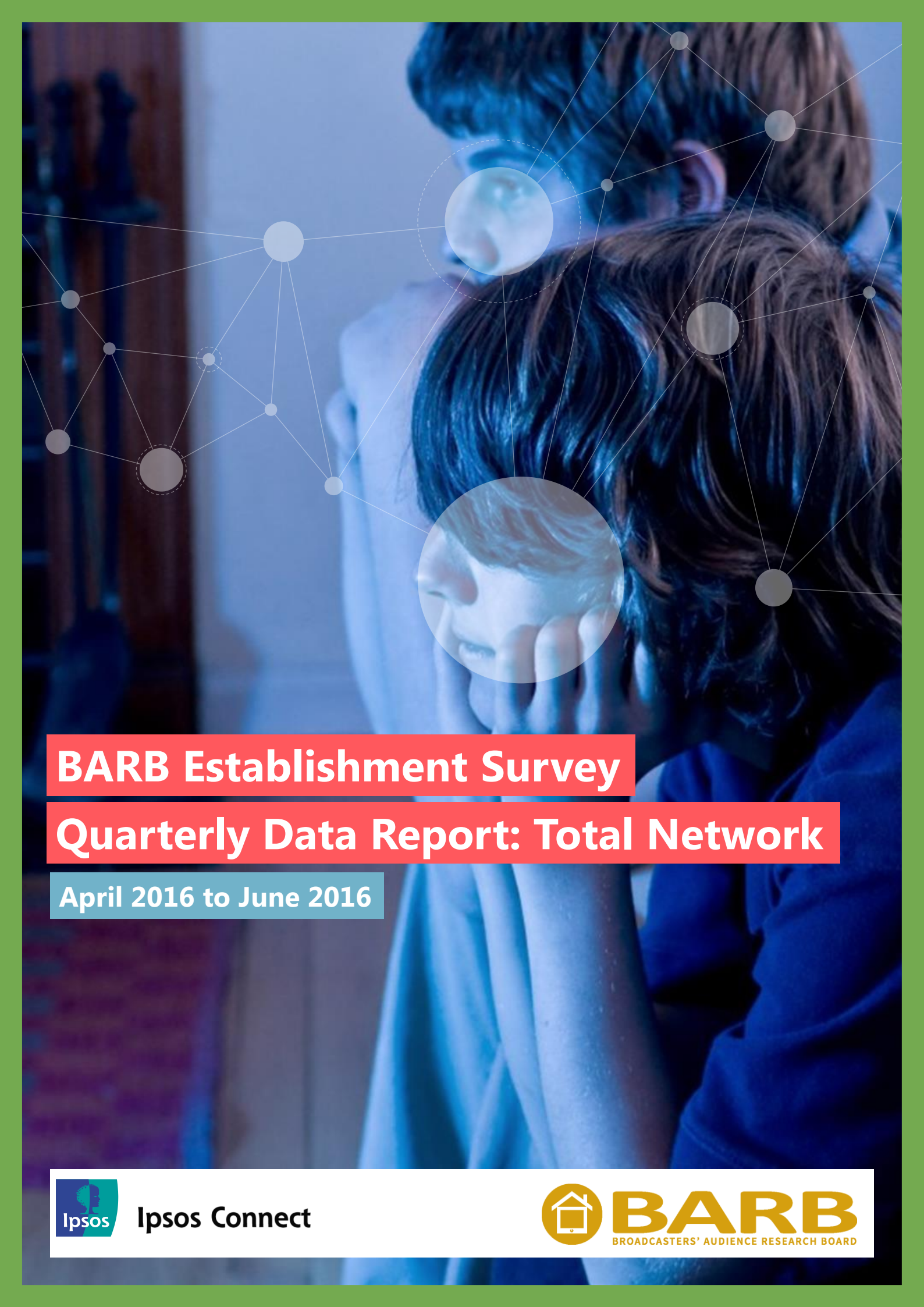


The background of the entire page is a photograph of two children, a boy and a girl, looking intently at a screen. The image has a blue color cast. Overlaid on the image is a white network diagram consisting of several circular nodes of varying sizes connected by thin white lines. Some of these nodes are semi-transparent circles that appear to be zoomed-in views of the children's faces.

BARB Establishment Survey

Quarterly Data Report: Total Network

April 2016 to June 2016



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

DATA PERIOD: QUARTERLY**April - June 2016**

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 3

DATA PERIOD: QUARTERLY

April - June 2016

Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26608	10770	4193	19681	8325	11356	23473
%H (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
AB	7181	6889	2951	1146	5011	2293	2718	6834
%V	25.8%	25.9%	27.4%	27.3%	25.5%	27.5%	23.9%	29.1%
%H (All HH)		95.9%	41.1%	16.0%	69.8%	31.9%	37.8%	95.2%
%H (TV HH)			42.8%	16.6%	72.7%	33.3%	39.5%	
C1	7923	7510	3168	1258	5500	2494	3007	7114
%V	28.5%	28.2%	29.4%	30.0%	27.9%	30.0%	26.5%	30.3%
%H (All HH)		94.8%	40.0%	15.9%	69.4%	31.5%	38.0%	89.8%
%H (TV HH)			42.2%	16.8%	73.2%	33.2%	40.0%	
C2	5329	5186	2210	813	3891	1769	2122	4496
%V	19.1%	19.5%	20.5%	19.4%	19.8%	21.2%	18.7%	19.2%
%H (All HH)		97.3%	41.5%	15.3%	73.0%	33.2%	39.8%	84.4%
%H (TV HH)			42.6%	15.7%	75.0%	34.1%	40.9%	
D	4337	4122	1575	653	3036	1209	1827	3338
%V	15.6%	15.5%	14.6%	15.6%	15.4%	14.5%	16.1%	14.2%
%H (All HH)		95.0%	36.3%	15.1%	70.0%	27.9%	42.1%	77.0%
%H (TV HH)			38.2%	15.8%	73.7%	29.3%	44.3%	
E	3072	2901	866	323	2242	560	1683	1692
%V	11.0%	10.9%	8.0%	7.7%	11.4%	6.7%	14.8%	7.2%
%H (All HH)		94.4%	28.2%	10.5%	73.0%	18.2%	54.8%	55.1%
%H (TV HH)			29.9%	11.1%	77.3%	19.3%	58.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2016

Household level data

Table 2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26608	10770	4193	19681	8325	11356	23473
%H (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
Under 25	1192	939	308	149	630	219	410	1120
%V	4.3%	3.5%	2.9%	3.6%	3.2%	2.6%	3.6%	4.8%
%H (All HH)		78.8%	25.8%	12.5%	52.9%	18.4%	34.4%	94.0%
%H (TV HH)			32.8%	15.9%	67.1%	23.3%	43.7%	
25 - 34	4302	3906	1751	581	2432	1026	1406	4145
%V	15.5%	14.7%	16.3%	13.9%	12.4%	12.3%	12.4%	17.7%
%H (All HH)		90.8%	40.7%	13.5%	56.5%	23.8%	32.7%	96.4%
%H (TV HH)			44.8%	14.9%	62.3%	26.3%	36.0%	
35 - 44	4618	4390	2211	811	2911	1629	1281	4416
%V	16.6%	16.5%	20.5%	19.3%	14.8%	19.6%	11.3%	18.8%
%H (All HH)		95.1%	47.9%	17.6%	63.0%	35.3%	27.7%	95.6%
%H (TV HH)			50.4%	18.5%	66.3%	37.1%	29.2%	
45 - 54	5436	5280	2385	980	3835	1916	1919	5125
%V	19.5%	19.8%	22.1%	23.4%	19.5%	23.0%	16.9%	21.8%
%H (All HH)		97.1%	43.9%	18.0%	70.5%	35.2%	35.3%	94.3%
%H (TV HH)			45.2%	18.6%	72.6%	36.3%	36.3%	
55 - 64	4632	4538	1838	735	3596	1625	1971	4058
%V	16.6%	17.1%	17.1%	17.5%	18.3%	19.5%	17.4%	17.3%
%H (All HH)		98.0%	39.7%	15.9%	77.6%	35.1%	42.6%	87.6%
%H (TV HH)			40.5%	16.2%	79.2%	35.8%	43.4%	
65 +	7663	7556	2277	937	6278	1908	4370	4608
%V	27.5%	28.4%	21.1%	22.3%	31.9%	22.9%	38.5%	19.6%
%H (All HH)		98.6%	29.7%	12.2%	81.9%	24.9%	57.0%	60.1%
%H (TV HH)			30.1%	12.4%	83.1%	25.3%	57.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2016

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	26608	10770	4193	19681	8325	11356	23473
%H (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
1	8671	8064	2068	1049	6364	1528	4836	5489
%V	31.1%	30.3%	19.2%	25.0%	32.3%	18.4%	42.6%	23.4%
%H (All HH)		93.0%	23.8%	12.1%	73.4%	17.6%	55.8%	63.3%
%H (TV HH)			25.6%	13.0%	78.9%	18.9%	60.0%	
2	9452	9158	3846	1432	6918	3127	3791	8485
%V	33.9%	34.4%	35.7%	34.2%	35.2%	37.6%	33.4%	36.1%
%H (All HH)		96.9%	40.7%	15.2%	73.2%	33.1%	40.1%	89.8%
%H (TV HH)			42.0%	15.6%	75.5%	34.1%	41.4%	
3	4328	4168	2085	770	2901	1634	1267	4195
%V	15.5%	15.7%	19.4%	18.4%	14.7%	19.6%	11.2%	17.9%
%H (All HH)		96.3%	48.2%	17.8%	67.0%	37.8%	29.3%	96.9%
%H (TV HH)			50.0%	18.5%	69.6%	39.2%	30.4%	
4	3627	3524	1833	625	2401	1386	1014	3573
%V	13.0%	13.2%	17.0%	14.9%	12.2%	16.6%	8.9%	15.2%
%H (All HH)		97.2%	50.5%	17.2%	66.2%	38.2%	28.0%	98.5%
%H (TV HH)			52.0%	17.7%	68.1%	39.3%	28.8%	
5+	1764	1694	938	317	1098	650	448	1731
%V	6.3%	6.4%	8.7%	7.6%	5.6%	7.8%	3.9%	7.4%
%H (All HH)		96.0%	53.2%	18.0%	62.2%	36.8%	25.4%	98.1%
%H (TV HH)			55.4%	18.7%	64.8%	38.4%	26.4%	
Average HH size	2.32	2.34	2.64	2.49	2.26	2.61	2.00	2.50

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2016

Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26608	10770	4193	19681	8325	11356	23473
%V (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
Without	20720	19693	7125	2997	15140	5783	9358	16538
%V	74.4%	74.0%	66.2%	71.5%	76.9%	69.5%	82.4%	70.5%
%H (All HH)		95.0%	34.4%	14.5%	73.1%	27.9%	45.2%	79.8%
%H (TV HH)			36.2%	15.2%	76.9%	29.4%	47.5%	
With	7123	6915	3645	1196	4541	2542	1999	6936
%V	25.6%	26.0%	33.8%	28.5%	23.1%	30.5%	17.6%	29.5%
%H (All HH)		97.1%	51.2%	16.8%	63.8%	35.7%	28.1%	97.4%
%H (TV HH)			52.7%	17.3%	65.7%	36.8%	28.9%	
0 - 3	2677	2564	1344	391	1615	828	786	2587
%V	9.6%	9.6%	12.5%	9.3%	8.2%	9.9%	6.9%	11.0%
%H (All HH)		95.8%	50.2%	14.6%	60.3%	30.9%	29.4%	96.6%
%H (TV HH)			52.4%	15.2%	63.0%	32.3%	30.7%	
4 - 9	3688	3582	1901	603	2322	1305	1017	3589
%V	13.2%	13.5%	17.7%	14.4%	11.8%	15.7%	9.0%	15.3%
%H (All HH)		97.1%	51.5%	16.4%	63.0%	35.4%	27.6%	97.3%
%H (TV HH)			53.1%	16.8%	64.8%	36.4%	28.4%	
10 - 15	3235	3180	1743	580	2143	1284	859	3176
%V	11.6%	12.0%	16.2%	13.8%	10.9%	15.4%	7.6%	13.5%
%H (All HH)		98.3%	53.9%	17.9%	66.2%	39.7%	26.6%	98.2%
%H (TV HH)			54.8%	18.2%	67.4%	40.4%	27.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2016

Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26608	10770	4193	19681	8325	11356	23473
%H (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
1	10716	10716	3304	1428	7178	1534	5643	8219
%V	38.5%	40.3%	30.7%	34.1%	36.5%	18.4%	49.7%	35.0%
%H (All HH)		100.0%	30.8%	13.3%	67.0%	14.3%	52.7%	76.7%
%H (TV HH)			30.8%	13.3%	67.0%	14.3%	52.7%	
2	8882	8882	3776	1448	6731	3088	3644	7671
%V	31.9%	33.4%	35.1%	34.5%	34.2%	37.1%	32.1%	32.7%
%H (All HH)		100.0%	42.5%	16.3%	75.8%	34.8%	41.0%	86.4%
%H (TV HH)			42.5%	16.3%	75.8%	34.8%	41.0%	
3	4334	4334	2128	822	3529	2118	1411	4011
%V	15.6%	16.3%	19.8%	19.6%	17.9%	25.4%	12.4%	17.1%
%H (All HH)		100.0%	49.1%	19.0%	81.4%	48.9%	32.6%	92.5%
%H (TV HH)			49.1%	19.0%	81.4%	48.9%	32.6%	
4	1785	1785	1010	339	1482	1023	459	1746
%V	6.4%	6.7%	9.4%	8.1%	7.5%	12.3%	4.0%	7.4%
%H (All HH)		100.0%	56.6%	19.0%	83.0%	57.3%	25.7%	97.8%
%H (TV HH)			56.6%	19.0%	83.0%	57.3%	25.7%	
5+	891	891	552	155	761	561	200	875
%V	3.2%	3.3%	5.1%	3.7%	3.9%	6.7%	1.8%	3.7%
%H (All HH)		100.0%	62.0%	17.4%	85.4%	63.0%	22.4%	98.2%
%H (TV HH)			62.0%	17.4%	85.4%	63.0%	22.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2016

Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26608	10770	4193	19681	8325	11356	23473
%H (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
Under 20"	4351	4351	1734	624	3721	1728	1993	3689
%V	15.6%	16.4%	16.1%	14.9%	18.9%	20.8%	17.6%	15.7%
%H (All HH)		100.0%	39.9%	14.3%	85.5%	39.7%	45.8%	84.8%
%H (TV HH)			39.9%	14.3%	85.5%	39.7%	45.8%	
20" - 29"	8561	8561	3364	1333	7106	3249	3857	7106
%V	30.7%	32.2%	31.2%	31.8%	36.1%	39.0%	34.0%	30.3%
%H (All HH)		100.0%	39.3%	15.6%	83.0%	38.0%	45.1%	83.0%
%H (TV HH)			39.3%	15.6%	83.0%	38.0%	45.1%	
30" - 39"	13591	13591	5592	2251	10294	4634	5660	11641
%V	48.8%	51.1%	51.9%	53.7%	52.3%	55.7%	49.8%	49.6%
%H (All HH)		100.0%	41.1%	16.6%	75.7%	34.1%	41.6%	85.7%
%H (TV HH)			41.1%	16.6%	75.7%	34.1%	41.6%	
40" and over	14780	14780	7263	2627	10470	5652	4819	13622
%V	53.1%	55.5%	67.4%	62.7%	53.2%	67.9%	42.4%	58.0%
%H (All HH)		100.0%	49.1%	17.8%	70.8%	38.2%	32.6%	92.2%
%H (TV HH)			49.1%	17.8%	70.8%	38.2%	32.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
April - June 2016

Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26608	10770	4193	19681	8325	11356	23473
%H (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
Main living room	26301	26301	10694	4150	19471	8266	11206	22248
%V	94.5%	98.8%	99.3%	99.0%	98.9%	99.3%	98.7%	94.8%
%H (All HH)		100.0%	40.7%	15.8%	74.0%	31.4%	42.6%	84.6%
%H (TV HH)			40.7%	15.8%	74.0%	31.4%	42.6%	
Kitchen	3194	3194	1582	429	2770	1566	1203	2813
%V	11.5%	12.0%	14.7%	10.2%	14.1%	18.8%	10.6%	12.0%
%H (All HH)		100.0%	49.5%	13.4%	86.7%	49.0%	37.7%	88.1%
%H (TV HH)			49.5%	13.4%	86.7%	49.0%	37.7%	
Adult's bedroom	11899	11899	5567	2189	9438	5256	4182	10756
%V	42.7%		51.7%	52.2%	48.0%	63.1%	36.8%	45.8%
%H (All HH)		100.0%	46.8%	18.4%	79.3%	44.2%	35.1%	90.4%
%H (TV HH)			46.8%	18.4%	79.3%	44.2%	35.1%	
Child's bedroom	2327	2327	1319	428	1717	1152	565	2297
%V	8.4%	8.7%	12.2%	10.2%	8.7%	13.8%	5.0%	9.8%
%H (All HH)		100.0%	56.7%	18.4%	73.8%	49.5%	24.3%	98.7%
%H (TV HH)			56.7%	18.4%	73.8%	49.5%	24.3%	
Other bedroom	1663	1663	877	315	1352	861	492	1580
%V	6.0%	6.3%	8.1%	7.5%	6.9%	10.3%	4.3%	6.7%
%H (All HH)		100.0%	52.7%	18.9%	81.3%	51.8%	29.6%	95.0%
%H (TV HH)			52.7%	18.9%	81.3%	51.8%	29.6%	
Second living/dining room	2601	2601	1309	442	2132	1253	879	2340
%V	9.3%	9.8%	12.2%	10.5%	10.8%	15.1%	7.7%	10.0%
%H (All HH)		100.0%	50.3%	17.0%	82.0%	48.2%	33.8%	90.0%
%H (TV HH)			50.3%	17.0%	82.0%	48.2%	33.8%	
Study/office	431	431	225	74	331	199	132	423
%V	1.5%	1.6%	2.1%	1.8%	1.7%	2.4%	1.2%	1.8%
%H (All HH)		100.0%	52.2%	17.2%	76.8%	46.2%	30.6%	98.1%
%H (TV HH)			52.2%	17.2%	76.8%	46.2%	30.6%	
TV room	252	252	138	43	211	133	78	248
%V	0.9%	0.9%	1.3%	1.0%	1.1%	1.6%	0.7%	1.1%
%H (All HH)		100.0%	54.8%	17.1%	83.7%	52.8%	31.0%	98.4%
%H (TV HH)			54.8%	17.1%	83.7%	52.8%	31.0%	
Conservatory	598	598	350	62	487	298	189	569
%V	2.1%	2.2%	3.2%	1.5%	2.5%	3.6%	1.7%	2.4%
%H (All HH)		100.0%	58.5%	10.4%	81.4%	49.8%	31.6%	95.2%
%H (TV HH)			58.5%	10.4%	81.4%	49.8%	31.6%	
Attic or loft room	91	91	61	22	61	46	15	90
%V	0.3%	0.3%	0.6%	0.5%	0.3%	0.6%	0.1%	0.4%
%H (All HH)		100.0%	67.0%	24.2%	67.0%	50.5%	16.5%	98.9%
%H (TV HH)			67.0%	24.2%	67.0%	50.5%	16.5%	
No specific location	55	55	19	9	49	23	27	52
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	34.5%	16.4%	89.1%	41.8%	49.1%	94.5%
%H (TV HH)			34.5%	16.4%	89.1%	41.8%	49.1%	
Other	316	316	173	54	240	151	89	309
%V	1.1%	1.2%	1.6%	1.3%	1.2%	1.8%	0.8%	1.3%
%H (All HH)		100.0%	54.7%	17.1%	75.9%	47.8%	28.2%	97.8%
%H (TV HH)			54.7%	17.1%	75.9%	47.8%	28.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27843	26608	10770	4193	19681	8325	11356	23473
%V (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
Any DSAT provider	10770	10770	10770	239	6123	6123	0	9987
%V	38.7%	40.5%	100.0%	5.7%	31.1%	73.5%	0.0%	42.5%
%H (All HH)			100.0%	2.2%	56.9%	56.9%	0.0%	92.7%
%H (TV HH)			100.0%	2.2%	56.9%	56.9%	0.0%	
Sky with subscription	8736	8736	8736	137	4991	4991	0	8196
%V	31.4%	32.8%	81.1%	3.3%	25.4%	60.0%	0.0%	34.9%
%H (All HH)			100.0%	1.6%	57.1%	57.1%	0.0%	93.8%
%H (TV HH)			100.0%	1.6%	57.1%	57.1%	0.0%	
Sky without subscription	689	689	689	17	324	324	0	566
%V	2.5%	2.6%	6.4%	0.4%	1.6%	3.9%	0.0%	2.4%
%H (All HH)			100.0%	2.5%	47.0%	47.0%	0.0%	82.1%
%H (TV HH)			100.0%	2.5%	47.0%	47.0%	0.0%	
Freesat	1226	1226	1226	62	763	763	0	1142
%V	4.4%	4.6%	11.4%	1.5%	3.9%	9.2%	0.0%	4.9%
%H (All HH)			100.0%	5.1%	62.2%	62.2%	0.0%	93.1%
%H (TV HH)			100.0%	5.1%	62.2%	62.2%	0.0%	
Other satellite provider	773	773	773	66	490	490	0	715
%V	2.8%	2.9%	7.2%	1.6%	2.5%	5.9%	0.0%	3.0%
%H (All HH)			100.0%	8.5%	63.4%	63.4%	0.0%	92.5%
%H (TV HH)			100.0%	8.5%	63.4%	63.4%	0.0%	
DCAB	4193	4193	239	4193	2329	2329	0	3891
%V	15.1%	15.8%	2.2%	100.0%	11.8%	28.0%	0.0%	16.6%
%H (All HH)			5.7%	100.0%	55.5%	55.5%	0.0%	92.8%
%H (TV HH)			5.7%	100.0%	55.5%	55.5%	0.0%	
DTT	19681	19681	6123	2329	19681	8325	11356	16165
%V	70.7%	74.0%	56.9%	55.5%	100.0%	100.0%	100.0%	68.9%
%H (All HH)		100.0%	31.1%	11.8%	100.0%	42.3%	57.7%	82.1%
%H (TV HH)			31.1%	11.8%	100.0%	42.3%	57.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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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	26608	10770	4193	19681	8325	11356	23473
%H (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
PVR	15872	15872	9254	3542	10544	7286	3258	14611
%V	57.0%	59.7%	85.9%	84.5%	53.6%	87.5%	28.7%	62.2%
%H (All HH)		100.0%	58.3%	22.3%	66.4%	45.9%	20.5%	92.1%
%H (TV HH)			58.3%	22.3%	66.4%	45.9%	20.5%	
DVDR	692	692	240	114	564	222	342	580
%V	2.5%	2.6%	2.2%	2.7%	2.9%	2.7%	3.0%	2.5%
%H (All HH)		100.0%	34.7%	16.5%	81.5%	32.1%	49.4%	83.8%
%H (TV HH)			34.7%	16.5%	81.5%	32.1%	49.4%	
VCR	389	389	125	39	332	107	225	288
%V	1.4%	1.5%	1.2%	0.9%	1.7%	1.3%	2.0%	1.2%
%H (All HH)		100.0%	32.1%	10.0%	85.3%	27.5%	57.8%	74.0%
%H (TV HH)			32.1%	10.0%	85.3%	27.5%	57.8%	
Any recorder	16294	16294	9293	3577	10912	7315	3597	14885
%V	58.5%	61.2%	86.3%	85.3%	55.4%	87.9%	31.7%	63.4%
%H (All HH)		100.0%	57.0%	22.0%	67.0%	44.9%	22.1%	91.4%
%H (TV HH)			57.0%	22.0%	67.0%	44.9%	22.1%	
Receives HDTV (via STB or built-in reception)	17504	17504	8365	3547	12701	6909	5792	16092
%V	62.9%	65.8%	77.7%	84.6%	64.5%	83.0%	51.0%	68.6%
%H (All HH)		100.0%	47.8%	20.3%	72.6%	39.5%	33.1%	91.9%
%H (TV HH)			47.8%	20.3%	72.6%	39.5%	33.1%	
DVD/Blu-ray player or recorder	19035	19035	8115	3134	14274	6651	7623	16881
%V	68.4%	71.5%	75.3%	74.7%	72.5%	79.9%	67.1%	71.9%
%H (All HH)		100.0%	42.6%	16.5%	75.0%	34.9%	40.0%	88.7%
%H (TV HH)			42.6%	16.5%	75.0%	34.9%	40.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - 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	26608	10770	4193	19681	8325	11356	23473
%H (All HH)		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%
%H (TV HH)			40.5%	15.8%	74.0%	31.3%	42.7%	
Has broadband internet	23473	22521	9987	3891	16165	7795	8370	23473
%V	84.3%	84.6%	92.7%	92.8%	82.1%	93.6%	73.7%	100.0%
%H (All HH)		95.9%	42.5%	16.6%	68.9%	33.2%	35.7%	100.0%
%H (TV HH)			44.3%	17.3%	71.8%	34.6%	37.2%	
Number of computers (PCs and laptops)								
0	5155	4815	1081	414	4009	723	3286	1123
%V	18.5%	18.1%	10.0%	9.9%	20.4%	8.7%	28.9%	4.8%
%H (All HH)		93.4%	21.0%	8.0%	77.8%	14.0%	63.7%	21.8%
%H (TV HH)			22.5%	8.6%	83.3%	15.0%	68.2%	
1	7103	6742	2528	1083	4802	1787	3015	6831
%V	25.5%	25.3%	23.5%	25.8%	24.4%	21.5%	26.5%	29.1%
%H (All HH)		94.9%	35.6%	15.2%	67.6%	25.2%	42.4%	96.2%
%H (TV HH)			37.5%	16.1%	71.2%	26.5%	44.7%	
2	6540	6276	2835	1025	4545	2214	2330	6489
%V	23.5%	23.6%	26.3%	24.4%	23.1%	26.6%	20.5%	27.6%
%H (All HH)		96.0%	43.3%	15.7%	69.5%	33.9%	35.6%	99.2%
%H (TV HH)			45.2%	16.3%	72.4%	35.3%	37.1%	
3	3928	3815	1835	682	2712	1460	1251	3923
%V	14.1%	14.3%	17.0%	16.3%	13.8%	17.5%	11.0%	16.7%
%H (All HH)		97.1%	46.7%	17.4%	69.0%	37.2%	31.8%	99.9%
%H (TV HH)			48.1%	17.9%	71.1%	38.3%	32.8%	
4	2442	2362	1163	420	1749	983	765	2439
%V	8.8%	8.9%	10.8%	10.0%	8.9%	11.8%	6.7%	10.4%
%H (All HH)		96.7%	47.6%	17.2%	71.6%	40.3%	31.3%	99.9%
%H (TV HH)			49.2%	17.8%	74.0%	41.6%	32.4%	
5+	2675	2598	1328	569	1864	1157	708	2668
%V	9.6%	9.8%	12.3%	13.6%	9.5%	13.9%	6.2%	11.4%
%H (All HH)		97.1%	49.6%	21.3%	69.7%	43.3%	26.5%	99.7%
%H (TV HH)			51.1%	21.9%	71.7%	44.5%	27.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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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	53470	24329	8990	41288	21238	20049	47339
%H		45.5%	16.8%	77.2%	39.7%	37.5%	88.5%
Under 20"	5384	2230	783	4630	2256	2374	4632
%V	10.1%	9.2%	8.7%	11.2%	10.6%	11.8%	9.8%
%H		41.4%	14.5%	86.0%	41.9%	44.1%	86.0%
20" - 29"	10974	4445	1714	9246	4416	4831	9277
%V	20.5%	18.3%	19.1%	22.4%	20.8%	24.1%	19.6%
%H		40.5%	15.6%	84.3%	40.2%	44.0%	84.5%
30" - 39"	16897	7356	2911	12889	6319	6569	14755
%V	31.6%	30.2%	32.4%	31.2%	29.8%	32.8%	31.2%
%H		43.5%	17.2%	76.3%	37.4%	38.9%	87.3%
40" and over	18728	9688	3349	13358	7697	5661	17446
%V	35.0%	39.8%	37.3%	32.4%	36.2%	28.2%	36.9%
%H		51.7%	17.9%	71.3%	41.1%	30.2%	93.2%
Don't know	1487	611	233	1165	551	614	1229
%V	2.8%	2.5%	2.6%	2.8%	2.6%	3.1%	2.6%
%H		41.1%	15.7%	78.3%	37.1%	41.3%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - 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	53470	24329	8990	41288	21238	20049	47339
%H		45.5%	16.8%	77.2%	39.7%	37.5%	88.5%
Main living room	26435	10744	4178	19567	8305	11262	22363
%V	49.4%	44.2%	46.5%	47.4%	39.1%	56.2%	47.2%
%H		40.6%	15.8%	74.0%	31.4%	42.6%	84.6%
Kitchen	3204	1591	430	2777	1573	1203	2820
%V	6.0%	6.5%	4.8%	6.7%	7.4%	6.0%	6.0%
%H		49.7%	13.4%	86.7%	49.1%	37.5%	88.0%
Adult's bedroom	14362	6820	2754	11468	6609	4859	13124
%V	26.9%	28.0%	30.6%	27.8%	31.1%	24.2%	27.7%
%H		47.5%	19.2%	79.8%	46.0%	33.8%	91.4%
Child's bedroom	3083	1788	541	2296	1565	731	3051
%V	5.8%	7.3%	6.0%	5.6%	7.4%	3.6%	6.4%
%H		58.0%	17.5%	74.5%	50.8%	23.7%	99.0%
Other bedroom	1973	1066	371	1605	1039	566	1885
%V	3.7%	4.4%	4.1%	3.9%	4.9%	2.8%	4.0%
%H		54.0%	18.8%	81.3%	52.7%	28.7%	95.5%
Second living/dining room	2632	1331	446	2159	1273	886	2369
%V	4.9%	5.5%	5.0%	5.2%	6.0%	4.4%	5.0%
%H		50.6%	16.9%	82.0%	48.4%	33.7%	90.0%
Study/office	436	227	74	336	201	136	428
%V	0.8%	0.9%	0.8%	0.8%	0.9%	0.7%	0.9%
%H		52.1%	17.0%	77.1%	46.1%	31.2%	98.2%
TV room	253	138	43	212	133	79	249
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		54.5%	17.0%	83.8%	52.6%	31.2%	98.4%
Conservatory	598	350	62	487	298	189	569
%V	1.1%	1.4%	0.7%	1.2%	1.4%	0.9%	1.2%
%H		58.5%	10.4%	81.4%	49.8%	31.6%	95.2%
Attic or loft room	91	61	22	61	46	15	90
%V	0.2%	0.3%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		67.0%	24.2%	67.0%	50.5%	16.5%	98.9%
No specific location	56	20	9	50	24	27	53
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		35.7%	16.1%	89.3%	42.9%	48.2%	94.6%
Other	346	193	59	268	173	96	339
%V	0.6%	0.8%	0.7%	0.6%	0.8%	0.5%	0.7%
%H		55.8%	17.1%	77.5%	50.0%	27.7%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - 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	53470	24329	8990	41288	21238	20049	47339
%H		45.5%	16.8%	77.2%	39.7%	37.5%	88.5%
PVR	20980	12886	4737	13450	9823	3627	19567
%V	39.2%	53.0%	52.7%	32.6%	46.3%	18.1%	41.3%
%H		61.4%	22.6%	64.1%	46.8%	17.3%	93.3%
DVDR	749	268	129	616	259	357	634
%V	1.4%	1.1%	1.4%	1.5%	1.2%	1.8%	1.3%
%H		35.8%	17.2%	82.2%	34.6%	47.7%	84.6%
VCR	411	128	44	351	112	240	304
%V	0.8%	0.5%	0.5%	0.9%	0.5%	1.2%	0.6%
%H		31.1%	10.7%	85.4%	27.3%	58.4%	74.0%
Any recorder	21586	13003	4808	13981	9938	4043	20009
%V	40.4%	53.4%	53.5%	33.9%	46.8%	20.2%	42.3%
%H		60.2%	22.3%	64.8%	46.0%	18.7%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	53470	24329	8990	41288	21238	20049	47339
%H		45.5%	16.8%	77.2%	39.7%	37.5%	88.5%
Receives HDTV (via STB or built-in reception)	26075	12878	5495	19309	11259	8050	24356
%V	48.8%	52.9%	61.1%	46.8%	53.0%	40.2%	51.5%
%H		49.4%	21.1%	74.1%	43.2%	30.9%	93.4%
DVD/Blu-ray player or recorder	28310	13023	4824	21620	11260	10360	25761
%V	52.9%	53.5%	53.7%	52.4%	53.0%	51.7%	54.4%
%H		46.0%	17.0%	76.4%	39.8%	36.6%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2016

