.7%	36.4%	91.6%
C2	4881	4788	2431	839	3546	2043	1503	4414
%V	18.3%	18.7%	20.8%	19.6%	18.9%	22.2%	15.7%	18.8%
%H		98.1%	49.8%	17.2%	72.6%	41.9%	30.8%	90.4%
D	4352	4188	1857	651	2977	1334	1643	3458
%V	16.3%	16.3%	15.9%	15.2%	15.8%	14.5%	17.1%	14.8%
%H		96.2%	42.7%	15.0%	68.4%	30.7%	37.8%	79.5%
E	2406	2332	814	322	1816	632	1185	1476
%V	9.0%	9.1%	7.0%	7.5%	9.7%	6.9%	12.3%	6.3%
%H		96.9%	33.8%	13.4%	75.5%	26.3%	49.3%	61.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2016

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+)	26626	25649	11667	4278	18797	9198	9599	23418
%H		96.3%	43.8%	16.1%	70.6%	34.5%	36.1%	88.0%
Working full time	9557	9217	4595	1765	6507	3679	2828	9278
%V	35.9%	35.9%	39.4%	41.3%	34.6%	40.0%	29.5%	39.6%
%H		96.4%	48.1%	18.5%	68.1%	38.5%	29.6%	97.1%
Working part time	4196	4076	2023	717	2847	1511	1336	4006
%V	15.8%	15.9%	17.3%	16.8%	15.1%	16.4%	13.9%	17.1%
%H		97.1%	48.2%	17.1%	67.9%	36.0%	31.8%	95.5%
Not working	12874	12355	5050	1796	9443	4008	5435	10135
%V	48.4%	48.2%	43.3%	42.0%	50.2%	43.6%	56.6%	43.3%
%H		96.0%	39.2%	14.0%	73.3%	31.1%	42.2%	78.7%
Housewife/Houseperson	21670	20948	9331	3369	15381	7259	8121	18698
%V	81.4%	81.7%	80.0%	78.8%	81.8%	78.9%	84.6%	79.8%
%H		96.7%	43.1%	15.5%	71.0%	33.5%	37.5%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between January and March 2016

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: January - March 2016	
	Total Network
Addresses Issued	19,825
Shop / Business	331
Demolished / Incomplete	50
Empty	1,499
Holiday Home	219
Other Non Effective	521
Eligible Addresses	17,205
Substitute Addresses	2,098
Multiple Occupancy Addresses	298
Total Additional Households	2,396
Total Valid Households	19,918
	100.0%
Non Contacts	2,744
	13.8%
No English Spoken	43
	0.2%
Refusals	4,400
	22.1%
Total Interviews	12,724
	63.9%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from January to March 2016

	All Households	Total TV Households
All Households	12725	12220
All Sets	25201	25201
All Individuals	31324	30203
Children 0-15	6112	5949
All Adults	25212	24254
Adult Males	12303	11779
Adult Females	12909	12475

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 (March 2016)

BARB Establishment Survey and Recruitment Questionnaire

Version: 29.2 (Master)

Date: 18/02/2016

Internal/Client Use

Status: Final

Prepared for fieldwork month: March 2016

Contents

Version Control3

Notes3

Set up questions.....5

Intro and attitudinal questions7

First household section9

TV sets loop16

Household vs Sets – platform validation questions30

Second household section34

Individual questions (person loop).....40

Third household section.....44

Version Control

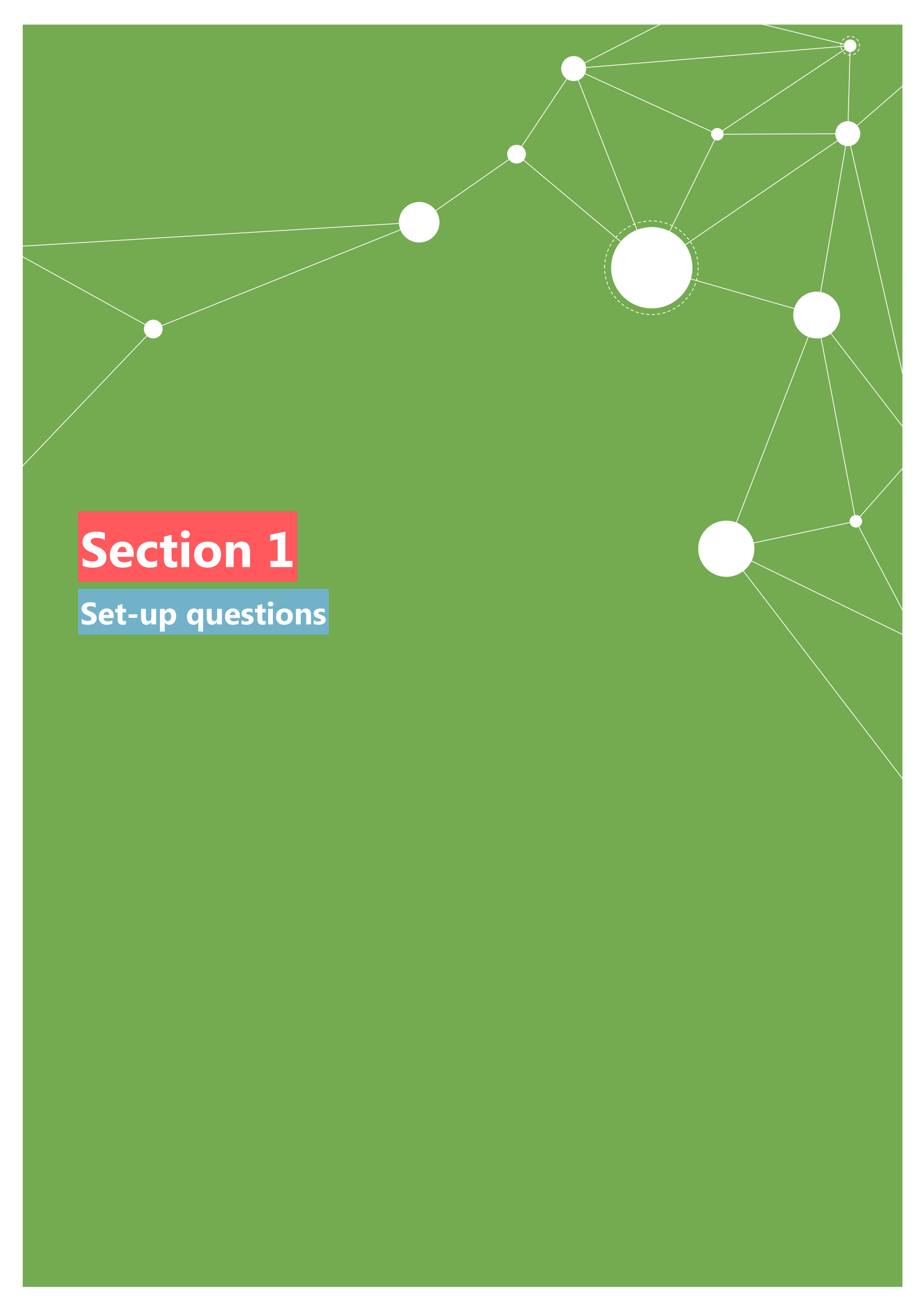
Changes included in this version:

Section	Question No	Page	Description of changes to this version
4. TV Set Loops	S73	27	New question – PVR on YouView/BT/TalkTalk/Plusnet
	S51	27	Additional routing and question text dependant on answers to S73
9. Third Household Section	H50	51	Text change to remove named research companies.
10. First recruitment section	R22	58	Text change to question and response

Notes

Colours used in this version indicate the following

Colour	Font/ Box	Description
Blue	Box	Question routing (description and codes where applicable)
Green	Box	Automatically populated responses (from earlier questions) or other recoding (in script or post script editing applied)
Red	Font	Changes as noted in the version control section
Orange	Box	Interviewer coded questions (predominantly pre and post interview) for administration purposes.
Light Red	Box	General note to interviewer/scripter



