

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

Jan 2016 to Dec 2016



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

January - December 2016

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

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

Introduction

Page 2

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

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 3

DATA PERIOD: ANNUAL
January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%H (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
AB	6989	6705	2903	1118	4798	2166	2632	6655
%V	25.0%	25.1%	26.5%	27.0%	24.7%	26.6%	23.3%	28.2%
%H (All HH)		95.9%	41.5%	16.0%	68.7%	31.0%	37.7%	95.2%
%H (TV HH)			43.3%	16.7%	71.6%	32.3%	39.3%	
C1	8029	7600	3209	1253	5494	2444	3050	7210
%V	28.7%	28.5%	29.3%	30.3%	28.3%	30.0%	27.0%	30.5%
%H (All HH)		94.7%	40.0%	15.6%	68.4%	30.4%	38.0%	89.8%
%H (TV HH)			42.2%	16.5%	72.3%	32.2%	40.1%	
C2	5371	5211	2259	831	3842	1769	2073	4596
%V	19.2%	19.5%	20.7%	20.1%	19.8%	21.7%	18.4%	19.5%
%H (All HH)		97.0%	42.1%	15.5%	71.5%	32.9%	38.6%	85.6%
%H (TV HH)			43.4%	15.9%	73.7%	33.9%	39.8%	
D	4479	4234	1666	604	3049	1167	1882	3398
%V	16.0%	15.9%	15.2%	14.6%	15.7%	14.3%	16.7%	14.4%
%H (All HH)		94.5%	37.2%	13.5%	68.1%	26.1%	42.0%	75.9%
%H (TV HH)			39.3%	14.3%	72.0%	27.6%	44.4%	
E	3099	2926	898	333	2235	592	1643	1746
%V	11.1%	11.0%	8.2%	8.0%	11.5%	7.3%	14.6%	7.4%
%H (All HH)		94.4%	29.0%	10.7%	72.1%	19.1%	53.0%	56.3%
%H (TV HH)			30.7%	11.4%	76.4%	20.2%	56.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 4

DATA PERIOD: ANNUAL
January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%V (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
Under 25	1217	971	338	132	620	215	405	1146
%V	4.4%	3.6%	3.1%	3.2%	3.2%	2.6%	3.6%	4.9%
%H (All HH)		79.8%	27.8%	10.8%	50.9%	17.7%	33.3%	94.2%
%H (TV HH)			34.8%	13.6%	63.9%	22.1%	41.7%	
25 - 34	4306	3902	1774	605	2386	1047	1339	4144
%V	15.4%	14.6%	16.2%	14.6%	12.3%	12.9%	11.9%	17.6%
%H (All HH)		90.6%	41.2%	14.1%	55.4%	24.3%	31.1%	96.2%
%H (TV HH)			45.5%	15.5%	61.1%	26.8%	34.3%	
35 - 44	4632	4390	2177	784	2877	1534	1344	4443
%V	16.6%	16.5%	19.9%	18.9%	14.8%	18.8%	11.9%	18.8%
%H (All HH)		94.8%	47.0%	16.9%	62.1%	33.1%	29.0%	95.9%
%H (TV HH)			49.6%	17.9%	65.5%	34.9%	30.6%	
45 - 54	5434	5268	2388	978	3768	1858	1910	5103
%V	19.4%	19.7%	21.8%	23.6%	19.4%	22.8%	16.9%	21.6%
%H (All HH)		96.9%	43.9%	18.0%	69.3%	34.2%	35.1%	93.9%
%H (TV HH)			45.3%	18.6%	71.5%	35.3%	36.3%	
55 - 64	4650	4539	1885	761	3497	1592	1904	4089
%V	16.6%	17.0%	17.2%	18.4%	18.0%	19.6%	16.9%	17.3%
%H (All HH)		97.6%	40.5%	16.4%	75.2%	34.2%	40.9%	87.9%
%H (TV HH)			41.5%	16.8%	77.0%	35.1%	41.9%	
65 +	7728	7606	2373	880	6270	1892	4378	4678
%V	27.6%	28.5%	21.7%	21.3%	32.3%	23.2%	38.8%	19.8%
%H (All HH)		98.4%	30.7%	11.4%	81.1%	24.5%	56.7%	60.5%
%H (TV HH)			31.2%	11.6%	82.4%	24.9%	57.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 5

DATA PERIOD: ANNUAL
January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%H (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
1	8712	8085	2210	955	6314	1517	4797	5540
%V	31.2%	30.3%	20.2%	23.1%	32.5%	18.6%	42.5%	23.5%
%H (All HH)		92.8%	25.4%	11.0%	72.5%	17.4%	55.1%	63.6%
%H (TV HH)			27.3%	11.8%	78.1%	18.8%	59.3%	
2	9541	9221	3894	1423	6852	3041	3811	8582
%V	34.1%	34.6%	35.6%	34.4%	35.3%	37.4%	33.8%	36.4%
%H (All HH)		96.6%	40.8%	14.9%	71.8%	31.9%	39.9%	89.9%
%H (TV HH)			42.2%	15.4%	74.3%	33.0%	41.3%	
3	4307	4145	2064	759	2847	1566	1280	4165
%V	15.4%	15.5%	18.9%	18.3%	14.7%	19.2%	11.3%	17.6%
%H (All HH)		96.2%	47.9%	17.6%	66.1%	36.4%	29.7%	96.7%
%H (TV HH)			49.8%	18.3%	68.7%	37.8%	30.9%	
4	3651	3543	1833	680	2351	1376	975	3598
%V	13.1%	13.3%	16.8%	16.4%	12.1%	16.9%	8.6%	15.2%
%H (All HH)		97.0%	50.2%	18.6%	64.4%	37.7%	26.7%	98.5%
%H (TV HH)			51.7%	19.2%	66.4%	38.8%	27.5%	
5+	1755	1683	933	324	1055	639	417	1718
%V	6.3%	6.3%	8.5%	7.8%	5.4%	7.9%	3.7%	7.3%
%H (All HH)		95.9%	53.2%	18.5%	60.1%	36.4%	23.8%	97.9%
%H (TV HH)			55.4%	19.3%	62.7%	38.0%	24.8%	
Average HH size	2.32	2.33	2.62	2.55	2.25	2.61	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

Page 6

DATA PERIOD: ANNUAL
January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%H (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
Without	20830	19751	7349	2906	14957	5688	9270	16655
%V	74.5%	74.0%	67.2%	70.2%	77.0%	69.9%	82.2%	70.6%
%H (All HH)		94.8%	35.3%	14.0%	71.8%	27.3%	44.5%	80.0%
%H (TV HH)			37.2%	14.7%	75.7%	28.8%	46.9%	
With	7137	6926	3586	1235	4461	2451	2010	6948
%V	25.5%	26.0%	32.8%	29.8%	23.0%	30.1%	17.8%	29.4%
%H (All HH)		97.0%	50.2%	17.3%	62.5%	34.3%	28.2%	97.4%
%H (TV HH)			51.8%	17.8%	64.4%	35.4%	29.0%	
0 - 3	2695	2580	1346	411	1595	826	769	2598
%V	9.6%	9.7%	12.3%	9.9%	8.2%	10.1%	6.8%	11.0%
%H (All HH)		95.7%	49.9%	15.3%	59.2%	30.6%	28.5%	96.4%
%H (TV HH)			52.2%	15.9%	61.8%	32.0%	29.8%	
4 - 9	3686	3582	1898	631	2237	1244	993	3587
%V	13.2%	13.4%	17.4%	15.2%	11.5%	15.3%	8.8%	15.2%
%H (All HH)		97.2%	51.5%	17.1%	60.7%	33.7%	26.9%	97.3%
%H (TV HH)			53.0%	17.6%	62.5%	34.7%	27.7%	
10 - 15	3287	3224	1701	626	2150	1269	881	3224
%V	11.8%	12.1%	15.6%	15.1%	11.1%	15.6%	7.8%	13.7%
%H (All HH)		98.1%	51.7%	19.0%	65.4%	38.6%	26.8%	98.1%
%H (TV HH)			52.8%	19.4%	66.7%	39.4%	27.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 7

DATA PERIOD: ANNUAL

January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%H (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
1	10855	10855	3424	1415	7155	1516	5639	8375
%V	38.8%	40.7%	31.3%	34.2%	36.8%	18.6%	50.0%	35.5%
%H (All HH)		100.0%	31.5%	13.0%	65.9%	14.0%	51.9%	77.2%
%H (TV HH)			31.5%	13.0%	65.9%	14.0%	51.9%	
2	8848	8848	3812	1427	6604	3020	3583	7577
%V	31.6%	33.2%	34.9%	34.5%	34.0%	37.1%	31.8%	32.1%
%H (All HH)		100.0%	43.1%	16.1%	74.6%	34.1%	40.5%	85.6%
%H (TV HH)			43.1%	16.1%	74.6%	34.1%	40.5%	
3	4277	4277	2137	778	3419	2027	1391	3983
%V	15.3%	16.0%	19.5%	18.8%	17.6%	24.9%	12.3%	16.9%
%H (All HH)		100.0%	50.0%	18.2%	79.9%	47.4%	32.5%	93.1%
%H (TV HH)			50.0%	18.2%	79.9%	47.4%	32.5%	
4	1783	1783	1008	348	1456	999	457	1736
%V	6.4%	6.7%	9.2%	8.4%	7.5%	12.3%	4.1%	7.4%
%H (All HH)		100.0%	56.5%	19.5%	81.7%	56.0%	25.6%	97.4%
%H (TV HH)			56.5%	19.5%	81.7%	56.0%	25.6%	
5+	913	913	554	172	785	575	209	900
%V	3.3%	3.4%	5.1%	4.2%	4.0%	7.1%	1.9%	3.8%
%H (All HH)		100.0%	60.7%	18.8%	86.0%	63.0%	22.9%	98.6%
%H (TV HH)			60.7%	18.8%	86.0%	63.0%	22.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 8

DATA PERIOD: ANNUAL
January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%V (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
Under 20"	4191	4191	1702	612	3528	1651	1877	3533
%V	15.0%	15.7%	15.6%	14.8%	18.2%	20.3%	16.6%	15.0%
%H (All HH)		100.0%	40.6%	14.6%	84.2%	39.4%	44.8%	84.3%
%H (TV HH)			40.6%	14.6%	84.2%	39.4%	44.8%	
20" - 29"	8511	8511	3411	1326	6911	3136	3774	7060
%V	30.4%	31.9%	31.2%	32.0%	35.6%	38.5%	33.5%	29.9%
%H (All HH)		100.0%	40.1%	15.6%	81.2%	36.8%	44.3%	83.0%
%H (TV HH)			40.1%	15.6%	81.2%	36.8%	44.3%	
30" - 39"	13579	13579	5660	2198	10197	4553	5644	11600
%V	48.6%	50.9%	51.8%	53.1%	52.5%	55.9%	50.0%	49.1%
%H (All HH)		100.0%	41.7%	16.2%	75.1%	33.5%	41.6%	85.4%
%H (TV HH)			41.7%	16.2%	75.1%	33.5%	41.6%	
40" and over	14964	14964	7444	2622	10454	5646	4808	13816
%V	53.5%	56.1%	68.1%	63.3%	53.8%	69.4%	42.6%	58.5%
%H (All HH)		100.0%	49.7%	17.5%	69.9%	37.7%	32.1%	92.3%
%H (TV HH)			49.7%	17.5%	69.9%	37.7%	32.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 9

DATA PERIOD: ANNUAL

January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%H (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
Main living room	26377	26377	10852	4105	19225	8085	11139	22316
%V	94.3%	98.9%	99.2%	99.2%	99.0%	99.3%	98.8%	94.5%
%H (All HH)		100.0%	41.1%	15.6%	72.9%	30.7%	42.2%	84.6%
%H (TV HH)			41.1%	15.6%	72.9%	30.7%	42.2%	
Kitchen	3120	3120	1538	415	2678	1480	1198	2763
%V	11.2%	11.7%	14.1%	10.0%	13.8%	18.2%	10.6%	11.7%
%H (All HH)		100.0%	49.3%	13.3%	85.8%	47.4%	38.4%	88.6%
%H (TV HH)			49.3%	13.3%	85.8%	47.4%	38.4%	
Adult's bedroom	12007	12007	5727	2143	9379	5203	4176	10844
%V	42.9%	45.0%	52.4%	51.8%	48.3%	63.9%	37.0%	45.9%
%H (All HH)		100.0%	47.7%	17.8%	78.1%	43.3%	34.8%	90.3%
%H (TV HH)			47.7%	17.8%	78.1%	43.3%	34.8%	
Child's bedroom	2330	2330	1323	461	1665	1114	551	2292
%V	8.3%	8.7%	12.1%	11.1%	8.6%	13.7%	4.9%	9.7%
%H (All HH)		100.0%	56.8%	19.8%	71.5%	47.8%	23.6%	98.4%
%H (TV HH)			56.8%	19.8%	71.5%	47.8%	23.6%	
Other bedroom	1753	1753	926	316	1425	889	536	1653
%V	6.3%	6.6%	8.5%	7.6%	7.3%	10.9%	4.8%	7.0%
%H (All HH)		100.0%	52.8%	18.0%	81.3%	50.7%	30.6%	94.3%
%H (TV HH)			52.8%	18.0%	81.3%	50.7%	30.6%	
Second living/dining room	2588	2588	1271	472	2066	1190	876	2340
%V	9.3%	9.7%	11.6%	11.4%	10.6%	14.6%	7.8%	9.9%
%H (All HH)		100.0%	49.1%	18.2%	79.8%	46.0%	33.8%	90.4%
%H (TV HH)			49.1%	18.2%	79.8%	46.0%	33.8%	
Study/office	418	418	230	61	336	206	130	407
%V	1.5%	1.6%	2.1%	1.5%	1.7%	2.5%	1.2%	1.7%
%H (All HH)		100.0%	55.0%	14.6%	80.4%	49.3%	31.1%	97.4%
%H (TV HH)			55.0%	14.6%	80.4%	49.3%	31.1%	
TV room	235	235	132	45	180	119	61	229
%V	0.8%	0.9%	1.2%	1.1%	0.9%	1.5%	0.5%	1.0%
%H (All HH)		100.0%	56.2%	19.1%	76.6%	50.6%	26.0%	97.4%
%H (TV HH)			56.2%	19.1%	76.6%	50.6%	26.0%	
Conservatory	607	607	324	97	507	310	197	565
%V	2.2%	2.3%	3.0%	2.3%	2.6%	3.8%	1.7%	2.4%
%H (All HH)		100.0%	53.4%	16.0%	83.5%	51.1%	32.5%	93.1%
%H (TV HH)			53.4%	16.0%	83.5%	51.1%	32.5%	
Attic or loft room	65	65	36	15	46	31	15	63
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	55.4%	23.1%	70.8%	47.7%	23.1%	96.9%
%H (TV HH)			55.4%	23.1%	70.8%	47.7%	23.1%	
No specific location	42	42	15	9	35	16	19	40
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	35.7%	21.4%	83.3%	38.1%	45.2%	95.2%
%H (TV HH)			35.7%	21.4%	83.3%	38.1%	45.2%	
Other	292	292	165	44	241	155	86	283
%V	1.0%	1.1%	1.5%	1.1%	1.2%	1.9%	0.8%	1.2%
%H (All HH)		100.0%	56.5%	15.1%	82.5%	53.1%	29.5%	96.9%
%H (TV HH)			56.5%	15.1%	82.5%	53.1%	29.5%	

