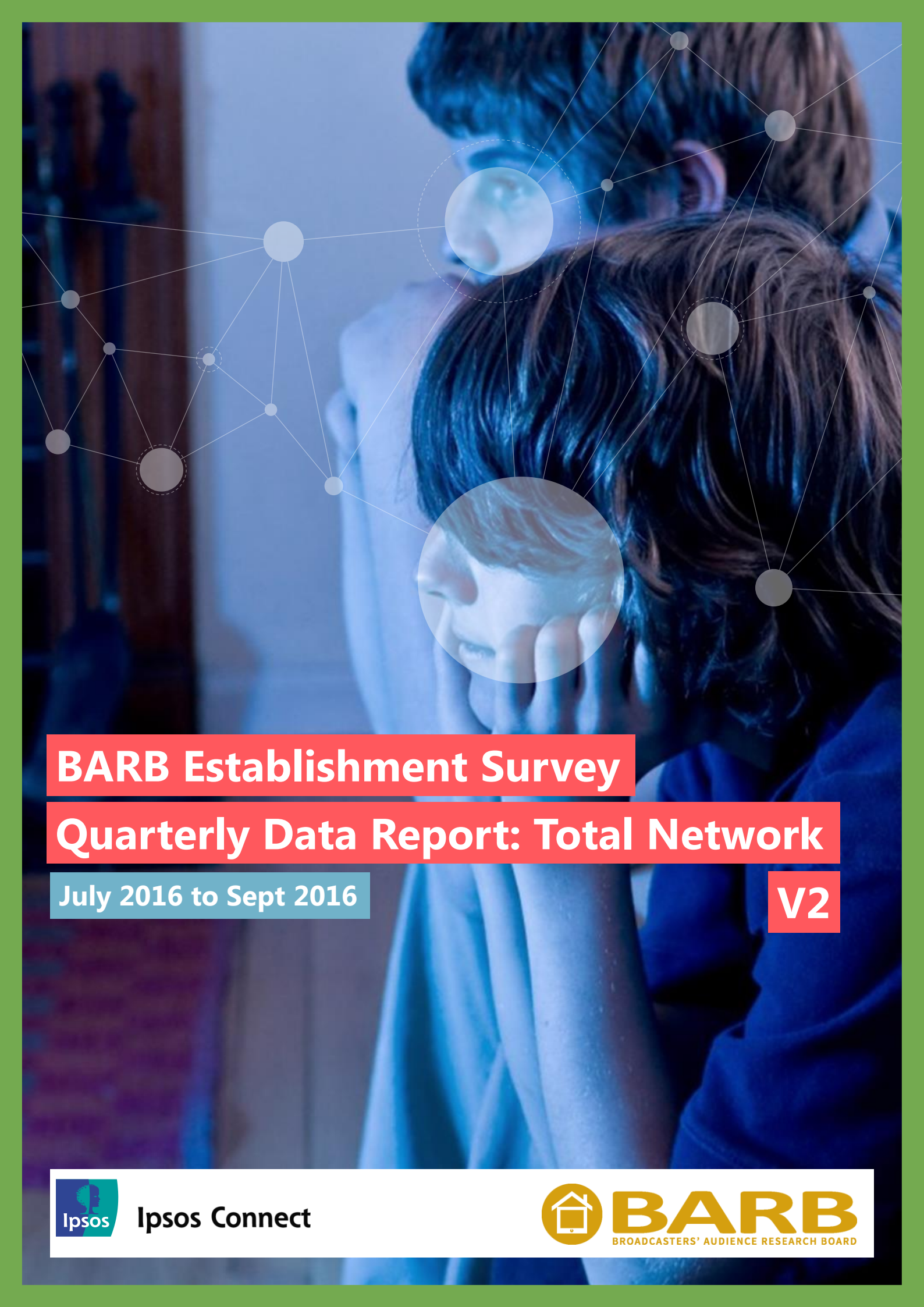


The background of the entire page is a photograph of two children, a boy and a girl, looking towards the left. The image has a blue tint. Overlaid on the image is a network diagram consisting of several circular nodes of varying sizes, some solid and some dashed, connected by thin white lines. The nodes are positioned around the children's heads, suggesting a network or connection theme.

BARB Establishment Survey

Quarterly Data Report: Total Network

July 2016 to Sept 2016

V2



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: QUARTERLY

July - September 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 July - September 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

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DATA PERIOD: QUARTERLY

July - September 2016

Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%H (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
AB	6728	6456	2762	1044	4627	1978	2649	6411
%V	24.1%	24.4%	25.5%	26.5%	24.1%	25.4%	23.2%	27.2%
%H (All HH)		96.0%	41.1%	15.5%	68.8%	29.4%	39.4%	95.3%
%H (TV HH)			42.8%	16.2%	71.7%	30.6%	41.0%	
C1	8262	7805	3358	1215	5603	2463	3140	7468
%V	29.6%	29.5%	31.0%	30.9%	29.2%	31.7%	27.5%	31.7%
%H (All HH)		94.5%	40.6%	14.7%	67.8%	29.8%	38.0%	90.4%
%H (TV HH)			43.0%	15.6%	71.8%	31.6%	40.2%	
C2	5332	5160	2187	806	3762	1663	2100	4555
%V	19.1%	19.5%	20.2%	20.5%	19.6%	21.4%	18.4%	19.3%
%H (All HH)		96.8%	41.0%	15.1%	70.6%	31.2%	39.4%	85.4%
%H (TV HH)			42.4%	15.6%	72.9%	32.2%	40.7%	
D	4371	4103	1607	561	2953	1086	1868	3309
%V	15.7%	15.5%	14.8%	14.3%	15.4%	14.0%	16.4%	14.1%
%H (All HH)		93.9%	36.8%	12.8%	67.6%	24.8%	42.7%	75.7%
%H (TV HH)			39.2%	13.7%	72.0%	26.5%	45.5%	
E	3212	2950	921	308	2256	590	1665	1807
%V	11.5%	11.1%	8.5%	7.8%	11.7%	7.6%	14.6%	7.7%
%H (All HH)		91.8%	28.7%	9.6%	70.2%	18.4%	51.8%	56.3%
%H (TV HH)			31.2%	10.4%	76.5%	20.0%	56.4%	

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

July - September 2016

Household level data

Table 2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%V (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
Under 25	1237	964	371	100	617	222	395	1138
%V	4.4%	3.6%	3.4%	2.5%	3.2%	2.9%	3.5%	4.8%
%H (All HH)		77.9%	30.0%	8.1%	49.9%	17.9%	31.9%	92.0%
%H (TV HH)			38.5%	10.4%	64.0%	23.0%	41.0%	
25 - 34	4325	3899	1774	546	2370	973	1397	4205
%V	15.5%	14.7%	16.4%	13.9%	12.3%	12.5%	12.2%	17.9%
%H (All HH)		90.2%	41.0%	12.6%	54.8%	22.5%	32.3%	97.2%
%H (TV HH)			45.5%	14.0%	60.8%	25.0%	35.8%	
35 - 44	4675	4404	2187	754	2847	1448	1399	4513
%V	16.8%	16.6%	20.2%	19.2%	14.8%	18.6%	12.2%	19.2%
%H (All HH)		94.2%	46.8%	16.1%	60.9%	31.0%	29.9%	96.5%
%H (TV HH)			49.7%	17.1%	64.6%	32.9%	31.8%	
45 - 54	5332	5182	2306	963	3703	1764	1939	5022
%V	19.1%	19.6%	21.3%	24.5%	19.3%	22.7%	17.0%	21.3%
%H (All HH)		97.2%	43.2%	18.1%	69.4%	33.1%	36.4%	94.2%
%H (TV HH)			44.5%	18.6%	71.5%	34.0%	37.4%	
55 - 64	4568	4438	1796	808	3428	1569	1859	4055
%V	16.4%	16.8%	16.6%	20.5%	17.9%	20.2%	16.3%	17.2%
%H (All HH)		97.2%	39.3%	17.7%	75.0%	34.3%	40.7%	88.8%
%H (TV HH)			40.5%	18.2%	77.2%	35.4%	41.9%	
65 +	7767	7587	2401	764	6236	1804	4432	4617
%V	27.8%	28.7%	22.2%	19.4%	32.5%	23.2%	38.8%	19.6%
%H (All HH)		97.7%	30.9%	9.8%	80.3%	23.2%	57.1%	59.4%
%H (TV HH)			31.6%	10.1%	82.2%	23.8%	58.4%	

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

July - September 2016

Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%H (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
1	8683	7966	2167	877	6225	1442	4782	5517
%V	31.1%	30.1%	20.0%	22.3%	32.4%	18.5%	41.9%	23.4%
%H (All HH)		91.7%	25.0%	10.1%	71.7%	16.6%	55.1%	63.5%
%H (TV HH)			27.2%	11.0%	78.1%	18.1%	60.0%	
2	9542	9189	3860	1339	6797	2887	3910	8566
%V	34.2%	34.7%	35.6%	34.0%	35.4%	37.1%	34.2%	36.4%
%H (All HH)		96.3%	40.5%	14.0%	71.2%	30.3%	41.0%	89.8%
%H (TV HH)			42.0%	14.6%	74.0%	31.4%	42.6%	
3	4295	4106	2020	686	2866	1500	1367	4152
%V	15.4%	15.5%	18.6%	17.4%	14.9%	19.3%	12.0%	17.6%
%H (All HH)		95.6%	47.0%	16.0%	66.7%	34.9%	31.8%	96.7%
%H (TV HH)			49.2%	16.7%	69.8%	36.5%	33.3%	
4	3630	3522	1820	706	2283	1307	976	3583
%V	13.0%	13.3%	16.8%	17.9%	11.9%	16.8%	8.5%	15.2%
%H (All HH)		97.0%	50.1%	19.4%	62.9%	36.0%	26.9%	98.7%
%H (TV HH)			51.7%	20.0%	64.8%	37.1%	27.7%	
5+	1755	1689	967	326	1030	644	386	1732
%V	6.3%	6.4%	8.9%	8.3%	5.4%	8.3%	3.4%	7.4%
%H (All HH)		96.2%	55.1%	18.6%	58.7%	36.7%	22.0%	98.7%
%H (TV HH)			57.3%	19.3%	61.0%	38.1%	22.9%	
Average HH size	2.32	2.34	2.63	2.60	2.25	2.63	1.99	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

July - September 2016

Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%V (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
Without	20798	19599	7324	2729	14822	5478	9344	16598
%V	74.5%	74.0%	67.6%	69.4%	77.2%	70.4%	81.8%	70.5%
%H (All HH)		94.2%	35.2%	13.1%	71.3%	26.3%	44.9%	79.8%
%H (TV HH)			37.4%	13.9%	75.6%	28.0%	47.7%	
With	7106	6874	3511	1205	4379	2301	2078	6953
%V	25.5%	26.0%	32.4%	30.6%	22.8%	29.6%	18.2%	29.5%
%H (All HH)		96.7%	49.4%	17.0%	61.6%	32.4%	29.2%	97.8%
%H (TV HH)			51.1%	17.5%	63.7%	33.5%	30.2%	
0 - 3	2714	2590	1364	378	1612	811	802	2633
%V	9.7%	9.8%	12.6%	9.6%	8.4%	10.4%	7.0%	11.2%
%H (All HH)		95.4%	50.3%	13.9%	59.4%	29.9%	29.6%	97.0%
%H (TV HH)			52.7%	14.6%	62.2%	31.3%	31.0%	
4 - 9	3646	3529	1849	647	2168	1183	985	3566
%V	13.1%	13.3%	17.1%	16.4%	11.3%	15.2%	8.6%	15.1%
%H (All HH)		96.8%	50.7%	17.7%	59.5%	32.4%	27.0%	97.8%
%H (TV HH)			52.4%	18.3%	61.4%	33.5%	27.9%	
10 - 15	3307	3241	1700	659	2103	1222	880	3265
%V	11.9%	12.2%	15.7%	16.8%	11.0%	15.7%	7.7%	13.9%
%H (All HH)		98.0%	51.4%	19.9%	63.6%	37.0%	26.6%	98.7%
%H (TV HH)			52.5%	20.3%	64.9%	37.7%	27.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

July - September 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 no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%H (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
1	10808	10808	3444	1317	7026	1323	5703	8392
%V	38.7%	40.8%	31.8%	33.5%	36.6%	17.0%	49.9%	35.6%
%H (All HH)		100.0%	31.9%	12.2%	65.0%	12.2%	52.8%	77.6%
%H (TV HH)			31.9%	12.2%	65.0%	12.2%	52.8%	
2	8801	8801	3706	1360	6598	2896	3702	7490
%V	31.5%	33.2%	34.2%	34.6%	34.4%	37.2%	32.4%	31.8%
%H (All HH)		100.0%	42.1%	15.5%	75.0%	32.9%	42.1%	85.1%
%H (TV HH)			42.1%	15.5%	75.0%	32.9%	42.1%	
3	4156	4156	2169	697	3320	1998	1322	3862
%V	14.9%	15.7%	20.0%	17.7%	17.3%	25.7%	11.6%	16.4%
%H (All HH)		100.0%	52.2%	16.8%	79.9%	48.1%	31.8%	92.9%
%H (TV HH)			52.2%	16.8%	79.9%	48.1%	31.8%	
4	1782	1782	990	362	1442	972	470	1734
%V	6.4%	6.7%	9.1%	9.2%	7.5%	12.5%	4.1%	7.4%
%H (All HH)		100.0%	55.6%	20.3%	80.9%	54.5%	26.4%	97.3%
%H (TV HH)			55.6%	20.3%	80.9%	54.5%	26.4%	
5+	926	926	525	198	815	590	225	909
%V	3.3%	3.5%	4.8%	5.0%	4.2%	7.6%	2.0%	3.9%
%H (All HH)		100.0%	56.7%	21.4%	88.0%	63.7%	24.3%	98.2%
%H (TV HH)			56.7%	21.4%	88.0%	63.7%	24.3%	

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

July - September 2016

Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%V (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
Under 20"	4179	4179	1673	585	3517	1595	1922	3488
%V	15.0%	15.8%	15.4%	14.9%	18.3%	20.5%	16.8%	14.8%
%H (All HH)		100.0%	40.0%	14.0%	84.2%	38.2%	46.0%	83.5%
%H (TV HH)			40.0%	14.0%	84.2%	38.2%	46.0%	
20" - 29"	8328	8328	3381	1235	6737	3010	3728	6857
%V	29.8%	31.5%	31.2%	31.4%	35.1%	38.7%	32.6%	29.1%
%H (All HH)		100.0%	40.6%	14.8%	80.9%	36.1%	44.8%	82.3%
%H (TV HH)			40.6%	14.8%	80.9%	36.1%	44.8%	
30" - 39"	13498	13498	5526	2156	10195	4442	5754	11485
%V	48.4%	51.0%	51.0%	54.8%	53.1%	57.1%	50.4%	48.8%
%H (All HH)		100.0%	40.9%	16.0%	75.5%	32.9%	42.6%	85.1%
%H (TV HH)			40.9%	16.0%	75.5%	32.9%	42.6%	
40" and over	14827	14827	7419	2535	10294	5481	4813	13736
%V	53.1%	56.0%	68.5%	64.4%	53.6%	70.4%	42.1%	58.3%
%H (All HH)		100.0%	50.0%	17.1%	69.4%	37.0%	32.5%	92.6%
%H (TV HH)			50.0%	17.1%	69.4%	37.0%	32.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
July - September 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 no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%H (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
Main living room	26198	26198	10747	3900	19019	7727	11292	22145
%V	93.9%	99.0%	99.2%	99.1%	99.1%	99.3%	98.9%	94.0%
%H (All HH)		100.0%	41.0%	14.9%	72.6%	29.5%	43.1%	84.5%
%H (TV HH)			41.0%	14.9%	72.6%	29.5%	43.1%	
Kitchen	3111	3111	1533	356	2692	1445	1247	2740
%V	11.1%	11.8%	14.1%	9.0%	14.0%	18.6%	10.9%	11.6%
%H (All HH)		100.0%	49.3%	11.4%	86.5%	46.4%	40.1%	88.1%
%H (TV HH)			49.3%	11.4%	86.5%	46.4%	40.1%	
Adult's bedroom	11952	11952	5615	2073	9346	5049	4298	10746
%V	42.8%	45.1%	51.8%	52.7%	48.7%	64.9%	37.6%	45.6%
%H (All HH)		100.0%	47.0%	17.3%	78.2%	42.2%	36.0%	89.9%
%H (TV HH)			47.0%	17.3%	78.2%	42.2%	36.0%	
Child's bedroom	2184	2184	1240	442	1540	1023	517	2150
%V	7.8%	8.2%	11.4%	11.2%	8.0%	13.1%	4.5%	9.1%
%H (All HH)		100.0%	56.8%	20.2%	70.5%	46.8%	23.7%	98.4%
%H (TV HH)			56.8%	20.2%	70.5%	46.8%	23.7%	
Other bedroom	1861	1861	979	339	1570	1003	566	1753
%V	6.7%	7.0%	9.0%	8.6%	8.2%	12.9%	5.0%	7.4%
%H (All HH)		100.0%	52.6%	18.2%	84.4%	53.9%	30.4%	94.2%
%H (TV HH)			52.6%	18.2%	84.4%	53.9%	30.4%	
Second living/dining room	2542	2542	1274	469	2011	1160	851	2322
%V	9.1%	9.6%	11.8%	11.9%	10.5%	14.9%	7.5%	9.9%
%H (All HH)		100.0%	50.1%	18.5%	79.1%	45.6%	33.5%	91.3%
%H (TV HH)			50.1%	18.5%	79.1%	45.6%	33.5%	
Study/office	430	430	237	56	354	215	139	425
%V	1.5%	1.6%	2.2%	1.4%	1.8%	2.8%	1.2%	1.8%
%H (All HH)		100.0%	55.1%	13.0%	82.3%	50.0%	32.3%	98.8%
%H (TV HH)			55.1%	13.0%	82.3%	50.0%	32.3%	
TV room	236	236	138	53	169	119	50	235
%V	0.8%	0.9%	1.3%	1.3%	0.9%	1.5%	0.4%	1.0%
%H (All HH)		100.0%	58.5%	22.5%	71.6%	50.4%	21.2%	99.6%
%H (TV HH)			58.5%	22.5%	71.6%	50.4%	21.2%	
Conservatory	605	605	310	109	494	286	208	558
%V	2.2%	2.3%	2.9%	2.8%	2.6%	3.7%	1.8%	2.4%
%H (All HH)		100.0%	51.2%	18.0%	81.7%	47.3%	34.4%	92.2%
%H (TV HH)			51.2%	18.0%	81.7%	47.3%	34.4%	
Attic or loft room	60	60	35	16	43	31	11	60
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	58.3%	26.7%	71.7%	51.7%	18.3%	100.0%
%H (TV HH)			58.3%	26.7%	71.7%	51.7%	18.3%	
No specific location	41	41	19	17	30	20	10	39
%V	0.1%	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	46.3%	41.5%	73.2%	48.8%	24.4%	95.1%
%H (TV HH)			46.3%	41.5%	73.2%	48.8%	24.4%	
Other	271	271	156	39	228	150	78	270
%V	1.0%	1.0%	1.4%	1.0%	1.2%	1.9%	0.7%	1.1%
%H (All HH)		100.0%	57.6%	14.4%	84.1%	55.4%	28.8%	99.6%
%H (TV HH)			57.6%	14.4%	84.1%	55.4%	28.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