Section 1

Set-up questions

Set up questions

ES ONLY		
ASK ALL		
SN6	IS THIS AN INTERVIEW AT A SINGLE HOUSEHOLD OR A MULTIHOUSEHOLD ADDRESS?	SP
	Single HH	
	Multi HH	

ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6=YES]</i>		
XMH0	Is this multi household a...	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

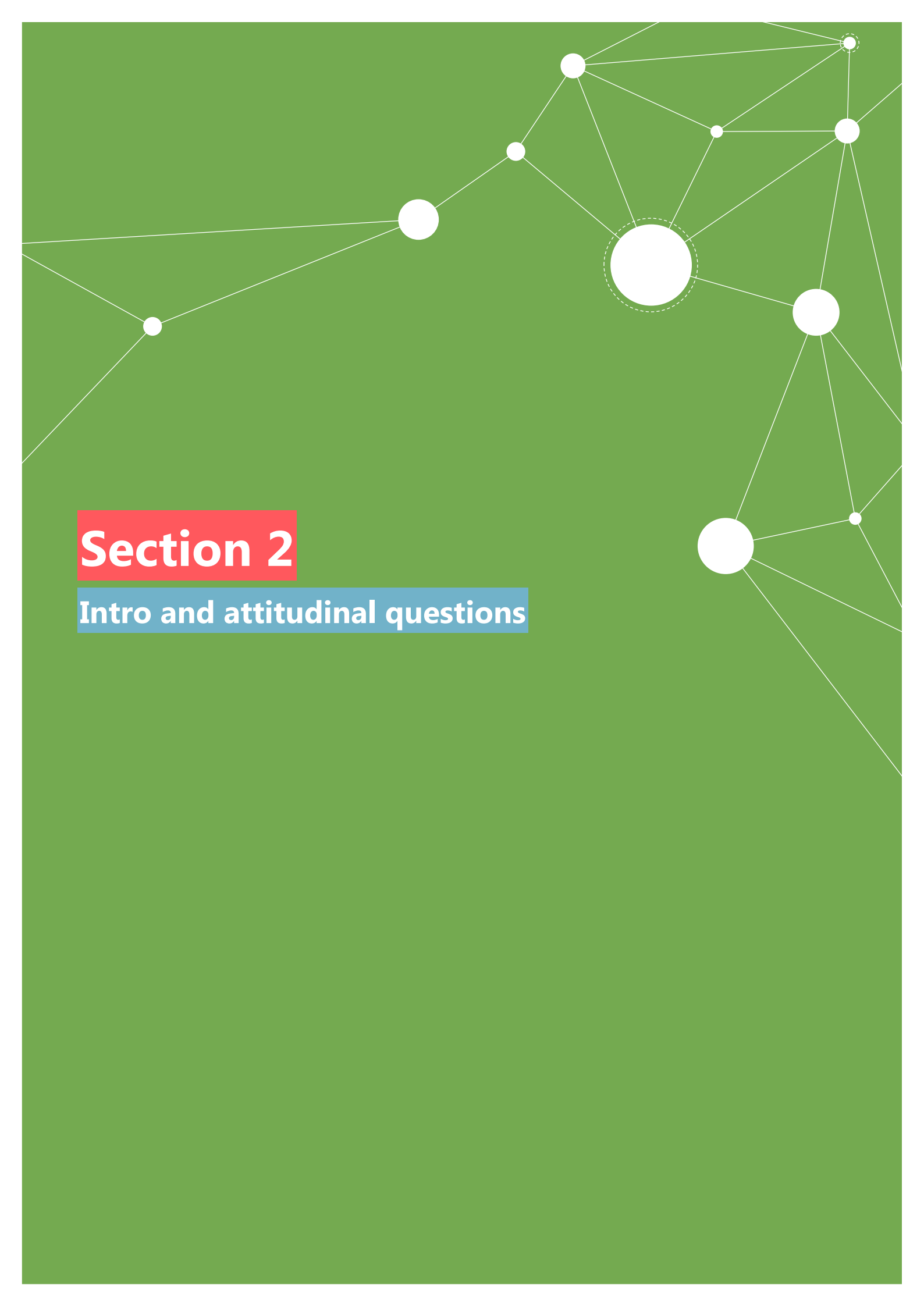
ES ONLY		
ASK IF SELF CONTAINED DWELLING		
<i>[XMH0=CODE 1]</i>		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two 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	GO TO XMH3

ES ONLY		
ASK IF SHARED AMENITIES DWELLING		
<i>[XMH0=CODE2]</i>		
XMH2	Please give a reason as to why this address has been coded as a multi household.	SP
	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	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.		

ES ONLY		
ASK IF OTHER TYPE OF MULTI HOUSEHOLD ADDRESS		
<i>[XMH0, XMH1 OR XMH2 = OTHER]</i>		
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	

ES ONLY		
ASK IF XMH3 IS NOT ASKED		
<i>[XMH1 = CODE 1-2 or XM2 = CODE 1-3]</i>		
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?	SP
	Yes (Write in name of accompanier)	
	No	



Section 2

Intro and attitudinal questions

Intro and attitudinal questions

ES ONLY	
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.

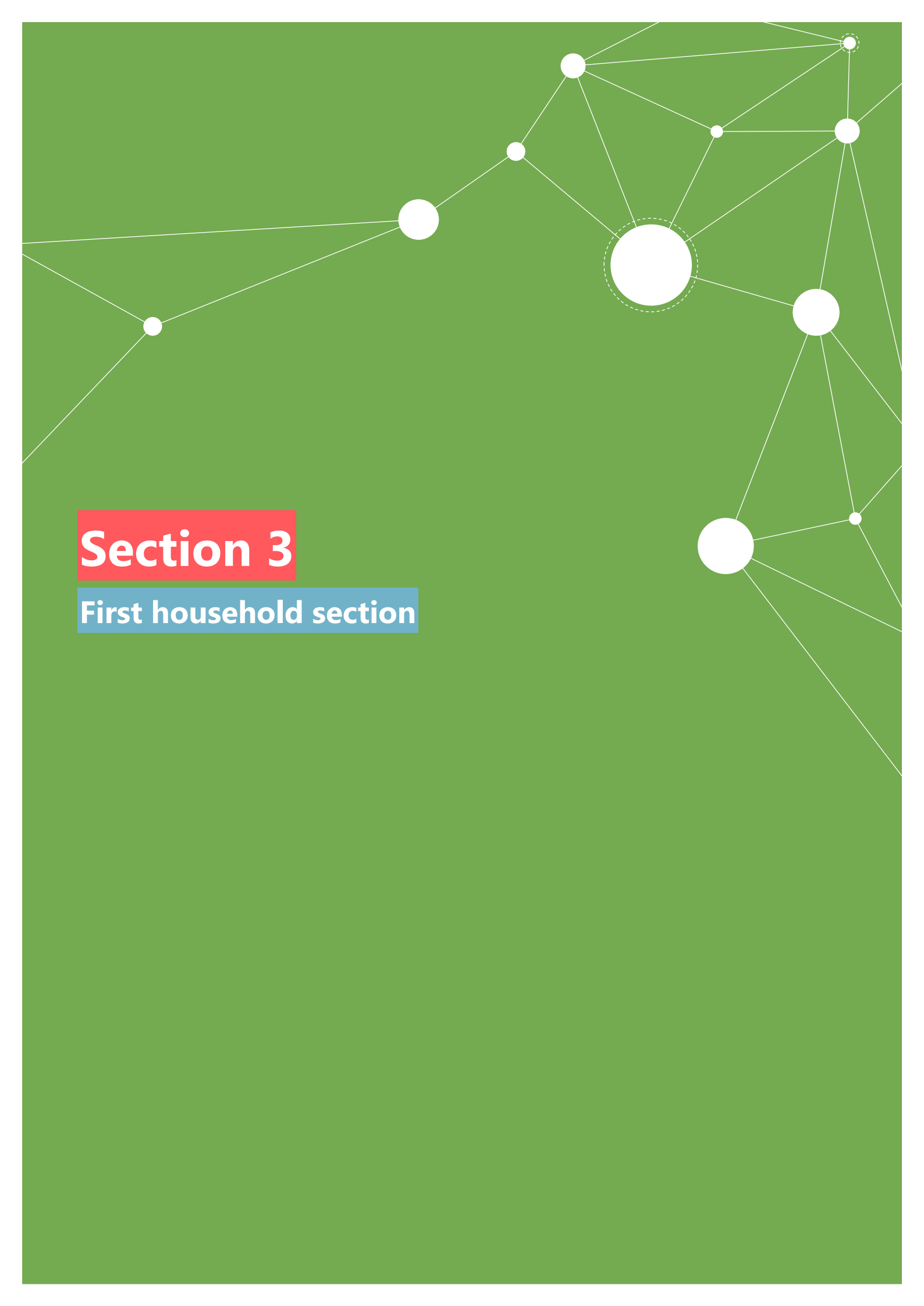
TEL SAMPLE ONLY	
ASK ALL	
DISPLAY NAME AND DATE OF TELEPHONE INTERVIEW	
Tel intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. 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.</i> <i>We have previously spoken to <NAME> on the telephone about your home joining BARB TV panel.</i> <i>The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i> PLEASE ASK IF THE NAMED HOUSEHOLD MEMBER IS AVAILABLE TO SPEAK TO. IF THEY ARE AVAILABLE PLEASE CONFIRM THAT THEY ARE 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. IF THEY ARE NOT AVAILABLE AND YOU ARE NOT ABLE TO MAKE AN APPOINTMENT THEN YOU CAN COMPLETE THE INTERVIEW WITH ANOTHER MEMBER OF THE HOUSEHOLD PROVIDED THEY ARE AGED 16+ AND FIT ONE OF THE DEFINITIONS ABOVE. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD. IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.
Please confirm who you are speaking to Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)	

