

BARB Establishment Survey
Annual Data Report: Volume 1
Total Network and Appendices

July 2015 to June 2016



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2015 - June 2016

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See also

VOLUME 2 - BBC Areas
VOLUME 3 - ITV Areas

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 July 2015 - June 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.

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
AB	6885	6589	2954	1100	4793	2281	2512	6532
%V	24.7%	24.9%	26.6%	26.2%	24.5%	26.5%	22.9%	28.1%
%H (All HH)		95.7%	42.9%	16.0%	69.6%	33.1%	36.5%	94.9%
%H (TV HH)			44.8%	16.7%	72.7%	34.6%	38.1%	
C1	7797	7341	3126	1206	5392	2445	2947	6945
%V	28.0%	27.7%	28.1%	28.8%	27.6%	28.4%	26.9%	29.9%
%H (All HH)		94.2%	40.1%	15.5%	69.2%	31.4%	37.8%	89.1%
%H (TV HH)			42.6%	16.4%	73.5%	33.3%	40.1%	
C2	5499	5322	2390	884	3973	1950	2023	4684
%V	19.8%	20.1%	21.5%	21.1%	20.3%	22.7%	18.5%	20.1%
%H (All HH)		96.8%	43.5%	16.1%	72.2%	35.5%	36.8%	85.2%
%H (TV HH)			44.9%	16.6%	74.7%	36.6%	38.0%	
D	4556	4292	1735	653	3129	1277	1852	3429
%V	16.4%	16.2%	15.6%	15.6%	16.0%	14.9%	16.9%	14.7%
%H (All HH)		94.2%	38.1%	14.3%	68.7%	28.0%	40.6%	75.3%
%H (TV HH)			40.4%	15.2%	72.9%	29.8%	43.2%	
E	3105	2916	908	348	2271	642	1629	1659
%V	11.2%	11.0%	8.2%	8.3%	11.6%	7.5%	14.9%	7.1%
%H (All HH)		93.9%	29.2%	11.2%	73.1%	20.7%	52.5%	53.4%
%H (TV HH)			31.1%	11.9%	77.9%	22.0%	55.9%	

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

%V = percentage of vertical total

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

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

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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	27843	26460	11113	4192	19558	8595	10963	23249
%V (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
Under 25	1211	979	350	138	654	238	417	1120
%V	4.3%	3.7%	3.1%	3.3%	3.3%	2.8%	3.8%	4.8%
%H (All HH)		80.8%	28.9%	11.4%	54.0%	19.7%	34.4%	92.5%
%H (TV HH)			35.8%	14.1%	66.8%	24.3%	42.6%	
25 - 34	4312	3885	1854	646	2456	1196	1260	4125
%V	15.5%	14.7%	16.7%	15.4%	12.6%	13.9%	11.5%	17.7%
%H (All HH)		90.1%	43.0%	15.0%	57.0%	27.7%	29.2%	95.7%
%H (TV HH)			47.7%	16.6%	63.2%	30.8%	32.4%	
35 - 44	4652	4399	2226	814	2930	1620	1309	4451
%V	16.7%	16.6%	20.0%	19.4%	15.0%	18.8%	11.9%	19.1%
%H (All HH)		94.6%	47.9%	17.5%	63.0%	34.8%	28.1%	95.7%
%H (TV HH)			50.6%	18.5%	66.6%	36.8%	29.8%	
45 - 54	5410	5224	2414	979	3815	1975	1840	5037
%V	19.4%	19.7%	21.7%	23.4%	19.5%	23.0%	16.8%	21.7%
%H (All HH)		96.6%	44.6%	18.1%	70.5%	36.5%	34.0%	93.1%
%H (TV HH)			46.2%	18.7%	73.0%	37.8%	35.2%	
55 - 64	4566	4442	1905	711	3422	1579	1843	4000
%V	16.4%	16.8%	17.1%	17.0%	17.5%	18.4%	16.8%	17.2%
%H (All HH)		97.3%	41.7%	15.6%	74.9%	34.6%	40.4%	87.6%
%H (TV HH)			42.9%	16.0%	77.0%	35.5%	41.5%	
65 +	7690	7530	2365	904	6280	1987	4293	4515
%V	27.6%	28.5%	21.3%	21.6%	32.1%	23.1%	39.2%	19.4%
%H (All HH)		97.9%	30.8%	11.8%	81.7%	25.8%	55.8%	58.7%
%H (TV HH)			31.4%	12.0%	83.4%	26.4%	57.0%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
1	8671	8024	2217	971	6355	1606	4749	5329
%V	31.1%	30.3%	19.9%	23.2%	32.5%	18.7%	43.3%	22.9%
%H (All HH)		92.5%	25.6%	11.2%	73.3%	18.5%	54.8%	61.5%
%H (TV HH)			27.6%	12.1%	79.2%	20.0%	59.2%	
2	9497	9140	3970	1455	6862	3202	3660	8492
%V	34.1%	34.5%	35.7%	34.7%	35.1%	37.3%	33.4%	36.5%
%H (All HH)		96.2%	41.8%	15.3%	72.3%	33.7%	38.5%	89.4%
%H (TV HH)			43.4%	15.9%	75.1%	35.0%	40.0%	
3	4246	4070	2057	779	2835	1630	1205	4094
%V	15.2%	15.4%	18.5%	18.6%	14.5%	19.0%	11.0%	17.6%
%H (All HH)		95.9%	48.4%	18.3%	66.8%	38.4%	28.4%	96.4%
%H (TV HH)			50.5%	19.1%	69.7%	40.0%	29.6%	
4	3667	3548	1929	670	2424	1497	927	3608
%V	13.2%	13.4%	17.4%	16.0%	12.4%	17.4%	8.5%	15.5%
%H (All HH)		96.8%	52.6%	18.3%	66.1%	40.8%	25.3%	98.4%
%H (TV HH)			54.4%	18.9%	68.3%	42.2%	26.1%	
5+	1761	1678	940	317	1082	660	422	1725
%V	6.3%	6.3%	8.5%	7.6%	5.5%	7.7%	3.8%	7.4%
%H (All HH)		95.3%	53.4%	18.0%	61.4%	37.5%	24.0%	98.0%
%H (TV HH)			56.0%	18.9%	64.5%	39.3%	25.1%	
Average HH size	2.32	2.34	2.62	2.53	2.26	2.61	1.98	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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
Without	20743	19600	7443	2958	15024	5963	9062	16358
%V	74.5%	74.1%	67.0%	70.6%	76.8%	69.4%	82.7%	70.4%
%H (All HH)		94.5%	35.9%	14.3%	72.4%	28.7%	43.7%	78.9%
%H (TV HH)			38.0%	15.1%	76.7%	30.4%	46.2%	
With	7100	6860	3670	1234	4533	2632	1901	6891
%V	25.5%	25.9%	33.0%	29.4%	23.2%	30.6%	17.3%	29.6%
%H (All HH)		96.6%	51.7%	17.4%	63.8%	37.1%	26.8%	97.1%
%H (TV HH)			53.5%	18.0%	66.1%	38.4%	27.7%	
0 - 3	2677	2549	1342	430	1615	880	735	2577
%V	9.6%	9.6%	12.1%	10.3%	8.3%	10.2%	6.7%	11.1%
%H (All HH)		95.2%	50.1%	16.1%	60.3%	32.9%	27.5%	96.3%
%H (TV HH)			52.6%	16.9%	63.4%	34.5%	28.8%	
4 - 9	3662	3532	1953	613	2273	1336	937	3547
%V	13.2%	13.3%	17.6%	14.6%	11.6%	15.5%	8.5%	15.3%
%H (All HH)		96.5%	53.3%	16.7%	62.1%	36.5%	25.6%	96.9%
%H (TV HH)			55.3%	17.4%	64.4%	37.8%	26.5%	
10 - 15	3256	3186	1733	606	2163	1322	842	3188
%V	11.7%	12.0%	15.6%	14.5%	11.1%	15.4%	7.7%	13.7%
%H (All HH)		97.9%	53.2%	18.6%	66.4%	40.6%	25.9%	97.9%
%H (TV HH)			54.4%	19.0%	67.9%	41.5%	26.4%	

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

%V = percentage of vertical total

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

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

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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	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
1	10766	10766	3548	1480	7256	1800	5456	8131
%V	38.7%	40.7%	31.9%	35.3%	37.1%	20.9%	49.8%	35.0%
%H (All HH)		100.0%	33.0%	13.7%	67.4%	16.7%	50.7%	75.5%
%H (TV HH)			33.0%	13.7%	67.4%	16.7%	50.7%	
2	8938	8938	3917	1445	6764	3173	3590	7623
%V	32.1%	33.8%	35.2%	34.5%	34.6%	36.9%	32.7%	32.8%
%H (All HH)		100.0%	43.8%	16.2%	75.7%	35.5%	40.2%	85.3%
%H (TV HH)			43.8%	16.2%	75.7%	35.5%	40.2%	
3	4175	4175	2115	772	3379	2056	1323	3888
%V	15.0%	15.8%	19.0%	18.4%	17.3%	23.9%	12.1%	16.7%
%H (All HH)		100.0%	50.7%	18.5%	80.9%	49.2%	31.7%	93.1%
%H (TV HH)			50.7%	18.5%	80.9%	49.2%	31.7%	
4	1722	1722	993	343	1417	1009	408	1675
%V	6.2%	6.5%	8.9%	8.2%	7.2%	11.7%	3.7%	7.2%
%H (All HH)		100.0%	57.7%	19.9%	82.3%	58.6%	23.7%	97.3%
%H (TV HH)			57.7%	19.9%	82.3%	58.6%	23.7%	
5+	858	858	541	151	741	556	186	847
%V	3.1%	3.2%	4.9%	3.6%	3.8%	6.5%	1.7%	3.6%
%H (All HH)		100.0%	63.1%	17.6%	86.4%	64.8%	21.7%	98.7%
%H (TV HH)			63.1%	17.6%	86.4%	64.8%	21.7%	

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

%V = percentage of vertical total

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

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

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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	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
Under 20"	4538	4538	1886	674	3855	1868	1987	3848
%V	16.3%	17.2%	17.0%	16.1%	19.7%	21.7%	18.1%	16.6%
%H (All HH)		100.0%	41.6%	14.9%	84.9%	41.2%	43.8%	84.8%
%H (TV HH)			41.6%	14.9%	84.9%	41.2%	43.8%	
20" - 29"	8782	8782	3590	1345	7176	3323	3853	7216
%V	31.5%	33.2%	32.3%	32.1%	36.7%	38.7%	35.1%	31.0%
%H (All HH)		100.0%	40.9%	15.3%	81.7%	37.8%	43.9%	82.2%
%H (TV HH)			40.9%	15.3%	81.7%	37.8%	43.9%	
30" - 39"	13667	13667	5822	2246	10330	4781	5549	11593
%V	49.1%	51.7%	52.4%	53.6%	52.8%	55.6%	50.6%	49.9%
%H (All HH)		100.0%	42.6%	16.4%	75.6%	35.0%	40.6%	84.8%
%H (TV HH)			42.6%	16.4%	75.6%	35.0%	40.6%	
40" and over	14259	14259	7307	2552	10090	5707	4383	13101
%V	51.2%	53.9%	65.8%	60.9%	51.6%	66.4%	40.0%	56.4%
%H (All HH)		100.0%	51.2%	17.9%	70.8%	40.0%	30.7%	91.9%
%H (TV HH)			51.2%	17.9%	70.8%	40.0%	30.7%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
Main living room	26126	26126	11025	4150	19340	8532	10807	21889
%V	93.8%	98.7%	99.2%	99.0%	98.9%	99.3%	98.6%	94.2%
%H (All HH)		100.0%	42.2%	15.9%	74.0%	32.7%	41.4%	83.8%
%H (TV HH)			42.2%	15.9%	74.0%	32.7%	41.4%	
Kitchen	3132	3132	1577	409	2690	1514	1176	2777
%V	11.2%	11.8%	14.2%	9.8%	13.8%	17.6%	10.7%	11.9%
%H (All HH)		100.0%	50.4%	13.1%	85.9%	48.3%	37.5%	88.7%
%H (TV HH)			50.4%	13.1%	85.9%	48.3%	37.5%	
Adult's bedroom	11764	11764	5683	2122	9299	5282	4016	10567
%V	42.3%	44.5%	51.1%	50.6%	47.5%	61.5%	36.6%	45.5%
%H (All HH)		100.0%	48.3%	18.0%	79.0%	44.9%	34.1%	89.8%
%H (TV HH)			48.3%	18.0%	79.0%	44.9%	34.1%	
Child's bedroom	2379	2379	1373	472	1745	1205	540	2331
%V	8.5%	9.0%	12.4%	11.3%	8.9%	14.0%	4.9%	10.0%
%H (All HH)		100.0%	57.7%	19.8%	73.4%	50.7%	22.7%	98.0%
%H (TV HH)			57.7%	19.8%	73.4%	50.7%	22.7%	
Other bedroom	1558	1558	841	291	1269	827	442	1465
%V	5.6%	5.9%	7.6%	6.9%	6.5%	9.6%	4.0%	6.3%
%H (All HH)		100.0%	54.0%	18.7%	81.5%	53.1%	28.4%	94.0%
%H (TV HH)			54.0%	18.7%	81.5%	53.1%	28.4%	
Second living/dining room	2492	2492	1248	425	2026	1177	849	2248
%V	9.0%	9.4%	11.2%	10.1%	10.4%	13.7%	7.7%	9.7%
%H (All HH)		100.0%	50.1%	17.1%	81.3%	47.2%	34.1%	90.2%
%H (TV HH)			50.1%	17.1%	81.3%	47.2%	34.1%	
Study/office	408	408	228	64	322	203	119	394
%V	1.5%	1.5%	2.1%	1.5%	1.6%	2.4%	1.1%	1.7%
%H (All HH)		100.0%	55.9%	15.7%	78.9%	49.8%	29.2%	96.6%
%H (TV HH)			55.9%	15.7%	78.9%	49.8%	29.2%	
TV room	239	239	141	38	193	128	65	233
%V	0.9%	0.9%	1.3%	0.9%	1.0%	1.5%	0.6%	1.0%
%H (All HH)		100.0%	59.0%	15.9%	80.8%	53.6%	27.2%	97.5%
%H (TV HH)			59.0%	15.9%	80.8%	53.6%	27.2%	
Conservatory	586	586	321	94	492	315	178	544
%V	2.1%	2.2%	2.9%	2.2%	2.5%	3.7%	1.6%	2.3%
%H (All HH)		100.0%	54.8%	16.0%	84.0%	53.8%	30.4%	92.8%
%H (TV HH)			54.8%	16.0%	84.0%	53.8%	30.4%	
Attic or loft room	73	73	38	15	54	34	21	70
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	52.1%	20.5%	74.0%	46.6%	28.8%	95.9%
%H (TV HH)			52.1%	20.5%	74.0%	46.6%	28.8%	
No specific location	41	41	19	7	37	20	17	38
%V	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	46.3%	17.1%	90.2%	48.8%	41.5%	92.7%
%H (TV HH)			46.3%	17.1%	90.2%	48.8%	41.5%	
Other	281	281	151	48	225	142	82	267
%V	1.0%	1.1%	1.4%	1.1%	1.2%	1.7%	0.7%	1.1%
%H (All HH)		100.0%	53.7%	17.1%	80.1%	50.5%	29.2%	95.0%
%H (TV HH)			53.7%	17.1%	80.1%	50.5%	29.2%	

