

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

July 2016 to June 2017



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2016 - June 2017

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VOLUME 2 - BBC Areas	
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This reports contains the weighted data results from the Establishment survey for the period July 2016 - June 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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
AB	7068	6789	2868	1129	4746	2041	2704	6766
%V	25.1%	25.3%	26.5%	27.6%	24.8%	26.7%	23.6%	28.2%
%H (All HH)		96.1%	40.6%	16.0%	67.1%	28.9%	38.3%	95.7%
%H (TV HH)			42.2%	16.6%	69.9%	30.1%	39.8%	
C1	8019	7627	3186	1228	5368	2312	3057	7229
%V	28.5%	28.4%	29.4%	30.0%	28.1%	30.3%	26.6%	30.2%
%H (All HH)		95.1%	39.7%	15.3%	66.9%	28.8%	38.1%	90.1%
%H (TV HH)			41.8%	16.1%	70.4%	30.3%	40.1%	
C2	5449	5274	2241	815	3807	1660	2147	4739
%V	19.4%	19.6%	20.7%	19.9%	19.9%	21.8%	18.7%	19.8%
%H (All HH)		96.8%	41.1%	15.0%	69.9%	30.5%	39.4%	87.0%
%H (TV HH)			42.5%	15.5%	72.2%	31.5%	40.7%	
D	4474	4228	1659	589	2947	1058	1888	3453
%V	15.9%	15.7%	15.3%	14.4%	15.4%	13.9%	16.5%	14.4%
%H (All HH)		94.5%	37.1%	13.2%	65.9%	23.6%	42.2%	77.2%
%H (TV HH)			39.2%	13.9%	69.7%	25.0%	44.7%	
E	3131	2958	883	327	2237	559	1679	1768
%V	11.1%	11.0%	8.1%	8.0%	11.7%	7.3%	14.6%	7.4%
%H (All HH)		94.5%	28.2%	10.4%	71.4%	17.9%	53.6%	56.5%
%H (TV HH)			29.9%	11.1%	75.6%	18.9%	56.8%	

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 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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
Under 25	1175	954	317	115	598	193	405	1112
%V	4.2%	3.5%	2.9%	2.8%	3.1%	2.5%	3.5%	4.6%
%H (All HH)		81.2%	27.0%	9.8%	50.9%	16.4%	34.5%	94.6%
%H (TV HH)			33.2%	12.1%	62.7%	20.2%	42.5%	
25 - 34	4392	4004	1739	613	2349	952	1397	4250
%V	15.6%	14.9%	16.0%	15.0%	12.3%	12.5%	12.2%	17.7%
%H (All HH)		91.2%	39.6%	14.0%	53.5%	21.7%	31.8%	96.8%
%H (TV HH)			43.4%	15.3%	58.7%	23.8%	34.9%	
35 - 44	4652	4405	2148	750	2782	1376	1406	4486
%V	16.5%	16.4%	19.8%	18.4%	14.6%	18.0%	12.3%	18.7%
%H (All HH)		94.7%	46.2%	16.1%	59.8%	29.6%	30.2%	96.4%
%H (TV HH)			48.8%	17.0%	63.2%	31.2%	31.9%	
45 - 54	5428	5265	2371	994	3696	1802	1893	5137
%V	19.3%	19.6%	21.9%	24.3%	19.3%	23.6%	16.5%	21.4%
%H (All HH)		97.0%	43.7%	18.3%	68.1%	33.2%	34.9%	94.6%
%H (TV HH)			45.0%	18.9%	70.2%	34.2%	36.0%	
55 - 64	4760	4640	1899	777	3478	1513	1965	4228
%V	16.9%	17.3%	17.5%	19.0%	18.2%	19.8%	17.1%	17.6%
%H (All HH)		97.5%	39.9%	16.3%	73.1%	31.8%	41.3%	88.8%
%H (TV HH)			40.9%	16.7%	75.0%	32.6%	42.3%	
65 +	7734	7606	2364	838	6203	1794	4410	4742
%V	27.5%	28.3%	21.8%	20.5%	32.5%	23.5%	38.4%	19.8%
%H (All HH)		98.3%	30.6%	10.8%	80.2%	23.2%	57.0%	61.3%
%H (TV HH)			31.1%	11.0%	81.6%	23.6%	58.0%	

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

%V = percentage of vertical total

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

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

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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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
1	8730	8102	2246	895	6220	1434	4786	5691
%V	31.0%	30.1%	20.7%	21.9%	32.6%	18.8%	41.7%	23.8%
%H (All HH)		92.8%	25.7%	10.3%	71.2%	16.4%	54.8%	65.2%
%H (TV HH)			27.7%	11.0%	76.8%	17.7%	59.1%	
2	9644	9329	3808	1431	6772	2828	3944	8704
%V	34.3%	34.7%	35.1%	35.0%	35.4%	37.1%	34.4%	36.3%
%H (All HH)		96.7%	39.5%	14.8%	70.2%	29.3%	40.9%	90.3%
%H (TV HH)			40.8%	15.3%	72.6%	30.3%	42.3%	
3	4360	4199	2039	740	2815	1469	1345	4230
%V	15.5%	15.6%	18.8%	18.1%	14.7%	19.3%	11.7%	17.7%
%H (All HH)		96.3%	46.8%	17.0%	64.6%	33.7%	30.8%	97.0%
%H (TV HH)			48.6%	17.6%	67.0%	35.0%	32.0%	
4	3668	3571	1855	700	2279	1313	966	3622
%V	13.0%	13.3%	17.1%	17.1%	11.9%	17.2%	8.4%	15.1%
%H (All HH)		97.4%	50.6%	19.1%	62.1%	35.8%	26.3%	98.7%
%H (TV HH)			51.9%	19.6%	63.8%	36.8%	27.1%	
5+	1739	1673	889	321	1020	586	434	1708
%V	6.2%	6.2%	8.2%	7.9%	5.3%	7.7%	3.8%	7.1%
%H (All HH)		96.2%	51.1%	18.5%	58.7%	33.7%	25.0%	98.2%
%H (TV HH)			53.1%	19.2%	61.0%	35.0%	25.9%	
Average HH size	2.32	2.33	2.61	2.57	2.24	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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
Without	20949	19886	7297	2854	14742	5344	9399	16917
%V	74.4%	74.0%	67.3%	69.8%	77.2%	70.0%	81.9%	70.6%
%H (All HH)		94.9%	34.8%	13.6%	70.4%	25.5%	44.9%	80.8%
%H (TV HH)			36.7%	14.4%	74.1%	26.9%	47.3%	
With	7191	6988	3540	1233	4363	2287	2076	7038
%V	25.6%	26.0%	32.7%	30.2%	22.8%	30.0%	18.1%	29.4%
%H (All HH)		97.2%	49.2%	17.1%	60.7%	31.8%	28.9%	97.9%
%H (TV HH)			50.7%	17.6%	62.4%	32.7%	29.7%	
0 - 3	2660	2555	1315	391	1526	754	772	2577
%V	9.5%	9.5%	12.1%	9.6%	8.0%	9.9%	6.7%	10.8%
%H (All HH)		96.1%	49.4%	14.7%	57.4%	28.3%	29.0%	96.9%
%H (TV HH)			51.5%	15.3%	59.7%	29.5%	30.2%	
4 - 9	3748	3646	1867	649	2209	1158	1051	3670
%V	13.3%	13.6%	17.2%	15.9%	11.6%	15.2%	9.2%	15.3%
%H (All HH)		97.3%	49.8%	17.3%	58.9%	30.9%	28.0%	97.9%
%H (TV HH)			51.2%	17.8%	60.6%	31.8%	28.8%	
10 - 15	3362	3300	1719	635	2131	1219	913	3308
%V	11.9%	12.3%	15.9%	15.5%	11.2%	16.0%	8.0%	13.8%
%H (All HH)		98.2%	51.1%	18.9%	63.4%	36.3%	27.2%	98.4%
%H (TV HH)			52.1%	19.2%	64.6%	36.9%	27.7%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
1	11023	11023	3453	1385	7005	1289	5716	8623
%V	39.2%	41.0%	31.9%	33.9%	36.7%	16.9%	49.8%	36.0%
%H (All HH)		100.0%	31.3%	12.6%	63.5%	11.7%	51.9%	78.2%
%H (TV HH)			31.3%	12.6%	63.5%	11.7%	51.9%	
2	8845	8845	3712	1417	6493	2833	3659	7622
%V	31.4%	32.9%	34.3%	34.7%	34.0%	37.1%	31.9%	31.8%
%H (All HH)		100.0%	42.0%	16.0%	73.4%	32.0%	41.4%	86.2%
%H (TV HH)			42.0%	16.0%	73.4%	32.0%	41.4%	
3	4267	4267	2143	749	3346	1956	1390	4003
%V	15.2%	15.9%	19.8%	18.3%	17.5%	25.6%	12.1%	16.7%
%H (All HH)		100.0%	50.2%	17.6%	78.4%	45.8%	32.6%	93.8%
%H (TV HH)			50.2%	17.6%	78.4%	45.8%	32.6%	
4	1805	1805	972	350	1462	964	498	1757
%V	6.4%	6.7%	9.0%	8.6%	7.7%	12.6%	4.3%	7.3%
%H (All HH)		100.0%	53.9%	19.4%	81.0%	53.4%	27.6%	97.3%
%H (TV HH)			53.9%	19.4%	81.0%	53.4%	27.6%	
5+	935	935	557	186	800	588	212	922
%V	3.3%	3.5%	5.1%	4.6%	4.2%	7.7%	1.8%	3.8%
%H (All HH)		100.0%	59.6%	19.9%	85.6%	62.9%	22.7%	98.6%
%H (TV HH)			59.6%	19.9%	85.6%	62.9%	22.7%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
Under 20"	3812	3812	1526	561	3184	1477	1707	3229
%V	13.5%	14.2%	14.1%	13.7%	16.7%	19.4%	14.9%	13.5%
%H (All HH)		100.0%	40.0%	14.7%	83.5%	38.7%	44.8%	84.7%
%H (TV HH)			40.0%	14.7%	83.5%	38.7%	44.8%	
20" - 29"	8256	8256	3272	1262	6613	2927	3686	6909
%V	29.3%	30.7%	30.2%	30.9%	34.6%	38.4%	32.1%	28.8%
%H (All HH)		100.0%	39.6%	15.3%	80.1%	35.5%	44.6%	83.7%
%H (TV HH)			39.6%	15.3%	80.1%	35.5%	44.6%	
30" - 39"	13394	13394	5463	2088	9942	4246	5696	11486
%V	47.6%	49.8%	50.4%	51.1%	52.0%	55.6%	49.6%	47.9%
%H (All HH)		100.0%	40.8%	15.6%	74.2%	31.7%	42.5%	85.8%
%H (TV HH)			40.8%	15.6%	74.2%	31.7%	42.5%	
40" - 49"	12820	12820	6061	2232	8947	4549	4398	11807
%V	45.6%	47.7%	55.9%	54.6%	46.8%	59.6%	38.3%	49.3%
%H (All HH)		100.0%	47.3%	17.4%	69.8%	35.5%	34.3%	92.1%
%H (TV HH)			47.3%	17.4%	69.8%	35.5%	34.3%	
50" - 59"	3862	3862	2153	679	2500	1513	987	3717
%V	13.7%	14.4%	19.9%	16.6%	13.1%	19.8%	8.6%	15.5%
%H (All HH)		100.0%	55.7%	17.6%	64.7%	39.2%	25.6%	96.2%
%H (TV HH)			55.7%	17.6%	64.7%	39.2%	25.6%	
60"+	395	395	228	74	236	146	90	389
%V	1.4%	1.5%	2.1%	1.8%	1.2%	1.9%	0.8%	1.6%
%H (All HH)		100.0%	57.7%	18.7%	59.7%	37.0%	22.8%	98.5%
%H (TV HH)			57.7%	18.7%	59.7%	37.0%	22.8%	

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 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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
Main living room	26558	26558	10751	4060	18901	7583	11318	22660
%V	94.4%	98.8%	99.2%	99.3%	98.9%	99.4%	98.6%	94.6%
%H (All HH)		100.0%	40.5%	15.3%	71.2%	28.6%	42.6%	85.3%
%H (TV HH)			40.5%	15.3%	71.2%	28.6%	42.6%	
Kitchen	3099	3099	1478	429	2637	1427	1210	2778
%V	11.0%	11.5%	13.6%	10.5%	13.8%	18.7%	10.5%	11.6%
%H (All HH)		100.0%	47.7%	13.8%	85.1%	46.0%	39.0%	89.6%
%H (TV HH)			47.7%	13.8%	85.1%	46.0%	39.0%	
Adult's bedroom	12098	12098	5687	2113	9302	5020	4283	10984
%V	43.0%	45.0%	52.5%	51.7%	48.7%	65.8%	37.3%	45.9%
%H (All HH)		100.0%	47.0%	17.5%	76.9%	41.5%	35.4%	90.8%
%H (TV HH)			47.0%	17.5%	76.9%	41.5%	35.4%	
Child's bedroom	2266	2266	1268	428	1590	1029	561	2229
%V	8.1%	8.4%	11.7%	10.5%	8.3%	13.5%	4.9%	9.3%
%H (All HH)		100.0%	56.0%	18.9%	70.2%	45.4%	24.8%	98.4%
%H (TV HH)			56.0%	18.9%	70.2%	45.4%	24.8%	
Other bedroom	1918	1918	962	354	1550	933	617	1810
%V	6.8%	7.1%	8.9%	8.7%	8.1%	12.2%	5.4%	7.6%
%H (All HH)		100.0%	50.2%	18.5%	80.8%	48.6%	32.2%	94.4%
%H (TV HH)			50.2%	18.5%	80.8%	48.6%	32.2%	
Second living/dining room	2564	2564	1227	470	2007	1125	882	2333
%V	9.1%	9.5%	11.3%	11.5%	10.5%	14.7%	7.7%	9.7%
%H (All HH)		100.0%	47.9%	18.3%	78.3%	43.9%	34.4%	91.0%
%H (TV HH)			47.9%	18.3%	78.3%	43.9%	34.4%	
Study/office	409	409	220	63	326	198	128	397
%V	1.5%	1.5%	2.0%	1.5%	1.7%	2.6%	1.1%	1.7%
%H (All HH)		100.0%	53.8%	15.4%	79.7%	48.4%	31.3%	97.1%
%H (TV HH)			53.8%	15.4%	79.7%	48.4%	31.3%	
TV room	240	240	139	40	168	107	61	235
%V	0.9%	0.9%	1.3%	1.0%	0.9%	1.4%	0.5%	1.0%
%H (All HH)		100.0%	57.9%	16.7%	70.0%	44.6%	25.4%	97.9%
%H (TV HH)			57.9%	16.7%	70.0%	44.6%	25.4%	
Conservatory	636	636	330	104	525	313	212	593
%V	2.3%	2.4%	3.0%	2.5%	2.7%	4.1%	1.8%	2.5%
%H (All HH)		100.0%	51.9%	16.4%	82.5%	49.2%	33.3%	93.2%
%H (TV HH)			51.9%	16.4%	82.5%	49.2%	33.3%	
Attic or loft room	61	61	31	14	48	32	16	61
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	50.8%	23.0%	78.7%	52.5%	26.2%	100.0%
%H (TV HH)			50.8%	23.0%	78.7%	52.5%	26.2%	
No specific location	44	44	18	7	35	18	18	41
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	40.9%	15.9%	79.5%	40.9%	40.9%	93.2%
%H (TV HH)			40.9%	15.9%	79.5%	40.9%	40.9%	
Other	263	263	150	39	221	142	79	258
%V	0.9%	1.0%	1.4%	1.0%	1.2%	1.9%	0.7%	1.1%
%H (All HH)		100.0%	57.0%	14.8%	84.0%	54.0%	30.0%	98.1%
%H (TV HH)			57.0%	14.8%	84.0%	54.0%	30.0%	