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26599	10768	4193	19676	8323	11353	22515
%H		40.5%	15.8%	74.0%	31.3%	42.7%	84.6%
Under 20"	386	67	31	323	63	260	243
%V	1.5%	0.6%	0.7%	1.6%	0.8%	2.3%	1.1%
%H		17.4%	8.0%	83.7%	16.3%	67.4%	63.0%
20" - 29"	2597	557	253	2145	406	1740	1679
%V	9.8%	5.2%	6.0%	10.9%	4.9%	15.3%	7.5%
%H		21.4%	9.7%	82.6%	15.6%	67.0%	64.7%
30" - 39"	8657	2899	1265	6599	2232	4367	6924
%V	32.5%	26.9%	30.2%	33.5%	26.8%	38.5%	30.8%
%H		33.5%	14.6%	76.2%	25.8%	50.4%	80.0%
40" and over	14368	7056	2570	10146	5471	4675	13237
%V	54.0%	65.5%	61.3%	51.6%	65.7%	41.2%	58.8%
%H		49.1%	17.9%	70.6%	38.1%	32.5%	92.1%
Don't know	590	189	74	462	151	311	432
%V	2.2%	1.8%	1.8%	2.3%	1.8%	2.7%	1.9%
%H		32.0%	12.5%	78.3%	25.6%	52.7%	73.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	26599	10768	4193	19676	8323	11353	22515
%H		40.5%	15.8%	74.0%	31.3%	42.7%	84.6%
PVR	15495	9112	3488	10204	7137	3067	14266
%V	58.3%	84.6%	83.2%	51.9%	85.8%	27.0%	63.4%
%H		58.8%	22.5%	65.9%	46.1%	19.8%	92.1%
DVDR	552	178	80	447	155	291	454
%V	2.1%	1.7%	1.9%	2.3%	1.9%	2.6%	2.0%
%H		32.2%	14.5%	81.0%	28.1%	52.7%	82.2%
VCR	307	92	36	251	72	179	222
%V	1.2%	0.9%	0.9%	1.3%	0.9%	1.6%	1.0%
%H		30.0%	11.7%	81.8%	23.5%	58.3%	72.3%
Any recorder	15897	9153	3524	10550	7166	3384	14534
%V	59.8%	85.0%	84.0%	53.6%	86.1%	29.8%	64.6%
%H		57.6%	22.2%	66.4%	45.1%	21.3%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26599	10768	4193	19676	8323	11353	22515
%H		40.5%	15.8%	74.0%	31.3%	42.7%	84.6%
Receives HDTV (via STB or built-in reception)	17004	8176	3459	12261	6703	5559	15650
%V	63.9%	75.9%	82.5%	62.3%	80.5%	49.0%	69.5%
%H		48.1%	20.3%	72.1%	39.4%	32.7%	92.0%
DVD/Blu-ray player or recorder	17221	7228	2818	12889	5876	7013	15222
%V	64.7%	67.1%	67.2%	65.5%	70.6%	61.8%	67.6%
%H		42.0%	16.4%	74.8%	34.1%	40.7%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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April - June 2016

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26871	13561	4797	21612	12915	8696	24824
%H		50.5%	17.9%	80.4%	48.1%	32.4%	92.4%
Under 20"	4997	2163	752	4308	2193	2115	4389
%V	18.6%	16.0%	15.7%	19.9%	17.0%	24.3%	17.7%
%H		43.3%	15.0%	86.2%	43.9%	42.3%	87.8%
20" - 29"	8378	3887	1461	7101	4010	3091	7598
%V	31.2%	28.7%	30.5%	32.9%	31.0%	35.5%	30.6%
%H		46.4%	17.4%	84.8%	47.9%	36.9%	90.7%
30" - 39"	8240	4457	1646	6289	4087	2202	7831
%V	30.7%	32.9%	34.3%	29.1%	31.6%	25.3%	31.5%
%H		54.1%	20.0%	76.3%	49.6%	26.7%	95.0%
40" and over	4360	2632	779	3212	2226	986	4209
%V	16.2%	19.4%	16.2%	14.9%	17.2%	11.3%	17.0%
%H		60.4%	17.9%	73.7%	51.1%	22.6%	96.5%
Don't know	897	422	159	702	400	302	797
%V	3.3%	3.1%	3.3%	3.2%	3.1%	3.5%	3.2%
%H		47.0%	17.7%	78.3%	44.6%	33.7%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2016
Set level data
Table 19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26871	13561	4797	21612	12915	8696	24824
%H		50.5%	17.9%	80.4%	48.1%	32.4%	92.4%
PVR	5485	3773	1250	3245	2686	560	5301
%V	20.4%	27.8%	26.1%	15.0%	20.8%	6.4%	21.4%
%H		68.8%	22.8%	59.2%	49.0%	10.2%	96.6%
DVDR	197	89	49	169	104	65	180
%V	0.7%	0.7%	1.0%	0.8%	0.8%	0.7%	0.7%
%H		45.2%	24.9%	85.8%	52.8%	33.0%	91.4%
VCR	104	36	7	100	40	61	82
%V	0.4%	0.3%	0.1%	0.5%	0.3%	0.7%	0.3%
%H		34.6%	6.7%	96.2%	38.5%	58.7%	78.8%
Any recorder	5688	3850	1284	3431	2772	659	5475
%V	21.2%	28.4%	26.8%	15.9%	21.5%	7.6%	22.1%
%H		67.7%	22.6%	60.3%	48.7%	11.6%	96.3%

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	26871	13561	4797	21612	12915	8696	24824
%H		50.5%	17.9%	80.4%	48.1%	32.4%	92.4%
Receives HDTV (via STB or built-in reception)	9071	4702	2036	7048	4557	2491	8706
%V	33.8%	34.7%	42.4%	32.6%	35.3%	28.6%	35.1%
%H		51.8%	22.4%	77.7%	50.2%	27.5%	96.0%
DVD/Blu-ray player or recorder	11089	5795	2006	8731	5384	3347	10539
%V	41.3%	42.7%	41.8%	40.4%	41.7%	38.5%	42.5%
%H		52.3%	18.1%	78.7%	48.6%	30.2%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64634	62142	28436	10443	44435	21744	22691	58727
%H		96.1%	44.0%	16.2%	68.7%	33.6%	35.1%	90.9%
Total Children	12341	11980	6441	2016	7756	4358	3398	12039
%V	19.1%	19.3%	22.7%	19.3%	17.5%	20.0%	15.0%	20.5%
%H		97.1%	52.2%	16.3%	62.8%	35.3%	27.5%	97.6%
0 - 3	3202	3065	1617	456	1903	969	934	3090
%V	5.0%	4.9%	5.7%	4.4%	4.3%	4.5%	4.1%	5.3%
%H		95.7%	50.5%	14.2%	59.4%	30.3%	29.2%	96.5%
4 - 15	9139	8915	4824	1560	5854	3389	2465	8949
%V	14.1%	14.3%	17.0%	14.9%	13.2%	15.6%	10.9%	15.2%
%H		97.5%	52.8%	17.1%	64.1%	37.1%	27.0%	97.9%
4 - 9	4873	4729	2551	815	3004	1717	1287	4750
%V	7.5%	7.6%	9.0%	7.8%	6.8%	7.9%	5.7%	8.1%
%H		97.0%	52.3%	16.7%	61.6%	35.2%	26.4%	97.5%
10 - 15	4266	4186	2273	744	2850	1672	1177	4199
%V	6.6%	6.7%	8.0%	7.1%	6.4%	7.7%	5.2%	7.2%
%H		98.1%	53.3%	17.4%	66.8%	39.2%	27.6%	98.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

April - June 2016

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64634	62142	28436	10443	44435	21744	22691	58727
%H		96.1%	44.0%	16.2%	68.7%	33.6%	35.1%	90.9%
Total Adults (16+)	52293	50163	21995	8427	36679	17386	19293	46687
%V	80.9%	80.7%	77.3%	80.7%	82.5%	80.0%	85.0%	79.5%
%H		95.9%	42.1%	16.1%	70.1%	33.2%	36.9%	89.3%
16 - 19	2792	2684	1360	544	1958	1172	786	2748
%V	4.3%	4.3%	4.8%	5.2%	4.4%	5.4%	3.5%	4.7%
%H		96.1%	48.7%	19.5%	70.1%	42.0%	28.2%	98.4%
20 - 24	4100	3663	1459	665	2593	1210	1383	3974
%V	6.3%	5.9%	5.1%	6.4%	5.8%	5.6%	6.1%	6.8%
%H		89.3%	35.6%	16.2%	63.2%	29.5%	33.7%	96.9%
25 - 34	8822	8068	3760	1345	5138	2436	2702	8552
%V	13.6%	13.0%	13.2%	12.9%	11.6%	11.2%	11.9%	14.6%
%H		91.5%	42.6%	15.2%	58.2%	27.6%	30.6%	96.9%
35 - 44	8294	7912	4152	1412	5192	2967	2224	8021
%V	12.8%	12.7%	14.6%	13.5%	11.7%	13.6%	9.8%	13.7%
%H		95.4%	50.1%	17.0%	62.6%	35.8%	26.8%	96.7%
45 - 54	9202	8994	4217	1747	6567	3517	3050	8778
%V	14.2%	14.5%	14.8%	16.7%	14.8%	16.2%	13.4%	14.9%
%H		97.7%	45.8%	19.0%	71.4%	38.2%	33.1%	95.4%
55 - 64	7566	7455	3239	1258	5815	2847	2968	6876
%V	11.7%	12.0%	11.4%	12.0%	13.1%	13.1%	13.1%	11.7%
%H		98.5%	42.8%	16.6%	76.9%	37.6%	39.2%	90.9%
65+	11516	11387	3808	1455	9417	3237	6179	7738
%V	17.8%	18.3%	13.4%	13.9%	21.2%	14.9%	27.2%	13.2%
%H		98.9%	33.1%	12.6%	81.8%	28.1%	53.7%	67.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2016
Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	52293	50163	21995	8427	36679	17386	19293	46687
%H		95.9%	42.1%	16.1%	70.1%	33.2%	36.9%	89.3%
AB	14195	13729	6175	2403	9945	4895	5050	13748
%V	27.1%	27.4%	28.1%	28.5%	27.1%	28.2%	26.2%	29.4%
%H		96.7%	43.5%	16.9%	70.1%	34.5%	35.6%	96.9%
C1	15403	14574	6520	2587	10563	5247	5316	14374
%V	29.5%	29.1%	29.6%	30.7%	28.8%	30.2%	27.6%	30.8%
%H		94.6%	42.3%	16.8%	68.6%	34.1%	34.5%	93.3%
C2	10668	10434	4810	1740	7758	3928	3830	9460
%V	20.4%	20.8%	21.9%	20.6%	21.2%	22.6%	19.9%	20.3%
%H		97.8%	45.1%	16.3%	72.7%	36.8%	35.9%	88.7%
D	7904	7523	3194	1246	5427	2458	2969	6620
%V	15.1%	15.0%	14.5%	14.8%	14.8%	14.1%	15.4%	14.2%
%H		95.2%	40.4%	15.8%	68.7%	31.1%	37.6%	83.8%
E	4123	3902	1297	451	2986	858	2128	2486
%V	7.9%	7.8%	5.9%	5.4%	8.1%	4.9%	11.0%	5.3%
%H		94.6%	31.5%	10.9%	72.4%	20.8%	51.6%	60.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2016
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	52293	50163	21995	8427	36679	17386	19293	46687
%H		95.9%	42.1%	16.1%	70.1%	33.2%	36.9%	89.3%
Working full time	24687	23663	11266	4406	16497	8755	7741	23975
%V	47.2%	47.2%	51.2%	52.3%	45.0%	50.4%	40.1%	51.4%
%H		95.9%	45.6%	17.8%	66.8%	35.5%	31.4%	97.1%
Working part time	5356	5219	2379	936	3783	1943	1840	5137
%V	10.2%	10.4%	10.8%	11.1%	10.3%	11.2%	9.5%	11.0%
%H		97.4%	44.4%	17.5%	70.6%	36.3%	34.4%	95.9%
Not working	22250	21281	8350	3086	16399	6687	9712	17575
%V	42.5%	42.4%	38.0%	36.6%	44.7%	38.5%	50.3%	37.6%
%H		95.6%	37.5%	13.9%	73.7%	30.1%	43.6%	79.0%
Housewife/Houseperson	27843	26608	10770	4193	19681	8325	11356	23473
%V	53.2%	53.0%	49.0%	49.8%	53.7%	47.9%	58.9%	50.3%
%H		95.6%	38.7%	15.1%	70.7%	29.9%	40.8%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2016