TEL SAMPLE ONLY	
Tel intro 2	I'm going to ask you about your home, including all the people who live here and the TV equipment you have, and give you some more details about the BARB panel.

ASK ALL	
---------	--

H1	<u>SHOW CARD</u>		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	<u>SHOW CARD</u>		
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		



Section 3

First household section

First household section

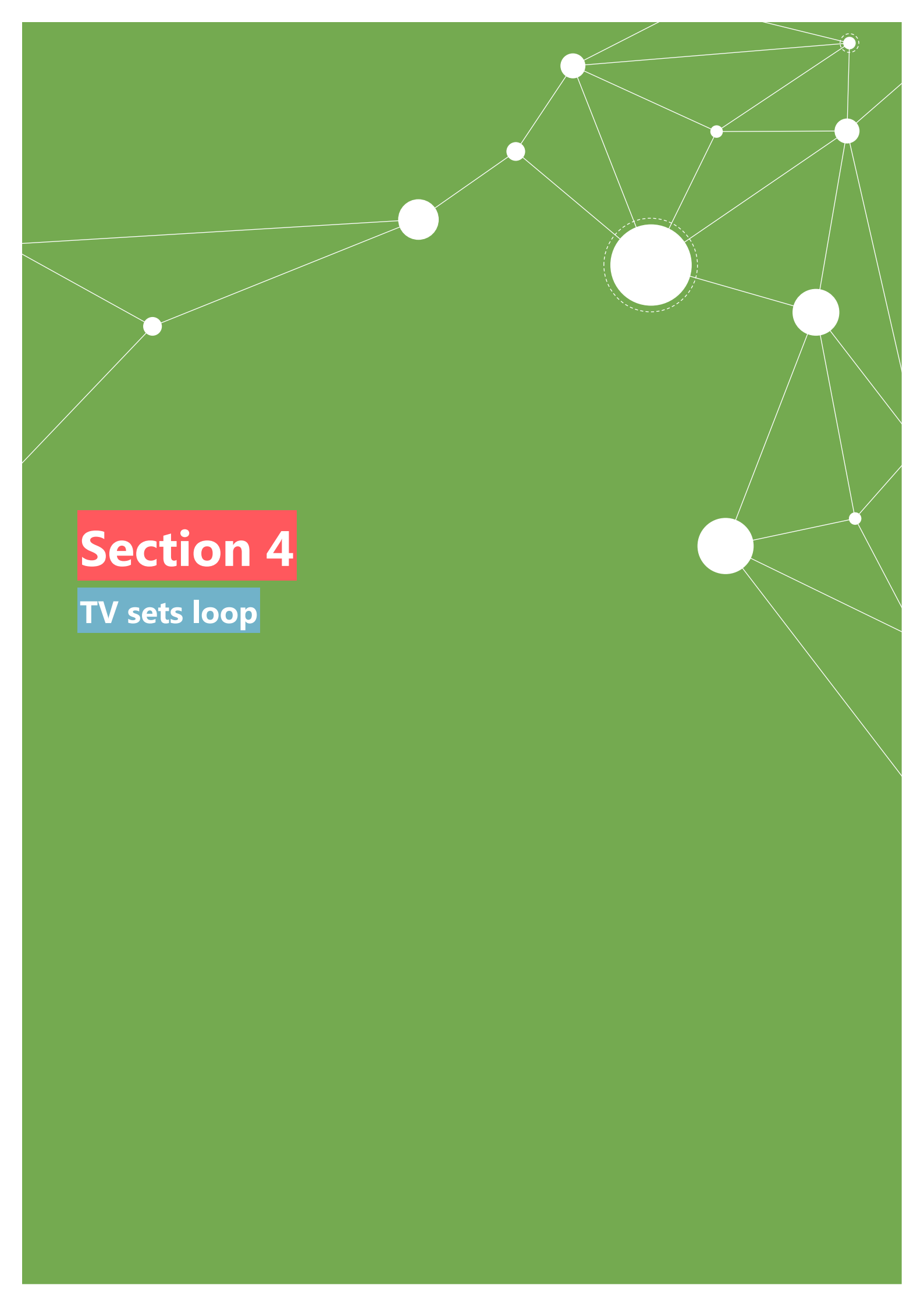
ES ONLY		
ASK ALL		
H61	Have you bought or acquired a TV in the past 6 months?	SP
	Yes	
	No	
ES ONLY		
ASK ALL		
H62	Do you intend to buy or acquire a TV in the next 6 months?	SP
	Yes	
	No	
ASK ALL		
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...	
H8	First of all how many TV sets are there in your household?	NUM
	Note: Please think of all the rooms in the household and include all TV sets	
	WRITE IN (0-99)	IF 0 GO TO H17
	DK/REF	THANK AND CLOSE
ASK IF H8=DK/REF		
H8 TERM	INTERVIEWER NOTE: YOU HAVE CHOSEN DON'T KNOW (IF H8=DK)/REFUSED (IF H8=REF) – THIS WILL TERMINATE THE INTERVIEW, DO YOU WISH TO TERMINATE THE INTERVIEW?	SP
	Yes – Terminate interview (go to)	
	No – Go back to H8	
ASK IF ANY SETS IN HOME [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 ANY SETS IN HOME [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 ANY SETS IN HOME [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 ANY SETS IN HOME [H8>0]		
H66	Do you receive TV programmes via a TV aerial? This could include Freeview or YouView (in NI only) 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 ANY SETS IN HOME [H8>0]		
H112	Does your household receive TV programmes on any TV sets via a YouView, TalkTalk, BT TV or Plusnet set top box? Note: please code all that apply Note: For a more detailed explanation of these set top boxes select further information YouView TalkTalk BT Vision or BT TV set top box Plusnet None of these (SP)	MP
ASK IF ANY SETS IN HOME [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 select 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) Plusnet (if H112 = Plusnet) 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 CLAIM [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 What type of internet access is this? Fixed line internet access via a router or Wi-Fi 3G or 4G mobile phone 3G or 4G mobile internet device (such as a dongle) Tablet or Computer with a 3G or 4G data SIM card Dial-up using the home phone line Other (Specify) Don't know	MP
ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads WRITE IN (0-99)	NUM
FORCE EDIT: SET REF AND DK TO 0		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP
		Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablet computers WRITE IN (0-99) (0-Max value of H51) Don't know	NUM
FORCE EDIT: SET REF AND DK TO 0		
ES ONLY		
ASK IF 1 COMPUTER CLAIMED [H51=1]		
H111a	Has this computer/tablet been used in the last 6 months? Yes No	SP
ASK IF 2+ COMPUTERS CLAIMED [H51>1]		
H111b	How many of these computers/tablets have been used in the last 6 months? WRITE IN (0-Max value of H51)	NUM