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
July 2016 - June 2017

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	28141	26874	10837	4087	19105	7630	11475	23955
%V (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
Any DSAT provider	10837	10837	10837	186	5680	5680	0	10048
%V	38.5%	40.3%	100.0%	4.6%	29.7%	74.4%	0.0%	41.9%
%H (All HH)			100.0%	1.7%	52.4%	52.4%	0.0%	92.7%
%H (TV HH)			100.0%	1.7%	52.4%	52.4%	0.0%	
Sky with subscription	8899	8899	8899	90	4677	4677	0	8355
%V	31.6%	33.1%	82.1%	2.2%	24.5%	61.3%	0.0%	34.9%
%H (All HH)			100.0%	1.0%	52.6%	52.6%	0.0%	93.9%
%H (TV HH)			100.0%	1.0%	52.6%	52.6%	0.0%	
Sky without subscription	660	660	660	33	318	318	0	554
%V	2.3%	2.5%	6.1%	0.8%	1.7%	4.2%	0.0%	2.3%
%H (All HH)			100.0%	5.0%	48.2%	48.2%	0.0%	83.9%
%H (TV HH)			100.0%	5.0%	48.2%	48.2%	0.0%	
Freesat	1151	1151	1151	42	662	662	0	1040
%V	4.1%	4.3%	10.6%	1.0%	3.5%	8.7%	0.0%	4.3%
%H (All HH)			100.0%	3.6%	57.5%	57.5%	0.0%	90.4%
%H (TV HH)			100.0%	3.6%	57.5%	57.5%	0.0%	
Other satellite provider	647	647	647	38	339	339	0	606
%V	2.3%	2.4%	6.0%	0.9%	1.8%	4.4%	0.0%	2.5%
%H (All HH)			100.0%	5.9%	52.4%	52.4%	0.0%	93.7%
%H (TV HH)			100.0%	5.9%	52.4%	52.4%	0.0%	
DCAB	4087	4087	186	4087	2045	2045	0	3860
%V	14.5%	15.2%	1.7%	100.0%	10.7%	26.8%	0.0%	16.1%
%H (All HH)			4.6%	100.0%	50.0%	50.0%	0.0%	94.4%
%H (TV HH)			4.6%	100.0%	50.0%	50.0%	0.0%	
DTT	19105	19105	5680	2045	19105	7630	11475	15758
%V	67.9%	71.1%	52.4%	50.0%	100.0%	100.0%	100.0%	65.8%
%H (All HH)		100.0%	29.7%	10.7%	100.0%	39.9%	60.1%	82.5%
%H (TV HH)			29.7%	10.7%	100.0%	39.9%	60.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
PVR	17065	17065	9596	3677	10862	6928	3934	15846
%V	60.6%	63.5%	88.5%	90.0%	56.9%	90.8%	34.3%	66.1%
%H (All HH)		100.0%	56.2%	21.5%	63.7%	40.6%	23.1%	92.9%
%H (TV HH)			56.2%	21.5%	63.7%	40.6%	23.1%	
DVDR	448	448	163	63	367	146	221	382
%V	1.6%	1.7%	1.5%	1.5%	1.9%	1.9%	1.9%	1.6%
%H (All HH)		100.0%	36.4%	14.1%	81.9%	32.6%	49.3%	85.3%
%H (TV HH)			36.4%	14.1%	81.9%	32.6%	49.3%	
VCR	265	265	89	28	231	83	148	172
%V	0.9%	1.0%	0.8%	0.7%	1.2%	1.1%	1.3%	0.7%
%H (All HH)		100.0%	33.6%	10.6%	87.2%	31.3%	55.8%	64.9%
%H (TV HH)			33.6%	10.6%	87.2%	31.3%	55.8%	
Any recorder	17335	17335	9631	3687	11108	6951	4157	16011
%V	61.6%	64.5%	88.9%	90.2%	58.1%	91.1%	36.2%	66.8%
%H (All HH)		100.0%	55.6%	21.3%	64.1%	40.1%	24.0%	92.4%
%H (TV HH)			55.6%	21.3%	64.1%	40.1%	24.0%	
Receives HDTV (via STB or built-in reception)	18016	18016	8320	3524	12792	6452	6340	16579
%V	64.0%	67.0%	76.8%	86.2%	67.0%	84.6%	55.3%	69.2%
%H (All HH)		100.0%	46.2%	19.6%	71.0%	35.8%	35.2%	92.0%
%H (TV HH)			46.2%	19.6%	71.0%	35.8%	35.2%	
DVD/Blu-ray player or recorder	18636	18636	7913	3003	13422	5965	7457	16597
%V	66.2%	69.3%	73.0%	73.5%	70.3%	78.2%	65.0%	69.3%
%H (All HH)		100.0%	42.5%	16.1%	72.0%	32.0%	40.0%	89.1%
%H (TV HH)			42.5%	16.1%	72.0%	32.0%	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
July 2016 - June 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	28141	26874	10837	4087	19105	7630	11475	23955
%H (All HH)		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%
%H (TV HH)			40.3%	15.2%	71.1%	28.4%	42.7%	
Has broadband internet	23955	22927	10048	3860	15758	7176	8582	23955
%V	85.1%	85.3%	92.7%	94.4%	82.5%	94.0%	74.8%	100.0%
%H (All HH)		95.7%	41.9%	16.1%	65.8%	30.0%	35.8%	100.0%
%H (TV HH)			43.8%	16.8%	68.7%	31.3%	37.4%	
Number of computers (PCs and laptops)								
0	5178	4865	1161	365	3954	672	3282	1279
%V	18.4%	18.1%	10.7%	8.9%	20.7%	8.8%	28.6%	5.3%
%H (All HH)		94.0%	22.4%	7.0%	76.4%	13.0%	63.4%	24.7%
%H (TV HH)			23.9%	7.5%	81.3%	13.8%	67.5%	
1	7380	6938	2601	1004	4855	1668	3187	7143
%V	26.2%	25.8%	24.0%	24.6%	25.4%	21.9%	27.8%	29.8%
%H (All HH)		94.0%	35.2%	13.6%	65.8%	22.6%	43.2%	96.8%
%H (TV HH)			37.5%	14.5%	70.0%	24.0%	45.9%	
2	6718	6470	2898	1068	4447	2059	2387	6684
%V	23.9%	24.1%	26.7%	26.1%	23.3%	27.0%	20.8%	27.9%
%H (All HH)		96.3%	43.1%	15.9%	66.2%	30.6%	35.5%	99.5%
%H (TV HH)			44.8%	16.5%	68.7%	31.8%	36.9%	
3	3935	3804	1823	676	2584	1354	1229	3927
%V	14.0%	14.2%	16.8%	16.5%	13.5%	17.7%	10.7%	16.4%
%H (All HH)		96.7%	46.3%	17.2%	65.7%	34.4%	31.2%	99.8%
%H (TV HH)			47.9%	17.8%	67.9%	35.6%	32.3%	
4	2288	2224	1068	447	1514	837	677	2283
%V	8.1%	8.3%	9.9%	10.9%	7.9%	11.0%	5.9%	9.5%
%H (All HH)		97.2%	46.7%	19.5%	66.2%	36.6%	29.6%	99.8%
%H (TV HH)			48.0%	20.1%	68.1%	37.6%	30.4%	
5+	2643	2572	1286	527	1751	1040	711	2639
%V	9.4%	9.6%	11.9%	12.9%	9.2%	13.6%	6.2%	11.0%
%H (All HH)		97.3%	48.7%	19.9%	66.3%	39.3%	26.9%	99.8%
%H (TV HH)			50.0%	20.5%	68.1%	40.4%	27.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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	53760	24223	8852	40172	19854	20319	47864
%H		45.1%	16.5%	74.7%	36.9%	37.8%	89.0%
Under 20"	4767	1962	702	4023	1937	2086	4104
%V	8.9%	8.1%	7.9%	10.0%	9.8%	10.3%	8.6%
%H		41.2%	14.7%	84.4%	40.6%	43.8%	86.1%
20" - 29"	10668	4375	1656	8680	4053	4627	9098
%V	19.8%	18.1%	18.7%	21.6%	20.4%	22.8%	19.0%
%H		41.0%	15.5%	81.4%	38.0%	43.4%	85.3%
30" - 39"	16698	7151	2688	12480	5765	6715	14607
%V	31.1%	29.5%	30.4%	31.1%	29.0%	33.0%	30.5%
%H		42.8%	16.1%	74.7%	34.5%	40.2%	87.5%
40" - 49"	15213	7424	2708	10670	5708	4961	14128
%V	28.3%	30.6%	30.6%	26.6%	28.7%	24.4%	29.5%
%H		48.8%	17.8%	70.1%	37.5%	32.6%	92.9%
50" - 59"	4222	2380	747	2754	1699	1054	4069
%V	7.9%	9.8%	8.4%	6.9%	8.6%	5.2%	8.5%
%H		56.4%	17.7%	65.2%	40.2%	25.0%	96.4%
60"+	416	238	78	248	152	96	410
%V	0.8%	1.0%	0.9%	0.6%	0.8%	0.5%	0.9%
%H		57.2%	18.8%	59.6%	36.5%	23.1%	98.6%
Don't know	1776	692	273	1317	539	779	1447
%V	3.3%	2.9%	3.1%	3.3%	2.7%	3.8%	3.0%
%H		39.0%	15.4%	74.2%	30.3%	43.9%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 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	53760	24223	8852	40172	19854	20319	47864
%H		45.1%	16.5%	74.7%	36.9%	37.8%	89.0%
Main living room	26687	10812	4080	18996	7634	11362	22770
%V	49.6%	44.6%	46.1%	47.3%	38.5%	55.9%	47.6%
%H		40.5%	15.3%	71.2%	28.6%	42.6%	85.3%
Kitchen	3106	1482	430	2640	1429	1212	2784
%V	5.8%	6.1%	4.9%	6.6%	7.2%	6.0%	5.8%
%H		47.7%	13.8%	85.0%	46.0%	39.0%	89.6%
Adult's bedroom	14429	6936	2593	11184	6286	4898	13239
%V	26.8%	28.6%	29.3%	27.8%	31.7%	24.1%	27.7%
%H		48.1%	18.0%	77.5%	43.6%	33.9%	91.8%
Child's bedroom	2964	1668	578	2101	1388	712	2922
%V	5.5%	6.9%	6.5%	5.2%	7.0%	3.5%	6.1%
%H		56.3%	19.5%	70.9%	46.8%	24.0%	98.6%
Other bedroom	2280	1164	421	1856	1140	716	2156
%V	4.2%	4.8%	4.8%	4.6%	5.7%	3.5%	4.5%
%H		51.1%	18.5%	81.4%	50.0%	31.4%	94.6%
Second living/dining room	2606	1248	477	2040	1144	896	2373
%V	4.8%	5.2%	5.4%	5.1%	5.8%	4.4%	5.0%
%H		47.9%	18.3%	78.3%	43.9%	34.4%	91.1%
Study/office	414	223	64	331	202	129	402
%V	0.8%	0.9%	0.7%	0.8%	1.0%	0.6%	0.8%
%H		53.9%	15.5%	80.0%	48.8%	31.2%	97.1%
TV room	241	140	40	168	107	61	236
%V	0.4%	0.6%	0.5%	0.4%	0.5%	0.3%	0.5%
%H		58.1%	16.6%	69.7%	44.4%	25.3%	97.9%
Conseervatory	637	331	104	526	314	212	594
%V	1.2%	1.4%	1.2%	1.3%	1.6%	1.0%	1.2%
%H		52.0%	16.3%	82.6%	49.3%	33.3%	93.2%
Attic or loft room	61	31	14	48	32	16	61
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		50.8%	23.0%	78.7%	52.5%	26.2%	100.0%
No specific location	45	18	7	37	18	19	42
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	15.6%	82.2%	40.0%	42.2%	93.3%
Other	289	170	44	246	161	85	285
%V	0.5%	0.7%	0.5%	0.6%	0.8%	0.4%	0.6%
%H		58.8%	15.2%	85.1%	55.7%	29.4%	98.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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	53760	24223	8852	40172	19854	20319	47864
%H		45.1%	16.5%	74.7%	36.9%	37.8%	89.0%
PVR	23359	14124	5097	14176	9764	4412	21941
%V	43.5%	58.3%	57.6%	35.3%	49.2%	21.7%	45.8%
%H		60.5%	21.8%	60.7%	41.8%	18.9%	93.9%
DVDR	480	179	69	392	159	232	412
%V	0.9%	0.7%	0.8%	1.0%	0.8%	1.1%	0.9%
%H		37.3%	14.4%	81.7%	33.1%	48.3%	85.8%
VCR	278	95	28	243	88	155	180
%V	0.5%	0.4%	0.3%	0.6%	0.4%	0.8%	0.4%
%H		34.2%	10.1%	87.4%	31.7%	55.8%	64.7%
Any recorder	23726	14203	5121	14506	9832	4673	22187
%V	44.1%	58.6%	57.9%	36.1%	49.5%	23.0%	46.4%
%H		59.9%	21.6%	61.1%	41.4%	19.7%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	53760	24223	8852	40172	19854	20319	47864
%H		45.1%	16.5%	74.7%	36.9%	37.8%	89.0%
Receives HDTV (via STB or built-in reception)	27838	13569	5649	20163	11222	8941	26011
%V	51.8%	56.0%	63.8%	50.2%	56.5%	44.0%	54.3%
%H		48.7%	20.3%	72.4%	40.3%	32.1%	93.4%
DVD/Blu-ray player or recorder	27091	12239	4678	19861	9934	9927	24676
%V	50.4%	50.5%	52.8%	49.4%	50.0%	48.9%	51.6%
%H		45.2%	17.3%	73.3%	36.7%	36.6%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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	26869	10836	4086	19103	7630	11472	22922
%H		40.3%	15.2%	71.1%	28.4%	42.7%	85.3%
Under 20"	308	49	21	245	28	217	202
%V	1.1%	0.5%	0.5%	1.3%	0.4%	1.9%	0.9%
%H		15.9%	6.8%	79.5%	9.1%	70.5%	65.6%
20" - 29"	2314	497	212	1836	297	1539	1509
%V	8.6%	4.6%	5.2%	9.6%	3.9%	13.4%	6.6%
%H		21.5%	9.2%	79.3%	12.8%	66.5%	65.2%
30" - 39"	8216	2677	1123	6094	1839	4255	6514
%V	30.6%	24.7%	27.5%	31.9%	24.1%	37.1%	28.4%
%H		32.6%	13.7%	74.2%	22.4%	51.8%	79.3%
40" - 49"	11288	5184	1948	7845	3823	4022	10328
%V	42.0%	47.8%	47.7%	41.1%	50.1%	35.1%	45.1%
%H		45.9%	17.3%	69.5%	33.9%	35.6%	91.5%
50" - 59"	3538	1963	613	2275	1360	916	3400
%V	13.2%	18.1%	15.0%	11.9%	17.8%	8.0%	14.8%
%H		55.5%	17.3%	64.3%	38.4%	25.9%	96.1%
60"+	351	202	64	205	125	80	345
%V	1.3%	1.9%	1.6%	1.1%	1.6%	0.7%	1.5%
%H		57.5%	18.2%	58.4%	35.6%	22.8%	98.3%
Don't know	854	265	106	602	158	444	623
%V	3.2%	2.4%	2.6%	3.2%	2.1%	3.9%	2.7%
%H		31.0%	12.4%	70.5%	18.5%	52.0%	73.0%

