

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

April 2016 to March 2017



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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Introduction

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This reports contains the weighted data results from the Establishment survey for the period April 2016 - March 2017

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
AB	7024	6753	2872	1126	4774	2093	2681	6697
%V	25.1%	25.2%	26.5%	27.4%	24.8%	26.6%	23.5%	28.2%
%H (All HH)		96.1%	40.9%	16.0%	68.0%	29.8%	38.2%	95.3%
%H (TV HH)			42.5%	16.7%	70.7%	31.0%	39.7%	
C1	8032	7619	3196	1249	5448	2397	3051	7235
%V	28.7%	28.5%	29.5%	30.4%	28.3%	30.4%	26.7%	30.5%
%H (All HH)		94.9%	39.8%	15.6%	67.8%	29.8%	38.0%	90.1%
%H (TV HH)			41.9%	16.4%	71.5%	31.5%	40.0%	
C2	5448	5280	2256	818	3849	1707	2142	4702
%V	19.4%	19.7%	20.8%	19.9%	20.0%	21.7%	18.8%	19.8%
%H (All HH)		96.9%	41.4%	15.0%	70.6%	31.3%	39.3%	86.3%
%H (TV HH)			42.7%	15.5%	72.9%	32.3%	40.6%	
D	4392	4163	1624	595	2959	1099	1859	3370
%V	15.7%	15.6%	15.0%	14.5%	15.3%	14.0%	16.3%	14.2%
%H (All HH)		94.8%	37.0%	13.5%	67.4%	25.0%	42.3%	76.7%
%H (TV HH)			39.0%	14.3%	71.1%	26.4%	44.7%	
E	3132	2947	889	323	2255	576	1679	1740
%V	11.2%	11.0%	8.2%	7.9%	11.7%	7.3%	14.7%	7.3%
%H (All HH)		94.1%	28.4%	10.3%	72.0%	18.4%	53.6%	55.6%
%H (TV HH)			30.2%	11.0%	76.5%	19.5%	57.0%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
Under 25	1200	961	328	124	608	205	403	1135
%V	4.3%	3.6%	3.0%	3.0%	3.2%	2.6%	3.5%	4.8%
%H (All HH)		80.1%	27.3%	10.3%	50.7%	17.1%	33.6%	94.6%
%H (TV HH)			34.1%	12.9%	63.3%	21.3%	41.9%	
25 - 34	4323	3943	1732	608	2359	975	1384	4176
%V	15.4%	14.7%	16.0%	14.8%	12.2%	12.4%	12.1%	17.6%
%H (All HH)		91.2%	40.1%	14.1%	54.6%	22.6%	32.0%	96.6%
%H (TV HH)			43.9%	15.4%	59.8%	24.7%	35.1%	
35 - 44	4631	4382	2166	750	2831	1451	1380	4450
%V	16.5%	16.4%	20.0%	18.2%	14.7%	18.4%	12.1%	18.7%
%H (All HH)		94.6%	46.8%	16.2%	61.1%	31.3%	29.8%	96.1%
%H (TV HH)			49.4%	17.1%	64.6%	33.1%	31.5%	
45 - 54	5419	5260	2379	986	3728	1831	1897	5115
%V	19.3%	19.7%	22.0%	24.0%	19.3%	23.3%	16.6%	21.5%
%H (All HH)		97.1%	43.9%	18.2%	68.8%	33.8%	35.0%	94.4%
%H (TV HH)			45.2%	18.7%	70.9%	34.8%	36.1%	
55 - 64	4721	4603	1883	766	3510	1559	1951	4166
%V	16.8%	17.2%	17.4%	18.6%	18.2%	19.8%	17.1%	17.5%
%H (All HH)		97.5%	39.9%	16.2%	74.3%	33.0%	41.3%	88.2%
%H (TV HH)			40.9%	16.6%	76.3%	33.9%	42.4%	
65 +	7734	7611	2347	878	6249	1850	4399	4700
%V	27.6%	28.4%	21.7%	21.4%	32.4%	23.5%	38.5%	19.8%
%H (All HH)		98.4%	30.3%	11.4%	80.8%	23.9%	56.9%	60.8%
%H (TV HH)			30.8%	11.5%	82.1%	24.3%	57.8%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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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	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
1	8732	8103	2212	946	6287	1494	4792	5632
%V	31.2%	30.3%	20.4%	23.0%	32.6%	19.0%	42.0%	23.7%
%H (All HH)		92.8%	25.3%	10.8%	72.0%	17.1%	54.9%	64.5%
%H (TV HH)			27.3%	11.7%	77.6%	18.4%	59.1%	
2	9556	9249	3809	1419	6801	2905	3895	8588
%V	34.1%	34.6%	35.2%	34.5%	35.3%	36.9%	34.1%	36.2%
%H (All HH)		96.8%	39.9%	14.8%	71.2%	30.4%	40.8%	89.9%
%H (TV HH)			41.2%	15.3%	73.5%	31.4%	42.1%	
3	4352	4187	2062	745	2846	1523	1323	4221
%V	15.5%	15.6%	19.0%	18.1%	14.8%	19.3%	11.6%	17.8%
%H (All HH)		96.2%	47.4%	17.1%	65.4%	35.0%	30.4%	97.0%
%H (TV HH)			49.2%	17.8%	68.0%	36.4%	31.6%	
4	3634	3534	1839	679	2306	1340	967	3584
%V	13.0%	13.2%	17.0%	16.5%	12.0%	17.0%	8.5%	15.1%
%H (All HH)		97.2%	50.6%	18.7%	63.5%	36.9%	26.6%	98.6%
%H (TV HH)			52.0%	19.2%	65.3%	37.9%	27.4%	
5+	1754	1688	914	322	1045	610	436	1719
%V	6.3%	6.3%	8.4%	7.8%	5.4%	7.7%	3.8%	7.2%
%H (All HH)		96.2%	52.1%	18.4%	59.6%	34.8%	24.9%	98.0%
%H (TV HH)			54.1%	19.1%	61.9%	36.1%	25.8%	
Average HH size	2.32	2.33	2.62	2.55	2.25	2.61	2.00	2.49

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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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	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
Without	20847	19787	7257	2890	14833	5489	9344	16733
%V	74.4%	73.9%	67.0%	70.3%	76.9%	69.7%	81.9%	70.5%
%H (All HH)		94.9%	34.8%	13.9%	71.2%	26.3%	44.8%	80.3%
%H (TV HH)			36.7%	14.6%	75.0%	27.7%	47.2%	
With	7181	6974	3578	1221	4451	2383	2068	7011
%V	25.6%	26.1%	33.0%	29.7%	23.1%	30.3%	18.1%	29.5%
%H (All HH)		97.1%	49.8%	17.0%	62.0%	33.2%	28.8%	97.6%
%H (TV HH)			51.3%	17.5%	63.8%	34.2%	29.7%	
0 - 3	2704	2591	1339	407	1593	804	789	2612
%V	9.6%	9.7%	12.4%	9.9%	8.3%	10.2%	6.9%	11.0%
%H (All HH)		95.8%	49.5%	15.1%	58.9%	29.7%	29.2%	96.6%
%H (TV HH)			51.7%	15.7%	61.5%	31.0%	30.5%	
4 - 9	3716	3613	1867	632	2243	1198	1045	3626
%V	13.3%	13.5%	17.2%	15.4%	11.6%	15.2%	9.2%	15.3%
%H (All HH)		97.2%	50.2%	17.0%	60.4%	32.2%	28.1%	97.6%
%H (TV HH)			51.7%	17.5%	62.1%	33.2%	28.9%	
10 - 15	3320	3260	1728	615	2140	1243	897	3263
%V	11.8%	12.2%	15.9%	15.0%	11.1%	15.8%	7.9%	13.7%
%H (All HH)		98.2%	52.0%	18.5%	64.5%	37.4%	27.0%	98.3%
%H (TV HH)			53.0%	18.9%	65.6%	38.1%	27.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
1	10906	10906	3400	1403	7064	1377	5687	8473
%V	38.9%	40.8%	31.4%	34.1%	36.6%	17.5%	49.8%	35.7%
%H (All HH)		100.0%	31.2%	12.9%	64.8%	12.6%	52.1%	77.7%
%H (TV HH)			31.2%	12.9%	64.8%	12.6%	52.1%	
2	8865	8865	3743	1422	6590	2934	3656	7615
%V	31.6%	33.1%	34.5%	34.6%	34.2%	37.3%	32.0%	32.1%
%H (All HH)		100.0%	42.2%	16.0%	74.3%	33.1%	41.2%	85.9%
%H (TV HH)			42.2%	16.0%	74.3%	33.1%	41.2%	
3	4284	4284	2156	760	3396	2008	1388	3996
%V	15.3%	16.0%	19.9%	18.5%	17.6%	25.5%	12.2%	16.8%
%H (All HH)		100.0%	50.3%	17.7%	79.3%	46.9%	32.4%	93.3%
%H (TV HH)			50.3%	17.7%	79.3%	46.9%	32.4%	
4	1781	1781	968	350	1443	962	481	1732
%V	6.4%	6.7%	8.9%	8.5%	7.5%	12.2%	4.2%	7.3%
%H (All HH)		100.0%	54.4%	19.7%	81.0%	54.0%	27.0%	97.2%
%H (TV HH)			54.4%	19.7%	81.0%	54.0%	27.0%	
5+	925	925	568	176	792	590	202	913
%V	3.3%	3.5%	5.2%	4.3%	4.1%	7.5%	1.8%	3.8%
%H (All HH)		100.0%	61.4%	19.0%	85.6%	63.8%	21.8%	98.7%
%H (TV HH)			61.4%	19.0%	85.6%	63.8%	21.8%	

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

%V = percentage of vertical total

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

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

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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	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
Under 20"	4032	4032	1612	584	3397	1572	1825	3400
%V	14.4%	15.1%	14.9%	14.2%	17.6%	20.0%	16.0%	14.3%
%H (All HH)		100.0%	40.0%	14.5%	84.3%	39.0%	45.3%	84.3%
%H (TV HH)			40.0%	14.5%	84.3%	39.0%	45.3%	
20" - 29"	8336	8336	3312	1278	6736	3017	3718	6940
%V	29.7%	31.1%	30.6%	31.1%	34.9%	38.3%	32.6%	29.2%
%H (All HH)		100.0%	39.7%	15.3%	80.8%	36.2%	44.6%	83.3%
%H (TV HH)			39.7%	15.3%	80.8%	36.2%	44.6%	
30" - 39"	13496	13496	5527	2141	10097	4387	5710	11537
%V	48.2%	50.4%	51.0%	52.1%	52.4%	55.7%	50.0%	48.6%
%H (All HH)		100.0%	41.0%	15.9%	74.8%	32.5%	42.3%	85.5%
%H (TV HH)			41.0%	15.9%	74.8%	32.5%	42.3%	
40" and over	15289	15289	7462	2671	10572	5555	5017	14135
%V	54.5%	57.1%	68.9%	65.0%	54.8%	70.6%	44.0%	59.5%
%H (All HH)		100.0%	48.8%	17.5%	69.1%	36.3%	32.8%	92.5%
%H (TV HH)			48.8%	17.5%	69.1%	36.3%	32.8%	

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

%V = percentage of vertical total

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

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

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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	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
Main living room	26460	26460	10751	4080	19087	7820	11267	22471
%V	94.4%	98.9%	99.2%	99.2%	99.0%	99.3%	98.7%	94.6%
%H (All HH)		100.0%	40.6%	15.4%	72.1%	29.6%	42.6%	84.9%
%H (TV HH)			40.6%	15.4%	72.1%	29.6%	42.6%	
Kitchen	3114	3114	1499	425	2680	1468	1211	2768
%V	11.1%	11.6%	13.8%	10.3%	13.9%	18.6%	10.6%	11.7%
%H (All HH)		100.0%	48.1%	13.6%	86.1%	47.1%	38.9%	88.9%
%H (TV HH)			48.1%	13.6%	86.1%	47.1%	38.9%	
Adult's bedroom	12058	12058	5687	2126	9358	5111	4247	10905
%V	43.0%	45.1%	52.5%	51.7%	48.5%	64.9%	37.2%	45.9%
%H (All HH)		100.0%	47.2%	17.6%	77.6%	42.4%	35.2%	90.4%
%H (TV HH)			47.2%	17.6%	77.6%	42.4%	35.2%	
Child's bedroom	2291	2291	1299	427	1623	1066	558	2254
%V	8.2%	8.6%	12.0%	10.4%	8.4%	13.5%	4.9%	9.5%
%H (All HH)		100.0%	56.7%	18.6%	70.8%	46.5%	24.4%	98.4%
%H (TV HH)			56.7%	18.6%	70.8%	46.5%	24.4%	
Other bedroom	1840	1840	949	339	1484	913	571	1738
%V	6.6%	6.9%	8.8%	8.2%	7.7%	11.6%	5.0%	7.3%
%H (All HH)		100.0%	51.6%	18.4%	80.7%	49.6%	31.0%	94.5%
%H (TV HH)			51.6%	18.4%	80.7%	49.6%	31.0%	
Second living/dining room	2574	2574	1252	463	2049	1170	879	2332
%V	9.2%	9.6%	11.6%	11.3%	10.6%	14.9%	7.7%	9.8%
%H (All HH)		100.0%	48.6%	18.0%	79.6%	45.5%	34.1%	90.6%
%H (TV HH)			48.6%	18.0%	79.6%	45.5%	34.1%	
Study/office	413	413	221	63	324	195	129	403
%V	1.5%	1.5%	2.0%	1.5%	1.7%	2.5%	1.1%	1.7%
%H (All HH)		100.0%	53.5%	15.3%	78.5%	47.2%	31.2%	97.6%
%H (TV HH)			53.5%	15.3%	78.5%	47.2%	31.2%	
TV room	237	237	132	44	178	115	64	233
%V	0.8%	0.9%	1.2%	1.1%	0.9%	1.5%	0.6%	1.0%
%H (All HH)		100.0%	55.7%	18.6%	75.1%	48.5%	27.0%	98.3%
%H (TV HH)			55.7%	18.6%	75.1%	48.5%	27.0%	
Conservatory	602	602	322	94	489	294	195	562
%V	2.1%	2.2%	3.0%	2.3%	2.5%	3.7%	1.7%	2.4%
%H (All HH)		100.0%	53.5%	15.6%	81.2%	48.8%	32.4%	93.4%
%H (TV HH)			53.5%	15.6%	81.2%	48.8%	32.4%	
Attic or loft room	69	69	40	16	51	37	15	68
%V	0.2%	0.3%	0.4%	0.4%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	58.0%	23.2%	73.9%	53.6%	21.7%	98.6%
%H (TV HH)			58.0%	23.2%	73.9%	53.6%	21.7%	
No specific location	46	46	18	8	37	18	19	43
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	39.1%	17.4%	80.4%	39.1%	41.3%	93.5%
%H (TV HH)			39.1%	17.4%	80.4%	39.1%	41.3%	
Other	274	274	155	43	223	144	80	269
%V	1.0%	1.0%	1.4%	1.0%	1.2%	1.8%	0.7%	1.1%
%H (All HH)		100.0%	56.6%	15.7%	81.4%	52.6%	29.2%	98.2%
%H (TV HH)			56.6%	15.7%	81.4%	52.6%	29.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28028	26761	10835	4111	19284	7872	11413	23744
%V (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
Any DSAT provider	10835	10835	10835	203	5856	5856	0	10040
%V	38.7%	40.5%	100.0%	4.9%	30.4%	74.4%	0.0%	42.3%
%H (All HH)			100.0%	1.9%	54.0%	54.0%	0.0%	92.7%
%H (TV HH)			100.0%	1.9%	54.0%	54.0%	0.0%	
Sky with subscription	8844	8844	8844	103	4790	4790	0	8290
%V	31.6%	33.0%	81.6%	2.5%	24.8%	60.8%	0.0%	34.9%
%H (All HH)			100.0%	1.2%	54.2%	54.2%	0.0%	93.7%
%H (TV HH)			100.0%	1.2%	54.2%	54.2%	0.0%	
Sky without subscription	678	678	678	30	330	330	0	569
%V	2.4%	2.5%	6.3%	0.7%	1.7%	4.2%	0.0%	2.4%
%H (All HH)			100.0%	4.4%	48.7%	48.7%	0.0%	83.9%
%H (TV HH)			100.0%	4.4%	48.7%	48.7%	0.0%	
Freesat	1191	1191	1191	44	709	709	0	1091
%V	4.2%	4.5%	11.0%	1.1%	3.7%	9.0%	0.0%	4.6%
%H (All HH)			100.0%	3.7%	59.5%	59.5%	0.0%	91.6%
%H (TV HH)			100.0%	3.7%	59.5%	59.5%	0.0%	
Other satellite provider	683	683	683	45	380	380	0	635
%V	2.4%	2.6%	6.3%	1.1%	2.0%	4.8%	0.0%	2.7%
%H (All HH)			100.0%	6.6%	55.6%	55.6%	0.0%	93.0%
%H (TV HH)			100.0%	6.6%	55.6%	55.6%	0.0%	
DCAB	4111	4111	203	4111	2118	2118	0	3861
%V	14.7%	15.4%	1.9%	100.0%	11.0%	26.9%	0.0%	16.3%
%H (All HH)			4.9%	100.0%	51.5%	51.5%	0.0%	93.9%
%H (TV HH)			4.9%	100.0%	51.5%	51.5%	0.0%	
DTT	19284	19284	5856	2118	19284	7872	11413	15840
%V	68.8%	72.1%	54.0%	51.5%	100.0%	100.0%	100.0%	66.7%
%H (All HH)		100.0%	30.4%	11.0%	100.0%	40.8%	59.2%	82.1%
%H (TV HH)			30.4%	11.0%	100.0%	40.8%	59.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
PVR	16967	16967	9537	3633	11037	7081	3956	15698
%V	60.5%	63.4%	88.0%	88.4%	57.2%	90.0%	34.7%	66.1%
%H (All HH)		100.0%	56.2%	21.4%	65.0%	41.7%	23.3%	92.5%
%H (TV HH)			56.2%	21.4%	65.0%	41.7%	23.3%	
DVDR	522	522	187	79	425	168	257	440
%V	1.9%	2.0%	1.7%	1.9%	2.2%	2.1%	2.3%	1.9%
%H (All HH)		100.0%	35.8%	15.1%	81.4%	32.2%	49.2%	84.3%
%H (TV HH)			35.8%	15.1%	81.4%	32.2%	49.2%	
VCR	300	300	94	32	264	91	173	203
%V	1.1%	1.1%	0.9%	0.8%	1.4%	1.2%	1.5%	0.9%
%H (All HH)		100.0%	31.3%	10.7%	88.0%	30.3%	57.7%	67.7%
%H (TV HH)			31.3%	10.7%	88.0%	30.3%	57.7%	
Any recorder	17275	17275	9572	3649	11314	7106	4208	15882
%V	61.6%	64.6%	88.3%	88.8%	58.7%	90.3%	36.9%	66.9%
%H (All HH)		100.0%	55.4%	21.1%	65.5%	41.1%	24.4%	91.9%
%H (TV HH)			55.4%	21.1%	65.5%	41.1%	24.4%	
Receives HDTV (via STB or built-in reception)	17707	17707	8293	3519	12661	6587	6073	16288
%V	63.2%	66.2%	76.5%	85.6%	65.7%	83.7%	53.2%	68.6%
%H (All HH)		100.0%	46.8%	19.9%	71.5%	37.2%	34.3%	92.0%
%H (TV HH)			46.8%	19.9%	71.5%	37.2%	34.3%	
DVD/Blu-ray player or recorder	18802	18802	8006	3060	13720	6206	7514	16693
%V	67.1%	70.3%	73.9%	74.4%	71.1%	78.8%	65.8%	70.3%
%H (All HH)		100.0%	42.6%	16.3%	73.0%	33.0%	40.0%	88.8%
%H (TV HH)			42.6%	16.3%	73.0%	33.0%	40.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
April 2016 - March 2017