ES ONLY	
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]	
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer; do you, or any member of your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet; do you, or any member of your household, ever use this tablet to watch TV programmes? IF H101=0 AND H51>1 (multiple devices; no tablets claimed) Thinking about all the computers in your household; do you, or any member of your household, ever use any of these computers to watch TV programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) Thinking about all the tablets in your household; do you, or any member of your household, ever use any of these tablets to watch TV programmes? IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed) Thinking about all the computers and tablets in your household; do you, or any member of your household, ever use any of these computers or tablets to watch TV programmes? Yes No
ES ONLY	
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)
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]	
ES ONLY	
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
ES ONLY	
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

ES ONLY		
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	<u>SHOW SCREEN</u>	SP
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		



Section 4

TV sets loop

TV sets 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)

[S3 NOT = STORED AWAY]

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
-----------	---	-----

ASK IF SCREEN SIZE IS <10 INCHES

[S5 = 5–9]

S5a	You have said that the TV screen size is <<insert size at S5>> inches. Is this correct? Yes No	SP
------------	--	----

IF NO, ROUTE BACK TO S5

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

S6	NOTE: Was the diagonal screen measurement ...? Claim Actual measurement	SP
-----------	--	----

CONFIRM HH PLATFORM SET UP ON SINGLE SET HOME

(MULTIPLE SETS AND SINGLE SET HOMES WITH NO PLATFORM CLAIMS AT HH LEVEL GO TO S10a)

ASK IF SINGLE SET' HH AND AT LEAST ONE PLATFORM CLAIMED <i>[H8 = 1 AND (H64 = YES OR H65 = YES OR H66 = YES OR (H112 = YOUVIEW OR TALKTALK OR BT OR PLUSNET) OR (H68 = CONNECTION TO INTERNET OR GAMES CONSOLE OR COMPUTER/TABLET OR OTHER))]</i> ALL ELSE ROUTE THROUGH MULTIPLE SET QUESTIONS		
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) Plusnet (if H112 = Plusnet) 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 SET DOES NOT MATCH HH CLAIMS 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 <i>[(H66 = YES OR H70 = NO) AND S64=YES]</i>		
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 <i>[S64=YES]</i>		
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) Plusnet (if H112 = Plusnet) 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 = NO) AND H64 = YES AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S10a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S11a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = TAKLTALK	S54a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = BT VISION OR BT TV SET TOP BOX	S55a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = YOUVIEW	S67a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = PLUSNET	S72a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=OTHER (SPECIFY)	S59a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=GAMES CONSOLE	S56a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=COMPUTER	S57a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=DIRECT CONNECTION VIA THE INTERNET	S58a = YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF (H66 = YES 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 H112 = PLUSNET	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
OR SINGLE SET HOMES WITH NO PLATFORM CLAIMS AT HH LEVEL**

ASK IF 2+ SETS AND CABLE IS THE ONLY PLATFORM CLAIM AT HH <i>[H8>1 AND H64=YES AND H65 = NO AND H66 = NO AND H70 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE]]</i>		
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 <i>[H8>1 AND H64=YES AND (H65 = YES OR H66 = YES OR H70 = NO OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE]]</i>		
S10b	Is this set connected to cable TV services?	SP
	Yes No	
ASK IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH <i>[H8>1 AND H65=YES AND H64 = NO AND H66 = NO AND H70 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE]]</i>		
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 <i>[H8>1 AND H65=YES AND (H64 = YES OR H66 = YES OR H70 = NO OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE]]</i>		
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 <i>[H8> 1 AND (H66=YES OR H70 = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE]]</i>		
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 <i>[H8>1 AND (H66=YES OR H70 = NO) AND (H64 = YES OR H65 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE]]</i>		
S9b	Does this set receive TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT ON SET <i>[S9A/B = YES OR H88 HAS SET CODED]</i>		
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 [(H8>1 AND (H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND H64 = NO AND H65 = NO AND H66 = NO AND 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 PLUSNET IS THE ONLY PLATFORM CLAIM AT HH [(H112 =PLUSNET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H68= NONE OF THESE))]		
S72a	Can you confirm that this set receives TV from Plusnet?	SP
	Yes	
	No	
ASK IF PLUSNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H112 =PLUSNET) AND (H64 = YES OR H65 = YES OR H66 = YES OR H70 = NO OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S72b	Does this set receive TV from Plusnet?	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 <i>[S9 OR S10 OR S11 OR S55 OR S67 OR S56 OR S54 OR S72 OR S57 OR S58 OR S59 = YES]</i>		
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) Plusnet (if S72A/B = Plusnet) 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 <i>[S66 = YES OR S60 = YES]</i>																																		
S61	<u>SHOW SCREEN</u> 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 <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Cable</td> <td style="width: 50%;">CODE S10a/b=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a/b=YES AND H65=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box</td> <td>(ROUTE ON ANY AERIAL)</td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception</td> <td>(ROUTE ON ANY AERIAL)</td> </tr> <tr> <td></td> <td>CODE S9a/b=YES, S14b=BUILT IN, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a/b =YES AND H112=TALKTALK</td> </tr> <tr> <td>Plusnet</td> <td>CODE S72a/b =YES AND H112=PLUSNET</td> </tr> <tr> <td>YouView</td> <td>CODE S67a/b =YES AND H112 OR H68=YOUVIEW</td> </tr> <tr> <td>Games Console</td> <td>CODE S56a/b =YES AND H68=CONSOLE</td> </tr> <tr> <td>Computer or tablet</td> <td>CODE S57a/b =YES AND H68=COMPUTER</td> </tr> <tr> <td>Direct connection to the internet</td> <td>CODE S58a/b =YES AND H68 = INTERNET</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a/b</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>	Cable	CODE S10a/b=YES AND H64=YES	Satellite	CODE S11a/b=YES AND H65=YES	An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box	(ROUTE ON ANY AERIAL)		CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES	An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception	(ROUTE ON ANY AERIAL)		CODE S9a/b=YES, S14b=BUILT IN, H66=YES	BT Vision or BT TV set top box	CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX	TalkTalk	CODE S54a/b =YES AND H112=TALKTALK	Plusnet	CODE S72a/b =YES AND H112=PLUSNET	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
Cable	CODE S10a/b=YES AND H64=YES																																	
Satellite	CODE S11a/b=YES AND H65=YES																																	
An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box	(ROUTE ON ANY AERIAL)																																	
	CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES																																	
An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception	(ROUTE ON ANY AERIAL)																																	
	CODE S9a/b=YES, S14b=BUILT IN, H66=YES																																	
BT Vision or BT TV set top box	CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX																																	
TalkTalk	CODE S54a/b =YES AND H112=TALKTALK																																	
Plusnet	CODE S72a/b =YES AND H112=PLUSNET																																	
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																																		
POST-CAPI RECODE H66-H68 AS DETAILED																																		

ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET <i>NONE OF (S10 / S11/ S9 / S55 / S67 / S56 / S57 / S58 / S59 =YES)</i>		
S62	ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET OR SINGLE SET HOME WITH NO PLATFORMS AT HH AND NO PLATFORMS ON SET 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 MP 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 <table border="0"> <tr> <td>Cable</td> <td>CODE S10a/b=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a/b=YES AND H65=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box</td> <td>CODE S9=YES, S14=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception</td> <td>CODE S9=YES, S14=BUILT IN, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a/b =YES AND H112=TALKTALK</td> </tr> <tr> <td>Plusnet</td> <td>CODE S72a/b =YES AND H112=PLUSNET</td> </tr> <tr> <td>YouView</td> <td>CODE S67a/b =YES AND H112 OR H68=YOUVIEW</td> </tr> <tr> <td>Games Console</td> <td>CODE S56a/b =YES AND H68=CONSOLE</td> </tr> <tr> <td>Computer or tablet</td> <td>CODE S57a/b =YES AND H68=COMPUTER</td> </tr> <tr> <td>Direct connection to the internet</td> <td>CODE S58a/b =YES, AND H68 = INTERNET</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER.</td> </tr> <tr> <td>Don't know</td> <td>CODE S59a ONLY IF SINGLE CODE CHOSEN</td> </tr> </table>	Cable	CODE S10a/b=YES AND H64=YES	Satellite	CODE S11a/b=YES AND H65=YES	An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES	An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES	BT Vision or BT TV set top box	CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX	TalkTalk	CODE S54a/b =YES AND H112=TALKTALK	Plusnet	CODE S72a/b =YES AND H112=PLUSNET	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.	Don't know	CODE S59a ONLY IF SINGLE CODE CHOSEN
Cable	CODE S10a/b=YES AND H64=YES																										
Satellite	CODE S11a/b=YES AND H65=YES																										
An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES																										
An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES																										
BT Vision or BT TV set top box	CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX																										
TalkTalk	CODE S54a/b =YES AND H112=TALKTALK																										
Plusnet	CODE S72a/b =YES AND H112=PLUSNET																										
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.																										
Don't know	CODE S59a ONLY IF SINGLE CODE CHOSEN																										
POST-CAPI RECODE H66-H68 AS DETAILED																											

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

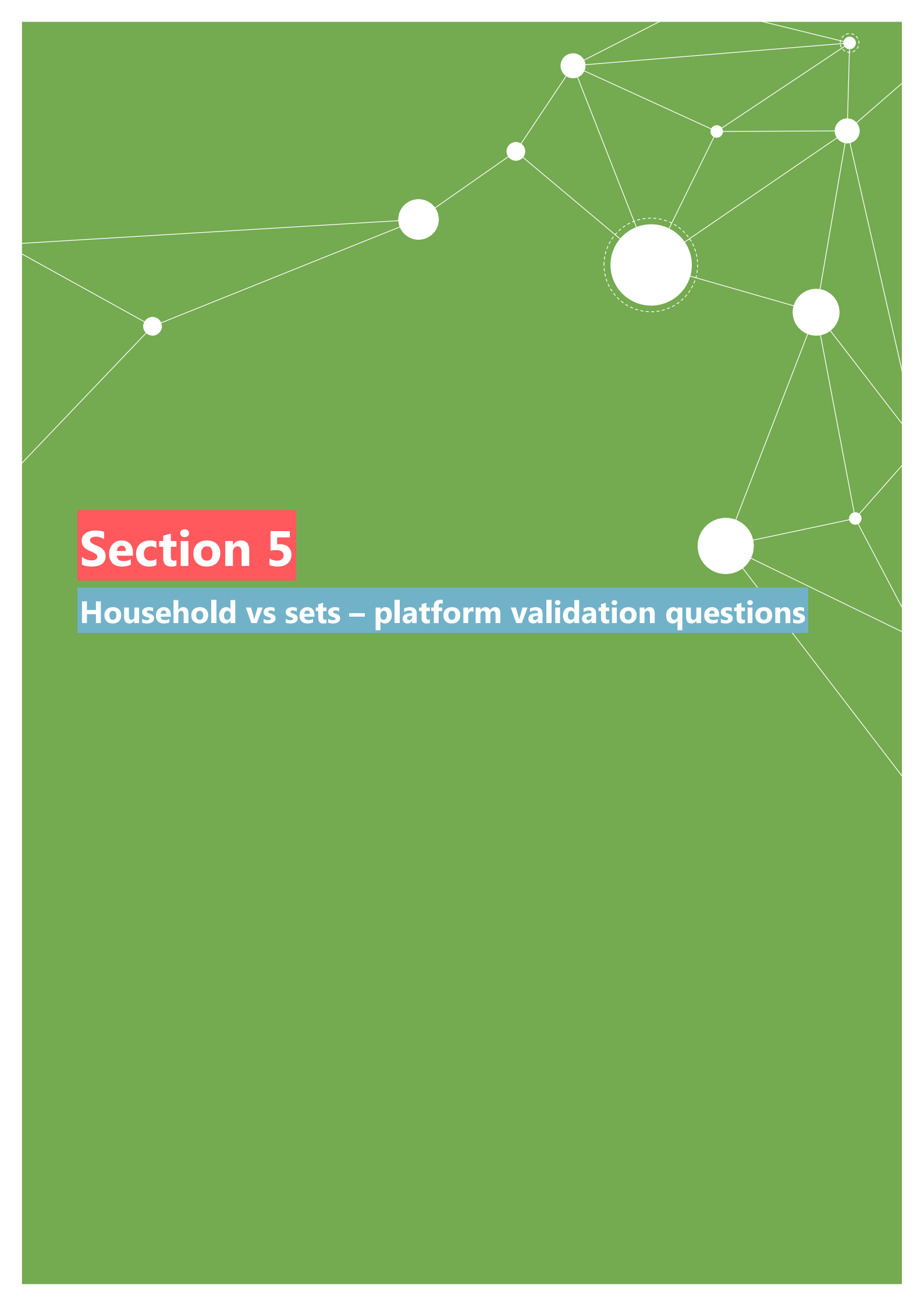
ASK IF CABLE CLAIM ON SET <i>[S10 = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S24	<u>SHOW SCREEN</u> <i>(IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES)</i> You have said this set is able to receive TV services via cable. Can the cable box be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation select 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 <i>[S10 = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S53	<u>SHOW SCREEN</u> 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 select further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF SATELLITE CLAIM ON SET <i>[S11 = YES OR S61 = SATELLITE OR S63 = SATELLITE]</i>		
S69	<u>SHOW SCREEN</u> <i>(IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES)</i> 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 <i>[S11 = YES OR S61 = SATELLITE OR S63 = SATELLITE]</i>		
S68	<u>SHOW SCREEN</u> In addition to Sky, <i>(If S69=code 1 or 2)</i> 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 select 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 select 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	<u>SHOW SCREEN</u>	SP
Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes.		
NOTE: For a more detailed explanation select further information		
Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S23	<u>SHOW SCREEN</u>	SP
(IF S53 AND S21 NOT ASKED) I would now like to ask you about High Definition television or HD.		
Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat		
NOTE: For a more detailed explanation select further information		
Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES OR S61 = AERIAL OR S63 = AREIAL]		
S25	<u>SHOW SCREEN</u>	SP
(IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b or S72a/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 select further information		
Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES OR S61 = AERIAL OR S63 = AREIAL]		
S50	<u>SHOW SCREEN</u>	SP
(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.		
Is this set connected to Freeview HD (in NI only) or Saorview HD? Freeview HD is the high definition service available from Freeview (in NI only) and Saorview HD is the high definition service available from Saorview		
NOTE: For a more detailed explanation select further information		
Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		

ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET [S67 = YES OR S54 = YES OR S55 =YES OR S72=YES]		
S73	<u>SHOW SCREEN</u>	MP
You have said this set is able to receive TV services via YouView (IF S67a/b=Yes) TalkTalk (IF S54a/b=Yes) BT Vision or BT TV (IF S55a/b=Yes) Plusnet (IF S72a/b=Yes) [If 1 of these platforms] Can this set top box be used to record TV programmes? [If 2+ of these platforms] Can any of these set top boxes be used to record TV programmes? NOTE: For a more detailed explanation select further information Yes - YouView Yes - TalkTalk Yes - BT Vision or BT TV Yes - Plusnet No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3)		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet 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 (S73= YouView) YouView box (S73= TalkTalk) TalkTalk box (S73= BT) BT Vision or BT TV box (S73= Plusnet) Plusnet box	SP
Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1 or S73=YouView or S73=TalkTalk or S73= BT or S73= Plusnet> equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know		