July - September 2016

Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%V (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
Any DSAT provider	10835	10835	10835	229	5877	5877	0	9999
%V	38.8%	40.9%	100.0%	5.8%	30.6%	75.5%	0.0%	42.5%
%H (All HH)			100.0%	2.1%	54.2%	54.2%	0.0%	92.3%
%H (TV HH)			100.0%	2.1%	54.2%	54.2%	0.0%	
Sky with subscription	8826	8826	8826	111	4838	4838	0	8268
%V	31.6%	33.3%	81.5%	2.8%	25.2%	62.2%	0.0%	35.1%
%H (All HH)			100.0%	1.3%	54.8%	54.8%	0.0%	93.7%
%H (TV HH)			100.0%	1.3%	54.8%	54.8%	0.0%	
Sky without subscription	659	659	659	37	308	308	0	528
%V	2.4%	2.5%	6.1%	0.9%	1.6%	4.0%	0.0%	2.2%
%H (All HH)			100.0%	5.6%	46.7%	46.7%	0.0%	80.1%
%H (TV HH)			100.0%	5.6%	46.7%	46.7%	0.0%	
Freesat	1200	1200	1200	67	688	688	0	1077
%V	4.3%	4.5%	11.1%	1.7%	3.6%	8.8%	0.0%	4.6%
%H (All HH)			100.0%	5.6%	57.3%	57.3%	0.0%	89.8%
%H (TV HH)			100.0%	5.6%	57.3%	57.3%	0.0%	
Other satellite provider	686	686	686	42	364	364	0	639
%V	2.5%	2.6%	6.3%	1.1%	1.9%	4.7%	0.0%	2.7%
%H (All HH)			100.0%	6.1%	53.1%	53.1%	0.0%	93.1%
%H (TV HH)			100.0%	6.1%	53.1%	53.1%	0.0%	
DCAB	3934	3934	229	3934	2020	2020	0	3697
%V	14.1%	14.9%	2.1%	100.0%	10.5%	26.0%	0.0%	15.7%
%H (All HH)			5.8%	100.0%	51.3%	51.3%	0.0%	94.0%
%H (TV HH)			5.8%	100.0%	51.3%	51.3%	0.0%	
DTT	19201	19201	5877	2020	19201	7780	11422	15725
%V	68.8%	72.5%	54.2%	51.3%	100.0%	100.0%	100.0%	66.8%
%H (All HH)		100.0%	30.6%	10.5%	100.0%	40.5%	59.5%	81.9%
%H (TV HH)			30.6%	10.5%	100.0%	40.5%	59.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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July - September 2016

Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%V (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
PVR	16870	16870	9514	3467	11067	6997	4070	15579
%V	60.5%	63.7%	87.8%	88.1%	57.6%	89.9%	35.6%	66.2%
%H (All HH)		100.0%	56.4%	20.6%	65.6%	41.5%	24.1%	92.3%
%H (TV HH)			56.4%	20.6%	65.6%	41.5%	24.1%	
DVDR	567	567	203	94	463	189	274	485
%V	2.0%	2.1%	1.9%	2.4%	2.4%	2.4%	2.4%	2.1%
%H (All HH)		100.0%	35.8%	16.6%	81.7%	33.3%	48.3%	85.5%
%H (TV HH)			35.8%	16.6%	81.7%	33.3%	48.3%	
VCR	293	293	92	33	255	86	169	193
%V	1.0%	1.1%	0.8%	0.8%	1.3%	1.1%	1.5%	0.8%
%H (All HH)		100.0%	31.4%	11.3%	87.0%	29.4%	57.7%	65.9%
%H (TV HH)			31.4%	11.3%	87.0%	29.4%	57.7%	
Any recorder	17169	17169	9550	3486	11336	7023	4313	15758
%V	61.5%	64.9%	88.1%	88.6%	59.0%	90.3%	37.8%	66.9%
%H (All HH)		100.0%	55.6%	20.3%	66.0%	40.9%	25.1%	91.8%
%H (TV HH)			55.6%	20.3%	66.0%	40.9%	25.1%	
Receives HDTV (via STB or built-in reception)	17195	17195	7985	3370	12440	6404	6037	15741
%V	61.6%	65.0%	73.7%	85.7%	64.8%	82.3%	52.9%	66.8%
%H (All HH)		100.0%	46.4%	19.6%	72.3%	37.2%	35.1%	91.5%
%H (TV HH)			46.4%	19.6%	72.3%	37.2%	35.1%	
DVD/Blu-ray player or recorder	18482	18482	7921	2910	13646	6127	7519	16349
%V	66.2%	69.8%	73.1%	74.0%	71.1%	78.8%	65.8%	69.4%
%H (All HH)		100.0%	42.9%	15.7%	73.8%	33.2%	40.7%	88.5%
%H (TV HH)			42.9%	15.7%	73.8%	33.2%	40.7%	

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 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27905	26473	10835	3934	19201	7780	11422	23550
%H (All HH)		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%
%H (TV HH)			40.9%	14.9%	72.5%	29.4%	43.1%	
Has broadband internet	23550	22387	9999	3697	15725	7277	8448	23550
%V	84.4%	84.6%	92.3%	94.0%	81.9%	93.5%	74.0%	100.0%
%H (All HH)		95.1%	42.5%	15.7%	66.8%	30.9%	35.9%	100.0%
%H (TV HH)			44.7%	16.5%	70.2%	32.5%	37.7%	
Number of computers (PCs and laptops)								
0	5245	4896	1225	349	3964	693	3272	1204
%V	18.8%	18.5%	11.3%	8.9%	20.6%	8.9%	28.6%	5.1%
%H (All HH)		93.3%	23.4%	6.7%	75.6%	13.2%	62.4%	23.0%
%H (TV HH)			25.0%	7.1%	81.0%	14.2%	66.8%	
1	7322	6827	2548	944	4987	1753	3234	7066
%V	26.2%	25.8%	23.5%	24.0%	26.0%	22.5%	28.3%	30.0%
%H (All HH)		93.2%	34.8%	12.9%	68.1%	23.9%	44.2%	96.5%
%H (TV HH)			37.3%	13.8%	73.0%	25.7%	47.4%	
2	6784	6515	2971	1001	4610	2123	2487	6742
%V	24.3%	24.6%	27.4%	25.4%	24.0%	27.3%	21.8%	28.6%
%H (All HH)		96.0%	43.8%	14.8%	68.0%	31.3%	36.7%	99.4%
%H (TV HH)			45.6%	15.4%	70.8%	32.6%	38.2%	
3	3817	3637	1785	642	2488	1339	1149	3808
%V	13.7%	13.7%	16.5%	16.3%	13.0%	17.2%	10.1%	16.2%
%H (All HH)		95.3%	46.8%	16.8%	65.2%	35.1%	30.1%	99.8%
%H (TV HH)			49.1%	17.7%	68.4%	36.8%	31.6%	
4	2160	2100	938	487	1470	813	658	2156
%V	7.7%	7.9%	8.7%	12.4%	7.7%	10.4%	5.8%	9.2%
%H (All HH)		97.2%	43.4%	22.5%	68.1%	37.6%	30.5%	99.8%
%H (TV HH)			44.7%	23.2%	70.0%	38.7%	31.3%	
5+	2576	2498	1368	512	1682	1060	622	2574
%V	9.2%	9.4%	12.6%	13.0%	8.8%	13.6%	5.4%	10.9%
%H (All HH)		97.0%	53.1%	19.9%	65.3%	41.1%	24.1%	99.9%
%H (TV HH)			54.8%	20.5%	67.3%	42.4%	24.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
July - September 2016
Set level data
Table 11: Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52989	24202	8614	40335	20191	20143	46792
%H		45.7%	16.3%	76.1%	38.1%	38.0%	88.3%
Under 20"	5225	2176	713	4429	2087	2342	4446
%V	9.9%	9.0%	8.3%	11.0%	10.3%	11.6%	9.5%
%H		41.6%	13.6%	84.8%	39.9%	44.8%	85.1%
20" - 29"	10780	4514	1650	8860	4190	4671	9045
%V	20.3%	18.7%	19.2%	22.0%	20.8%	23.2%	19.3%
%H		41.9%	15.3%	82.2%	38.9%	43.3%	83.9%
30" - 39"	16746	7173	2724	12804	5997	6806	14573
%V	31.6%	29.6%	31.6%	31.7%	29.7%	33.8%	31.1%
%H		42.8%	16.3%	76.5%	35.8%	40.6%	87.0%
40" and over	18589	9718	3282	12967	7394	5573	17425
%V	35.1%	40.2%	38.1%	32.1%	36.6%	27.7%	37.2%
%H		52.3%	17.7%	69.8%	39.8%	30.0%	93.7%
Don't know	1649	620	246	1275	524	752	1301
%V	3.1%	2.6%	2.9%	3.2%	2.6%	3.7%	2.8%
%H		37.6%	14.9%	77.3%	31.8%	45.6%	78.9%

Base: Total Network (All Areas) - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2016
Set level data
Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52989	24202	8614	40335	20191	20143	46792
%H		45.7%	16.3%	76.1%	38.1%	38.0%	88.3%
Main living room	26322	10817	3913	19116	7785	11331	22249
%V	49.7%	44.7%	45.4%	47.4%	38.6%	56.3%	47.5%
%H		41.1%	14.9%	72.6%	29.6%	43.0%	84.5%
Kitchen	3116	1535	356	2696	1447	1249	2745
%V	5.9%	6.3%	4.1%	6.7%	7.2%	6.2%	5.9%
%H		49.3%	11.4%	86.5%	46.4%	40.1%	88.1%
Adult's bedroom	14252	6865	2564	11239	6359	4880	12941
%V	26.9%	28.4%	29.8%	27.9%	31.5%	24.2%	27.7%
%H		48.2%	18.0%	78.9%	44.6%	34.2%	90.8%
Child's bedroom	2802	1587	576	1997	1342	655	2762
%V	5.3%	6.6%	6.7%	5.0%	6.6%	3.3%	5.9%
%H		56.6%	20.6%	71.3%	47.9%	23.4%	98.6%
Other bedroom	2231	1176	436	1891	1235	655	2108
%V	4.2%	4.9%	5.1%	4.7%	6.1%	3.3%	4.5%
%H		52.7%	19.5%	84.8%	55.4%	29.4%	94.5%
Second living/dining room	2574	1291	473	2032	1169	863	2352
%V	4.9%	5.3%	5.5%	5.0%	5.8%	4.3%	5.0%
%H		50.2%	18.4%	78.9%	45.4%	33.5%	91.4%
Study/office	435	241	56	357	218	139	429
%V	0.8%	1.0%	0.7%	0.9%	1.1%	0.7%	0.9%
%H		55.4%	12.9%	82.1%	50.1%	32.0%	98.6%
TV room	236	138	53	169	119	50	235
%V	0.4%	0.6%	0.6%	0.4%	0.6%	0.2%	0.5%
%H		58.5%	22.5%	71.6%	50.4%	21.2%	99.6%
Conservatory	606	311	109	494	286	208	559
%V	1.1%	1.3%	1.3%	1.2%	1.4%	1.0%	1.2%
%H		51.3%	18.0%	81.5%	47.2%	34.3%	92.2%
Attic or loft room	60	35	16	43	31	11	60
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		58.3%	26.7%	71.7%	51.7%	18.3%	100.0%
No specific location	46	19	17	35	20	15	44
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		41.3%	37.0%	76.1%	43.5%	32.6%	95.7%
Other	310	185	44	266	179	87	308
%V	0.6%	0.8%	0.5%	0.7%	0.9%	0.4%	0.7%
%H		59.7%	14.2%	85.8%	57.7%	28.1%	99.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2016
Set level data
Table 13: Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52989	24202	8614	40335	20191	20143	46792
%H		45.7%	16.3%	76.1%	38.1%	38.0%	88.3%
PVR	22858	13869	4828	14430	9902	4528	21397
%V	43.1%	57.3%	56.0%	35.8%	49.0%	22.5%	45.7%
%H		60.7%	21.1%	63.1%	43.3%	19.8%	93.6%
DVDR	616	220	102	503	203	300	529
%V	1.2%	0.9%	1.2%	1.2%	1.0%	1.5%	1.1%
%H		35.7%	16.6%	81.7%	33.0%	48.7%	85.9%
VCR	315	103	33	277	97	180	208
%V	0.6%	0.4%	0.4%	0.7%	0.5%	0.9%	0.4%
%H		32.7%	10.5%	87.9%	30.8%	57.1%	66.0%
Any recorder	23281	13953	4874	14803	9983	4820	21687
%V	43.9%	57.7%	56.6%	36.7%	49.4%	23.9%	46.3%
%H		59.9%	20.9%	63.6%	42.9%	20.7%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14: Other TV equipment
Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52989	24202	8614	40335	20191	20143	46792
%H		45.7%	16.3%	76.1%	38.1%	38.0%	88.3%
Receives HDTV (via STB or built-in reception)	26076	12685	5427	19291	10932	8359	24263
%V	49.2%	52.4%	63.0%	47.8%	54.1%	41.5%	51.9%
%H		48.6%	20.8%	74.0%	41.9%	32.1%	93.0%
DVD/Blu-ray player or recorder	26752	12245	4567	20079	10213	9867	24252
%V	50.5%	50.6%	53.0%	49.8%	50.6%	49.0%	51.8%
%H		45.8%	17.1%	75.1%	38.2%	36.9%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26466	10835	3934	19194	7780	11414	22382
%H		40.9%	14.9%	72.5%	29.4%	43.1%	84.6%
Under 20"	342	45	22	291	22	269	232
%V	1.3%	0.4%	0.6%	1.5%	0.3%	2.4%	1.0%
%H		13.2%	6.4%	85.1%	6.4%	78.7%	67.8%
20" - 29"	2364	553	193	1901	330	1571	1516
%V	8.9%	5.1%	4.9%	9.9%	4.2%	13.8%	6.8%
%H		23.4%	8.2%	80.4%	14.0%	66.5%	64.1%
30" - 39"	8514	2784	1151	6434	1995	4439	6701
%V	32.2%	25.7%	29.3%	33.5%	25.6%	38.9%	29.9%
%H		32.7%	13.5%	75.6%	23.4%	52.1%	78.7%
40" and over	14423	7199	2477	9975	5291	4684	13361
%V	54.5%	66.4%	63.0%	52.0%	68.0%	41.0%	59.7%
%H		49.9%	17.2%	69.2%	36.7%	32.5%	92.6%
Don't know	823	254	90	593	142	451	573
%V	3.1%	2.3%	2.3%	3.1%	1.8%	4.0%	2.6%
%H		30.9%	10.9%	72.1%	17.3%	54.8%	69.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2016
Set level data
Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26466	10835	3934	19194	7780	11414	22382
%H		40.9%	14.9%	72.5%	29.4%	43.1%	84.6%
PVR	16511	9373	3418	10757	6861	3896	15263
%V	62.4%	86.5%	86.9%	56.0%	88.2%	34.1%	68.2%
%H		56.8%	20.7%	65.2%	41.6%	23.6%	92.4%
DVDR	460	156	62	379	135	244	381
%V	1.7%	1.4%	1.6%	2.0%	1.7%	2.1%	1.7%
%H		33.9%	13.5%	82.4%	29.3%	53.0%	82.8%
VCR	251	66	26	219	60	159	160
%V	0.9%	0.6%	0.7%	1.1%	0.8%	1.4%	0.7%
%H		26.3%	10.4%	87.3%	23.9%	63.3%	63.7%
Any recorder	16803	9411	3438	11020	6890	4130	15436
%V	63.5%	86.9%	87.4%	57.4%	88.6%	36.2%	69.0%
%H		56.0%	20.5%	65.6%	41.0%	24.6%	91.9%