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

%V = percentage of vertical total

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

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

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Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
Any DSAT provider	11113	11113	11113	246	6471	6471	0	10207
%V	39.9%	42.0%	100.0%	5.9%	33.1%	75.3%	0.0%	43.9%
%H (All HH)			100.0%	2.2%	58.2%	58.2%	0.0%	91.8%
%H (TV HH)			100.0%	2.2%	58.2%	58.2%	0.0%	
Sky with subscription	9072	9072	9072	136	5298	5298	0	8448
%V	32.6%	34.3%	81.6%	3.2%	27.1%	61.6%	0.0%	36.3%
%H (All HH)			100.0%	1.5%	58.4%	58.4%	0.0%	93.1%
%H (TV HH)			100.0%	1.5%	58.4%	58.4%	0.0%	
Sky without subscription	675	675	675	24	349	349	0	547
%V	2.4%	2.6%	6.1%	0.6%	1.8%	4.1%	0.0%	2.4%
%H (All HH)			100.0%	3.6%	51.7%	51.7%	0.0%	81.0%
%H (TV HH)			100.0%	3.6%	51.7%	51.7%	0.0%	
Freesat	1259	1259	1259	61	799	799	0	1141
%V	4.5%	4.8%	11.3%	1.5%	4.1%	9.3%	0.0%	4.9%
%H (All HH)			100.0%	4.8%	63.5%	63.5%	0.0%	90.6%
%H (TV HH)			100.0%	4.8%	63.5%	63.5%	0.0%	
Other satellite provider	632	632	632	54	371	371	0	580
%V	2.3%	2.4%	5.7%	1.3%	1.9%	4.3%	0.0%	2.5%
%H (All HH)			100.0%	8.5%	58.7%	58.7%	0.0%	91.8%
%H (TV HH)			100.0%	8.5%	58.7%	58.7%	0.0%	
DCAB	4192	4192	246	4192	2270	2270	0	3896
%V	15.1%	15.8%	2.2%	100.0%	11.6%	26.4%	0.0%	16.8%
%H (All HH)			5.9%	100.0%	54.2%	54.2%	0.0%	92.9%
%H (TV HH)			5.9%	100.0%	54.2%	54.2%	0.0%	
DTT	19558	19558	6471	2270	19558	8595	10963	15878
%V	70.2%	73.9%	58.2%	54.2%	100.0%	100.0%	100.0%	68.3%
%H (All HH)		100.0%	33.1%	11.6%	100.0%	43.9%	56.1%	81.2%
%H (TV HH)			33.1%	11.6%	100.0%	43.9%	56.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
PVR	16202	16202	9533	3558	10803	7490	3313	14894
%V	58.2%	61.2%	85.8%	84.9%	55.2%	87.1%	30.2%	64.1%
%H (All HH)		100.0%	58.8%	22.0%	66.7%	46.2%	20.4%	91.9%
%H (TV HH)			58.8%	22.0%	66.7%	46.2%	20.4%	
DVDR	765	765	284	121	626	262	363	653
%V	2.7%	2.9%	2.6%	2.9%	3.2%	3.0%	3.3%	2.8%
%H (All HH)		100.0%	37.1%	15.8%	81.8%	34.2%	47.5%	85.4%
%H (TV HH)			37.1%	15.8%	81.8%	34.2%	47.5%	
VCR	446	446	141	49	387	130	257	309
%V	1.6%	1.7%	1.3%	1.2%	2.0%	1.5%	2.3%	1.3%
%H (All HH)		100.0%	31.6%	11.0%	86.8%	29.1%	57.6%	69.3%
%H (TV HH)			31.6%	11.0%	86.8%	29.1%	57.6%	
Any recorder	16649	16649	9585	3587	11204	7531	3673	15175
%V	59.8%	62.9%	86.3%	85.6%	57.3%	87.6%	33.5%	65.3%
%H (All HH)		100.0%	57.6%	21.5%	67.3%	45.2%	22.1%	91.1%
%H (TV HH)			57.6%	21.5%	67.3%	45.2%	22.1%	
Receives HDTV (via STB or built-in reception)	17108	17108	8518	3512	12302	7011	5291	15622
%V	61.4%	64.7%	76.6%	83.8%	62.9%	81.6%	48.3%	67.2%
%H (All HH)		100.0%	49.8%	20.5%	71.9%	41.0%	30.9%	91.3%
%H (TV HH)			49.8%	20.5%	71.9%	41.0%	30.9%	
DVD/Blu-ray player or recorder	19080	19080	8400	3159	14300	6846	7455	16683
%V	68.5%	72.1%	75.6%	75.4%	73.1%	79.7%	68.0%	71.8%
%H (All HH)		100.0%	44.0%	16.6%	74.9%	35.9%	39.1%	87.4%
%H (TV HH)			44.0%	16.6%	74.9%	35.9%	39.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2015 - June 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	27843	26460	11113	4192	19558	8595	10963	23249
%H (All HH)		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%
%H (TV HH)			42.0%	15.8%	73.9%	32.5%	41.4%	
Has broadband internet	23249	22164	10207	3896	15878	7987	7891	23249
%V	83.5%	83.8%	91.8%	92.9%	81.2%	92.9%	72.0%	100.0%
%H (All HH)		95.3%	43.9%	16.8%	68.3%	34.4%	33.9%	100.0%
%H (TV HH)			46.1%	17.6%	71.6%	36.0%	35.6%	
Number of computers (PCs and laptops)								
0	5194	4862	1148	408	4059	785	3274	968
%V	18.7%	18.4%	10.3%	9.7%	20.8%	9.1%	29.9%	4.2%
%H (All HH)		93.6%	22.1%	7.9%	78.1%	15.1%	63.0%	18.6%
%H (TV HH)			23.6%	8.4%	83.5%	16.1%	67.3%	
1	7207	6764	2657	1082	4873	1924	2949	6912
%V	25.9%	25.6%	23.9%	25.8%	24.9%	22.4%	26.9%	29.7%
%H (All HH)		93.9%	36.9%	15.0%	67.6%	26.7%	40.9%	95.9%
%H (TV HH)			39.3%	16.0%	72.0%	28.4%	43.6%	
2	6679	6362	2976	1048	4597	2311	2286	6633
%V	24.0%	24.0%	26.8%	25.0%	23.5%	26.9%	20.9%	28.5%
%H (All HH)		95.3%	44.6%	15.7%	68.8%	34.6%	34.2%	99.3%
%H (TV HH)			46.8%	16.5%	72.3%	36.3%	35.9%	
3	3898	3763	1866	704	2670	1498	1173	3886
%V	14.0%	14.2%	16.8%	16.8%	13.7%	17.4%	10.7%	16.7%
%H (All HH)		96.5%	47.9%	18.1%	68.5%	38.4%	30.1%	99.7%
%H (TV HH)			49.6%	18.7%	71.0%	39.8%	31.2%	
4	2320	2232	1154	430	1606	963	643	2317
%V	8.3%	8.4%	10.4%	10.3%	8.2%	11.2%	5.9%	10.0%
%H (All HH)		96.2%	49.7%	18.5%	69.2%	41.5%	27.7%	99.9%
%H (TV HH)			51.7%	19.3%	72.0%	43.1%	28.8%	
5+	2545	2478	1313	521	1753	1114	639	2533
%V	9.1%	9.4%	11.8%	12.4%	9.0%	13.0%	5.8%	10.9%
%H (All HH)		97.4%	51.6%	20.5%	68.9%	43.8%	25.1%	99.5%
%H (TV HH)			53.0%	21.0%	70.7%	45.0%	25.8%	

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

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DATA PERIOD: ANNUAL

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Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52684	24639	8868	40591	21369	19221	46310
%H		46.8%	16.8%	77.0%	40.6%	36.5%	87.9%
Under 20"	5642	2392	846	4822	2399	2422	4860
%V	10.7%	9.7%	9.5%	11.9%	11.2%	12.6%	10.5%
%H		42.4%	15.0%	85.5%	42.5%	42.9%	86.1%
20" - 29"	11246	4762	1749	9318	4554	4764	9428
%V	21.3%	19.3%	19.7%	23.0%	21.3%	24.8%	20.4%
%H		42.3%	15.6%	82.9%	40.5%	42.4%	83.8%
30" - 39"	16808	7502	2865	12822	6400	6422	14536
%V	31.9%	30.4%	32.3%	31.6%	29.9%	33.4%	31.4%
%H		44.6%	17.0%	76.3%	38.1%	38.2%	86.5%
40" and over	17772	9478	3230	12686	7593	5093	16511
%V	33.7%	38.5%	36.4%	31.3%	35.5%	26.5%	35.7%
%H		53.3%	18.2%	71.4%	42.7%	28.7%	92.9%
Don't know	1217	505	177	944	423	521	975
%V	2.3%	2.0%	2.0%	2.3%	2.0%	2.7%	2.1%
%H		41.5%	14.5%	77.6%	34.8%	42.8%	80.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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July 2015 - June 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	52684	24639	8868	40591	21369	19221	46310
%H		46.8%	16.8%	77.0%	40.6%	36.5%	87.9%
Main living room	26276	11100	4173	19450	8592	10857	22021
%V	49.9%	45.1%	47.1%	47.9%	40.2%	56.5%	47.6%
%H		42.2%	15.9%	74.0%	32.7%	41.3%	83.8%
Kitchen	3143	1584	410	2699	1519	1179	2786
%V	6.0%	6.4%	4.6%	6.6%	7.1%	6.1%	6.0%
%H		50.4%	13.0%	85.9%	48.3%	37.5%	88.6%
Adult's bedroom	14125	6917	2645	11247	6603	4644	12845
%V	26.8%	28.1%	29.8%	27.7%	30.9%	24.2%	27.7%
%H		49.0%	18.7%	79.6%	46.7%	32.9%	90.9%
Child's bedroom	3095	1823	596	2275	1591	684	3040
%V	5.9%	7.4%	6.7%	5.6%	7.4%	3.6%	6.6%
%H		58.9%	19.3%	73.5%	51.4%	22.1%	98.2%
Other bedroom	1850	1024	343	1510	1006	505	1751
%V	3.5%	4.2%	3.9%	3.7%	4.7%	2.6%	3.8%
%H		55.4%	18.5%	81.6%	54.4%	27.3%	94.6%
Second living/dining room	2529	1271	431	2056	1197	858	2285
%V	4.8%	5.2%	4.9%	5.1%	5.6%	4.5%	4.9%
%H		50.3%	17.0%	81.3%	47.3%	33.9%	90.4%
Study/office	420	235	66	333	208	124	405
%V	0.8%	1.0%	0.7%	0.8%	1.0%	0.6%	0.9%
%H		56.0%	15.7%	79.3%	49.5%	29.5%	96.4%
TV room	241	142	38	195	129	65	235
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.3%	0.5%
%H		58.9%	15.8%	80.9%	53.5%	27.0%	97.5%
Conseervatory	587	322	94	493	316	178	546
%V	1.1%	1.3%	1.1%	1.2%	1.5%	0.9%	1.2%
%H		54.9%	16.0%	84.0%	53.8%	30.3%	93.0%
Attic or loft room	75	38	15	56	34	21	72
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		50.7%	20.0%	74.7%	45.3%	28.0%	96.0%
No specific location	43	20	7	38	21	17	39
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		46.5%	16.3%	88.4%	48.8%	39.5%	90.7%
Other	300	162	50	241	152	88	286
%V	0.6%	0.7%	0.6%	0.6%	0.7%	0.5%	0.6%
%H		54.0%	16.7%	80.3%	50.7%	29.3%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2015 - June 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	52684	24639	8868	40591	21369	19221	46310
%H		46.8%	16.8%	77.0%	40.6%	36.5%	87.9%
PVR	21394	13221	4779	13819	10120	3699	19921
%V	40.6%	53.7%	53.9%	34.0%	47.4%	19.2%	43.0%
%H		61.8%	22.3%	64.6%	47.3%	17.3%	93.1%
DVDR	835	314	133	686	295	391	718
%V	1.6%	1.3%	1.5%	1.7%	1.4%	2.0%	1.6%
%H		37.6%	15.9%	82.2%	35.3%	46.8%	86.0%
VCR	470	150	53	410	143	267	326
%V	0.9%	0.6%	0.6%	1.0%	0.7%	1.4%	0.7%
%H		31.9%	11.3%	87.2%	30.4%	56.8%	69.4%
Any recorder	22028	13359	4839	14387	10254	4132	20366
%V	41.8%	54.2%	54.6%	35.4%	48.0%	21.5%	44.0%
%H		60.6%	22.0%	65.3%	46.5%	18.8%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	52684	24639	8868	40591	21369	19221	46310
%H		46.8%	16.8%	77.0%	40.6%	36.5%	87.9%
Receives HDTV (via STB or built-in reception)	25145	12869	5332	18474	11178	7295	23345
%V	47.7%	52.2%	60.1%	45.5%	52.3%	38.0%	50.4%
%H		51.2%	21.2%	73.5%	44.5%	29.0%	92.8%
DVD/Blu-ray player or recorder	27854	13036	4808	21340	11323	10016	25035
%V	52.9%	52.9%	54.2%	52.6%	53.0%	52.1%	54.1%
%H		46.8%	17.3%	76.6%	40.7%	36.0%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data
Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26436	11110	4191	19552	8594	10958	22144
%H		42.0%	15.9%	74.0%	32.5%	41.5%	83.8%
Under 20"	355	52	29	296	42	254	222
%V	1.3%	0.5%	0.7%	1.5%	0.5%	2.3%	1.0%
%H		14.6%	8.2%	83.4%	11.8%	71.5%	62.5%
20" - 29"	2746	614	299	2229	438	1791	1745
%V	10.4%	5.5%	7.1%	11.4%	5.1%	16.3%	7.9%
%H		22.4%	10.9%	81.2%	16.0%	65.2%	63.5%
30" - 39"	8956	3170	1306	6845	2451	4394	7087
%V	33.9%	28.5%	31.2%	35.0%	28.5%	40.1%	32.0%
%H		35.4%	14.6%	76.4%	27.4%	49.1%	79.1%
40" and over	13839	7087	2488	9772	5527	4245	12703
%V	52.3%	63.8%	59.4%	50.0%	64.3%	38.7%	57.4%
%H		51.2%	18.0%	70.6%	39.9%	30.7%	91.8%
Don't know	539	185	70	410	135	275	387
%V	2.0%	1.7%	1.7%	2.1%	1.6%	2.5%	1.7%
%H		34.3%	13.0%	76.1%	25.0%	51.0%	71.8%