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
July 2016 - June 2017

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	26869	10836	4086	19103	7630	11472	22922
%H		40.3%	15.2%	71.1%	28.4%	42.7%	85.3%
PVR	16713	9472	3624	10551	6796	3755	15535
%V	62.2%	87.4%	88.7%	55.2%	89.1%	32.7%	67.8%
%H		56.7%	21.7%	63.1%	40.7%	22.5%	93.0%
DVDR	358	123	47	294	104	190	299
%V	1.3%	1.1%	1.2%	1.5%	1.4%	1.7%	1.3%
%H		34.4%	13.1%	82.1%	29.1%	53.1%	83.5%
VCR	215	66	22	185	58	126	133
%V	0.8%	0.6%	0.5%	1.0%	0.8%	1.1%	0.6%
%H		30.7%	10.2%	86.0%	27.0%	58.6%	61.9%
Any recorder	16966	9506	3634	10782	6818	3964	15685
%V	63.1%	87.7%	88.9%	56.4%	89.4%	34.6%	68.4%
%H		56.0%	21.4%	63.6%	40.2%	23.4%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26869	10836	4086	19103	7630	11472	22922
%H		40.3%	15.2%	71.1%	28.4%	42.7%	85.3%
Receives HDTV (via STB or built-in reception)	17465	8077	3445	12303	6201	6103	16082
%V	65.0%	74.5%	84.3%	64.4%	81.3%	53.2%	70.2%
%H		46.2%	19.7%	70.4%	35.5%	34.9%	92.1%
DVD/Blu-ray player or recorder	16675	6947	2653	11966	5153	6813	14784
%V	62.1%	64.1%	64.9%	62.6%	67.5%	59.4%	64.5%
%H		41.7%	15.9%	71.8%	30.9%	40.9%	88.7%

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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DATA PERIOD: ANNUAL
July 2016 - June 2017

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	26891	13387	4765	21070	12224	8846	24942
%H		49.8%	17.7%	78.4%	45.5%	32.9%	92.8%
Under 20"	4459	1913	681	3778	1909	1869	3901
%V	16.6%	14.3%	14.3%	17.9%	15.6%	21.1%	15.6%
%H		42.9%	15.3%	84.7%	42.8%	41.9%	87.5%
20" - 29"	8355	3878	1444	6844	3756	3088	7589
%V	31.1%	29.0%	30.3%	32.5%	30.7%	34.9%	30.4%
%H		46.4%	17.3%	81.9%	45.0%	37.0%	90.8%
30" - 39"	8481	4475	1565	6387	3926	2460	8093
%V	31.5%	33.4%	32.8%	30.3%	32.1%	27.8%	32.4%
%H		52.8%	18.5%	75.3%	46.3%	29.0%	95.4%
40" - 49"	3925	2240	760	2825	1885	940	3800
%V	14.6%	16.7%	15.9%	13.4%	15.4%	10.6%	15.2%
%H		57.1%	19.4%	72.0%	48.0%	23.9%	96.8%
50" - 59"	684	418	134	478	339	139	669
%V	2.5%	3.1%	2.8%	2.3%	2.8%	1.6%	2.7%
%H		61.1%	19.6%	69.9%	49.6%	20.3%	97.8%
60"+	65	37	14	43	27	16	65
%V	0.2%	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%
%H		56.9%	21.5%	66.2%	41.5%	24.6%	100.0%
Don't know	923	426	167	716	381	335	824
%V	3.4%	3.2%	3.5%	3.4%	3.1%	3.8%	3.3%
%H		46.2%	18.1%	77.6%	41.3%	36.3%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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	26891	13387	4765	21070	12224	8846	24942
%H		49.8%	17.7%	78.4%	45.5%	32.9%	92.8%
PVR	6646	4652	1473	3625	2969	657	6405
%V	24.7%	34.8%	30.9%	17.2%	24.3%	7.4%	25.7%
%H		70.0%	22.2%	54.5%	44.7%	9.9%	96.4%
DVDR	122	56	22	97	55	42	113
%V	0.5%	0.4%	0.5%	0.5%	0.4%	0.5%	0.5%
%H		45.9%	18.0%	79.5%	45.1%	34.4%	92.6%
VCR	63	29	6	59	30	29	47
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.3%	0.2%
%H		46.0%	9.5%	93.7%	47.6%	46.0%	74.6%
Any recorder	6760	4697	1487	3724	3014	710	6502
%V	25.1%	35.1%	31.2%	17.7%	24.7%	8.0%	26.1%
%H		69.5%	22.0%	55.1%	44.6%	10.5%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26891	13387	4765	21070	12224	8846	24942
%H		49.8%	17.7%	78.4%	45.5%	32.9%	92.8%
Receives HDTV (via STB or built-in reception)	10373	5493	2204	7860	5021	2839	9929
%V	38.6%	41.0%	46.3%	37.3%	41.1%	32.1%	39.8%
%H		53.0%	21.2%	75.8%	48.4%	27.4%	95.7%
DVD/Blu-ray player or recorder	10416	5292	2025	7895	4781	3115	9892
%V	38.7%	39.5%	42.5%	37.5%	39.1%	35.2%	39.7%
%H		50.8%	19.4%	75.8%	45.9%	29.9%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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	65208	62696	28224	10502	42821	19910	22910	59541
%H		96.1%	43.3%	16.1%	65.7%	30.5%	35.1%	91.3%
Total Children	12463	12111	6215	2163	7482	3991	3491	12185
%V	19.1%	19.3%	22.0%	20.6%	17.5%	20.0%	15.2%	20.5%
%H		97.2%	49.9%	17.4%	60.0%	32.0%	28.0%	97.8%
0 - 3	3110	2986	1538	452	1776	870	907	3012
%V	4.8%	4.8%	5.4%	4.3%	4.1%	4.4%	4.0%	5.1%
%H		96.0%	49.5%	14.5%	57.1%	28.0%	29.2%	96.8%
4 - 15	9353	9126	4677	1711	5706	3121	2585	9174
%V	14.3%	14.6%	16.6%	16.3%	13.3%	15.7%	11.3%	15.4%
%H		97.6%	50.0%	18.3%	61.0%	33.4%	27.6%	98.1%
4 - 9	4983	4841	2457	887	2920	1536	1384	4876
%V	7.6%	7.7%	8.7%	8.4%	6.8%	7.7%	6.0%	8.2%
%H		97.2%	49.3%	17.8%	58.6%	30.8%	27.8%	97.9%
10 - 15	4370	4285	2220	824	2786	1585	1201	4298
%V	6.7%	6.8%	7.9%	7.8%	6.5%	8.0%	5.2%	7.2%
%H		98.1%	50.8%	18.9%	63.8%	36.3%	27.5%	98.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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	65208	62696	28224	10502	42821	19910	22910	59541
%H		96.1%	43.3%	16.1%	65.7%	30.5%	35.1%	91.3%
Total Adults (16+)	52744	50585	22009	8339	35339	15920	19419	47356
%V	80.9%	80.7%	78.0%	79.4%	82.5%	80.0%	84.8%	79.5%
%H		95.9%	41.7%	15.8%	67.0%	30.2%	36.8%	89.8%
16 - 19	2824	2694	1348	518	1823	1040	783	2778
%V	4.3%	4.3%	4.8%	4.9%	4.3%	5.2%	3.4%	4.7%
%H		95.4%	47.7%	18.3%	64.6%	36.8%	27.7%	98.4%
20 - 24	4023	3595	1509	630	2328	1104	1223	3913
%V	6.2%	5.7%	5.3%	6.0%	5.4%	5.5%	5.3%	6.6%
%H		89.4%	37.5%	15.7%	57.9%	27.4%	30.4%	97.3%
25 - 34	8935	8255	3740	1384	4984	2277	2707	8696
%V	13.7%	13.2%	13.3%	13.2%	11.6%	11.4%	11.8%	14.6%
%H		92.4%	41.9%	15.5%	55.8%	25.5%	30.3%	97.3%
35 - 44	8308	7921	3939	1390	4969	2534	2435	8053
%V	12.7%	12.6%	14.0%	13.2%	11.6%	12.7%	10.6%	13.5%
%H		95.3%	47.4%	16.7%	59.8%	30.5%	29.3%	96.9%
45 - 54	9214	8983	4230	1718	6267	3232	3036	8824
%V	14.1%	14.3%	15.0%	16.4%	14.6%	16.2%	13.3%	14.8%
%H		97.5%	45.9%	18.6%	68.0%	35.1%	32.9%	95.8%
55 - 64	7763	7612	3306	1307	5641	2627	3014	7104
%V	11.9%	12.1%	11.7%	12.4%	13.2%	13.2%	13.2%	11.9%
%H		98.1%	42.6%	16.8%	72.7%	33.8%	38.8%	91.5%
65+	11677	11525	3937	1392	9327	3105	6222	7987
%V	17.9%	18.4%	13.9%	13.3%	21.8%	15.6%	27.2%	13.4%
%H		98.7%	33.7%	11.9%	79.9%	26.6%	53.3%	68.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2016 - June 2017