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 no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26466	10835	3934	19194	7780	11414	22382
%H		40.9%	14.9%	72.5%	29.4%	43.1%	84.6%
Receives HDTV (via STB or built-in reception)	16576	7726	3293	11902	6148	5754	15188
%V	62.6%	71.3%	83.7%	62.0%	79.0%	50.4%	67.9%
%H		46.6%	19.9%	71.8%	37.1%	34.7%	91.6%
DVD/Blu-ray player or recorder	16754	7020	2616	12361	5391	6969	14751
%V	63.3%	64.8%	66.5%	64.4%	69.3%	61.1%	65.9%
%H		41.9%	15.6%	73.8%	32.2%	41.6%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

July - September 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 no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26524	13367	4680	21141	12412	8729	24409
%H		50.4%	17.6%	79.7%	46.8%	32.9%	92.0%
Under 20"	4883	2131	690	4138	2065	2073	4214
%V	18.4%	15.9%	14.7%	19.6%	16.6%	23.7%	17.3%
%H		43.6%	14.1%	84.7%	42.3%	42.5%	86.3%
20" - 29"	8416	3961	1457	6959	3859	3100	7530
%V	31.7%	29.6%	31.1%	32.9%	31.1%	35.5%	30.8%
%H		47.1%	17.3%	82.7%	45.9%	36.8%	89.5%
30" - 39"	8232	4389	1572	6370	4003	2367	7873
%V	31.0%	32.8%	33.6%	30.1%	32.3%	27.1%	32.3%
%H		53.3%	19.1%	77.4%	48.6%	28.8%	95.6%
40" and over	4166	2519	805	2991	2103	888	4064
%V	15.7%	18.8%	17.2%	14.1%	16.9%	10.2%	16.6%
%H		60.5%	19.3%	71.8%	50.5%	21.3%	97.6%
Don't know	826	366	155	683	382	301	729
%V	3.1%	2.7%	3.3%	3.2%	3.1%	3.4%	3.0%
%H		44.3%	18.8%	82.7%	46.2%	36.4%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

July - September 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 no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26524	13367	4680	21141	12412	8729	24409
%H		50.4%	17.6%	79.7%	46.8%	32.9%	92.0%
PVR	6347	4497	1409	3673	3041	632	6134
%V	23.9%	33.6%	30.1%	17.4%	24.5%	7.2%	25.1%
%H		70.9%	22.2%	57.9%	47.9%	10.0%	96.6%
DVDR	156	64	40	124	68	56	148
%V	0.6%	0.5%	0.9%	0.6%	0.5%	0.6%	0.6%
%H		41.0%	25.6%	79.5%	43.6%	35.9%	94.9%
VCR	63	37	7	58	37	21	47
%V	0.2%	0.3%	0.1%	0.3%	0.3%	0.2%	0.2%
%H		58.7%	11.1%	92.1%	58.7%	33.3%	74.6%
Any recorder	6478	4541	1437	3783	3092	691	6251
%V	24.4%	34.0%	30.7%	17.9%	24.9%	7.9%	25.6%
%H		70.1%	22.2%	58.4%	47.7%	10.7%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26524	13367	4680	21141	12412	8729	24409
%H		50.4%	17.6%	79.7%	46.8%	32.9%	92.0%
Receives HDTV (via STB or built-in reception)	9499	4958	2134	7389	4784	2605	9075
%V	35.8%	37.1%	45.6%	35.0%	38.5%	29.8%	37.2%
%H		52.2%	22.5%	77.8%	50.4%	27.4%	95.5%
DVD/Blu-ray player or recorder	9998	5225	1951	7718	4821	2897	9500
%V	37.7%	39.1%	41.7%	36.5%	38.8%	33.2%	38.9%
%H		52.3%	19.5%	77.2%	48.2%	29.0%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2016
Individual level data
Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64742	61941	28498	10229	43138	20461	22677	58870
%H		95.7%	44.0%	15.8%	66.6%	31.6%	35.0%	90.9%
Total Children	12398	11986	6251	2147	7501	4059	3442	12144
%V	19.1%	19.4%	21.9%	21.0%	17.4%	19.8%	15.2%	20.6%
%H		96.7%	50.4%	17.3%	60.5%	32.7%	27.8%	98.0%
0 - 3	3194	3048	1598	431	1903	939	964	3098
%V	4.9%	4.9%	5.6%	4.2%	4.4%	4.6%	4.3%	5.3%
%H		95.4%	50.0%	13.5%	59.6%	29.4%	30.2%	97.0%
4 - 15	9204	8937	4653	1717	5598	3120	2478	9047
%V	14.2%	14.4%	16.3%	16.8%	13.0%	15.2%	10.9%	15.4%
%H		97.1%	50.6%	18.7%	60.8%	33.9%	26.9%	98.3%
4 - 9	4893	4718	2452	867	2854	1543	1311	4790
%V	7.6%	7.6%	8.6%	8.5%	6.6%	7.5%	5.8%	8.1%
%H		96.4%	50.1%	17.7%	58.3%	31.5%	26.8%	97.9%
10 - 15	4311	4220	2201	850	2743	1577	1167	4257
%V	6.7%	6.8%	7.7%	8.3%	6.4%	7.7%	5.1%	7.2%
%H		97.9%	51.1%	19.7%	63.6%	36.6%	27.1%	98.7%

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

July - September 2016

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64742	61941	28498	10229	43138	20461	22677	58870
%H		95.7%	44.0%	15.8%	66.6%	31.6%	35.0%	90.9%
Total Adults (16+)	52344	49956	22247	8082	35637	16402	19235	46725
%V	80.9%	80.7%	78.1%	79.0%	82.6%	80.2%	84.8%	79.4%
%H		95.4%	42.5%	15.4%	68.1%	31.3%	36.7%	89.3%
16 - 19	2972	2820	1489	549	1931	1172	758	2892
%V	4.6%	4.6%	5.2%	5.4%	4.5%	5.7%	3.3%	4.9%
%H		94.9%	50.1%	18.5%	65.0%	39.4%	25.5%	97.3%
20 - 24	3870	3410	1553	596	2294	1174	1120	3730
%V	6.0%	5.5%	5.4%	5.8%	5.3%	5.7%	4.9%	6.3%
%H		88.1%	40.1%	15.4%	59.3%	30.3%	28.9%	96.4%
25 - 34	8841	8085	3777	1288	5100	2368	2733	8614
%V	13.7%	13.1%	13.3%	12.6%	11.8%	11.6%	12.1%	14.6%
%H		91.4%	42.7%	14.6%	57.7%	26.8%	30.9%	97.4%
35 - 44	8288	7861	4016	1324	5055	2630	2425	8029
%V	12.8%	12.7%	14.1%	12.9%	11.7%	12.9%	10.7%	13.6%
%H		94.8%	48.5%	16.0%	61.0%	31.7%	29.3%	96.9%
45 - 54	9196	8980	4163	1696	6346	3176	3170	8777
%V	14.2%	14.5%	14.6%	16.6%	14.7%	15.5%	14.0%	14.9%
%H		97.7%	45.3%	18.4%	69.0%	34.5%	34.5%	95.4%
55 - 64	7609	7440	3308	1336	5669	2804	2865	6961
%V	11.8%	12.0%	11.6%	13.1%	13.1%	13.7%	12.6%	11.8%
%H		97.8%	43.5%	17.6%	74.5%	36.9%	37.7%	91.5%
65+	11568	11359	3941	1292	9242	3078	6164	7722
%V	17.9%	18.3%	13.8%	12.6%	21.4%	15.0%	27.2%	13.1%
%H		98.2%	34.1%	11.2%	79.9%	26.6%	53.3%	66.8%

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

July - September 2016

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	52344	49956	22247	8082	35637	16402	19235	46725
%H		95.4%	42.5%	15.4%	68.1%	31.3%	36.7%	89.3%
AB	13448	12981	5932	2166	9234	4324	4910	13023
%V	25.7%	26.0%	26.7%	26.8%	25.9%	26.4%	25.5%	27.9%
%H		96.5%	44.1%	16.1%	68.7%	32.2%	36.5%	96.8%
C1	15850	15027	6972	2465	10766	5317	5449	14792
%V	30.3%	30.1%	31.3%	30.5%	30.2%	32.4%	28.3%	31.7%
%H		94.8%	44.0%	15.6%	67.9%	33.5%	34.4%	93.3%
C2	10773	10457	4673	1764	7531	3622	3909	9662
%V	20.6%	20.9%	21.0%	21.8%	21.1%	22.1%	20.3%	20.7%
%H		97.1%	43.4%	16.4%	69.9%	33.6%	36.3%	89.7%
D	7952	7487	3296	1178	5152	2232	2920	6589
%V	15.2%	15.0%	14.8%	14.6%	14.5%	13.6%	15.2%	14.1%
%H		94.2%	41.4%	14.8%	64.8%	28.1%	36.7%	82.9%
E	4320	4004	1375	509	2954	909	2046	2659
%V	8.3%	8.0%	6.2%	6.3%	8.3%	5.5%	10.6%	5.7%
%H		92.7%	31.8%	11.8%	68.4%	21.0%	47.4%	61.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2016

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	52344	49956	22247	8082	35637	16402	19235	46725
%H		95.4%	42.5%	15.4%	68.1%	31.3%	36.7%	89.3%
Working full time	25229	24123	11524	4278	16310	8278	8032	24547
%V	48.2%	48.3%	51.8%	52.9%	45.8%	50.5%	41.8%	52.5%
%H		95.6%	45.7%	17.0%	64.6%	32.8%	31.8%	97.3%
Working part time	5073	4892	2220	851	3563	1733	1830	4869
%V	9.7%	9.8%	10.0%	10.5%	10.0%	10.6%	9.5%	10.4%
%H		96.4%	43.8%	16.8%	70.2%	34.2%	36.1%	96.0%
Not working	22043	20941	8503	2953	15764	6391	9373	17309
%V	42.1%	41.9%	38.2%	36.5%	44.2%	39.0%	48.7%	37.0%
%H		95.0%	38.6%	13.4%	71.5%	29.0%	42.5%	78.5%
Housewife/Houseperson	27905	26473	10835	3934	19201	7780	11422	23550
%V	53.3%	53.0%	48.7%	48.7%	53.9%	47.4%	59.4%	50.4%
%H		94.9%	38.8%	14.1%	68.8%	27.9%	40.9%	84.4%

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

July - September 2016

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25528	24195	11062	3958	17078	8148	8930	23067
%H		94.8%	43.3%	15.5%	66.9%	31.9%	35.0%	90.4%
16 - 19	1519	1449	793	279	999	633	366	1478
%V	6.0%	6.0%	7.2%	7.0%	5.8%	7.8%	4.1%	6.4%
%H		95.4%	52.2%	18.4%	65.8%	41.7%	24.1%	97.3%
20 - 24	1911	1703	831	309	1106	619	487	1847
%V	7.5%	7.0%	7.5%	7.8%	6.5%	7.6%	5.5%	8.0%
%H		89.1%	43.5%	16.2%	57.9%	32.4%	25.5%	96.7%
25 - 34	4421	3988	1820	661	2516	1190	1326	4295
%V	17.3%	16.5%	16.5%	16.7%	14.7%	14.6%	14.8%	18.6%
%H		90.2%	41.2%	15.0%	56.9%	26.9%	30.0%	97.1%
35 - 44	4102	3835	1980	611	2453	1260	1193	3944
%V	16.1%	15.9%	17.9%	15.4%	14.4%	15.5%	13.4%	17.1%
%H		93.5%	48.3%	14.9%	59.8%	30.7%	29.1%	96.1%
45 - 54	4519	4368	1997	835	3067	1516	1551	4265
%V	17.7%	18.1%	18.1%	21.1%	18.0%	18.6%	17.4%	18.5%
%H		96.7%	44.2%	18.5%	67.9%	33.5%	34.3%	94.4%
55 - 64	3741	3653	1677	612	2782	1379	1402	3386
%V	14.7%	15.1%	15.2%	15.5%	16.3%	16.9%	15.7%	14.7%
%H		97.6%	44.8%	16.4%	74.4%	36.9%	37.5%	90.5%
65+	5316	5201	1964	651	4155	1551	2604	3852
%V	20.8%	21.5%	17.8%	16.4%	24.3%	19.0%	29.2%	16.7%
%H		97.8%	36.9%	12.2%	78.2%	29.2%	49.0%	72.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2016

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		25528	24195	11062	3958	17078	8148	8930	23067
	%H		94.8%	43.3%	15.5%	66.9%	31.9%	35.0%	90.4%
AB		6776	6522	3052	1095	4604	2222	2382	6584
	%V	26.5%	27.0%	27.6%	27.7%	27.0%	27.3%	26.7%	28.5%
	%H		96.3%	45.0%	16.2%	67.9%	32.8%	35.2%	97.2%
C1		7449	7027	3355	1175	4991	2580	2411	7075
	%V	29.2%	29.0%	30.3%	29.7%	29.2%	31.7%	27.0%	30.7%
	%H		94.3%	45.0%	15.8%	67.0%	34.6%	32.4%	95.0%
C2		5697	5497	2469	889	3968	1905	2063	5072
	%V	22.3%	22.7%	22.3%	22.5%	23.2%	23.4%	23.1%	22.0%
	%H		96.5%	43.3%	15.6%	69.7%	33.4%	36.2%	89.0%
D		3897	3592	1650	585	2385	1089	1295	3298
	%V	15.3%	14.8%	14.9%	14.8%	14.0%	13.4%	14.5%	14.3%
	%H		92.2%	42.3%	15.0%	61.2%	27.9%	33.2%	84.6%
E		1709	1558	536	214	1130	352	778	1038
	%V	6.7%	6.4%	4.8%	5.4%	6.6%	4.3%	8.7%	4.5%
	%H		91.2%	31.4%	12.5%	66.1%	20.6%	45.5%	60.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2016

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25528	24195	11062	3958	17078	8148	8930	23067
%H		94.8%	43.3%	15.5%	66.9%	31.9%	35.0%	90.4%
Working full time	15197	14448	7007	2530	9744	5015	4729	14735
%V	59.5%	59.7%	63.3%	63.9%	57.1%	61.5%	53.0%	63.9%
%H		95.1%	46.1%	16.6%	64.1%	33.0%	31.1%	97.0%
Working part time	1118	1051	441	175	769	341	428	1045
%V	4.4%	4.3%	4.0%	4.4%	4.5%	4.2%	4.8%	4.5%
%H		94.0%	39.4%	15.7%	68.8%	30.5%	38.3%	93.5%
Not working	9212	8696	3614	1253	6565	2792	3773	7287
%V	36.1%	35.9%	32.7%	31.7%	38.4%	34.3%	42.3%	31.6%
%H		94.4%	39.2%	13.6%	71.3%	30.3%	41.0%	79.1%
Housewife/Houseperson	5893	5290	1868	720	3829	1252	2577	4487
%V	23.1%	21.9%	16.9%	18.2%	22.4%	15.4%	28.9%	19.5%
%H		89.8%	31.7%	12.2%	65.0%	21.2%	43.7%	76.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 27

DATA PERIOD: QUARTERLY

July - September 2016

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26816	25761	11185	4124	18559	8254	10305	23658
%H		96.1%	41.7%	15.4%	69.2%	30.8%	38.4%	88.2%
16 - 19	1453	1372	696	270	931	540	392	1414
%V	5.4%	5.3%	6.2%	6.5%	5.0%	6.5%	3.8%	6.0%
%H		94.4%	47.9%	18.6%	64.1%	37.2%	27.0%	97.3%
20 - 24	1960	1707	722	286	1188	555	633	1883
%V	7.3%	6.6%	6.5%	6.9%	6.4%	6.7%	6.1%	8.0%
%H		87.1%	36.8%	14.6%	60.6%	28.3%	32.3%	96.1%
25 - 34	4420	4098	1956	627	2584	1178	1406	4319
%V	16.5%	15.9%	17.5%	15.2%	13.9%	14.3%	13.6%	18.3%
%H		92.7%	44.3%	14.2%	58.5%	26.7%	31.8%	97.7%
35 - 44	4186	4026	2036	714	2602	1370	1232	4085
%V	15.6%	15.6%	18.2%	17.3%	14.0%	16.6%	12.0%	17.3%
%H		96.2%	48.6%	17.1%	62.2%	32.7%	29.4%	97.6%
45 - 54	4677	4612	2167	862	3279	1660	1619	4513
%V	17.4%	17.9%	19.4%	20.9%	17.7%	20.1%	15.7%	19.1%
%H		98.6%	46.3%	18.4%	70.1%	35.5%	34.6%	96.5%
55 - 64	3868	3787	1632	724	2887	1424	1463	3575
%V	14.4%	14.7%	14.6%	17.6%	15.6%	17.3%	14.2%	15.1%
%H		97.9%	42.2%	18.7%	74.6%	36.8%	37.8%	92.4%
65+	6252	6159	1977	641	5087	1527	3560	3870
%V	23.3%	23.9%	17.7%	15.5%	27.4%	18.5%	34.5%	16.4%
%H		98.5%	31.6%	10.3%	81.4%	24.4%	56.9%	61.9%