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

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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	26436	11110	4191	19552	8594	10958	22144
%H		42.0%	15.9%	74.0%	32.5%	41.5%	83.8%
PVR	15845	9385	3506	10484	7339	3145	14571
%V	59.9%	84.5%	83.7%	53.6%	85.4%	28.7%	65.8%
%H		59.2%	22.1%	66.2%	46.3%	19.8%	92.0%
DVDR	633	226	94	514	201	313	531
%V	2.4%	2.0%	2.2%	2.6%	2.3%	2.9%	2.4%
%H		35.7%	14.8%	81.2%	31.8%	49.4%	83.9%
VCR	353	102	36	303	88	215	234
%V	1.3%	0.9%	0.9%	1.5%	1.0%	2.0%	1.1%
%H		28.9%	10.2%	85.8%	24.9%	60.9%	66.3%
Any recorder	16267	9440	3534	10861	7383	3478	14836
%V	61.5%	85.0%	84.3%	55.5%	85.9%	31.7%	67.0%
%H		58.0%	21.7%	66.8%	45.4%	21.4%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26436	11110	4191	19552	8594	10958	22144
%H		42.0%	15.9%	74.0%	32.5%	41.5%	83.8%
Receives HDTV (via STB or built-in reception)	16632	8307	3450	11887	6810	5076	15198
%V	62.9%	74.8%	82.3%	60.8%	79.2%	46.3%	68.6%
%H		49.9%	20.7%	71.5%	40.9%	30.5%	91.4%
DVD/Blu-ray player or recorder	17360	7547	2835	12971	6068	6903	15111
%V	65.7%	67.9%	67.6%	66.3%	70.6%	63.0%	68.2%
%H		43.5%	16.3%	74.7%	35.0%	39.8%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data
Table 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	26248	13529	4677	21039	12775	8263	24166
%H		51.5%	17.8%	80.2%	48.7%	31.5%	92.1%
Under 20"	5287	2339	817	4525	2357	2168	4638
%V	20.1%	17.3%	17.5%	21.5%	18.5%	26.2%	19.2%
%H		44.2%	15.5%	85.6%	44.6%	41.0%	87.7%
20" - 29"	8499	4148	1451	7089	4116	2973	7682
%V	32.4%	30.7%	31.0%	33.7%	32.2%	36.0%	31.8%
%H		48.8%	17.1%	83.4%	48.4%	35.0%	90.4%
30" - 39"	7852	4332	1559	5977	3949	2028	7450
%V	29.9%	32.0%	33.3%	28.4%	30.9%	24.5%	30.8%
%H		55.2%	19.9%	76.1%	50.3%	25.8%	94.9%
40" and over	3933	2390	743	2914	2065	848	3808
%V	15.0%	17.7%	15.9%	13.9%	16.2%	10.3%	15.8%
%H		60.8%	18.9%	74.1%	52.5%	21.6%	96.8%
Don't know	677	319	108	534	288	246	588
%V	2.6%	2.4%	2.3%	2.5%	2.3%	3.0%	2.4%
%H		47.1%	16.0%	78.9%	42.5%	36.3%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 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	26248	13529	4677	21039	12775	8263	24166
%H		51.5%	17.8%	80.2%	48.7%	31.5%	92.1%
PVR	5550	3837	1274	3335	2781	554	5350
%V	21.1%	28.4%	27.2%	15.9%	21.8%	6.7%	22.1%
%H		69.1%	23.0%	60.1%	50.1%	10.0%	96.4%
DVDR	202	88	39	172	94	78	187
%V	0.8%	0.7%	0.8%	0.8%	0.7%	0.9%	0.8%
%H		43.6%	19.3%	85.1%	46.5%	38.6%	92.6%
VCR	117	48	17	106	54	52	92
%V	0.4%	0.4%	0.4%	0.5%	0.4%	0.6%	0.4%
%H		41.0%	14.5%	90.6%	46.2%	44.4%	78.6%
Any recorder	5761	3919	1304	3526	2872	654	5530
%V	21.9%	29.0%	27.9%	16.8%	22.5%	7.9%	22.9%
%H		68.0%	22.6%	61.2%	49.9%	11.4%	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	26248	13529	4677	21039	12775	8263	24166
%H		51.5%	17.8%	80.2%	48.7%	31.5%	92.1%
Receives HDTV (via STB or built-in reception)	8513	4561	1881	6587	4368	2219	8147
%V	32.4%	33.7%	40.2%	31.3%	34.2%	26.9%	33.7%
%H		53.6%	22.1%	77.4%	51.3%	26.1%	95.7%
DVD/Blu-ray player or recorder	10494	5489	1972	8369	5255	3114	9925
%V	40.0%	40.6%	42.2%	39.8%	41.1%	37.7%	41.1%
%H		52.3%	18.8%	79.8%	50.1%	29.7%	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

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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	64634	61804	29148	10616	44137	22461	21676	58382
%H		95.6%	45.1%	16.4%	68.3%	34.8%	33.5%	90.3%
Total Children	12354	11917	6466	2116	7760	4518	3241	11990
%V	19.1%	19.3%	22.2%	19.9%	17.6%	20.1%	15.0%	20.5%
%H		96.5%	52.3%	17.1%	62.8%	36.6%	26.2%	97.1%
0 - 3	3180	3016	1589	506	1903	1033	870	3054
%V	4.9%	4.9%	5.5%	4.8%	4.3%	4.6%	4.0%	5.2%
%H		94.8%	50.0%	15.9%	59.8%	32.5%	27.4%	96.0%
4 - 15	9174	8901	4876	1610	5857	3486	2371	8936
%V	14.2%	14.4%	16.7%	15.2%	13.3%	15.5%	10.9%	15.3%
%H		97.0%	53.2%	17.5%	63.8%	38.0%	25.8%	97.4%
4 - 9	4895	4715	2625	821	3010	1775	1235	4741
%V	7.6%	7.6%	9.0%	7.7%	6.8%	7.9%	5.7%	8.1%
%H		96.3%	53.6%	16.8%	61.5%	36.3%	25.2%	96.9%
10 - 15	4279	4186	2251	789	2847	1711	1137	4194
%V	6.6%	6.8%	7.7%	7.4%	6.5%	7.6%	5.2%	7.2%
%H		97.8%	52.6%	18.4%	66.5%	40.0%	26.6%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	64634	61804	29148	10616	44137	22461	21676	58382
%H		95.6%	45.1%	16.4%	68.3%	34.8%	33.5%	90.3%
Total Adults (16+)	52280	49888	22682	8500	36378	17943	18435	46392
%V	80.9%	80.7%	77.8%	80.1%	82.4%	79.9%	85.0%	79.5%
%H		95.4%	43.4%	16.3%	69.6%	34.3%	35.3%	88.7%
16 - 19	2816	2695	1369	546	1935	1160	776	2746
%V	4.4%	4.4%	4.7%	5.1%	4.4%	5.2%	3.6%	4.7%
%H		95.7%	48.6%	19.4%	68.7%	41.2%	27.6%	97.5%
20 - 24	4063	3609	1581	644	2530	1276	1254	3921
%V	6.3%	5.8%	5.4%	6.1%	5.7%	5.7%	5.8%	6.7%
%H		88.8%	38.9%	15.9%	62.3%	31.4%	30.9%	96.5%
25 - 34	8822	8039	3988	1442	5152	2724	2428	8522
%V	13.6%	13.0%	13.7%	13.6%	11.7%	12.1%	11.2%	14.6%
%H		91.1%	45.2%	16.3%	58.4%	30.9%	27.5%	96.6%
35 - 44	8294	7877	4121	1466	5223	3003	2220	8002
%V	12.8%	12.7%	14.1%	13.8%	11.8%	13.4%	10.2%	13.7%
%H		95.0%	49.7%	17.7%	63.0%	36.2%	26.8%	96.5%
45 - 54	9202	8946	4318	1712	6517	3582	2934	8712
%V	14.2%	14.5%	14.8%	16.1%	14.8%	15.9%	13.5%	14.9%
%H		97.2%	46.9%	18.6%	70.8%	38.9%	31.9%	94.7%
55 - 64	7566	7405	3361	1249	5649	2815	2834	6866
%V	11.7%	12.0%	11.5%	11.8%	12.8%	12.5%	13.1%	11.8%
%H		97.9%	44.4%	16.5%	74.7%	37.2%	37.5%	90.7%
65+	11516	11316	3944	1441	9371	3382	5989	7624
%V	17.8%	18.3%	13.5%	13.6%	21.2%	15.1%	27.6%	13.1%
%H		98.3%	34.2%	12.5%	81.4%	29.4%	52.0%	66.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	52280	49888	22682	8500	36378	17943	18435	46392
%H		95.4%	43.4%	16.3%	69.6%	34.3%	35.3%	88.7%
AB	13684	13177	6216	2298	9535	4887	4649	13222
%V	26.2%	26.4%	27.4%	27.0%	26.2%	27.2%	25.2%	28.5%
%H		96.3%	45.4%	16.8%	69.7%	35.7%	34.0%	96.6%
C1	14942	14077	6391	2473	10224	5124	5099	13869
%V	28.6%	28.2%	28.2%	29.1%	28.1%	28.6%	27.7%	29.9%
%H		94.2%	42.8%	16.6%	68.4%	34.3%	34.1%	92.8%
C2	11038	10728	5138	1915	7954	4302	3652	9873
%V	21.1%	21.5%	22.7%	22.5%	21.9%	24.0%	19.8%	21.3%
%H		97.2%	46.5%	17.3%	72.1%	39.0%	33.1%	89.4%
D	8380	7905	3544	1299	5617	2637	2980	6901
%V	16.0%	15.8%	15.6%	15.3%	15.4%	14.7%	16.2%	14.9%
%H		94.3%	42.3%	15.5%	67.0%	31.5%	35.6%	82.4%
E	4235	4001	1393	515	3047	993	2054	2528
%V	8.1%	8.0%	6.1%	6.1%	8.4%	5.5%	11.1%	5.4%
%H		94.5%	32.9%	12.2%	71.9%	23.4%	48.5%	59.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	52280	49888	22682	8500	36378	17943	18435	46392
%H		95.4%	43.4%	16.3%	69.6%	34.3%	35.3%	88.7%
Working full time	24628	23478	11649	4450	16351	9121	7230	23861
%V	47.1%	47.1%	51.4%	52.4%	44.9%	50.8%	39.2%	51.4%
%H		95.3%	47.3%	18.1%	66.4%	37.0%	29.4%	96.9%
Working part time	5353	5166	2493	903	3711	1952	1759	5097
%V	10.2%	10.4%	11.0%	10.6%	10.2%	10.9%	9.5%	11.0%
%H		96.5%	46.6%	16.9%	69.3%	36.5%	32.9%	95.2%
Not working	22299	21243	8540	3147	16315	6870	9445	17434
%V	42.7%	42.6%	37.7%	37.0%	44.8%	38.3%	51.2%	37.6%
%H		95.3%	38.3%	14.1%	73.2%	30.8%	42.4%	78.2%
Housewife/Houseperson	27842	26459	11113	4192	19558	8595	10963	23248
%V	53.3%	53.0%	49.0%	49.3%	53.8%	47.9%	59.5%	50.1%
%H		95.0%	39.9%	15.1%	70.2%	30.9%	39.4%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	25533	24208	11254	4227	17482	8931	8551	22970
%H		94.8%	44.1%	16.6%	68.5%	35.0%	33.5%	90.0%
16 - 19	1465	1401	728	293	995	614	381	1434
%V	5.7%	5.8%	6.5%	6.9%	5.7%	6.9%	4.5%	6.2%
%H		95.6%	49.7%	20.0%	67.9%	41.9%	26.0%	97.9%
20 - 24	2025	1793	798	322	1233	638	595	1964
%V	7.9%	7.4%	7.1%	7.6%	7.1%	7.1%	7.0%	8.6%
%H		88.5%	39.4%	15.9%	60.9%	31.5%	29.4%	97.0%
25 - 34	4408	3973	1943	744	2548	1362	1187	4252
%V	17.3%	16.4%	17.3%	17.6%	14.6%	15.3%	13.9%	18.5%
%H		90.1%	44.1%	16.9%	57.8%	30.9%	26.9%	96.5%
35 - 44	4105	3855	2008	710	2530	1446	1084	3930
%V	16.1%	15.9%	17.8%	16.8%	14.5%	16.2%	12.7%	17.1%
%H		93.9%	48.9%	17.3%	61.6%	35.2%	26.4%	95.7%
45 - 54	4522	4373	2143	828	3170	1765	1405	4245
%V	17.7%	18.1%	19.0%	19.6%	18.1%	19.8%	16.4%	18.5%
%H		96.7%	47.4%	18.3%	70.1%	39.0%	31.1%	93.9%
55 - 64	3720	3625	1658	620	2763	1396	1367	3350
%V	14.6%	15.0%	14.7%	14.7%	15.8%	15.6%	16.0%	14.6%
%H		97.4%	44.6%	16.7%	74.3%	37.5%	36.7%	90.1%
65+	5289	5188	1976	711	4242	1710	2532	3795
%V	20.7%	21.4%	17.6%	16.8%	24.3%	19.1%	29.6%	16.5%
%H		98.1%	37.4%	13.4%	80.2%	32.3%	47.9%	71.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	25533	24208	11254	4227	17482	8931	8551	22970
%H		94.8%	44.1%	16.6%	68.5%	35.0%	33.5%	90.0%
AB	6850	6585	3149	1165	4745	2483	2261	6639
%V	26.8%	27.2%	28.0%	27.6%	27.1%	27.8%	26.4%	28.9%
%H		96.1%	46.0%	17.0%	69.3%	36.2%	33.0%	96.9%
C1	7001	6554	3103	1190	4694	2500	2195	6640
%V	27.4%	27.1%	27.6%	28.2%	26.9%	28.0%	25.7%	28.9%
%H		93.6%	44.3%	17.0%	67.0%	35.7%	31.4%	94.8%
C2	5880	5686	2694	1024	4208	2254	1954	5209
%V	23.0%	23.5%	23.9%	24.2%	24.1%	25.2%	22.9%	22.7%
%H		96.7%	45.8%	17.4%	71.6%	38.3%	33.2%	88.6%
D	4024	3736	1721	637	2605	1282	1323	3389
%V	15.8%	15.4%	15.3%	15.1%	14.9%	14.4%	15.5%	14.8%
%H		92.8%	42.8%	15.8%	64.7%	31.9%	32.9%	84.2%
E	1779	1647	587	212	1230	412	818	1094
%V	7.0%	6.8%	5.2%	5.0%	7.0%	4.6%	9.6%	4.8%
%H		92.6%	33.0%	11.9%	69.1%	23.2%	46.0%	61.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	25533	24208	11254	4227	17482	8931	8551	22970
%H		94.8%	44.1%	16.6%	68.5%	35.0%	33.5%	90.0%
Working full time	14985	14257	7167	2674	9892	5580	4312	14475
%V	58.7%	58.9%	63.7%	63.3%	56.6%	62.5%	50.4%	63.0%
%H		95.1%	47.8%	17.8%	66.0%	37.2%	28.8%	96.6%
Working part time	1147	1071	494	174	766	368	398	1048
%V	4.5%	4.4%	4.4%	4.1%	4.4%	4.1%	4.7%	4.6%
%H		93.4%	43.1%	15.2%	66.8%	32.1%	34.7%	91.4%
Not working	9401	8880	3593	1379	6825	2983	3841	7447
%V	36.8%	36.7%	31.9%	32.6%	39.0%	33.4%	44.9%	32.4%
%H		94.5%	38.2%	14.7%	72.6%	31.7%	40.9%	79.2%
Housewife/Houseperson	6070	5504	1980	835	4090	1500	2589	4569
%V	23.8%	22.7%	17.6%	19.8%	23.4%	16.8%	30.3%	19.9%
%H		90.7%	32.6%	13.8%	67.4%	24.7%	42.7%	75.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2015 - June 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+)	26746	25680	11429	4273	18895	9012	9883	23422
%H		96.0%	42.7%	16.0%	70.6%	33.7%	37.0%	87.6%
16 - 19	1351	1295	640	253	940	546	394	1312
%V	5.1%	5.0%	5.6%	5.9%	5.0%	6.1%	4.0%	5.6%
%H		95.9%	47.4%	18.7%	69.6%	40.4%	29.2%	97.1%
20 - 24	2039	1816	784	322	1297	638	658	1957
%V	7.6%	7.1%	6.9%	7.5%	6.9%	7.1%	6.7%	8.4%
%H		89.1%	38.5%	15.8%	63.6%	31.3%	32.3%	96.0%
25 - 34	4414	4066	2046	698	2603	1362	1241	4269
%V	16.5%	15.8%	17.9%	16.3%	13.8%	15.1%	12.6%	18.2%
%H		92.1%	46.4%	15.8%	59.0%	30.9%	28.1%	96.7%
35 - 44	4189	4022	2113	755	2693	1557	1136	4072
%V	15.7%	15.7%	18.5%	17.7%	14.3%	17.3%	11.5%	17.4%
%H		96.0%	50.4%	18.0%	64.3%	37.2%	27.1%	97.2%
45 - 54	4680	4573	2175	884	3347	1817	1530	4466
%V	17.5%	17.8%	19.0%	20.7%	17.7%	20.2%	15.5%	19.1%
%H		97.7%	46.5%	18.9%	71.5%	38.8%	32.7%	95.4%
55 - 64	3846	3780	1704	629	2886	1419	1467	3516
%V	14.4%	14.7%	14.9%	14.7%	15.3%	15.7%	14.8%	15.0%
%H		98.3%	44.3%	16.4%	75.0%	36.9%	38.1%	91.4%
65+	6227	6128	1968	730	5129	1672	3456	3830
%V	23.3%	23.9%	17.2%	17.1%	27.1%	18.6%	35.0%	16.4%
%H		98.4%	31.6%	11.7%	82.4%	26.9%	55.5%	61.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2015 - June 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+)	26746	25680	11429	4273	18895	9012	9883	23422
%H		96.0%	42.7%	16.0%	70.6%	33.7%	37.0%	87.6%
AB	6834	6592	3067	1133	4791	2403	2387	6583
%V	25.6%	25.7%	26.8%	26.5%	25.4%	26.7%	24.2%	28.1%
%H		96.5%	44.9%	16.6%	70.1%	35.2%	34.9%	96.3%
C1	7942	7523	3288	1284	5529	2624	2905	7230
%V	29.7%	29.3%	28.8%	30.0%	29.3%	29.1%	29.4%	30.9%
%H		94.7%	41.4%	16.2%	69.6%	33.0%	36.6%	91.0%
C2	5158	5042	2445	891	3746	2048	1698	4663
%V	19.3%	19.6%	21.4%	20.9%	19.8%	22.7%	17.2%	19.9%
%H		97.8%	47.4%	17.3%	72.6%	39.7%	32.9%	90.4%
D	4357	4169	1823	662	3012	1355	1657	3512
%V	16.3%	16.2%	16.0%	15.5%	15.9%	15.0%	16.8%	15.0%
%H		95.7%	41.8%	15.2%	69.1%	31.1%	38.0%	80.6%
E	2456	2354	806	303	1817	581	1236	1434
%V	9.2%	9.2%	7.1%	7.1%	9.6%	6.4%	12.5%	6.1%
%H		95.8%	32.8%	12.3%	74.0%	23.7%	50.3%	58.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2015 - June 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+)	26746	25680	11429	4273	18895	9012	9883	23422
%H		96.0%	42.7%	16.0%	70.6%	33.7%	37.0%	87.6%
Working full time	9643	9222	4482	1775	6460	3542	2918	9386
%V	36.1%	35.9%	39.2%	41.5%	34.2%	39.3%	29.5%	40.1%
%H		95.6%	46.5%	18.4%	67.0%	36.7%	30.3%	97.3%
Working part time	4206	4096	1999	729	2945	1584	1361	4049
%V	15.7%	16.0%	17.5%	17.1%	15.6%	17.6%	13.8%	17.3%
%H		97.4%	47.5%	17.3%	70.0%	37.7%	32.4%	96.3%
Not working	12898	12362	4948	1768	9490	3886	5604	9987
%V	48.2%	48.1%	43.3%	41.4%	50.2%	43.1%	56.7%	42.6%
%H		95.8%	38.4%	13.7%	73.6%	30.1%	43.4%	77.4%
Housewife/Houseperson	21773	20955	9133	3357	15468	7095	8373	18679
%V	81.4%	81.6%	79.9%	78.6%	81.9%	78.7%	84.7%	79.7%
%H		96.2%	41.9%	15.4%	71.0%	32.6%	38.5%	85.8%