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	28028	26761	10835	4111	19284	7872	11413	23744
%H (All HH)		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%
%H (TV HH)			40.5%	15.4%	72.1%	29.4%	42.6%	
Has broadband internet	23744	22729	10040	3861	15840	7382	8458	23744
%V	84.7%	84.9%	92.7%	93.9%	82.1%	93.8%	74.1%	100.0%
%H (All HH)		95.7%	42.3%	16.3%	66.7%	31.1%	35.6%	100.0%
%H (TV HH)			44.2%	17.0%	69.7%	32.5%	37.2%	
Number of computers (PCs and laptops)								
0	5221	4901	1156	376	4027	708	3320	1233
%V	18.6%	18.3%	10.7%	9.1%	20.9%	9.0%	29.1%	5.2%
%H (All HH)		93.9%	22.1%	7.2%	77.1%	13.6%	63.6%	23.6%
%H (TV HH)			23.6%	7.7%	82.2%	14.4%	67.7%	
1	7331	6907	2590	1031	4880	1732	3149	7090
%V	26.2%	25.8%	23.9%	25.1%	25.3%	22.0%	27.6%	29.9%
%H (All HH)		94.2%	35.3%	14.1%	66.6%	23.6%	43.0%	96.7%
%H (TV HH)			37.5%	14.9%	70.7%	25.1%	45.6%	
2	6679	6427	2907	1058	4491	2121	2370	6636
%V	23.8%	24.0%	26.8%	25.7%	23.3%	26.9%	20.8%	27.9%
%H (All HH)		96.2%	43.5%	15.8%	67.2%	31.8%	35.5%	99.4%
%H (TV HH)			45.2%	16.5%	69.9%	33.0%	36.9%	
3	3903	3772	1829	677	2591	1390	1201	3898
%V	13.9%	14.1%	16.9%	16.5%	13.4%	17.7%	10.5%	16.4%
%H (All HH)		96.6%	46.9%	17.3%	66.4%	35.6%	30.8%	99.9%
%H (TV HH)			48.5%	17.9%	68.7%	36.9%	31.8%	
4	2290	2224	1062	449	1557	866	691	2287
%V	8.2%	8.3%	9.8%	10.9%	8.1%	11.0%	6.1%	9.6%
%H (All HH)		97.1%	46.4%	19.6%	68.0%	37.8%	30.2%	99.9%
%H (TV HH)			47.8%	20.2%	70.0%	38.9%	31.1%	
5+	2604	2530	1291	520	1737	1055	682	2601
%V	9.3%	9.5%	11.9%	12.6%	9.0%	13.4%	6.0%	11.0%
%H (All HH)		97.2%	49.6%	20.0%	66.7%	40.5%	26.2%	99.9%
%H (TV HH)			51.0%	20.6%	68.7%	41.7%	27.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	53604	24324	8863	40467	20313	20154	47547
%H		45.4%	16.5%	75.5%	37.9%	37.6%	88.7%
Under 20"	5018	2071	728	4262	2053	2209	4302
%V	9.4%	8.5%	8.2%	10.5%	10.1%	11.0%	9.0%
%H		41.3%	14.5%	84.9%	40.9%	44.0%	85.7%
20" - 29"	10760	4430	1679	8829	4179	4650	9138
%V	20.1%	18.2%	18.9%	21.8%	20.6%	23.1%	19.2%
%H		41.2%	15.6%	82.1%	38.8%	43.2%	84.9%
30" - 39"	16825	7274	2756	12660	5969	6691	14677
%V	31.4%	29.9%	31.1%	31.3%	29.4%	33.2%	30.9%
%H		43.2%	16.4%	75.2%	35.5%	39.8%	87.2%
40" and over	19351	9899	3439	13476	7575	5901	18089
%V	36.1%	40.7%	38.8%	33.3%	37.3%	29.3%	38.0%
%H		51.2%	17.8%	69.6%	39.1%	30.5%	93.5%
Don't know	1650	651	261	1239	537	703	1342
%V	3.1%	2.7%	2.9%	3.1%	2.6%	3.5%	2.8%
%H		39.5%	15.8%	75.1%	32.5%	42.6%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
April 2016 - March 2017

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	53604	24324	8863	40467	20313	20154	47547
%H		45.4%	16.5%	75.5%	37.9%	37.6%	88.7%
Main living room	26587	10811	4101	19180	7868	11312	22582
%V	49.6%	44.4%	46.3%	47.4%	38.7%	56.1%	47.5%
%H		40.7%	15.4%	72.1%	29.6%	42.5%	84.9%
Kitchen	3121	1504	426	2684	1471	1212	2774
%V	5.8%	6.2%	4.8%	6.6%	7.2%	6.0%	5.8%
%H		48.2%	13.6%	86.0%	47.1%	38.8%	88.9%
Adult's bedroom	14405	6948	2623	11252	6400	4852	13163
%V	26.9%	28.6%	29.6%	27.8%	31.5%	24.1%	27.7%
%H		48.2%	18.2%	78.1%	44.4%	33.7%	91.4%
Child's bedroom	3016	1726	565	2163	1446	717	2974
%V	5.6%	7.1%	6.4%	5.3%	7.1%	3.6%	6.3%
%H		57.2%	18.7%	71.7%	47.9%	23.8%	98.6%
Other bedroom	2187	1148	406	1774	1113	661	2073
%V	4.1%	4.7%	4.6%	4.4%	5.5%	3.3%	4.4%
%H		52.5%	18.6%	81.1%	50.9%	30.2%	94.8%
Second living/dining room	2609	1273	469	2077	1188	889	2365
%V	4.9%	5.2%	5.3%	5.1%	5.8%	4.4%	5.0%
%H		48.8%	18.0%	79.6%	45.5%	34.1%	90.6%
Study/office	419	224	65	330	199	131	408
%V	0.8%	0.9%	0.7%	0.8%	1.0%	0.6%	0.9%
%H		53.5%	15.5%	78.8%	47.5%	31.3%	97.4%
TV room	238	133	44	178	115	64	234
%V	0.4%	0.5%	0.5%	0.4%	0.6%	0.3%	0.5%
%H		55.9%	18.5%	74.8%	48.3%	26.9%	98.3%
Conseervatory	602	322	94	490	295	195	563
%V	1.1%	1.3%	1.1%	1.2%	1.5%	1.0%	1.2%
%H		53.5%	15.6%	81.4%	49.0%	32.4%	93.5%
Attic or loft room	69	40	16	52	37	15	69
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		58.0%	23.2%	75.4%	53.6%	21.7%	100.0%
No specific location	48	19	8	39	18	21	45
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		39.6%	16.7%	81.3%	37.5%	43.8%	93.8%
Other	302	175	48	249	163	86	296
%V	0.6%	0.7%	0.5%	0.6%	0.8%	0.4%	0.6%
%H		57.9%	15.9%	82.5%	54.0%	28.5%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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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	53604	24324	8863	40467	20313	20154	47547
%H		45.4%	16.5%	75.5%	37.9%	37.6%	88.7%
PVR	22973	13841	4984	14303	9874	4429	21526
%V	42.9%	56.9%	56.2%	35.3%	48.6%	22.0%	45.3%
%H		60.2%	21.7%	62.3%	43.0%	19.3%	93.7%
DVDR	561	206	87	459	188	270	476
%V	1.0%	0.8%	1.0%	1.1%	0.9%	1.3%	1.0%
%H		36.7%	15.5%	81.8%	33.5%	48.1%	84.8%
VCR	315	99	33	279	96	183	213
%V	0.6%	0.4%	0.4%	0.7%	0.5%	0.9%	0.4%
%H		31.4%	10.5%	88.6%	30.5%	58.1%	67.6%
Any recorder	23403	13926	5021	14689	9956	4733	21818
%V	43.7%	57.3%	56.7%	36.3%	49.0%	23.5%	45.9%
%H		59.5%	21.5%	62.8%	42.5%	20.2%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	53604	24324	8863	40467	20313	20154	47547
%H		45.4%	16.5%	75.5%	37.9%	37.6%	88.7%
Receives HDTV (via STB or built-in reception)	27029	13261	5583	19704	11186	8518	25255
%V	50.4%	54.5%	63.0%	48.7%	55.1%	42.3%	53.1%
%H		49.1%	20.7%	72.9%	41.4%	31.5%	93.4%
DVD/Blu-ray player or recorder	27515	12548	4727	20435	10390	10045	25001
%V	51.3%	51.6%	53.3%	50.5%	51.1%	49.8%	52.6%
%H		45.6%	17.2%	74.3%	37.8%	36.5%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26756	10835	4110	19281	7871	11410	22725
%H		40.5%	15.4%	72.1%	29.4%	42.6%	84.9%
Under 20"	326	58	24	263	39	224	214
%V	1.2%	0.5%	0.6%	1.4%	0.5%	2.0%	0.9%
%H		17.8%	7.4%	80.7%	12.0%	68.7%	65.6%
20" - 29"	2384	523	223	1914	337	1577	1549
%V	8.9%	4.8%	5.4%	9.9%	4.3%	13.8%	6.8%
%H		21.9%	9.4%	80.3%	14.1%	66.1%	65.0%
30" - 39"	8419	2768	1173	6322	1985	4337	6671
%V	31.5%	25.5%	28.5%	32.8%	25.2%	38.0%	29.4%
%H		32.9%	13.9%	75.1%	23.6%	51.5%	79.2%
40" and over	14864	7255	2595	10234	5363	4871	13740
%V	55.6%	67.0%	63.1%	53.1%	68.1%	42.7%	60.5%
%H		48.8%	17.5%	68.9%	36.1%	32.8%	92.4%
Don't know	763	231	95	548	148	400	552
%V	2.9%	2.1%	2.3%	2.8%	1.9%	3.5%	2.4%
%H		30.3%	12.5%	71.8%	19.4%	52.4%	72.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26756	10835	4110	19281	7871	11410	22725
%H		40.5%	15.4%	72.1%	29.4%	42.6%	84.9%
PVR	16616	9404	3577	10727	6940	3786	15388
%V	62.1%	86.8%	87.0%	55.6%	88.2%	33.2%	67.7%
%H		56.6%	21.5%	64.6%	41.8%	22.8%	92.6%
DVDR	416	140	56	339	118	221	343
%V	1.6%	1.3%	1.4%	1.8%	1.5%	1.9%	1.5%
%H		33.7%	13.5%	81.5%	28.4%	53.1%	82.5%
VCR	244	71	26	210	64	146	157
%V	0.9%	0.7%	0.6%	1.1%	0.8%	1.3%	0.7%
%H		29.1%	10.7%	86.1%	26.2%	59.8%	64.3%
Any recorder	16907	9439	3594	10988	6965	4023	15562
%V	63.2%	87.1%	87.4%	57.0%	88.5%	35.3%	68.5%
%H		55.8%	21.3%	65.0%	41.2%	23.8%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26756	10835	4110	19281	7871	11410	22725
%H		40.5%	15.4%	72.1%	29.4%	42.6%	84.9%
Receives HDTV (via STB or built-in reception)	17165	8059	3442	12178	6344	5834	15803
%V	64.2%	74.4%	83.7%	63.2%	80.6%	51.1%	69.5%
%H		47.0%	20.1%	70.9%	37.0%	34.0%	92.1%
DVD/Blu-ray player or recorder	16884	7066	2715	12283	5408	6875	14933
%V	63.1%	65.2%	66.1%	63.7%	68.7%	60.3%	65.7%
%H		41.9%	16.1%	72.7%	32.0%	40.7%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26848	13490	4752	21186	12442	8744	24821
%H		50.2%	17.7%	78.9%	46.3%	32.6%	92.5%
Under 20"	4691	2013	704	3999	2014	1985	4088
%V	17.5%	14.9%	14.8%	18.9%	16.2%	22.7%	16.5%
%H		42.9%	15.0%	85.2%	42.9%	42.3%	87.1%
20" - 29"	8375	3907	1456	6915	3842	3073	7589
%V	31.2%	29.0%	30.6%	32.6%	30.9%	35.1%	30.6%
%H		46.7%	17.4%	82.6%	45.9%	36.7%	90.6%
30" - 39"	8406	4507	1583	6338	3985	2353	8006
%V	31.3%	33.4%	33.3%	29.9%	32.0%	26.9%	32.3%
%H		53.6%	18.8%	75.4%	47.4%	28.0%	95.2%
40" and over	4487	2644	844	3242	2213	1030	4349
%V	16.7%	19.6%	17.8%	15.3%	17.8%	11.8%	17.5%
%H		58.9%	18.8%	72.3%	49.3%	23.0%	96.9%
Don't know	888	419	166	691	389	303	790
%V	3.3%	3.1%	3.5%	3.3%	3.1%	3.5%	3.2%
%H		47.2%	18.7%	77.8%	43.8%	34.1%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Set level data