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

July - September 2016

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26816	25761	11185	4124	18559	8254	10305	23658
%H		96.1%	41.7%	15.4%	69.2%	30.8%	38.4%	88.2%
AB	6672	6459	2879	1071	4630	2102	2528	6439
%V	24.9%	25.1%	25.7%	26.0%	24.9%	25.5%	24.5%	27.2%
%H		96.8%	43.2%	16.1%	69.4%	31.5%	37.9%	96.5%
C1	8401	8000	3617	1290	5775	2737	3039	7717
%V	31.3%	31.1%	32.3%	31.3%	31.1%	33.2%	29.5%	32.6%
%H		95.2%	43.1%	15.4%	68.7%	32.6%	36.2%	91.9%
C2	5076	4960	2204	874	3563	1718	1846	4591
%V	18.9%	19.3%	19.7%	21.2%	19.2%	20.8%	17.9%	19.4%
%H		97.7%	43.4%	17.2%	70.2%	33.8%	36.4%	90.4%
D	4055	3895	1646	593	2767	1142	1625	3291
%V	15.1%	15.1%	14.7%	14.4%	14.9%	13.8%	15.8%	13.9%
%H		96.1%	40.6%	14.6%	68.2%	28.2%	40.1%	81.2%
E	2611	2446	839	295	1824	556	1268	1621
%V	9.7%	9.5%	7.5%	7.2%	9.8%	6.7%	12.3%	6.9%
%H		93.7%	32.1%	11.3%	69.9%	21.3%	48.6%	62.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2016
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26816	25761	11185	4124	18559	8254	10305	23658
%H		96.1%	41.7%	15.4%	69.2%	30.8%	38.4%	88.2%
Working full time	10031	9675	4518	1748	6566	3263	3303	9812
%V	37.4%	37.6%	40.4%	42.4%	35.4%	39.5%	32.1%	41.5%
%H		96.5%	45.0%	17.4%	65.5%	32.5%	32.9%	97.8%
Working part time	3954	3841	1778	676	2794	1392	1402	3824
%V	14.7%	14.9%	15.9%	16.4%	15.1%	16.9%	13.6%	16.2%
%H		97.1%	45.0%	17.1%	70.7%	35.2%	35.5%	96.7%
Not working	12830	12245	4889	1700	9199	3599	5600	10023
%V	47.8%	47.5%	43.7%	41.2%	49.6%	43.6%	54.3%	42.4%
%H		95.4%	38.1%	13.3%	71.7%	28.1%	43.6%	78.1%
Housewife/Houseperson	22011	21183	8967	3214	15372	6527	8845	19063
%V	82.1%	82.2%	80.2%	77.9%	82.8%	79.1%	85.8%	80.6%
%H		96.2%	40.7%	14.6%	69.8%	29.7%	40.2%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.
2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:
 - Age of housewife
 - Size of household
 - Presence of children
 - Social grade
 - Age
 - Sex
 - Working status (adults)
 - Terminal age of education
 - Number of sets
 - Set characteristics
 - Ownership of TV related equipment
3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: July - September 2016	
	Total Network
Addresses Issued	21,462
Shop / Business	302
Demolished / Incomplete	825
Empty	1,092
Holiday Home	559
Other Non Effective	344
Eligible Addresses	18,340
Substitute Addresses	2,098
Multiple Occupancy Addresses	116
Total Additional Households	2,214
Total Valid Households	14,581
	100.0%
Non Contacts	1,982
	13.6%
No English Spoken	77
	0.5%
Refusals	6,159
	42.2%
Total Interviews	11,749
	80.6%

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 July to September 2016

	All Households	Total TV Households
All Households	13439	12897
All Sets	26557	26557
All Individuals	33068	31895
Children 0-15	6329	6135
All Adults	26739	25760
Adult Males	12982	12452
Adult Females	13757	13308

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 (September 2016)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 31.2 (Master)

Date: 4/07/2016

Internal/Client Use

Status: FINAL

Prepared for fieldwork month: September 2016

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Version Control

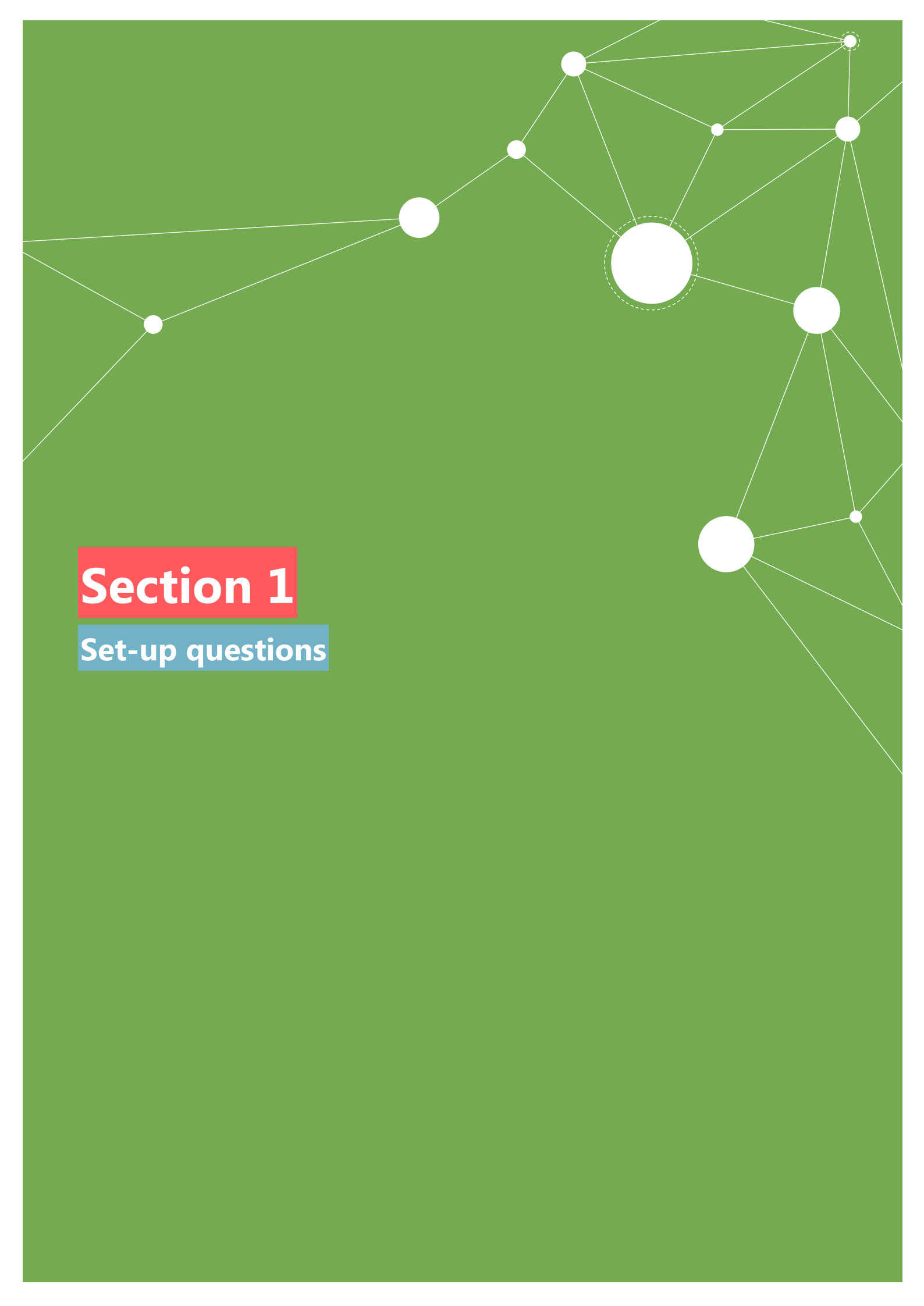
Changes included in this version:

Section	Question No	Description of changes to this version
2.Intro and attitudinal	H7	Removed 'mindless programmes' warm up question
2.Intro and attitudinal	H7	New warm up question
2.Intro and attitudinal		New ESR Intro
3.First Household	H62	Added 'Don't Know' option
3.First Household	H64/H65/H66	Question text change – 'using' replacing 'via'
3.First Household	H112	Question text change – 'Do you' replacing 'Does your household' and 'using' replacing 'via'
3.First Household	H68	Update text of current options and new 'STB/Other device' option added
Multiple	, S56, S57, S58, , S60, S61, S63, H93/94, H95/96, H97/98, H78, H79, H80	Responses changed to match changes to H68
3.First Household	H70	Removed question – Aerial connection check
Multiple	,S10ab, S11a/b, S9a/b, S55a/b, S54a/b, S67a/b, S56a/b, S72a/b, S57a/b, S58a/b, S74a/b, S59a/b, H87	Routing changed due to removal of H70
3.First Household	H101	Question text change – Replace 'tablet computers' with 'tablets'
4.TV Set loops	S64/S64b/S65/S66	Removed Questions – Confirmation of platforms on in single set homes
4.TV Set loops	S10ab/S11a/b/S9ab/S55ab/S54ab/S67ab/S56ab/S72ab/S57ab/S58ab/S74ab/S59ab/	Structure of questions changed to remove the 'a/b' variants and use text substitution for the wording used.
4.TV Set loops	S10,S11,S9,S55, S54,S67, S56,S72,S57,S58,S74,S59	Changed to S10A,S11A,S9A,S55A,S54A,S67A,S56A,S72A,S57A,S58A,S74A,S59A
4.TV Set loops	S6	Removed question - screen size measured/claimed
4.TV Set loops	S74a/b	New question – Confirmation of 'STB/Other device' platform on set
4.TV Set loops	S61/63	Option text change – Remove 'with a digital signal' from aerial
4.TV Set loops	S20	Removed Sky+ question - replaced with S75
4.TV Set loops	S21	Removed Sky+HD question - replaced with S75
4.TV Set loops	S75	New question – Sky devices on set
4.TV Set loops	S38	Options re-ordered. New option of 'onto a recorded built into the TV set'
4.TV Set loops	S2	Question text change – in response 2 and 3 include mention of Blu-ray
4.TV Set loops	S51	SkyQ added
4.TV Set loops	S23,S50	References to removed questions removed from routing
4.TV Set loops	S55a, S55b, S54a, S54b, S67a, S67b, S72a, S72b, S59a, S59b	Question text change - Replaced 'receives TV' with 'receives TV programmes'
5. HH v Set validation	H121/122	New question – 'STB/Other device' platform HH check question
6. Second Household	H58-60	Moved from section 3 to section 6 and introduction added for H58
6. Second Household	H102	Introduction amended to reflect extra questions that may appear above (H58-60)
6. Second Household	H108/109	Multi Code option added for Movies/Sports
6. Second Household	H81	Removed question – Set 3D capability
6. Second Household	H110	Amazon Video/Amazon Prime/LoveFilm Added 'Disney Life' option
6. Second Household	H124	New question – Any set Ultra HD capability
9.Third Household	H49	Instruction ES and ESR only

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)
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		
[SN6=YES]		
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

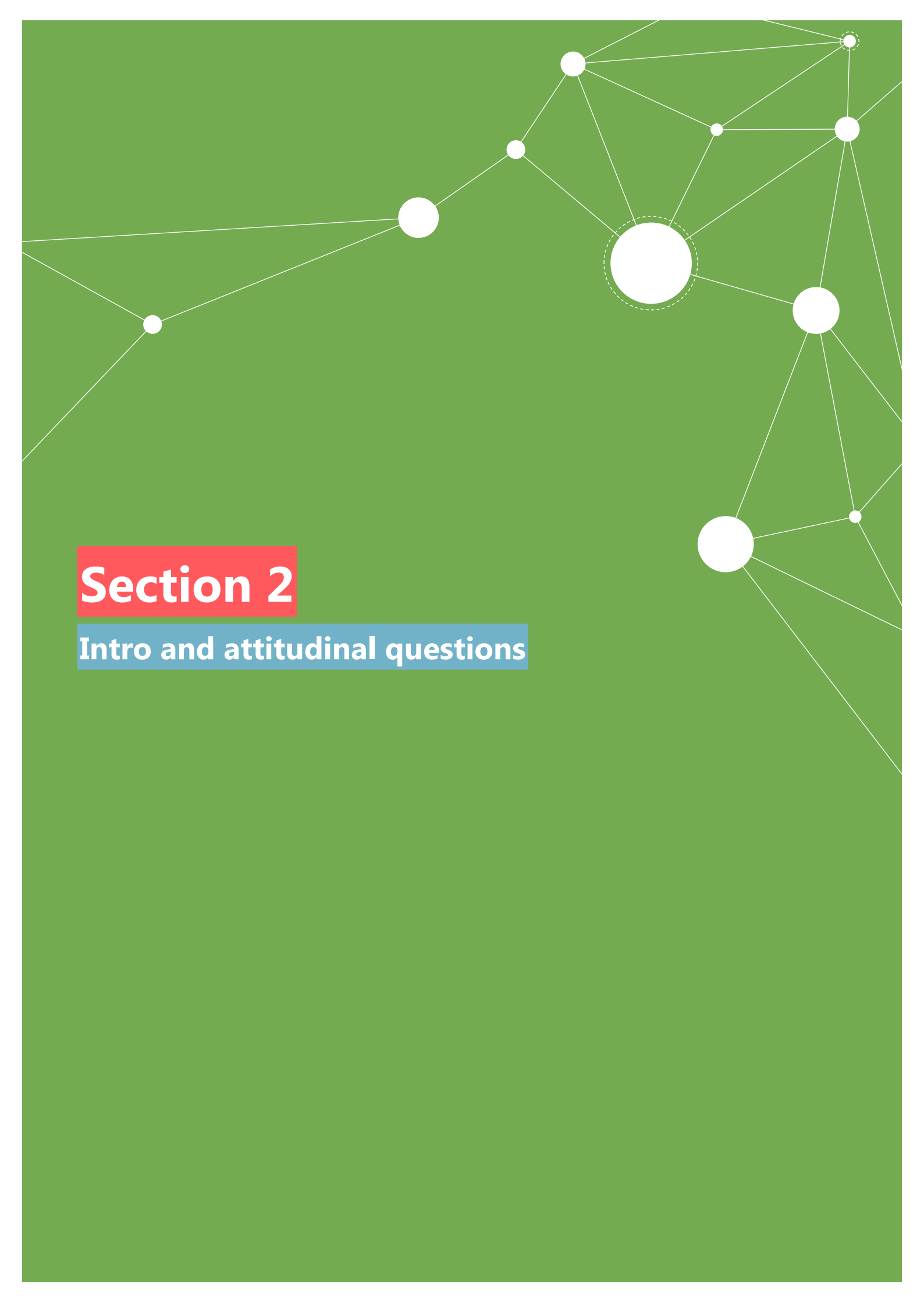
ES ONLY		
ASK IF SELF CONTAINED DWELLING		
[XMH0=CODE 1]		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two or more 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		
[XMH0=CODE2]		
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		
[XMH0, XMH1 OR XMH2 = OTHER]		
XMH3	Please give full details why this address is a multi-household.	
NOTE that all multi-households should comply with the multi-household definition updated in December 2012. We will not be able to use interviews conducted at addresses which have been incorrectly classified as multi-household.		
	WRITE IN	

ES ONLY		
ASK IF XMH3 IS NOT ASKED		
[XMH1 = CODE 1-2 or XM2 = CODE 1-3]		
XMH4	Are there any further details you can provide as to why this address is a multi-household?	
	WRITE IN	

ASK ALL		
ACC OMP	Will you be accompanied by supervisor for this interview?	SP
	Yes (Write in name of accompanier)	
	No	



Section 2

Intro and attitudinal questions

Intro and attitudinal questions

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

ESR SAMPLE ONLY	
ESR INTRO	
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 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