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+)		52744	50585	22009	8339	35339	15920	19419	47356
	%H		95.9%	41.7%	15.8%	67.0%	30.2%	36.8%	89.8%
AB		14021	13559	6051	2370	9402	4394	5008	13612
	%V	26.6%	26.8%	27.5%	28.4%	26.6%	27.6%	25.8%	28.7%
	%H		96.7%	43.2%	16.9%	67.1%	31.3%	35.7%	97.1%
C1		15420	14672	6503	2519	10201	4872	5329	14419
	%V	29.2%	29.0%	29.5%	30.2%	28.9%	30.6%	27.4%	30.4%
	%H		95.1%	42.2%	16.3%	66.2%	31.6%	34.6%	93.5%
C2		10842	10535	4757	1772	7522	3616	3906	9821
	%V	20.6%	20.8%	21.6%	21.2%	21.3%	22.7%	20.1%	20.7%
	%H		97.2%	43.9%	16.3%	69.4%	33.4%	36.0%	90.6%
D		8191	7768	3377	1176	5221	2179	3042	6851
	%V	15.5%	15.4%	15.3%	14.1%	14.8%	13.7%	15.7%	14.5%
	%H		94.8%	41.2%	14.4%	63.7%	26.6%	37.1%	83.6%
E		4271	4052	1322	503	2992	858	2134	2652
	%V	8.1%	8.0%	6.0%	6.0%	8.5%	5.4%	11.0%	5.6%
	%H		94.9%	31.0%	11.8%	70.1%	20.1%	50.0%	62.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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+)	52744	50585	22009	8339	35339	15920	19419	47356
%H		95.9%	41.7%	15.8%	67.0%	30.2%	36.8%	89.8%
Working full time	25279	24249	11512	4383	15956	8081	7875	24637
%V	47.9%	47.9%	52.3%	52.6%	45.2%	50.8%	40.6%	52.0%
%H		95.9%	45.5%	17.3%	63.1%	32.0%	31.2%	97.5%
Working part time	5198	5033	2287	888	3555	1740	1815	4979
%V	9.9%	9.9%	10.4%	10.6%	10.1%	10.9%	9.3%	10.5%
%H		96.8%	44.0%	17.1%	68.4%	33.5%	34.9%	95.8%
Not working	22266	21302	8209	3069	15826	6099	9728	17739
%V	42.2%	42.1%	37.3%	36.8%	44.8%	38.3%	50.1%	37.5%
%H		95.7%	36.9%	13.8%	71.1%	27.4%	43.7%	79.7%
Housewife/Houseperson	28141	26874	10837	4087	19105	7630	11475	23955
%V	53.4%	53.1%	49.2%	49.0%	54.1%	47.9%	59.1%	50.6%
%H		95.5%	38.5%	14.5%	67.9%	27.1%	40.8%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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+)	25781	24574	10847	4147	16979	7880	9099	23422
%H		95.3%	42.1%	16.1%	65.9%	30.6%	35.3%	90.8%
16 - 19	1489	1433	710	284	969	560	409	1465
%V	5.8%	5.8%	6.5%	6.8%	5.7%	7.1%	4.5%	6.3%
%H		96.2%	47.7%	19.1%	65.1%	37.6%	27.5%	98.4%
20 - 24	2002	1798	769	341	1124	561	563	1950
%V	7.8%	7.3%	7.1%	8.2%	6.6%	7.1%	6.2%	8.3%
%H		89.8%	38.4%	17.0%	56.1%	28.0%	28.1%	97.4%
25 - 34	4464	4077	1813	696	2469	1144	1325	4338
%V	17.3%	16.6%	16.7%	16.8%	14.5%	14.5%	14.6%	18.5%
%H		91.3%	40.6%	15.6%	55.3%	25.6%	29.7%	97.2%
35 - 44	4109	3871	1892	672	2408	1194	1213	3961
%V	15.9%	15.8%	17.4%	16.2%	14.2%	15.2%	13.3%	16.9%
%H		94.2%	46.0%	16.4%	58.6%	29.1%	29.5%	96.4%
45 - 54	4528	4384	2059	836	3052	1572	1480	4309
%V	17.6%	17.8%	19.0%	20.2%	18.0%	19.9%	16.3%	18.4%
%H		96.8%	45.5%	18.5%	67.4%	34.7%	32.7%	95.2%
55 - 64	3813	3727	1626	630	2753	1277	1476	3462
%V	14.8%	15.2%	15.0%	15.2%	16.2%	16.2%	16.2%	14.8%
%H		97.7%	42.6%	16.5%	72.2%	33.5%	38.7%	90.8%
65+	5376	5284	1979	688	4204	1571	2633	3938
%V	20.9%	21.5%	18.2%	16.6%	24.8%	19.9%	28.9%	16.8%
%H		98.3%	36.8%	12.8%	78.2%	29.2%	49.0%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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+)		25781	24574	10847	4147	16979	7880	9099	23422
	%H		95.3%	42.1%	16.1%	65.9%	30.6%	35.3%	90.8%
AB		7038	6786	3071	1191	4669	2216	2452	6868
	%V	27.3%	27.6%	28.3%	28.7%	27.5%	28.1%	26.9%	29.3%
	%H		96.4%	43.6%	16.9%	66.3%	31.5%	34.8%	97.6%
C1		7219	6847	3102	1232	4680	2358	2322	6881
	%V	28.0%	27.9%	28.6%	29.7%	27.6%	29.9%	25.5%	29.4%
	%H		94.8%	43.0%	17.1%	64.8%	32.7%	32.2%	95.3%
C2		5785	5590	2486	935	3992	1893	2098	5179
	%V	22.4%	22.7%	22.9%	22.5%	23.5%	24.0%	23.1%	22.1%
	%H		96.6%	43.0%	16.2%	69.0%	32.7%	36.3%	89.5%
D		3969	3704	1655	573	2437	1057	1380	3395
	%V	15.4%	15.1%	15.3%	13.8%	14.4%	13.4%	15.2%	14.5%
	%H		93.3%	41.7%	14.4%	61.4%	26.6%	34.8%	85.5%
E		1769	1646	534	215	1202	355	847	1099
	%V	6.9%	6.7%	4.9%	5.2%	7.1%	4.5%	9.3%	4.7%
	%H		93.0%	30.2%	12.2%	67.9%	20.1%	47.9%	62.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 2017

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+)	25781	24574	10847	4147	16979	7880	9099	23422
%H		95.3%	42.1%	16.1%	65.9%	30.6%	35.3%	90.8%
Working full time	15274	14597	6954	2639	9558	4862	4696	14846
%V	59.2%	59.4%	64.1%	63.6%	56.3%	61.7%	51.6%	63.4%
%H		95.6%	45.5%	17.3%	62.6%	31.8%	30.7%	97.2%
Working part time	1142	1069	436	176	781	345	436	1061
%V	4.4%	4.4%	4.0%	4.2%	4.6%	4.4%	4.8%	4.5%
%H		93.6%	38.2%	15.4%	68.4%	30.2%	38.2%	92.9%
Not working	9364	8907	3457	1332	6639	2672	3967	7515
%V	36.3%	36.2%	31.9%	32.1%	39.1%	33.9%	43.6%	32.1%
%H		95.1%	36.9%	14.2%	70.9%	28.5%	42.4%	80.3%
Housewife/Houseperson	6134	5584	1919	768	3972	1275	2697	4757
%V	23.8%	22.7%	17.7%	18.5%	23.4%	16.2%	29.6%	20.3%
%H		91.0%	31.3%	12.5%	64.8%	20.8%	44.0%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2016 - June 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+)	26964	26011	11161	4193	18360	8040	10320	23933
%H		96.5%	41.4%	15.6%	68.1%	29.8%	38.3%	88.8%
16 - 19	1335	1261	638	234	854	480	374	1313
%V	5.0%	4.8%	5.7%	5.6%	4.7%	6.0%	3.6%	5.5%
%H		94.5%	47.8%	17.5%	64.0%	36.0%	28.0%	98.4%
20 - 24	2022	1797	740	289	1204	544	660	1963
%V	7.5%	6.9%	6.6%	6.9%	6.6%	6.8%	6.4%	8.2%
%H		88.9%	36.6%	14.3%	59.5%	26.9%	32.6%	97.1%
25 - 34	4471	4178	1927	688	2515	1133	1382	4358
%V	16.6%	16.1%	17.3%	16.4%	13.7%	14.1%	13.4%	18.2%
%H		93.4%	43.1%	15.4%	56.3%	25.3%	30.9%	97.5%
35 - 44	4199	4051	2047	718	2561	1339	1222	4092
%V	15.6%	15.6%	18.3%	17.1%	13.9%	16.7%	11.8%	17.1%
%H		96.5%	48.7%	17.1%	61.0%	31.9%	29.1%	97.5%
45 - 54	4686	4599	2171	882	3215	1659	1556	4515
%V	17.4%	17.7%	19.5%	21.0%	17.5%	20.6%	15.1%	18.9%
%H		98.1%	46.3%	18.8%	68.6%	35.4%	33.2%	96.4%
55 - 64	3950	3885	1680	677	2888	1350	1538	3642
%V	14.6%	14.9%	15.1%	16.1%	15.7%	16.8%	14.9%	15.2%
%H		98.4%	42.5%	17.1%	73.1%	34.2%	38.9%	92.2%
65+	6302	6241	1958	704	5123	1534	3589	4050
%V	23.4%	24.0%	17.5%	16.8%	27.9%	19.1%	34.8%	16.9%
%H		99.0%	31.1%	11.2%	81.3%	24.3%	57.0%	64.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 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+)		26964	26011	11161	4193	18360	8040	10320	23933
	%H		96.5%	41.4%	15.6%	68.1%	29.8%	38.3%	88.8%
AB		6983	6772	2979	1179	4734	2178	2556	6745
	%V	25.9%	26.0%	26.7%	28.1%	25.8%	27.1%	24.8%	28.2%
	%H		97.0%	42.7%	16.9%	67.8%	31.2%	36.6%	96.6%
C1		8201	7825	3401	1287	5522	2514	3007	7538
	%V	30.4%	30.1%	30.5%	30.7%	30.1%	31.3%	29.1%	31.5%
	%H		95.4%	41.5%	15.7%	67.3%	30.7%	36.7%	91.9%
C2		5056	4945	2271	837	3530	1723	1808	4641
	%V	18.8%	19.0%	20.3%	20.0%	19.2%	21.4%	17.5%	19.4%
	%H		97.8%	44.9%	16.6%	69.8%	34.1%	35.8%	91.8%
D		4222	4063	1722	602	2784	1122	1662	3457
	%V	15.7%	15.6%	15.4%	14.4%	15.2%	14.0%	16.1%	14.4%
	%H		96.2%	40.8%	14.3%	65.9%	26.6%	39.4%	81.9%
E		2502	2406	788	287	1790	503	1287	1553
	%V	9.3%	9.2%	7.1%	6.8%	9.7%	6.3%	12.5%	6.5%
	%H		96.2%	31.5%	11.5%	71.5%	20.1%	51.4%	62.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
July 2016 - June 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+)	26964	26011	11161	4193	18360	8040	10320	23933
%H		96.5%	41.4%	15.6%	68.1%	29.8%	38.3%	88.8%
Working full time	10004	9652	4558	1744	6398	3219	3179	9791
%V	37.1%	37.1%	40.8%	41.6%	34.8%	40.0%	30.8%	40.9%
%H		96.5%	45.6%	17.4%	64.0%	32.2%	31.8%	97.9%
Working part time	4056	3964	1851	711	2775	1395	1380	3918
%V	15.0%	15.2%	16.6%	17.0%	15.1%	17.4%	13.4%	16.4%
%H		97.7%	45.6%	17.5%	68.4%	34.4%	34.0%	96.6%
Not working	12903	12395	4752	1737	9187	3426	5761	10224
%V	47.9%	47.7%	42.6%	41.4%	50.0%	42.6%	55.8%	42.7%
%H		96.1%	36.8%	13.5%	71.2%	26.6%	44.6%	79.2%
Housewife/Houseperson	22006	21291	8918	3319	15133	6355	8778	19198
%V	81.6%	81.9%	79.9%	79.2%	82.4%	79.0%	85.1%	80.2%
%H		96.8%	40.5%	15.1%	68.8%	28.9%	39.9%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.

2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:

Age of housewife
Size of household
Presence of children
Social grade
Age
Sex
Working status (adults)
Terminal age of education
Number of sets
Set characteristics
Ownership of TV related equipment

3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between July 2016 and June 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		July 2016 - June 2017					
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South-West
Addresses Issued	85034	19675	2626	10407	4272	2538	2576
Shop / Business	1285	368	44	120	66	26	27
Demolished / Incomplete	127	36	0	19	16	0	4
Empty	5793	972	111	772	189	148	152
Holiday Home	774	41	23	25	30	23	77
Other Non Effective	1421	273	38	217	88	81	63
Eligible Addresses	75634	17985	2410	9254	3883	2260	2253
Substitute Addresses	9104	1121	384	268	315	424	585
Multiple Occupancy Addresses	862	587	36	27	11	36	28
Total Additional Households	9966	1708	420	295	326	460	613
Total Valid Households	85600	20191	2660	10402	4278	2564	2596
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	5705	1849	153	584	383	139	113
	6.7%	9.2%	5.8%	5.6%	9.0%	5.4%	4.4%
No English Spoken	417	141	6	95	20	2	3
	0.5%	0.7%	0.2%	0.9%	0.5%	0.1%	0.1%
Refusals	25522	6942	751	3267	1502	544	794
	29.8%	34.4%	28.2%	31.4%	35.1%	21.2%	30.6%
Total Interviews	53956	11259	1750	6456	2373	1879	1686
	63.0%	55.8%	65.8%	62.1%	55.5%	73.3%	64.9%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4899	5286	3991	8423	7891	5130	7314
Shop / Business	88	82	66	113	118	75	92
Demolished / Incomplete	5	7	3	9	7	13	8
Empty	203	386	315	809	593	414	729
Holiday Home	54	25	52	60	156	31	177
Other Non Effective	106	104	44	115	77	94	121
Eligible Addresses	4443	4682	3511	7317	6940	4503	6187
Substitute Addresses	468	1087	933	609	1077	1619	214
Multiple Occupancy Addresses	23	18	13	12	12	15	44
Total Additional Households	491	1105	946	621	1089	1634	258
Total Valid Households	4890	5285	3992	8416	7885	5127	7308
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	400	192	278	430	352	214	617
	8.2%	3.6%	7.0%	5.1%	4.5%	4.2%	8.4%
No English Spoken	11	22	17	24	34	18	24
	0.2%	0.4%	0.4%	0.3%	0.4%	0.4%	0.3%
Refusals	1545	1654	1230	2073	2372	1376	1467
	31.6%	31.3%	30.8%	24.6%	30.1%	26.8%	20.1%
Total Interviews	2934	3417	2467	5889	5127	3519	5200
	60.0%	64.7%	61.8%	70.0%	65.0%	68.6%	71.2%

Response Analysis: July 2016 - June 2017							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	85,034	20130	10475	8418	5494	3007	7322
Shop / Business	1,285	390	121	107	85	53	107
Demolished / Incomplete	127	36	20	9	7	3	6
Empty	5,793	973	775	804	398	204	533
Holiday Home	774	43	25	38	40	23	112
Other Non Effective	1,421	281	216	117	109	31	71
Eligible Addresses	75,634	18407	9318	7343	4855	2693	6493
Substitute Addresses	9,104	1652	1125	1061	618	306	397
Multiple Occupancy Addresses	862	591	27	11	18	11	12
Total Additional Households	9,966	2243	1152	1072	636	317	409
Total Valid Households	85,600	20650	10470	8415	5491	3010	7317
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	5,705	1894	587	426	207	226	326
	6.7%	9.2%	5.6%	5.1%	3.8%	7.5%	4.5%
No English Spoken	417	141	95	24	22	16	30
	0.5%	0.7%	0.9%	0.3%	0.4%	0.5%	0.4%
Refusals	25,522	7038	3298	2074	1763	863	2201
	29.8%	34.1%	31.5%	24.6%	32.1%	28.7%	30.1%
Total Interviews	53,956	11577	6490	5891	3499	1905	4760
	63.0%	56.1%	62.0%	70.0%	63.7%	63.3%	65.1%