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

Page 10

DATA PERIOD: ANNUAL
January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%V (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
Any DSAT provider	10935	10935	10935	236	6100	6100	0	10121
%V	39.1%	41.0%	100.0%	5.7%	31.4%	74.9%	0.0%	42.9%
%H (All HH)			100.0%	2.2%	55.8%	55.8%	0.0%	92.6%
%H (TV HH)			100.0%	2.2%	55.8%	55.8%	0.0%	
Sky with subscription	8891	8891	8891	126	4987	4987	0	8336
%V	31.8%	33.3%	81.3%	3.0%	25.7%	61.3%	0.0%	35.3%
%H (All HH)			100.0%	1.4%	56.1%	56.1%	0.0%	93.8%
%H (TV HH)			100.0%	1.4%	56.1%	56.1%	0.0%	
Sky without subscription	707	707	707	30	350	350	0	588
%V	2.5%	2.7%	6.5%	0.7%	1.8%	4.3%	0.0%	2.5%
%H (All HH)			100.0%	4.2%	49.5%	49.5%	0.0%	83.2%
%H (TV HH)			100.0%	4.2%	49.5%	49.5%	0.0%	
Freesat	1241	1241	1241	59	755	755	0	1132
%V	4.4%	4.7%	11.3%	1.4%	3.9%	9.3%	0.0%	4.8%
%H (All HH)			100.0%	4.8%	60.8%	60.8%	0.0%	91.2%
%H (TV HH)			100.0%	4.8%	60.8%	60.8%	0.0%	
Other satellite provider	688	688	688	50	381	381	0	636
%V	2.5%	2.6%	6.3%	1.2%	2.0%	4.7%	0.0%	2.7%
%H (All HH)			100.0%	7.3%	55.4%	55.4%	0.0%	92.4%
%H (TV HH)			100.0%	7.3%	55.4%	55.4%	0.0%	
DCAB	4140	4140	236	4140	2169	2169	0	3871
%V	14.8%	15.5%	2.2%	100.0%	11.2%	26.6%	0.0%	16.4%
%H (All HH)			5.7%	100.0%	52.4%	52.4%	0.0%	93.5%
%H (TV HH)			5.7%	100.0%	52.4%	52.4%	0.0%	
DTT	19418	19418	6100	2169	19418	8139	11280	15907
%V	69.4%	72.8%	55.8%	52.4%	100.0%	100.0%	100.0%	67.4%
%H (All HH)		100.0%	31.4%	11.2%	100.0%	41.9%	58.1%	81.9%
%H (TV HH)			31.4%	11.2%	100.0%	41.9%	58.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 11

DATA PERIOD: ANNUAL
January - December 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	27966	26677	10935	4140	19418	8139	11280	23604
%H (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
PVR	16905	16905	9548	3622	11182	7256	3926	15625
%V	60.4%	63.4%	87.3%	87.5%	57.6%	89.2%	34.8%	66.2%
%H (All HH)		100.0%	56.5%	21.4%	66.1%	42.9%	23.2%	92.4%
%H (TV HH)			56.5%	21.4%	66.1%	42.9%	23.2%	
DVDR	621	621	235	97	504	213	291	523
%V	2.2%	2.3%	2.1%	2.3%	2.6%	2.6%	2.6%	2.2%
%H (All HH)		100.0%	37.8%	15.6%	81.2%	34.3%	46.9%	84.2%
%H (TV HH)			37.8%	15.6%	81.2%	34.3%	46.9%	
VCR	353	353	117	40	304	108	196	245
%V	1.3%	1.3%	1.1%	1.0%	1.6%	1.3%	1.7%	1.0%
%H (All HH)		100.0%	33.1%	11.3%	86.1%	30.6%	55.5%	69.4%
%H (TV HH)			33.1%	11.3%	86.1%	30.6%	55.5%	
Any recorder	17252	17252	9593	3643	11490	7287	4202	15837
%V	61.7%	64.7%	87.7%	88.0%	59.2%	89.5%	37.3%	67.1%
%H (All HH)		100.0%	55.6%	21.1%	66.6%	42.2%	24.4%	91.8%
%H (TV HH)			55.6%	21.1%	66.6%	42.2%	24.4%	
Receives HDTV (via STB or built-in reception)	17476	17476	8373	3524	12571	6788	5782	16042
%V	62.5%	65.5%	76.6%	85.1%	64.7%	83.4%	51.3%	68.0%
%H (All HH)		100.0%	47.9%	20.2%	71.9%	38.8%	33.1%	91.8%
%H (TV HH)			47.9%	20.2%	71.9%	38.8%	33.1%	
DVD/Blu-ray player or recorder	19027	19027	8209	3127	13994	6478	7516	16821
%V	68.0%	71.3%	75.1%	75.5%	72.1%	79.6%	66.6%	71.3%
%H (All HH)		100.0%	43.1%	16.4%	73.5%	34.0%	39.5%	88.4%
%H (TV HH)			43.1%	16.4%	73.5%	34.0%	39.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2016

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	27966	26677	10935	4140	19418	8139	11280	23604
%H (All HH)		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	84.4%
%H (TV HH)			41.0%	15.5%	72.8%	30.5%	42.3%	
Has broadband internet	23604	22570	10121	3871	15907	7623	8285	23604
%V	84.4%	84.6%	92.6%	93.5%	81.9%	93.7%	73.4%	100.0%
%H (All HH)		95.6%	42.9%	16.4%	67.4%	32.3%	35.1%	100.0%
%H (TV HH)			44.8%	17.2%	70.5%	33.8%	36.7%	
Number of computers (PCs and laptops)								
0	5182	4870	1156	392	4006	728	3278	1151
%V	18.5%	18.3%	10.6%	9.5%	20.6%	8.9%	29.1%	4.9%
%H (All HH)		94.0%	22.3%	7.6%	77.3%	14.0%	63.3%	22.2%
%H (TV HH)			23.7%	8.0%	82.3%	14.9%	67.3%	
1	7328	6903	2617	1043	4934	1807	3126	7063
%V	26.2%	25.9%	23.9%	25.2%	25.4%	22.2%	27.7%	29.9%
%H (All HH)		94.2%	35.7%	14.2%	67.3%	24.7%	42.7%	96.4%
%H (TV HH)			37.9%	15.1%	71.5%	26.2%	45.3%	
2	6638	6383	2924	1044	4519	2178	2341	6593
%V	23.7%	23.9%	26.7%	25.2%	23.3%	26.8%	20.8%	27.9%
%H (All HH)		96.2%	44.0%	15.7%	68.1%	32.8%	35.3%	99.3%
%H (TV HH)			45.8%	16.4%	70.8%	34.1%	36.7%	
3	3876	3733	1822	676	2614	1425	1189	3865
%V	13.9%	14.0%	16.7%	16.3%	13.5%	17.5%	10.5%	16.4%
%H (All HH)		96.3%	47.0%	17.4%	67.4%	36.8%	30.7%	99.7%
%H (TV HH)			48.8%	18.1%	70.0%	38.2%	31.9%	
4	2321	2246	1087	461	1586	903	683	2318
%V	8.3%	8.4%	9.9%	11.1%	8.2%	11.1%	6.1%	9.8%
%H (All HH)		96.8%	46.8%	19.9%	68.3%	38.9%	29.4%	99.9%
%H (TV HH)			48.4%	20.5%	70.6%	40.2%	30.4%	
5+	2621	2542	1329	524	1759	1097	662	2614
%V	9.4%	9.5%	12.2%	12.7%	9.1%	13.5%	5.9%	11.1%
%H (All HH)		97.0%	50.7%	20.0%	67.1%	41.9%	25.3%	99.7%
%H (TV HH)			52.3%	20.6%	69.2%	43.2%	26.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	53453	24526	8918	40685	20769	19916	47291
%H		45.9%	16.7%	76.1%	38.9%	37.3%	88.5%
Under 20"	5213	2175	762	4422	2143	2279	4474
%V	9.8%	8.9%	8.5%	10.9%	10.3%	11.4%	9.5%
%H		41.7%	14.6%	84.8%	41.1%	43.7%	85.8%
20" - 29"	10965	4545	1734	9038	4316	4722	9275
%V	20.5%	18.5%	19.4%	22.2%	20.8%	23.7%	19.6%
%H		41.5%	15.8%	82.4%	39.4%	43.1%	84.6%
30" - 39"	16829	7378	2813	12745	6156	6589	14668
%V	31.5%	30.1%	31.5%	31.3%	29.6%	33.1%	31.0%
%H		43.8%	16.7%	75.7%	36.6%	39.2%	87.2%
40" and over	18879	9820	3366	13297	7656	5641	17630
%V	35.3%	40.0%	37.7%	32.7%	36.9%	28.3%	37.3%
%H		52.0%	17.8%	70.4%	40.6%	29.9%	93.4%
Don't know	1567	609	242	1183	497	686	1244
%V	2.9%	2.5%	2.7%	2.9%	2.4%	3.4%	2.6%
%H		38.9%	15.4%	75.5%	31.7%	43.8%	79.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 14

DATA PERIOD: ANNUAL
January - December 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	53453	24526	8918	40685	20769	19916	47291
%H		45.9%	16.7%	76.1%	38.9%	37.3%	88.5%
Main living room	26514	10921	4124	19327	8142	11185	22435
%V	49.6%	44.5%	46.2%	47.5%	39.2%	56.2%	47.4%
%H		41.2%	15.6%	72.9%	30.7%	42.2%	84.6%
Kitchen	3127	1543	415	2684	1483	1200	2769
%V	5.8%	6.3%	4.7%	6.6%	7.1%	6.0%	5.9%
%H		49.3%	13.3%	85.8%	47.4%	38.4%	88.6%
Adult's bedroom	14382	6985	2654	11321	6514	4807	13133
%V	26.9%	28.5%	29.8%	27.8%	31.4%	24.1%	27.8%
%H		48.6%	18.5%	78.7%	45.3%	33.4%	91.3%
Child's bedroom	3026	1738	590	2177	1476	701	2982
%V	5.7%	7.1%	6.6%	5.4%	7.1%	3.5%	6.3%
%H		57.4%	19.5%	71.9%	48.8%	23.2%	98.5%
Other bedroom	2075	1116	378	1692	1080	613	1965
%V	3.9%	4.6%	4.2%	4.2%	5.2%	3.1%	4.2%
%H		53.8%	18.2%	81.5%	52.0%	29.5%	94.7%
Second living/dining room	2628	1293	478	2098	1209	889	2377
%V	4.9%	5.3%	5.4%	5.2%	5.8%	4.5%	5.0%
%H		49.2%	18.2%	79.8%	46.0%	33.8%	90.4%
Study/office	429	236	64	347	213	134	417
%V	0.8%	1.0%	0.7%	0.9%	1.0%	0.7%	0.9%
%H		55.0%	14.9%	80.9%	49.7%	31.2%	97.2%
TV room	236	133	46	181	119	62	230
%V	0.4%	0.5%	0.5%	0.4%	0.6%	0.3%	0.5%
%H		56.4%	19.5%	76.7%	50.4%	26.3%	97.5%
Conseervatory	608	325	97	508	311	197	567
%V	1.1%	1.3%	1.1%	1.2%	1.5%	1.0%	1.2%
%H		53.5%	16.0%	83.6%	51.2%	32.4%	93.3%
Attic or loft room	65	37	15	47	32	15	64
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		56.9%	23.1%	72.3%	49.2%	23.1%	98.5%
No specific location	45	15	9	37	17	20	42
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	20.0%	82.2%	37.8%	44.4%	93.3%
Other	318	185	47	265	173	92	310
%V	0.6%	0.8%	0.5%	0.7%	0.8%	0.5%	0.7%
%H		58.2%	14.8%	83.3%	54.4%	28.9%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 15

DATA PERIOD: ANNUAL
January - December 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	53453	24526	8918	40685	20769	19916	47291
%H		45.9%	16.7%	76.1%	38.9%	37.3%	88.5%
PVR	22631	13626	4932	14401	10002	4399	21178
%V	42.3%	55.6%	55.3%	35.4%	48.2%	22.1%	44.8%
%H		60.2%	21.8%	63.6%	44.2%	19.4%	93.6%
DVDR	667	258	106	542	236	307	567
%V	1.2%	1.1%	1.2%	1.3%	1.1%	1.5%	1.2%
%H		38.7%	15.9%	81.3%	35.4%	46.0%	85.0%
VCR	366	120	41	317	112	204	254
%V	0.7%	0.5%	0.5%	0.8%	0.5%	1.0%	0.5%
%H		32.8%	11.2%	86.6%	30.6%	55.7%	69.4%
Any recorder	23129	13738	4979	14837	10104	4734	21524
%V	43.3%	56.0%	55.8%	36.5%	48.6%	23.8%	45.5%
%H		59.4%	21.5%	64.1%	43.7%	20.5%	93.1%

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	53453	24526	8918	40685	20769	19916	47291
%H		45.9%	16.7%	76.1%	38.9%	37.3%	88.5%
Receives HDTV (via STB or built-in reception)	26303	13081	5534	19330	11267	8062	24545
%V	49.2%	53.3%	62.1%	47.5%	54.2%	40.5%	51.9%
%H		49.7%	21.0%	73.5%	42.8%	30.7%	93.3%
DVD/Blu-ray player or recorder	27985	12912	4846	20958	10847	10111	25368
%V	52.4%	52.6%	54.3%	51.5%	52.2%	50.8%	53.6%
%H		46.1%	17.3%	74.9%	38.8%	36.1%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

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	26672	10934	4140	19415	8138	11277	22567
%H		41.0%	15.5%	72.8%	30.5%	42.3%	84.6%
Under 20"	326	51	26	268	36	232	212
%V	1.2%	0.5%	0.6%	1.4%	0.4%	2.1%	0.9%
%H		15.6%	8.0%	82.2%	11.0%	71.2%	65.0%
20" - 29"	2518	545	248	2031	362	1668	1626
%V	9.4%	5.0%	6.0%	10.5%	4.4%	14.8%	7.2%
%H		21.6%	9.8%	80.7%	14.4%	66.2%	64.6%
30" - 39"	8561	2894	1221	6461	2142	4319	6792
%V	32.1%	26.5%	29.5%	33.3%	26.3%	38.3%	30.1%
%H		33.8%	14.3%	75.5%	25.0%	50.4%	79.3%
40" and over	14539	7220	2556	10125	5455	4670	13420
%V	54.5%	66.0%	61.7%	52.2%	67.0%	41.4%	59.5%
%H		49.7%	17.6%	69.6%	37.5%	32.1%	92.3%
Don't know	728	224	90	530	143	387	517
%V	2.7%	2.0%	2.2%	2.7%	1.8%	3.4%	2.3%
%H		30.8%	12.4%	72.8%	19.6%	53.2%	71.0%

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

Page 17

DATA PERIOD: ANNUAL

January - December 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	26672	10934	4140	19415	8138	11277	22567
%H		41.0%	15.5%	72.8%	30.5%	42.3%	84.6%
PVR	16562	9416	3571	10875	7116	3760	15320
%V	62.1%	86.1%	86.3%	56.0%	87.4%	33.3%	67.9%
%H		56.9%	21.6%	65.7%	43.0%	22.7%	92.5%
DVDR	508	183	71	413	159	255	420
%V	1.9%	1.7%	1.7%	2.1%	2.0%	2.3%	1.9%
%H		36.0%	14.0%	81.3%	31.3%	50.2%	82.7%
VCR	279	85	30	236	72	163	184
%V	1.0%	0.8%	0.7%	1.2%	0.9%	1.4%	0.8%
%H		30.5%	10.8%	84.6%	25.8%	58.4%	65.9%
Any recorder	16894	9464	3591	11167	7149	4018	15522
%V	63.3%	86.6%	86.7%	57.5%	87.8%	35.6%	68.8%
%H		56.0%	21.3%	66.1%	42.3%	23.8%	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	26672	10934	4140	19415	8138	11277	22567
%H		41.0%	15.5%	72.8%	30.5%	42.3%	84.6%
Receives HDTV (via STB or built-in reception)	16946	8147	3453	12102	6561	5541	15566
%V	63.5%	74.5%	83.4%	62.3%	80.6%	49.1%	69.0%
%H		48.1%	20.4%	71.4%	38.7%	32.7%	91.9%
DVD/Blu-ray player or recorder	17166	7300	2778	12605	5702	6903	15122
%V	64.4%	66.8%	67.1%	64.9%	70.1%	61.2%	67.0%
%H		42.5%	16.2%	73.4%	33.2%	40.2%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	26781	13592	4777	21270	12631	8639	24724
%H		50.8%	17.8%	79.4%	47.2%	32.3%	92.3%
Under 20"	4888	2124	737	4154	2108	2047	4263
%V	18.3%	15.6%	15.4%	19.5%	16.7%	23.7%	17.2%
%H		43.5%	15.1%	85.0%	43.1%	41.9%	87.2%
20" - 29"	8447	3999	1487	7008	3954	3054	7649
%V	31.5%	29.4%	31.1%	32.9%	31.3%	35.4%	30.9%
%H		47.3%	17.6%	83.0%	46.8%	36.2%	90.6%
30" - 39"	8268	4484	1592	6284	4014	2269	7876
%V	30.9%	33.0%	33.3%	29.5%	31.8%	26.3%	31.9%
%H		54.2%	19.3%	76.0%	48.5%	27.4%	95.3%
40" and over	4340	2600	810	3172	2201	971	4209
%V	16.2%	19.1%	17.0%	14.9%	17.4%	11.2%	17.0%
%H		59.9%	18.7%	73.1%	50.7%	22.4%	97.0%
Don't know	839	385	152	652	354	299	727
%V	3.1%	2.8%	3.2%	3.1%	2.8%	3.5%	2.9%
%H		45.9%	18.1%	77.7%	42.2%	35.6%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 19