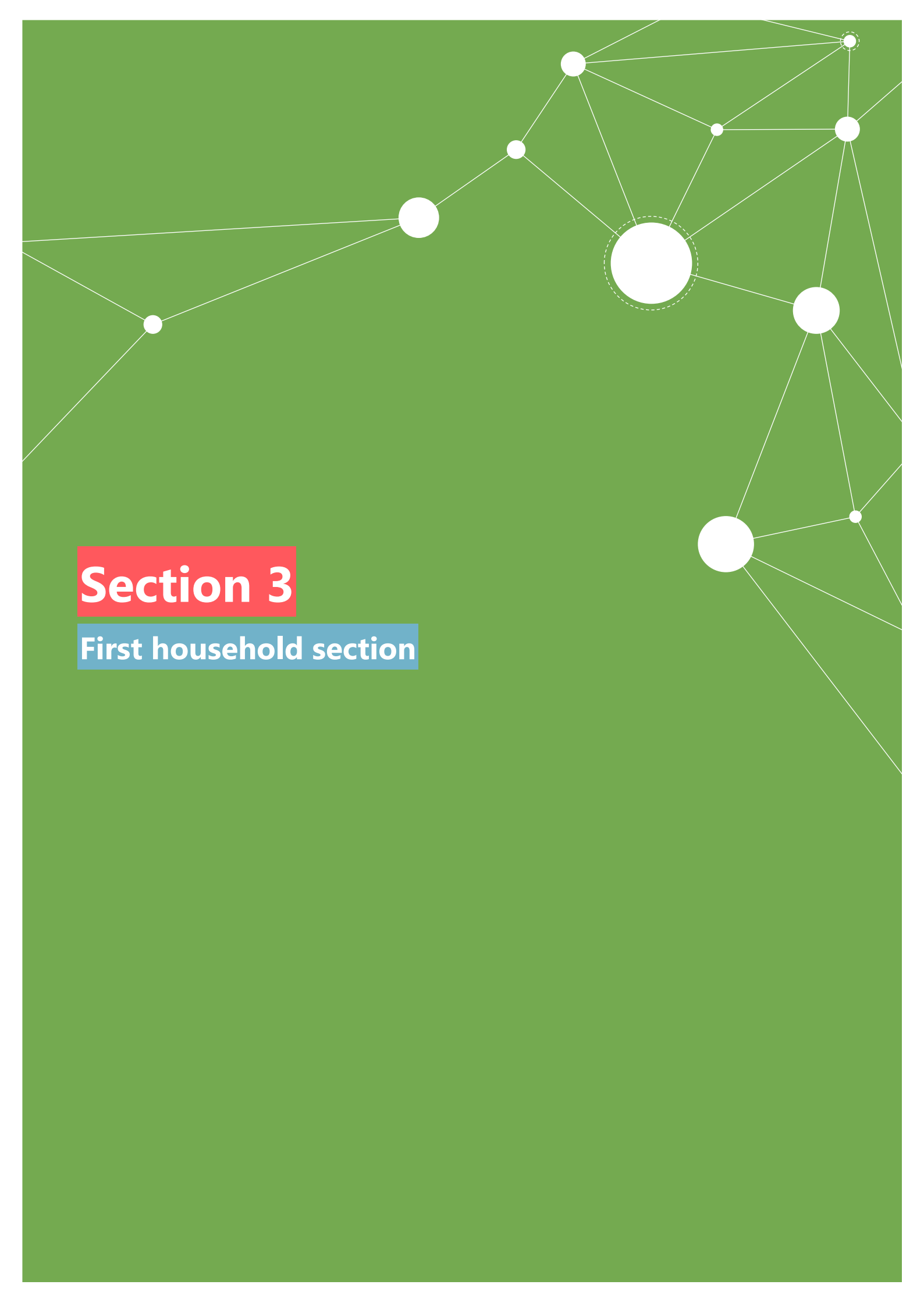
Tel and ESR intro 2 I'm going to ask you about your home, including all the people who live here and the TV equipment you have, and give you some more details about the BARB panel.

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
H123	The quality of TV programming needs to be improved	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 NOT ESR		
H61	Have you bought or acquired a TV in the past 6 months?	SP
	Yes	
	No	

ES ONLY		
ASK ALL NOT ESR		
H62	Do you intend to buy or acquire a TV in the next 6 months?	SP
	Yes	
	No	
	Don't Know	

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 using 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	

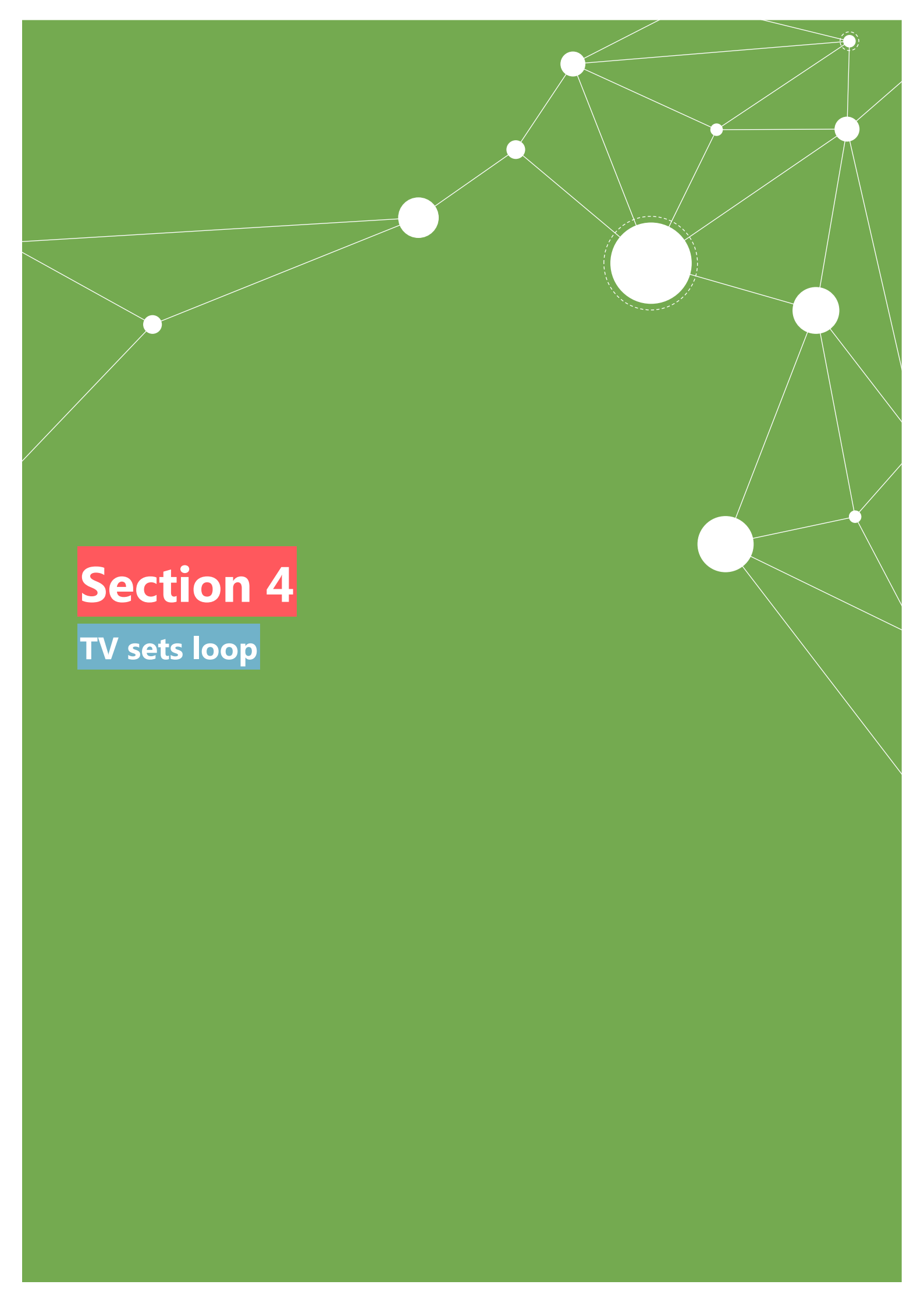
ASK IF ANY SETS IN HOME [H8>0]		
H65	Do you receive TV programmes using a satellite dish on the outside of your home? For example Freesat or Sky	SP
	Note: this would include any communal systems sometimes used in flats	
	Yes	
	No	

ASK IF ANY SETS IN HOME [H8>0]		
H66	Do you receive TV programmes using a TV aerial? This could include Freeview or YouView (<i>in NI only</i>) or Saorview	SP
	Note: This could be fixed on the outside of your home or be an indoor or set-top aerial	
	Yes	
	No	

ASK IF ANY SETS IN HOME [H8>0]		
H112	SHOW SCREEN	MP
Do you receive TV programmes on any TV sets using 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) Further Information		
ASK IF ANY SETS IN HOME [H8>0]		
H68	SHOW SCREEN	MP
Do you receive TV programmes on any TV sets using any of the following methods?		
Note: please code all that apply		
NOTE: For a more detailed explanation select further information		
INTERVIEWER: READ OUT OPTIONS:		
A 'smart TV' with its own connection to the Internet A set top box or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV By connecting the TV set to a games console By connecting the TV set to a computer, tablet or smartphone Other (Specify) None of these Further information		
ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home?	SP
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		
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	MP
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		
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?	SP
Yes No Don't know		

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 tablets? WRITE IN (0-99) (0-Max value of H51) Don't know	NUM
FORCE EDIT: SET REF AND DK TO 0		
ES ONLY NOT ESR		
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 NOT ESR	
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 NOT ESR	
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]	



Section 4

TV sets loop

TV sets loop

SUMMARY TO BE PROVIDED FOR SET LOOP

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

ADD LOCATION ONCE S3 IS ASKED:

IF 1st TV: Talking about your **main set** only, which is located in the <<INSERT S3 RESPONSE>>.

FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2nd/3rd set...” ETC AS APPLICABLE

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

S3	IF 1 set: Thinking about the television set in your home	
intro	If 2+ valid sets: Going back to ask about the television sets in your home. Thinking of each television set in turn and starting with the one that you and your household watch most often... 2+ SET: Now thinking of your <second, third, fourth etc...> TV set	
S3	SHOW SCREEN In which room in your house is this TV set? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Other bedroom Second living/dining room Study/office TV room Conservatory Attic or loft room No specific location/frequently moved Stored away Other (WRITE IN)	SP

(END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

S5	What is the screen size in inches? By that I mean the diagonal measurement across the screen NOTE: if screen size is not known, measure diagonally across the screen WRITE IN (2 digits required from 05 – 99) Don't know	NUM
-----------	---	-----

ASK IF SCREEN SIZE IS <10 INCHES

[S5 = 5–9]

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

IF NO, ROUTE BACK TO S5

CONFIRM EACH SET IN HH

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

**ASK IF 1+ SET
H8>=1**

S55a Can you confirm that this set receives TV programmes from a BT Vision or BT TV set top box? SP
IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH
 H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND H64 = NO AND H65 = NO AND H66 = NO AND H68= NONE OF THESE

Does this set receive TV programmes from a BT Vision or BT TV set top box?
IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH
 H112= BT VISION OR BT TV SET TOP BOX AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)

Yes
No

**ASK IF 1+ SET
H8>=1**

S54a Can you confirm that this set receives TV programmes from TalkTalk? SP
IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH
 H112=TALKTALK (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H68= NONE OF THESE

Does this set receive TV programmes from TalkTalk?
IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH
 H112=TALKTALK AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)

Yes
No

**ASK IF 1+ SET
H8>=1**

S67a Can you confirm that this set receives TV programmes from YouView? SP
IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH
 H112 =YOUVIEW (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE

Does this set receive TV programmes from YouView?
IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH
 H112 =YOUVIEW AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)

Yes
No

**ASK IF 1+ SET
H8>=1**

S56a Can you confirm that this set receives TV programmes by connecting the TV set to a games console? SP
IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH
 H68= GAMES CONSOLE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE

Does this set receive TV programmes by connecting the TV set to a games console?
IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH
 H68=GAMES CONSOLE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)

Yes
No

ASK IF 1+ SET**H8>=1****S72a** Can you confirm that this set receives TV programmes from Plusnet? **SP****IF PLUSNET IS THE ONLY PLATFORM CLAIM AT HH****H112 =PLUSNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE**

Does this set receive TV programmes from Plusnet?

IF PLUSNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO**PLATFORMS CLAIMED AT HH****H112 =PLUSNET AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)**

Yes

No

ASK IF 1+ SET**H8>=1****S57a** Can you confirm that this set receives TV programmes by connecting the TV set to a computer, tablet or smartphone? **SP****IF CONNECTION TO A COMPUTER OR TABLET/SMARTPHONE IS THE ONLY PLATFORM CLAIM AT HH****H68= COMPUTER/TABLET/SMARTPHONE (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H112 = NONE OF THESE**

Does this set receive TV programmes by connecting the TV set to a computer, tablet or smartphone?

IF CONNECTION TO A COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH**H68=COMPUTER/TABLET AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)**

Yes

No

ASK IF 1+ SET**H8>=1****S58a** Can you confirm that this set receives TV programmes using a 'smart TV' with its own connection to the internet? **SP****IF SMART TV WITH ITS OWN CONNECTION TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH****H68= DC TO INTERNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE**

Does this set receive TV programmes using a 'smart TV' with its own connection to the internet?

IF SMART TV WITH ITS OWN CONNECTION TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH**H68=DC TO INTERNET AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)**

Yes

No

ASK IF 1+ SET**H8>=1****S74a** Can you confirm that this set receives TV programmes using a set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV? **SP****IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH****H68= STB OR DEVICE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE**

Does this set receive TV programmes using a set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV?

IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH**H68= STB OR DEVICE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)**

Yes

No

**ASK IF 1+ SET
H8>=1**

S59a Can you confirm that this set receives TV programmes from another supplier: <H68 Other>? **SP**
IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH
H68= OTHER (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE

Does this set receive TV programmes from another supplier: <H68 Other>?
**IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR
 NO PLATFORMS CLAIMED AT HH**
H68=OTHER AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)

Yes
 No

ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET

[S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A = YES]

S60 Apart from receiving TV programmes via: **SP**
SHOW SCREEN

DISPLAY AS APPROPRIATE:
 Cable (if S10a = Yes)
 Satellite (if S11a = Yes)
 A TV Aerial (if S9a = Yes)
 BT Vision or BT TV set top box (if **S55A** = BT Vision or BT TV set top box)
 TalkTalk (if **S54A** = TalkTalk)
 Plusnet (if **S72A** = Plusnet)
 YouView (if **S67A** = YouView)
 A 'smart TV' with its own connection to the internet (if H68 = internet)
 A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now
 TV, Apple TV (if H68=STB/other device)
 Connecting the TV set to a games console (if **S56A/B** = games console)
 Connecting the TV set to a computer, tablet or smartphone (if **S57A/B** = computer)
 Another TV supplier (H68 verbatim) (if **S59A** = other)

Are there any other methods this set can use to receive TV programmes?

Yes GO TO S61
 No GO TO S24

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 MP Which other methods can you use to receive TV programmes on this set? SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a=YES AND H64=YES Satellite CODE S11a=YES AND H65=YES An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box (ROUTE ON ANY AERIAL) CODE S9a=YES, S14b=SEPARATE BOX, H66=YES An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception (ROUTE ON ANY AERIAL) CODE S9a=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 TalkTalk CODE S54a =YES AND H112=TALKTALK Plusnet CODE S72a =YES AND H112=PLUSNET YouView CODE S67a =YES AND H112=YOUVIEW A 'smart TV' with its own connection to the internet CODE S58a =YES AND H68 = INTERNET A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV CODE S74a =YES AND H68=STB/DEVICE By connecting the TV set to a games console CODE S56a =YES AND H68=CONSOLE By connecting the TV set to a computer, tablet or smartphone CODE S57a =YES AND H68=COMPUTER Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a None of these Don't know
POST-CAPI RECODE H66-H68 AS DETAILED	
ASK IF NO PLATFORM CLAIMED ON SET NONE OF (S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A =YES]	
S62	ASK IF NO PLATFORM CLAIMED ON SET SP 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

ASK IF NO PLATFORMS CLAIMED ON SET [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=YES AND H64=YES Satellite CODE S11a=YES AND H65=YES An aerial (known as Freeview (in NI only) or Saorview) and a separate box CODE S9a=YES, S14=SEPARATE BOX, H66=YES An aerial (known as Freeview (in NI only) or Saorview) and built-in reception CODE S9a=YES, S14=BUILT IN, H66=YES BT Vision or BT TV set top box CODE S55a =YES AND H112= BT VISION OR BT TV SET TOP BOX TalkTalk CODE S54a=YES AND H112=TALKTALK Plusnet CODE S72a =YES AND H112=PLUSNET YouView CODE S67a =YES AND H112 =YOUVIEW A 'smart TV' with its own connection to the internet CODE S58a=YES, AND H68 = INTERNET A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV CODE S74a=YES AND H68=STB/DEVICE By connecting the TV set to a games console CODE S56a=YES AND H68=CONSOLE By connecting the TV set to a computer, tablet or smartphone CODE S57a =YES AND H68=COMPUTER Another TV supplier (Specify) CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN Don't know
POST-CAPI RECODE H66-H68 AS DETAILED	

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF CABLE CLAIM ON SET [S10A = YES OR S61 = CABLE OR S63 = CABLE]		
S24	SHOW SCREEN (IF S9a, S11a, S55a, S54a, S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have said this set is able to receive TV services via cable. Can the cable box be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo. NOTE: For a more detailed explanation select further information Yes – V+ Yes – TiVo Yes – but not sure which type of box No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF CABLE CLAIM ON SET [S10A = YES OR S61 = CABLE OR S63 = CABLE]		
S53	SHOW SCREEN I would now like to ask you about High Definition television or HD. Do you receive HD channels via cable TV? NOTE: For a more detailed explanation select further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF SATELLITE CLAIM ON SET [S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]		
S69	SHOW SCREEN (IF S10a, S9a, S55a, S54a, S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have said this set is able to receive TV services via satellite Do you receive your satellite TV services via Sky? Yes – via Sky with subscription Yes – via Sky without subscription No Don't know	SP
ASK IF SATELLITE CLAIM ON SET [S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]		
S68	SHOW SCREEN In addition to Sky, (If S69=code 1 or 2) Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP

ASK IF SATELLITE CLAIM ON SET*[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]***S70 SHOW SCREEN**

SP

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

FORCE EDIT: IF NO OR DK AT S68 AND S69 AND S70, SET S70 TO OTHER PROVIDER**ASK IF SKY AND FREESAT CLAIM ON SET***[S69+S68 = YES (code 1 or 2)]***S71 SHOW SCREEN**

SP

[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

**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)]***S75 SHOW SCREEN**

MP

Which of the following Sky set top boxes are connected to this set?