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 July 2015 and June 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: July 2015 - June 2016							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	80934	18427	2394	10129	4139	2366	2499
Shop / Business	1288	292	28	173	53	24	24
Demolished / Incomplete	154	40	1	15	9	3	2
Empty	5806	843	144	850	224	103	148
Holiday Home	753	35	32	22	23	25	66
Other Non Effective	1628	215	58	205	112	64	64
Eligible Addresses	71305	17002	2131	8864	3718	2147	2195
Substitute Addresses	2098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	908	560	34	50	7	50	55
Total Additional Households	3006	2670	2145	2149	2107	2151	2157
Total Valid Households	81450	18919	2420	10129	4142	2410	2534
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	9356	2947	212	1025	550	242	325
	11.5%	15.6%	8.8%	10.1%	13.3%	10.0%	12.8%
No English Spoken	141	40	1	39	13	1	1
	0.2%	0.2%	0.0%	0.4%	0.3%	0.0%	0.0%
Refusals	18881	4770	538	2396	1179	435	664
	23.2%	25.2%	22.2%	23.7%	28.5%	18.0%	26.2%
Total Interviews	53051	11161	1669	6666	2400	1732	1543
	65.1%	59.0%	69.0%	65.8%	57.9%	71.9%	60.9%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Northern Ireland	BBC Wales
Addresses Issued	4942	4952	3809	8352	7259	4841	6825
Shop / Business	97	79	71	165	92	84	106
Demolished / Incomplete	10	4	7	16	8	24	15
Empty	246	352	275	702	613	463	843
Holiday Home	52	22	66	48	141	76	145
Other Non Effective	121	60	96	230	106	117	180
Eligible Addresses	4416	4435	3294	7191	6299	4077	5536
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	27	14	11	40	15	5	40
Total Additional Households	2130	2118	2116	2146	2122	2113	2149
Total Valid Households	4950	4952	3799	8343	7250	4804	6798
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	589	417	420	825	569	484	751
	11.9%	8.4%	11.1%	9.9%	7.8%	10.1%	11.0%
No English Spoken	8	7	4	7	8	2	10
	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
Refusals	1336	1246	828	1892	1705	952	940
	27.0%	25.2%	21.8%	22.7%	23.5%	19.8%	13.8%
Total Interviews	3015	3282	2544	5611	4966	3366	5096
	60.9%	66.3%	67.0%	67.3%	68.5%	70.1%	75.0%

Response Analysis: July 2015 - June 2016							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	80,934	18894	10200	8361	5150	2906	6749
Shop / Business	1,288	295	173	167	78	63	81
Demolished / Incomplete	154	41	15	14	4	2	8
Empty	5,806	874	853	689	364	199	552
Holiday Home	753	35	23	30	35	26	116
Other Non Effective	1,628	245	206	219	71	71	93
Eligible Addresses	71,305	17404	8930	7242	4598	2545	5899
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	908	560	51	40	18	6	14
Total Additional Households	3,006	2659	2151	2141	2120	2109	2124
Total Valid Households	81,450	19377	10200	8354	5156	2892	6741
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	9,356	2990	1045	830	434	287	525
	11.5%	15.4%	10.2%	9.9%	8.4%	9.9%	7.8%
No English Spoken	141	40	39	7	7	4	8
	0.2%	0.2%	0.4%	0.1%	0.1%	0.1%	0.1%
Refusals	18,881	4868	2400	1901	1331	592	1599
	23.2%	25.1%	23.5%	22.8%	25.8%	20.5%	23.7%
Total Interviews	53,051	11477	6713	5608	3384	2009	4608
	65.1%	59.2%	65.8%	67.1%	65.6%	69.5%	68.4%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	6939	4208	2359	4841	1275	2227	6825
Shop / Business	122	52	22	84	19	26	106
Demolished / Incomplete	10	9	2	24	7	3	15
Empty	364	225	138	463	140	102	843
Holiday Home	81	22	66	76	70	28	145
Other Non Effective	156	114	58	117	38	60	180
Eligible Addresses	6206	3786	2073	4077	1001	2008	5536
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	69	7	47	5	2	49	40
Total Additional Households	2180	2111	2152	2111	2109	2157	2149
Total Valid Households	6990	4211	2386	4804	1271	2270	6798
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	776	556	304	484	150	224	751
	11.1%	13.2%	12.7%	10.1%	11.8%	9.9%	11.0%
No English Spoken	9	13	1	2	0	1	10
	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Refusals	1781	1206	637	952	271	403	940
	25.5%	28.6%	26.7%	19.8%	21.3%	17.8%	13.8%
Total Interviews	4423	2436	1443	3366	846	1642	5096
	63.3%	57.8%	60.5%	70.1%	66.6%	72.3%	75.0%

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 tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from July 2015 to June 2016

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

Total Network	All Households	Total TV Households
All Households	53053	50738
All Sets	103994	103994
All Individuals	131214	126072
Children 0-15	25359	24513
All Adults	105855	101559
Adult Males	51523	49214
Adult Females	54332	52345

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11161	10381
All Sets	19309	19309
All Individuals	29978	28058
Children 0-15	6093	5785
All Adults	23885	22273
Adult Males	11700	10839
Adult Females	12185	11434

BBC South-East	All Households	Total TV Households
All Households	1669	1587
All Sets	3247	3247
All Individuals	4125	3931
Children 0-15	789	755
All Adults	3336	3176
Adult Males	1632	1535
Adult Females	1704	1641

BBC Midlands	All Households	Total TV Households
All Households	6666	6408
All Sets	13104	13104
All Individuals	16433	15905
Children 0-15	3199	3099
All Adults	13234	12806
Adult Males	6495	6254
Adult Females	6739	6552

BBC East	All Households	Total TV Households
All Households	2400	2325
All Sets	4949	4949
All Individuals	6024	5843
Children 0-15	1237	1205
All Adults	4787	4638
Adult Males	2340	2249
Adult Females	2447	2389

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1732	1649
All Sets	3427	3427
All Individuals	4146	3983
Children 0-15	751	726
All Adults	3395	3257
Adult Males	1659	1583
Adult Females	1736	1674

BBC South-West	All Households	Total TV Households
All Households	1543	1493
All Sets	3024	3024
All Individuals	3548	3437
Children 0-15	594	567
All Adults	2954	2870
Adult Males	1420	1373
Adult Females	1534	1497

BBC South	All Households	Total TV Households
All Households	3015	2894
All Sets	6140	6140
All Individuals	7515	7266
Children 0-15	1364	1326
All Adults	6151	5940
Adult Males	2983	2879
Adult Females	3168	3061

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3282	3152
All Sets	6628	6628
All Individuals	8032	7739
Children 0-15	1624	1575
All Adults	6408	6164
Adult Males	3052	2929
Adult Females	3356	3235

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2544	2473
All Sets	5330	5330
All Individuals	5813	5657
Children 0-15	1024	1001
All Adults	4789	4656
Adult Males	2333	2261
Adult Females	2456	2395

BBC North-West	All Households	Total TV Households
All Households	5611	5411
All Sets	11463	11463
All Individuals	13883	13443
Children 0-15	2841	2760
All Adults	11042	10683
Adult Males	5355	5155
Adult Females	5687	5528

BBC Scotland	All Households	Total TV Households
All Households	4968	4757
All Sets	10343	10343
All Individuals	11320	10901
Children 0-15	1917	1858
All Adults	9403	9043
Adult Males	4591	4390
Adult Females	4812	4653

BBC Ulster	All Households	Total TV Households
All Households	3366	3250
All Sets	6678	6678
All Individuals	8477	8251
Children 0-15	1801	1768
All Adults	6676	6483
Adult Males	3204	3109
Adult Females	3472	3374

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5096	4958
All Sets	10352	10352
All Individuals	11920	11658
Children 0-15	2125	2088
All Adults	9795	9570
Adult Males	4759	4658
Adult Females	5036	4912

BBC Midlands West	All Households	Total TV Households
All Households	4430	4273
All Sets	8889	8889
All Individuals	10930	10609
Children 0-15	2161	2100
All Adults	8769	8509
Adult Males	4314	4164
Adult Females	4455	4345

BBC Midlands East	All Households	Total TV Households
All Households	2236	2135
All Sets	4215	4215
All Individuals	5503	5296
Children 0-15	1038	999
All Adults	4465	4297
Adult Males	2181	2090
Adult Females	2284	2207

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11477	10688
All Sets	19985	19985
All Individuals	30822	28873
Children 0-15	6254	5940
All Adults	24568	22933
Adult Males	12045	11168
Adult Females	12523	11765

ITV Midlands	All Households	Total TV Households
All Households	6713	6452
All Sets	13225	13225
All Individuals	16554	16022
Children 0-15	3211	3111
All Adults	13343	12911
Adult Males	6558	6314
Adult Females	6785	6597

ITV North-West	All Households	Total TV Households
All Households	5608	5409
All Sets	11516	11516
All Individuals	13895	13457
Children 0-15	2833	2752
All Adults	11062	10705
Adult Males	5364	5165
Adult Females	5698	5540

ITV Yorkshire	All Households	Total TV Households
All Households	3384	3255
All Sets	6856	6856
All Individuals	8257	7966
Children 0-15	1675	1626
All Adults	6582	6340
Adult Males	3138	3016
Adult Females	3444	3324

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	2009	1946
All Sets	4190	4190
All Individuals	4603	4458
Children 0-15	812	789
All Adults	3791	3669
Adult Males	1823	1759
Adult Females	1968	1910

ITV Central Scotland	All Households	Total TV Households
All Households	3398	3247
All Sets	7107	7107
All Individuals	7804	7495
Children 0-15	1318	1278
All Adults	6486	6217
Adult Males	3163	3010
Adult Females	3323	3207

ITV North Scotland	All Households	Total TV Households
All Households	1212	1161
All Sets	2526	2526
All Individuals	2758	2662
Children 0-15	486	468
All Adults	2272	2194
Adult Males	1121	1079
Adult Females	1151	1115

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4423	4228
All Sets	8850	8850
All Individuals	10962	10541
Children 0-15	2031	1965
All Adults	8931	8576
Adult Males	4342	4150
Adult Females	4589	4426

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2436	2360
All Sets	4999	4999
All Individuals	6112	5935
Children 0-15	1266	1234
All Adults	4846	4701
Adult Males	2354	2269
Adult Females	2492	2432

ITV South West	All Households	Total TV Households
All Households	1443	1395
All Sets	2803	2803
All Individuals	3296	3188
Children 0-15	546	519
All Adults	2750	2669
Adult Males	1319	1273
Adult Females	1431	1396

ITV Ulster	All Households	Total TV Households
All Households	3366	3250
All Sets	6678	6678
All Individuals	8477	8251
Children 0-15	1801	1768
All Adults	6676	6483
Adult Males	3204	3109
Adult Females	3472	3374

ITV Border	All Households	Total TV Households
All Households	846	827
All Sets	1700	1700
All Individuals	1856	1827
Children 0-15	302	301
All Adults	1554	1526
Adult Males	769	753
Adult Females	785	773

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1642	1562
All Sets	3207	3207
All Individuals	3898	3739
Children 0-15	699	674
All Adults	3199	3065
Adult Males	1564	1491
Adult Females	1635	1574

ITV HTV Wales	All Households	Total TV Households
All Households	5096	4958
All Sets	10352	10352
All Individuals	11920	11658
Children 0-15	2125	2088
All Adults	9795	9570
Adult Males	4759	4658
Adult Females	5036	4912

ITV Channel Islands	All Households	Total TV Households
All Households	100	98
All Sets	221	221
All Individuals	252	249
Children 0-15	48	48
All Adults	204	201
Adult Males	101	100
Adult Females	103	101

ITV Midlands West	All Households	Total TV Households
All Households	4514	4354
All Sets	9093	9093
All Individuals	11139	10814
Children 0-15	2188	2127
All Adults	8951	8687
Adult Males	4410	4257
Adult Females	4541	4430

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2199	2098
All Sets	4132	4132
All Individuals	5415	5208
Children 0-15	1023	984
All Adults	4392	4224
Adult Males	2148	2057
Adult Females	2244	2167

ITV Scotland	All Households	Total TV Households
All Households	4610	4408
All Sets	9633	9633
All Individuals	10562	10157
Children 0-15	1804	1746
All Adults	8758	8411
Adult Males	4284	4089
Adult Females	4474	4322

ITV Wales & West	All Households	Total TV Households
All Households	6738	6520
All Sets	13559	13559
All Individuals	15818	15397
Children 0-15	2824	2762
All Adults	12994	12635
Adult Males	6323	6149
Adult Females	6671	6486

ITV West Macro	All Households	Total TV Households
All Households	8181	7915
All Sets	16362	16362
All Individuals	19114	18585
Children 0-15	3370	3281
All Adults	15744	15304
Adult Males	7642	7422
Adult Females	8102	7882

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	14894	14367
All Sets	29587	29587
All Individuals	35668	34607
Children 0-15	6581	6392
All Adults	29087	28215
Adult Males	14200	13736
Adult Females	14887	14479

ITV South & South East	All Households	Total TV Households
All Households	4323	4130
All Sets	8629	8629
All Individuals	10710	10292
Children 0-15	1983	1917
All Adults	8727	8375
Adult Males	4241	4050
Adult Females	4486	4325

ITV South East Macro	All Households	Total TV Households
All Households	6859	6588
All Sets	13849	13849
All Individuals	17074	16476
Children 0-15	3297	3199
All Adults	13777	13277
Adult Males	6696	6419
Adult Females	7081	6858

North Macro	All Households	Total TV Households
All Households	11847	11437
All Sets	24262	24262
All Individuals	28611	27708
Children 0-15	5622	5468
All Adults	22989	22240
Adult Males	11094	10693
Adult Females	11895	11547