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		



Section 5

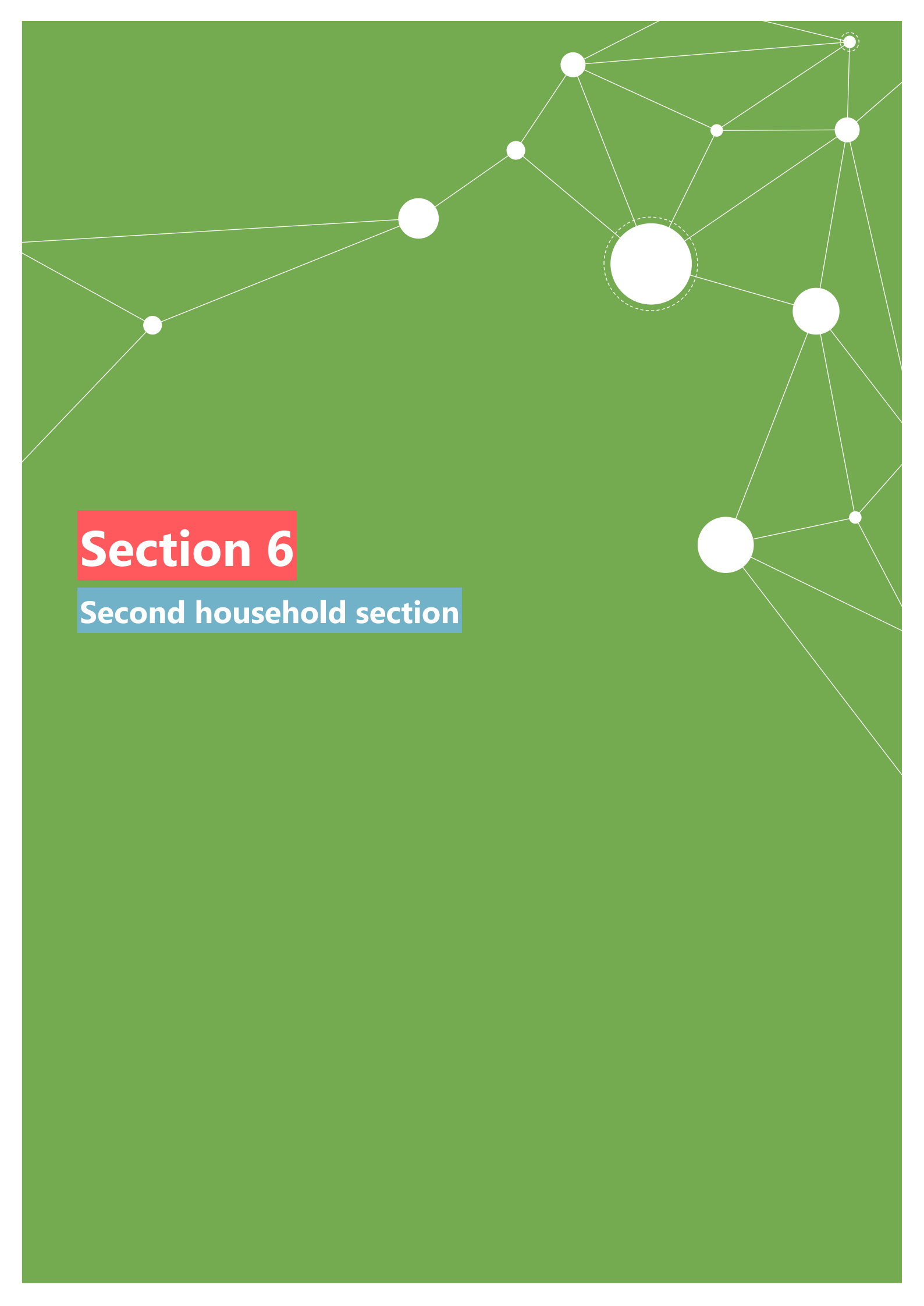
Household vs sets – platform validation questions

Household vs Sets – platform validation questions

FOR 2+ SETS AT H8		
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 RECODE S55 FOR EACH SET None of these Don't know	MP
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 RECODE S54 FOR EACH SET None of these Don't know	MP
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 =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 RECODE S67 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR YOUVIEW		
ASK IF PLUSNET CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 =PLUSNET AND S72=NO (FOR ALL SETS)]		
H119	You said that your household was able to access TV programmes from Plusnet but no set has Plusnet claimed. Are you able to access TV programmes via Plusnet? Yes No	SP ASK H100
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR YOUVIEW		

ASK IF PLUSNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H99=YES]		
H120	Which of the sets you have mentioned receives TV programmes from Plusnet? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S67 FOR EACH SET None of these Don't know	MP
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 ASK H94 No CLEAR H68 RESPONSE FOR CONSOLE	SP
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		



Section 6

Second household section

Second household section

ES ONLY		
ASK ALL		
H102	<u>SHOW SCREEN</u> 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	MP
ES ONLY		
ASK IF SKY – WITH SUBSCRIPTION		
[S69 = CODE 1]		
H108	<u>SHOW SCREEN</u> Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels? Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ES ONLY		
ASK IF CABLE		
[S10a/b = CODE 1]		
H109	<u>SHOW SCREEN</u> Does your Cable TV subscription include any premium Sky Movies or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ES ONLY		
ASK ALL		
H110	<u>SHOW SCREEN</u> Do you, or does anyone in your household, subscribe to any of the following ...? LoveFilm/Amazon Prime Instant Video Netflix NowTV Xbox Live None of these Don't know	MP

ES ONLY		
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		

ES ONLY		
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		

ES ONLY		
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		

ES ONLY		
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

ES ONLY		
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

ES ONLY	
ASK IF ANY WORKING SET IN THE HOME (HAS A PLATFORM CLAIM OR IS TEMP OUT OF ORDER OR USED WITH A COMPUTER OR FOR PLAY BACK AT S2) AND (THERE ARE NO CLAIMS ON ANY SET FOR A CONNECTION VIA THE INTERNET OR VIA A GAMES CONSOLE OR VIA A COMPUTER OR TABLET) <i>[FOR ANY SET S2 IS BLANK OR = TEMP OUT OF ORDER OR USED ONLY FOR GAMES OR A COMPUTER OR TO PLAY BACK TAPES OR DVDS AND S58 NOT = YES AND S56 NOT = YES AND S57 NOT = YES AND H54 NOT = TO CONNECT TO THE INTERNET]</i>	
H78	<u>SHOW SCREEN</u> In addition to your (IF Cable HH) Cable connection (IF NOT CABLE AND BT HH) BT Vision or BT TV set top box connection (IF CABLE AND BT HH) and BT Vision or BT TV set top box connection (IF NOT CABLE AND NOT BT AND TALKTALK HH) TalkTalk set top box connection (IF (CABLE OR BT) AND TALKTALK HH) and TalkTalk set top box connection (IF NOT CABLE AND NOT BT AND NOT TALKTALK AND YOUVIEW HH) YouView set top box connection (IF (CABLE OR BT OR TALKTALK) AND YOUVIEW HH) and YouView set top box connection (IF NOT CABLE AND NOT BT AND NOT TALKTALK AND NOT YOUVIEW AND Plusnet HH) Plusnet set top box connection (IF (CABLE OR BT OR TALKTALK OR YOUVIEW AND Plusnet HH) and Plusnet set top box connection (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 select further information Yes No Don't know Further Information SP
FORCE EDIT: SET TO YES IF SET LEVEL CLAIM ON RELEVANT PLATFORM 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	

ES ONLY

ASK IF ANY SET CONNECTED TO THE INTERNET AND NO SET RECIEVES TV PROGRAMMES VIA A DIRECT CONNECTION TO THE INTERNET, VIA A CONNECTION TO A GAMES CONSOLE OR VIA CONNECTION TO A COMPUTER OR TABLET (THEN SKIP TO H81)