	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	7141	4359	2428	5130	1422	2388	7314
Shop / Business	103	70	26	75	27	29	92
Demolished / Incomplete	5	15	4	13	1	0	8
Empty	318	201	140	414	166	138	729
Holiday Home	79	30	77	31	80	19	177
Other Non Effective	141	86	57	94	18	79	121
Eligible Addresses	6495	3957	2124	4503	1130	2123	6187
Substitute Addresses	296	609	284	255	1077	812	612
Multiple Occupancy Addresses	56	11	27	15	3	36	44
Total Additional Households	352	620	311	270	1080	848	656
Total Valid Households	7163	4365	2447	5127	1417	2414	7308
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	517	386	102	214	68	134	617
	7.2%	8.8%	4.2%	4.2%	4.8%	5.6%	8.4%
No English Spoken	17	20	3	18	5	2	24
	0.2%	0.5%	0.1%	0.4%	0.4%	0.1%	0.3%
Refusals	2175	1551	761	1376	444	506	1467
	30.4%	35.5%	31.1%	26.8%	31.3%	21.0%	20.1%
Total Interviews	4454	2408	1581	3519	900	1772	5200
	62.2%	55.2%	64.6%	68.6%	63.5%	73.4%	71.2%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from July 2016 to June 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	53956	51925
All Sets	107010	107010
All Individuals	132881	128468
Children 0-15	25520	24842
All Adults	107361	103626
Adult Males	52230	50222
Adult Females	55131	53404

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11259	10556
All Sets	19613	19613
All Individuals	30034	28400
Children 0-15	6146	5871
All Adults	23888	22529
Adult Males	11689	10950
Adult Females	12199	11579

BBC South-East	All Households	Total TV Households
All Households	1750	1680
All Sets	3473	3473
All Individuals	4291	4151
Children 0-15	823	807
All Adults	3468	3344
Adult Males	1662	1595
Adult Females	1806	1749

BBC Midlands	All Households	Total TV Households
All Households	6456	6240
All Sets	12955	12955
All Individuals	16157	15659
Children 0-15	3366	3276
All Adults	12791	12383
Adult Males	6226	5985
Adult Females	6565	6398

BBC East	All Households	Total TV Households
All Households	2373	2302
All Sets	4925	4925
All Individuals	5812	5665
Children 0-15	1044	1023
All Adults	4768	4642
Adult Males	2363	2287
Adult Females	2405	2355

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1879	1805
All Sets	3738	3738
All Individuals	4436	4278
Children 0-15	722	699
All Adults	3714	3579
Adult Males	1808	1739
Adult Females	1906	1840

BBC South-West	All Households	Total TV Households
All Households	1686	1642
All Sets	3473	3473
All Individuals	3938	3844
Children 0-15	624	611
All Adults	3314	3233
Adult Males	1603	1568
Adult Females	1711	1665

BBC South	All Households	Total TV Households
All Households	2934	2832
All Sets	5874	5874
All Individuals	7235	7023
Children 0-15	1358	1323
All Adults	5877	5700
Adult Males	2896	2799
Adult Females	2981	2901

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3417	3286
All Sets	6953	6953
All Individuals	8235	7979
Children 0-15	1659	1617
All Adults	6576	6362
Adult Males	3226	3115
Adult Females	3350	3247

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2467	2419
All Sets	5172	5172
All Individuals	5597	5500
Children 0-15	985	968
All Adults	4612	4532
Adult Males	2228	2182
Adult Females	2384	2350

BBC North-West	All Households	Total TV Households
All Households	5889	5753
All Sets	11943	11943
All Individuals	14091	13804
Children 0-15	2666	2615
All Adults	11425	11189
Adult Males	5546	5414
Adult Females	5879	5775

BBC Scotland	All Households	Total TV Households
All Households	5127	4903
All Sets	10725	10725
All Individuals	11900	11423
Children 0-15	2030	1974
All Adults	9870	9449
Adult Males	4714	4500
Adult Females	5156	4949

BBC Ulster	All Households	Total TV Households
All Households	3519	3432
All Sets	7437	7437
All Individuals	8993	8776
Children 0-15	1886	1861
All Adults	7107	6915
Adult Males	3463	3379
Adult Females	3644	3536

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5200	5075
All Sets	10729	10729
All Individuals	12162	11966
Children 0-15	2211	2197
All Adults	9951	9769
Adult Males	4806	4709
Adult Females	5145	5060

BBC Midlands West	All Households	Total TV Households
All Households	4343	4212
All Sets	8912	8912
All Individuals	10794	10513
Children 0-15	2220	2173
All Adults	8574	8340
Adult Males	4200	4049
Adult Females	4374	4291

BBC Midlands East	All Households	Total TV Households
All Households	2113	2028
All Sets	4043	4043
All Individuals	5363	5146
Children 0-15	1146	1103
All Adults	4217	4043
Adult Males	2026	1936
Adult Females	2191	2107

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11577	10857
All Sets	20202	20202
All Individuals	30836	29161
Children 0-15	6293	6006
All Adults	24543	23155
Adult Males	12007	11248
Adult Females	12536	11907

ITV Midlands	All Households	Total TV Households
All Households	6490	6273
All Sets	13031	13031
All Individuals	16245	15745
Children 0-15	3381	3291
All Adults	12864	12454
Adult Males	6262	6020
Adult Females	6602	6434

ITV North-West	All Households	Total TV Households
All Households	5891	5759
All Sets	12020	12020
All Individuals	14121	13843
Children 0-15	2665	2614
All Adults	11456	11229
Adult Males	5570	5442
Adult Females	5886	5787

ITV Yorkshire	All Households	Total TV Households
All Households	3499	3366
All Sets	7103	7103
All Individuals	8394	8133
Children 0-15	1684	1641
All Adults	6710	6492
Adult Males	3295	3182
Adult Females	3415	3310

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1905	1866
All Sets	4062	4062
All Individuals	4336	4254
Children 0-15	777	762
All Adults	3559	3492
Adult Males	1713	1673
Adult Females	1846	1819

ITV Central Scotland	All Households	Total TV Households
All Households	3537	3385
All Sets	7460	7460
All Individuals	8261	7949
Children 0-15	1430	1382
All Adults	6831	6567
Adult Males	3237	3107
Adult Females	3594	3460

ITV North Scotland	All Households	Total TV Households
All Households	1223	1158
All Sets	2506	2506
All Individuals	2849	2696
Children 0-15	489	483
All Adults	2360	2213
Adult Males	1141	1063
Adult Females	1219	1150

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4454	4286
All Sets	8919	8919
All Individuals	10918	10567
Children 0-15	2034	1983
All Adults	8884	8584
Adult Males	4346	4188
Adult Females	4538	4396

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2408	2339
All Sets	5006	5006
All Individuals	5904	5764
Children 0-15	1071	1053
All Adults	4833	4711
Adult Males	2390	2317
Adult Females	2443	2394

ITV South West	All Households	Total TV Households
All Households	1581	1540
All Sets	3228	3228
All Individuals	3677	3593
Children 0-15	577	569
All Adults	3100	3024
Adult Males	1491	1458
Adult Females	1609	1566

ITV Ulster	All Households	Total TV Households
All Households	3519	3432
All Sets	7437	7437
All Individuals	8993	8776
Children 0-15	1886	1861
All Adults	7107	6915
Adult Males	3463	3379
Adult Females	3644	3536

ITV Border	All Households	Total TV Households
All Households	900	882
All Sets	1763	1763
All Individuals	1978	1947
Children 0-15	306	303
All Adults	1672	1644
Adult Males	810	796
Adult Females	862	848

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1772	1707
All Sets	3544	3544
All Individuals	4207	4074
Children 0-15	716	697
All Adults	3491	3377
Adult Males	1699	1640
Adult Females	1792	1737

ITV HTV Wales	All Households	Total TV Households
All Households	5200	5075
All Sets	10729	10729
All Individuals	12162	11966
Children 0-15	2211	2197
All Adults	9951	9769
Adult Males	4806	4709
Adult Females	5145	5060

ITV Channel Islands	All Households	Total TV Households
All Households	105	102
All Sets	245	245
All Individuals	261	251
Children 0-15	47	42
All Adults	214	209
Adult Males	112	110
Adult Females	102	99

ITV Midlands West	All Households	Total TV Households
All Households	4416	4284
All Sets	9076	9076
All Individuals	10967	10684
Children 0-15	2250	2203
All Adults	8717	8481
Adult Males	4268	4116
Adult Females	4449	4365

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2074	1989
All Sets	3955	3955
All Individuals	5278	5061
Children 0-15	1131	1088
All Adults	4147	3973
Adult Males	1994	1904
Adult Females	2153	2069

ITV Scotland	All Households	Total TV Households
All Households	4760	4543
All Sets	9966	9966
All Individuals	11110	10645
Children 0-15	1919	1865
All Adults	9191	8780
Adult Males	4378	4170
Adult Females	4813	4610

ITV Wales & West	All Households	Total TV Households
All Households	6972	6782
All Sets	14273	14273
All Individuals	16369	16040
Children 0-15	2927	2894
All Adults	13442	13146
Adult Males	6505	6349
Adult Females	6937	6797

ITV West Macro	All Households	Total TV Households
All Households	8553	8322
All Sets	17501	17501
All Individuals	20046	19633
Children 0-15	3504	3463
All Adults	16542	16170
Adult Males	7996	7807
Adult Females	8546	8363

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	15043	14595
All Sets	30532	30532
All Individuals	36291	35378
Children 0-15	6885	6754
All Adults	29406	28624
Adult Males	14258	13827
Adult Females	15148	14797

ITV South & South East	All Households	Total TV Households
All Households	4349	4184
All Sets	8674	8674
All Individuals	10657	10316
Children 0-15	1987	1941
All Adults	8670	8375
Adult Males	4234	4078
Adult Females	4436	4297

ITV South East Macro	All Households	Total TV Households
All Households	6862	6625
All Sets	13925	13925
All Individuals	16822	16331
Children 0-15	3105	3036
All Adults	13717	13295
Adult Males	6736	6505
Adult Females	6981	6790

North Macro	All Households	Total TV Households
All Households	12195	11873
All Sets	24948	24948
All Individuals	28829	28177
Children 0-15	5432	5320
All Adults	23397	22857
Adult Males	11388	11093
Adult Females	12009	11764

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5404	5232
All Sets	11165	11165
All Individuals	12730	12387
Children 0-15	2461	2403
All Adults	10269	9984
Adult Males	5008	4855
Adult Females	5261	5129

ITV North-West / Border Macro	All Households	Total TV Households
All Households	6791	6641
All Sets	13783	13783
All Individuals	16099	15790
Children 0-15	2971	2917
All Adults	13128	12873
Adult Males	6380	6238
Adult Females	6748	6635

S4C	All Households	Total TV Households
All Households	5200	5075
All Sets	10729	10729
All Individuals	12162	11966
Children 0-15	2211	2197
All Adults	9951	9769
Adult Males	4806	4709
Adult Females	5145	5060

C4/Five South Macro Region	All Households	Total TV Households
All Households	15415	14947
All Sets	31426	31426
All Individuals	36868	35964
Children 0-15	6609	6499
All Adults	30259	29465
Adult Males	14732	14312
Adult Females	15527	15153

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11295	10991
All Sets	23185	23185
All Individuals	26851	26230
Children 0-15	5126	5017
All Adults	21725	21213
Adult Males	10578	10297
Adult Females	11147	10916

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	5660	5425
All Sets	11729	11729
All Individuals	13088	12592
Children 0-15	2225	2168
All Adults	10863	10424
Adult Males	5188	4966
Adult Females	5675	5458

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (June 2017)

BARB Establishment Survey and Recruitment Questionnaire

Version: 39.1 (Master)

Date: 28/03/2017

Internal Use

Status: FINAL

Prepared for fieldwork month: May 2017

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Version Control

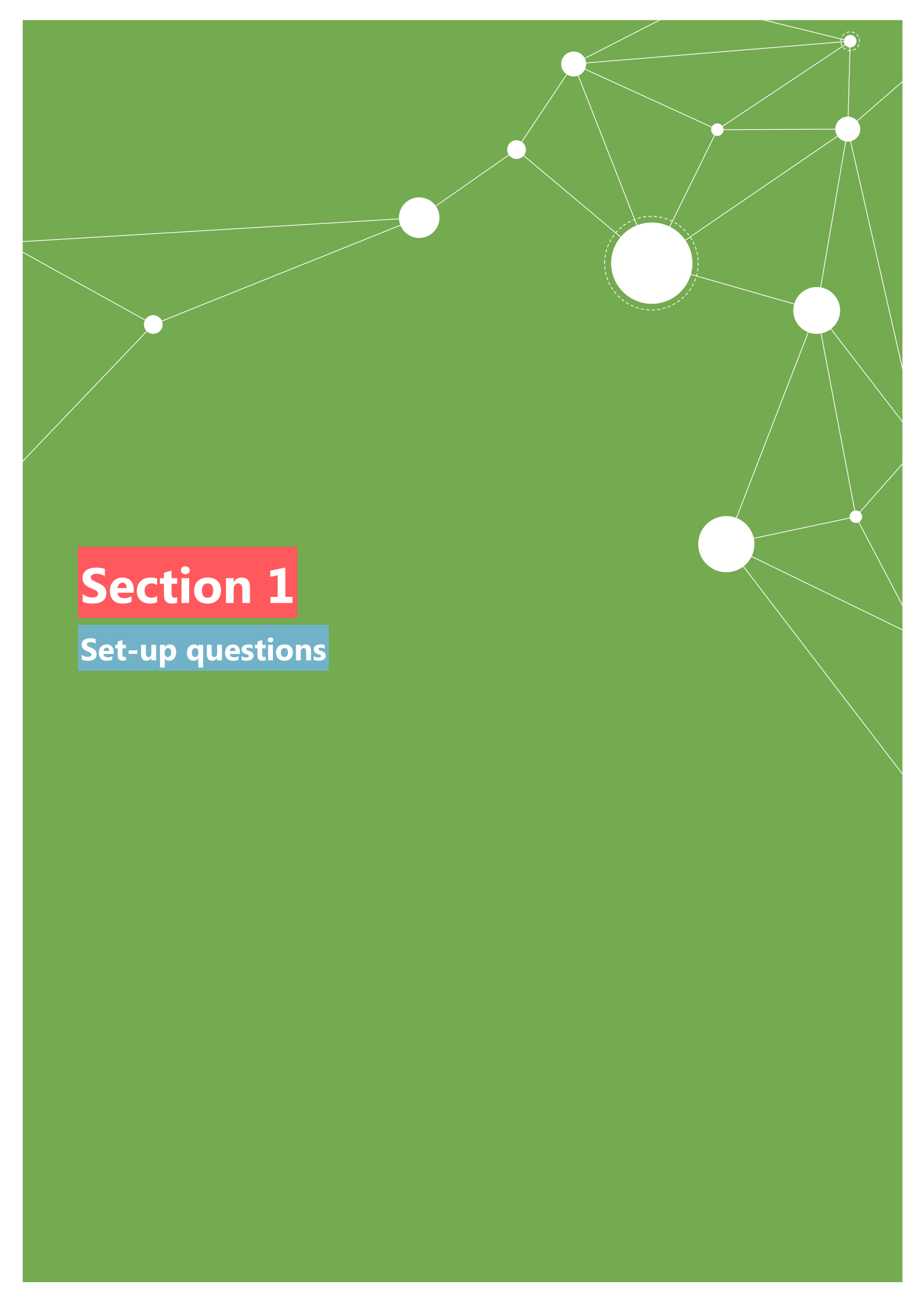
Changes included in this version:

Section	Question No	Description of changes to this version
First Recruitment Section	R2	Amended by Social Grade
First Recruitment Section	R15	Added Fujitsu 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	

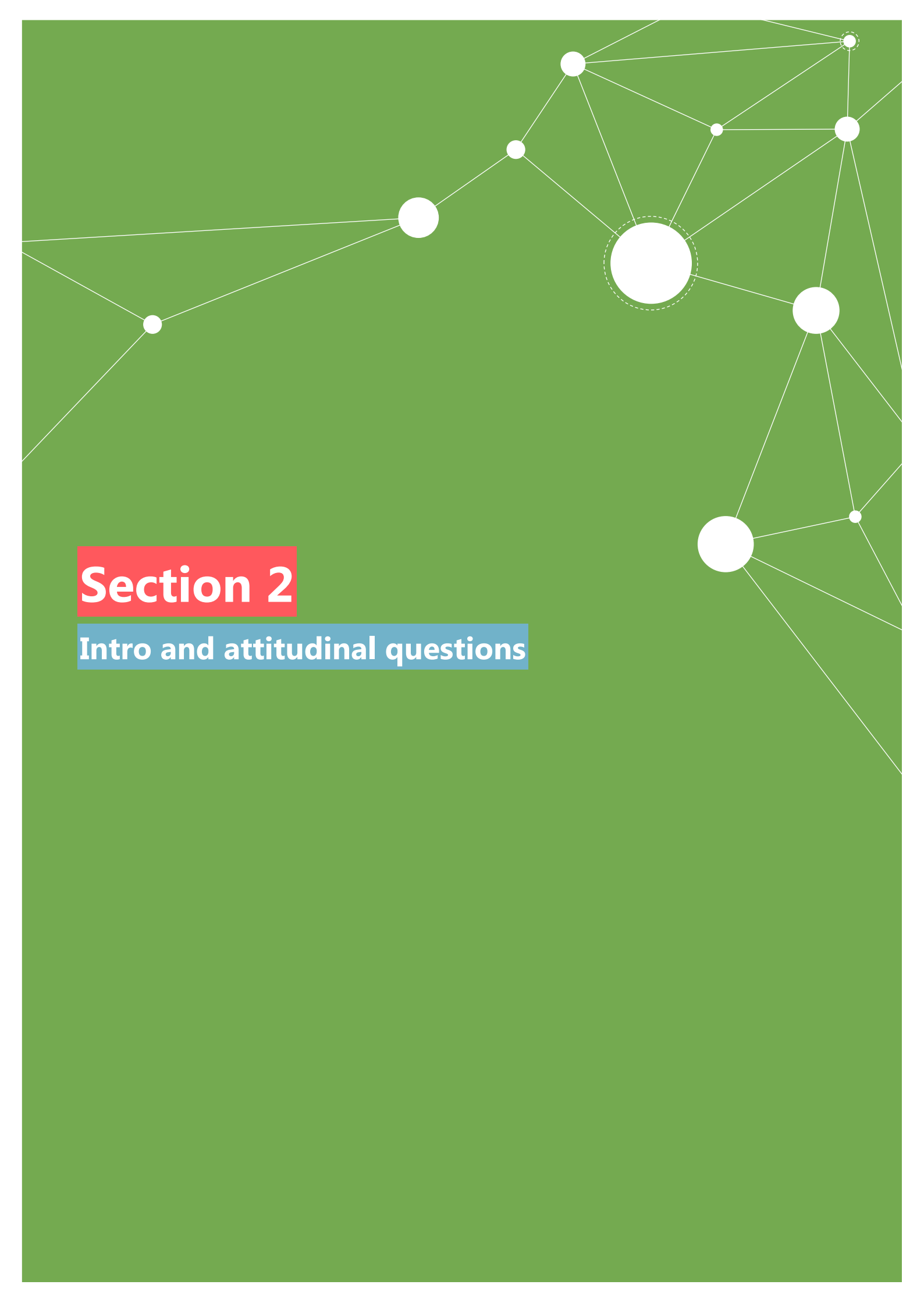
ES ONLY		
ASK IF MULTI HH ADDRESS		
[SN6=YES]		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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 XMH2 = CODE 1-3]		
XMH4	Are there any further details you can provide as to why this address is a multi-household?	
	WRITE IN	



Section 2

Intro and attitudinal questions

Intro and attitudinal questions

APRIL-MAY-JUNE INCENTIVE ES ONLY	
ASK ALL	
Pre-intro	IF PART OF CONTROL SAMPLE (CODE 1): INTERVIEWER: this is to confirm that this address is control sample.
Incentive info	IF PART OF UNCONDITIONAL SAMPLE (CODE 2) AND NOT MHH INTERVIEWER: please note that this address is part of the unconditional incentive sample and should have received a letter containing a £5 Love to shop voucher. Please refer to this during your doorstep introduction. IF PART OF UNCONDITIONAL SAMPLE (CODE 2) AND MHH INTERVIEWER: please note that this address is part of the unconditional incentive sample (£5 Love to shop voucher). However, as a MHH address this letter may not have been received by the home. Where no letter has been received please inform the household that they will receive the incentive later and record this in the comments at the end of the interview.

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.

APRIL-MAY-JUNE INCENTIVE ES ONLY ASK IF MHH AND INCENTIVE SAMPLE (CODE = 2)		
MHINC	Did the home receive the letter mentioning the incentive?	SP
	Yes	
	No	

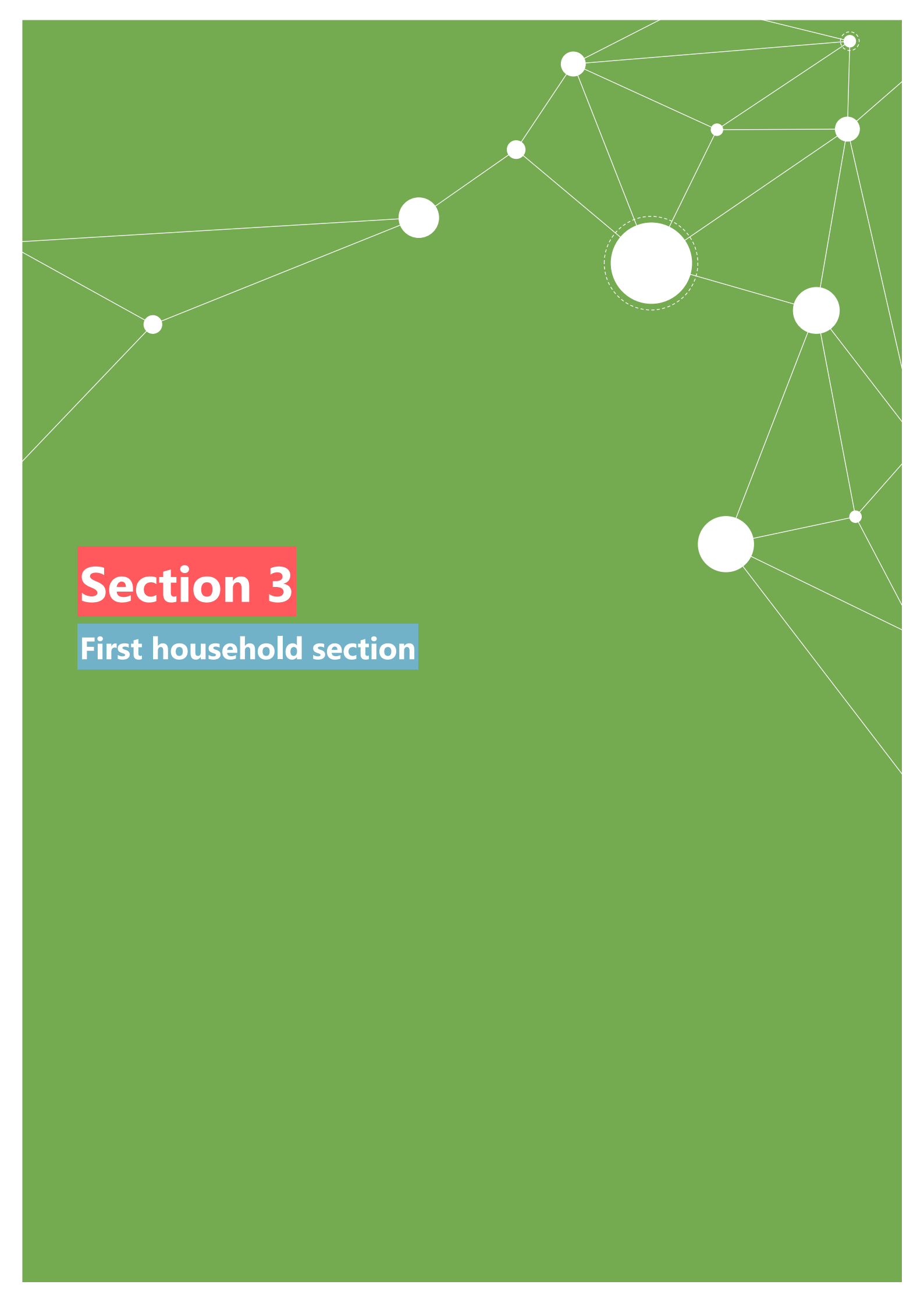
TEL SAMPLE ONLY	
ASK ALL	
DISPLAY NAME AND DATE OF TELEPHONE INTERVIEW	
Tel intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening.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

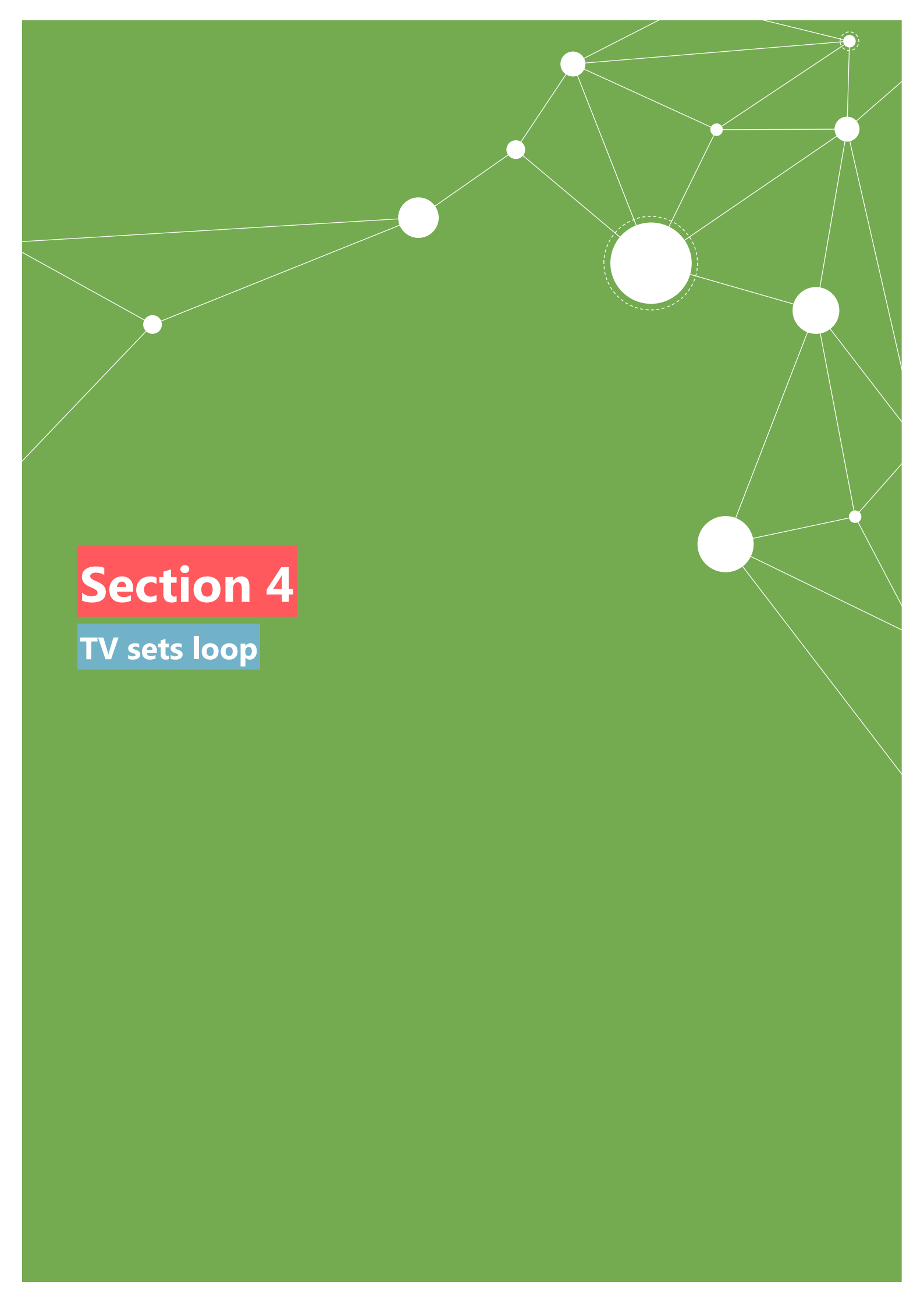
H113 Do you, or does anyone in your household, have any sort of internet access at home?