Table 19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26848	13490	4752	21186	12442	8744	24821
%H		50.2%	17.7%	78.9%	46.3%	32.6%	92.5%
PVR	6357	4437	1406	3576	2934	642	6138
%V	23.7%	32.9%	29.6%	16.9%	23.6%	7.3%	24.7%
%H		69.8%	22.1%	56.3%	46.2%	10.1%	96.6%
DVDR	145	67	31	120	70	50	133
%V	0.5%	0.5%	0.7%	0.6%	0.6%	0.6%	0.5%
%H		46.2%	21.4%	82.8%	48.3%	34.5%	91.7%
VCR	72	28	7	69	32	37	56
%V	0.3%	0.2%	0.1%	0.3%	0.3%	0.4%	0.2%
%H		38.9%	9.7%	95.8%	44.4%	51.4%	77.8%
Any recorder	6496	4487	1427	3701	2990	711	6256
%V	24.2%	33.3%	30.0%	17.5%	24.0%	8.1%	25.2%
%H		69.1%	22.0%	57.0%	46.0%	10.9%	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	26848	13490	4752	21186	12442	8744	24821
%H		50.2%	17.7%	78.9%	46.3%	32.6%	92.5%
Receives HDTV (via STB or built-in reception)	9863	5202	2141	7525	4842	2683	9452
%V	36.7%	38.6%	45.1%	35.5%	38.9%	30.7%	38.1%
%H		52.7%	21.7%	76.3%	49.1%	27.2%	95.8%
DVD/Blu-ray player or recorder	10631	5481	2011	8152	4983	3170	10068
%V	39.6%	40.6%	42.3%	38.5%	40.0%	36.3%	40.6%
%H		51.6%	18.9%	76.7%	46.9%	29.8%	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

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Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64958	62438	28338	10468	43292	20530	22762	59135
%H		96.1%	43.6%	16.1%	66.6%	31.6%	35.0%	91.0%
Total Children	12448	12088	6291	2121	7614	4129	3485	12146
%V	19.2%	19.4%	22.2%	20.3%	17.6%	20.1%	15.3%	20.5%
%H		97.1%	50.5%	17.0%	61.2%	33.2%	28.0%	97.6%
0 - 3	3172	3039	1576	471	1858	932	926	3063
%V	4.9%	4.9%	5.6%	4.5%	4.3%	4.5%	4.1%	5.2%
%H		95.8%	49.7%	14.8%	58.6%	29.4%	29.2%	96.6%
4 - 15	9276	9049	4716	1650	5757	3197	2559	9084
%V	14.3%	14.5%	16.6%	15.8%	13.3%	15.6%	11.2%	15.4%
%H		97.6%	50.8%	17.8%	62.1%	34.5%	27.6%	97.9%
4 - 9	4941	4797	2475	853	2944	1577	1368	4821
%V	7.6%	7.7%	8.7%	8.1%	6.8%	7.7%	6.0%	8.2%
%H		97.1%	50.1%	17.3%	59.6%	31.9%	27.7%	97.6%
10 - 15	4335	4252	2240	797	2812	1621	1192	4263
%V	6.7%	6.8%	7.9%	7.6%	6.5%	7.9%	5.2%	7.2%
%H		98.1%	51.7%	18.4%	64.9%	37.4%	27.5%	98.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	64958	62438	28338	10468	43292	20530	22762	59135
%H		96.1%	43.6%	16.1%	66.6%	31.6%	35.0%	91.0%
Total Adults (16+)	52510	50351	22047	8346	35677	16400	19277	46989
%V	80.8%	80.6%	77.8%	79.7%	82.4%	79.9%	84.7%	79.5%
%H		95.9%	42.0%	15.9%	67.9%	31.2%	36.7%	89.5%
16 - 19	2795	2669	1350	513	1832	1068	764	2746
%V	4.3%	4.3%	4.8%	4.9%	4.2%	5.2%	3.4%	4.6%
%H		95.5%	48.3%	18.4%	65.5%	38.2%	27.3%	98.2%
20 - 24	4011	3573	1518	633	2366	1145	1221	3897
%V	6.2%	5.7%	5.4%	6.0%	5.5%	5.6%	5.4%	6.6%
%H		89.1%	37.8%	15.8%	59.0%	28.5%	30.4%	97.2%
25 - 34	8878	8187	3749	1384	5031	2342	2689	8631
%V	13.7%	13.1%	13.2%	13.2%	11.6%	11.4%	11.8%	14.6%
%H		92.2%	42.2%	15.6%	56.7%	26.4%	30.3%	97.2%
35 - 44	8277	7885	3990	1377	5054	2665	2389	8006
%V	12.7%	12.6%	14.1%	13.2%	11.7%	13.0%	10.5%	13.5%
%H		95.3%	48.2%	16.6%	61.1%	32.2%	28.9%	96.7%
45 - 54	9184	8963	4227	1721	6329	3299	3030	8774
%V	14.1%	14.4%	14.9%	16.4%	14.6%	16.1%	13.3%	14.8%
%H		97.6%	46.0%	18.7%	68.9%	35.9%	33.0%	95.5%
55 - 64	7695	7551	3296	1294	5678	2711	2967	7013
%V	11.8%	12.1%	11.6%	12.4%	13.1%	13.2%	13.0%	11.9%
%H		98.1%	42.8%	16.8%	73.8%	35.2%	38.6%	91.1%
65+	11671	11522	3917	1424	9387	3169	6218	7921
%V	18.0%	18.5%	13.8%	13.6%	21.7%	15.4%	27.3%	13.4%
%H		98.7%	33.6%	12.2%	80.4%	27.2%	53.3%	67.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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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+)	52510	50351	22047	8346	35677	16400	19277	46989
%H		95.9%	42.0%	15.9%	67.9%	31.2%	36.7%	89.5%
AB	13940	13487	6054	2353	9460	4486	4973	13504
%V	26.5%	26.8%	27.5%	28.2%	26.5%	27.4%	25.8%	28.7%
%H		96.8%	43.4%	16.9%	67.9%	32.2%	35.7%	96.9%
C1	15415	14629	6520	2560	10329	5032	5297	14409
%V	29.4%	29.1%	29.6%	30.7%	29.0%	30.7%	27.5%	30.7%
%H		94.9%	42.3%	16.6%	67.0%	32.6%	34.4%	93.5%
C2	10820	10534	4803	1761	7609	3726	3882	9745
%V	20.6%	20.9%	21.8%	21.1%	21.3%	22.7%	20.1%	20.7%
%H		97.4%	44.4%	16.3%	70.3%	34.4%	35.9%	90.1%
D	8077	7676	3332	1187	5273	2274	2999	6733
%V	15.4%	15.2%	15.1%	14.2%	14.8%	13.9%	15.6%	14.3%
%H		95.0%	41.3%	14.7%	65.3%	28.2%	37.1%	83.4%
E	4259	4024	1338	486	3007	881	2126	2598
%V	8.1%	8.0%	6.1%	5.8%	8.4%	5.4%	11.0%	5.5%
%H		94.5%	31.4%	11.4%	70.6%	20.7%	49.9%	61.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	52510	50351	22047	8346	35677	16400	19277	46989
%H		95.9%	42.0%	15.9%	67.9%	31.2%	36.7%	89.5%
Working full time	25016	24004	11460	4380	16080	8309	7771	24356
%V	47.6%	47.7%	52.0%	52.5%	45.1%	50.7%	40.3%	51.8%
%H		96.0%	45.8%	17.5%	64.3%	33.2%	31.1%	97.4%
Working part time	5204	5040	2298	897	3590	1788	1801	4985
%V	9.9%	10.0%	10.4%	10.7%	10.1%	10.9%	9.3%	10.6%
%H		96.8%	44.2%	17.2%	69.0%	34.4%	34.6%	95.8%
Not working	22290	21307	8289	3070	16008	6303	9705	17648
%V	42.4%	42.3%	37.6%	36.8%	44.9%	38.4%	50.3%	37.6%
%H		95.6%	37.2%	13.8%	71.8%	28.3%	43.5%	79.2%
Housewife/Houseperson	28028	26761	10835	4111	19284	7872	11413	23744
%V	53.4%	53.1%	49.1%	49.3%	54.1%	48.0%	59.2%	50.5%
%H		95.5%	38.7%	14.7%	68.8%	28.1%	40.7%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25664	24460	10906	4150	17133	8139	8994	23255
%H		95.3%	42.5%	16.2%	66.8%	31.7%	35.0%	90.6%
16 - 19	1476	1417	734	271	960	575	385	1449
%V	5.8%	5.8%	6.7%	6.5%	5.6%	7.1%	4.3%	6.2%
%H		96.0%	49.7%	18.4%	65.0%	39.0%	26.1%	98.2%
20 - 24	1982	1785	778	331	1148	581	567	1934
%V	7.7%	7.3%	7.1%	8.0%	6.7%	7.1%	6.3%	8.3%
%H		90.1%	39.3%	16.7%	57.9%	29.3%	28.6%	97.6%
25 - 34	4446	4053	1821	709	2489	1182	1307	4316
%V	17.3%	16.6%	16.7%	17.1%	14.5%	14.5%	14.5%	18.6%
%H		91.2%	41.0%	15.9%	56.0%	26.6%	29.4%	97.1%
35 - 44	4095	3851	1921	669	2451	1265	1186	3938
%V	16.0%	15.7%	17.6%	16.1%	14.3%	15.5%	13.2%	16.9%
%H		94.0%	46.9%	16.3%	59.9%	30.9%	29.0%	96.2%
45 - 54	4512	4371	2063	842	3085	1619	1466	4274
%V	17.6%	17.9%	18.9%	20.3%	18.0%	19.9%	16.3%	18.4%
%H		96.9%	45.7%	18.7%	68.4%	35.9%	32.5%	94.7%
55 - 64	3783	3702	1626	635	2763	1325	1437	3427
%V	14.7%	15.1%	14.9%	15.3%	16.1%	16.3%	16.0%	14.7%
%H		97.9%	43.0%	16.8%	73.0%	35.0%	38.0%	90.6%
65+	5370	5281	1963	693	4238	1592	2646	3918
%V	20.9%	21.6%	18.0%	16.7%	24.7%	19.6%	29.4%	16.8%
%H		98.3%	36.6%	12.9%	78.9%	29.6%	49.3%	73.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25664	24460	10906	4150	17133	8139	8994	23255
%H		95.3%	42.5%	16.2%	66.8%	31.7%	35.0%	90.6%
AB	7016	6776	3093	1185	4717	2281	2436	6825
%V	27.3%	27.7%	28.4%	28.6%	27.5%	28.0%	27.1%	29.3%
%H		96.6%	44.1%	16.9%	67.2%	32.5%	34.7%	97.3%
C1	7200	6812	3127	1248	4736	2449	2287	6862
%V	28.1%	27.8%	28.7%	30.1%	27.6%	30.1%	25.4%	29.5%
%H		94.6%	43.4%	17.3%	65.8%	34.0%	31.8%	95.3%
C2	5790	5610	2528	939	4036	1958	2078	5165
%V	22.6%	22.9%	23.2%	22.6%	23.6%	24.1%	23.1%	22.2%
%H		96.9%	43.7%	16.2%	69.7%	33.8%	35.9%	89.2%
D	3896	3640	1624	577	2443	1093	1350	3315
%V	15.2%	14.9%	14.9%	13.9%	14.3%	13.4%	15.0%	14.3%
%H		93.4%	41.7%	14.8%	62.7%	28.1%	34.7%	85.1%
E	1762	1622	534	200	1201	358	843	1088
%V	6.9%	6.6%	4.9%	4.8%	7.0%	4.4%	9.4%	4.7%
%H		92.1%	30.3%	11.4%	68.2%	20.3%	47.8%	61.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25664	24460	10906	4150	17133	8139	8994	23255
%H		95.3%	42.5%	16.2%	66.8%	31.7%	35.0%	90.6%
Working full time	15118	14461	6958	2653	9624	5036	4588	14675
%V	58.9%	59.1%	63.8%	63.9%	56.2%	61.9%	51.0%	63.1%
%H		95.7%	46.0%	17.5%	63.7%	33.3%	30.3%	97.1%
Working part time	1135	1062	436	180	767	344	423	1054
%V	4.4%	4.3%	4.0%	4.3%	4.5%	4.2%	4.7%	4.5%
%H		93.6%	38.4%	15.9%	67.6%	30.3%	37.3%	92.9%
Not working	9411	8937	3512	1317	6742	2759	3982	7526
%V	36.7%	36.5%	32.2%	31.7%	39.4%	33.9%	44.3%	32.4%
%H		95.0%	37.3%	14.0%	71.6%	29.3%	42.3%	80.0%
Housewife/Houseperson	6118	5563	1902	804	4006	1330	2676	4722
%V	23.8%	22.7%	17.4%	19.4%	23.4%	16.3%	29.8%	20.3%
%H		90.9%	31.1%	13.1%	65.5%	21.7%	43.7%	77.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
April 2016 - March 2017

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+)	26846	25890	11140	4197	18544	8261	10283	23734
%H		96.4%	41.5%	15.6%	69.1%	30.8%	38.3%	88.4%
16 - 19	1319	1252	615	243	872	493	379	1297
%V	4.9%	4.8%	5.5%	5.8%	4.7%	6.0%	3.7%	5.5%
%H		94.9%	46.6%	18.4%	66.1%	37.4%	28.7%	98.3%
20 - 24	2028	1788	741	301	1218	564	654	1964
%V	7.6%	6.9%	6.7%	7.2%	6.6%	6.8%	6.4%	8.3%
%H		88.2%	36.5%	14.8%	60.1%	27.8%	32.2%	96.8%
25 - 34	4432	4134	1927	675	2541	1160	1381	4315
%V	16.5%	16.0%	17.3%	16.1%	13.7%	14.0%	13.4%	18.2%
%H		93.3%	43.5%	15.2%	57.3%	26.2%	31.2%	97.4%
35 - 44	4181	4035	2069	708	2603	1400	1203	4069
%V	15.6%	15.6%	18.6%	16.9%	14.0%	16.9%	11.7%	17.1%
%H		96.5%	49.5%	16.9%	62.3%	33.5%	28.8%	97.3%
45 - 54	4672	4592	2164	879	3244	1681	1564	4499
%V	17.4%	17.7%	19.4%	20.9%	17.5%	20.3%	15.2%	19.0%
%H		98.3%	46.3%	18.8%	69.4%	36.0%	33.5%	96.3%
55 - 64	3912	3849	1670	660	2916	1386	1530	3586
%V	14.6%	14.9%	15.0%	15.7%	15.7%	16.8%	14.9%	15.1%
%H		98.4%	42.7%	16.9%	74.5%	35.4%	39.1%	91.7%
65+	6301	6240	1954	731	5149	1578	3571	4004
%V	23.5%	24.1%	17.5%	17.4%	27.8%	19.1%	34.7%	16.9%
%H		99.0%	31.0%	11.6%	81.7%	25.0%	56.7%	63.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		26846	25890	11140	4197	18544	8261	10283	23734
	%H		96.4%	41.5%	15.6%	69.1%	30.8%	38.3%	88.4%
AB		6924	6711	2961	1168	4743	2205	2537	6679
	%V	25.8%	25.9%	26.6%	27.8%	25.6%	26.7%	24.7%	28.1%
	%H		96.9%	42.8%	16.9%	68.5%	31.8%	36.6%	96.5%
C1		8215	7817	3392	1312	5593	2583	3010	7547
	%V	30.6%	30.2%	30.4%	31.3%	30.2%	31.3%	29.3%	31.8%
	%H		95.2%	41.3%	16.0%	68.1%	31.4%	36.6%	91.9%
C2		5029	4924	2274	822	3573	1769	1804	4579
	%V	18.7%	19.0%	20.4%	19.6%	19.3%	21.4%	17.5%	19.3%
	%H		97.9%	45.2%	16.3%	71.0%	35.2%	35.9%	91.1%
D		4181	4036	1709	610	2830	1181	1649	3418
	%V	15.6%	15.6%	15.3%	14.5%	15.3%	14.3%	16.0%	14.4%
	%H		96.5%	40.9%	14.6%	67.7%	28.2%	39.4%	81.8%
E		2497	2402	804	285	1806	523	1283	1510
	%V	9.3%	9.3%	7.2%	6.8%	9.7%	6.3%	12.5%	6.4%
	%H		96.2%	32.2%	11.4%	72.3%	20.9%	51.4%	60.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
April 2016 - March 2017