[H78 = YES AND S58 NOT = YES AND S56 NOT = YES AND S57 NOT = YES AND H54NOT =TO WATCH TV PROGS]

H79 SHOW SCREEN

In addition to your

(IF Cable HH) Cable connection

(IF NOT CABLE AND BT HH) BT Vision or BT TV set top box connection

(IF CABLE AND BT HH) and BT Vision or BT TV set top box connection

(IF NOT CABLE AND NOT BT AND TALKTALK HH) TalkTalk set top box connection

(IF (CABLE OR BT) AND TALKTALK HH) and TalkTalk set top box connection

(IF NOT CABLE AND NOT BT AND NOT TALKTALK AND YOUVIEW HH) YouView set top box connection

(IF (CABLE OR BT OR TALKTALK) AND YOUVIEW HH) and YouView set top box connection

(IF NOT CABLE AND NOT BT AND NOT TALKTALK AND NOT YOUVIEW AND Plusnet HH) Plusnet set top box connection

(IF (CABLE OR BT OR TALKTALK OR YOUVIEW AND Plusnet HH) and Plusnet set top box connection

(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 select 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

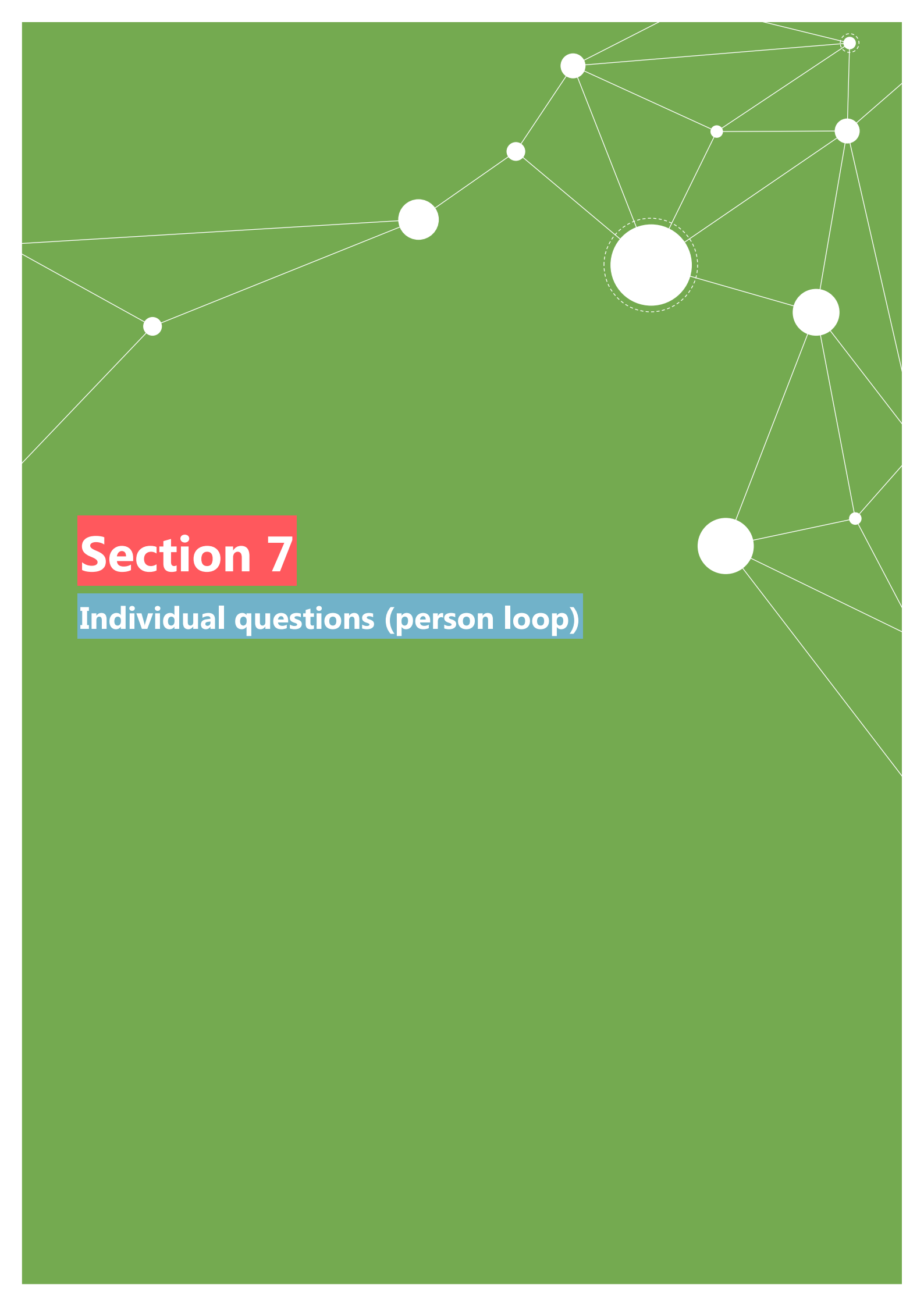
A connection to a games console

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

Another device that connects to the internet (Specify)

MP

ES ONLY		
ASK IF ANY SET CONNECTED		
'VIA A DIRECT CONNECTION TO THE INTERNET' (S58=YES)		
'VIA A CONNECTION TO GAMES CONSOLE' (S56=YES OR H54 = CODE 2)		
'VIA A CONNECTION TO A COMPUTER' (S57=YES)		
H80	SHOW SCREEN 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 (IF Cable HH) and your Cable connection (IF NOT CABLE AND BT HH) and your BT Vision or BT TV set top box connection (IF CABLE AND BT HH) and BT Vision or BT TV set top box connection (IF NOT CABLE AND NOT BT AND TALKTALK HH) and your TalkTalk set top box connection (IF (CABLE OR BT) AND TALKTALK HH) and TalkTalk set top box connection (IF NOT CABLE AND NOT BT AND NOT TALKTALK AND YOUVIEW HH) and your YouView set top box connection (IF (CABLE OR BT OR TALKTALK) AND YOUVIEW HH) and YouView set top box connection (IF NOT CABLE AND NOT BT AND NOT TALKTALK AND NOT YOUVIEW AND Plusnet HH) and your Plusnet set top box connection (IF (CABLE OR BT OR TALKTALK OR YOUVIEW AND Plusnet HH) and Plusnet set top box connection (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 select further information A direct connection between the TV set and the Internet REMOVE IF H68 = CODE 1 MP 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	
ES ONLY		
ASK IF ANY SET IN HOME		
H81	SHOW SCREEN (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 select further information Yes No Don't know Further Information	SP



Section 7

Individual questions (person loop)

Individual questions (person loop)

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		
SET WORKING VARIABLE FOR USE IN RECRUITMENT IF AGE BAND = 1 (UNDER 16): RANDOMLY ASSIGN TO SUB-BAND 0-3 OR 4-15		
ASK IF AGE IS DK OR REFUSED [AT P3]		
P4	Record age group household member falls into	SP
	(MAY NOT BE BLANK)	
	(1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age	
	Under 16	
	16-19	
	20-24	
	25-34	
	35-44	
	45-54	
	55-64	
	65-74	
	75+	
FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED		

ASK ONLY FOR THOSE AGED 16+ [P3>15 OR P4 NOT = UNDER 16]		
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+ [P3>15 OR P4 NOT = UNDER 16]		
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 IN FULL TIME EDUCATION [P9 NOT = CODE4]		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	SP
FORCE EDIT: SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION' SET DK TO 17-18 IF AGE IS 16-54 SET DK TO 15 IF AGE IS 55+ AND SG IS DE SET DK TO 16 IF AGE IS 55+ AND SG IS C1/2 SET DK TO 19+ IF AGE IS 55+ AND SG IS AB		
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP
ASK IF WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	SP