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25562	24354	10890	4188	17632	8625	9008	23117
%H		95.3%	42.6%	16.4%	69.0%	33.7%	35.2%	90.4%
16 - 19	1459	1394	759	267	986	611	375	1432
%V	5.7%	5.7%	7.0%	6.4%	5.6%	7.1%	4.2%	6.2%
%H		95.5%	52.0%	18.3%	67.6%	41.9%	25.7%	98.1%
20 - 24	2059	1868	749	334	1315	615	699	2010
%V	8.1%	7.7%	6.9%	8.0%	7.5%	7.1%	7.8%	8.7%
%H		90.7%	36.4%	16.2%	63.9%	29.9%	33.9%	97.6%
25 - 34	4408	3980	1824	701	2531	1222	1309	4255
%V	17.2%	16.3%	16.7%	16.7%	14.4%	14.2%	14.5%	18.4%
%H		90.3%	41.4%	15.9%	57.4%	27.7%	29.7%	96.5%
35 - 44	4105	3854	2001	685	2502	1407	1095	3941
%V	16.1%	15.8%	18.4%	16.4%	14.2%	16.3%	12.2%	17.0%
%H		93.9%	48.7%	16.7%	61.0%	34.3%	26.7%	96.0%
45 - 54	4522	4386	2083	864	3195	1747	1447	4265
%V	17.7%	18.0%	19.1%	20.6%	18.1%	20.3%	16.1%	18.4%
%H		97.0%	46.1%	19.1%	70.7%	38.6%	32.0%	94.3%
55 - 64	3720	3659	1598	639	2830	1420	1409	3364
%V	14.6%	15.0%	14.7%	15.3%	16.1%	16.5%	15.6%	14.6%
%H		98.4%	43.0%	17.2%	76.1%	38.2%	37.9%	90.4%
65+	5289	5214	1875	699	4275	1602	2673	3851
%V	20.7%	21.4%	17.2%	16.7%	24.2%	18.6%	29.7%	16.7%
%H		98.6%	35.5%	13.2%	80.8%	30.3%	50.5%	72.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2016

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25562	24354	10890	4188	17632	8625	9008	23117
%H		95.3%	42.6%	16.4%	69.0%	33.7%	35.2%	90.4%
AB	7175	6925	3156	1217	5005	2518	2488	6959
%V	28.1%	28.4%	29.0%	29.1%	28.4%	29.2%	27.6%	30.1%
%H		96.5%	44.0%	17.0%	69.8%	35.1%	34.7%	97.0%
C1	7211	6790	3174	1240	4857	2556	2300	6855
%V	28.2%	27.9%	29.1%	29.6%	27.5%	29.6%	25.5%	29.7%
%H		94.2%	44.0%	17.2%	67.4%	35.4%	31.9%	95.1%
C2	5686	5536	2542	940	4078	2058	2020	5012
%V	22.2%	22.7%	23.3%	22.4%	23.1%	23.9%	22.4%	21.7%
%H		97.4%	44.7%	16.5%	71.7%	36.2%	35.5%	88.1%
D	3763	3524	1497	618	2483	1139	1343	3209
%V	14.7%	14.5%	13.7%	14.8%	14.1%	13.2%	14.9%	13.9%
%H		93.6%	39.8%	16.4%	66.0%	30.3%	35.7%	85.3%
E	1728	1580	520	173	1210	353	856	1082
%V	6.8%	6.5%	4.8%	4.1%	6.9%	4.1%	9.5%	4.7%
%H		91.4%	30.1%	10.0%	70.0%	20.4%	49.5%	62.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2016
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25562	24354	10890	4188	17632	8625	9008	23117
%H		95.3%	42.6%	16.4%	69.0%	33.7%	35.2%	90.4%
Working full time	14849	14208	6882	2655	9803	5313	4490	14361
%V	58.1%	58.3%	63.2%	63.4%	55.6%	61.6%	49.8%	62.1%
%H		95.7%	46.3%	17.9%	66.0%	35.8%	30.2%	96.7%
Working part time	1176	1121	449	211	797	368	429	1086
%V	4.6%	4.6%	4.1%	5.0%	4.5%	4.3%	4.8%	4.7%
%H		95.3%	38.2%	17.9%	67.8%	31.3%	36.5%	92.3%
Not working	9537	9026	3559	1322	7033	2944	4088	7671
%V	37.3%	37.1%	32.7%	31.6%	39.9%	34.1%	45.4%	33.2%
%H		94.6%	37.3%	13.9%	73.7%	30.9%	42.9%	80.4%
Housewife/Houseperson	6167	5613	1880	908	4158	1468	2690	4756
%V	24.1%	23.0%	17.3%	21.7%	23.6%	17.0%	29.9%	20.6%
%H		91.0%	30.5%	14.7%	67.4%	23.8%	43.6%	77.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - 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+)	26731	25808	11105	4239	19046	8761	10285	23570
%H		96.5%	41.5%	15.9%	71.3%	32.8%	38.5%	88.2%
16 - 19	1333	1290	601	277	973	561	412	1316
%V	5.0%	5.0%	5.4%	6.5%	5.1%	6.4%	4.0%	5.6%
%H		96.8%	45.1%	20.8%	73.0%	42.1%	30.9%	98.7%
20 - 24	2041	1795	710	331	1278	595	684	1964
%V	7.6%	7.0%	6.4%	7.8%	6.7%	6.8%	6.7%	8.3%
%H		87.9%	34.8%	16.2%	62.6%	29.2%	33.5%	96.2%
25 - 34	4414	4088	1936	644	2607	1214	1393	4296
%V	16.5%	15.8%	17.4%	15.2%	13.7%	13.9%	13.5%	18.2%
%H		92.6%	43.9%	14.6%	59.1%	27.5%	31.6%	97.3%
35 - 44	4189	4058	2151	728	2690	1560	1129	4081
%V	15.7%	15.7%	19.4%	17.2%	14.1%	17.8%	11.0%	17.3%
%H		96.9%	51.3%	17.4%	64.2%	37.2%	27.0%	97.4%
45 - 54	4680	4608	2134	883	3372	1769	1603	4514
%V	17.5%	17.9%	19.2%	20.8%	17.7%	20.2%	15.6%	19.2%
%H		98.5%	45.6%	18.9%	72.1%	37.8%	34.3%	96.5%
55 - 64	3846	3796	1641	619	2985	1427	1558	3512
%V	14.4%	14.7%	14.8%	14.6%	15.7%	16.3%	15.1%	14.9%
%H		98.7%	42.7%	16.1%	77.6%	37.1%	40.5%	91.3%
65+	6228	6173	1933	756	5142	1635	3506	3887
%V	23.3%	23.9%	17.4%	17.8%	27.0%	18.7%	34.1%	16.5%
%H		99.1%	31.0%	12.1%	82.6%	26.3%	56.3%	62.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 28

DATA PERIOD: QUARTERLY

April - 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+)	26731	25808	11105	4239	19046	8761	10285	23570
%H		96.5%	41.5%	15.9%	71.3%	32.8%	38.5%	88.2%
AB	7020	6804	3019	1186	4939	2377	2562	6789
%V	26.3%	26.4%	27.2%	28.0%	25.9%	27.1%	24.9%	28.8%
%H		96.9%	43.0%	16.9%	70.4%	33.9%	36.5%	96.7%
C1	8192	7784	3345	1347	5707	2691	3016	7518
%V	30.6%	30.2%	30.1%	31.8%	30.0%	30.7%	29.3%	31.9%
%H		95.0%	40.8%	16.4%	69.7%	32.8%	36.8%	91.8%
C2	4982	4898	2267	800	3680	1870	1810	4449
%V	18.6%	19.0%	20.4%	18.9%	19.3%	21.3%	17.6%	18.9%
%H		98.3%	45.5%	16.1%	73.9%	37.5%	36.3%	89.3%
D	4141	3999	1697	628	2944	1318	1626	3411
%V	15.5%	15.5%	15.3%	14.8%	15.5%	15.0%	15.8%	14.5%
%H		96.6%	41.0%	15.2%	71.1%	31.8%	39.3%	82.4%
E	2395	2323	777	278	1777	505	1272	1404
%V	9.0%	9.0%	7.0%	6.6%	9.3%	5.8%	12.4%	6.0%
%H		97.0%	32.4%	11.6%	74.2%	21.1%	53.1%	58.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - 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+)	26731	25808	11105	4239	19046	8761	10285	23570
%H		96.5%	41.5%	15.9%	71.3%	32.8%	38.5%	88.2%
Working full time	9838	9454	4384	1751	6694	3442	3251	9615
%V	36.8%	36.6%	39.5%	41.3%	35.1%	39.3%	31.6%	40.8%
%H		96.1%	44.6%	17.8%	68.0%	35.0%	33.0%	97.7%
Working part time	4180	4098	1929	724	2986	1576	1411	4052
%V	15.6%	15.9%	17.4%	17.1%	15.7%	18.0%	13.7%	17.2%
%H		98.0%	46.1%	17.3%	71.4%	37.7%	33.8%	96.9%
Not working	12713	12256	4792	1764	9366	3743	5623	9904
%V	47.6%	47.5%	43.2%	41.6%	49.2%	42.7%	54.7%	42.0%
%H		96.4%	37.7%	13.9%	73.7%	29.4%	44.2%	77.9%
Housewife/Houseperson	21675	20994	8891	3285	15523	6857	8666	18718
%V	81.1%	81.3%	80.1%	77.5%	81.5%	78.3%	84.3%	79.4%
%H		96.9%	41.0%	15.2%	71.6%	31.6%	40.0%	86.4%

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 April 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: April - June 2016	
	Total Network
Addresses Issued	21,737
Shop / Business	404
Demolished / Incomplete	41
Empty	1,481
Holiday Home	211
Other Non Effective	471
Eligible Addresses	19,129
Substitute Addresses	2,098
Multiple Occupancy Addresses	281
Total Additional Households	2,379
Total Valid Households	21,851
	100.0%
Non Contacts	3,088
	14.1%
No English Spoken	77
	0.4%
Refusals	4,883
	22.3%
Total Interviews	13,789
	63.1%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

	All Households	Total TV Households
All Households	13789	13269
All Sets	27642	27642
All Individuals	34148	32988
Children 0-15	6511	6322
All Adults	27637	26666
Adult Males	13437	12909
Adult Females	14200	13757

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

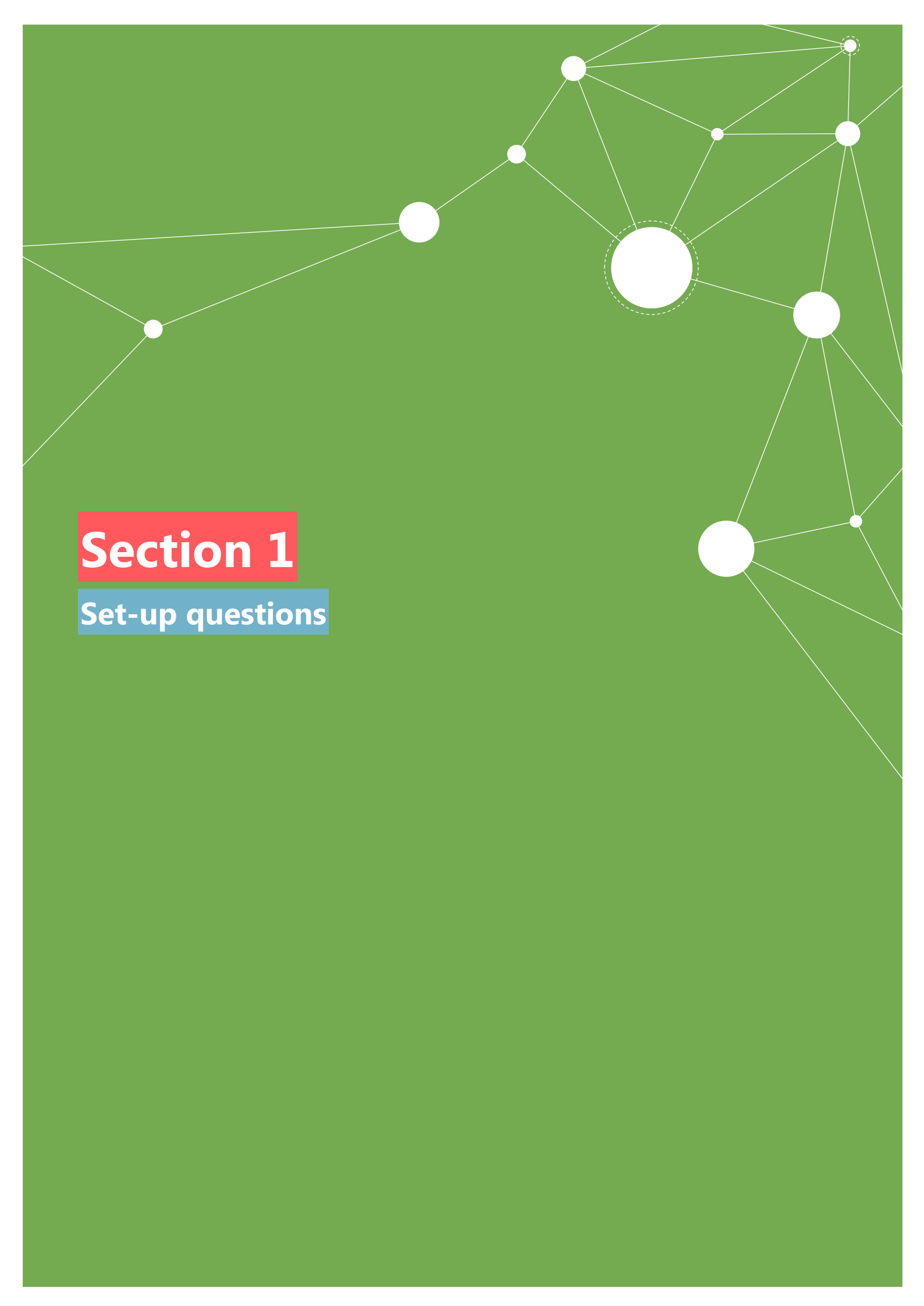
Changes included in this version:

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

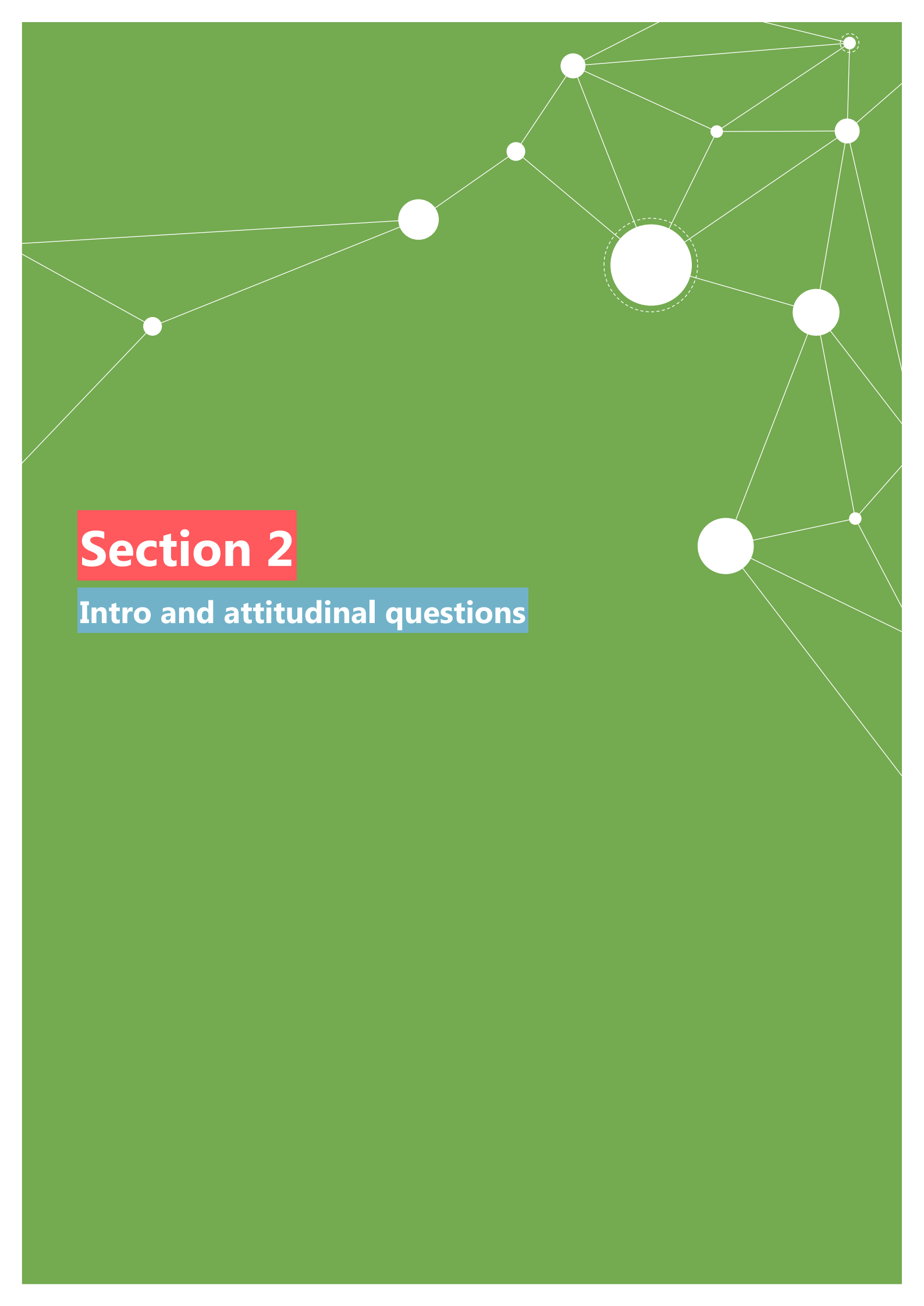
ES ONLY		
ASK IF SELF CONTAINED DWELLING		
<i>[XMH0=CODE 1]</i>		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two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