NOTE: For a more detailed explanation select further information

SkyQ

Sky+HD

Sky+

Other Sky box

Don't know which type of box

Further information

ASK IF FREESAT IS SATELLITE PROVIDER [S68 = FREESAT (CODE 1 OR 2)]		
S22	SHOW SCREEN	SP
Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes. NOTE: For a more detailed explanation 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	SHOW SCREEN	SP
(IF S53 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 [S9A = YES OR S61 = AERIAL OR S63 = AREIAL]		
S25	SHOW SCREEN	SP
(IF S10A, S11A OR OR ANY OF S54a-TO S59a or S67a or S72a or S74a= 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 [S9A = YES OR S61 = AERIAL OR S63 = AREIAL]		
S50	SHOW SCREEN	SP
(IF S53 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 [S67A = YES OR S54A = YES OR S55A = YES OR S72A = YES]	
S73	<u>SHOW SCREEN</u> MP You have said this set is able to receive TV services via YouView (IF S67a=Yes) TalkTalk (IF S54a=Yes) BT Vision or BT TV (IF S55a=Yes) Plusnet (IF S72a=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	(S75 = SkyQ OR S75 = Sky+ HD OR S75 = Sky+ -OR S22 = 1 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet SP Apart from the (S75=1) SkyQ box S20=1(S75=2) Sky+ HD box S21=1(S75=3) Sky+ box (S22=1) Freesat+ box (S24=1) Cable, V+ or TiVo box (S25=1) Freeview (<i>in NI only</i>) or Saorview recorder (S73= YouView) YouView box (S73= TalkTalk) TalkTalk box (S73= BT) BT Vision or BT TV box (S73= Plusnet) Plusnet box Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1 or S73=YouView or S73= TalkTalk or S73= BT or S73= Plusnet> equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know

ASK IF ANOTHER RECORDER CLAIMED*[S51=YES]***S38** **SHOW SCREEN** MP

In which ways do the recorders connected or built-in to this set record and store TV programmes?

- On to a recorder built into the TV set
- On to a separate digital video recorder
- On to DVD or Blu-ray discs
- On to Video Tapes
- Other (specify)
- None of these
- Don't know

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. SPThis player will **NOT** be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.

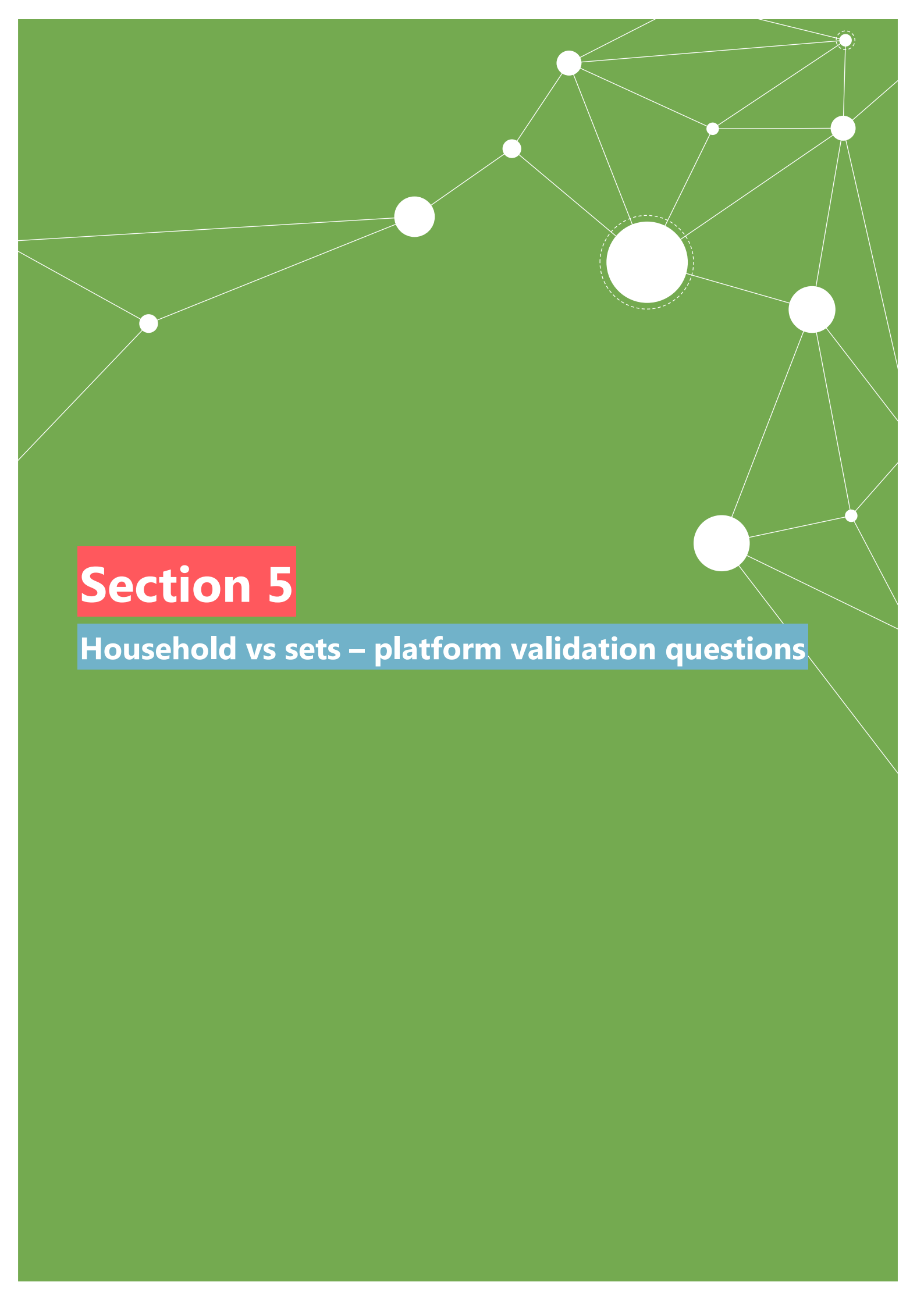
- Yes
- No
- Don't know

FORCE EDIT: SET DK TO NO**ASK FOR ANY SET WITH NO PLATFORM CLAIMS***[S62 = YES]***S2** **SHOW SCREEN** SP

Which of these best describes this television set?

- Temporarily out of order
- Used only with a games console, computer or DVD or Blu-ray player
- Working but never used
- Permanently out of order

REPEAT ABOVE FOR ALL TV SETS



Section 5

Household vs sets – platform validation questions

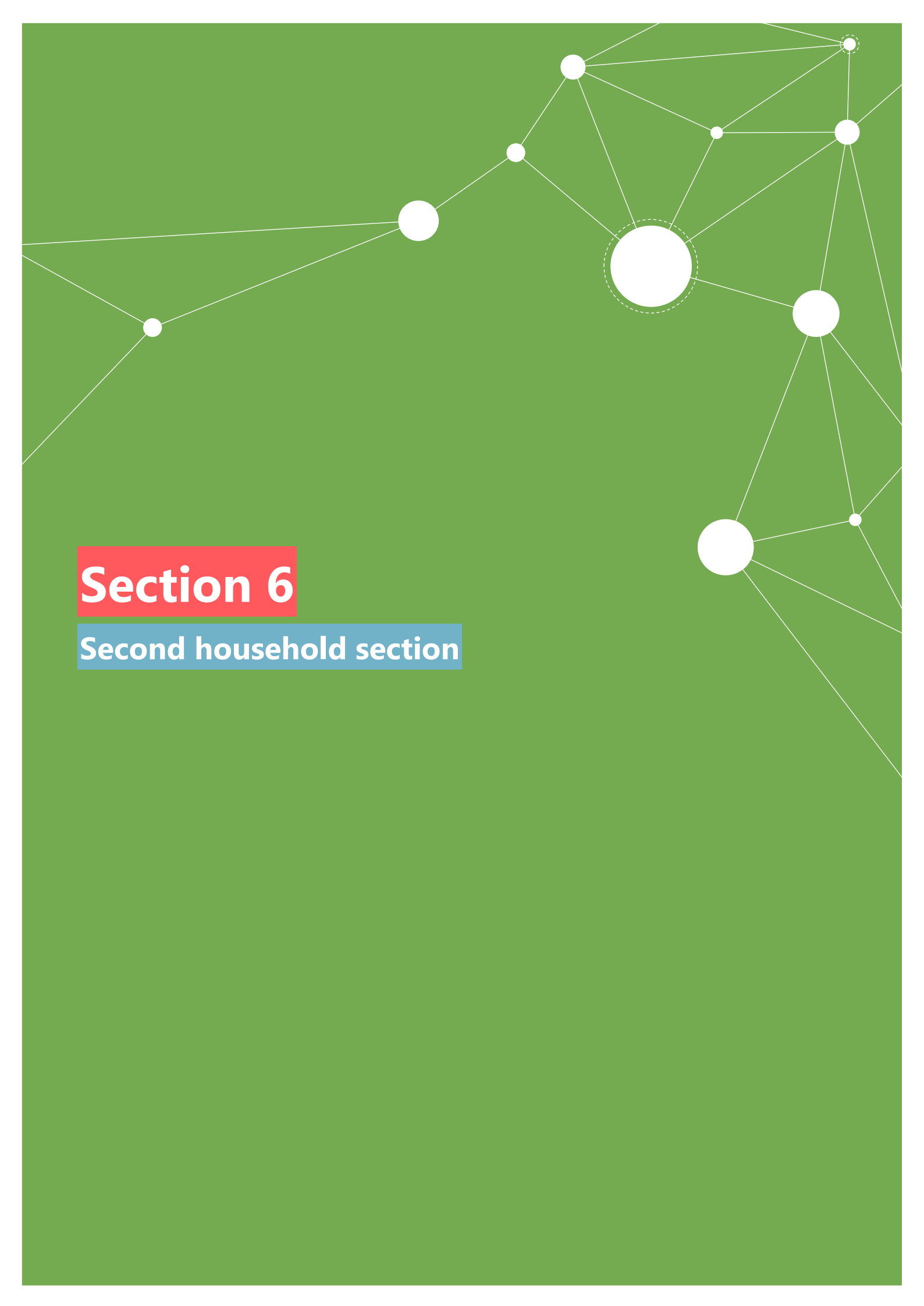
Household vs Sets – platform validation questions

FOR 2+ SETS AT H8		
ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL [H64=YES AND S10A=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 S10A 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 S11A=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 S11A 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) AND S9A=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,		
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 S9A 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,		

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 S55A=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?	SP
	Yes No	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?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9 None of these Don't know	RECODE S55A FOR EACH SET
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR BT		
ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112= TALKTALK AND S54A=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?	SP
	Yes No	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?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9 None of these Don't know	RECODE S54A FOR EACH SET
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR TALKTALK		
ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 =YOUVIEW AND S67A=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?	SP
	Yes No	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?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9 None of these Don't know	RECODE S67A FOR EACH SET
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 S72A=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?	SP
	Yes No	ASK H100
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR PLUSNET		

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?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 RECODE S72A FOR EACH SET	
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR PLUSNET		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL [H68=GAMES CONSOLE AND S56A=NO (FOR ALL SETS)]		
H93	You said that your household was able to access TV programmes by connecting the TV set to a Games Console but no set has a Games Console claimed. Are you able to access TV programmes by connecting the TV set to a Games Console?	SP
	Yes ASK H94	
	No CLEAR H68 RESPONSE FOR CONSOLE	
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR CONSOLE		
ASK IF GAMES CONSOLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H93=YES]		
H94	Which of the sets you have mentioned receives TV programmes by connecting the TV set to a Games Console?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 RECODE S56A FOR EACH SET	
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR CONSOLE		
ASK IF COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH LEVEL AND NO COMPUTER/TABLET/SMARTPHONE CLAIMED AT SET LEVEL [H68=COMPUTER/TABLET/SMARTPHONE AND S57A=NO (FOR ALL SETS)]		
H95	You said that your household was able to access TV programmes by connecting the TV set to a computer, tablet or smartphone but no set has a computer claimed. Are you able to access TV programmes on any of your TV sets by connecting a computer/tablet or smartphone?	SP
	Yes ASK H96	
	No	
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR COMPUTER		
ASK IF COMPUTER/TABLET/SMARTPHONE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H95=YES]		
H96	Which of the sets you have mentioned receives TV programmes by connecting the TV set to a computer, tablet or smartphone?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 RECODE S57A FOR EACH SET	
	None of these	
	Don't know	
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 S58A=NO (FOR ALL SETS)]		
H97	You said that your household was able to access TV programmes using a 'smart TV' with its own connection to the internet but no set has a 'smart TV' with its own connection to the internet claimed. Are you able to access TV programmes using a 'smart TV' with its own connection to the internet?	SP
	Yes ASK H98	
	No	
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR SMART TV		

ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H97=YES]		
H98	Which of the sets you have mentioned receives TV programmes using 'smart TV' with its own connection to the internet? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S58A FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR SMART TV		
ASK IF STB/OTHER DEVICE CLAIMED AT HH LEVEL AND NO STB/OTHER DEVICE CLAIMED AT SET LEVEL [H68= STB/OTHER DEVICE AND S74A=NO (FOR ALL SETS)]		
H121	You said that your household was able to access TV programmes using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV, but no set has a set top box or other device claimed. Are you able to access TV programmes using a set top box or other device which allows you to connect to the internet? Yes ASK H100 No	SP
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE		
ASK IF STB/OTHER DEVICE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H121=YES]		
H122	Which of the sets you have mentioned receives TV programmes using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 RECODE S74A FOR EACH SET None of these Don't know	MP
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE		



Section 6

Second household section

Second household section

ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 > 0]	
H58 intro	DO NOT INCLUDE INTRO IF COME DIRECTLY FROM H73 Earlier you said that you had <insert number of devices from H73> devices that you use to watch TV via the internet
H58	<u>SHOW SCREEN</u> SP How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know
ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 > 0]	
H59	<u>SHOW SCREEN</u> SP How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know
ES ONLY NOT ESR	
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 > 0]	
H60	<u>SHOW SCREEN</u> SP How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know

ES ONLY NOT ESR	
ASK ALL	
H102	SHOW SCREEN MP
Thinking about your TV viewing in general (IF H73=0) Now thinking about other ways of watching TV programmes (IF H73>0) (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 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	
ES ONLY NOT ESR	
ASK IF SKY – WITH SUBSCRIPTION	
<i>[S69 = CODE 1]</i>	
H108	SHOW SCREEN
Does your Sky TV subscription include any premium Sky Movies or Sky Sports channels? - Yes - Sky Movies (MP) - Yes - Sky Sports (MP) - Yes - both Sky Movies and Sky Sports (SP) - No (SP) - Don't know (SP) FORCE EDIT: IF SKY MOVIES AND SKY SPORTS, SET TO BOTH	
ES ONLY NOT ESR	
ASK IF CABLE	
<i>[S10a/b = CODE 1]</i>	
H109	SHOW SCREEN
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 (MP) - Yes - Sky Sports (MP) - Yes - both Sky Movies and Sky Sports (SP) - No (SP) - Don't know (SP) FORCE EDIT: IF SKY MOVIES AND SKY SPORTS, SET TO BOTH	
ES ONLY NOT ESR	
ASK ALL	
H110	SHOW SCREEN MP
Do you, or does anyone in your household, subscribe to any of the following ...? - Amazon Video/Amazon Prime/LoveFilm - Netflix - NowTV - Xbox Live - Disney Life - None of these - Don't know	

ES ONLY NOT ESR		
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 NOT ESR		
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 NOT ESR		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES		
[S56A=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 NOT ESR		
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 NOT ESR		
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 NOT ESR	
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 SMART TV OR VIA A GAMES CONSOLE OR VIA A COMPUTER OR TABLET OR SMARTPHONE OR SEPARATE STB/OTHER DEVICE) [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 DVD/BLU-RAY AND S58A NOT = YES AND S56A NOT = YES AND S57 NOT = YES AND S74 NOT = YES AND H54 NOT = TO CONNECT TO THE INTERNET]	
H78	<u>SHOW SCREEN</u> (If cable, BT, TalkTalk, Youview or Plusnet) In addition to your (IF Cable HH) Cable connection (IF BT HH) BT Vision or BT TV connection (IF TALKTALK HH) TalkTalk connection (IF YOUVIEW HH) YouView connection (IF PLUSNET HH) Plusnet 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 'smart TV' with its own connection to the internet or using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV NOTE: For a more detailed explanation select further information Yes No Don't know Further Information SP
FORCE EDIT: SET TO YES IF SET LEVEL CLAIM ON RELEVANT PLATFORM IF 'A SMART TV WITH IT'S OWN CONNECTION TO THE INTERNET' (S58A = YES): CODE H78 = YES IF 'BY CONNECTING THE TV TO A GAMES CONSOLE' (S56A = YES): CODE H78 = YES IF 'BY CONNECTING THE TV TO A COMPUTER/TABLET/SMARTPHONE' (S57A = YES): CODE H78 = YES IF 'A SET TOP BOX OR OTHER DEVICE WHICH ALLOWS YOU TO CONNECT TO THE INTERNET' (S74A = YES): CODE H78 = YES IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES	

ES ONLY NOT ESR

ASK IF ANY SET CONNECTED TO THE INTERNET AND NO SET RECIEVES TV PROGRAMMES VIA A SMART TV, VIA A CONNECTION TO A GAMES CONSOLE OR VIA CONNECTION TO A COMPUTER OR TABLET OR SMARTPHONE OR SEPARATE STB/OTHER DEVICE) (THEN SKIP TO H81)

[H78 = YES AND S58A NOT = YES AND S56A NOT = YES AND S57 NOT = YES AND S74 NOT = YES AND H54NOT = TO WATCH TV PROGS]

H79 SHOW SCREEN

If cable, BT, TalkTalk, Youview or Plusnet) In addition to your

IF Cable HH) Cable connection

(IF BT HH) BT Vision or BT TV connection

(IF TALKTALK HH) TalkTalk connection

(IF YOUVIEW HH) YouView connection

(IF PLUSNET HH) Plusnet 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 'smart TV' with its own connection to the internet or using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV

NOTE: For a more detailed explanation select further information

A 'smart TV' with its own connection to the internet

A set top box or other device which allows you to connect to the internet, e.g.