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+)	26846	25890	11140	4197	18544	8261	10283	23734
%H		96.4%	41.5%	15.6%	69.1%	30.8%	38.3%	88.4%
Working full time	9898	9543	4501	1727	6456	3273	3183	9681
%V	36.9%	36.9%	40.4%	41.1%	34.8%	39.6%	31.0%	40.8%
%H		96.4%	45.5%	17.4%	65.2%	33.1%	32.2%	97.8%
Working part time	4069	3977	1862	717	2823	1445	1378	3931
%V	15.2%	15.4%	16.7%	17.1%	15.2%	17.5%	13.4%	16.6%
%H		97.7%	45.8%	17.6%	69.4%	35.5%	33.9%	96.6%
Not working	12879	12370	4777	1752	9266	3544	5722	10122
%V	48.0%	47.8%	42.9%	41.7%	50.0%	42.9%	55.6%	42.6%
%H		96.0%	37.1%	13.6%	71.9%	27.5%	44.4%	78.6%
Housewife/Houseperson	21910	21198	8933	3307	15279	6542	8737	19021
%V	81.6%	81.9%	80.2%	78.8%	82.4%	79.2%	85.0%	80.1%
%H		96.8%	40.8%	15.1%	69.7%	29.9%	39.9%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between April 2016 and March 2017

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis		April 2016 - March 2017					
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	85683	19763	2609	10512	4327	2564	2652
Shop / Business	1304	356	42	108	65	29	22
Demolished / Incomplete	139	38	0	17	22	1	3
Empty	5568	920	109	751	183	146	151
Holiday Home	690	40	17	20	32	22	83
Other Non Effective	1467	261	45	220	90	80	55
Eligible Addresses	76515	18148	2396	9396	3935	2286	2338
Substitute Addresses	9154	1148	394	271	311	445	591
Multiple Occupancy Addresses	917	593	37	46	15	45	46
Total Additional Households	10071	1741	431	317	326	490	637
Total Valid Households	86586	20374	2651	10590	4344	2602	2695
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	11733	3512	306	1315	742	279	298
	13.6%	17.2%	11.5%	12.4%	17.1%	10.7%	11.1%
No English Spoken	327	115	6	85	20	3	2
	0.4%	0.6%	0.2%	0.8%	0.5%	0.1%	0.1%
Refusals	20425	5311	612	2711	1210	462	740
	23.6%	26.1%	23.1%	25.6%	27.9%	17.8%	27.5%
Total Interviews	54101	11436	1727	6479	2372	1858	1655
	62.5%	56.1%	65.1%	61.2%	54.6%	71.4%	61.4%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	5043	5285	3977	8732	7818	5239	7162
Shop / Business	104	89	58	138	117	89	87
Demolished / Incomplete	3	9	4	11	6	17	8
Empty	203	384	293	786	541	410	691
Holiday Home	52	22	43	45	125	35	154
Other Non Effective	97	107	52	136	99	98	127
Eligible Addresses	4584	4674	3527	7616	6930	4590	6095
Substitute Addresses	441	1110	897	636	1059	1633	218
Multiple Occupancy Addresses	34	22	10	19	13	5	32
Total Additional Households	475	1132	907	655	1072	1638	250
Total Valid Households	5063	5287	3978	8745	7840	5231	7186
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	784	467	589	1060	691	632	1058
	15.5%	8.8%	14.8%	12.1%	8.8%	12.1%	14.7%
No English Spoken	14	12	13	19	16	7	15
	0.3%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
Refusals	1296	1374	904	1671	2047	1060	1027
	25.6%	26.0%	22.7%	19.1%	26.1%	20.3%	14.3%
Total Interviews	2969	3434	2472	5995	5086	3532	5086
	58.6%	65.0%	62.1%	68.6%	64.9%	67.5%	70.8%

Response Analysis: April 2016 - March 2017							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	85,683	20225	10585	8734	5490	2996	7254
Shop / Business	1,304	377	109	134	90	46	105
Demolished / Incomplete	139	38	18	11	9	3	5
Empty	5,568	917	753	776	393	208	477
Holiday Home	690	41	20	22	28	26	85
Other Non Effective	1,467	273	219	138	111	40	88
Eligible Addresses	76,515	18579	9466	7653	4859	2673	6494
Substitute Addresses	9,154	1667	1151	1080	611	312	416
Multiple Occupancy Addresses	917	597	46	18	22	9	12
Total Additional Households	10,071	2264	1197	1098	633	321	428
Total Valid Households	86,586	20843	10663	8751	5492	2994	7272
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	11,733	3571	1328	1071	494	432	638
	13.6%	17.1%	12.5%	12.2%	9.0%	14.4%	8.8%
No English Spoken	327	113	85	19	12	13	15
	0.4%	0.5%	0.8%	0.2%	0.2%	0.4%	0.2%
Refusals	20,425	5401	2729	1668	1473	611	1907
	23.6%	25.9%	25.6%	19.1%	26.8%	20.4%	26.2%
Total Interviews	54,101	11758	6521	5993	3513	1938	4712
	62.5%	56.4%	61.2%	68.5%	64.0%	64.7%	64.8%

	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	7265	4408	2502	5239	1411	2412	7162
Shop / Business	118	69	21	89	27	32	87
Demolished / Incomplete	3	21	3	17	2	1	8
Empty	304	204	143	410	151	141	691
Holiday Home	67	32	83	35	74	23	154
Other Non Effective	132	89	53	98	22	77	127
Eligible Addresses	6641	3993	2199	4590	1135	2138	6095
Substitute Addresses	298	636	276	267	1059	766	615
Multiple Occupancy Addresses	72	15	41	5	3	45	32
Total Additional Households	370	651	317	272	1062	811	647
Total Valid Households	7328	4424	2538	5231	1414	2450	7186
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	1048	746	275	632	177	263	1058
	14.3%	16.9%	10.8%	12.1%	12.5%	10.7%	14.7%
No English Spoken	20	22	2	7	1	3	15
	0.3%	0.5%	0.1%	0.1%	0.1%	0.1%	0.2%
Refusals	1799	1250	713	1060	353	434	1027
	24.5%	28.3%	28.1%	20.3%	25.0%	17.7%	14.3%
Total Interviews	4461	2406	1548	3532	883	1750	5086
	60.9%	54.4%	61.0%	67.5%	62.4%	71.4%	70.8%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from April 2016 to March 2017

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	54101	52041
All Sets	107519	107519
All Individuals	133559	129076
Children 0-15	25632	24935
All Adults	107927	104141
Adult Males	52533	50502
Adult Females	55394	53639

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11436	10696
All Sets	19798	19798
All Individuals	30441	28689
Children 0-15	6167	5895
All Adults	24274	22794
Adult Males	11862	11052
Adult Females	12412	11742

BBC South-East	All Households	Total TV Households
All Households	1727	1656
All Sets	3430	3430
All Individuals	4272	4127
Children 0-15	807	791
All Adults	3465	3336
Adult Males	1672	1603
Adult Females	1793	1733

BBC Midlands	All Households	Total TV Households
All Households	6479	6260
All Sets	13023	13023
All Individuals	16139	15694
Children 0-15	3303	3223
All Adults	12836	12471
Adult Males	6241	6032
Adult Females	6595	6439

BBC East	All Households	Total TV Households
All Households	2372	2302
All Sets	4923	4923
All Individuals	5861	5720
Children 0-15	1088	1063
All Adults	4773	4657
Adult Males	2349	2272
Adult Females	2424	2385

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1858	1786
All Sets	3764	3764
All Individuals	4405	4257
Children 0-15	740	714
All Adults	3665	3543
Adult Males	1796	1734
Adult Females	1869	1809

BBC South-West	All Households	Total TV Households
All Households	1655	1617
All Sets	3404	3404
All Individuals	3890	3807
Children 0-15	632	619
All Adults	3258	3188
Adult Males	1572	1541
Adult Females	1686	1647

BBC South	All Households	Total TV Households
All Households	2969	2873
All Sets	6007	6007
All Individuals	7425	7215
Children 0-15	1395	1359
All Adults	6030	5856
Adult Males	2960	2870
Adult Females	3070	2986

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3434	3300
All Sets	6990	6990
All Individuals	8230	7953
Children 0-15	1670	1625
All Adults	6560	6328
Adult Males	3213	3100
Adult Females	3347	3228

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2472	2423
All Sets	5233	5233
All Individuals	5617	5522
Children 0-15	986	974
All Adults	4631	4548
Adult Males	2241	2188
Adult Females	2390	2360

BBC North-West	All Households	Total TV Households
All Households	5995	5841
All Sets	12171	12171
All Individuals	14562	14201
Children 0-15	2823	2747
All Adults	11739	11454
Adult Males	5684	5532
Adult Females	6055	5922

BBC Scotland	All Households	Total TV Households
All Households	5086	4865
All Sets	10790	10790
All Individuals	11807	11356
Children 0-15	2000	1941
All Adults	9807	9415
Adult Males	4720	4511
Adult Females	5087	4904

BBC Ulster	All Households	Total TV Households
All Households	3532	3452
All Sets	7481	7481
All Individuals	9117	8927
Children 0-15	1915	1896
All Adults	7202	7031
Adult Males	3518	3446
Adult Females	3684	3585

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5086	4970
All Sets	10505	10505
All Individuals	11793	11608
Children 0-15	2106	2088
All Adults	9687	9520
Adult Males	4705	4621
Adult Females	4982	4899

BBC Midlands West	All Households	Total TV Households
All Households	4312	4170
All Sets	8795	8795
All Individuals	10653	10380
Children 0-15	2149	2106
All Adults	8504	8274
Adult Males	4166	4026
Adult Females	4338	4248

BBC Midlands East	All Households	Total TV Households
All Households	2167	2090
All Sets	4228	4228
All Individuals	5486	5314
Children 0-15	1154	1117
All Adults	4332	4197
Adult Males	2075	2006
Adult Females	2257	2191

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11758	11003
All Sets	20462	20462
All Individuals	31308	29516
Children 0-15	6320	6037
All Adults	24988	23479
Adult Males	12210	11381
Adult Females	12778	12098

ITV Midlands	All Households	Total TV Households
All Households	6521	6299
All Sets	13146	13146
All Individuals	16271	15821
Children 0-15	3328	3248
All Adults	12943	12573
Adult Males	6299	6087
Adult Females	6644	6486

ITV North-West	All Households	Total TV Households
All Households	5993	5839
All Sets	12231	12231
All Individuals	14565	14206
Children 0-15	2804	2728
All Adults	11761	11478
Adult Males	5702	5551
Adult Females	6059	5927

ITV Yorkshire	All Households	Total TV Households
All Households	3513	3378
All Sets	7140	7140
All Individuals	8395	8115
Children 0-15	1711	1665
All Adults	6684	6450
Adult Males	3269	3155
Adult Females	3415	3295

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1938	1897
All Sets	4139	4139
All Individuals	4417	4334
Children 0-15	787	776
All Adults	3630	3558
Adult Males	1749	1703
Adult Females	1881	1855

ITV Central Scotland	All Households	Total TV Households
All Households	3495	3344
All Sets	7472	7472
All Individuals	8137	7837
Children 0-15	1379	1335
All Adults	6758	6502
Adult Males	3229	3097
Adult Females	3529	3405

ITV North Scotland	All Households	Total TV Households
All Households	1217	1154
All Sets	2534	2534
All Individuals	2858	2720
Children 0-15	507	494
All Adults	2351	2226
Adult Males	1148	1077
Adult Females	1203	1149

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4461	4306
All Sets	9014	9014
All Individuals	11089	10759
Children 0-15	2077	2028
All Adults	9012	8731
Adult Males	4400	4256
Adult Females	4612	4475

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2406	2336
All Sets	4965	4965
All Individuals	5911	5774
Children 0-15	1106	1084
All Adults	4805	4690
Adult Males	2356	2281
Adult Females	2449	2409

ITV South West	All Households	Total TV Households
All Households	1548	1512
All Sets	3147	3147
All Individuals	3609	3533
Children 0-15	578	569
All Adults	3031	2964
Adult Males	1460	1430
Adult Females	1571	1534

ITV Ulster	All Households	Total TV Households
All Households	3532	3452
All Sets	7481	7481
All Individuals	9117	8927
Children 0-15	1915	1896
All Adults	7202	7031
Adult Males	3518	3446
Adult Females	3684	3585

ITV Border	All Households	Total TV Households
All Households	883	869
All Sets	1765	1765
All Individuals	1952	1928
Children 0-15	304	302
All Adults	1648	1626
Adult Males	806	793
Adult Females	842	833

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1750	1682
All Sets	3518	3518
All Individuals	4137	3998
Children 0-15	710	685
All Adults	3427	3313
Adult Males	1682	1624
Adult Females	1745	1689

ITV HTV Wales	All Households	Total TV Households
All Households	5086	4970
All Sets	10505	10505
All Individuals	11793	11608
Children 0-15	2106	2088
All Adults	9687	9520
Adult Males	4705	4621
Adult Females	4982	4899

ITV Channel Islands	All Households	Total TV Households
All Households	107	105
All Sets	257	257
All Individuals	281	274
Children 0-15	54	50
All Adults	227	224
Adult Males	112	111
Adult Females	115	113

ITV Midlands West	All Households	Total TV Households
All Households	4389	4244
All Sets	8995	8995
All Individuals	10865	10587
Children 0-15	2193	2150
All Adults	8672	8437
Adult Males	4250	4107
Adult Females	4422	4330

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2132	2055
All Sets	4151	4151
All Individuals	5406	5234
Children 0-15	1135	1098
All Adults	4271	4136
Adult Males	2049	1980
Adult Females	2222	2156

ITV Scotland	All Households	Total TV Households
All Households	4712	4498
All Sets	10006	10006
All Individuals	10995	10557
Children 0-15	1886	1829
All Adults	9109	8728
Adult Males	4377	4174
Adult Females	4732	4554

ITV Wales & West	All Households	Total TV Households
All Households	6836	6652
All Sets	14023	14023
All Individuals	15930	15606
Children 0-15	2816	2773
All Adults	13114	12833
Adult Males	6387	6245
Adult Females	6727	6588

ITV West Macro	All Households	Total TV Households
All Households	8384	8164
All Sets	17170	17170
All Individuals	19539	19139
Children 0-15	3394	3342
All Adults	16145	15797
Adult Males	7847	7675
Adult Females	8298	8122

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	14905	14463
All Sets	30316	30316
All Individuals	35810	34960
Children 0-15	6722	6590
All Adults	29088	28370
Adult Males	14146	13762
Adult Females	14942	14608