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 NOTE: if screen size is not known, measure diagonally across the screen WRITE IN (2 digits required from 05 – 99) Don't know	NUM
-----------	--	-----

ASK IF SCREEN SIZE IS <10 INCHES

[S5 = 5–9]

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

IF NO, ROUTE BACK TO S5

CONFIRM EACH SET IN HH

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 Cable CODE S10a=YES AND H64=YES Satellite CODE S11a=YES AND H65=YES An aerial (known as Freeview (<i>in NI only</i>) or Saorview) and a separate box (ROUTE ON ANY AERIAL) CODE S9a=YES, S14b=SEPARATE BOX, H66=YES An aerial (known as Freeview (<i>in NI only</i>) or Saorview) and built-in reception (ROUTE ON ANY AERIAL) CODE S9a=YES, S14b=BUILT IN, H66=YES BT Vision or BT TV set top box CODE S55a/b =YES AND H112=BT VISION OR BT TV TalkTalk CODE S54a =YES AND H112=TALKTALK Plusnet CODE S72a =YES AND H112=PLUSNET YouView CODE S67a =YES AND H112=YOUVIEW A 'smart TV' with its own connection to the internet CODE S58a =YES AND H68 = INTERNET A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV CODE S74a =YES AND H68=STB/DEVICE By connecting the TV set to a games console CODE S56a =YES AND H68=CONSOLE By connecting the TV set to a computer, tablet or smartphone CODE S57a =YES AND H68=COMPUTER Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a None of these Don't know
POST-CAPI RECODE H66-H68 AS DETAILED	
ASK IF NO PLATFORM CLAIMED ON SET NONE OF (S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A =YES]	
S62	ASK IF NO PLATFORM CLAIMED ON SET SP You have said this set does not receive TV programmes by any method, is this correct? Yes GO TO S51/38/52 THEN S2 No GO TO S63

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

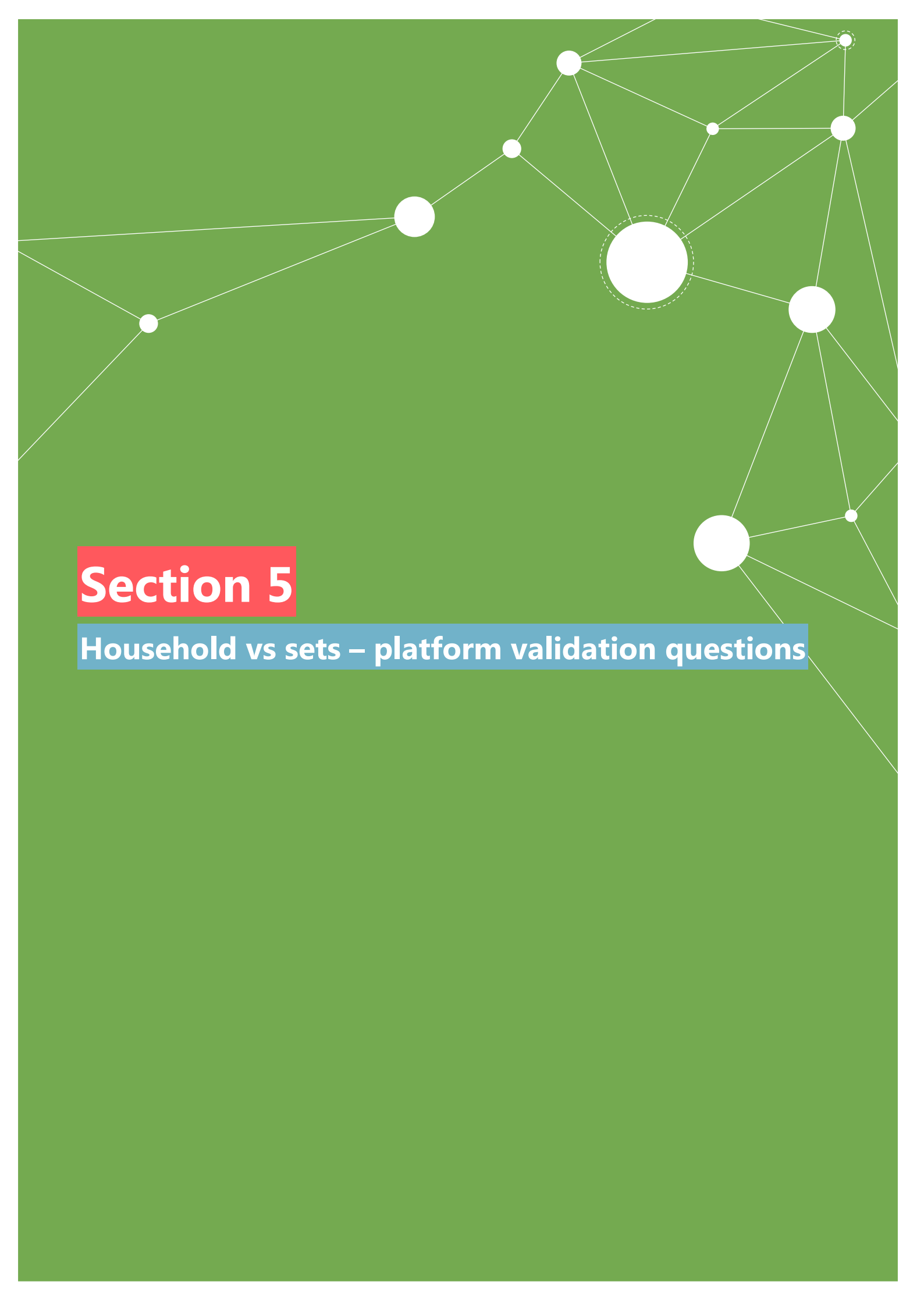
Don't know which type of box

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

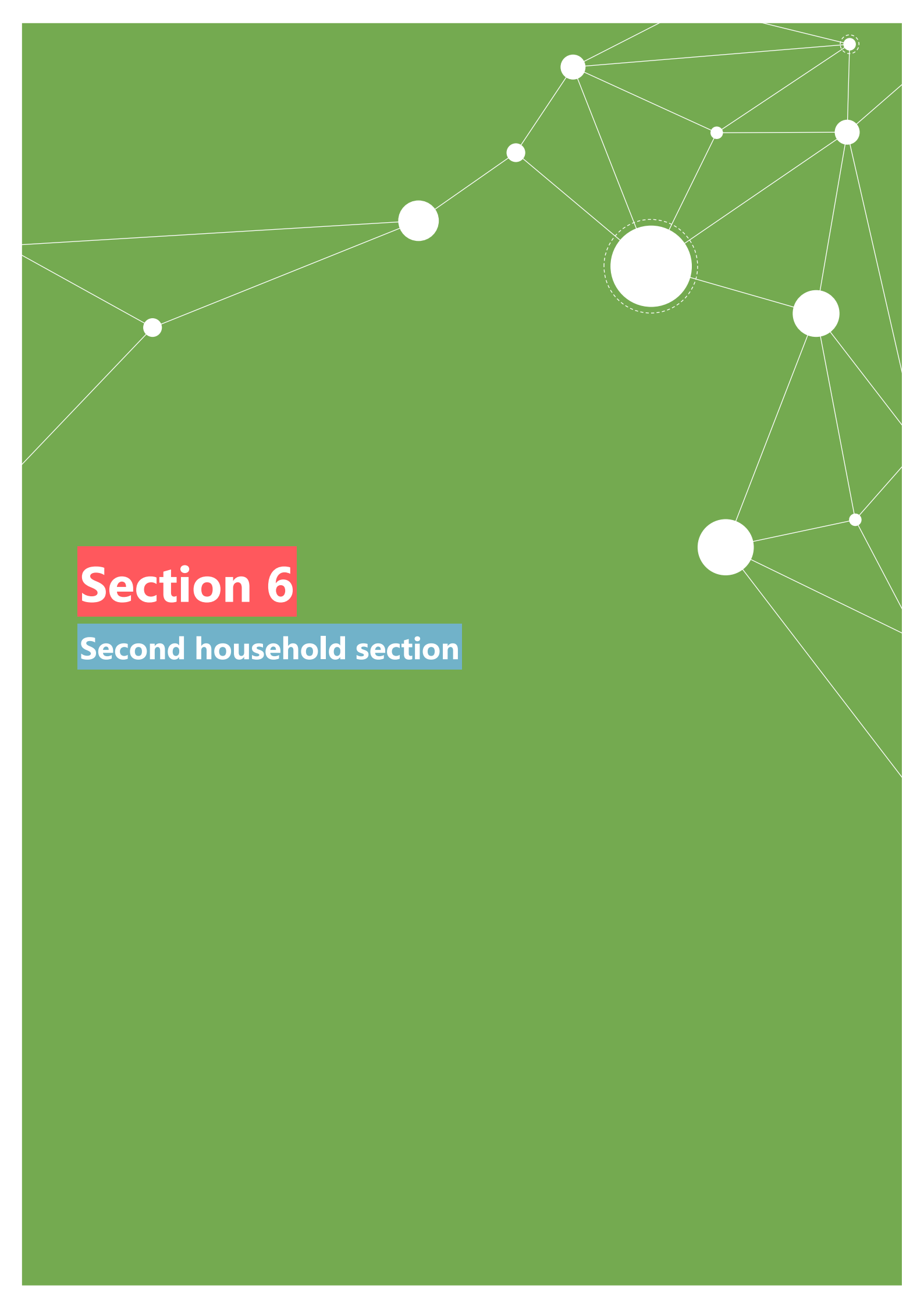
Household vs Sets – platform validation questions

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 <i>[H64=YES AND S10A=NO (FOR ALL SETS)]</i>		
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 <i>[H83=YES]</i>		
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 <i>[H65=YES AND S11A=NO (FOR ALL SETS)]</i>		
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 <i>[H85=YES]</i>		
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> SP How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know
ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]	
H59	<u>SHOW SCREEN</u> SP How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know
ES ONLY NOT ESR	
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]	
H60	<u>SHOW SCREEN</u> SP How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know

ES ONLY NOT ESR	
ASK ALL	
H102	SHOW SCREEN MP
Thinking about your TV viewing in general (IF H73=0) Now thinking about other ways of watching TV programmes (IF H73>0) (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet Are there any other devices you use to watch TV programmes in your household (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES]) Are there any devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	
ES ONLY NOT ESR	
ASK IF SKY – WITH SUBSCRIPTION	
<i>[S69 = CODE 1]</i>	
H108	SHOW SCREEN
Does your Sky TV subscription include any premium Sky 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	SHOW SCREEN										
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	SHOW SCREEN										
	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	SHOW SCREEN										
	MP										
Do you, or does anyone in your household, subscribe to any of the following ...?											
Amazon Video/Amazon Prime/LoveFilm											
Netflix											
NowTV											
Xbox Live											
Disney Life											
None of these											
Don't know											

ES ONLY NOT ESR		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO		
H22a	Thinking about your household in general and other ways that TV sets can be used...	
Intro1		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES		
<i>[S57=YES (FOR ANY SET)]</i>		
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		
<i>[S56A=YES (FOR ANY SET)]</i>		
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		
<i>[H22b = YES]</i>		
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		
<i>[H22b = YES]</i>		
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

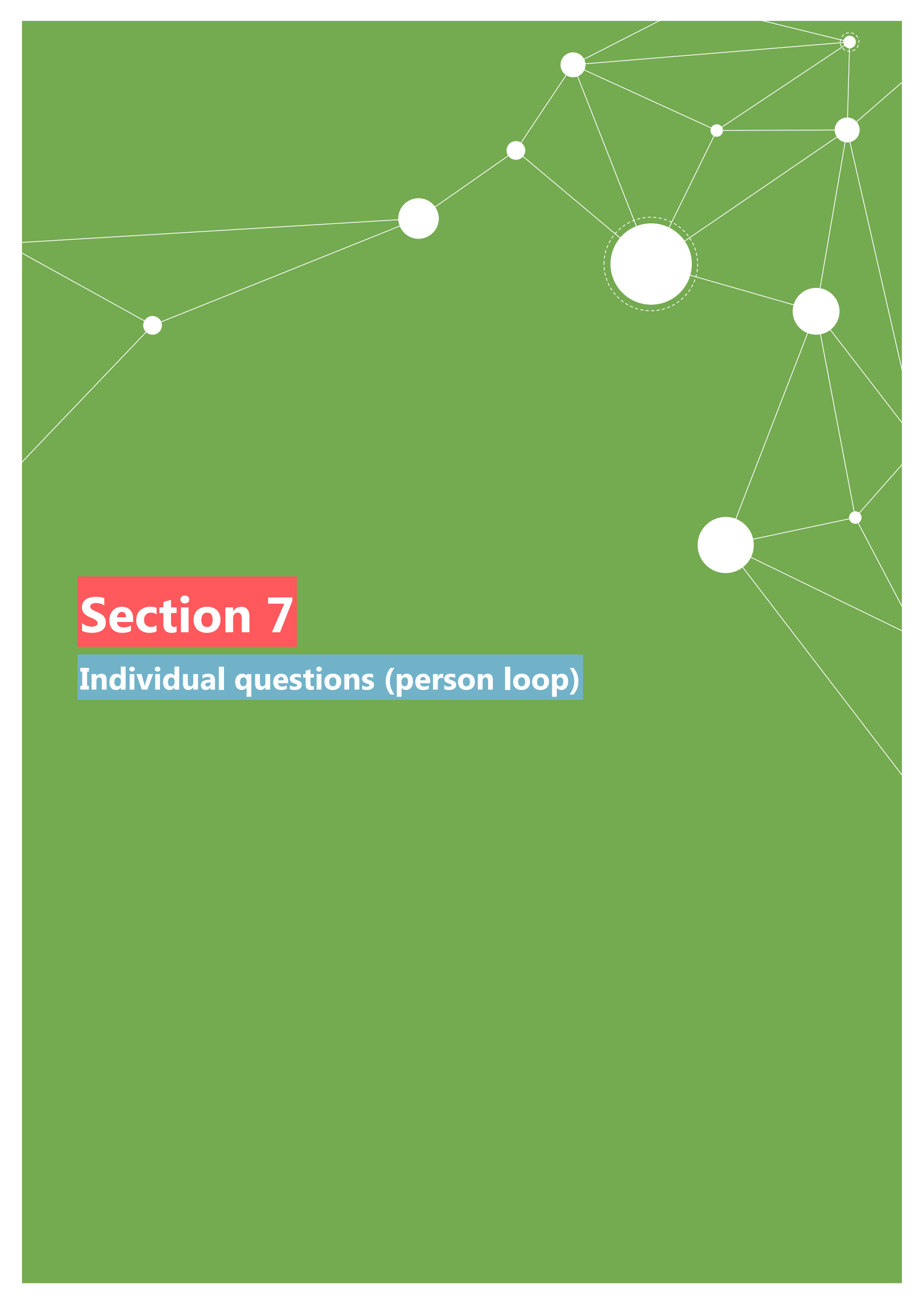
Another device that connects to the internet (Specify)