Amazon Fire, Now TV, Apple TV

By connecting the TV set to a games console

By connecting the TV set to a computer, tablet or smartphone

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

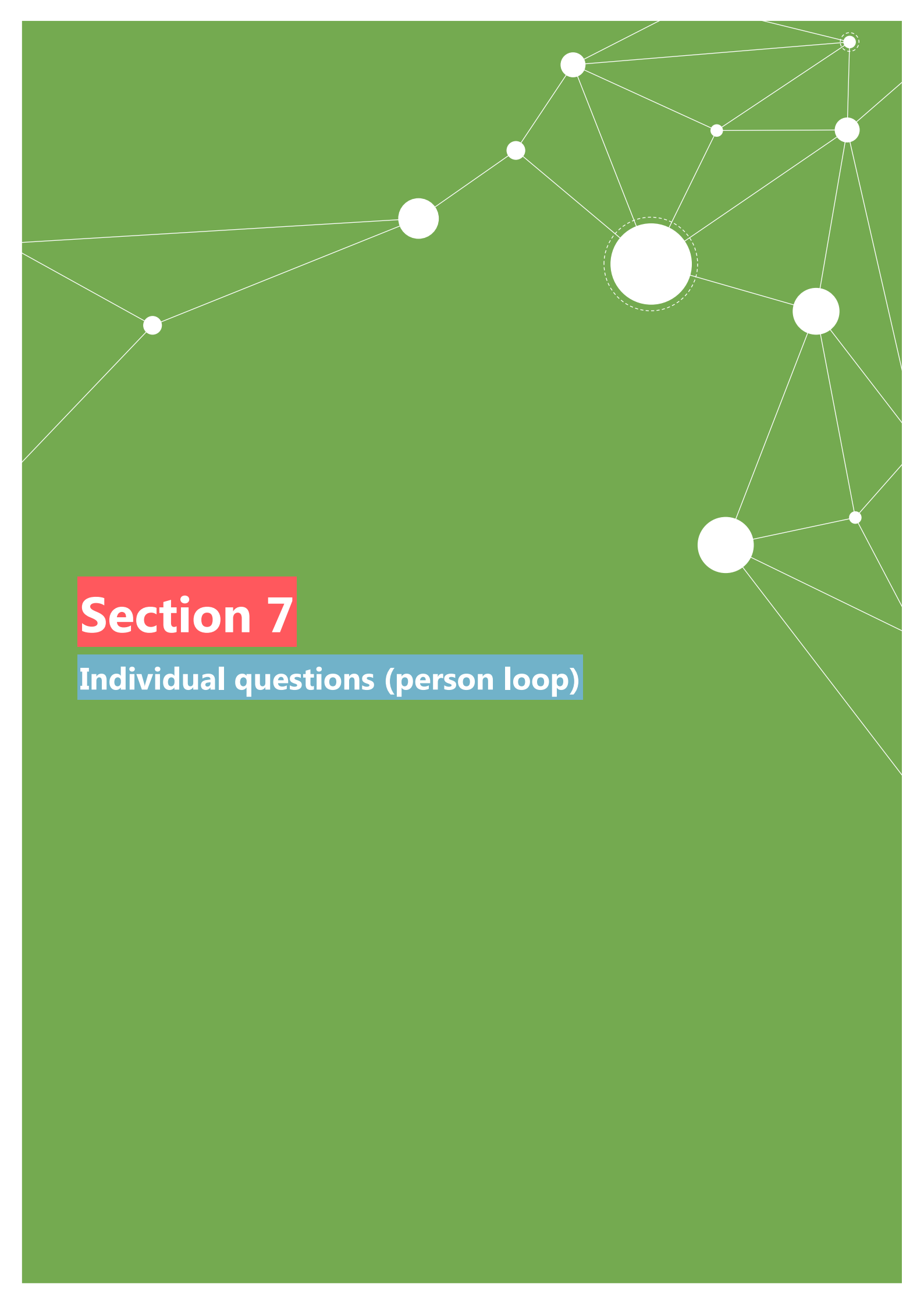
Another device that connects to the internet (Specify)

Further Information

MP

ES ONLY NOT ESR	
ASK IF ANY SET CONNECTED	
'SMART TV WITH ITS OWN CONNECTION TO THE INTERNET (S58A=YES) 'BY CONNECTING THE TV SET TO A GAMES CONSOLE (S56A=YES OR H54 = CODE 2) 'BY CONNECTING THE TV SET TO A COMPUTER/TABLET/SMARTPHONE (S57A=YES) 'A SET TOP BOX OR OTHER DEVICE WHICH ALLOWS YOU TO CONNECT TO THE INTERNET, e.g. AMAZON FIRE, NOW TV, APPLE TV (S74A=YES)	
H80	<u>SHOW SCREEN</u> You have said that your TV set receives TV programmes by: (ANY SET: S57A=YES) Connecting to a computer, tablet or smartphone. (ANY SET: S56A=YES OR H54 = CODE 2) Connecting the TV set to a games console (ANY SET: S58A=YES) Using its own connection to the Internet, i.e. it's a 'smart TV' (ANY SET: S74=YES) Using a set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV (Single internet platform claim) In addition to this and your (Multiple internet platform claims) In addition to these and your (IF Cable HH) Cable connection (IF BT HH) BT Vision or BT TV connection (IF TALKTALK HH) TalkTalk connection (IF YOUVIEW HH) YouView connection (IF Plusnet HH) Plusnet 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 'smart TV' with its own connection to the Internet REMOVE IF H68 = CODE 1 MP A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV REMOVE IF H68 = CODE 2 By connecting the TV set to a computer, tablet or smartphone REMOVE IF H68 = CODE 4 By connecting the TV set to a games console REMOVE IF H68 = CODE 3 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 Further Information

ES ONLY NOT ESR	
ASK IF ANY SET IN HOME	
H124	<u>SHOW SCREEN</u> SP (Single Set HH) Is your TV set capable of showing TV programmes in Ultra High Definition or 4K? (Multi Set HH) Are any of your TV sets capable of showing TV programmes in Ultra High Definition or 4K? NOTE: For a more detailed explanation select further information Yes No Don't know Further Information



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? **SP**

Yes
No
Don't know

ASK IF GAELIC SPEAKER**[P13=YES]**

P14 **SHOW SCREEN** **SP**

How well do you (**IF RESPONDENT**) / does this person (**IF NOT RESPONDENT**) speak Gaelic?

Understand, speak, write and read Gaelic EXTREMELY WELL
Understand, speak, write and read Gaelic QUITE WELL
Understand, speak, write and read A LITTLE Gaelic
Can understand and speak SOME Gaelic
Can understand A LITTLE Gaelic
Don't know

ASK ALL

P15 **SHOW SCREEN** **SP**

Are your (**IF RESPONDENT**) their (**IF NOT RESPONDENT**) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Note: Please include any health problems related to old age

Yes – limited a lot
Yes – limited a little
No
Refused

ASK ALL

P16 **SHOW SCREEN** **SP**

Which of these ethnic backgrounds do you consider **yourself** (**IF RESPONDENT**) **this person** (**IF NOT RESPONDENT**) to belong to?

White

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy or Irish Traveller
- Any other White background (specify)

Mixed/multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed/multiple ethnic background (specify)

Asian/Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background (specify)

Black/African/Caribbean/Black British

- African
- Caribbean
- Any other African/Caribbean background (specify)

Any other ethnic background

- Arab
- Any other ethnic group (specify)

Refused (Code from list to continue)

ASK IF ANY OTHER WHITE BACKGROUND AT P16

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

ASK IF ANY OTHER ASIAN BACKGROUND AT P16

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

ES ONLY NOT ESR**ASK IF NOT AGED 1, 2 or 3 [AT P3]****P17 (RESPONDENT [LOOP 1] ONLY)**

Intro1 The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.

P17 (TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)**Intro2 (IF AGE AT P3 = 4-15 OR P4 IS UNDER 16)**

Again I'm going to ask about ownership of a mobile phone.

Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question please say 'Refused'.

P17 SHOW SCREEN

(IF RESPONDENT) Do you have your own mobile phone?

(IF NOT RESPONDENT) Does this person have their own mobile phone?

Yes

No

Don't know

Refused

ES ONLY**ASK IF OWN A MOBILE PHONE**

[P17=YES]

P18 SHOW SCREEN

(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes?

(IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes?

INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE.

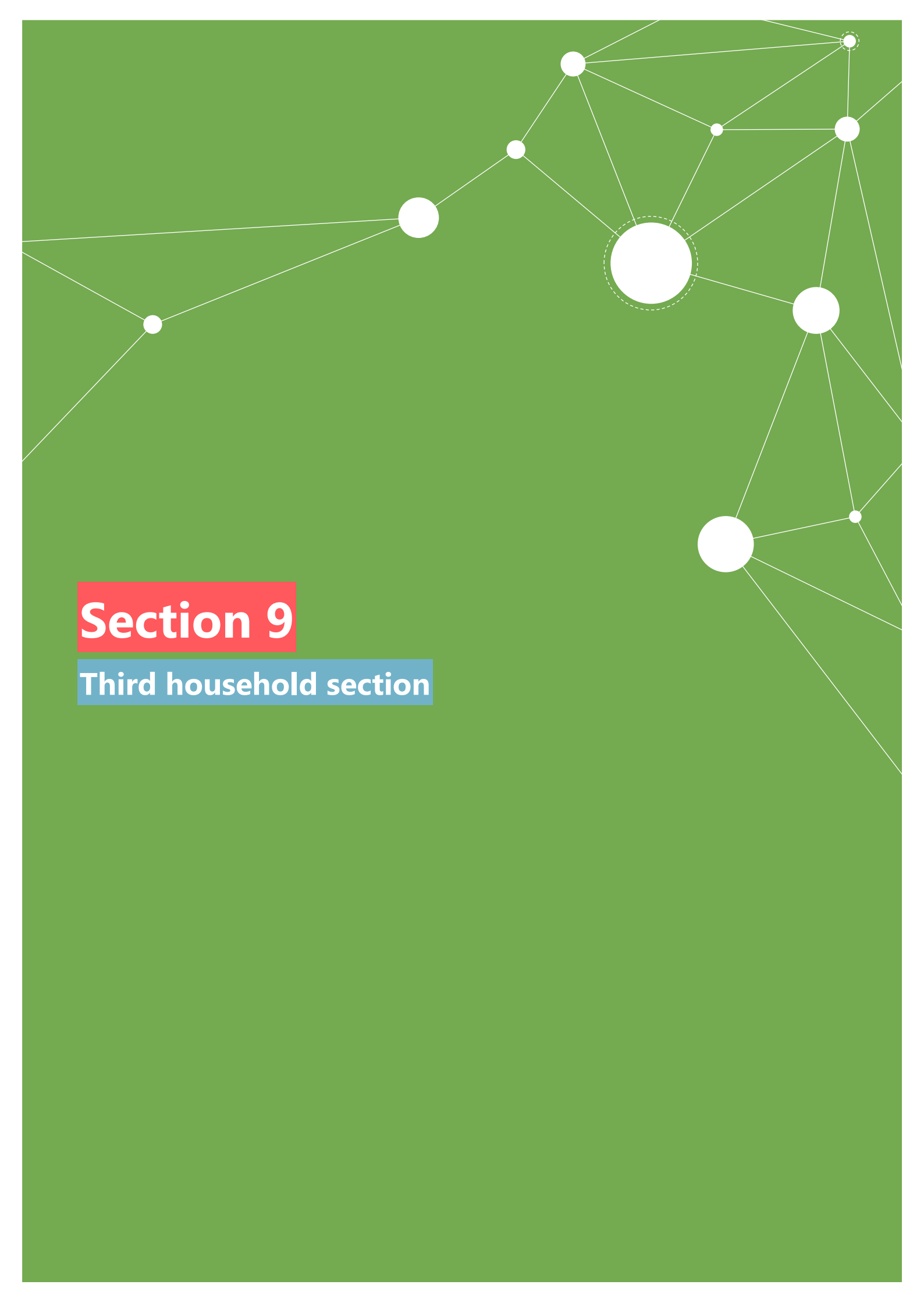
Yes

No

Don't know

Refused

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS



Section 9

Third household section

Third household section

ASK IF MULTI PERSON HH [H55>1]		
H25	Thinking about all the people in your household...	
Intro		
ASK IF WELSH SPEAKER IN THE HOME [ANY PERSON CODE 1,2,3 or 4 AT P12]		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD)		
What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)		
Welsh		
English		
Welsh and English equally		
Welsh and other language other than English (equally)		
Other		
Don't know		
ES ONLY NOT ESR		
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 NOT ESR		
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 NOT ESR		
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>	SP
Which is the main language Spoken in your household?		
English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Other (Specify)		
ASK ALL		
H27	<u>SHOW SCREEN</u>	MP
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		
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?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
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?	MP
This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		

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

ASK ALL		
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know	SP
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H43	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications? NOTE: (Apprenticeships, professional qualifications, degrees, diplomas, etc...) WRITE IN Don't know Refused	
ASK IF CIE IS RETIRED [P9= RETIRED]		
H104	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT 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	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP If Yes at H104 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
ASK IF CIE IS RETIRED [P9= RETIRED]	
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP 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
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 EMPLOYMENT [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
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). SP 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

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS <i>[H32 = MORE THAN 6 MONTHS]</i>		
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? Yes No Don't know	SP
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? Landline Mobile telephone Both Other Don't know Refused	MP (SP)
ES AND ESR ONLY - TEL SAMPLE: PULL THROUGH FROM ECS		
WITH ANY TELEPHONE [AT H48]		
H49	What is the Telephone number, including the National Dialling (STD) code, of the household's main phone or mobile connection? NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number WRITE IN Refused	
ASK ALL		
TEL AND ESR SAMPLE: DO NOT ASK IF "Named individual" WAS SELECTED IN TEL INTRO (P.7)		
INFN	RECORD: RESPONDENTS NAME (IN FULL) PLEASE TYPE TITLE (MR/MRS/MISS) FIRST NAME SURNAME FOR EXAMPLE: mr john practice WRITE IN Don't know Refused	