ITV South & South East	All Households	Total TV Households
All Households	4354	4201
All Sets	8757	8757
All Individuals	10808	10485
Children 0-15	2023	1978
All Adults	8785	8507
Adult Males	4288	4145
Adult Females	4497	4362

ITV South East Macro	All Households	Total TV Households
All Households	6867	6642
All Sets	13979	13979
All Individuals	17000	16533
Children 0-15	3183	3112
All Adults	13817	13421
Adult Males	6756	6537
Adult Females	7061	6884

North Macro	All Households	Total TV Households
All Households	12327	11983
All Sets	25275	25275
All Individuals	29329	28583
Children 0-15	5606	5471
All Adults	23723	23112
Adult Males	11526	11202
Adult Females	12197	11910

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5451	5275
All Sets	11279	11279
All Individuals	12812	12449
Children 0-15	2498	2441
All Adults	10314	10008
Adult Males	5018	4858
Adult Females	5296	5150

ITV North-West / Border Macro	All Households	Total TV Households
All Households	6876	6708
All Sets	13996	13996
All Individuals	16517	16134
Children 0-15	3108	3030
All Adults	13409	13104
Adult Males	6508	6344
Adult Females	6901	6760

S4C	All Households	Total TV Households
All Households	5086	4970
All Sets	10505	10505
All Individuals	11793	11608
Children 0-15	2106	2088
All Adults	9687	9520
Adult Males	4705	4621
Adult Females	4982	4899

C4/Five South Macro Region	All Households	Total TV Households
All Households	15251	14806
All Sets	31149	31149
All Individuals	36539	35672
Children 0-15	6577	6454
All Adults	29962	29218
Adult Males	14603	14212
Adult Females	15359	15006

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11444	11114
All Sets	23510	23510
All Individuals	27377	26655
Children 0-15	5302	5169
All Adults	22075	21486
Adult Males	10720	10409
Adult Females	11355	11077

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	5595	5367
All Sets	11771	11771
All Individuals	12947	12485
Children 0-15	2190	2131
All Adults	10757	10354
Adult Males	5183	4967
Adult Females	5574	5387

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (March 2017)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 36.6 (Master)

Date: 20/12/2016

Internal Use

Status: FINAL

Prepared for fieldwork month: January 2017

Contents

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Version Control

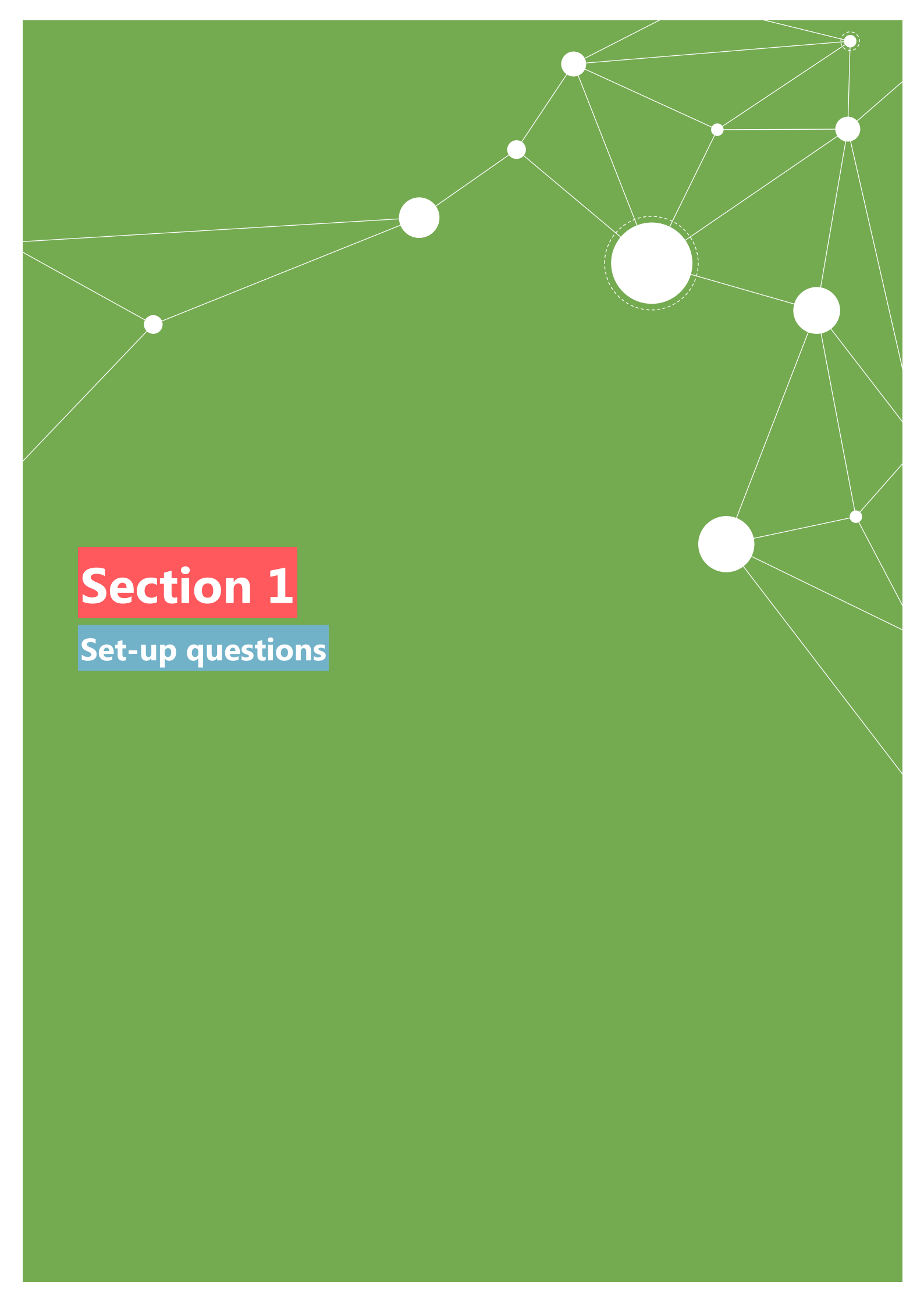
Changes included in this version:

Section	Question No	Description of changes to this version
4. TV Sets Loop	S76	New question. HD received on Youview/BT/TalkTalk/Plusnet
4. TV Sets Loop	S38	Removal of 'None of these' option
4. TV Sets Loop	S38	Updated text for PVR option to mention 'Hard Drive'
4. TV Sets Loop	S38	Addition of 'USB/Dongle' option
5. Second Household	H108	Update Sky Movies to Sky Cinema
5. Second Household	H109	Update Sky Movies to Sky Cinema
5. Second Household	H125	New question – Sky Cinema or Sky Sports on YouView, BT, TalkTalk, Plusnet
5. Second Household	H126	New question – BT Sports on Sky, Cable, YouView, BT, Plusnet
10. First recruitment	R2	Question text change.
10. First recruitment	R14	Question text change.
10. First recruitment	R15	Question text change and new option

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

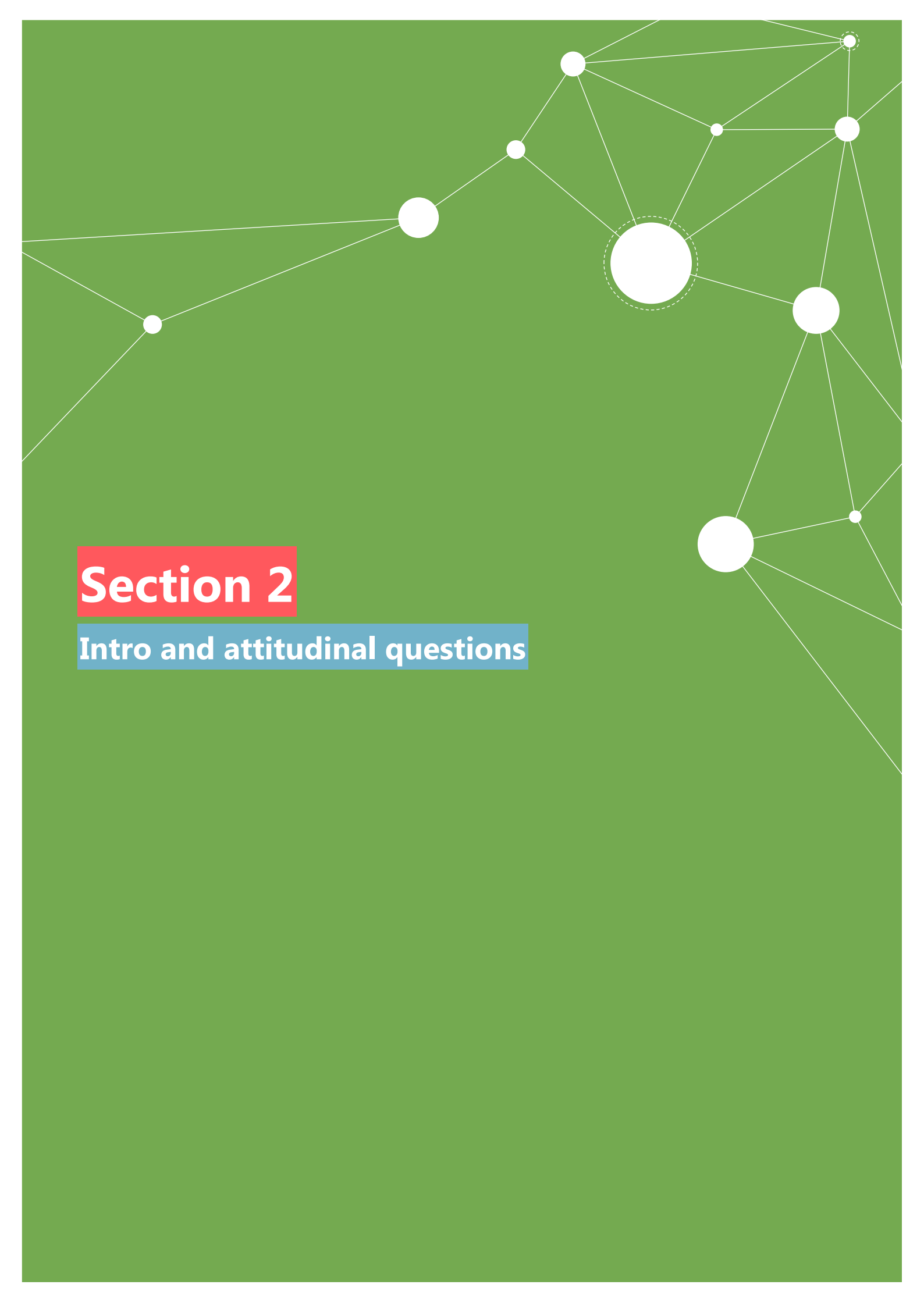
ES ONLY		
ASK IF SELF CONTAINED DWELLING		
[XMH0=CODE 1]		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two or more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

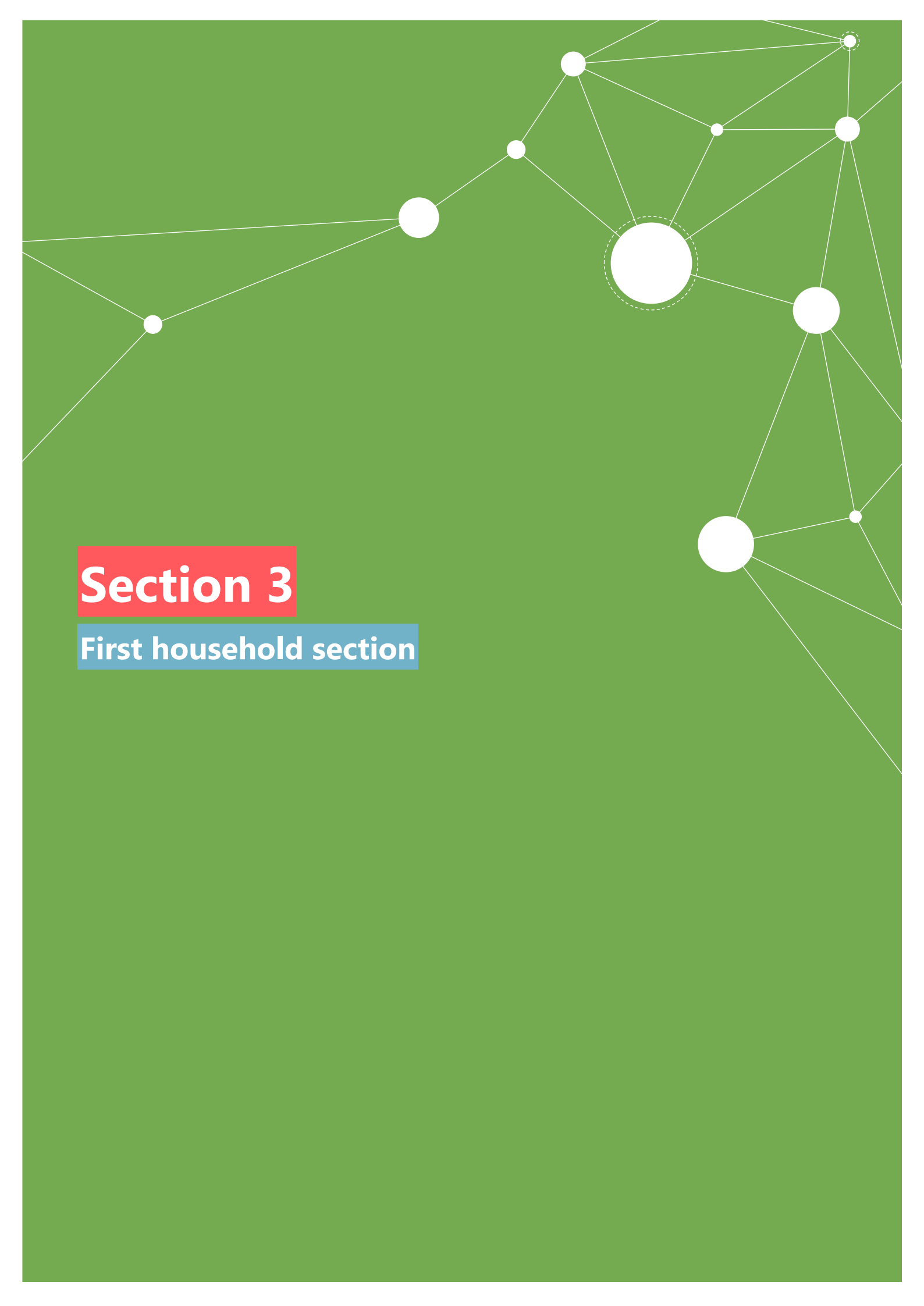
Tel and ESR intro 2 I'm going to ask you about your home, including all the people who live here and the TV equipment you have, and give you some more details about the BARB panel.