DATA PERIOD: ANNUAL

January - December 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	26781	13592	4777	21270	12631	8639	24724
%H		50.8%	17.8%	79.4%	47.2%	32.3%	92.3%
PVR	6069	4209	1361	3525	2886	639	5858
%V	22.7%	31.0%	28.5%	16.6%	22.8%	7.4%	23.7%
%H		69.4%	22.4%	58.1%	47.6%	10.5%	96.5%
DVDR	159	76	35	129	77	52	147
%V	0.6%	0.6%	0.7%	0.6%	0.6%	0.6%	0.6%
%H		47.8%	22.0%	81.1%	48.4%	32.7%	92.5%
VCR	88	35	12	81	40	41	70
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.5%	0.3%
%H		39.8%	13.6%	92.0%	45.5%	46.6%	79.5%
Any recorder	6235	4273	1388	3670	2955	715	6002
%V	23.3%	31.4%	29.1%	17.3%	23.4%	8.3%	24.3%
%H		68.5%	22.3%	58.9%	47.4%	11.5%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26781	13592	4777	21270	12631	8639	24724
%H		50.8%	17.8%	79.4%	47.2%	32.3%	92.3%
Receives HDTV (via STB or built-in reception)	9358	4934	2081	7228	4707	2521	8979
%V	34.9%	36.3%	43.6%	34.0%	37.3%	29.2%	36.3%
%H		52.7%	22.2%	77.2%	50.3%	26.9%	95.9%
DVD/Blu-ray player or recorder	10819	5611	2068	8352	5145	3207	10246
%V	40.4%	41.3%	43.3%	39.3%	40.7%	37.1%	41.4%
%H		51.9%	19.1%	77.2%	47.6%	29.6%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 20

DATA PERIOD: ANNUAL
January - December 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	64850	62250	28594	10547	43675	21261	22414	58917
%H		96.0%	44.1%	16.3%	67.3%	32.8%	34.6%	90.9%
Total Children	12411	12039	6333	2149	7643	4254	3390	12081
%V	19.1%	19.3%	22.1%	20.4%	17.5%	20.0%	15.1%	20.5%
%H		97.0%	51.0%	17.3%	61.6%	34.3%	27.3%	97.3%
0 - 3	3187	3051	1598	482	1873	965	908	3069
%V	4.9%	4.9%	5.6%	4.6%	4.3%	4.5%	4.1%	5.2%
%H		95.7%	50.1%	15.1%	58.8%	30.3%	28.5%	96.3%
4 - 15	9225	8988	4735	1667	5770	3288	2482	9012
%V	14.2%	14.4%	16.6%	15.8%	13.2%	15.5%	11.1%	15.3%
%H		97.4%	51.3%	18.1%	62.5%	35.6%	26.9%	97.7%
4 - 9	4913	4763	2522	857	2940	1639	1301	4783
%V	7.6%	7.7%	8.8%	8.1%	6.7%	7.7%	5.8%	8.1%
%H		96.9%	51.3%	17.4%	59.8%	33.4%	26.5%	97.4%
10 - 15	4311	4225	2213	810	2830	1650	1181	4229
%V	6.6%	6.8%	7.7%	7.7%	6.5%	7.8%	5.3%	7.2%
%H		98.0%	51.3%	18.8%	65.6%	38.3%	27.4%	98.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	64850	62250	28594	10547	43675	21261	22414	58917
%H		96.0%	44.1%	16.3%	67.3%	32.8%	34.6%	90.9%
Total Adults (16+)	52439	50211	22261	8398	36031	17007	19024	46836
%V	80.9%	80.7%	77.9%	79.6%	82.5%	80.0%	84.9%	79.5%
%H		95.8%	42.5%	16.0%	68.7%	32.4%	36.3%	89.3%
16 - 19	2802	2666	1342	524	1869	1098	771	2739
%V	4.3%	4.3%	4.7%	5.0%	4.3%	5.2%	3.4%	4.6%
%H		95.1%	47.9%	18.7%	66.7%	39.2%	27.5%	97.8%
20 - 24	4034	3578	1529	640	2412	1183	1229	3914
%V	6.2%	5.7%	5.3%	6.1%	5.5%	5.6%	5.5%	6.6%
%H		88.7%	37.9%	15.9%	59.8%	29.3%	30.5%	97.0%
25 - 34	8859	8122	3827	1383	5095	2483	2612	8592
%V	13.7%	13.0%	13.4%	13.1%	11.7%	11.7%	11.7%	14.6%
%H		91.7%	43.2%	15.6%	57.5%	28.0%	29.5%	97.0%
35 - 44	8282	7893	4045	1401	5150	2829	2321	8003
%V	12.8%	12.7%	14.1%	13.3%	11.8%	13.3%	10.4%	13.6%
%H		95.3%	48.8%	16.9%	62.2%	34.2%	28.0%	96.6%
45 - 54	9190	8960	4217	1723	6384	3343	3041	8743
%V	14.2%	14.4%	14.7%	16.3%	14.6%	15.7%	13.6%	14.8%
%H		97.5%	45.9%	18.7%	69.5%	36.4%	33.1%	95.1%
55 - 64	7652	7516	3336	1306	5722	2814	2908	6966
%V	11.8%	12.1%	11.7%	12.4%	13.1%	13.2%	13.0%	11.8%
%H		98.2%	43.6%	17.1%	74.8%	36.8%	38.0%	91.0%
65+	11619	11475	3965	1422	9398	3256	6142	7879
%V	17.9%	18.4%	13.9%	13.5%	21.5%	15.3%	27.4%	13.4%
%H		98.8%	34.1%	12.2%	80.9%	28.0%	52.9%	67.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	52439	50211	22261	8398	36031	17007	19024	46836
%H		95.8%	42.5%	16.0%	68.7%	32.4%	36.3%	89.3%
AB	13867	13383	6112	2325	9518	4634	4884	13426
%V	26.4%	26.7%	27.5%	27.7%	26.4%	27.2%	25.7%	28.7%
%H		96.5%	44.1%	16.8%	68.6%	33.4%	35.2%	96.8%
C1	15443	14611	6566	2562	10449	5153	5296	14403
%V	29.4%	29.1%	29.5%	30.5%	29.0%	30.3%	27.8%	30.8%
%H		94.6%	42.5%	16.6%	67.7%	33.4%	34.3%	93.3%
C2	10741	10462	4831	1802	7663	3899	3764	9627
%V	20.5%	20.8%	21.7%	21.5%	21.3%	22.9%	19.8%	20.6%
%H		97.4%	45.0%	16.8%	71.3%	36.3%	35.0%	89.6%
D	8187	7769	3395	1209	5421	2404	3017	6781
%V	15.6%	15.5%	15.3%	14.4%	15.0%	14.1%	15.9%	14.5%
%H		94.9%	41.5%	14.8%	66.2%	29.4%	36.9%	82.8%
E	4201	3986	1357	501	2980	917	2063	2600
%V	8.0%	7.9%	6.1%	6.0%	8.3%	5.4%	10.8%	5.6%
%H		94.9%	32.3%	11.9%	70.9%	21.8%	49.1%	61.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	52439	50211	22261	8398	36031	17007	19024	46836
%H		95.8%	42.5%	16.0%	68.7%	32.4%	36.3%	89.3%
Working full time	24912	23866	11512	4409	16272	8631	7642	24193
%V	47.5%	47.5%	51.7%	52.5%	45.2%	50.7%	40.2%	51.7%
%H		95.8%	46.2%	17.7%	65.3%	34.6%	30.7%	97.1%
Working part time	5251	5071	2350	880	3627	1818	1809	5013
%V	10.0%	10.1%	10.6%	10.5%	10.1%	10.7%	9.5%	10.7%
%H		96.6%	44.8%	16.8%	69.1%	34.6%	34.5%	95.5%
Not working	22276	21274	8399	3109	16132	6559	9573	17630
%V	42.5%	42.4%	37.7%	37.0%	44.8%	38.6%	50.3%	37.6%
%H		95.5%	37.7%	14.0%	72.4%	29.4%	43.0%	79.1%
Housewife/Houseperson	27966	26677	10935	4140	19418	8139	11280	23604
%V	53.3%	53.1%	49.1%	49.3%	53.9%	47.9%	59.3%	50.4%
%H		95.4%	39.1%	14.8%	69.4%	29.1%	40.3%	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

Page 24

DATA PERIOD: ANNUAL
January - December 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+)	25625	24389	11037	4169	17328	8470	8857	23186
%H		95.2%	43.1%	16.3%	67.6%	33.1%	34.6%	90.5%
16 - 19	1469	1403	736	280	974	599	375	1436
%V	5.7%	5.8%	6.7%	6.7%	5.6%	7.1%	4.2%	6.2%
%H		95.5%	50.1%	19.1%	66.3%	40.8%	25.5%	97.8%
20 - 24	2004	1800	789	330	1183	605	578	1951
%V	7.8%	7.4%	7.1%	7.9%	6.8%	7.1%	6.5%	8.4%
%H		89.8%	39.4%	16.5%	59.0%	30.2%	28.8%	97.4%
25 - 34	4434	4013	1860	716	2515	1255	1260	4291
%V	17.3%	16.5%	16.9%	17.2%	14.5%	14.8%	14.2%	18.5%
%H		90.5%	41.9%	16.1%	56.7%	28.3%	28.4%	96.8%
35 - 44	4099	3859	1968	670	2494	1352	1142	3935
%V	16.0%	15.8%	17.8%	16.1%	14.4%	16.0%	12.9%	17.0%
%H		94.1%	48.0%	16.3%	60.8%	33.0%	27.9%	96.0%
45 - 54	4516	4366	2059	837	3108	1636	1473	4258
%V	17.6%	17.9%	18.7%	20.1%	17.9%	19.3%	16.6%	18.4%
%H		96.7%	45.6%	18.5%	68.8%	36.2%	32.6%	94.3%
55 - 64	3762	3687	1652	633	2794	1380	1415	3403
%V	14.7%	15.1%	15.0%	15.2%	16.1%	16.3%	16.0%	14.7%
%H		98.0%	43.9%	16.8%	74.3%	36.7%	37.6%	90.5%
65+	5343	5261	1973	703	4260	1645	2615	3911
%V	20.9%	21.6%	17.9%	16.9%	24.6%	19.4%	29.5%	16.9%
%H		98.5%	36.9%	13.2%	79.7%	30.8%	48.9%	73.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	25625	24389	11037	4169	17328	8470	8857	23186
%H		95.2%	43.1%	16.3%	67.6%	33.1%	34.6%	90.5%
AB	6973	6711	3120	1171	4737	2357	2380	6783
%V	27.2%	27.5%	28.3%	28.1%	27.3%	27.8%	26.9%	29.3%
%H		96.2%	44.7%	16.8%	67.9%	33.8%	34.1%	97.3%
C1	7224	6810	3165	1231	4809	2505	2305	6854
%V	28.2%	27.9%	28.7%	29.5%	27.8%	29.6%	26.0%	29.6%
%H		94.3%	43.8%	17.0%	66.6%	34.7%	31.9%	94.9%
C2	5753	5577	2554	967	4072	2061	2011	5114
%V	22.5%	22.9%	23.1%	23.2%	23.5%	24.3%	22.7%	22.1%
%H		96.9%	44.4%	16.8%	70.8%	35.8%	35.0%	88.9%
D	3936	3672	1655	590	2509	1170	1339	3337
%V	15.4%	15.1%	15.0%	14.2%	14.5%	13.8%	15.1%	14.4%
%H		93.3%	42.0%	15.0%	63.7%	29.7%	34.0%	84.8%
E	1738	1618	544	209	1201	378	823	1098
%V	6.8%	6.6%	4.9%	5.0%	6.9%	4.5%	9.3%	4.7%
%H		93.1%	31.3%	12.0%	69.1%	21.7%	47.4%	63.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	25625	24389	11037	4169	17328	8470	8857	23186
%H		95.2%	43.1%	16.3%	67.6%	33.1%	34.6%	90.5%
Working full time	15066	14381	7016	2652	9743	5237	4506	14585
%V	58.8%	59.0%	63.6%	63.6%	56.2%	61.8%	50.9%	62.9%
%H		95.5%	46.6%	17.6%	64.7%	34.8%	29.9%	96.8%
Working part time	1144	1067	456	174	772	356	417	1057
%V	4.5%	4.4%	4.1%	4.2%	4.5%	4.2%	4.7%	4.6%
%H		93.3%	39.9%	15.2%	67.5%	31.1%	36.5%	92.4%
Not working	9414	8941	3564	1342	6813	2877	3935	7543
%V	36.7%	36.7%	32.3%	32.2%	39.3%	34.0%	44.4%	32.5%
%H		95.0%	37.9%	14.3%	72.4%	30.6%	41.8%	80.1%
Housewife/Houseperson	6063	5510	1916	808	4022	1381	2641	4640
%V	23.7%	22.6%	17.4%	19.4%	23.2%	16.3%	29.8%	20.0%
%H		90.9%	31.6%	13.3%	66.3%	22.8%	43.6%	76.5%

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: ANNUAL
January - December 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+)	26814	25822	11223	4229	18704	8537	10167	23651
%H		96.3%	41.9%	15.8%	69.8%	31.8%	37.9%	88.2%
16 - 19	1333	1263	606	244	896	499	397	1303
%V	5.0%	4.9%	5.4%	5.8%	4.8%	5.8%	3.9%	5.5%
%H		94.7%	45.5%	18.3%	67.2%	37.4%	29.8%	97.7%
20 - 24	2030	1779	740	310	1229	579	650	1963
%V	7.6%	6.9%	6.6%	7.3%	6.6%	6.8%	6.4%	8.3%
%H		87.6%	36.5%	15.3%	60.5%	28.5%	32.0%	96.7%
25 - 34	4426	4109	1967	667	2580	1228	1352	4301
%V	16.5%	15.9%	17.5%	15.8%	13.8%	14.4%	13.3%	18.2%
%H		92.8%	44.4%	15.1%	58.3%	27.7%	30.5%	97.2%
35 - 44	4184	4035	2076	730	2657	1478	1179	4068
%V	15.6%	15.6%	18.5%	17.3%	14.2%	17.3%	11.6%	17.2%
%H		96.4%	49.6%	17.4%	63.5%	35.3%	28.2%	97.2%
45 - 54	4675	4594	2158	886	3276	1707	1569	4485
%V	17.4%	17.8%	19.2%	21.0%	17.5%	20.0%	15.4%	19.0%
%H		98.3%	46.2%	19.0%	70.1%	36.5%	33.6%	95.9%
55 - 64	3890	3829	1684	673	2928	1434	1493	3562
%V	14.5%	14.8%	15.0%	15.9%	15.7%	16.8%	14.7%	15.1%
%H		98.4%	43.3%	17.3%	75.3%	36.9%	38.4%	91.6%
65+	6276	6214	1992	719	5138	1611	3527	3968
%V	23.4%	24.1%	17.7%	17.0%	27.5%	18.9%	34.7%	16.8%
%H		99.0%	31.7%	11.5%	81.9%	25.7%	56.2%	63.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 28