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5393	5201
All Sets	11046	11046
All Individuals	12860	12424
Children 0-15	2487	2415
All Adults	10373	10009
Adult Males	4961	4775
Adult Females	5412	5234

ITV North-West / Border Macro	All Households	Total TV Households
All Households	6454	6236
All Sets	13216	13216
All Individuals	15751	15284
Children 0-15	3135	3053
All Adults	12616	12231
Adult Males	6133	5918
Adult Females	6483	6313

S4C	All Households	Total TV Households
All Households	5096	4958
All Sets	10352	10352
All Individuals	11920	11658
Children 0-15	2125	2088
All Adults	9795	9570
Adult Males	4759	4658
Adult Females	5036	4912

C4/Five South Macro Region	All Households	Total TV Households
All Households	15040	14503
All Sets	30211	30211
All Individuals	36188	35061
Children 0-15	6667	6480
All Adults	29521	28581
Adult Males	14338	13841
Adult Females	15183	14740

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11001	10610
All Sets	22562	22562
All Individuals	26755	25881
Children 0-15	5320	5167
All Adults	21435	20714
Adult Males	10325	9940
Adult Females	11110	10774

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	5456	5235
All Sets	11333	11333
All Individuals	12418	11984
Children 0-15	2106	2047
All Adults	10312	9937
Adult Males	5053	4842
Adult Females	5259	5095

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 (June 2016)



BARB Establishment Survey and Recruitment Questionnaire

Version: 29.4 (Master)

Date: 27/05/2016

Internal/Client Use

Status: Final

Prepared for fieldwork month: June 2016

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Version Control

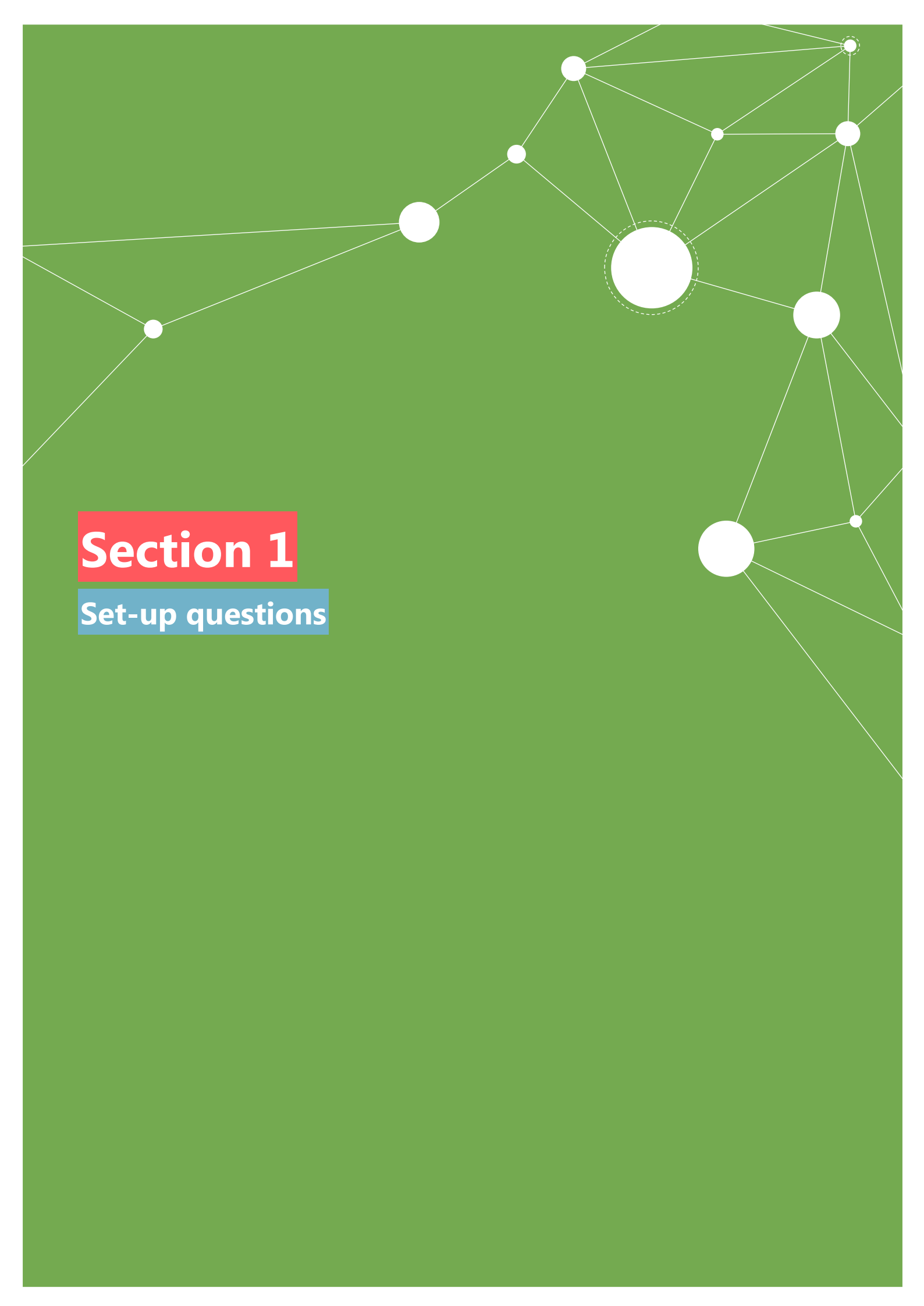
Changes included in this version:

Section	Question No	Page	Description of changes to this version

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

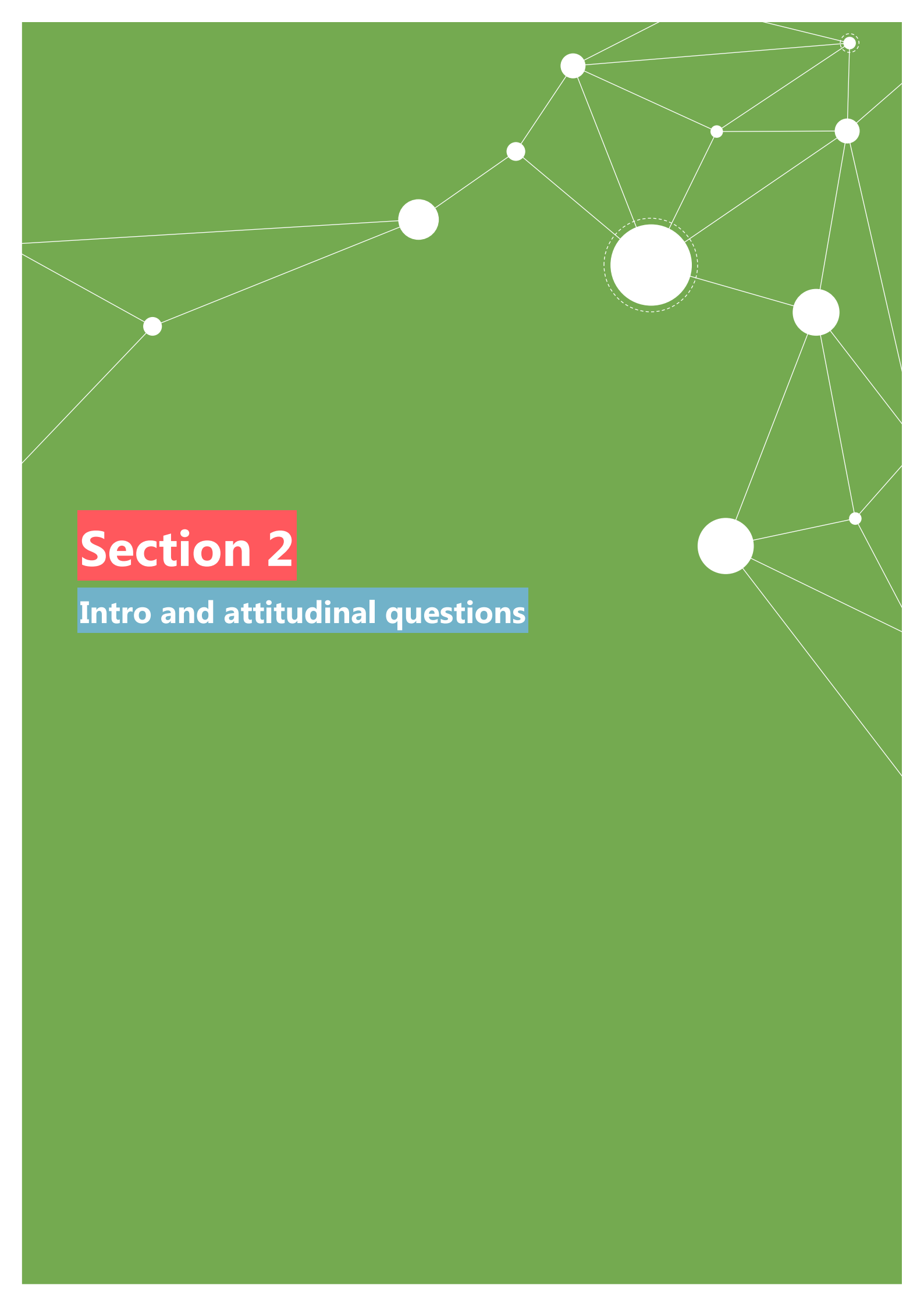
ES ONLY		
ASK IF SELF CONTAINED DWELLING		
<i>[XMH0=CODE 1]</i>		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two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

ESR SAMPLE ONLY	
DISPLAY PARTICIPANT NAME, DATE AND INTERVIEWER NAME FROM ORIGINAL INTERVIEW	
ESR 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.</i> <i>We have previously completed an interview with <NAME> (on <DATE>) about TV programmes and the equipment in your home.</i> <i>This survey was for BARB; the main source of television audience information in the UK.</i> <i>Following that survey you said that you wouldn't mind being contacted again and I'd like to talk to you about the BARB viewing panel. The interview length will depend on your answers but should take about 10-12 minutes. All information you give 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)	

SP

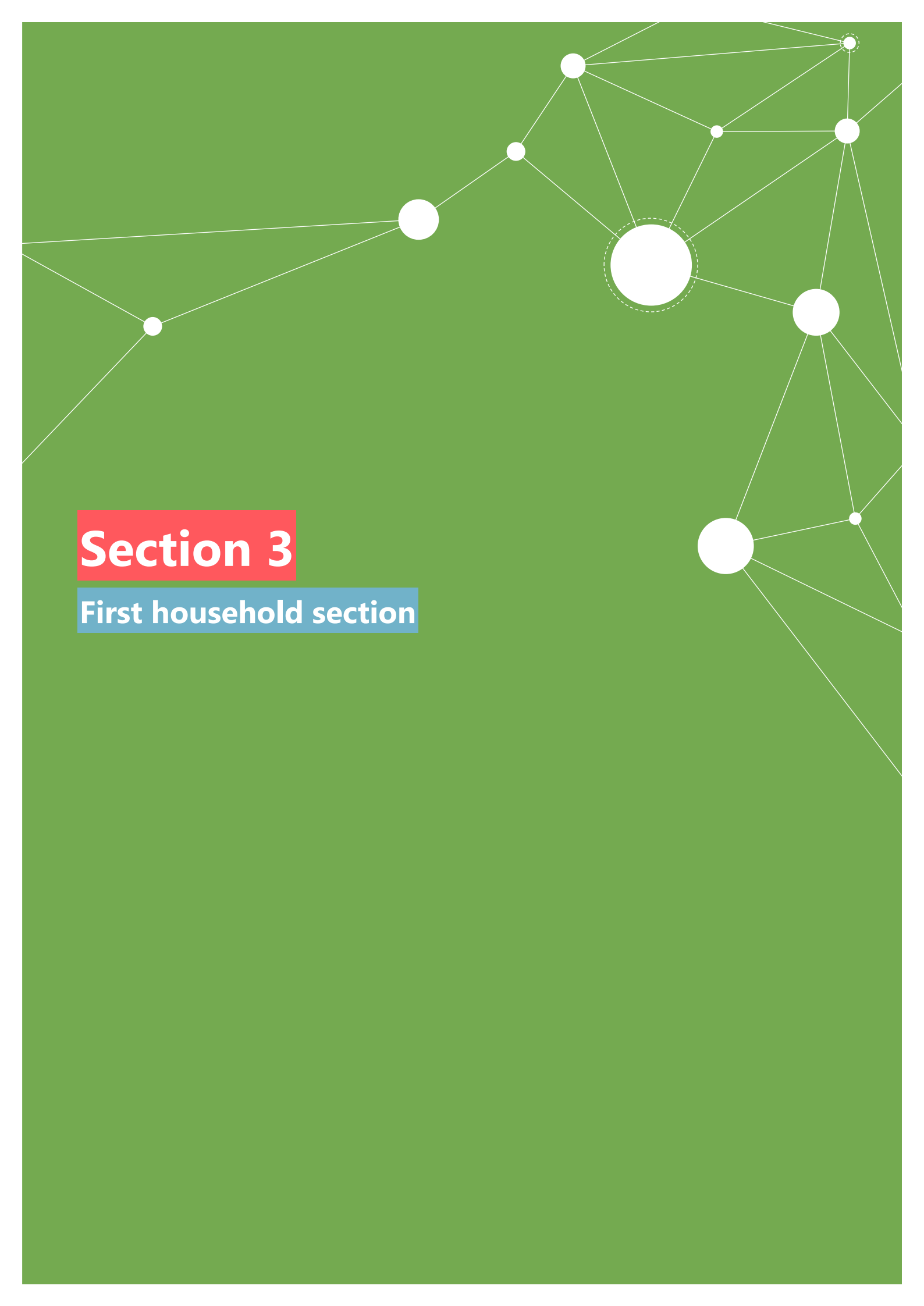
TEL SAMPLE ONLY	
DISPLAY NAME AND DATE OF TELEPHONE INTERVIEW	
Tel intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. 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)

SP

TEL AND ESR SAMPLE ONLY	
Tel and ESR 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 EXCEPT ESR			
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 EXCEPT ESR			
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