ASK ALL

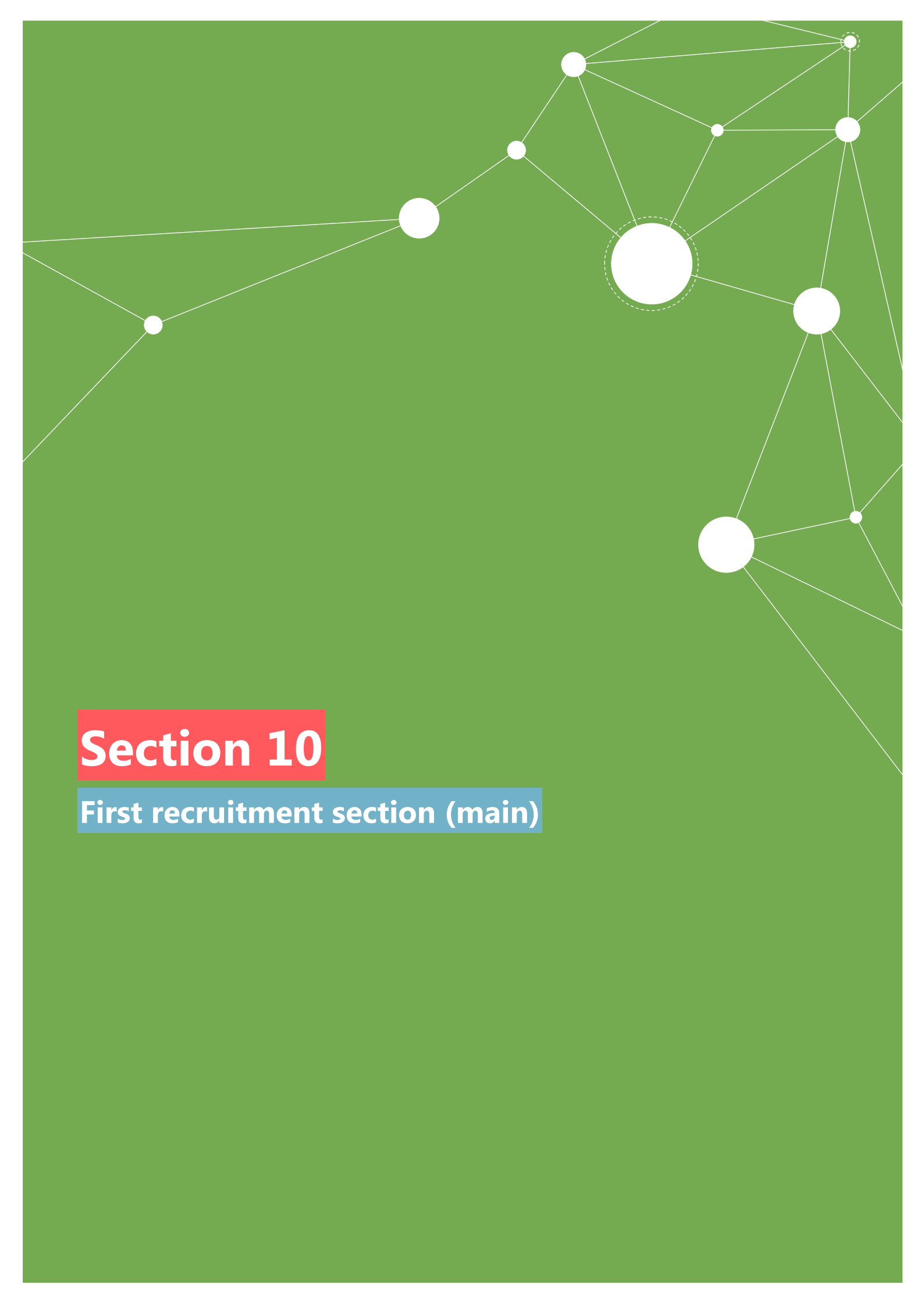
ADD 2016 Can I ask you to confirm that I have your correct address details?
 DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION
 Yes
 No – amend address

ES ONLY NOT ESR**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 NOT ESR**ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT**

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



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</i> <i>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 NOT ESR		
From the answers you have given to me today I'd like to ask if your household would consider joining BARB's TV viewing panel.		
ASK ALL IF SELECTED FOR RECRUITMENT		
R2	BARB provides audience figures to TV broadcasters in order to give people like you the kind of programmes you want to watch. To help them they need to know how many people watch in general, what programmes and channels they watch and when they watch. They do this with a panel of homes around the country which represent a range of different ages and backgrounds. The task is simple and each household member would receive regular rewards for taking part. I'd like to explain a bit more about the panel and what's involved and then ask if your household would be interested in joining. This will take another 10 minutes or so but you will be under no obligation to say yes at the end of it. Is it okay to continue? Yes No - not interested (exit recruitment)	SP
ASK IF YES AT R2		
R3	I'm going to show you a short film which explains what you would need to do. I can then answer any questions you might have. INTERVIEWER NOTE: IF REQUIRED EXPLAIN THAT IT IS BEST FOR ALL HH MEMBERS PRESENT TO HEAR THE EXPLANATION OF THE PANEL REQUIREMENTS SHOW VIDEO Confirm video and leaflets shown Yes No (exit recruitment)	SP

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

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

Start of recruitment person loop

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

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

ASK IF 2+ PERSON HH**R10 FOR PERSON 2-9 ONLY** SP**INTERVIEWER PLEASE CODE:**

Is this person present in the room and have they been participating in the questionnaire and recruitment?

By this we mean has the person:

- Been listening to the questions?
- Watched the video / looked at the printed materials?
- Commented on any aspect of the interview?
- Given answers to any of the questions

Yes

No

End of recruitment person loop / start of recruitment computer loop**ASK FOR ALL COMPUTERS IDENTIFIED AT H51****FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4****ASK IF H51>0****R13 HH WITH 1 COMPUTER/TABLET:****intro** I'd now like to ask some more questions about the computer / tablet in your household**HH WITH 2+ COMPUTERS/TABLETS:****COMPUTER 1:**

I'd now like to ask some more questions about each of the computers / tablets in your household.

Starting with the first one...

COMPUTER/TABLET 2, 3, 4 ETC.

Now thinking about your second, third, fourth computer/tablet...

**ASK IF ANY COMPUTER CLAIMED AT H51 AND NOT ALL COMPUTERS ARE TABLETS
[H51>0 AND H101 NOT = H51]****R13 SHOW SCREEN** SP

Which of the following best describes this computer?

Tablet

Laptop or Notebook computer

Desktop computer

Other (please specify)

Don't know

IF H101 = H51 SET TO TABLET**ASK FOR ALL COMPUTERS AT H51****R14 SHOW SCREEN** SP

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

ASK FOR ALL COMPUTERS AT H51**R15 SHOW SCREEN** SP

Who is the manufacturer of the computer/tablet?

Acer

Advent

Amazon

Apple

Archus

Asus

Compaq

Dell

Google

Hewlett Packard (HP)

HTC

Huawei

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 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 and ESR Sample**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. NUM

NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number

WRITE IN

Refused – (go to R19c)

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? SP

Yes (go to R19b)

No (exit recruitment) - (go to R32)

ASK ALL

R20a Do you have an alternative landline or mobile number that we can use to contact you? SP

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

ASK IF R20a = YES

R20b What is this 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

ASK ALL

R21a Do you have an email address that we can use to contact you? SP

Yes

No

ASK IF R21a = YES

R21b Could I please record your email address? NUM

WRITE IN

ASK ALL

R21c **SHOW SCREEN** SP

Can you confirm this is the correct email address?

Yes (correct email address)

No

IF NO RE-ENTER R21b**ASK ALL**

R22 Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation in the BARB service is not disclosed to any other person or organisation. SP

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

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	MP
	All household members present Parental agreement for younger children provided Revisit necessary (SP)	

ASK ALL**IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS:
PERSON NO, TITLE, FORENAME, SURNAME**

R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS - REVISIT/RECALL from you to confirm all HH members are happy to proceed (IF REVISIT NECESSARY CODED AT R22 OR R23) - RECALL/REVISIT from you to confirm missing DOB for HH members (IF ANY PERSON CODED DK AT R7a) - VALIDATION PROCESS: You will be contacted by telephone by Ipsos in the next few days to confirm the details provided and that you have agreed to participate on the panel. Your phone may not recognise this number but we will need to speak to you to confirm that you want to proceed before we can pass your details on. - INSTALLATION DATE ARRANGED: once we have spoken to you and confirmed that you are happy to proceed the details you have provided will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
R24	INTERVIEWER: PLEASE CODE ALL THAT APPLY IN THE CHECKLIST BELOW Shown video of panel task Explained the incentives offered for taking part Left recruitment materials Explained telephone call from Ipsos MORI to confirm participation	MP

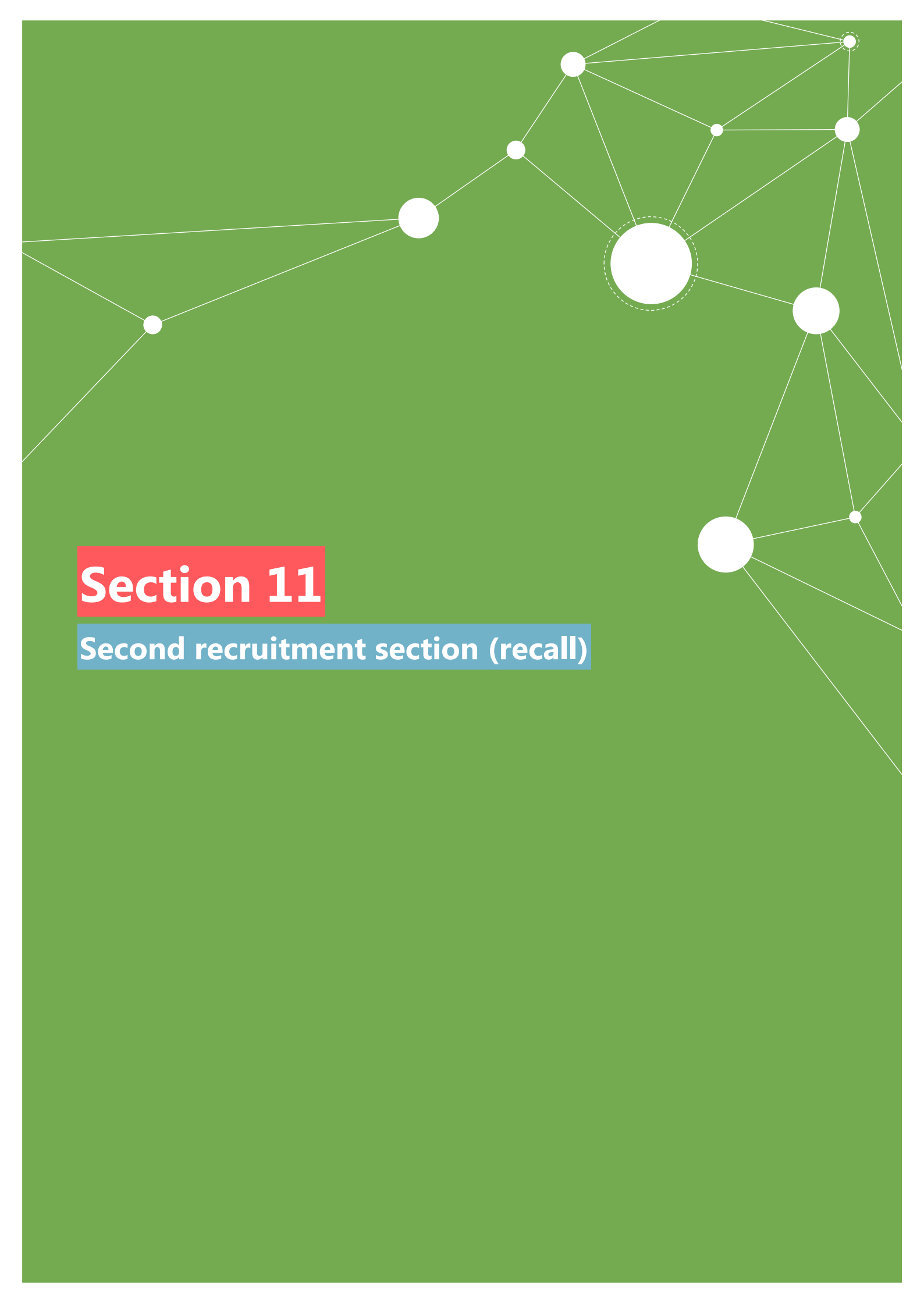
ASK IF R18b = NO

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

ASK IF R2=NO OR R3=NO OR R4=NO OR R22=NO

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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 11

Second recruitment section (recall)

Second recruitment section (revisit) (recall permitted if agreed by RC)
To be used for those requiring a revisit at R22/R23

ACCESS VIA ECS – INTERVIEWER TO CONFIRM:

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

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

ASK ALL REQUIRING REVISIT/RECALL

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

ASK IF R7a exit routed in during main interview

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

intro IF ONE PERSON WITH MISSING DOB DETAILS

There is 1 person that we still need details for

IF 2+ PEOPLE WITH MISSING DOB DETAILS

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

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

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

Yes

No (exit recruitment) - (go to R34)

~~IF NO AT R30b EXIT RECRUITMENT~~

ASK IF YES AT R30b

R30	LOOP FOR PERSON 2-9 (RECORD PERSON NO)	SP
	Can you tell me the month and year they were born?	
	Jan May Sep Feb Jun Oct Mar Jul Nov Apr Aug Dec	
	Don't Know	
	YYYY	NUM
	Don't know	

IF R30 = DK

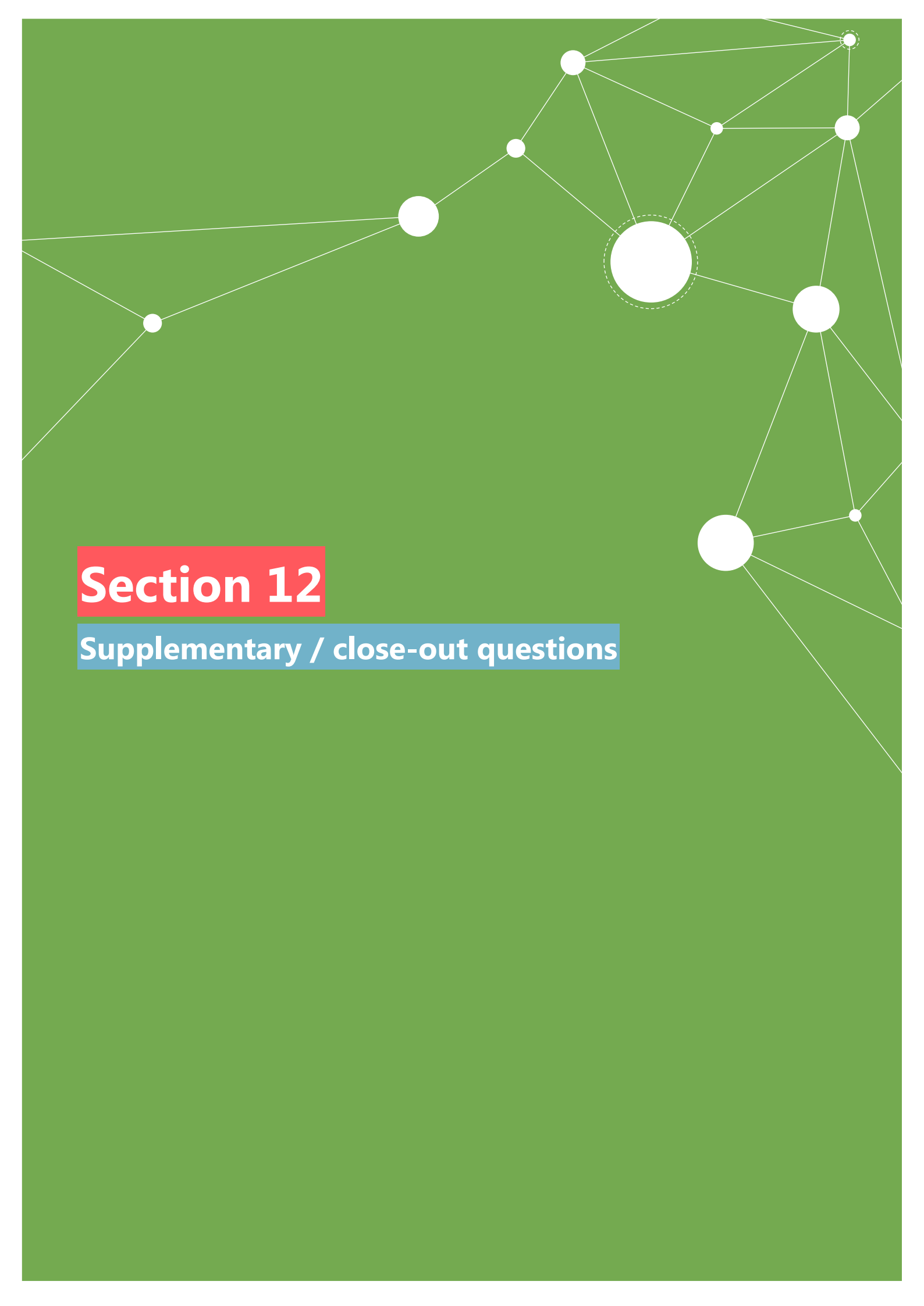
REVREF	RECRUITMENT REFUSED – INTERVIEW WILL END AND CANNOT BE RESUMED	SP
---------------	--	----

ASK IF R22=REVISIT NECESSARY OR R23=REVISIT NECESSARY

R27	INTERVIEWER NOTE: PLEASE CONFIRM CONSENT FROM THE HOUSEHOLD HAS BEEN RECEIVED	SP
	Yes	
	No (exit recruitment) - (go to R34)	

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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 12

Supplementary / close-out questions

Supplementary / close out questions

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

END OF CLOSE OUT QUESTIONS