DATA PERIOD: ANNUAL
January - December 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+)	26814	25822	11223	4229	18704	8537	10167	23651
%H		96.3%	41.9%	15.8%	69.8%	31.8%	37.9%	88.2%
AB	6894	6672	2992	1154	4781	2277	2504	6644
%V	25.7%	25.8%	26.7%	27.3%	25.6%	26.7%	24.6%	28.1%
%H		96.8%	43.4%	16.7%	69.4%	33.0%	36.3%	96.4%
C1	8218	7801	3401	1331	5640	2648	2992	7549
%V	30.6%	30.2%	30.3%	31.5%	30.2%	31.0%	29.4%	31.9%
%H		94.9%	41.4%	16.2%	68.6%	32.2%	36.4%	91.9%
C2	4988	4885	2277	835	3591	1838	1753	4513
%V	18.6%	18.9%	20.3%	19.7%	19.2%	21.5%	17.2%	19.1%
%H		97.9%	45.6%	16.7%	72.0%	36.8%	35.1%	90.5%
D	4251	4097	1741	619	2912	1234	1678	3443
%V	15.9%	15.9%	15.5%	14.6%	15.6%	14.5%	16.5%	14.6%
%H		96.4%	41.0%	14.6%	68.5%	29.0%	39.5%	81.0%
E	2463	2368	813	292	1779	539	1240	1502
%V	9.2%	9.2%	7.2%	6.9%	9.5%	6.3%	12.2%	6.4%
%H		96.1%	33.0%	11.9%	72.2%	21.9%	50.3%	61.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	26814	25822	11223	4229	18704	8537	10167	23651
%H		96.3%	41.9%	15.8%	69.8%	31.8%	37.9%	88.2%
Working full time	9845	9485	4495	1756	6529	3393	3136	9608
%V	36.7%	36.7%	40.1%	41.5%	34.9%	39.7%	30.8%	40.6%
%H		96.3%	45.7%	17.8%	66.3%	34.5%	31.9%	97.6%
Working part time	4107	4004	1893	706	2855	1462	1393	3956
%V	15.3%	15.5%	16.9%	16.7%	15.3%	17.1%	13.7%	16.7%
%H		97.5%	46.1%	17.2%	69.5%	35.6%	33.9%	96.3%
Not working	12862	12334	4835	1767	9319	3681	5638	10087
%V	48.0%	47.8%	43.1%	41.8%	49.8%	43.1%	55.5%	42.6%
%H		95.9%	37.6%	13.7%	72.5%	28.6%	43.8%	78.4%
Housewife/Houseperson	21903	21167	9019	3333	15397	6758	8639	18964
%V	81.7%	82.0%	80.4%	78.8%	82.3%	79.2%	85.0%	80.2%
%H		96.6%	41.2%	15.2%	70.3%	30.9%	39.4%	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 January and December 2016

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis January - December 2016							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	83843	19150	2493	10443	4306	2472	2616
Shop / Business	1226	337	32	123	56	24	25
Demolished / Incomplete	143	39	0	10	20	1	3
Empty	5425	845	95	769	194	114	147
Holiday Home	708	40	21	13	26	32	79
Other Non Effective	1435	250	58	220	93	75	68
Eligible Addresses	74906	17639	2287	9308	3917	2226	2294
Substitute Addresses	2098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	983	634	38	48	12	48	51
Total Additional Households	3081	2744	2149	2147	2112	2149	2153
Total Valid Households	84856	19813	2535	10535	4319	2513	2663
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	11656	3469	278	1337	751	298	375
	13.7%	17.5%	11.0%	12.7%	17.4%	11.9%	14.1%
No English Spoken	294	105	3	79	18	2	1
	0.3%	0.5%	0.1%	0.7%	0.4%	0.1%	0.0%
Refusals	19676	5028	596	2633	1173	435	685
	23.2%	25.4%	23.5%	25.0%	27.2%	17.3%	25.7%
Total Interviews	53230	11211	1658	6486	2377	1778	1602
	62.7%	56.6%	65.4%	61.6%	55.0%	70.8%	60.2%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	5068	5111	3890	8703	7578	5121	6892
Shop / Business	107	75	46	127	110	79	85
Demolished / Incomplete	6	9	3	14	11	13	14
Empty	216	369	255	803	525	406	687
Holiday Home	55	18	53	35	120	60	156
Other Non Effective	83	97	51	132	86	91	131
Eligible Addresses	4601	4543	3482	7592	6726	4472	5819
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	28	16	10	36	16	4	42
Total Additional Households	2131	2120	2115	2142	2123	2112	2151
Total Valid Households	5078	5107	3894	8752	7607	5117	6923
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	788	462	568	1013	708	655	954
	15.5%	9.0%	14.6%	11.6%	9.3%	12.8%	13.8%
No English Spoken	16	10	9	14	12	7	18
	0.3%	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%
Refusals	1337	1266	860	1733	1949	1022	959
	26.3%	24.8%	22.1%	19.8%	25.6%	20.0%	13.9%
Total Interviews	2937	3369	2457	5992	4938	3433	4992
	57.8%	66.0%	63.1%	68.5%	64.9%	67.1%	72.1%

Response Analysis: January - December 2016							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	83,843	19610	10513	8703	5319	2962	7036
Shop / Business	1,226	343	123	126	74	35	99
Demolished / Incomplete	143	40	11	13	9	2	10
Empty	5,425	853	772	785	375	190	457
Holiday Home	708	41	13	24	26	29	85
Other Non Effective	1,435	268	222	131	100	38	73
Eligible Addresses	74,906	18065	9372	7624	4735	2668	6312
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	983	638	48	35	20	5	15
Total Additional Households	3,081	2737	2148	2136	2122	2108	2125
Total Valid Households	84,856	20280	10605	8753	5319	2962	7062
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	11,656	3520	1355	1017	496	414	658
	13.7%	17.4%	12.8%	11.6%	9.3%	14.0%	9.3%
No English Spoken	294	104	79	14	10	9	12
	0.3%	0.5%	0.7%	0.2%	0.2%	0.3%	0.2%
Refusals	19,676	5114	2641	1736	1355	586	1832
	23.2%	25.2%	24.9%	19.8%	25.5%	19.8%	25.9%
Total Interviews	53,230	11542	6530	5986	3458	1953	4560
	62.7%	56.9%	61.6%	68.4%	65.0%	65.9%	64.6%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	7173	4385	2470	5121	1335	2324	6892
Shop / Business	125	63	22	79	25	27	85
Demolished / Incomplete	6	18	3	13	3	1	14
Empty	297	208	137	406	145	113	687
Holiday Home	74	26	79	60	62	33	156
Other Non Effective	126	89	65	91	26	75	131
Eligible Addresses	6545	3981	2164	4472	1074	2075	5819
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	68	12	45	4	3	48	42
Total Additional Households	2179	2116	2150	2110	2110	2156	2151
Total Valid Households	7227	4397	2509	5117	1337	2365	6923
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	1032	753	353	655	166	283	954
	14.3%	17.1%	14.1%	12.8%	12.4%	12.0%	13.8%
No English Spoken	19	19	1	7	0	2	18
	0.3%	0.4%	0.0%	0.1%	0.0%	0.1%	0.3%
Refusals	1837	1215	659	1022	315	405	959
	25.4%	27.6%	26.3%	20.0%	23.6%	17.1%	13.9%
Total Interviews	4339	2410	1496	3433	856	1675	4992
	60.0%	54.8%	59.6%	67.1%	64.0%	70.8%	72.1%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

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

Total Network	All Households	Total TV Households
All Households	53230	51143
All Sets	105676	105676
All Individuals	131438	126858
Children 0-15	25303	24597
All Adults	106135	102261
Adult Males	51645	49555
Adult Females	54490	52706

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11211	10494
All Sets	19412	19412
All Individuals	29797	28118
Children 0-15	5980	5732
All Adults	23817	22386
Adult Males	11676	10894
Adult Females	12141	11492

BBC South-East	All Households	Total TV Households
All Households	1658	1583
All Sets	3294	3294
All Individuals	4104	3942
Children 0-15	793	772
All Adults	3311	3170
Adult Males	1600	1520
Adult Females	1711	1650

BBC Midlands	All Households	Total TV Households
All Households	6486	6239
All Sets	12892	12892
All Individuals	16104	15592
Children 0-15	3264	3171
All Adults	12840	12421
Adult Males	6259	6016
Adult Females	6581	6405

BBC East	All Households	Total TV Households
All Households	2377	2300
All Sets	4913	4913
All Individuals	5840	5673
Children 0-15	1123	1093
All Adults	4717	4580
Adult Males	2337	2248
Adult Females	2380	2332

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1778	1705
All Sets	3599	3599
All Individuals	4215	4071
Children 0-15	717	697
All Adults	3498	3374
Adult Males	1703	1640
Adult Females	1795	1734

BBC South-West	All Households	Total TV Households
All Households	1602	1559
All Sets	3245	3245
All Individuals	3687	3591
Children 0-15	585	566
All Adults	3102	3025
Adult Males	1494	1456
Adult Females	1608	1569

BBC South	All Households	Total TV Households
All Households	2937	2847
All Sets	5995	5995
All Individuals	7390	7188
Children 0-15	1401	1363
All Adults	5989	5825
Adult Males	2923	2841
Adult Females	3066	2984

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3369	3247
All Sets	6938	6938
All Individuals	8170	7908
Children 0-15	1655	1615
All Adults	6515	6293
Adult Males	3161	3059
Adult Females	3354	3234

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2457	2399
All Sets	5172	5172
All Individuals	5553	5426
Children 0-15	989	967
All Adults	4564	4459
Adult Males	2205	2150
Adult Females	2359	2309

BBC North-West	All Households	Total TV Households
All Households	5992	5813
All Sets	12285	12285
All Individuals	14796	14378
Children 0-15	2975	2892
All Adults	11821	11486
Adult Males	5697	5514
Adult Females	6124	5972

BBC Scotland	All Households	Total TV Households
All Households	4938	4727
All Sets	10440	10440
All Individuals	11424	10986
Children 0-15	1909	1855
All Adults	9515	9131
Adult Males	4613	4404
Adult Females	4902	4727

BBC Ulster	All Households	Total TV Households
All Households	3433	3352
All Sets	7202	7202
All Individuals	8782	8608
Children 0-15	1849	1829
All Adults	6933	6779
Adult Males	3373	3297
Adult Females	3560	3482

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	4992	4878
All Sets	10289	10289
All Individuals	11576	11377
Children 0-15	2063	2045
All Adults	9513	9332
Adult Males	4604	4516
Adult Females	4909	4816

BBC Midlands West	All Households	Total TV Households
All Households	4337	4180
All Sets	8741	8741
All Individuals	10667	10352
Children 0-15	2154	2101
All Adults	8513	8251
Adult Males	4177	4019
Adult Females	4336	4232

BBC Midlands East	All Households	Total TV Households
All Households	2149	2059
All Sets	4151	4151
All Individuals	5437	5240
Children 0-15	1110	1070
All Adults	4327	4170
Adult Males	2082	1997
Adult Females	2245	2173

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11542	10813
All Sets	20096	20096
All Individuals	30688	28973
Children 0-15	6135	5879
All Adults	24553	23094
Adult Males	12042	11242
Adult Females	12511	11852

ITV Midlands	All Households	Total TV Households
All Households	6530	6281
All Sets	13017	13017
All Individuals	16244	15729
Children 0-15	3290	3197
All Adults	12954	12532
Adult Males	6318	6073
Adult Females	6636	6459

ITV North-West	All Households	Total TV Households
All Households	5986	5810
All Sets	12321	12321
All Individuals	14779	14368
Children 0-15	2955	2872
All Adults	11824	11496
Adult Males	5702	5523
Adult Females	6122	5973

ITV Yorkshire	All Households	Total TV Households
All Households	3458	3334
All Sets	7117	7117
All Individuals	8323	8057
Children 0-15	1679	1638
All Adults	6644	6419
Adult Males	3219	3115
Adult Females	3425	3304

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1953	1904
All Sets	4117	4117
All Individuals	4441	4327
Children 0-15	807	786
All Adults	3634	3541
Adult Males	1750	1703
Adult Females	1884	1838

ITV Central Scotland	All Households	Total TV Households
All Households	3400	3256
All Sets	7249	7249
All Individuals	7914	7619
Children 0-15	1347	1308
All Adults	6567	6311
Adult Males	3165	3024
Adult Females	3402	3287

ITV North Scotland	All Households	Total TV Households
All Households	1160	1099
All Sets	2413	2413
All Individuals	2702	2570
Children 0-15	448	435
All Adults	2254	2135
Adult Males	1108	1044
Adult Females	1146	1091

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4339	4184
All Sets	8793	8793
All Individuals	10810	10472
Children 0-15	2054	2000
All Adults	8756	8472
Adult Males	4258	4109
Adult Females	4498	4363

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2410	2333
All Sets	4958	4958
All Individuals	5908	5744
Children 0-15	1155	1125
All Adults	4753	4619
Adult Males	2339	2254
Adult Females	2414	2365

ITV South West	All Households	Total TV Households
All Households	1496	1454
All Sets	3005	3005
All Individuals	3419	3326
Children 0-15	539	522
All Adults	2880	2804
Adult Males	1384	1346
Adult Females	1496	1458

ITV Ulster	All Households	Total TV Households
All Households	3433	3352
All Sets	7202	7202
All Individuals	8782	8608
Children 0-15	1849	1829
All Adults	6933	6779
Adult Males	3373	3297
Adult Females	3560	3482

ITV Border	All Households	Total TV Households
All Households	856	840
All Sets	1737	1737
All Individuals	1899	1872
Children 0-15	305	303
All Adults	1594	1569
Adult Males	779	765
Adult Females	815	804

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1675	1605
All Sets	3362	3362
All Individuals	3953	3816
Children 0-15	677	658
All Adults	3276	3158
Adult Males	1604	1544
Adult Females	1672	1614

ITV HTV Wales	All Households	Total TV Households
All Households	4992	4878
All Sets	10289	10289
All Individuals	11576	11377
Children 0-15	2063	2045
All Adults	9513	9332
Adult Males	4604	4516
Adult Females	4909	4816

ITV Channel Islands	All Households	Total TV Households
All Households	106	105
All Sets	240	240
All Individuals	268	265
Children 0-15	46	44
All Adults	222	221
Adult Males	110	110
Adult Females	112	111

ITV Midlands West	All Households	Total TV Households
All Households	4418	4259
All Sets	8953	8953
All Individuals	10895	10577
Children 0-15	2200	2147
All Adults	8695	8430
Adult Males	4268	4108
Adult Females	4427	4322

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2112	2022
All Sets	4064	4064
All Individuals	5349	5152
Children 0-15	1090	1050
All Adults	4259	4102
Adult Males	2050	1965
Adult Females	2209	2137

ITV Scotland	All Households	Total TV Households
All Households	4560	4355
All Sets	9662	9662
All Individuals	10616	10189
Children 0-15	1795	1743
All Adults	8821	8446
Adult Males	4273	4068
Adult Females	4548	4378

ITV Wales & West	All Households	Total TV Households
All Households	6667	6483
All Sets	13651	13651
All Individuals	15529	15193
Children 0-15	2740	2703
All Adults	12789	12490
Adult Males	6208	6060
Adult Females	6581	6430