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

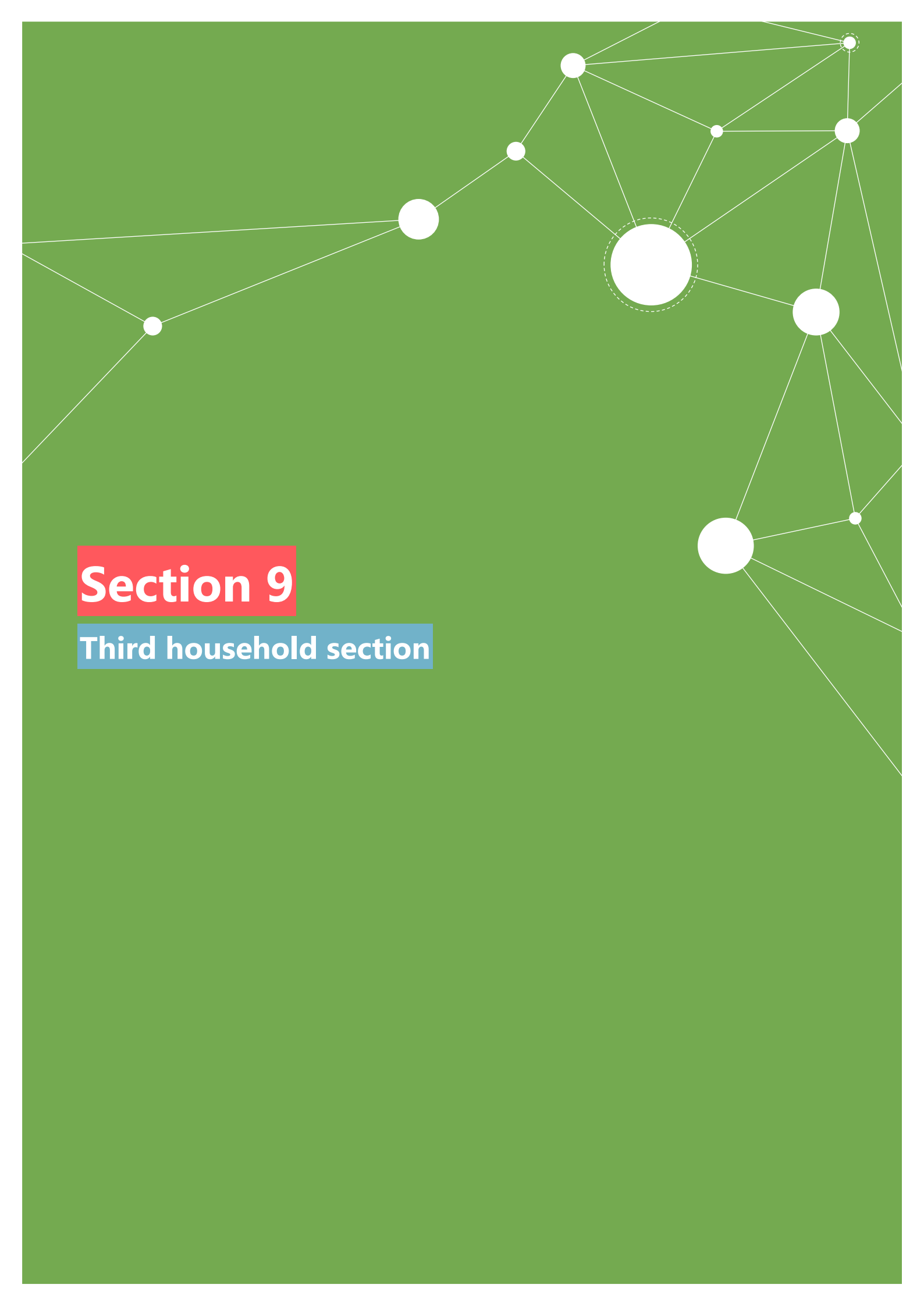
ASK IF ANY OTHER WHITE BACKGROUND AT P16		
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16	SP
Albanian	German	Russian
American	Greek	Serbian
Australian	Hungarian	Slovakian
Brazilian	Italian	South African
Bulgarian	Latvian	Spanish
Canadian	Lithuanian	Swedish
Czech	New Zealander	Turkish
Estonian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

ES ONLY		
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	

ES ONLY		
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		
--	--	--



Section 9

Third household section

Third household section

ASK IF MULTI PERSON HH [H55>1]		
H25	Thinking about all the people in your household...	
Intro		
ASK IF WELSH SPEAKER IN THE HOME [ANY PERSON CODE 1,2,3 or 4 AT P12]		
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		
ES ONLY		
ASK IF GAELIC SPEAKER IN THE HOME [ANY PERSON CODE 1,2,3 or 4 AT P14]		
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		
ES ONLY		
ASK IF ANY HH members are Asian/Asian British [P16 = 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		

ES ONLY		
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	<u>SHOW SCREEN</u> Which is the main language Spoken in your household? English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Other (Specify)	SP
ASK ALL		
H27	<u>SHOW SCREEN</u> IF 1 PERSON HOUSEHOLD Do you work for any of the following? IF 2+ PERSON HOUSEHOLD Do you or does any member of your household work for any of these? A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these	MP
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H56	Which of the household members you have mentioned is the Head of Household? By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H28	Which of the household members you have mentioned is mainly responsible for the household duties, such as grocery shopping, cooking and cleaning? This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		

ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H29	Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be equally responsible. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 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
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 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
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
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		
IF MULTI PERSON HH [H55>1]		
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member << INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED >> (IF NOT RESPONDENT).	
ASK ALL		
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Refused	

ASK ALL	
H35	What type of firm or organisation do <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 EDUCATIONAT 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> <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3))</i> <u>was</u> <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))</i> 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 <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> Is <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> Were <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)</i> Was <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT)</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 Q44 (P2) AND NOT RESPONDENT)</i> self-employed? PLEASE GIVE DETAILS. Yes No Don't know Refused SP
ASK IF SELF EMPLOYED [H37=YES]	
H38	How many staff <u>do</u> <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> <u>does</u> <i>(IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> <u>did</u> <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3))</i> you <i>(IF RESPONDENT)</i> he <i>(IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT)</i> she <i>(IF CIE IS FEMALE AT P2 AND NOT RESPONDENT)</i> employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE Don't know NUM
ASK ALL	
H39	What jobs <u>do</u> <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> <u>does</u> <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> <u>did</u> <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT 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 Q44 (P2) AND NOT RESPONDENT)</i> actually do? PLEASE GIVE DETAILS. WRITE IN Don't know Refused
ASK ALL	
H40	Are <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> Is <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> Were <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)</i> Was <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT 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 THE CIE IS FEMALE AT P2 AND NOT RESPONDENT)</i> a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know SP

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

ASK IF CIE IS RETIRED [P9= RETIRED]		
H106	IF RESPONDENT USE 'YOU'/'YOUR' THROUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused	SP
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYEMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS [H32 = MORE THAN 6 MONTHS]		
H34	Is that Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP
CODE FOR ALL		
H44	SHOW 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

ES ONLY - TEL SAMPLE: DO NOT ASK, FORCE H47=YES.		
H47	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over?	SP
	Yes	
	No	
	Don't know	
ES ONLY		
ASK IF TELEPHONE CLAIMED [H47 = YES]		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?	MP
	Landline	
	Mobile telephone	
	Both	(SP)
	Other	
	Don't know	
	Refused	
ES ONLY - TEL SAMPLE: PULL THROUGH FROM ECS		
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		
TEL SAMPLE: DO NOT ASK IF "Named individual" WAS SELECTED IN TEL INTRO (P.7)		
INFN	RECORD: RESPONDENTS NAME (IN FULL) PLEASE TYPE TITLE (MR/MRS/MISS) FIRST NAME SURNAME FOR EXAMPLE: mr john practice	
	WRITE IN	
	Don't know	
	Refused	
ASK ALL		
ADD 2016	Can I ask you to confirm that I have your correct address details?	
	DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION	
	Yes	
	No – amend address	
ES ONLY		
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. The contact would be from a research company working on behalf of BARB.	SP
	Yes	
	No	

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