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]

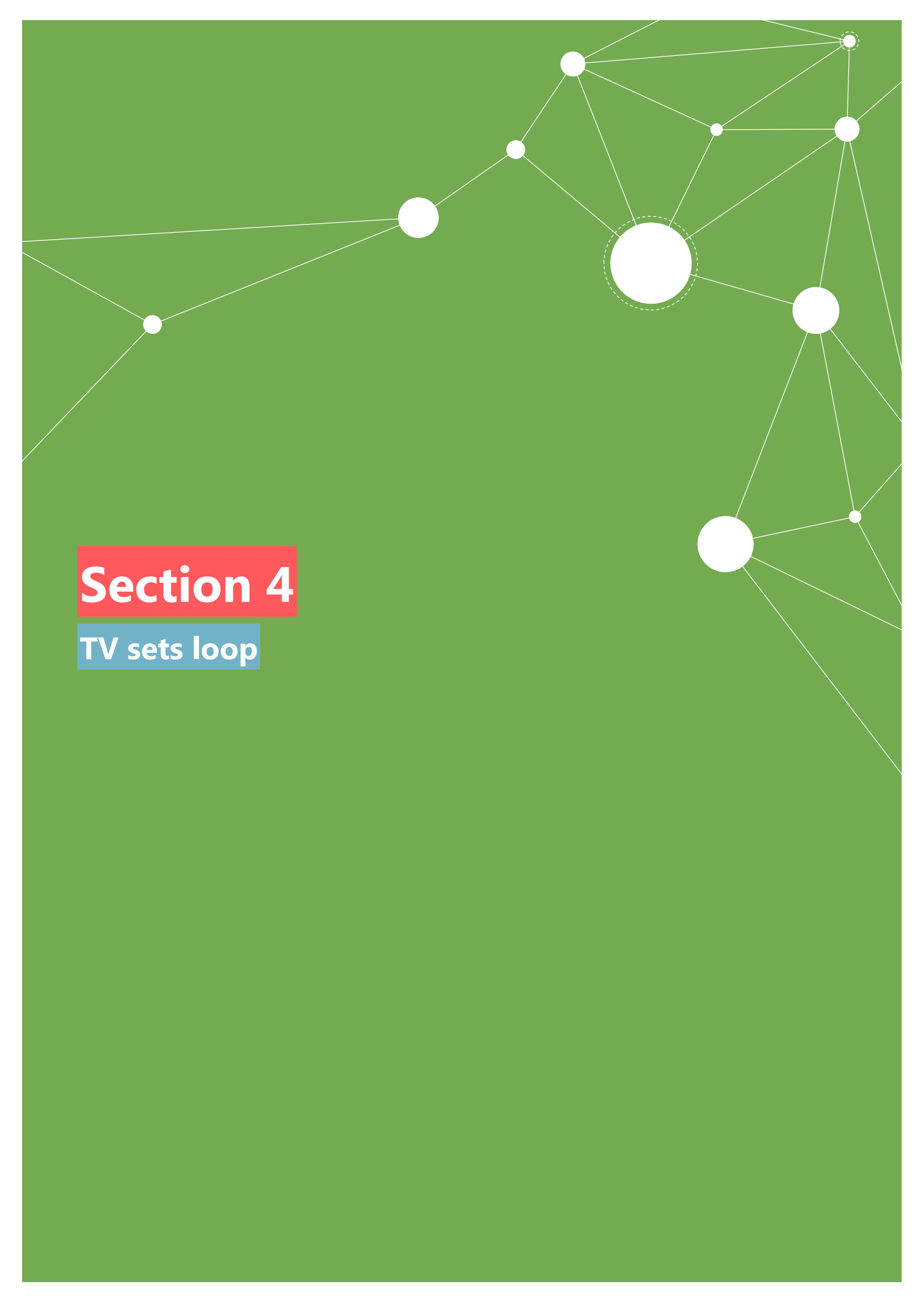
H113 Do you, or does anyone in your household, have any sort of internet access at home?

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? IF PLUSNET IS THE ONLY PLATFORM CLAIM AT HH <i>H112 =PLUSNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE</i>	SP
	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 <i>H112 =PLUSNET AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	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? IF CONNECTION TO A COMPUTER OR TABLET/SMARTPHONE IS THE ONLY PLATFORM CLAIM AT HH <i>H68= COMPUTER/TABLET/SMARTPHONE (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H112 = NONE OF THESE</i>	SP
	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 <i>H68=COMPUTER/TABLET AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	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? IF SMART TV WITH ITS OWN CONNECTION TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH <i>H68= DC TO INTERNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</i>	SP
	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 <i>H68=DC TO INTERNET AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	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? IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH <i>H68= STB OR DEVICE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</i>	SP
	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 <i>H68= STB OR DEVICE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	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 [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 <table border="0"> <tr> <td>Cable</td> <td>CODE S10a=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a=YES AND H65=YES</td> </tr> <tr> <td>An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box (ROUTE ON ANY AERIAL)</td> <td>CODE S9a=YES, S14b=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and built-in reception (ROUTE ON ANY AERIAL)</td> <td>CODE S9a=YES, S14b=BUILT IN, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H112=BT VISION OR BT TV</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a =YES AND H112=TALKTALK</td> </tr> <tr> <td>Plusnet</td> <td>CODE S72a =YES AND H112=PLUSNET</td> </tr> <tr> <td>YouView</td> <td>CODE S67a =YES AND H112=YOUVIEW</td> </tr> <tr> <td>A 'smart TV' with its own connection to the internet</td> <td>CODE S58a =YES AND H68 = INTERNET</td> </tr> <tr> <td>A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV</td> <td>CODE S74a =YES AND H68=STB/DEVICE</td> </tr> <tr> <td>By connecting the TV set to a games console</td> <td>CODE S56a =YES AND H68=CONSOLE</td> </tr> <tr> <td>By connecting the TV set to a computer, tablet or smartphone</td> <td>CODE S57a =YES AND H68=COMPUTER</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table> POST-CAPI RECODE H66-H68 AS DETAILED	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	
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BT Vision or BT TV set top box	CODE S55a/b =YES AND H112=BT VISION OR BT TV																														
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None of these																															
Don't know																															
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? <table border="0"> <tr> <td>Yes</td> <td>GO TO S51/38/52 THEN S2</td> </tr> <tr> <td>No</td> <td>GO TO S63</td> </tr> </table>	Yes	GO TO S51/38/52 THEN S2	No	GO TO S63																										
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	SHOW SCREEN MP Which methods can you use to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a=YES AND H64=YES Satellite CODE S11a=YES AND H65=YES An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box CODE S9a=YES, S14=SEPARATE BOX, H66=YES An aerial (known as Freeview <i>(in NI only)</i> 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 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

[only list platforms received]

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 IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET****[S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES]****S76****SHOW SCREEN**

MP

[If 1 of these platforms]

Do you receive HD channels via this set top box?

[If 2+ of these platforms]

Do you receive HD channels via any of these set top boxes?

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT Vision or BT TV

Yes - Plusnet

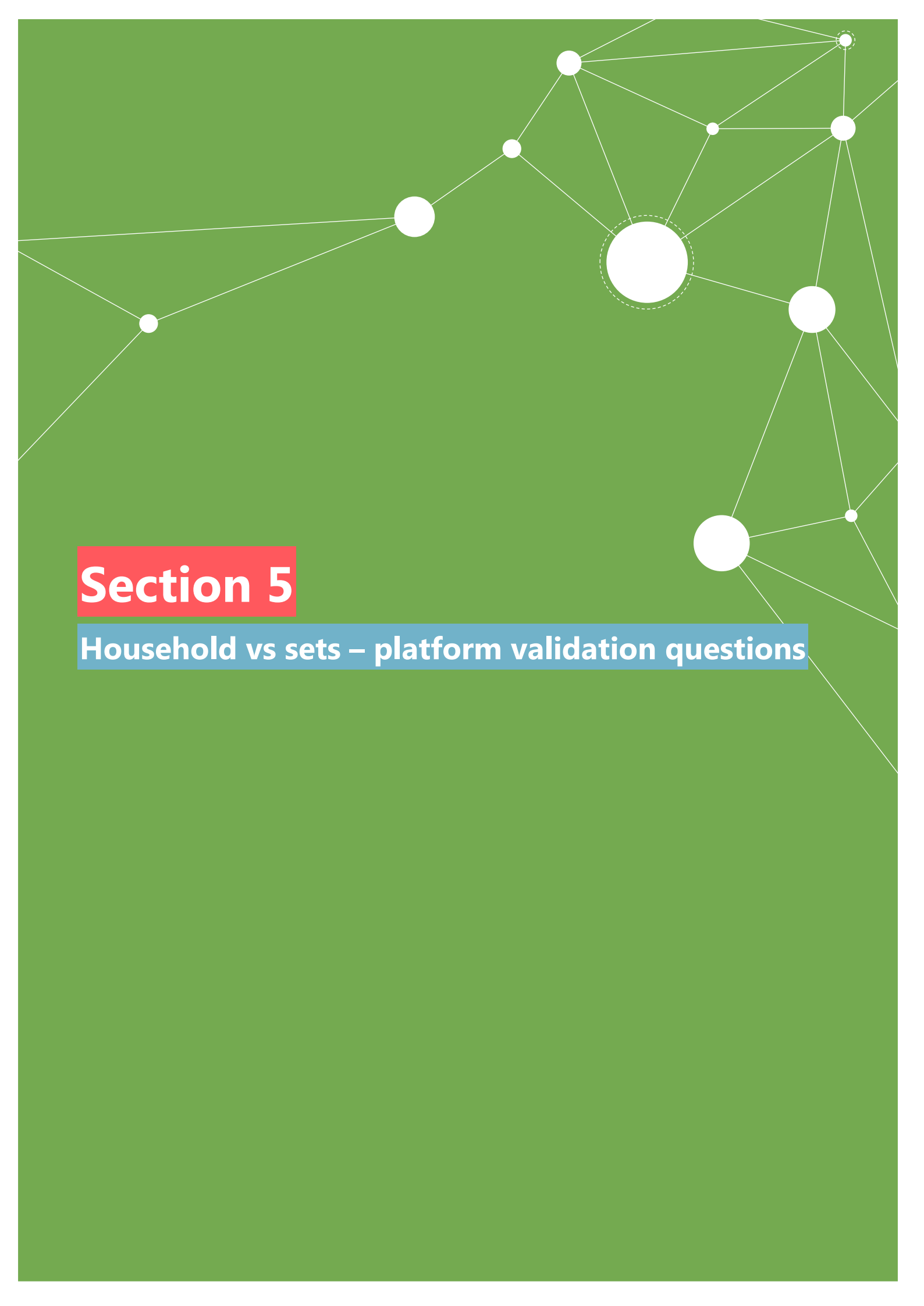
No

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 Apart from the (S75=1) SkyQ box (S75=2) Sky+ HD box (S75=3) Sky+ box (S22=1) Freesat+ box (S24=1) Cable, V+ or TiVo box (S25=1) Freeview (<i>in NI only</i>) or Saorview recorder (S73= YouView) YouView box (S73= TalkTalk) TalkTalk box (S73= BT) BT Vision or BT TV box (S73= Plusnet) Plusnet box Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1 or S73=YouView or S73= TalkTalk or S73= BT or S73= Plusnet> equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED		
[S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? - On to a recorder built into the TV set - On to a separate digital video recorder (including a separate hard drive) - On to DVD or Blu-ray discs - On to Video Tapes - On to a USB / Dongle - Other (specify) - Don't know	MP
FORCE EDIT: SET DK TO NONE OF THESE		
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
[S38 NOT ONTO DVD/BLU RAY DISCS]		
S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS		
[S62 = YES]		
S2	SHOW SCREEN 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	SP
REPEAT ABOVE FOR ALL TV SETS		



Section 5

Household vs sets – platform validation questions

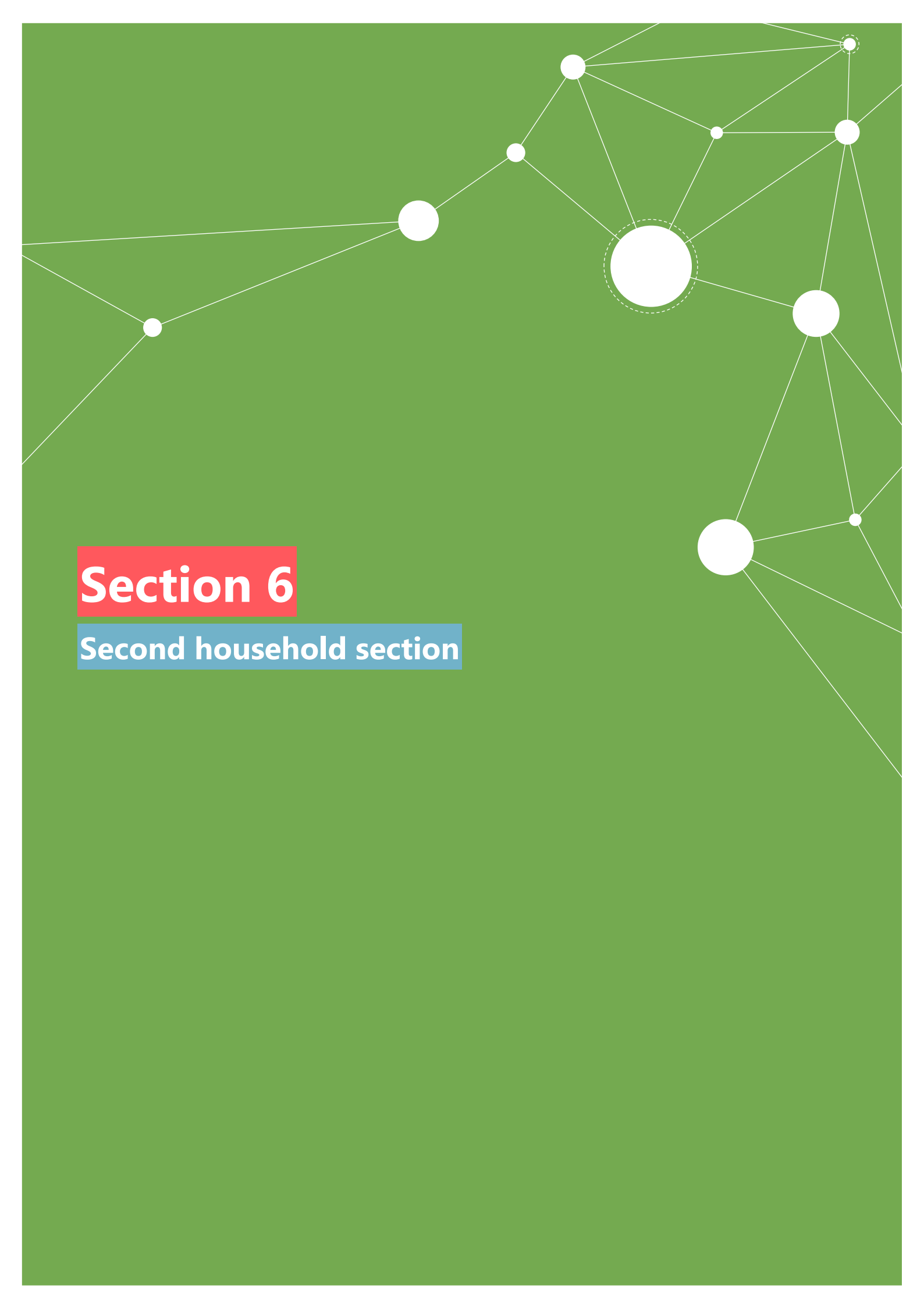
Household vs Sets – platform validation questions

FOR 2+ SETS AT H8		
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 Cinema or Sky Sports channels? Yes - Sky Cinema (MP) Yes - Sky Sports (MP) Yes - both Sky Cinema and Sky Sports (SP) No (SP) Don't know (SP) FORCE EDIT: IF SKY CINEMA 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 Cinema 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 Cinema (MP) Yes - Sky Sports (MP) Yes - both Sky Cinema and Sky Sports (SP) No (SP) Don't know (SP) FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	

ES ONLY NOT ESR											
ASK IF YOUVIEW / TALKTALK / BT / PLUSNET [S67a OR S54a OR S55a OR S72a = CODE 1]											
H125	<u>SHOW SCREEN</u>										
Does your											
[Only Include Platforms received]											
YouView											
TalkTalk											
BT Vision or BT TV set top box											
Plusnet											
connection include any premium Sky Cinema or Sky Sports channels?											
<table> <tr> <td>Yes - Sky Cinema</td> <td>(MP)</td> </tr> <tr> <td>Yes - Sky Sports</td> <td>(MP)</td> </tr> <tr> <td>Yes - both Sky Cinema and Sky Sports</td> <td>(SP)</td> </tr> <tr> <td>No</td> <td>(SP)</td> </tr> <tr> <td>Don't know</td> <td>(SP)</td> </tr> </table>		Yes - Sky Cinema	(MP)	Yes - Sky Sports	(MP)	Yes - both Sky Cinema and Sky Sports	(SP)	No	(SP)	Don't know	(SP)
Yes - Sky Cinema	(MP)										
Yes - Sky Sports	(MP)										
Yes - both Sky Cinema and Sky Sports	(SP)										
No	(SP)										
Don't know	(SP)										
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH											
ES ONLY NOT ESR											
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]											
H126	<u>SHOW SCREEN</u>										
	SP										
Does your											
[Only Include Platforms received]											
Sky											
Cable											
YouView											
BT Vision or BT TV set top box											
Plusnet											
connection include access to the premium BT Sports channels via your TV set ?											
NOTE: This does not include BT Sport channels that are only available via an app on a tablet or smartphone											
<table> <tr> <td>Yes</td> <td></td> </tr> <tr> <td>No</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>		Yes		No		Don't know					
Yes											
No											
Don't know											
FORCE EDIT: IF DK SET TO NO											
ES ONLY NOT ESR											
ASK ALL											
H110	<u>SHOW SCREEN</u>										
	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 RECEIVES TV PROGRAMMES VIA A SMART TV, VIA A CONNECTION TO A GAMES CONSOLE OR VIA CONNECTION TO A COMPUTER OR TABLET OR SMARTPHONE OR SEPARATE STB/OTHER DEVICE) (THEN SKIP TO H81)

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

H79 SHOW SCREEN

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

IF Cable HH) Cable connection

(IF BT HH) BT Vision or BT TV connection

(IF TALKTALK HH) TalkTalk connection

(IF YOUVIEW HH) YouView connection

(IF PLUSNET HH) Plusnet connection

Single Set HH) By which methods or devices can your TV set be connected to the internet?