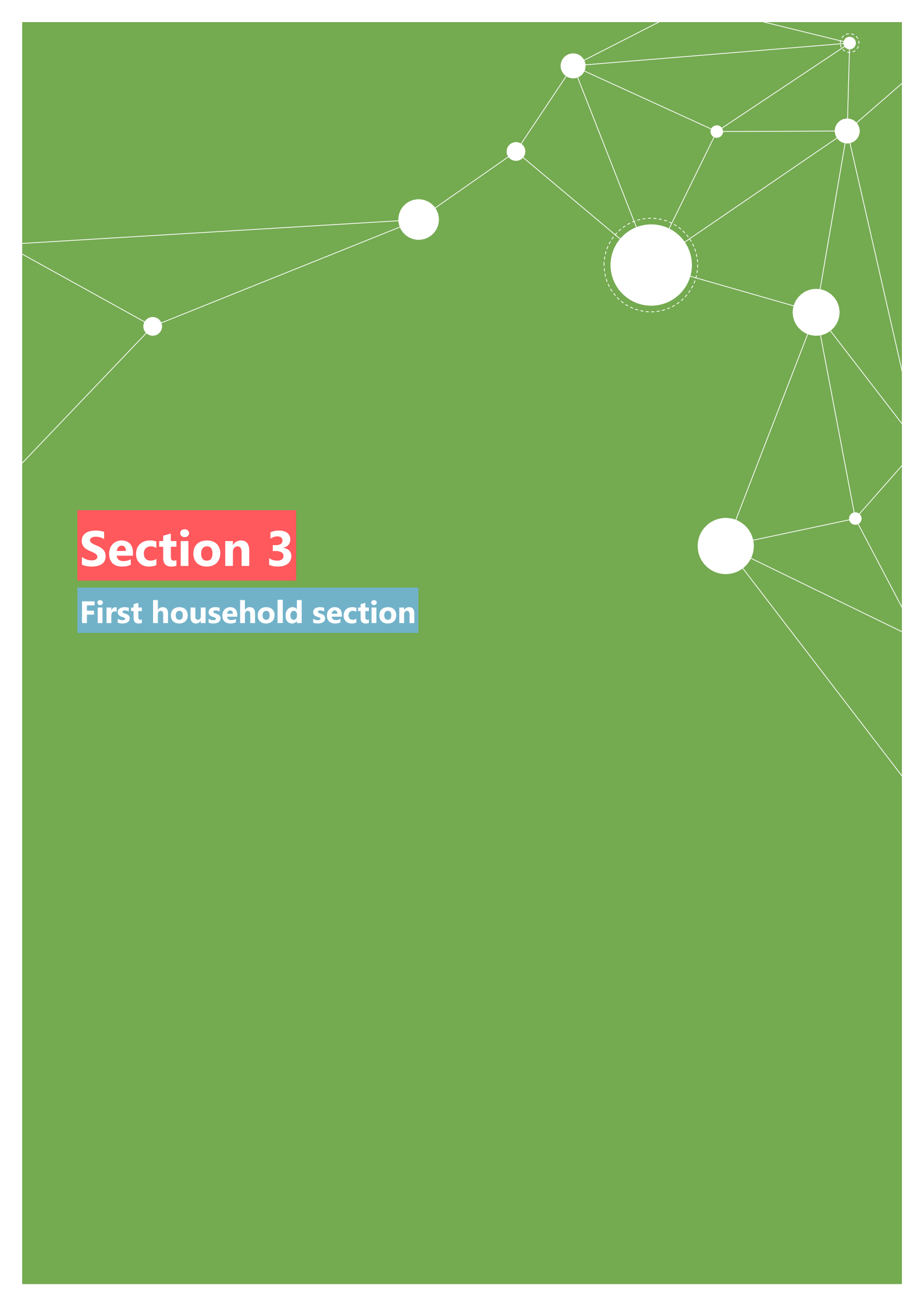
SP

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 SP Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)

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

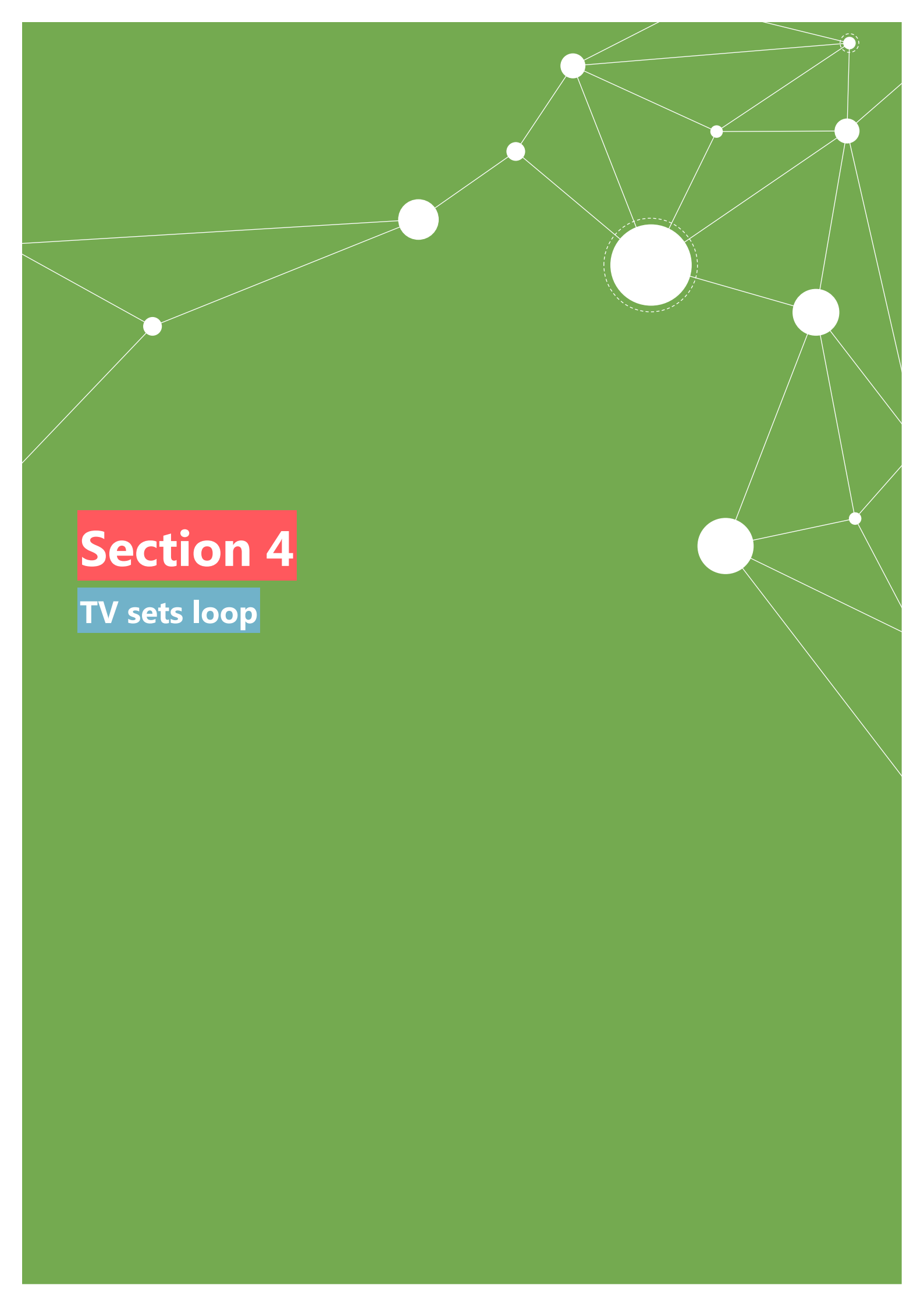
ES ONLY		
ASK ALL		
H61	Have you bought or acquired a TV in the past 6 months?	SP
	Yes	
	No	
ES ONLY		
ASK ALL		
H62	Do you intend to buy or acquire a TV in the next 6 months?	SP
	Yes	
	No	
ASK ALL		
H8 intro	Now I would like to ask you about your household's television equipment and how you receive 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+ <i>[WORKING SETS = 0 AND H73 >0]</i>		
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	<u>SHOW SCREEN</u> 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 <i>[S64=YES]</i>		
S66	Apart from: DISPLAY AS APPROPRIATE: Cable (if H64 = Yes) Satellite (if H65 = Yes) A TV Aerial (if H66 = Yes OR H70 = NO) BT Vision or BT TV set top box (if H112 = BT Vision or BT TV set top box) TalkTalk (if H112 = TalkTalk) YouView (if H112 = YouView) Plusnet (if H112 = Plusnet) A connection to a games console (if H68 = games console) A connection to a computer or tablet (if H68 = computer) A direct connection to the internet (if H68 = internet) Another TV supplier (H68 verbatim) (if H68 = other) Are there any other methods this set can use to receive TV programmes? Yes GO TO S61 No GO TO S24	SP

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF (H66 = YES OR H70 = NO) AND H64 = NO AND H65 = NO AND S65 = SEPARATE BOX AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = SEPARATE BOX
IF (H66 = YES OR H70 = NO) AND H64 = NO AND H65 = NO AND S65 = BUILT IN AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF (H66 = YES OR H70 = NO) AND H64 = NO AND H65 = NO AND S65 = BOTH AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
IF (H66 = YES OR H70 = NO) AND H64 = NO AND H65 = NO AND S65 = DON'T KNOW AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF (H66 = NO AND H70 NOT = NO) AND H64 = YES AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S10a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE	S11a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = TAKLTALK	S54a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = BT VISION OR BT TV SET TOP BOX	S55a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = YOUVIEW	S67a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H68 = NONE OF THESE AND H112 = PLUSNET	S72a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=OTHER (SPECIFY)	S59a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=GAMES CONSOLE	S56a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=COMPUTER	S57a = YES
IF (H66 = NO AND H70 NOT = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68=DIRECT CONNECTION VIA THE INTERNET	S58a = YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF (H66 = YES OR H70 = NO) AND S65 = SEPARATE BOX	S9b = YES AND S14b = SEPARATE BOX
IF (H66 = YES OR H70 = NO) AND S65 = BUILT IN	S9b = YES AND S14b = BUILT IN
IF (H66 = YES OR H70 = NO) AND S65 = BOTH	S9b = YES AND S14b = BOTH
IF (H66 = YES OR H70 = NO) AND S65 = DON'T KNOW	S9b = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H112 = TALKTALK	S54b = YES
IF H112 = BT VISION OR BT TV SET TOP BOX	S55b = YES
IF H112 = YOUVIEW	S67b = YES
IF H112 = PLUSNET	S67b = YES
IF H68 =OTHER (SPECIFY)	S59b = YES
IF H68 =GAMES CONSOLE	S56b = YES
IF H68 =COMPUTER	S57b = YES
IF H68 = DIRECT CONNECTION VIA THE INTERNET	S58b = YES

**CONFIRM EACH SET IN HH WITH MULTIPLE SETS
OR SINGLE SET HOMES WITH NO PLATFORM CLAIMS AT HH LEVEL**

ASK IF 2+ SETS AND CABLE IS THE ONLY PLATFORM CLAIM AT HH <i>[H8>1 AND H64=YES AND H65 = NO AND H66 = NO AND H70 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE]]</i>		
S10a	Can you confirm that this set is connected to cable TV services?	SP
	Yes No	
ASK IF CABLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL <i>[H8>1 AND H64=YES AND (H65 = YES OR H66 = YES OR H70 = NO OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE]]</i>		
S10b	Is this set connected to cable TV services?	SP
	Yes No	
ASK IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH <i>[H8>1 AND H65=YES AND H64 = NO AND H66 = NO AND H70 = YES AND H112 = NONE OF THESE AND H68 = NONE OF THESE]]</i>		
S11a	Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes No	
ASK IF SATELLITE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL <i>[H8>1 AND H65=YES AND (H64 = YES OR H66 = YES OR H70 = NO OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE]]</i>		
S11b	Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set	SP
	Yes No	
ASK IF DTT IS THE ONLY PLATFORM CLAIM AT HH <i>[H8> 1 AND (H66=YES OR H70 = NO) AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE]]</i>		
S9a	Can you confirm that this set receives TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL <i>[H8>1 AND (H66=YES OR H70 = NO) AND (H64 = YES OR H65 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE]]</i>		
S9b	Does this set receive TV programmes via an aerial?	SP
	Yes No	
ASK IF DTT ON SET <i>[S9A/B = YES OR H88 HAS SET CODED]</i>		
S14b	SHOW SCREEN How does this set receive TV programmes via this aerial?	SP
	Separate box Built-in reception Both (separate box and built-in reception) Don't know	

ASK IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH [(H8>1 AND (H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND H64 = NO AND H65 = NO AND H66 = NO AND H70 = YES AND H68= NONE OF THESE)]		
S55a	Can you confirm that this set receives TV from a BT Vision or BT TV set top box?	SP
	Yes	
	No	
ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H112= BT VISION OR BT TV SET TOP BOX) AND (H64 = YES OR H65 = YES OR H66 = YES OR H70 = NO OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)]]		
S55b	Does this set receive TV from a BT Vision or BT TV set top box?	SP
	Yes	
	No	
ASK IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH [(H112=TALKTALK (ONLY) AND (H64 = NO, H65 = NO, H66 = NO, H70 = YES AND H68= NONE OF THESE)]]		
S54a	Can you confirm that this set receives TV from TalkTalk?	SP
	Yes	
	No	
ASK IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H112=TALKTALK) AND (H64 = YES OR H65 = YES OR H66 = YES OR H70 = NO OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)]]		
S54b	Does this set receive TV from TalkTalk?	SP
	Yes	
	No	
ASK IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH [(H112 =YOUVIEW (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H68= NONE OF THESE)]]		
S67a	Can you confirm that this set receives TV from YouView?	SP
	Yes	
	No	
ASK IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H112 =YOUVIEW) AND (H64 = YES OR H65 = YES OR H66 = YES OR H70 = NO OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]]		
S67b	Does this set receive TV from YouView?	SP
	Yes	
	No	
ASK IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH [(H68= GAMES CONSOLE (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H112 = NONE OF THESE)]]		
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?	SP
	Yes	
	No	
ASK IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H68=GAMES CONSOLE) AND (H64 OR H65 OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]]		
S56b	Does this set receive TV programmes via a connection to a games console?	SP
	Yes	
	No	