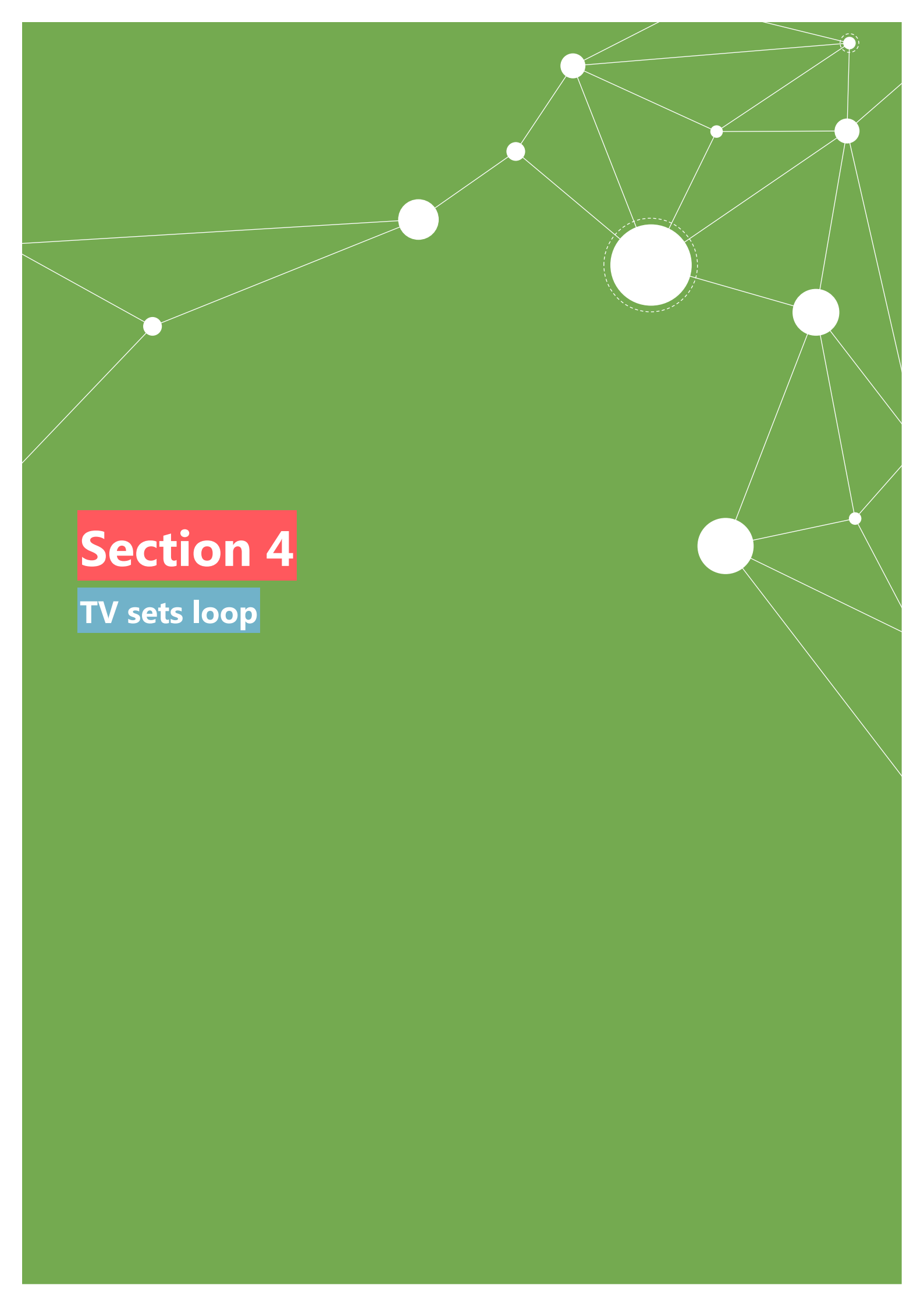
ES ONLY		
ASK ALL		
H61	Have you bought or acquired a TV in the past 6 months?	SP
	Yes	
	No	
ES ONLY		
ASK ALL		
H62	Do you intend to buy or acquire a TV in the next 6 months?	SP
	Yes	
	No	
ASK ALL		
H8 intro	Now I would like to ask you about your household's television equipment and how you receive 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	SP
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)	NUM
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		
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	SP
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	SP

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
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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
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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
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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 [S64=YES]		
S66	Apart from: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes OR H70 = NO) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) 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
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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 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
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END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

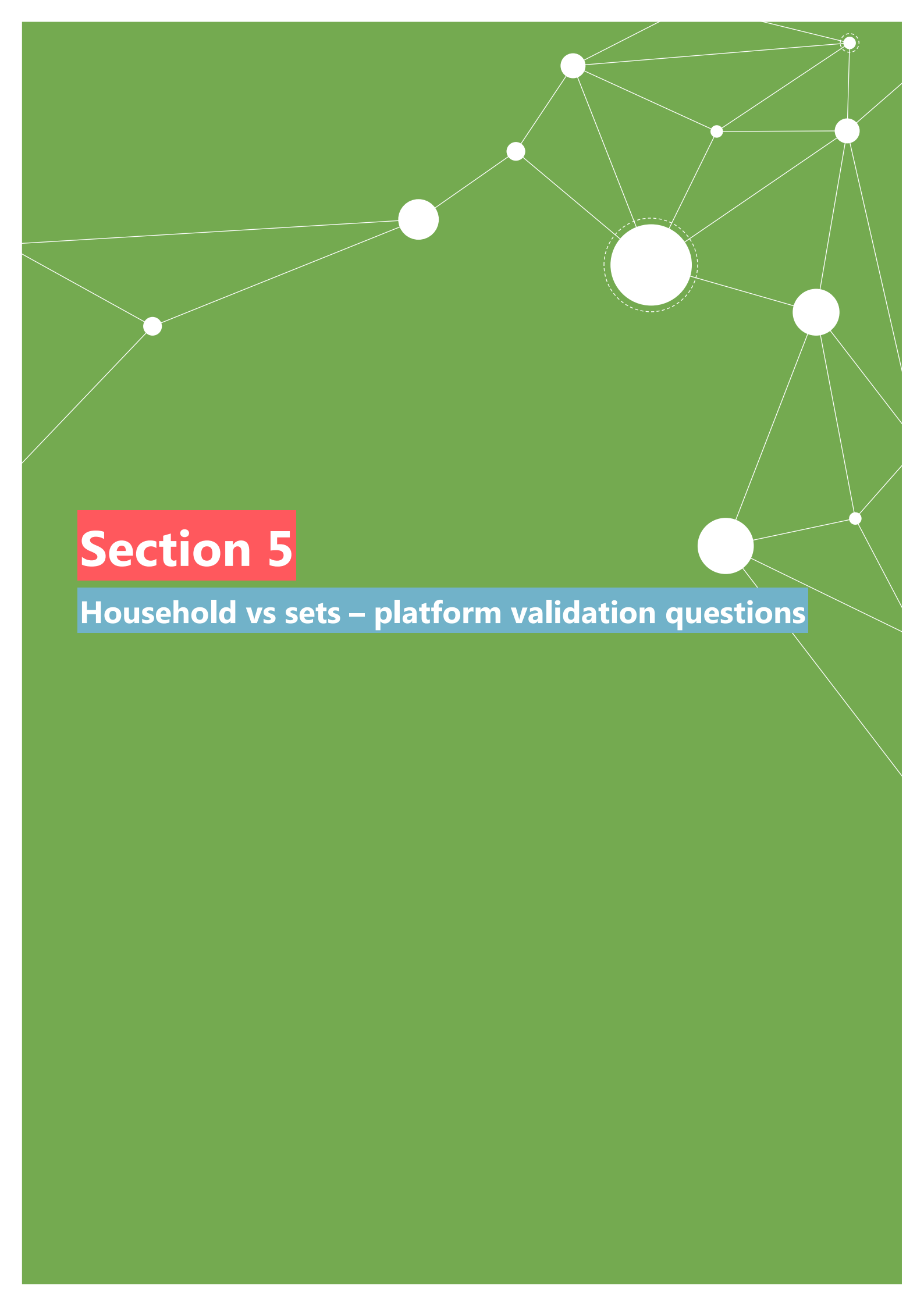
ASK IF CABLE CLAIM ON SET [S10 = YES OR S61 = CABLE OR S63 = CABLE]		
S24	<u>SHOW SCREEN</u> (IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable. Can the cable box be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation 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 [S10 = YES OR S61 = CABLE OR S63 = CABLE]		
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 [S11 = YES OR S61 = SATELLITE OR S63 = SATELLITE]		
S69	<u>SHOW SCREEN</u> (IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite Do you receive your satellite TV services via Sky? Yes – via Sky with subscription Yes – via Sky without subscription No Don't know	SP
ASK IF SATELLITE CLAIM ON SET [S11 = YES OR S61 = SATELLITE OR S63 = SATELLITE]		
S68	<u>SHOW SCREEN</u> In addition to Sky, (If S69=code 1 or 2) Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP

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

ASK IF ANOTHER RECORDER CLAIMED [S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs Other (specify) None of these Don't know	MP
FORCE EDIT: SET DK TO NONE OF THESE		
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38 [S38 NOT ONTO DVD/BLU RAY DISCS]		
S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS [S64B = NO OR S62 = YES]		
S2	SHOW SCREEN Which of these best describes the this television set Temporarily out of order Used only for games or a computer or to play back tapes or DVDs Working but not currently being used Permanently out of order	SP
REPEAT ABOVE FOR ALL TV SETS		



Section 5

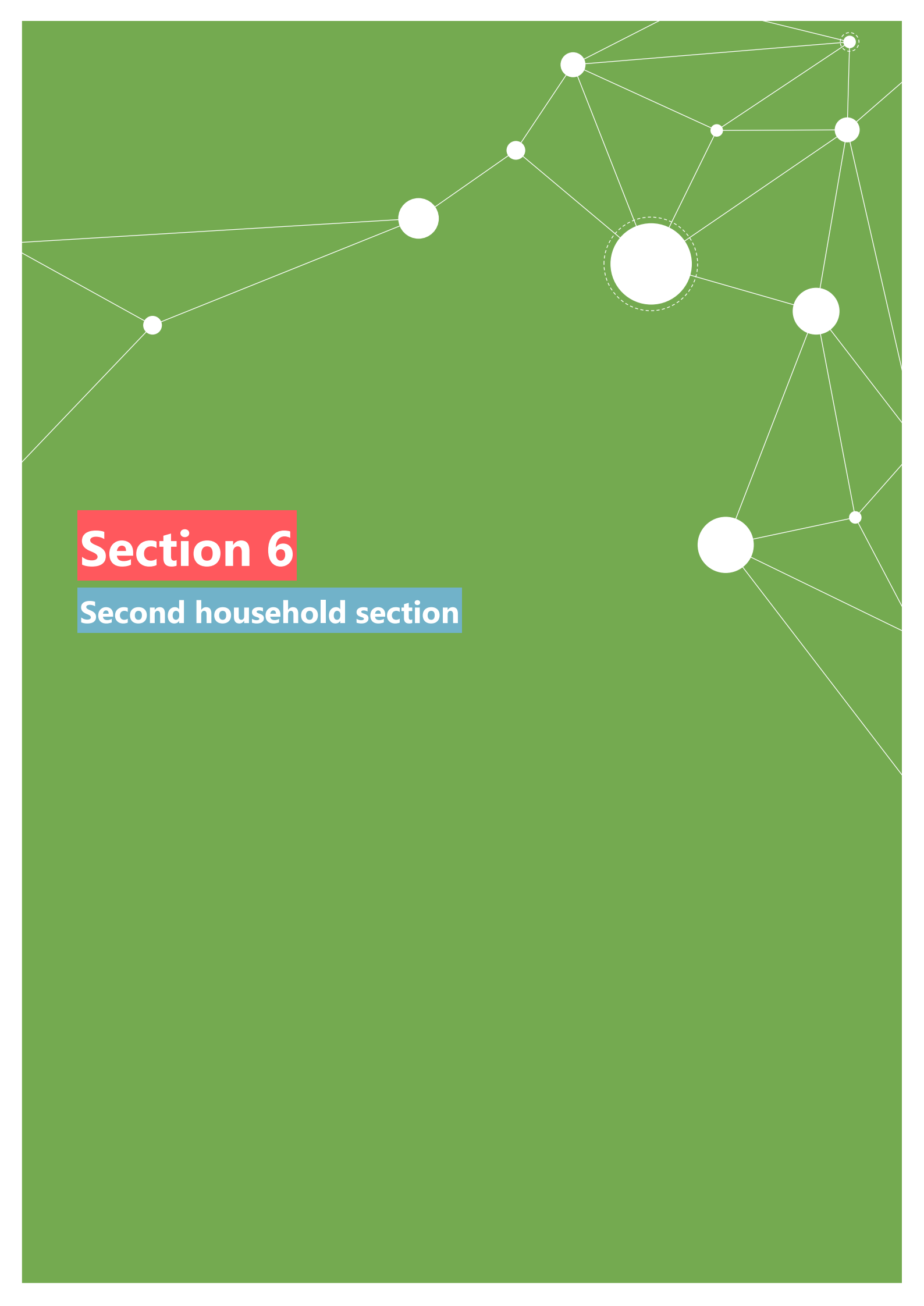
Household vs sets – platform validation questions

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

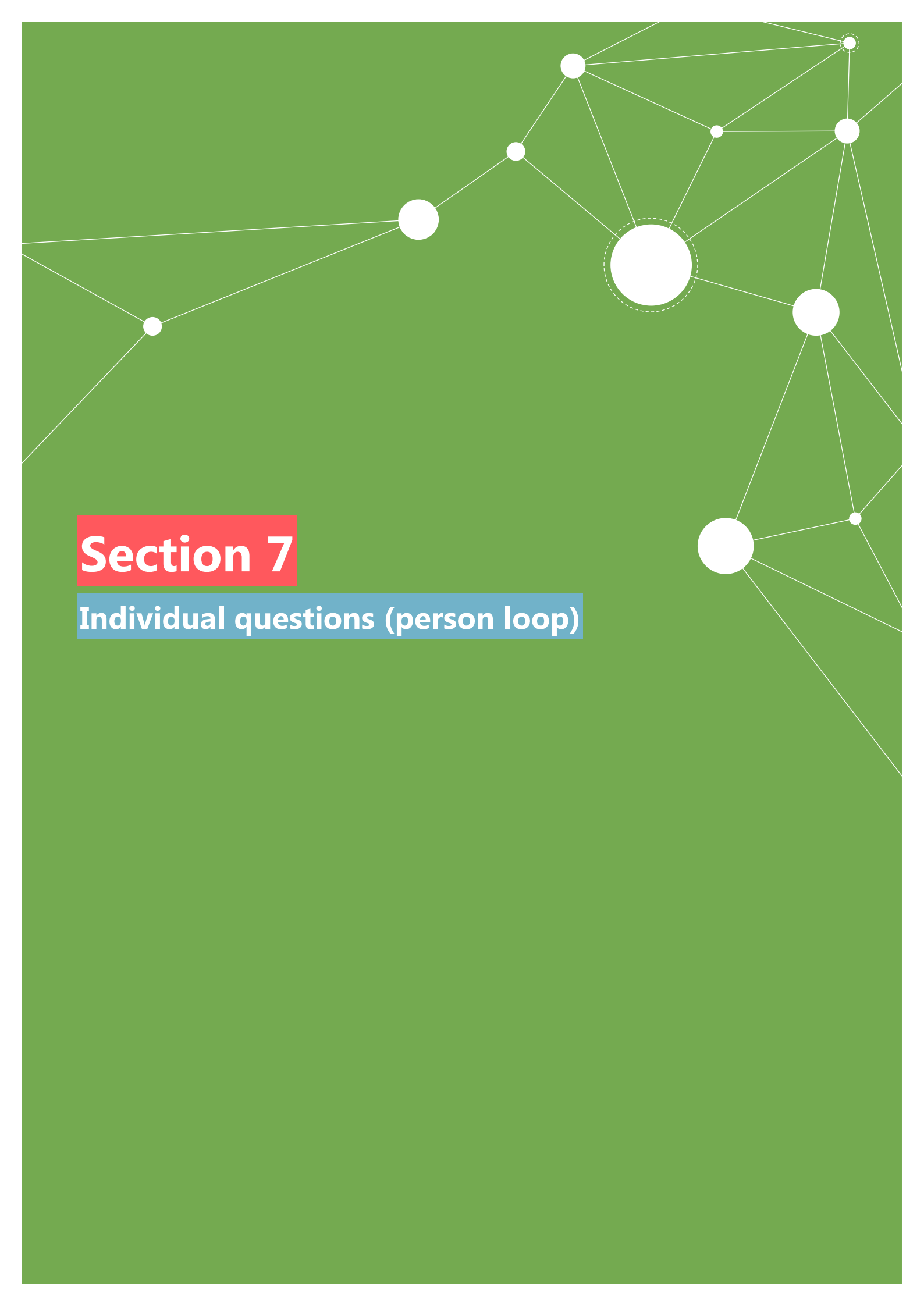
A connection to a games console

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	<u>SHOW SCREEN</u> 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	<u>SHOW SCREEN</u> (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)	
	(1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age	
	Under 16	
	16-19	
	20-24	
	25-34	
	35-44	
	45-54	
	55-64	
	65-74	
	75+	
FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED		

ASK ONLY FOR THOSE AGED 16+ [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