(Multi Set HH) By which methods or devices can any of your TV sets be connected to the internet?

(ALL) This could be either A 'smart TV' with its own connection to the internet or using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV

NOTE: For a more detailed explanation select further information

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

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

Amazon Fire, Now TV, Apple TV

By connecting the TV set to a games console

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

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

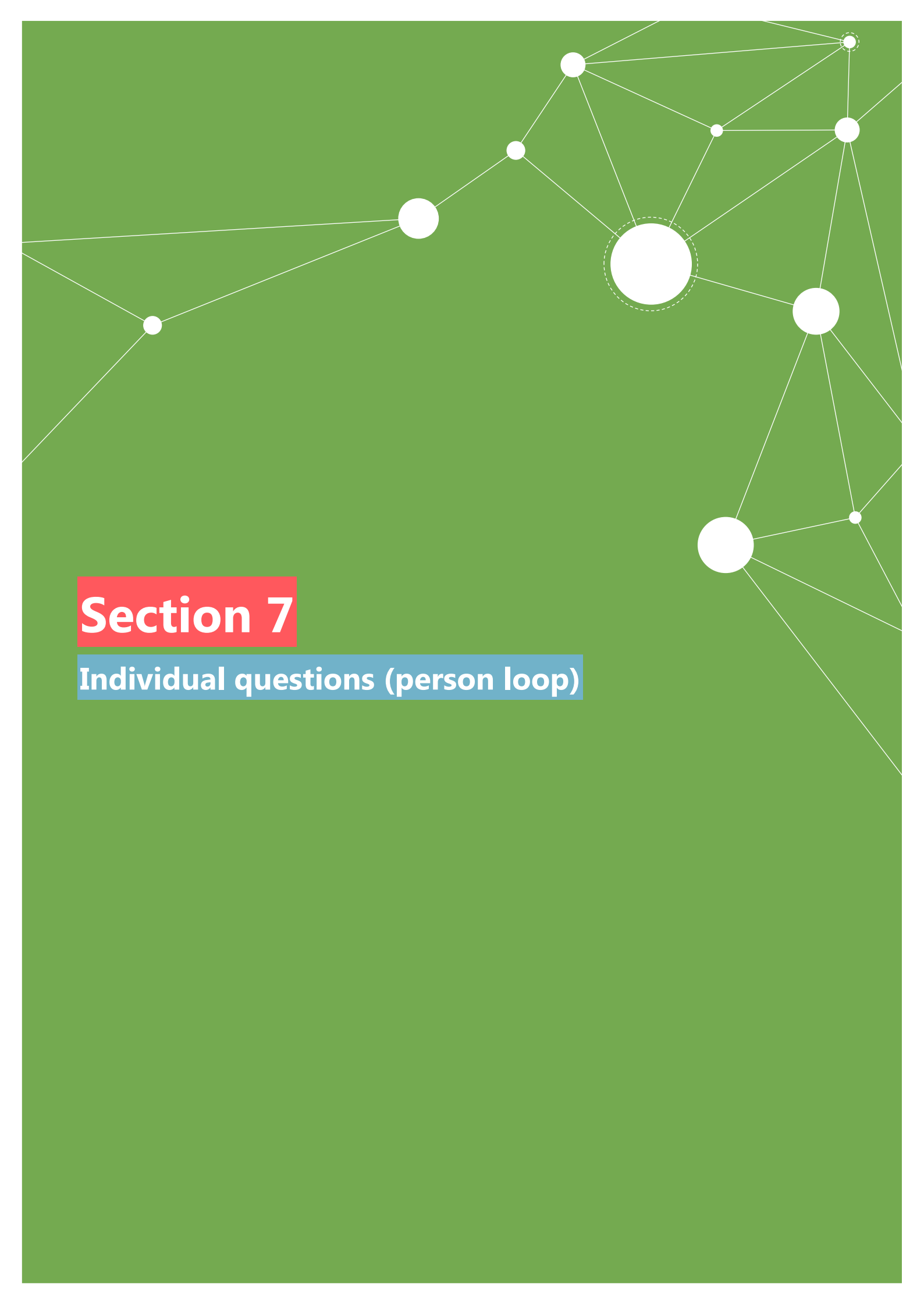
Another device that connects to the internet (Specify)

Further Information

MP

ES ONLY NOT ESR	
ASK IF ANY SET CONNECTED	
'SMART TV WITH ITS OWN CONNECTION TO THE INTERNET (S58A=YES) 'BY CONNECTING THE TV SET TO A GAMES CONSOLE (S56A=YES OR H54 = CODE 2) 'BY CONNECTING THE TV SET TO A COMPUTER/TABLET/SMARTPHONE (S57A=YES) 'A SET TOP BOX OR OTHER DEVICE WHICH ALLOWS YOU TO CONNECT TO THE INTERNET, e.g. AMAZON FIRE, NOW TV, APPLE TV (S74A=YES)	
H80	<u>SHOW SCREEN</u> You have said that your TV set receives TV programmes by: (ANY SET: S57A=YES) Connecting to a computer, tablet or smartphone. (ANY SET: S56A=YES OR H54 = CODE 2) Connecting the TV set to a games console (ANY SET: S58A=YES) Using its own connection to the Internet, i.e. it's a 'smart TV' (ANY SET: S74=YES) Using a set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV (Single internet platform claim) In addition to this and your (Multiple internet platform claims) In addition to these and your (IF Cable HH) Cable connection (IF BT HH) BT Vision or BT TV connection (IF TALKTALK HH) TalkTalk connection (IF YOUVIEW HH) YouView connection (IF Plusnet HH) Plusnet connection (Single Set HH) are there any other ways that your TV set can be connected to the internet? (Multi Set HH) are there any other ways that your TV sets can be connected to the internet? NOTE: For a more detailed explanation select further information A 'smart TV' with its own connection to the Internet REMOVE IF H68 = CODE 1 MP A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV REMOVE IF H68 = CODE 2 By connecting the TV set to a computer, tablet or smartphone REMOVE IF H68 = CODE 4 By connecting the TV set to a games console REMOVE IF H68 = CODE 3 OR H54 = CODE 2 A connection to a DVD or Blu-ray player that connects to the internet Another device that connects to the internet (Specify) No Further Information

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



Section 7

Individual questions (person loop)

Individual questions (person loop)

ASK ALL		
H55	HOUSEHOLD COMPOSITION	
Intro	Now I would like you to tell me about the people usually living in your household; by this I mean household members who share a communal living space.	
ASK ALL		
H55	How many individuals are there in your household altogether, including any children and yourself?	NUM
	WRITE IN	(00-99)

Start of person loop

ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55		
IF PERSON 1 GO TO P2 INTRO1, THEN P2		
IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2		
P2	(Single person HH (H55=1)) I'm now going to ask some questions about you	
Intro1	(Multi person HH (H55>1)) I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order:	
	- you	
	- your spouse or partner	
	- any children starting with the eldest	
	- anyone else	
P2	Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc...) household member	
Intro2		
FOR PERSON 1 SHOW HEADER 'RESPONDENT'		
FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'		
ASK ALL		
P2	Record sex of <u>respondent</u> (IF RESPONDENT)	SP
	What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)	
	(MAY NOT BE BLANK)	
	Male	
	Female	
ASK ALL		
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?	SP
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
	WRITE IN >	
	(ALLOW REF)	
FORCE EDIT: IF REF SET FROM AGE BAND		
SET WORKING VARIABLE FOR USE IN RECRUITMENT IF AGE BAND = 1 (UNDER 16): RANDOMLY ASSIGN TO SUB-BAND 0-3 OR 4-15		
ASK IF AGE IS DK OR REFUSED [AT P3]		
P4	Record age group household member falls into	SP
	(MAY NOT BE BLANK)	
	(1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age	
	Under 16	
	16-19	
	20-24	
	25-34	
	35-44	
	45-54	
	55-64	
	65-74	
	75+	
FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED		

ASK 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]*

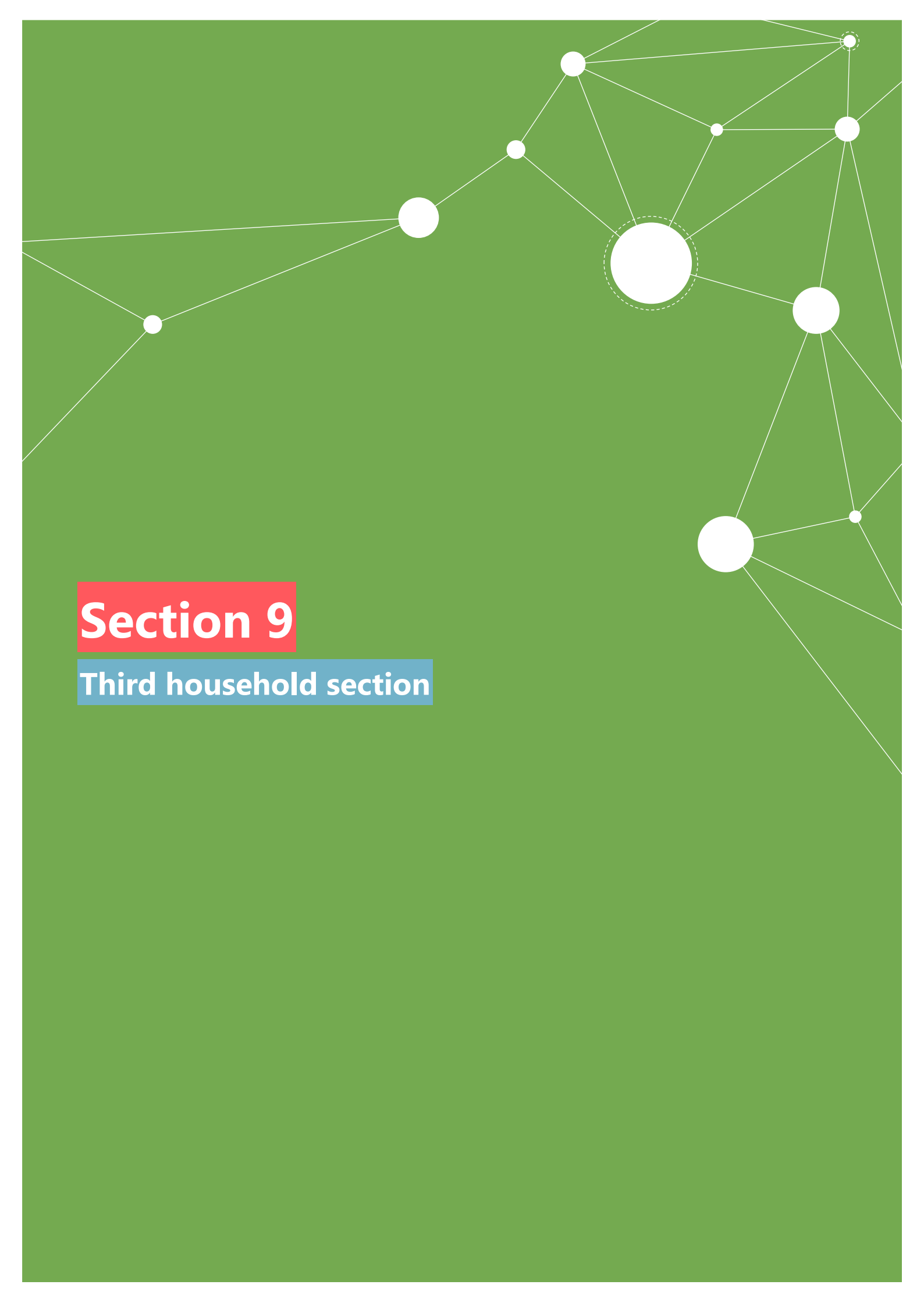
P10	SHOW SCREEN	SP
	At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?	
	15 years and under	
	16 years	
	17-18 years	
	19 years and over	
	Still in full time education	
	Don't know	
	Refused	

FORCE EDIT:
SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION'
IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 16 THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 17+ THEN SET TAED TO 17-18 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS D/E THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS C2 THEN SET TAED TO 17-18 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS A/B/C1 THEN SET TAED TO 19+ YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C1 THEN SET TAED TO 17-18 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS B/C1 THEN SET TAED TO 17-18 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS A THEN SET TAED TO 19+ YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 15 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP
ASK IF WELSH SPEAKER [P11=YES]		
P12	<u>SHOW SCREEN</u> How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	SP
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP
ASK IF GAELIC SPEAKER [P13=YES]		
P14	<u>SHOW SCREEN</u> How well do you (IF RESPONDENT) / does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know	SP
ASK ALL		
P15	<u>SHOW SCREEN</u> Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Note: Please include any health problems related to old age Yes – limited a lot Yes – limited a little No Refused	SP

ASK ALL																																	
P16	SHOW SCREEN		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																														
<table border="0"> <tbody> <tr> <td>Albanian</td> <td>German</td> <td>Russian</td> </tr> <tr> <td>American</td> <td>Greek</td> <td>Serbian</td> </tr> <tr> <td>Australian</td> <td>Hungarian</td> <td>Slovakian</td> </tr> <tr> <td>Brazilian</td> <td>Italian</td> <td>South African</td> </tr> <tr> <td>Bulgarian</td> <td>Latvian</td> <td>Spanish</td> </tr> <tr> <td>Canadian</td> <td>Lithuanian</td> <td>Swedish</td> </tr> <tr> <td>Czech</td> <td>New Zealander</td> <td>Turkish</td> </tr> <tr> <td>Estonian</td> <td>Polish</td> <td>Other</td> </tr> <tr> <td>European</td> <td>Portuguese</td> <td></td> </tr> <tr> <td>French</td> <td>Romanian</td> <td></td> </tr> </tbody> </table>				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	
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ASK IF ANY OTHER ASIAN BACKGROUND AT P16																																	
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16		SP																														
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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	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Do you have your own mobile phone? (IF NOT RESPONDENT) Does this person have their own mobile phone? Yes No Don't know Refused	
ES ONLY		
ASK IF OWN A MOBILE PHONE		
[P17=YES]		
P18	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes? (IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes? INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE. Yes No Don't know Refused	
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		