ASK IF PLUSNET IS THE ONLY PLATFORM CLAIM AT HH [(H112 = PLUSNET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H68 = NONE OF THESE))]		
S72a	Can you confirm that this set receives TV from Plusnet?	SP
	Yes	
	No	
ASK IF PLUSNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H112 = PLUSNET) AND (H64 = YES OR H65 = YES OR H66 = YES OR H70 = NO OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S72b	Does this set receive TV from Plusnet?	SP
	Yes	
	No	
ASK IF CONNECTION TO A COMPUTER OR TABLET IS THE ONLY PLATFORM CLAIM AT HH [(H68 = COMPUTER/TABLET (ONLY) AND (H64 = NO, H65 = NO, H66 = NO, H70 = YES AND H112 = NONE OF THESE))]		
S57a	Can you confirm that this set receives TV programmes via a connection to a computer or tablet?	SP
	Yes	
	No	
ASK IF CONNECTION TO A COMPUTER/TABLET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H68 = COMPUTER/TABLET) AND (H64 OR H65 OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S57b	Does this set receive TV programmes via a connection to a computer or tablet?	SP
	Yes	
	No	
ASK IF DIRECT CONNECTION TO THE INTERNET IS THE ONLY PLATFORM CLAIM AT HH [(H68 = DC TO INTERNET (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H112 = NONE OF THESE))]		
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?	SP
	Yes	
	No	
ASK IF DIRECT CONNECTION TO THE INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H68 = DC TO INTERNET) AND (H64 OR H65 OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S58b	Does this set receive TV programmes via a direct connection to the internet?	SP
	Yes	
	No	
ASK IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH [(H68 = OTHER (ONLY) AND (H64 = NO, H65 = NO AND H66 = NO, H70 = YES AND H112 = NONE OF THESE))]		
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?	SP
	Yes	
	No	
ASK IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH LEVEL [(H68 = OTHER) AND (H64 OR H65 OR H66 = YES OR H70 = NO OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)]		
S59b	Does this set receive TV from another supplier: <H68 Other>?	SP
	Yes	
	No	

ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET [S9 OR S10 OR S11 OR S55 OR S67 OR S56 OR S54 OR S72 OR S57 OR S58 OR S59 = YES]		
S60	Apart from receiving TV programmes via: DISPLAY AS APPROPRIATE: Cable (if S10a/b = Yes) Satellite (if S11a/b = Yes) A TV Aerial (if S9a/b = Yes) BT Vision or BT TV set top box (if S55A/B = BT Vision or BT TV set top box) TalkTalk (if S54A/B = TalkTalk) 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 [S66 = YES OR S60 = YES]																														
S61	SHOW SCREEN Which other methods can you use to receive TV programmes on this set? SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE <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 (in NI only) or Saorview) and a separate box</td> <td>(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception</td> <td>(ROUTE ON ANY AERIAL) 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 (in NI only) or Saorview) and a separate box	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES	An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES	BT Vision or BT TV set top box	CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX	TalkTalk	CODE S54a/b =YES AND H112=TALKTALK	Plusnet	CODE S72a/b =YES AND H112=PLUSNET	YouView	CODE S67a/b =YES AND H112 OR H68 =YOUVIEW	Games Console	CODE S56a/b =YES AND H68=CONSOLE	Computer or tablet	CODE S57a/b =YES AND H68=COMPUTER	Direct connection to the internet	CODE S58a/b =YES AND H68 = INTERNET	Another TV supplier (Specify)	CODE H68=OTHER. DO NOT CODE S59a/b	None of these		Don't know		MP
Cable	CODE S10a/b=YES AND H64=YES																													
Satellite	CODE S11a/b=YES AND H65=YES																													
An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and a separate box	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES																													
An aerial with a digital signal (known as Freeview (in NI only) or Saorview) and built-in reception	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES																													
BT Vision or BT TV set top box	CODE S55a/b =YES AND H112=BT VISION OR BT TV SET TOP BOX																													
TalkTalk	CODE S54a/b =YES AND H112=TALKTALK																													
Plusnet	CODE S72a/b =YES AND H112=PLUSNET																													
YouView	CODE S67a/b =YES AND H112 OR H68 =YOUVIEW																													
Games Console	CODE S56a/b =YES AND H68=CONSOLE																													
Computer or tablet	CODE S57a/b =YES AND H68=COMPUTER																													
Direct connection to the internet	CODE S58a/b =YES AND H68 = INTERNET																													
Another TV supplier (Specify)	CODE H68=OTHER. DO NOT CODE S59a/b																													
None of these																														
Don't know																														
POST-CAPI RECODE H66-H68 AS DETAILED																														

ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET NONE OF (S10 / S11/ S9 / S55 / S67 / S56 / S57 / S58 / S59 =YES)		
S62	ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET OR SINGLE SET HOME WITH NO PLATFORMS AT HH AND NO PLATFORMS ON SET You have said this set does not receive TV programmes by any method, is this correct? Yes GO TO S51/38/52 THEN S2 No GO TO S63	SP

ASK IF NO PLATFORMS CLAIMED ON SET [S64B = YES OR S62=NO]		
S63	SHOW SCREEN	MP
Which methods can you use to receive TV programmes on this set?		
NOTE: INTERVIEWER TO PROBE FULLY		
NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE		
Cable	CODE S10a/b=YES AND H64=YES	
Satellite	CODE S11a/b=YES AND H65=YES	
An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES	
An aerial with a digital signal (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES	
BT Vision or BT TV set top box	CODE S55a/b =YES AND H112= BT VISION OR BT TV SET TOP BOX	
TalkTalk	CODE S54a/b =YES AND H112=TALKTALK	
Plusnet	CODE S72a/b =YES AND H112=PLUSNET	
YouView	CODE S67a/b =YES AND H112 OR H68 =YOUVIEW	
Games Console	CODE S56a/b =YES AND H68=CONSOLE	
Computer or tablet	CODE S57a/b =YES AND H68=COMPUTER	
Direct connection to the internet	CODE S58a/b =YES, AND H68 = INTERNET	
Another TV supplier (Specify)	CODE H68=OTHER.	
Don't know	CODE S59a ONLY IF SINGLE CODE CHOSEN	
POST-CAPI RECODE H66-H68 AS DETAILED		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

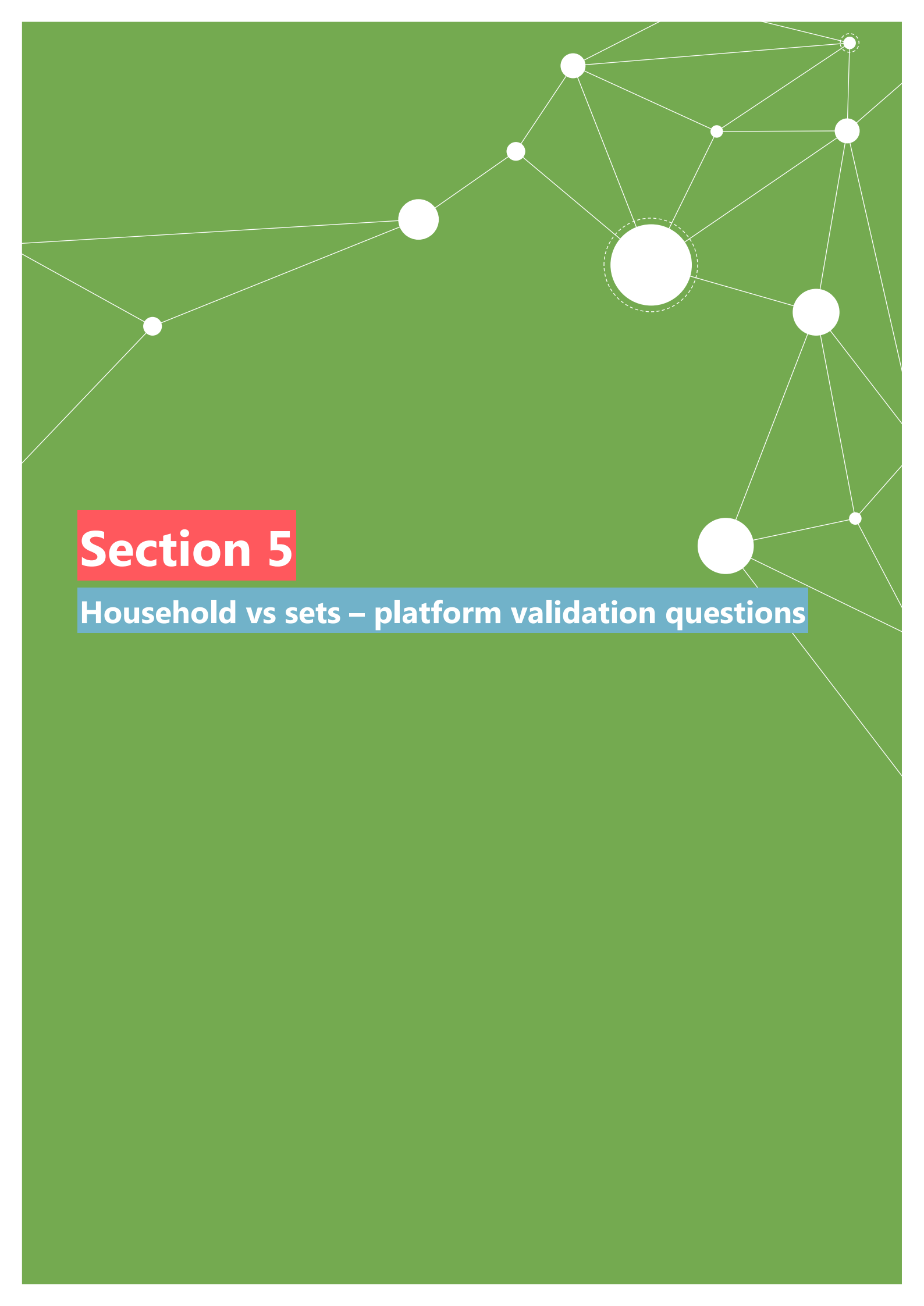
ASK IF CABLE CLAIM ON SET <i>[S10 = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S24	<u>SHOW SCREEN</u> <i>(IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES)</i> You have said this set is able to receive TV services via cable. Can the cable box be used to record TV programmes? Cable boxes that can record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

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

ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S22	<u>SHOW SCREEN</u>	SP
Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes.		
NOTE: For a more detailed explanation select further information		
Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S23	<u>SHOW SCREEN</u>	SP
(IF S53 AND S21 NOT ASKED) I would now like to ask you about High Definition television or HD.		
Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat		
NOTE: For a more detailed explanation select further information		
Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES OR S61 = AERIAL OR S63 = AREIAL]		
S25	<u>SHOW SCREEN</u>	SP
(IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b or S72a/b = YES) You have said this set is able to receive TV services via an aerial.		
Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial?		
NOTE: For a more detailed explanation select further information		
Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK IF DTT ON SET [S9 = YES OR S61 = AERIAL OR S63 = AREIAL]		
S50	<u>SHOW SCREEN</u>	SP
(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.		
Is this set connected to Freeview HD (in NI only) or Saorview HD? Freeview HD is the high definition service available from Freeview (in NI only) and Saorview HD is the high definition service available from Saorview		
NOTE: For a more detailed explanation select further information		
Yes No Don't know Further information		
FORCE EDIT: SET DK TO NO		

ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET [S67 = YES OR S54 = YES OR S55 =YES OR S72=YES]		
S73	<u>SHOW SCREEN</u>	MP
You have said this set is able to receive TV services via YouView (IF S67a/b=Yes) TalkTalk (IF S54a/b=Yes) BT Vision or BT TV (IF S55a/b=Yes) Plusnet (IF S72a/b=Yes) [If 1 of these platforms] Can this set top box be used to record TV programmes? [If 2+ of these platforms] Can any of these set top boxes be used to record TV programmes? NOTE: For a more detailed explanation select further information Yes - YouView Yes - TalkTalk Yes - BT Vision or BT TV Yes - Plusnet No Don't know Further information		
FORCE EDIT: SET DK TO NO		
ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3)		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet Apart from the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or TiVo box (S25=1) Freeview (<i>in NI only</i>) or Saorview recorder (S73= YouView) YouView box (S73= TalkTalk) TalkTalk box (S73= BT) BT Vision or BT TV box (S73= Plusnet) Plusnet box	SP
Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1 or S73=YouView or S73=TalkTalk or S73= BT or S73= Plusnet> equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know		

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



Section 5

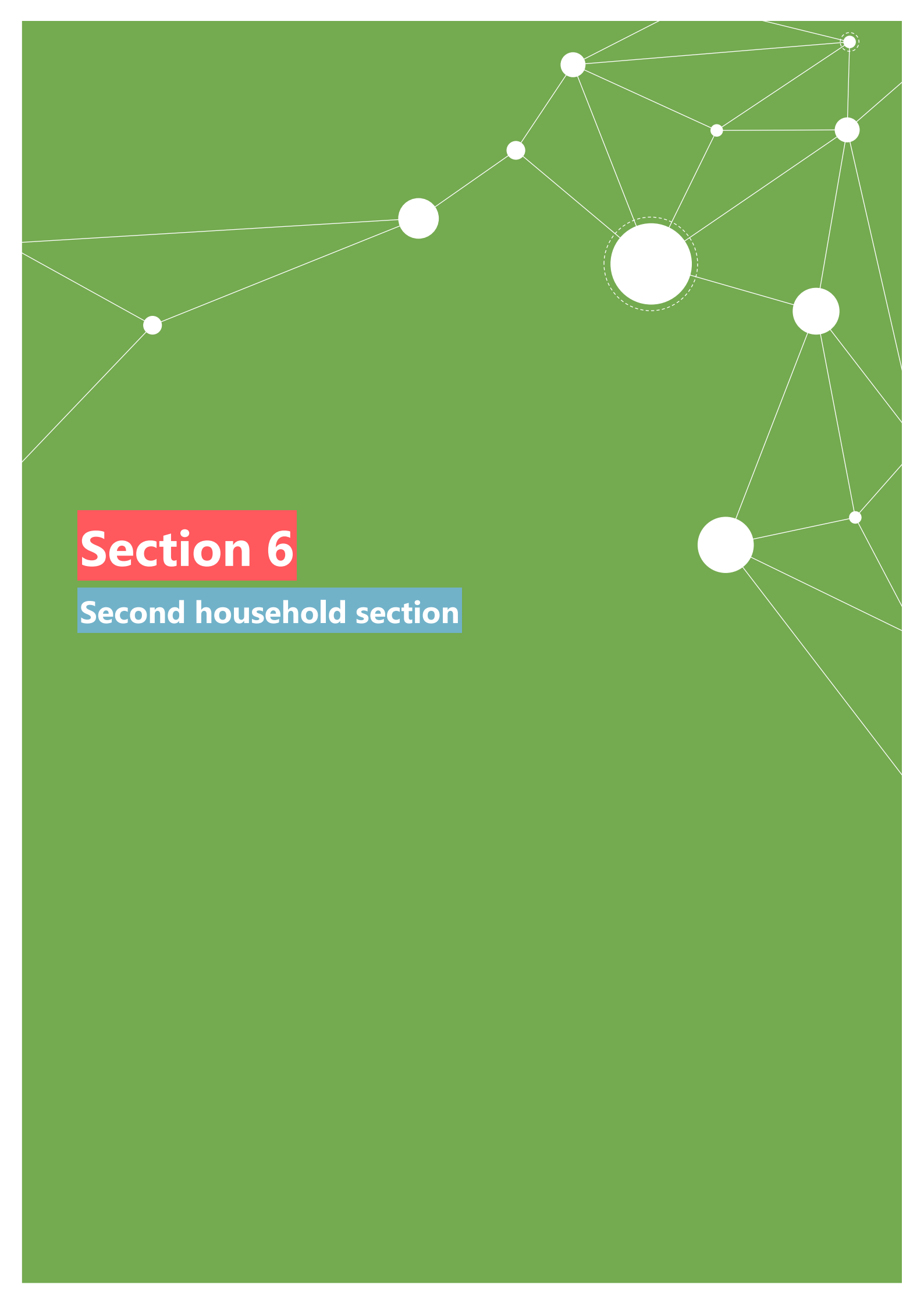
Household vs sets – platform validation questions