ITV West Macro	All Households	Total TV Households
All Households	8163	7937
All Sets	16656	16656
All Individuals	18948	18519
Children 0-15	3279	3225
All Adults	15669	15294
Adult Males	7592	7406
Adult Females	8077	7888

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	14693	14218
All Sets	29673	29673
All Individuals	35192	34248
Children 0-15	6569	6422
All Adults	28623	27826
Adult Males	13910	13479
Adult Females	14713	14347

ITV South & South East	All Households	Total TV Households
All Households	4233	4079
All Sets	8553	8553
All Individuals	10542	10207
Children 0-15	2008	1956
All Adults	8534	8251
Adult Males	4148	3999
Adult Females	4386	4252

ITV South East Macro	All Households	Total TV Households
All Households	6749	6517
All Sets	13751	13751
All Individuals	16718	16216
Children 0-15	3209	3125
All Adults	13509	13091
Adult Males	6597	6363
Adult Females	6912	6728

North Macro	All Households	Total TV Households
All Households	12253	11888
All Sets	25292	25292
All Individuals	29442	28624
Children 0-15	5746	5599
All Adults	23696	23025
Adult Males	11450	11106
Adult Females	12246	11919

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5411	5238
All Sets	11234	11234
All Individuals	12764	12384
Children 0-15	2486	2424
All Adults	10278	9960
Adult Males	4969	4818
Adult Females	5309	5142

ITV North-West / Border Macro	All Households	Total TV Households
All Households	6842	6650
All Sets	14058	14058
All Individuals	16678	16240
Children 0-15	3260	3175
All Adults	13418	13065
Adult Males	6481	6288
Adult Females	6937	6777

S4C	All Households	Total TV Households
All Households	4992	4878
All Sets	10289	10289
All Individuals	11576	11377
Children 0-15	2063	2045
All Adults	9513	9332
Adult Males	4604	4516
Adult Females	4909	4816

C4/Five South Macro Region	All Households	Total TV Households
All Households	14912	14454
All Sets	30407	30407
All Individuals	35666	34735
Children 0-15	6488	6350
All Adults	29178	28385
Adult Males	14189	13769
Adult Females	14989	14616

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11397	11048
All Sets	23555	23555
All Individuals	27543	26752
Children 0-15	5441	5296
All Adults	22102	21456
Adult Males	10671	10341
Adult Females	11431	11115

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	5416	5195
All Sets	11399	11399
All Individuals	12515	12061
Children 0-15	2100	2046
All Adults	10415	10015
Adult Males	5052	4833
Adult Females	5363	5182

Appendix H

Multiple households at issued addresses

Establishment Survey interviewers are issued with a set of pre-selected addresses to which all interviewing is restricted. It is possible for more than one household to exist resident at a single address, however, therefore after checking the address with a responsible adult, the interviewer first determines the number of households living at the address.

In the small proportion where the answer is two or more, special procedures apply.

If the number of households is two or three, the interviewer attempts to interview each of the households.

If there are four or more households at the address the interviewer lists the details of the households in a Kish grid. This procedure provides random selections determining the three households that the interviewer should attempt to interview.

The procedure at the additional households is as for any other interview. The total of these additional households by area and overall are shown in the fieldwork response analysis given in Appendix C.

Appendix I

Weighting

Quarterly Establishment Survey data are weighted using a rim weighting technique to control for the following:

Household size (1 and 2+) by geographical segment (48 in total)

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

0-4, 5-9, 10-14, 15-24, 25-34, 35-44, 45-54, 55-64, 65+

Population targets for these rims are derived from census data, ONS and Department of Environment projections

Appendix J

The Questionnaire (December 2016)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 34.2 (Master)

Date: 03/11/2016

Internal Use

Status: FINAL

Prepared for fieldwork month: December 2016

Contents

Version Control	3
Notes	3
Set up questions.....	5
Intro and attitudinal questions	7
First household section	10
TV sets loop	16
Household vs Sets – platform validation questions	29
Second household section	34
Individual questions (person loop).....	41
Third household section.....	46
First recruitment section (main).....	56
Second recruitment section (revisit).....	66
Supplementary / close out questions	69

Version Control

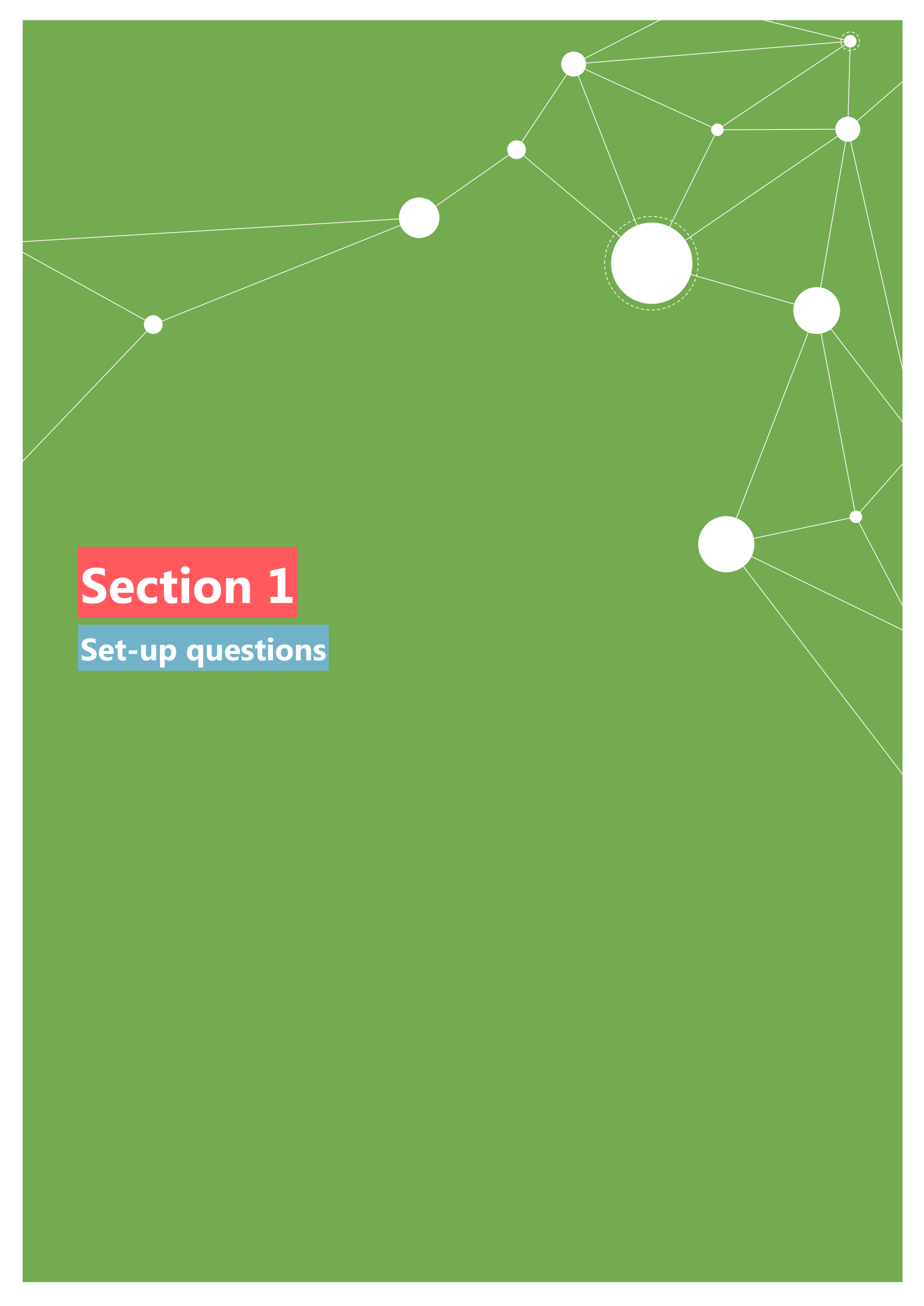
Changes included in this version:

Section	Question No	Description of changes to this version
3. First HH Section	H64, H65, H66	Rotation instruction for the 3 questions.
4. TV set loops	S10a, S11a, S9a, S14b	Rotation instruction to match H64, H65 and H66.
4. TV set loops	S60, S61	Displayed as per rotation order
4. TV set loops	S24, S53	Rotate to match rotation order
4. TV set loops	S69, S68, S70, S71, S75, S22, S23, S25, S50	Rotate to match rotation order
5. HH vs sets – platform validation questions	H83, H84, H85, H87, H88	Rotate to match rotation order

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

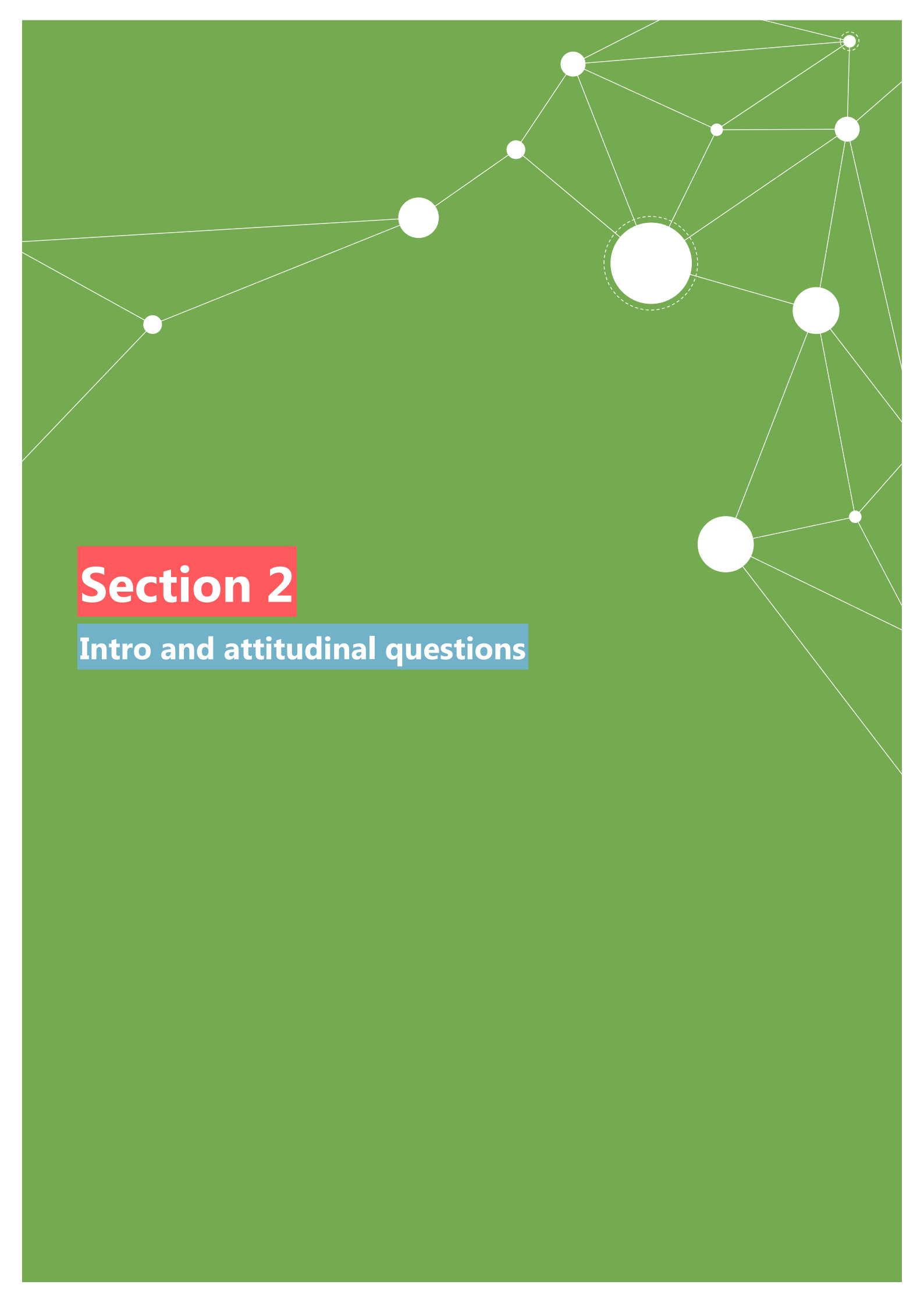
ES ONLY		
ASK IF SELF CONTAINED DWELLING		
[XMH0=CODE 1]		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two or more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

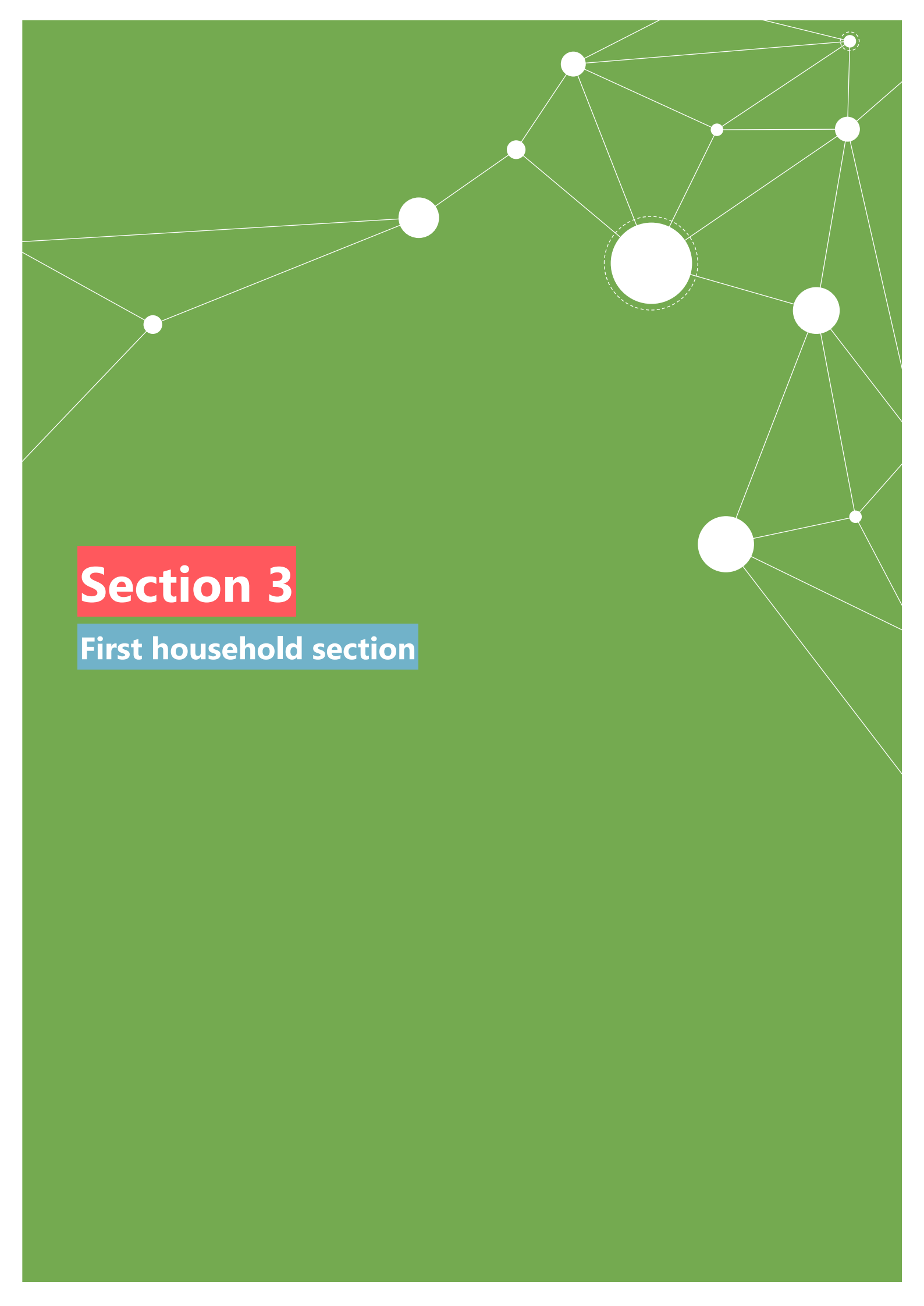
Tel and ESR intro 2 I'm going to ask you about your home, including all the people who live here and the TV equipment you have, and give you some more details about the BARB panel.