Section 9

Third household section

Third household section

ASK IF MULTI PERSON HH [H55>1]	
H25 Intro	Thinking about all the people in your household...
ASK IF WELSH SPEAKER IN THE HOME [ANY PERSON CODE 1,2,3 or 4 AT P12]	
H25	SHOW SCREEN SP What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know
ES ONLY NOT ESR	
ASK IF GAELIC SPEAKER IN THE HOME [ANY PERSON CODE 1,2,3 or 4 AT P14]	
H26	SHOW SCREEN SP What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know
ES ONLY NOT ESR	
ASK IF ANY HH members are Asian/Asian British [P16 = ASIAN/ASIAN BRITISH]	
H116	SHOW SCREEN MP Which [other (IF H25 or H26 asked)] languages do you speak? (ASK IF 1 PERSON HOUSEHOLD) Which [other (IF H25 or H26 asked)] languages do you or other household members use when talking to each other? (ASK IF 2+ PERSON HOUSEHOLD) English (Supress if H25 or H26 asked) Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh (Supress if H25 asked) Gaelic (Supress if H26 asked) Other (Specify) None of these

ES ONLY NOT ESR

ASK IF ANY HH members are Asian/Asian British and more than one option chosen at H116
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED

H117	<u>SHOW SCREEN</u>	SP
	Which is the main language Spoken in your household?	
	English	
	Polish	
	Panjabi	
	Urdu	
	Bengali	
	Gujarati	
	Arabic	
	French	
	Chinese	
	Portuguese	
	Spanish	
	Tamil	
	Welsh	
	Gaelic	
	Other (Specify)	

ASK ALL

H27	<u>SHOW SCREEN</u>	MP
	IF 1 PERSON HOUSEHOLD	
	Do you work for any of the following?	
	IF 2+ PERSON HOUSEHOLD	
	Do you or does any member of your household work for any of these?	
	A television station, that is either the BBC or a commercial channel	
	A radio station, that is either the BBC or a commercial station	
	Journalism for a newspaper, magazine or online publisher	
	An advertising or media agency	
	A market research company	
	None of these	

ASK IF 2+ ADULTS IN HOME**P3 >15 OR P4 NOT CODE 1**

H56	Which of the household members you have mentioned is the Head of Household?	MP
	By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible	
	LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD	

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)**ASK IF 2+ ADULTS IN HOME****P3 >15 OR P4 NOT CODE 1**

H28	Which of the household members you have mentioned is mainly responsible for the household duties, such as grocery shopping, cooking and cleaning?	MP
	This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible	
	LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON	

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H29	Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be equally responsible. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP
<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? **PLEASE GIVE DETAILS.**

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
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
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]	
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]	
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Refused
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]	
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS <i>[H32 = MORE THAN 6 MONTHS]</i>		
H34	Is that Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP
CODE FOR ALL		
H44	SHOW SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP
ES AND ESR ONLY - TEL SAMPLE: DO NOT ASK, FORCE H47=YES.		
H47	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No Don't know	SP
ES AND ESR ONLY		
ASK IF TELEPHONE CLAIMED [H47 = YES]		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both Other Don't know Refused	MP (SP)
ES AND ESR ONLY - TEL SAMPLE: PULL THROUGH FROM ECS		
WITH ANY TELEPHONE [AT H48]		
H49	What is the Telephone number, including the area code, of the household's main phone or mobile? 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

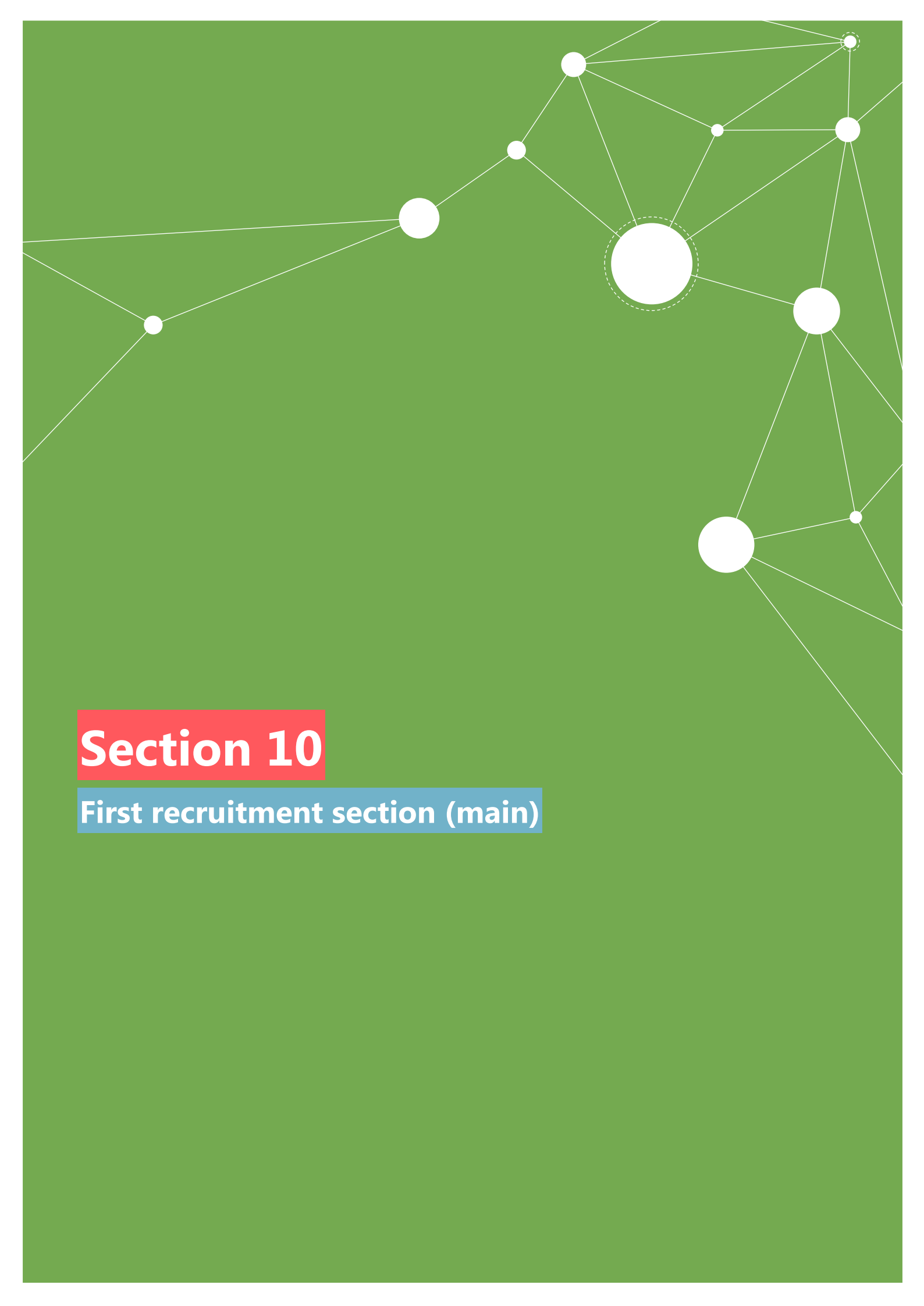
ADD Can I ask you to confirm that I have your correct address details?
2016 DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION
 Yes
 No – amend address

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. The task is simple and each household member would receive regular rewards for taking part.		
ASK ALL IF SELECTED FOR RECRUITMENT		
R2	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 only take a few minutes and 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' WITH DETAILS OF THEIR SEX (P2), AGE (P3 OR P4) AND WORKING STATUS (P9).		
FOR PERSON 2, 3, 4 ETC.		
INCLUDE BREAK SCREEN: NOW THINKING ABOUT PERSON NUMBER 2, [/3/4 ETC] MALE / FEMALE [Taken from Sex -P2], AGED ## [taken from P3 OR P4]		
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 ownership of 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

What is the make of this computer/tablet?

- | | |
|----------------------|------------------------|
| Acer | Hudl |
| Advent | Lenovo |
| Amazon | LG |
| Apple | Microsoft |
| Archus | Packard Bell |
| Asus | Samsung |
| Compaq | Sony |
| Dell | Toshiba |
| Google | Self built |
| Hewlett Packard (HP) | Other (please specify) |
| HTC | 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

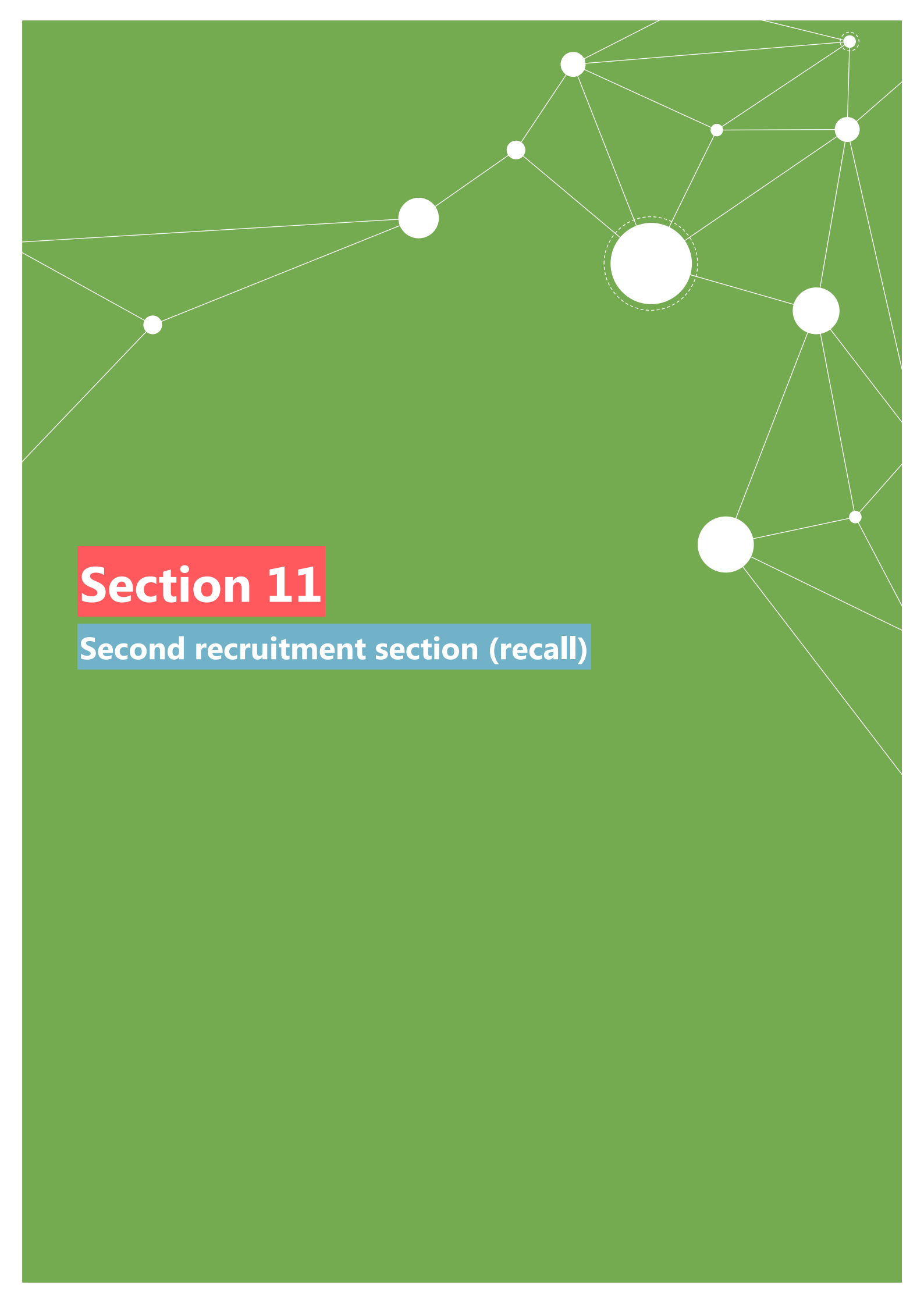
ASK ALL		
R21a	Do you have an email address that we can use to contact you?	SP
	Yes	
	No	
ASK IF R21a = YES		
R21b	Could I please record your email address?	NUM
	WRITE IN	
ASK ALL		
R21c	SHOW SCREEN	SP
	Can you confirm this is the correct email address?	
	Yes (correct email address)	
	No	
IFNO RE-ENTER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

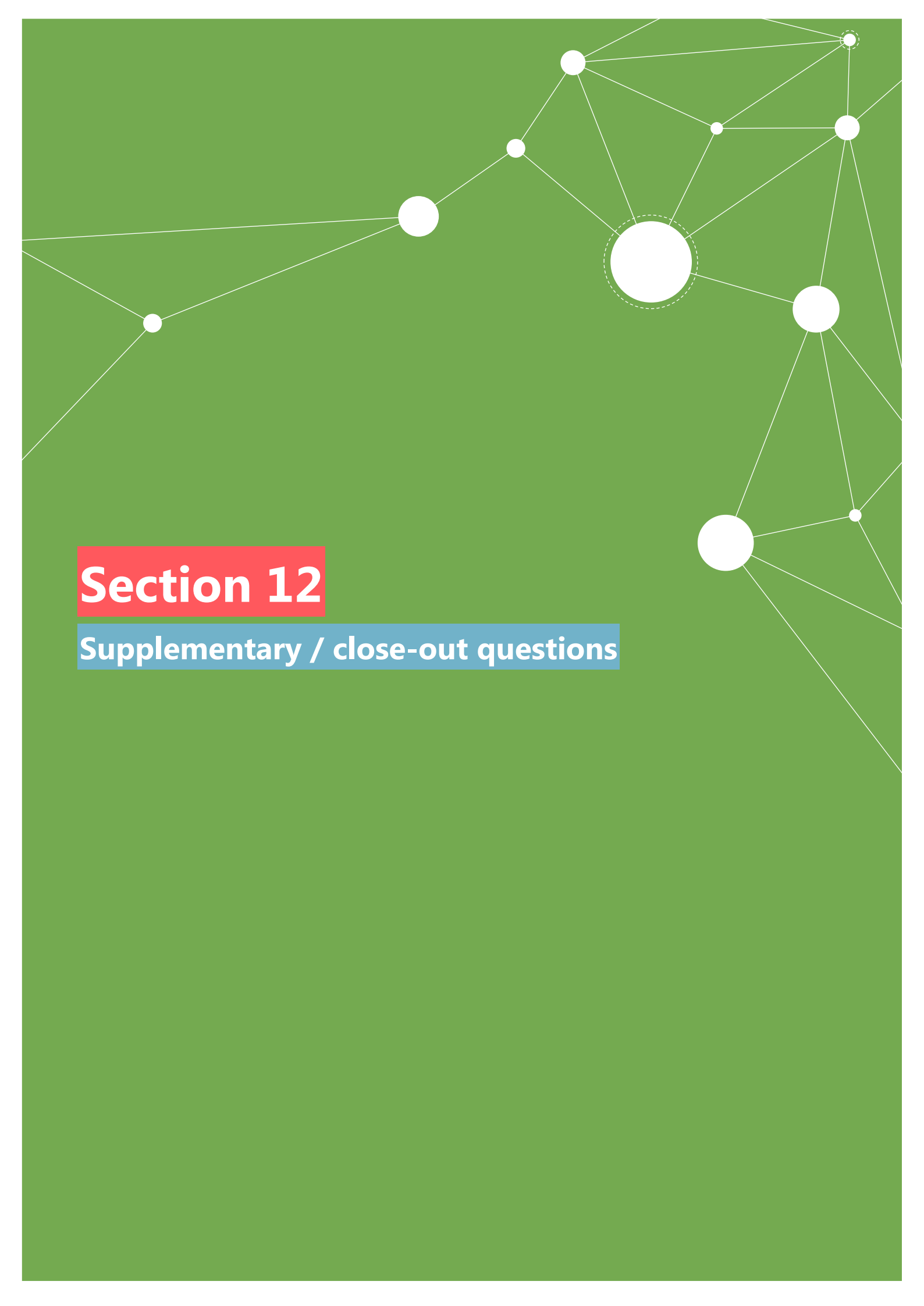
Second recruitment section (revisit) (recall permitted if agreed by RC)

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