Household vs Sets – platform validation questions

FOR 2+ SETS AT H8		
ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL [H64=YES AND S10=NO (FOR ALL SETS)]		
H83	You said that your household was able to access TV programmes via cable but no set has cable claimed. Are you able to access TV programmes via cable?	SP
	Yes No	ASK H84
FORCE EDIT: IF NO SET H64 = NO		
ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H83=YES]		
H84	Which of the sets you have mentioned receives TV programmes from cable TV?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S10 AND GO TO S24,S53 FOR EACH SET INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
	None of these Don't know	
FORCE EDIT: IF NONE/DK SET H64 = NO		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL [H65=YES AND S11=NO (FOR ALL SETS)]		
H85	You said that your household was able to access TV programmes via satellite but no set has satellite claimed. Are you able to access TV programmes via satellite?	SP
	Yes No	ASK H86
FORCE EDIT: IF NO SET H65 = NO		
ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H85=YES]		
H86	Which of the sets you have mentioned receives TV programmes from satellite TV?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S11 AND GO TO S69-S23 FOR EACH SET INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
	None of these Don't know	
FORCE EDIT: IF NONE/DK SET H65 = NO		
ASK IF DTT CLAIMED AT HH LEVEL AND NO DTT CLAIMED AT SET LEVEL [(H66=YES OR H70 = NO) AND S9=NO (FOR ALL SETS)]		
H87	You said that your household was able to access TV programmes via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV programmes via a TV aerial?	SP
	Yes No	ASK H88
FORCE EDIT: IF NO SET H66 = NO, SET H70 = YES		
ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H87=YES]		
H88	Which of the sets you have mentioned receives TV programmes from a TV aerial?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S9 AND GO TO S14, S25, S50 FOR EACH SET INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
	None of these Don't know	
FORCE EDIT: IF NONE/DK SET H66 = NO, SET H70 = YES		

ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 = BT VISION OR BT TV SET TOP BOX AND S55=NO (FOR ALL SETS)]		
H91	You said that your household was able to access TV programmes from BT Vision or BT TV set top box but no set has a BT Vision or BT TV set top box claimed. Are you able to access TV programmes via a BT Vision or BT TV set top box? Yes No	SP ASK H92
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR BT		
ASK IF BT VISION OR BT TV SET TOP BOX CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H91=YES]		
H92	Which of the sets you have mentioned receives TV programmes from a BT Vision or BT TV set top box? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S55 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR BT		
ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112= TALKTALK AND S54=NO (FOR ALL SETS)]		
H89	You said that your household was able to access TV programmes from TalkTalk but no set has TalkTalk claimed. Are you able to access TV programmes via TalkTalk? Yes No	SP ASK H100
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR TALKTALK		
ASK IF TALKTALK CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H89=YES]		
H90	Which of the sets you have mentioned receives TV programmes from TalkTalk? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S54 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR TALKTALK		
ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 =YOUVIEW AND S67=NO (FOR ALL SETS)]		
H99	You said that your household was able to access TV programmes from YouView but no set has YouView claimed. Are you able to access TV programmes via YouView? Yes No	SP ASK H100
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR YOUVIEW		
ASK IF YOUVIEW CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H99=YES]		
H100	Which of the sets you have mentioned receives TV programmes from YouView? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S67 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR YOUVIEW		
ASK IF PLUSNET CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 =PLUSNET AND S72=NO (FOR ALL SETS)]		
H119	You said that your household was able to access TV programmes from Plusnet but no set has Plusnet claimed. Are you able to access TV programmes via Plusnet? Yes No	SP ASK H100
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR YOUVIEW		

ASK IF PLUSNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H99=YES]		
H120	Which of the sets you have mentioned receives TV programmes from Plusnet? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S67 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR YOUVIEW		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL [H68=GAMES CONSOLE AND S56=NO (FOR ALL SETS)]		
H93	You said that your household was able to access TV programmes via a Games Console but no set has a Games Console claimed. Are you able to access TV programmes via a Games Console? Yes ASK H94 No CLEAR H68 RESPONSE FOR CONSOLE	SP
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR CONSOLE		
ASK IF GAMES CONSOLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H93=YES]		
H94	Which of the sets you have mentioned receives TV programmes via a Games Console? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S56 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR CONSOLE		
ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL [H68=COMPUTER AND S57=NO (FOR ALL SETS)]		
H95	You said that your household was able to access TV programmes via a computer but no set has a computer claimed. Are you able to access TV programmes on any of your TV sets via a computer? Yes ASK H96 No	SP
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR COMPUTER		
ASK IF COMPUTER CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H95=YES]		
H96	Which of the sets you have mentioned receives TV programmes via a computer? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S57 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR COMPUTER		
ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL [H68=INTERNET AND S58=NO (FOR ALL SETS)]		
H97	You said that your household was able to access TV programmes via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV programmes via a direct connection to the internet? Yes ASK H98 No	SP
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR DIRECT CONNECTION		
ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H97=YES]		
H98	Which of the sets you have mentioned receives TV programmes via a direct connection to the internet? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S57 FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR DIRECT CONNECTION		



Section 6

Second household section

Second household section

ES ONLY		
ASK ALL		
H102	<u>SHOW SCREEN</u> Thinking about your TV viewing in general (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet computer(s) Are there any other devices you use to watch TV programmes in your household (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES]) Are there any devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	MP
ES ONLY		
ASK IF SKY – WITH SUBSCRIPTION		
[S69 = CODE 1]		
H108	<u>SHOW SCREEN</u> Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels? Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ES ONLY		
ASK IF CABLE		
[S10a/b = CODE 1]		
H109	<u>SHOW SCREEN</u> Does your Cable TV subscription include any premium Sky Movies or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Movies Yes - Sky Sports Yes - both Sky Movies and Sky Sports No Don't know	SP
ES ONLY		
ASK ALL		
H110	<u>SHOW SCREEN</u> Do you, or does anyone in your household, subscribe to any of the following ...? LoveFilm/Amazon Prime Instant Video Netflix NowTV Xbox Live None of these Don't know	MP

ES ONLY		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO		
H22a	Thinking about your household in general and other ways that TV sets can be used...	
Intro1		

ES ONLY		
IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES [S57=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22a	Do you or does anyone in your household ever connect a computer or tablet to your TV set(s)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET		

ES ONLY		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES [S56=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you or does anyone in your household ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET		

ES ONLY		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Other Nintendo PS2 PS3 PS4 Other Playstation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP

ES ONLY		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you or does anyone in your household use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP

ES ONLY	
ASK IF ANY WORKING SET IN THE HOME (HAS A PLATFORM CLAIM OR IS TEMP OUT OF ORDER OR USED WITH A COMPUTER OR FOR PLAY BACK AT S2) AND (THERE ARE NO CLAIMS ON ANY SET FOR A CONNECTION VIA THE INTERNET OR VIA A GAMES CONSOLE OR VIA A COMPUTER OR TABLET) <i>[FOR ANY SET S2 IS BLANK OR = TEMP OUT OF ORDER OR USED ONLY FOR GAMES OR A COMPUTER OR TO PLAY BACK TAPES OR DVDS AND S58 NOT = YES AND S56 NOT = YES AND S57 NOT = YES AND H54 NOT = TO CONNECT TO THE INTERNET]</i>	
H78	<u>SHOW SCREEN</u> In addition to your (IF Cable HH) Cable connection (IF NOT CABLE AND BT HH) BT Vision or BT TV set top box connection (IF CABLE AND BT HH) and BT Vision or BT TV set top box connection (IF NOT CABLE AND NOT BT AND TALKTALK HH) TalkTalk set top box connection (IF (CABLE OR BT) AND TALKTALK HH) and TalkTalk set top box connection (IF NOT CABLE AND NOT BT AND NOT TALKTALK AND YOUVIEW HH) YouView set top box connection (IF (CABLE OR BT OR TALKTALK) AND YOUVIEW HH) and YouView set top box connection (IF NOT CABLE AND NOT BT AND NOT TALKTALK AND NOT YOUVIEW AND Plusnet HH) Plusnet set top box connection (IF (CABLE OR BT OR TALKTALK OR YOUVIEW AND Plusnet HH) and Plusnet set top box connection (Single Set Household) Can your TV set be connected to the internet? (Multi Set Households) Can any of your TV sets be connected to the internet? (ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet. NOTE: For a more detailed explanation select further information Yes No Don't know Further Information
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	

SP

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

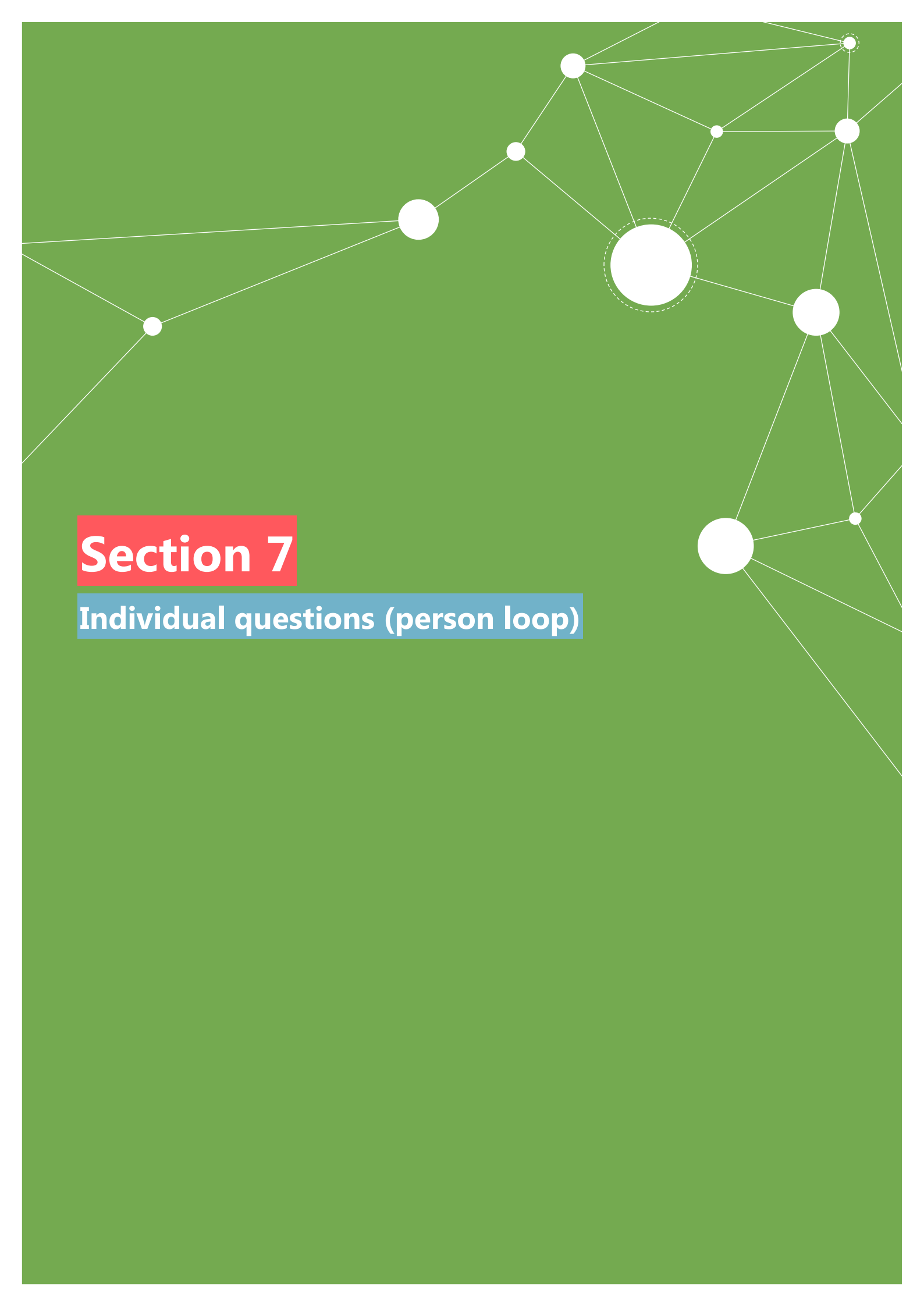
A connection to a games console

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 <i>[P13=YES]</i>		
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