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...	

ROTATE QUESTIONS: H64, H65, H66 (CREATE VARIABLE TO REPORT ORDER)		
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]

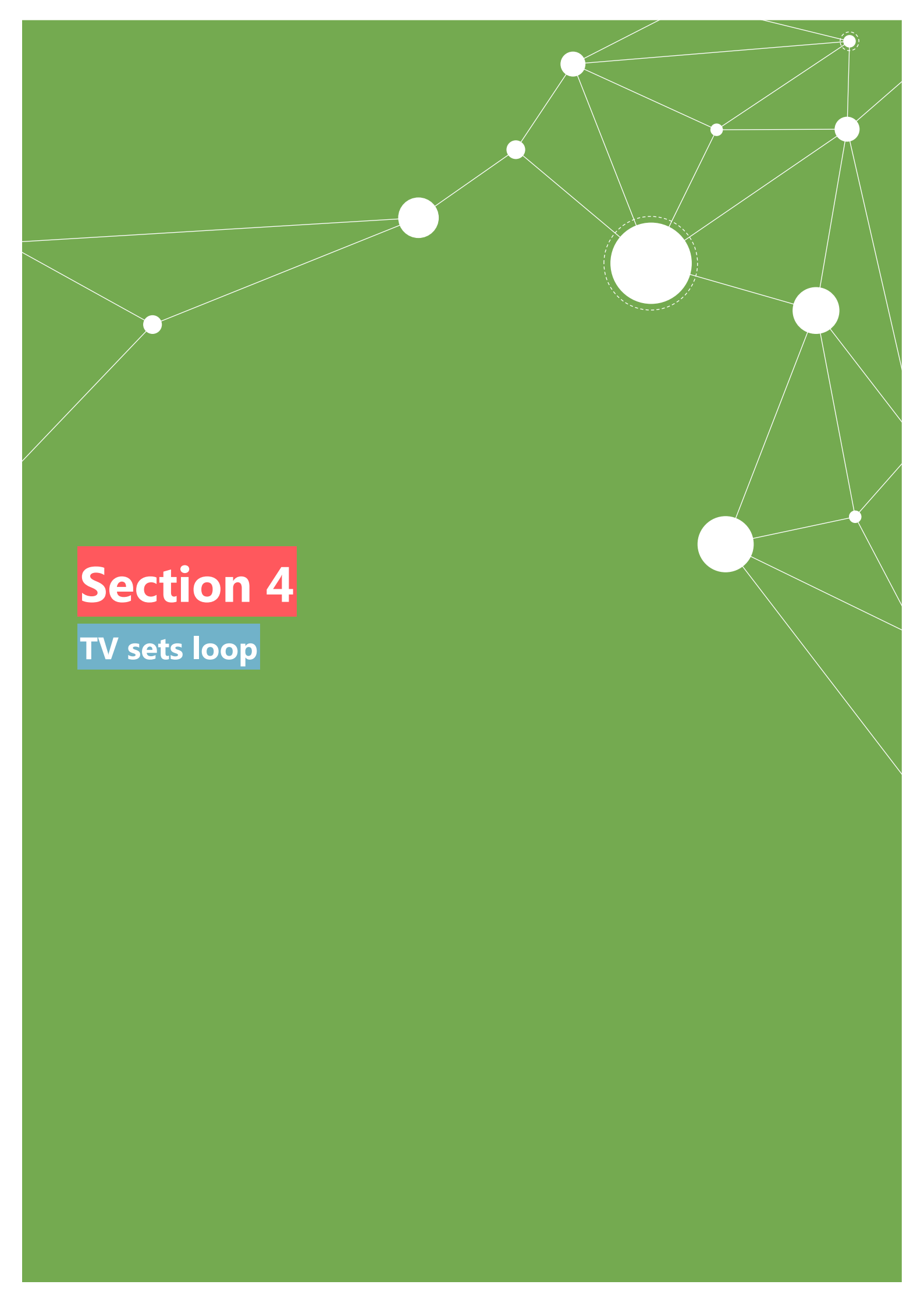
H113 Do you, or does anyone in your household, have any sort of internet access at home?

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	<u>SHOW SCREEN</u> In which room in your house is this TV set? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Other bedroom Second living/dining room Study/office TV room Conservatory Attic or loft room No specific location/frequently moved Stored away Other (WRITE IN)	SP

(END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

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

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?	SP
	Yes	
	No	

IF NO, ROUTE BACK TO S5

CONFIRM EACH SET IN HH

S10A / S11A / S9A / S14B - ROTATE TO MATCH ORDER OF H64, H65 AND H66 (KEEP S9A AND S14B TOGETHER)	
ASK IF 1+ SET H8>=1	
S10a	Can you confirm that this set is connected to cable TV services? SP 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
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 SP 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
ASK IF 1+ SET H8>=1	
S9a	Can you confirm that this set receives TV programmes via an aerial? SP 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
ASK IF DTT ON SET [S9A/B = YES OR H88 HAS SET CODED]	
S14b	SHOW SCREEN SP 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

**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

CABLE / SATELLITE / A TV AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66
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

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)	
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

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H56, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)	
ASK IF NO PLATFORMS CLAIMED ON SET [S62=NO]	
S63	<u>SHOW SCREEN</u> 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

ROTATE THESE QUESTION SECTIONS TO MATCH ORDER OF H64, H65 AND H66 CABLE - S24,S53 SATELLITE - S69, S68, S70, S71, S75 AERIAL -S25, S50		
ASK IF CABLE CLAIM ON SET <i>[S10A = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S24	<u>SHOW SCREEN</u> (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 <i>[S10A = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S53	<u>SHOW SCREEN</u> I would now like to ask you about High Definition television or HD. Do you receive HD channels via cable TV? NOTE: For a more detailed explanation select further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF SATELLITE CLAIM ON SET <i>[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]</i>		
S69	<u>SHOW SCREEN</u> (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 <i>[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]</i>		
S68	<u>SHOW SCREEN</u> In addition to Sky, (If S69=code 1 or 2) Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP

ASK IF SATELLITE CLAIM ON SET*[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 = AERIAL]		
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 = AERIAL]		
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****SHOW SCREEN**

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 **(in NI only)** 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>

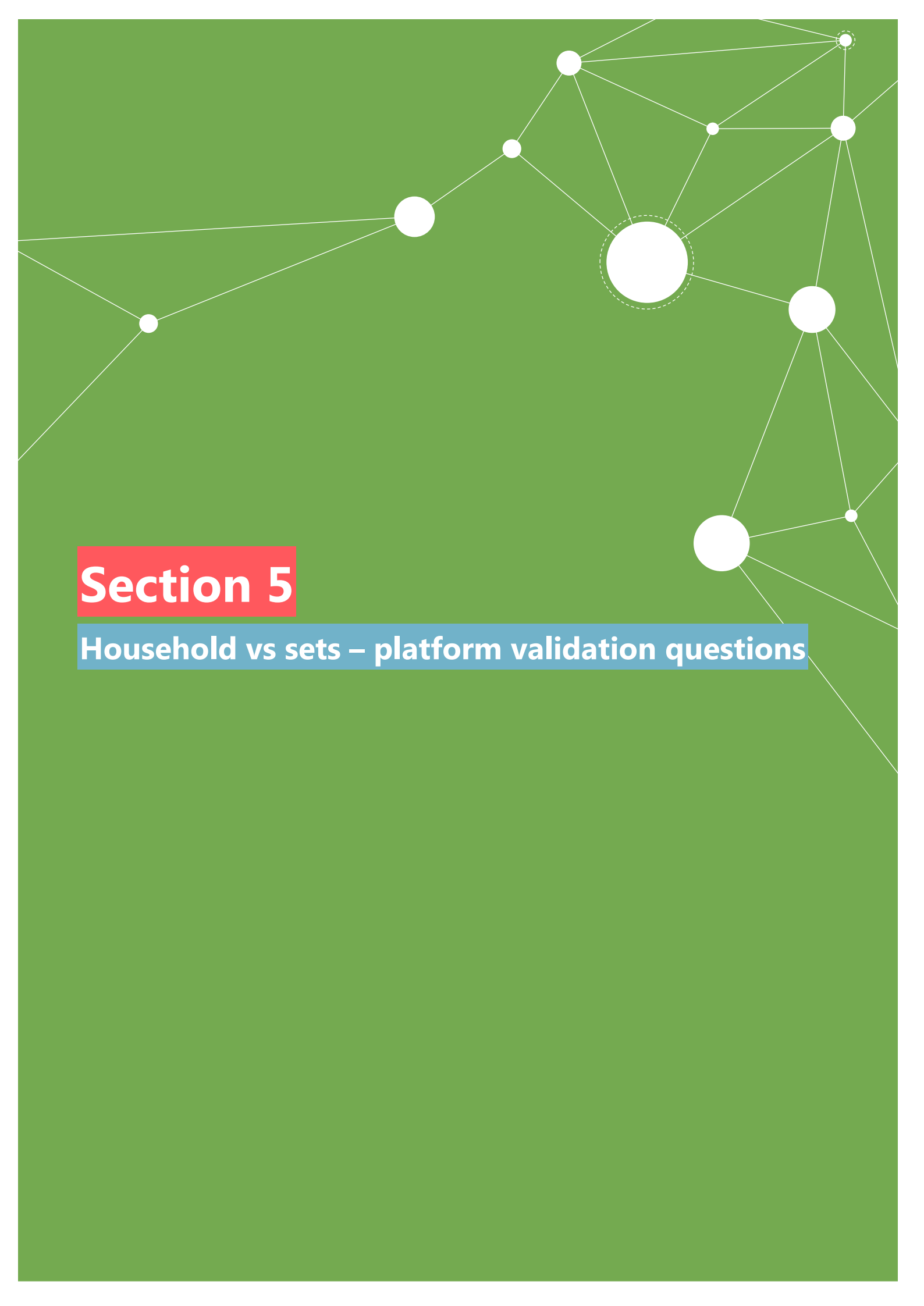
equipment connected to or built into this set that allows you to record TV programmes?

Yes

No

Don't know

ASK IF ANOTHER RECORDER CLAIMED		
<i>[S51=YES]</i>		
S38	<u>SHOW SCREEN</u>	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		
<i>[S38 NOT ONTO DVD/BLU RAY DISCS]</i>		
S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.	SP
- Yes - No - Don't know		
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS		
<i>[S62 = YES]</i>		
S2	<u>SHOW SCREEN</u>	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

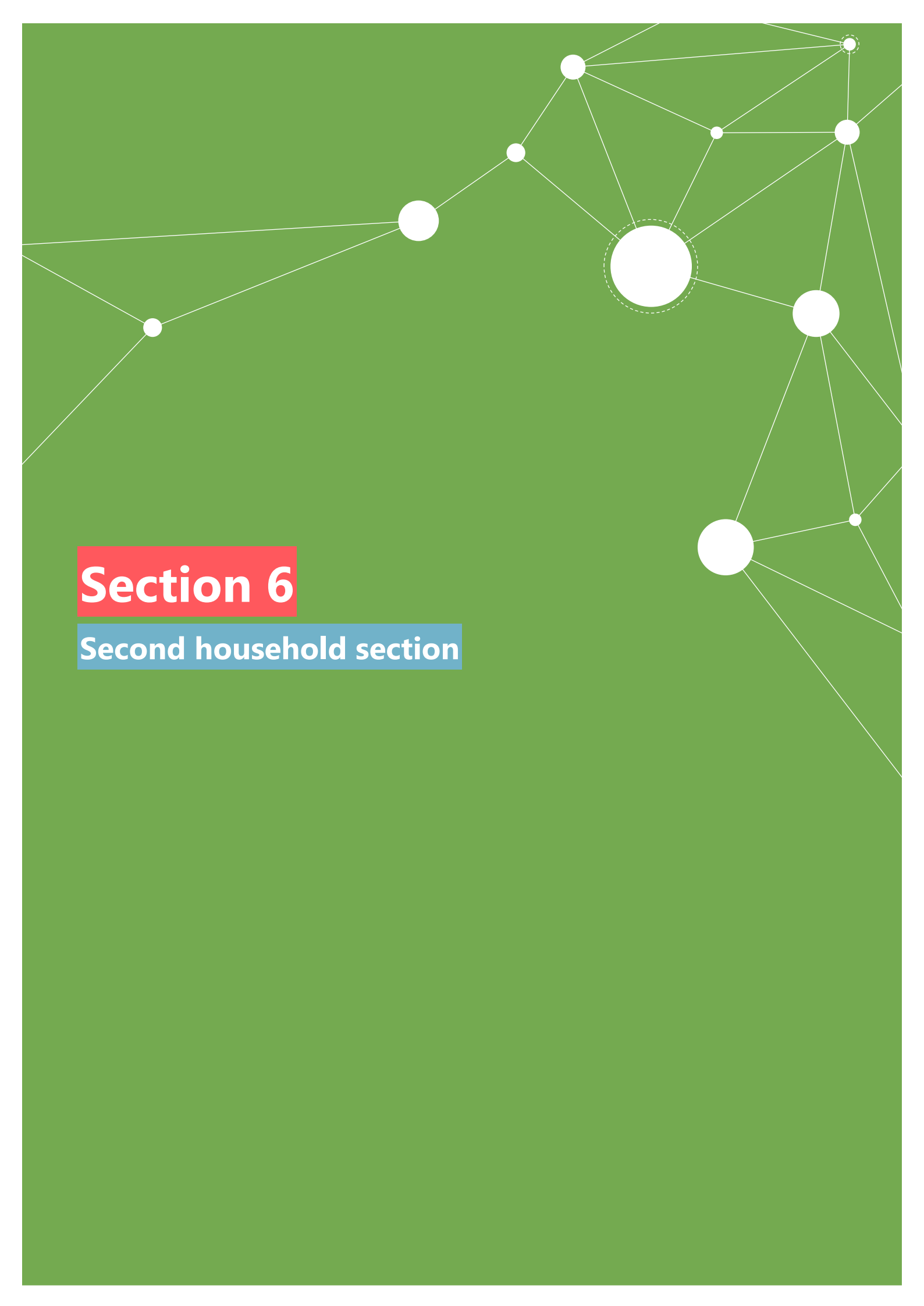
Household vs Sets – platform validation questions

FOR 2+ SETS AT H8		
ROTATE THESE QUESTION SECTIONS TO MATCH ORDER OF H64, H65 AND H66 CABLE – H83, H84 SATELLITE – H85, H86 AERIAL – H87, H88		
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? Yes No	SP 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? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S10A AND GO TO S24,S53 FOR EACH SET UNLESS SELECTED SET IS STORED AWAY INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
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? Yes No	SP 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? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S11A AND GO TO S69-S23 FOR EACH SET UNLESS SELECTED SET IS STORED AWAY INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
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	ASK H88
	No	
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	
	A CODE SETS 1-9	RECODE S9A AND GO TO S14, S25, S50 FOR EACH SET UNLESS SELECTED SET IS STORED AWAY 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	ASK H92
	No	
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	RECODE S55A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
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	ASK H100
	No	
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	RECODE S54A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
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	ASK H100
	No	
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	RECODE S67A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
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	ASK H100
	No	
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 UNLESS SELECTED SET IS STORED AWAY
	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 UNLESS SELECTED SET IS STORED AWAY
	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 UNLESS SELECTED SET IS STORED AWAY	
	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?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 RECODE S58A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY	
	None of these	
	Don't know	
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?	SP
	Yes ASK H100	
	No	
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?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9 RECODE S74A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY	
	None of these	
	Don't know	
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> How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know	SP
ES ONLY NOT ESR		
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H59	<u>SHOW SCREEN</u> How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ES ONLY 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> How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP

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

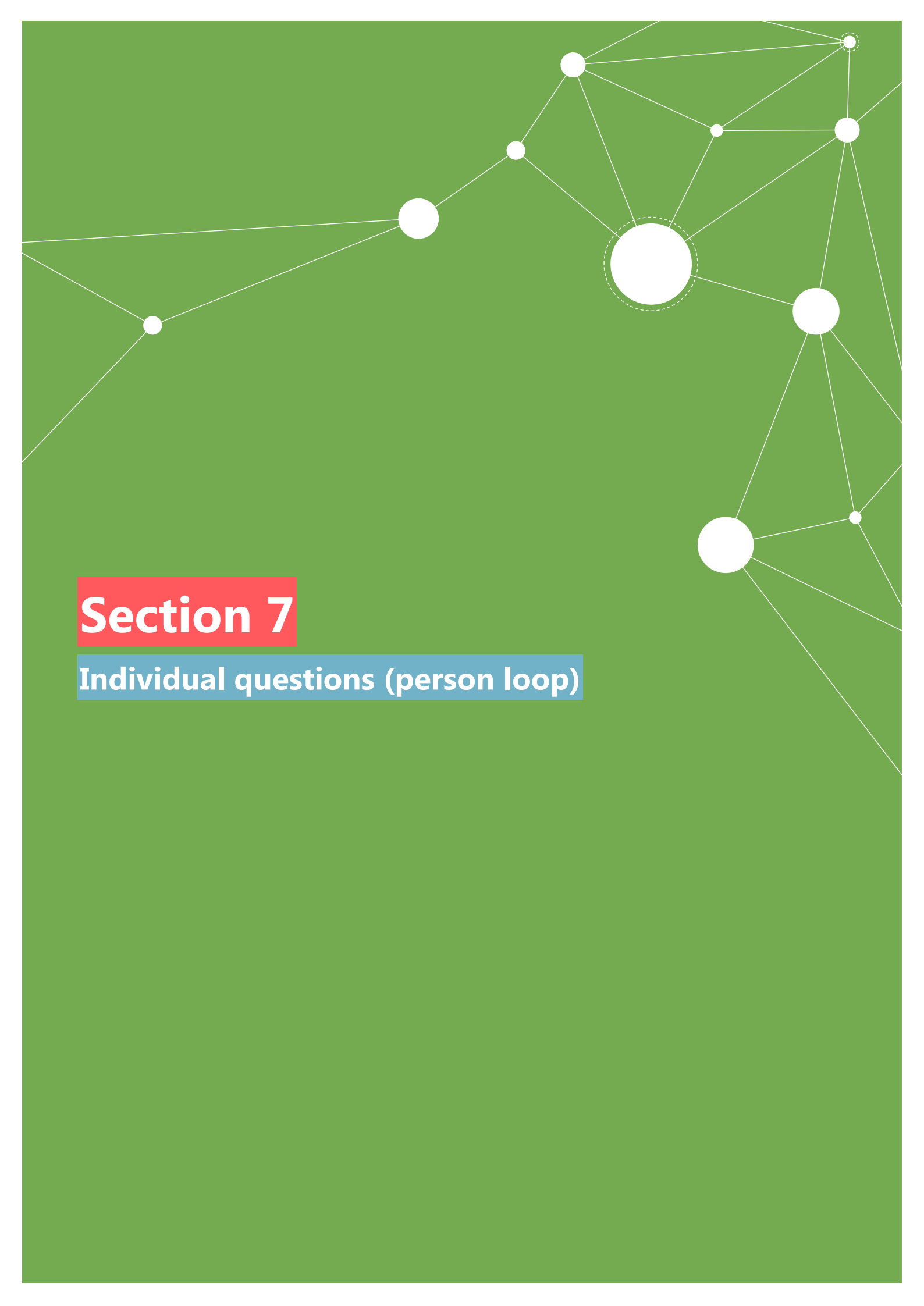
Another device that connects to the internet (Specify)

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	SHOW SCREEN 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	SHOW SCREEN 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 IF AGE IS DK OR REFUSED [AT P3] AND P4=Under 16

P4a	INTERVIEWER NOTE: Are you able to determine which of these is applicable to the 0-16 year-old?	SP
	0-3	
	4-9	
	10-15	
	Unable to determine	

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)	SP
	Married/living as married/civil partnership	
	Single	
	Widowed	
	Divorced/separated	

ASK ONLY FOR THOSE AGED 16+*[P3>15 OR P4 NOT = UNDER 16]*

P9	SHOW SCREEN	SP
	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)	

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	SP
	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	

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?	SP
	Yes	
	No	
	Don't know	

ASK IF WELSH SPEAKER*[P11=YES]*

P12	SHOW SCREEN	SP
	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

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	

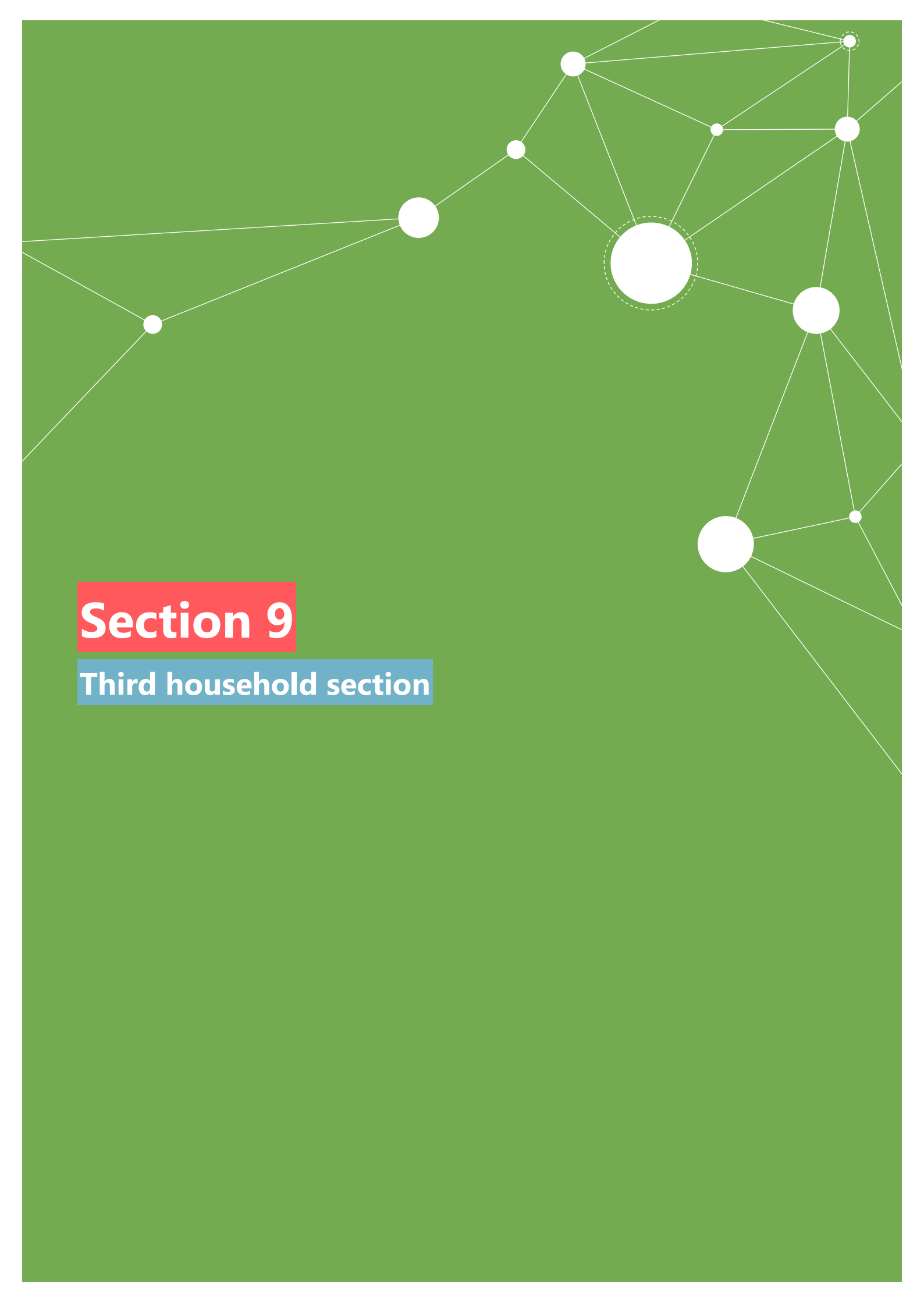
ES ONLY NOT ESR**ASK IF NOT AGED 1, 2 or 3 [AT P3]**

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	SP

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	SP
------------	--	----

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 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	SP
ES ONLY NOT ESR		
ASK IF GAELIC SPEAKER IN THE HOME [ANY PERSON CODE 1,2,3 or 4 AT P14]		
H26	SHOW SCREEN 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	SP
ES ONLY NOT ESR		
ASK IF ANY HH members are Asian/Asian British [P16 = ASIAN/ASIAN BRITISH]		
H116	SHOW SCREEN 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	MP

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
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services)? For 2 or more household members to share this responsibility then they must be equally responsible NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE		
IF MULTI PERSON HH [H55>1]		
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member << INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED >> (IF NOT RESPONDENT).	
ASK ALL		
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Refused	

ASK ALL

H35 What type of firm or organisation do *(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 is *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3))* was *(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?

SP

Yes
No
Don't know
Refused

ASK IF SELF EMPLOYED

[H37=YES]

H38 How many staff do *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)* does *(IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)* did *(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?

NUM

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

H39 What jobs 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 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 EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know	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) 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	SP
ASK IF CIE IS RETIRED [P9= RETIRED]		
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused	SP
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID 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	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused	SP

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS <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) area 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

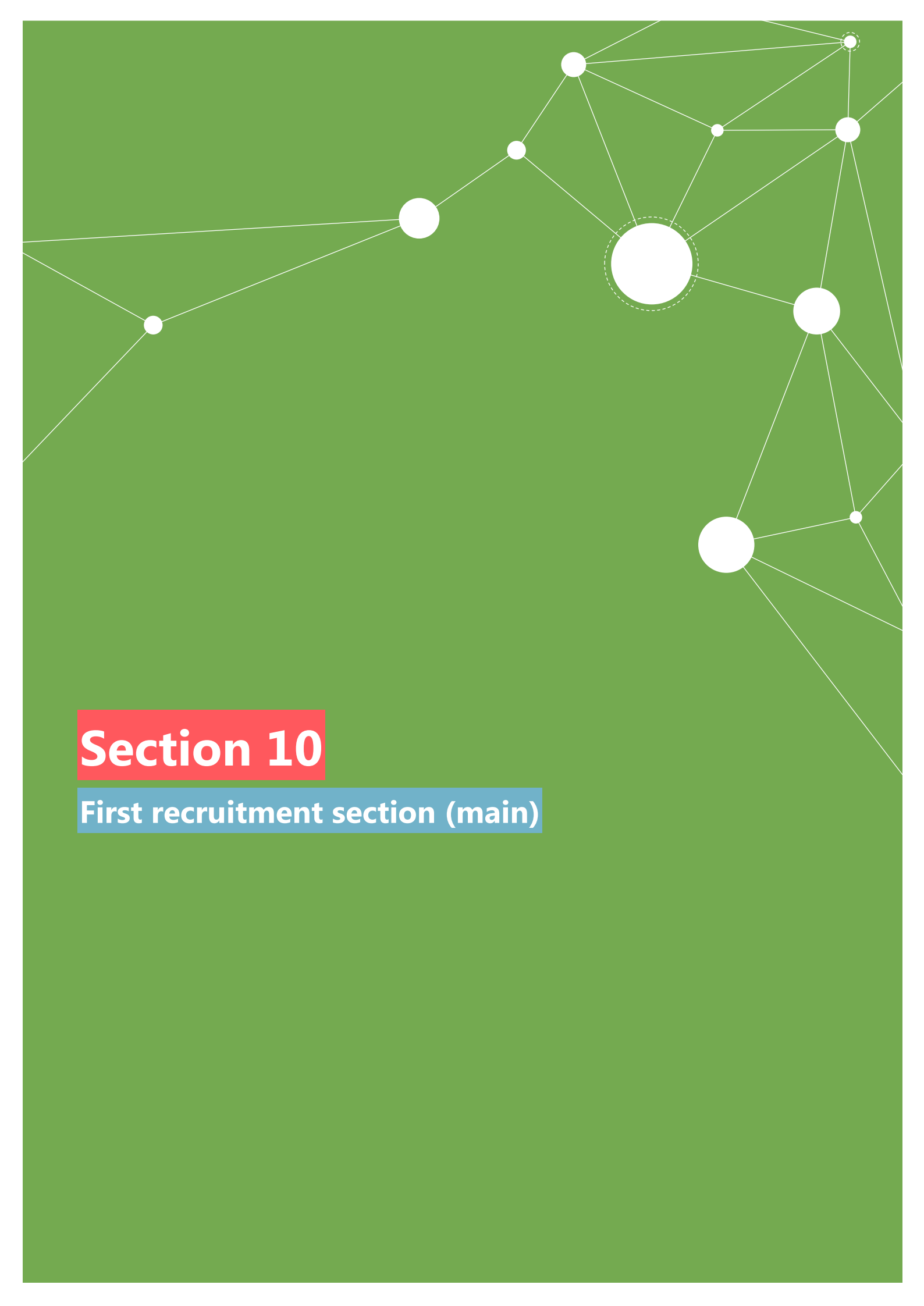
ADD Can I ask you to confirm that I have your correct address details?
2016 DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION
 Yes
 No – amend address

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?	
	Miss	Lord
	Ms	Lady
	Mrs	Reverend
	Mr	Pastor
	Dr	Vicar
	Sir	Other (please specify)

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

ASK IF 2+ PERSON HH**R10 FOR PERSON 2-9 ONLY**

SP

INTERVIEWER PLEASE CODE:

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

By this we mean has the person:

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

Yes

No

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

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

Starting with the first one...

COMPUTER/TABLET 2, 3, 4 ETC.

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

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

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

Hudl

Lenovo

LG

Microsoft

Packard Bell

Samsung

Sony

Toshiba

Other (please specify)

Don't know

ASK FOR ALL COMPUTERS AT H51

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

ASK FOR ALL COMPUTERS AT H51

R17	When in use is this computer/tablet able to access the internet?	SP
	Yes	
	No	
	Don't know	

End of recruitment computer loop / Start of contact section**ASK ALL**

R18 intro	Thank you for your answers so far – I just have few more questions for you today.
	The next section is on telephone contact details.
	As I mentioned earlier; once this interview is complete we will call you by telephone to confirm your details and to answer any questions you may have thought of before we then agree a time for a technician to visit your home. For this we need a telephone number that we can easily reach you on.