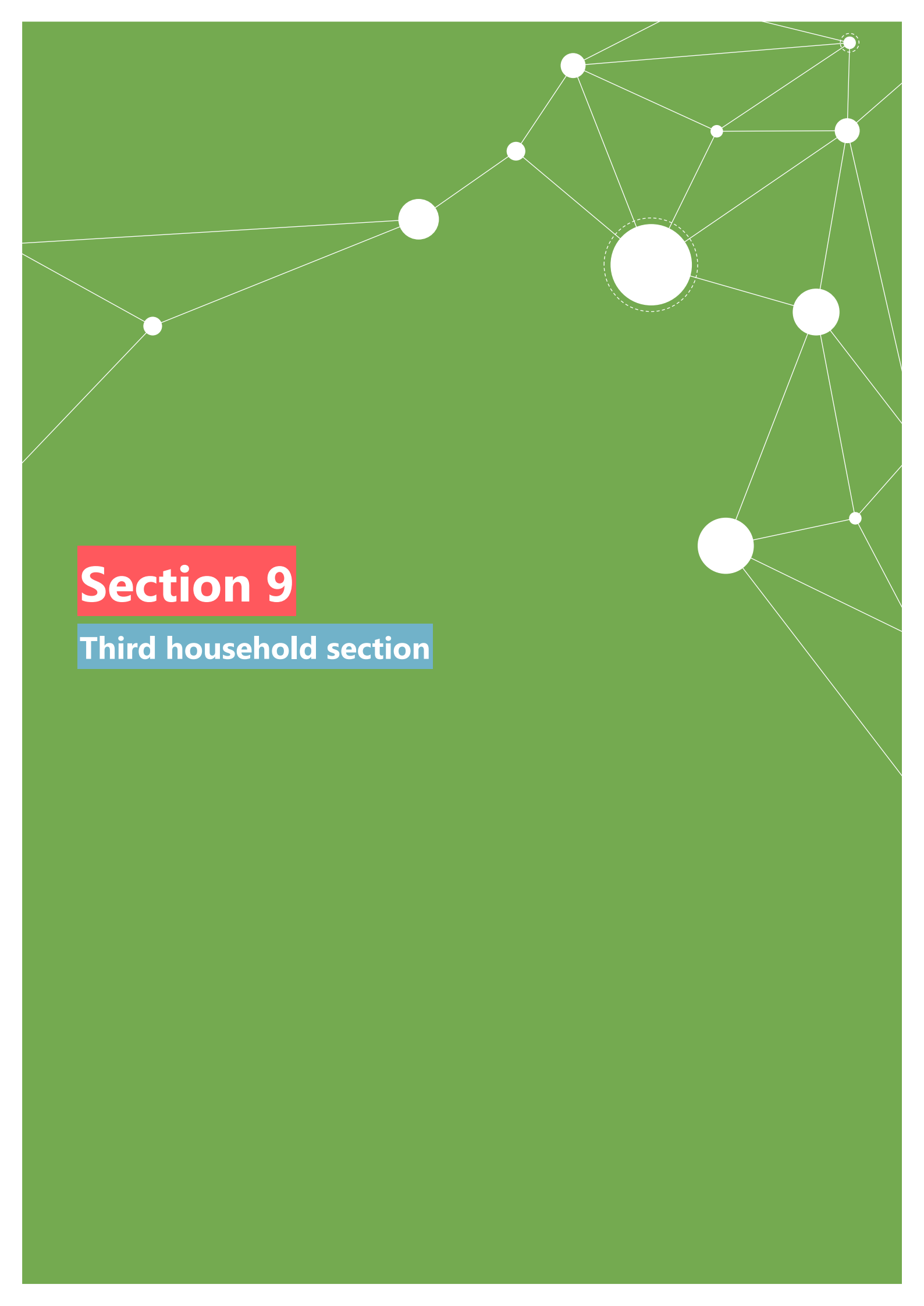
ASK IF ANY OTHER WHITE BACKGROUND AT P16		
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16	SP
Albanian	German	Russian
American	Greek	Serbian
Australian	Hungarian	Slovakian
Brazilian	Italian	South African
Bulgarian	Latvian	Spanish
Canadian	Lithuanian	Swedish
Czech	New Zealander	Turkish
Estonian	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		
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Section 9

Third household section

Third household section

ASK IF MULTI PERSON HH [H55>1]	
H25 Intro	Thinking about all the people in your household...
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
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
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
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
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
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
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	

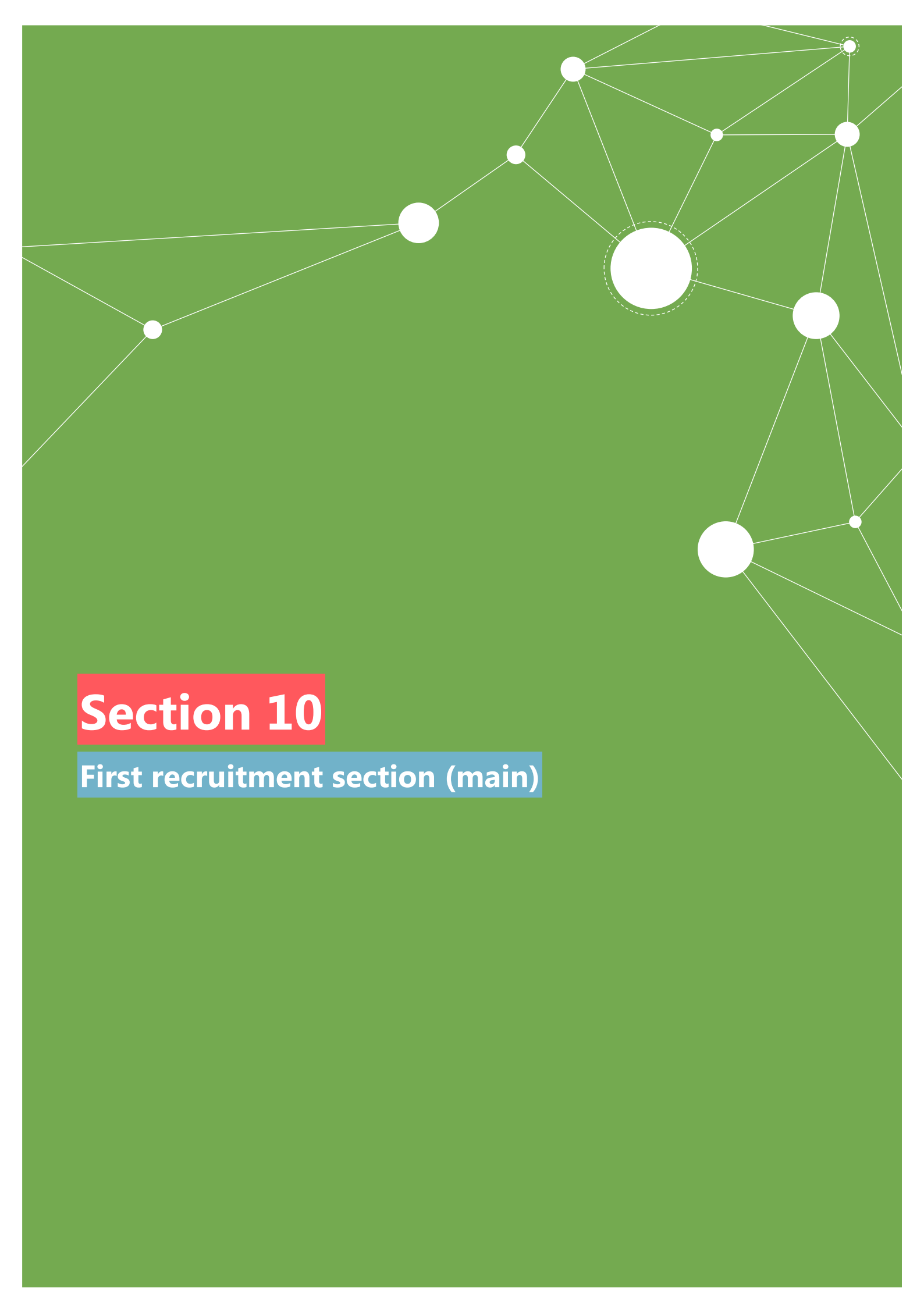
ASK ALL	
H35	What type of firm or organisation do <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> does <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> did <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7))</i> you <i>(IF RESPONDENT)</i> he <i>(IF 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 <i>[H37=YES]</i>	
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 AND ESR 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 AND ESR 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 Other Don't know Refused	(SP)
ES AND ESR 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 AND ESR 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



Section 10

First recruitment section (main)

First recruitment section (main)

PROBABILITY MATRIX		
PM3	Write out subcluster recruitment status (another recruit in subcluster or not). Yes (exit recruitment) No (proceed)	SP
PM1	Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison	
PM2	HH eligible for recruitment based on probability matrix / screens to recruitment (Y/N)	
INTERVIEWER TEST SCRIPT ONLY – ROUTE ALL INTERVIEWS TO RECRUITMENT SECTION		
<i>If selected for recruitment GO TO R2 ELSE: exit recruitment - thank and close</i>		
ASK ALL IF SELECTED FOR RECRUITMENT		
R2 intro	Thank you very much for answering all of my questions so far.	
ES ONLY		
	From the answers you have given to me today I'd like to ask if your household would consider joining BARB's TV viewing panel.	
ASK ALL IF SELECTED FOR RECRUITMENT		
R2	BARB provides audience figures to TV broadcasters in order to give people like you the kind of programmes you want to watch. To help them they need to know how many people watch in general, what programmes and channels they watch and when they watch. They do this with a panel of homes around the country which represent a range of different ages and backgrounds. The task is simple and each household member would receive regular rewards for taking part. I'd like to explain a bit more about the panel and what's involved and then ask if your household would be interested in joining. This will take another 10 minutes or so but you will be under no obligation to say yes at the end of it. Is it okay to continue? Yes No - not interested (exit recruitment)	SP
ASK IF YES AT R2		
R3	I'm going to show you a short film which explains what you would need to do. I can then answer any questions you might have. INTERVIEWER NOTE: IF REQUIRED EXPLAIN THAT IT IS BEST FOR ALL HH MEMBERS PRESENT TO HEAR THE EXPLANATION OF THE PANEL REQUIREMENTS SHOW VIDEO Confirm video and leaflets shown Yes No (exit recruitment)	SP

ASK IF YES AT R3		
R4	INTERVIEWER: EXPLAIN REQUIREMENTS OF THE PANEL (INCLUDE THE FOLLOWING)	SP
intro	There are a few points that I would like to highlight from the video you have just seen: • It is important to remember that it doesn't matter how much or how little television you watch. It is just as important for us to know how little people watch as well as how much • All household members must be committed to taking part (registering when in the room) • All television sets in your home will need to be measured and all computers (including laptops and tablets) that are capable of connecting to the internet will need to be measured • This will include any Television sets, computers or tablets you acquire in the future while taking part • There are rewards for taking part Is there anything else that you would like me to explain in more detail?	
R4	Would you be willing to help us by becoming a BARB panel home Yes No (exit recruitment)	SP

ASK IF WILLING AT R4		
R5	That's great.	
intro	In that case I need to collect some more details about you and your household. After that I will give you some more details about the next steps that we need to follow. IF 1 PERSON HH I'd like to start by asking a few more questions about you... IF 2+ PERSON HH I'd like to start by asking a few more questions about each of the people in your household. This will be in the same order as before and start with you.	

Start of recruitment person loop

ASK FOR ALL HH MEMBERS INCLUDED IN THE MAIN PERSON LOOP														
FOR PERSON 1 SHOW HEADER 'RESPONDENT' FOR PERSON 2, 3, 4 ETC. INCLUDE BREAK SCREEN: NOW THINKING ABOUT PERSON NUMBER 2/3/4 ETC. DISPLAY HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC' WITH DETAILS OF THEIR SEX (P2), AGE (P3 OR P4) AND WORKING STATUS (P9). ONCE NAME IS COLLECTED ADD THIS AT THE START OF THE LIST (NAME, SEX, AGE, WORKING STATUS)														
ASK IF YES AT R4														
R5	SHOW SCREEN	SP												
	PERSON 1 (RESPONDENT) Could you give me your title? PERSON 2-9 Could you give me their title? <table><tr><td>Miss</td><td>Lord</td></tr><tr><td>Ms</td><td>Lady</td></tr><tr><td>Mrs</td><td>Reverend</td></tr><tr><td>Mr</td><td>Pastor</td></tr><tr><td>Dr</td><td>Vicar</td></tr><tr><td>Sir</td><td>Other (please specify)</td></tr></table>		Miss	Lord	Ms	Lady	Mrs	Reverend	Mr	Pastor	Dr	Vicar	Sir	Other (please specify)
Miss	Lord													
Ms	Lady													
Mrs	Reverend													
Mr	Pastor													
Dr	Vicar													
Sir	Other (please specify)													

ASK IF YES AT R4		
R6	PERSON 1 (RESPONDENT)	VERB
a/b	The name you gave me earlier is <NAME>. Is this correct?	
	IF CORRECT ENTER FIRST AND SURNAMES SEPARATELY	
	IF NOT CORRECT, QUERY THE CORRECT DETAILS.	
	PERSON 2-9	
	Could you give me their name?	
	ENTER INTO THE BOXES BELOW	
R6a	First name	
R6b	Surname	
DISPLAY RESPONSE AND CHECK BY READING BACK		
ASK IF YES AT R4		
R7a	PERSON 1 (RESPONDENT)	
	Could you tell me the month and year you were born?	
	PERSON 2-9	
	Could you tell me the month and year they were born?	
	WRITE IN: ENTER IN FORMAT MM / YYYY	
	Don't know (person 2-9 only)	
DISPLAY RESPONSE AND CHECK BY READING BACK		
R7a	If DK at R7a (only to be routed in once per HH):	
exit	That's fine. We do need to get the year and month of birth for all household members before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions	
CHECK DOB AGAINST RESPONSE TO P3		
ASK IF R7A NOT EQUAL TO AGE (P3) SKIP IF P3= REF/DK AND AGE DERIVED FROM AGE BAND		
R7b	The year of birth does not agree with the age you gave me earlier.	SP
	Which of these is correct?	
	Age: <display P3 response.	
	Month and Year of birth <display R8a response>	
	Age	
	Month and Year of birth	
IF AGE IS CORRECT RE ENTER R7a		
IF MONTH AND YEAR OF BIRTH IS CORRECT FORCE P3 BASED ON R7a		
ASK IF 2+ PERSON HH		
R8	PERSON 1 (RESPONDENT)	SP
	Are you the parent or guardian of anyone in the household?	
	PERSON 2-9	
	Are they the parent or guardian of anyone in the household?	
	Yes	
	No	
ASK IF 2+ PERSON HH		
R9	PERSON 1 (RESPONDENT)	SP
	Are you the child or dependent of anyone in the household?	
	PERSON 2-9	
	Are they the child or dependent of anyone in the household?	
	Yes	
	No	

ASK IF 2+ PERSON HH		
R10	FOR PERSON 2-9 ONLY	SP
INTERVIEWER PLEASE CODE: Is this person present in the room and have they been participating in the questionnaire and recruitment? By this we mean has the person: • Been listening to the questions? • Watched the video / looked at the printed materials? • Commented on any aspect of the interview? • Given answers to any of the questions Yes No		

End of recruitment person loop / start of recruitment computer loop

ASK FOR ALL COMPUTERS IDENTIFIED AT H51		
FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4		
ASK IF H51>0		
R13	HH WITH 1 COMPUTER/TABLET: intro I'd now like to ask some more questions about the computer / tablet in your household HH WITH 2+ COMPUTERS/TABLETS: COMPUTER 1: I'd now like to ask some more questions about each of the computers / tablets in your household. Starting with the first one... COMPUTER/TABLET 2, 3, 4 ETC. Now thinking about your second, third, fourth computer/tablet...	
ASK IF ANY COPUTER CLAIMED AT H51 AND NOT ALL COMPUTERS ARE TABLETS [H51>0 AND H101 NOT = H51]		
R13	SHOW SCREEN Which of the following best describes this computer? Tablet Laptop or Notebook computer Desktop computer Other (please specify) Don't know	SP
IF H101 = H51 SET TO TABLET		
ASK FOR ALL COMPUTERS AT H51		
R14	SHOW SCREEN Which of the following best describes this computer/tablet? Provided by an employer for the purpose of work Owned by an individual in the household Other (please specify) Don't know	SP
ASK FOR ALL COMPUTERS AT H51		
R15	SHOW SCREEN Who is the manufacturer of the computer/tablet? Acer Advent Amazon Apple Archus Asus Compaq Dell Google Hewlett Packard (HP) HTC Hudl Lenovo LG Microsoft Packard Bell Samsung Sony Toshiba Other (please specify) Don't know	SP