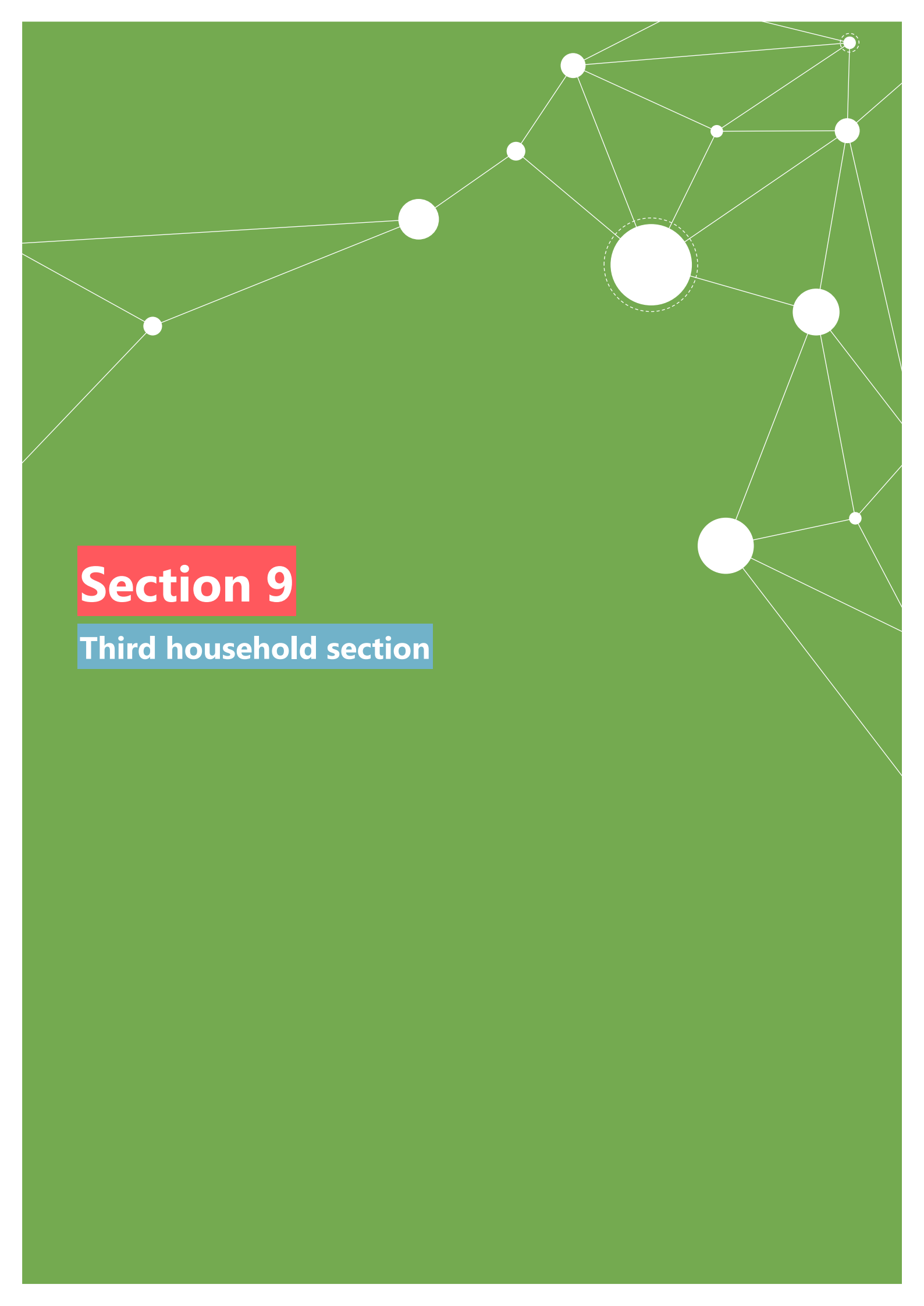
ASK IF ANY OTHER WHITE BACKGROUND AT P16		
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16	SP
Albanian	German	Russian
American	Greek	Serbian
Australian	Hungarian	Slovakian
Brazilian	Italian	South African
Bulgarian	Latvian	Spanish
Canadian	Lithuanian	Swedish
Czech	New Zealander	Turkish
Estonian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

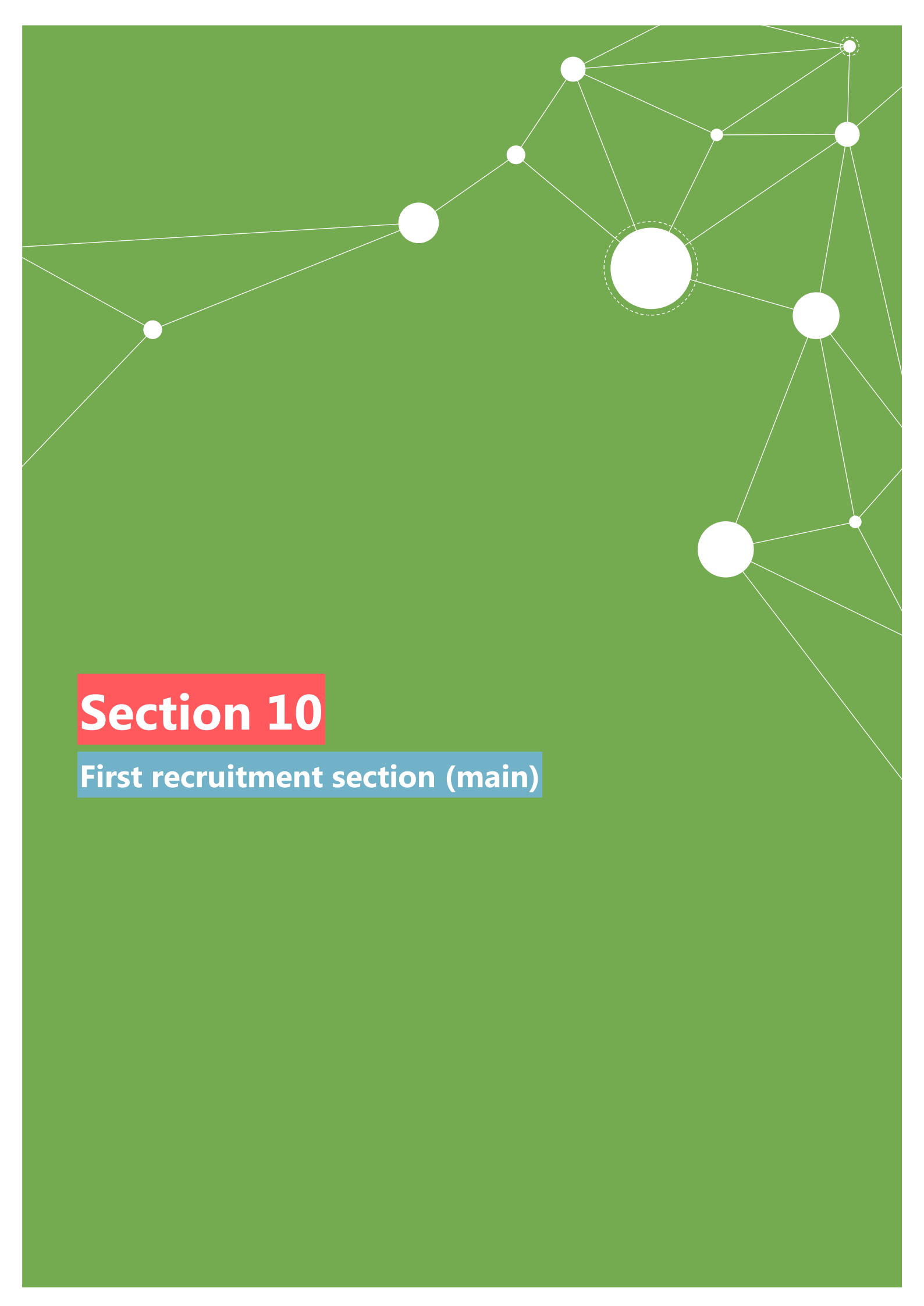
ASK ALL	
H35	What type of firm or organisation do <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> does <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> did <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7))</i> you <i>(IF RESPONDENT)</i> he <i>(IF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

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

ASK IF CIE IS RETIRED [P9= RETIRED]		
H106	IF RESPONDENT USE 'YOU'/'YOUR' THROUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused	SP
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYEMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS [H32 = MORE THAN 6 MONTHS]		
H34	Is that Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP
CODE FOR ALL		
H44	SHOW SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP

ES 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	(SP)
	Other	
	Don't know	
	Refused	
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	Thank you very much for answering all of my questions so far.	
intro		
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 intro	INTERVIEWER: EXPLAIN REQUIREMENTS OF THE PANEL (INCLUDE THE FOLLOWING) 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?	SP
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 intro	That's great. 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 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)	SP
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

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		

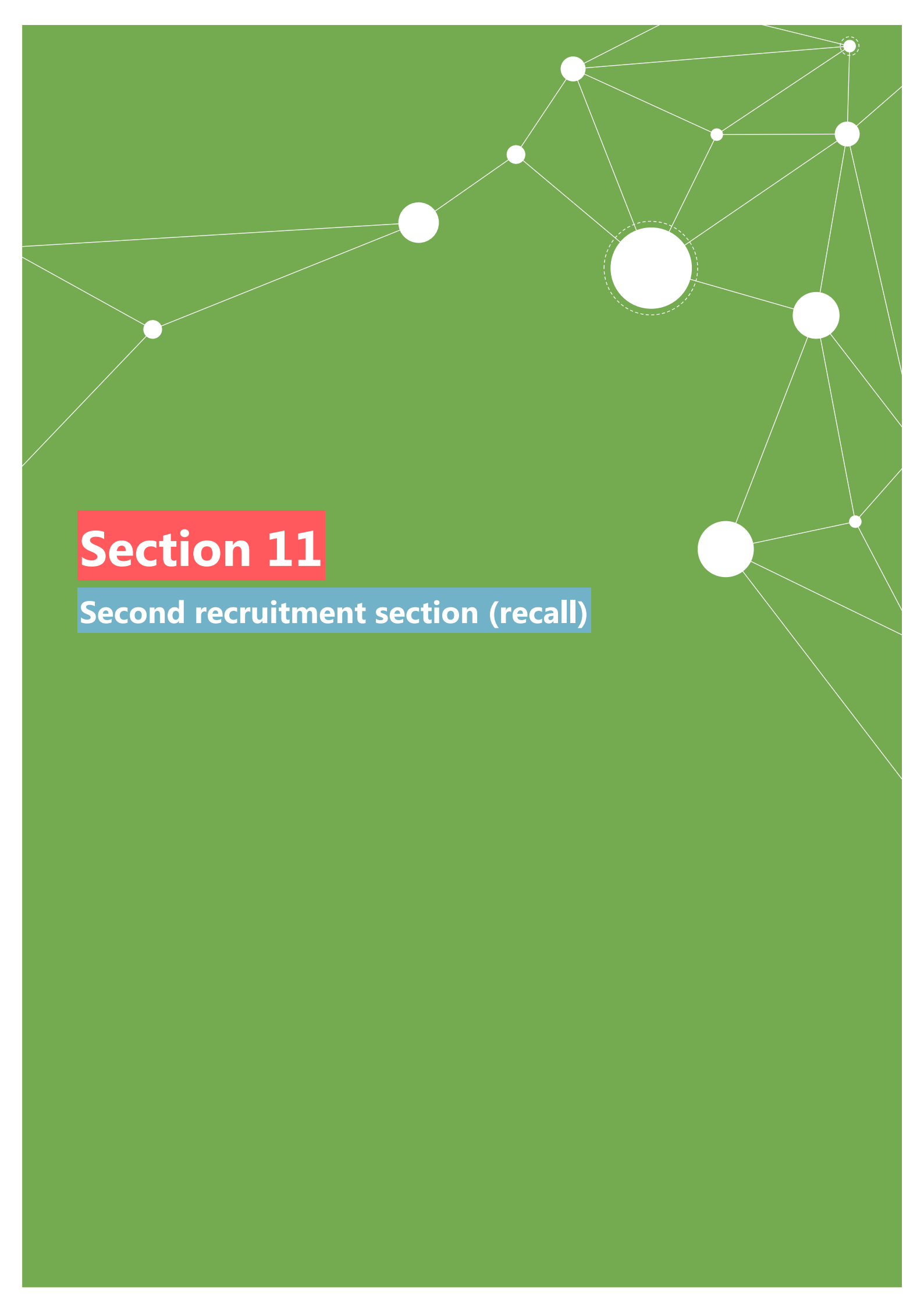
TEL SAMPLE ONLY		
ASK IF R18d = NO		
R19b	In that case can you give me a different number that can be used to contact you? Please include the National Dialling (STD) code. NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number WRITE IN Refused – (go to R19c)	NUM
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
IFNO 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

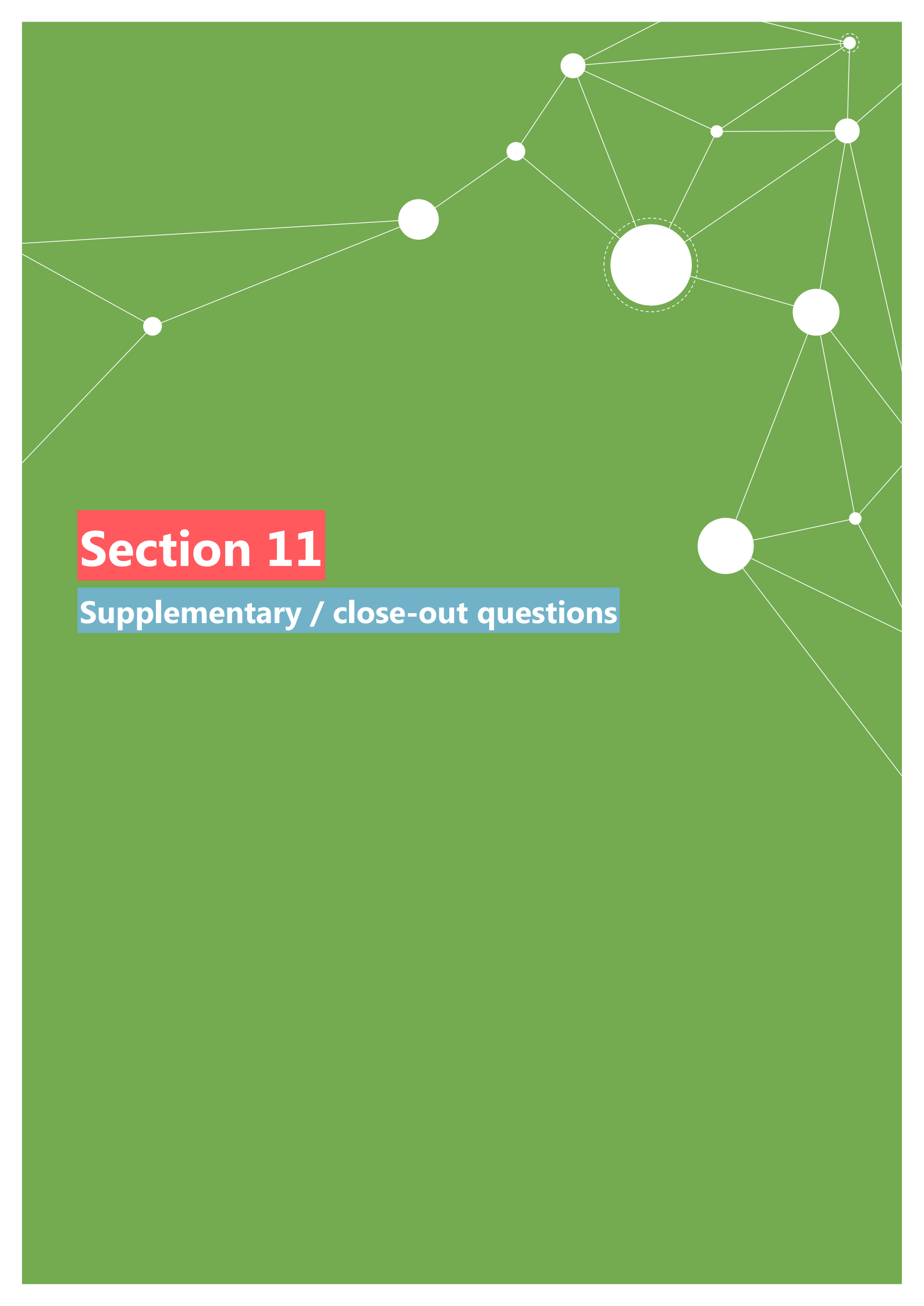
Second recruitment section (recall)

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 DISPLAY RESPONDENT NAME (FROM R6A/B) Yes No (WRITE IN)	SP VERB	
ASK IF R7a exit routed in during main interview			
R30b intro	During the main interview we weren't able to confirm the date of birth for all household members: 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) 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 Don't know	SP NUM	
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 Yes No (exit recruitment) - (go to R34)		SP

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
	Bengali	Punjabi
	Chinese	Russian
	French	Hindi
	German	Igbo
	Greek	Italian
	Guajarati	Spanish
		Sylethi
		Turkish
		Urdu
		Welsh
		Other (WRITE IN)
ASK ALL		
COM MSYN	Do you have any comments relevant to this interview (not the survey itself) that the field office or validation team should be made aware of?	SP
	Yes (enter verbatim)	
	No	

END OF CLOSE OUT QUESTIONS