Tel No 1 ES and ES Recontact**ES and ESR Sample****ASK IF H47 = NO/REF OR H49 = REFUSED**

R18a	Are you able to provide us with a telephone number?	SP
	NOTE: where available a personal mobile telephone number is preferable to a landline	
	Yes (go to R19a)	
	No (go to R18b)	

ES and ESR Sample**ASK IF R18a = NO**

R18b	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?	SP
	Yes (go to R19a)	
	No (exit recruitment) (go to R32)	

ES and ESR Sample**ASK IF H47 NOT = NO/REF AND H49 NOT REFUSED**

R18c1	To make sure I correctly entered the number you provided earlier, can I ask you give it to me again?	NUM
	NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
	WRITE IN (if different from H49 go to R18e, else go to R20a)	

ES and ESR Sample		
ASK IF R18c DOES NOT MATCH H49		
R18e	SHOW SCREEN	MP
The number I just entered is different from the one I entered earlier. Can I check which of these is the correct number?		
	No 1 – from H49	(go to R20a)
	No 2 – from R18c1	(go to R20a)
	Neither	(return to R19a)
	Both	(go to R35a)
ES and ESR Sample		
ASK IF R18a = YES or R18b = YES or R18e=Neither		
R19a	What is the Telephone number, including the area code?	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
	WRITE IN	(go to R18c2)
ES and ESR Sample		
ASK IF TELEPHONE NUMBER PROVIDED AT R19a		
R18c2	To make sure that I've correctly entered the number, can I ask you give it to me again?	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
	WRITE IN (if different from R19a go to R19d1, else go to R20a)	
ES ONLY and ESR Sample		
ASK IF R18c2 DOES NOT MATCH R19a		
R19d1	SHOW SCREEN	SP
The two numbers I entered are different. Can I check which of these is the correct number?		
	No 1 – from R19a	(go to R20a)
	No 2 – from R18c2	(go to R20a)
	Neither	(return to R19a)
	Both	(go to R35a)

Tel No 1 TEL SAMPLE

TEL SAMPLE ONLY		
R18d	SHOW SCREEN	SP
Can I check that the telephone number we previously called you on is still valid for this household?		
Display number		
	Yes (go to R20a)	
	No (re-enter number at R19b)	
TEL SAMPLE ONLY		
ASK IF R18d = NO		
R19b	In that case can you give me a telephone number that can be used to contact you? Please include the area code.	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
	WRITE IN	
	Refused – (go to R19c)	
TEL SAMPLE ONLY		
ASK IF R19b = REFUSED		
R19c	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?	SP
	Yes (go to R19b)	
	No (exit recruitment) - (go to R32)	

TEL SAMPLE ONLY	
ASK IF TELEPHONE NUMBER PROVIDED AT R19c	
R18c3	To make sure that I've correctly entered the number, can I ask you give it to me again? NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
WRITE IN (if different from R19b go to R19d2, else go to R20a)	
TEL SAMPLE ONLY	
ASK IF R18c3 DOES NOT MATCH R19b	
R19d2	SHOW SCREEN SP
The two numbers I entered are different. Can I check which of these is the correct number?	
No 1 – from R19b	(go to R20a)
No 2 – from R18c3	(go to R20a)
Neither	(return to R19b)
Both	(go to R35a)

Tel No 2

ASK IF R18e / R19d1 / R19d2 NOT = BOTH	
R20a	And just in case we have a problem contacting you, do you have an alternative number that we can use? SP
Yes	(go to R20b)
No	(go to R36)
ASK IF R20a = YES	
R20b	What is this Telephone number, including the area code? NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
WRITE IN	
ASK IF R20a=YES	
R20c	Again, to make sure that I've correctly entered the number, can I ask you give it to me again? NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
WRITE IN (if different from R20b go to R20d)	
ASK IF R20b DOES NOT MATCH R20c	
R20d	SHOW SCREEN MP
The two numbers I entered are different. Can I check which of these is the correct number?	
No 3 – from R20b	(go to R35a)
No 4 – from R20c	(go to R35a)
None	(return to R20b – allow 2 iterations then go to R36)
Both	(go to R35b)

BEST NUMBER/TIME

ASK IF R18e / R19d1 / R19d2 = BOTH OR R20d = No 3 or No 4	
R35a	Which is the best number to call you on? SP
Number 1/2	
Number 2/3/4	
ASK IF R20d = BOTH	
R35b	Which is the best number to call you on? SP
Number 1/2	
Number 3	
Number 4	
ASK ALL	
R36	What is the best time to call you? VERB
WRITE IN	

EMAIL

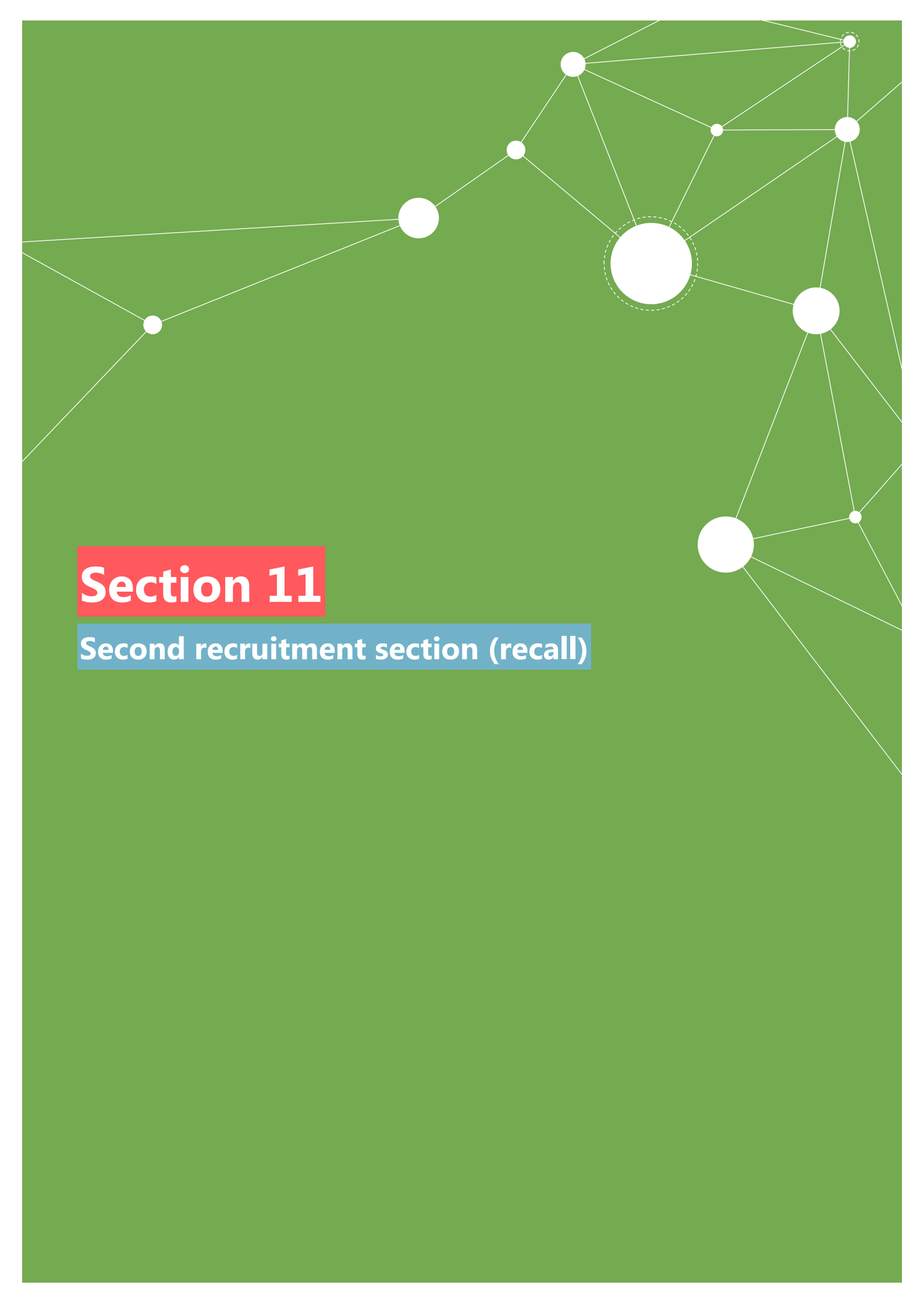
ASK ALL		
R21a	Do you have an email address that we can use to contact you?	SP
	Yes	
	No	
ASK IF R21a = YES		
R21b	Could I please record your email address?	NUM
	WRITE IN	
ASK ALL		
R21c	SHOW SCREEN	SP
	Can you confirm this is the correct email address?	
	Yes (correct email address)	
	No	
IFNO RE-ENTER R21b		

CONFIRMATION

ASK ALL		
R22	Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation in the BARB service is not disclosed to any other person or organisation. Please confirm you are willing for your details to be passed on to BARB commissioned agencies including Kantar Media and RSMB for the purpose of joining the BARB panel? NOTE: this confirms consent from all HH members Yes: agree to join the BARB panel No: do not agree - (exit recruitment) Revisit necessary	SP
ASK IF R10 = NO FOR ANY HH MEMBER		
R23	INTERVIEWER: NOT ALL HH MEMBERS WERE CODED AS PRESENT AND PARTICIPATED AT R10. PLEASE CONFIRM THAT THIS IS A PROPER RECRUITMENT AND DOES NOT NEED A REVISIT All household members present Parental agreement for younger children provided Revisit necessary (SP)	MP

ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS • REVISIT/RECALL from you to confirm all HH members are happy to proceed (IF REVISIT NECESSARY CODED AT R22 OR R23) • RECALL/REVISIT from you to confirm missing DOB for HH members (IF ANY PERSON CODED DK AT R7a) • WELCOME EMAIL – You will receive an email in the next day or so sent to the email address provided with further details of the next steps in the process (IF EMAIL PROVIDED AT R21b) • 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. IF NO RECALL/REVISIT REQUIRED ADD “NOTE: If not already done so please ask the participant if they are willing to save ‘Ipsos MORI Validation Team’ as a contact on their mobile phone. The number is 01315614532” • 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 No telephone in home Doesn't want to give out number No reason given Other (specify)	SP
ASK IF R2=NO OR R3=NO OR R4=NO OR R22=NO		
R34	INTERVIEWER: PLEASE CODE ANY REASONS FOR REFUSAL IF STATED 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)	MP

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 11

Second recruitment section (recall)

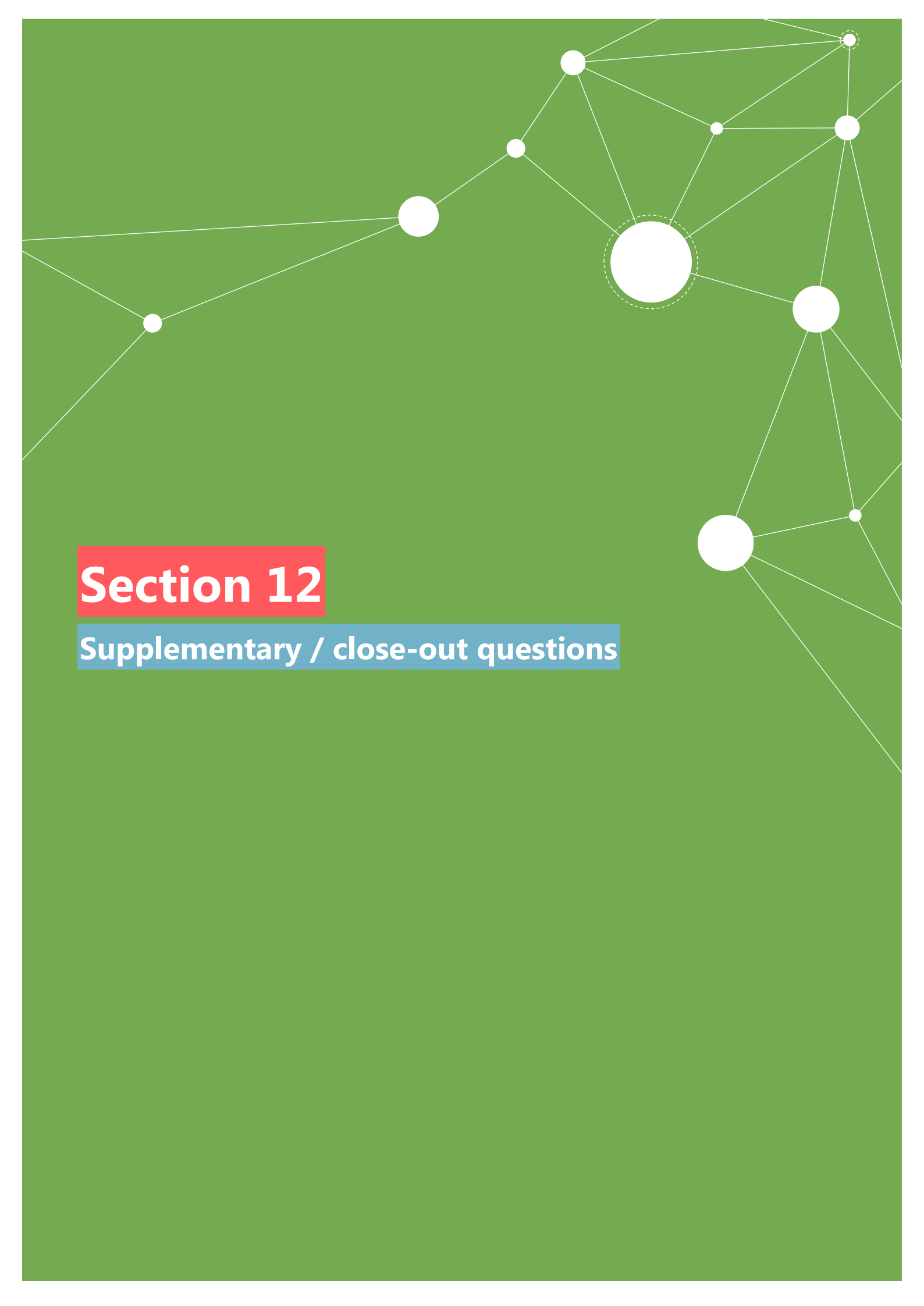
Second recruitment section (revisit) (recall permitted if agreed by RC)

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

ACCESS VIA ECS – INTERVIEWER TO CONFIRM: • SAMPLE POINT NUMBER • SUBCLUSTER NUMBER • ADDRESS NUMBER • MULTI HH NUMBER (IF APPROPRIATE)] SCRIPT TO DISPLAY TELEPHONE NUMBERS OBTAINED AT H49/R19 AND R20B AND NAME FIELDS OF RESPONDENT R5/6A/6B FOR MAIN PARTICIPANT		
ASK ALL REQUIRING REVISIT/RECALL		
R28	CONFIRM RESPONDENT NAME DISPLAY RESPONDENT NAME (FROM R6A/B) Yes No (WRITE IN)	SP VERB
ASK IF R7a exit routed in during main interview		
R30b intro	During the main interview we weren't able to confirm the date of birth for all household members: IF ONE PERSON WITH MISSING DOB DETAILS There is 1 person that we still need details for IF 2+ PEOPLE WITH MISSING DOB DETAILS There are <no of people with DK at R7a> people that we still need details for DISPLAY FOR ALL: TITLE FORENAME SURNAME AGE (from P3 or P4) As a potential BARB panel member we require a date of birth for everyone in the household. Are you able to provide a date of birth to us? Yes No (exit recruitment) - (go to R34)	
IF NO AT R30b EXIT RECRUITMENT		
ASK IF YES AT R30b		
R30	LOOP FOR PERSON 2-9 (RECORD PERSON NO) Can you tell me the month and year they were born? Jan May Sep Feb Jun Oct Mar Jul Nov Apr Aug Dec Don't Know YYYY Don't know	SP NUM
IF R30 = DK		
REVREF	RECRUITMENT REFUSED – INTERVIEW WILL END AND CANNOT BE RESUMED	SP
ASK IF R22=REVISIT NECESSARY OR R23=REVISIT NECESSARY		
R27	INTERVIEWER NOTE: PLEASE CONFIRM CONSENT FROM THE HOUSEHOLD HAS BEEN RECEIVED Yes No (exit recruitment) - (go to R34)	SP

ASK ALL REQUIRING REVISIT/RECALL		
R29	CHECK RESPONDENT ADDRESS: Can you confirm your address for me please? OUTPUT ADDRESS FROM ECS CORRECT ADDRESS INCORRECT ADDRESS (WRITE IN)	SP VERB
R29 exit (from R24 intro)	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS VALIDATION PROCESS: You will be contacted by telephone by Ipsos in the next few days to confirm the details provided and that you have agreed to participate on the panel NOTE: If not already done so please ask the participant if they are willing to <u>save</u> 'Ipsos MORI Validation Team' as a contact on their mobile phone. The number is <u>01315614532</u> – Display contact numbers held • 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