ASK FOR ALL COMPUTERS AT H51		
R16	SHOW SCREEN	SP
Which of the following best describes this computer/tablet?		
In use		
Normally in use but temporarily out of order		
Not in use but in working order		
Permanently out of order		

ASK FOR ALL COMPUTERS AT H51		
R17	When in use is this computer/tablet computer able to access the internet?	SP
Yes		
No		
Don't know		

End of recruitment computer loop

ASK IF H47 = NO/REF OR H49 = REFUSED		
R18a	So that we can contact you to arrange a time for a technician to install the meter we need your contact details?	SP
Are you able to provide us with a contact telephone number?		
NOTE: where available a landline is preferable to a mobile telephone number		
Yes		
No		

ASK IF R18a = NO		
R18b	As a potential BARB panel member we require a telephone contact number. Are you willing to provide a telephone number to us?	SP
Yes (go to R19a)		
No (exit recruitment) (go to R32)		

ES ONLY		
ASK IF H47 NOT = NO/REF AND H49 NOT REFUSED		
R18c	SHOW SCREEN	SP
So that we can contact you to arrange a time for a technician to install the meter we need your contact details		
Can I just check the telephone number you provided earlier is correct?		
Display H49		
Yes (go to R20)		
No (re-enter number at R19a)		

TEL SAMPLE ONLY		
R18d	SHOW SCREEN	SP
So that we can contact you to arrange a time for a technician to install the meter we need your contact details		
Can I just check that the telephone number we originally called you on is still valid for this household?		
Display number		
Yes (go to R20)		
No (re-enter number at R19b)		

ES ONLY		
ASK IF R18a = YES or R18b = YES or R18c = NO		
R19a	What is the Telephone number, including the National Dialling (STD) code?	NUM
NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number		
WRITE IN		

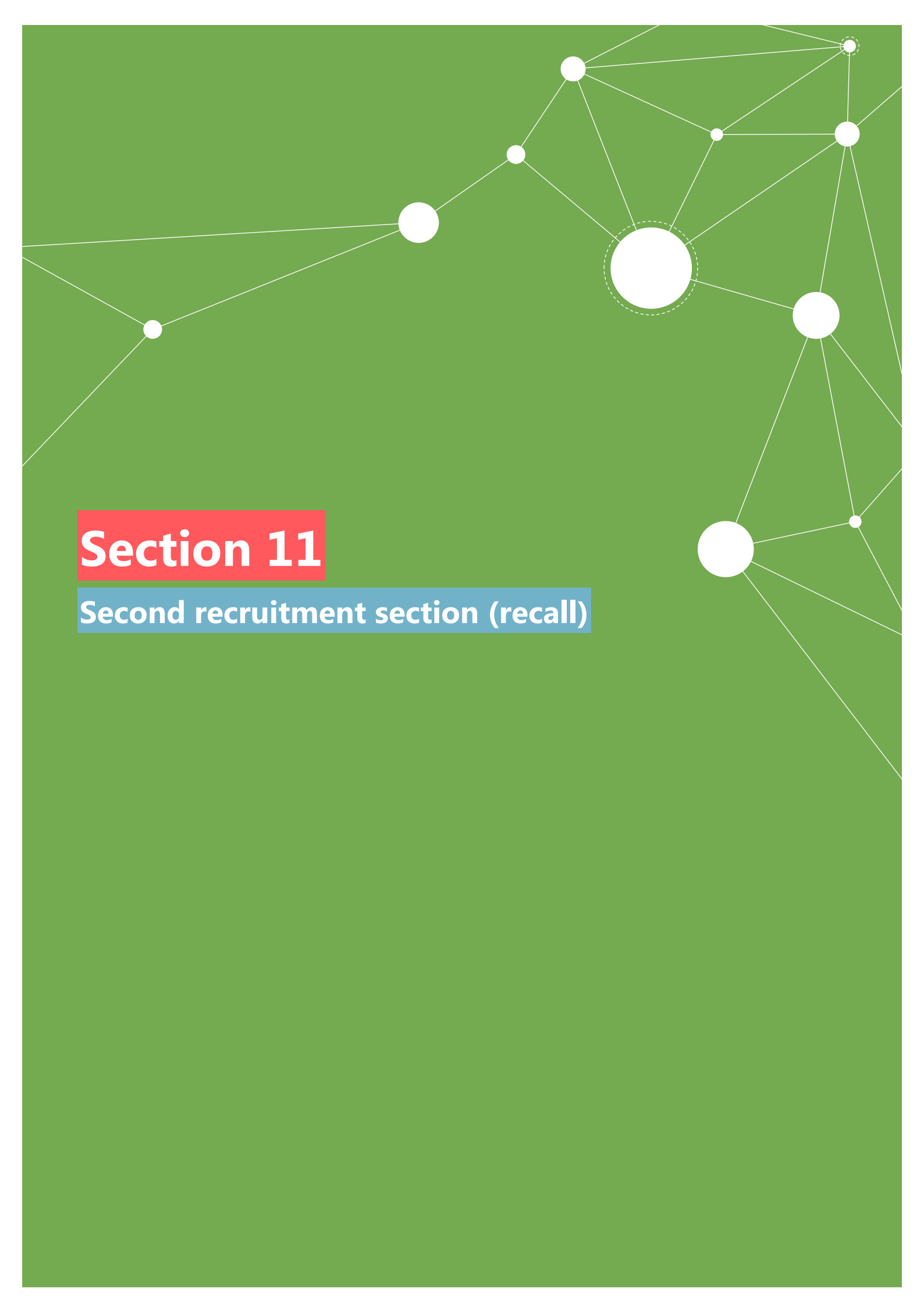
TEL SAMPLE ONLY		
ASK IF R18d = NO		
R19b	In that case can you give me a different number that can be used to contact you? Please include the National Dialling (STD) code. NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number WRITE IN Refused – (go to R19c)	NUM
TEL SAMPLE ONLY		
ASK IF R19b = REFUSED		
R19c	As a potential BARB panel member we require a telephone contact number. Are you willing to provide a telephone number to us? Yes (go to R19b) No (exit recruitment) - (go to R32)	SP
ASK ALL		
R20a	Do you have an alternative landline or mobile number that we can use to contact you? NOTE: if the main number given is a mobile it would be preferable for the alternative contact number to be a landline telephone Yes No	SP
ASK IF R20a = YES		
R20b	What is this Telephone number, including the National Dialling (STD) code? NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number WRITE IN	NUM
ASK ALL		
R21a	Do you have an email address that we can use to contact you? Yes No	SP
ASK IF R21a = YES		
R21b	What is this email address? WRITE IN	NUM
ASK ALL		
R21c	SHOW SCREEN Can you confirm this is the correct email address? Yes (correct email address) No	SP
IF NO RE-ENTER R21b		
ASK ALL		
R22	Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation in the BARB service is not disclosed to any other person or organisation. Please confirm you are willing for your details to be passed on to BARB commissioned agencies including Kantar Media and RSMB for the purpose of joining the BARB panel? NOTE: this confirms consent from all HH members Yes: agree to join the BARB panel No: do not agree - (exit recruitment) Revisit necessary	SP

ASK IF R10 = NO FOR ANY HH MEMBER		
R23	INTERVIEWER: NOT ALL HH MEMBERS WERE CODED AS PRESENT AND PARTICIPATED AT R10. PLEASE CONFIRM THAT THIS IS A PROPER RECRUITMENT AND DOES NOT NEED A REVISIT All household members present Parental agreement for younger children provided Revisit necessary (SP)	MP
ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS • REVISIT/RECALL from you to confirm all HH members are happy to proceed (IF REVISIT NECESSARY CODED AT R22 OR R23) • RECALL/REVISIT from you to confirm missing DOB for HH members (IF ANY PERSON CODED DK AT R7a) • VALIDATION PROCESS: You will be contacted by telephone by Ipsos in the next few days to confirm the details provided and that you have agreed to participate on the panel. Your phone may not recognise this number but we will need to speak to you to confirm that you want to proceed before we can pass your details on. • INSTALLATION DATE ARRANGED: once we have spoken to you and confirmed that you are happy to proceed the details you have provided will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
R24	INTERVIEWER: PLEASE CODE ALL THAT APPLY IN THE CHECKLIST BELOW Shown video of panel task Explained the incentives offered for taking part Left recruitment materials Explained telephone call from Ipsos MORI to confirm participation	MP

ASK IF R18b = NO		
R32	INTERVIEWER: PLEASE CODE MAIN REASON FOR REFUSAL IF STATED	SP
	No telephone in home Doesn't want to give out number No reason given Other (specify)	

ASK IF R2=NO OR R3=NO OR R4=NO OR R22=NO		
R34	INTERVIEWER: PLEASE CODE ANY REASONS FOR REFUSAL IF STATED	MP
	Not interested in subject matter Interview too long Too many questions Doesn't want to give personal information (date of birth) Doesn't want computers monitored Incentive too small Other family member/partner objection No reason given Other (specify)	

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 11

Second recruitment section (recall)

Second recruitment section (revisit) (recall permitted if agreed by RC)

To be used for those requiring a revisit at R22/R23

ACCESS VIA ECS – INTERVIEWER TO CONFIRM:

- **SAMPLE POINT NUMBER**
- **SUBCLUSTER NUMBER**
- **ADDRESS NUMBER**
- **MULTI HH NUMBER (IF APPROPRIATE)]**

SCRIPT TO DISPLAY TELEPHONE NUMBERS OBTAINED AT H49/R19 AND R20B AND NAME FIELDS OF RESPONDENT R5/6A/6B FOR MAIN PARTICIPANT

ASK ALL REQUIRING REVISIT/RECALL

R28	CONFIRM RESPONDENT NAME	SP
	DISPLAY RESPONDENT NAME (FROM R6A/B)	
	Yes	
	No (WRITE IN)	VERB

ASK IF R7a exit routed in during main interview

R30b During the main interview we weren't able to confirm the date of birth for all household members:

intro IF ONE PERSON WITH MISSING DOB DETAILS

There is 1 person that we still need details for

IF 2+ PEOPLE WITH MISSING DOB DETAILS

There are <no of people with DK at R7a> people that we still need details for

DISPLAY FOR ALL: TITLE FORENAME SURNAME AGE (from P3 or P4)

As a potential BARB panel member we require a date of birth for everyone in the household. Are you able to provide a date of birth to us?

Yes

No (exit recruitment) - (go to R34)

~~IF NO AT R30b EXIT RECRUITMENT~~

ASK IF YES AT R30b

R30	LOOP FOR PERSON 2-9 (RECORD PERSON NO)	SP
-----	--	----

Can you tell me the month and year they were born?

Jan	May	Sep
Feb	Jun	Oct
Mar	Jul	Nov
Apr	Aug	Dec

Don't Know

YYYY

NUM

Don't know

IF R30 = DK

REVREF	RECRUITMENT REFUSED – INTERVIEW WILL END AND CANNOT BE RESUMED	SP
---------------	--	----

ASK IF R22=REVISIT NECESSARY OR R23=REVISIT NECESSARY

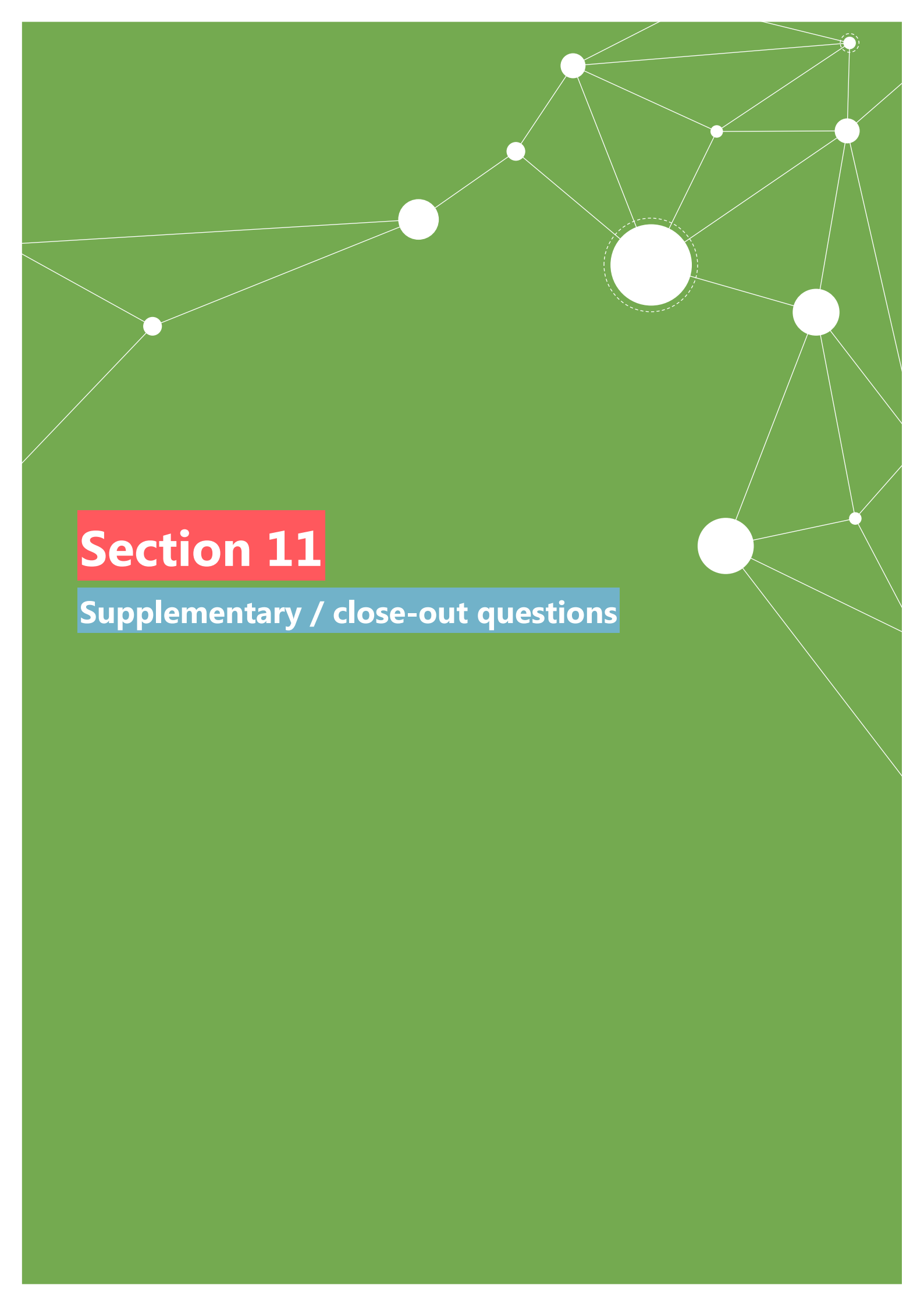
R27	INTERVIEWER NOTE: PLEASE CONFIRM CONSENT FROM THE HOUSEHOLD HAS BEEN RECEIVED	SP
------------	---	----

Yes

No (exit recruitment) - (go to R34)

ASK ALL REQUIRING REVISIT/RECALL		
R29	CHECK RESPONDENT ADDRESS: Can you confirm your address for me please? OUTPUT ADDRESS FROM ECS CORRECT ADDRESS INCORRECT ADDRESS (WRITE IN)	SP VERB
R29 exit (from R24 intro)	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS • VALIDATION PROCESS: You will be contacted by telephone by Ipsos in the next few days to confirm the details provided and that you have agreed to participate on the panel • INSTALLATION DATE ARRANGED: once validated the data will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
ASK ALL		
R31	INTERVIEWER: PLEASE CODE IF THIS WAS A REVISIT OR A RECALL INTERVIEW Revisit (in-home) Recall (via telephone)	SP

THANK THE PARTICIPANT AND
CLOSE THE INTERVIEW



Section 11

Supplementary / close-out questions

Supplementary / close out questions

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

END OF CLOSE OUT QUESTIONS