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]*

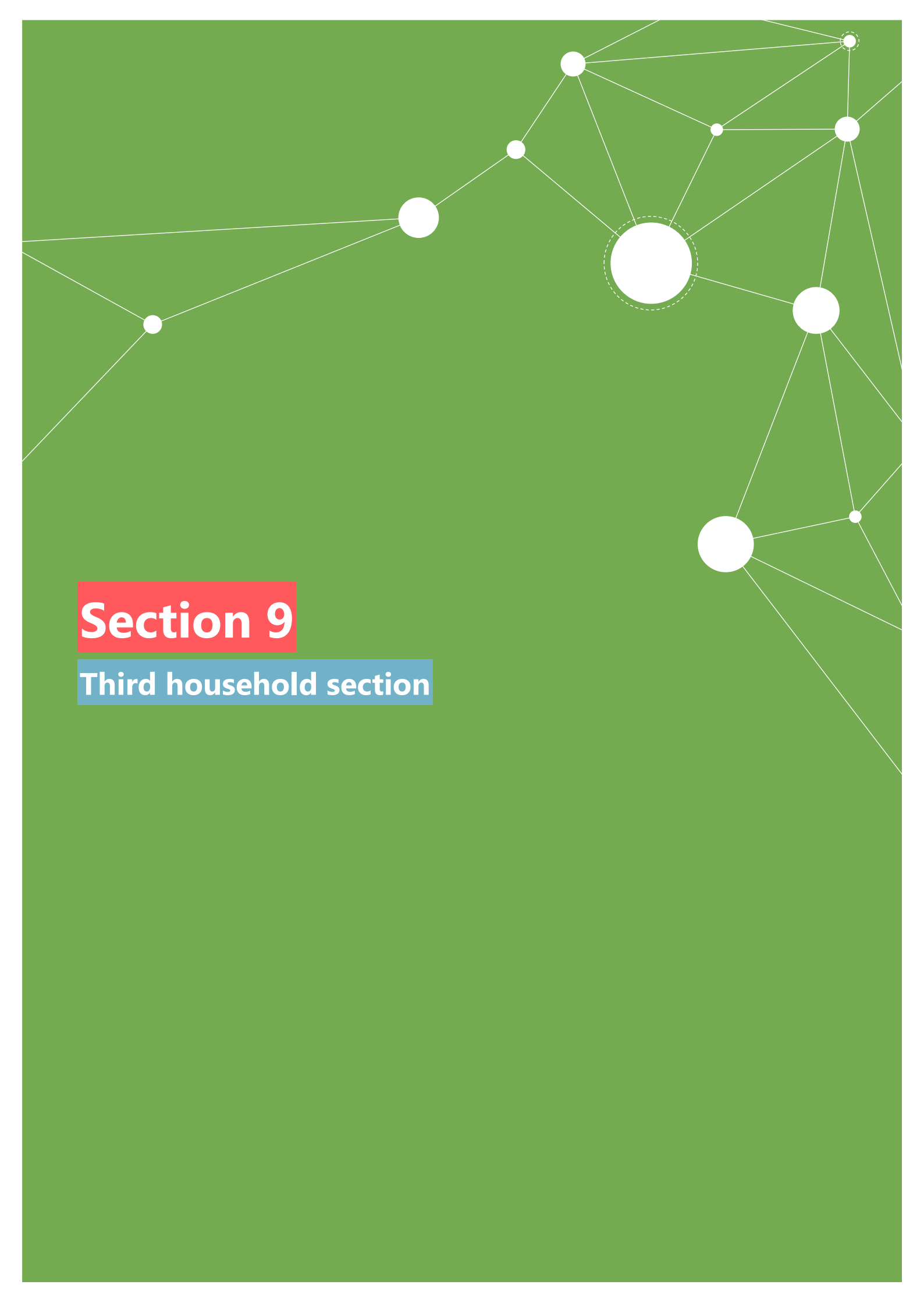
P10	SHOW SCREEN	SP
	At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?	
	15 years and under	
	16 years	
	17-18 years	
	19 years and over	
	Still in full time education	
	Don't know	
	Refused	

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

ES ONLY NOT ESR		
ASK IF ANY HH members are Asian/Asian British and more than one option chosen at H116 ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED		
H117	<u>SHOW SCREEN</u>	SP
Which is the main language Spoken in your household?		
English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Other (Specify)		
ASK ALL		
H27	<u>SHOW SCREEN</u>	MP
IF 1 PERSON HOUSEHOLD		
Do you work for any of the following?		
IF 2+ PERSON HOUSEHOLD		
Do you or does any member of your household work for any of these?		
A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		
ASK IF 2+ ADULTS IN HOME		
P3 >15 OR P4 NOT CODE 1		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME		
P3 >15 OR P4 NOT CODE 1		
H28	Which of the household members you have mentioned is mainly responsible for the household duties, such as grocery shopping, cooking and cleaning?	MP
This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		

ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H29	Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be equally responsible. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services)? For 2 or more household members to share this responsibility then they must be equally responsible NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal . LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE		
IF MULTI PERSON HH [H55>1]		
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member << INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED >> (IF NOT RESPONDENT).	
ASK ALL		
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Refused	

ASK ALL

H35 What type of firm or organisation do *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)* does *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)* did *(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7))* you *(IF RESPONDENT)* he *(IF CIE IS MALE AT P2 AND NOT RESPONDENT)* she *(IF CIE IS FEMALE AT P2 AND NOT RESPONDENT)* work in?

WRITE IN
Don't know
Refused

ASK ALL

H36 What 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	SP
ASK IF CIE IS RETIRED [P9= RETIRED]		
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused	SP
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused	SP

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

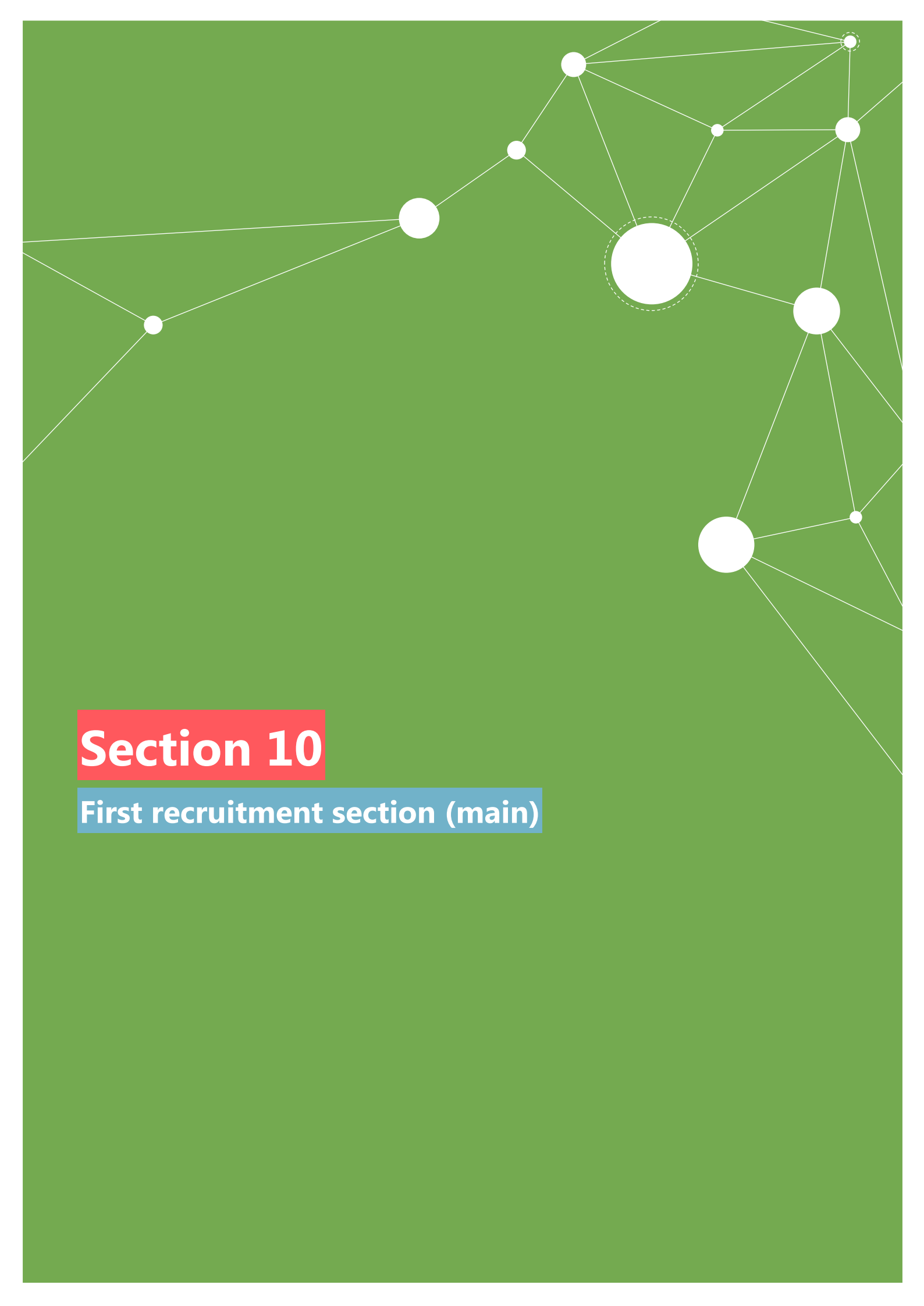
ADD Can I ask you to confirm that I have your correct address details?
2016 DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION
 Yes
 No – amend address

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		
If selected for recruitment GO TO R2 ELSE: exit recruitment - thank and close		
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		
BARB, the Broadcasters' Audience Research Board, provides audience figures primarily for television programmes, but also audio, video and TV-related content available online. BARB is jointly owned by the BBC, ITV, Channel 4, UKTV, Channel 5, Sky and the IPA, and provides audience figures to the other major broadcasters in order to give you the programmes that you want to watch- Routing: Route to appropriate image based on answer given at P16. Codes 1,2,3,4,5,6,7,8,15,16,17,18,19 are shown non-ethnic other. Welsh Postcode respondents are shown Welsh version, unless they are coded as one of the other ethnic backgrounds, in which case they take preference over S4C These are just some of the broadcasters involved		
ASK ALL IF SELECTED FOR RECRUITMENT		
R2	Ask if H44=CODE (1,2 or 3)	SP
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)		
Ask if H44=CODE (4,5 or 6) I'd like to explain a bit more about the panel and what's involved, explain about the monthly rewards for taking part 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. INTERVIEWER NOTE: Please give to the respondent the Panel Reward Scheme leaflet to review and answer any questions they might have. Is it okay to continue? Yes No - not interested (exit recruitment)		

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.	SP
	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)	

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?	SP
	Yes	
	No (exit recruitment)	

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?													
	<table border="0"> <tr> <td>Miss</td> <td>Lord</td> </tr> <tr> <td>Ms</td> <td>Lady</td> </tr> <tr> <td>Mrs</td> <td>Reverend</td> </tr> <tr> <td>Mr</td> <td>Pastor</td> </tr> <tr> <td>Dr</td> <td>Vicar</td> </tr> <tr> <td>Sir</td> <td>Other (please specify)</td> </tr> </table>	Miss	Lord	Ms	Lady	Mrs	Reverend	Mr	Pastor	Dr	Vicar	Sir	Other (please specify)	
Miss	Lord													
Ms	Lady													
Mrs	Reverend													
Mr	Pastor													
Dr	Vicar													
Sir	Other (please specify)													

ASK IF YES AT R4

R6	PERSON 1 (RESPONDENT)	VERB
a/b	The name you gave me earlier is <NAME>. Is this correct?	
	IF CORRECT ENTER FIRST AND SURNAMES SEPARATELY IF NOT CORRECT, QUERY THE CORRECT DETAILS.	
	PERSON 2-9 Could you give me their name?	
	ENTER INTO THE BOXES BELOW	
R6a	First name	
R6b	Surname	

DISPLAY RESPONSE AND CHECK BY READING BACK

ASK IF YES AT R4

R7a	PERSON 1 (RESPONDENT) Could you tell me the month and year you were born?
	PERSON 2-9 Could you tell me the month and year they were born?
	WRITE IN: ENTER IN FORMAT MM / YYYY Don't know (person 2-9 only)

DISPLAY RESPONSE AND CHECK BY READING BACK

R7a	If DK at R7a (only to be routed in once per HH):
exit	That's fine. We do need to get the year and month of birth for all household members before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions

CHECK DOB AGAINST RESPONSE TO P3

ASK IF R7A NOT EQUAL TO AGE (P3) SKIP IF P3= REF/DK AND AGE DERIVED FROM AGE BAND

R7b	The year of birth does not agree with the age you gave me earlier.	SP
	Which of these is correct?	
	Age: <display P3 response.	
	Month and Year of birth <display R8a response>	
	Age	
	Month and Year of birth	

IF AGE IS CORRECT RE ENTER R7a
IF MONTH AND YEAR OF BIRTH IS CORRECT FORCE P3 BASED ON R7a

ASK IF 2+ PERSON HH

R8 PERSON 1 (RESPONDENT) SP
 Are you the parent or guardian of anyone in the household?
PERSON 2-9
 Are they the parent or guardian of anyone in the household?
 Yes
 No

ASK IF 2+ PERSON HH

R9 PERSON 1 (RESPONDENT) SP
 Are you the child or dependent of anyone in the household?
PERSON 2-9
 Are they the child or dependent of anyone in the household?
 Yes
 No

ASK IF 2+ PERSON HH

R10 FOR PERSON 2-9 ONLY SP
INTERVIEWER PLEASE CODE:
 Is this person present in the room and have they been participating in the questionnaire and recruitment?
 By this we mean has the person:

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

 Yes
 No

End of recruitment person loop / start of recruitment computer loop

ASK FOR ALL COMPUTERS IDENTIFIED AT H51

FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4

ASK IF H51>0

R13 HH WITH 1 COMPUTER/TABLET:
intro I'd now like to ask some more questions about the computer / tablet in your household
HH WITH 2+ COMPUTERS/TABLETS:
COMPUTER 1:
 I'd now like to ask some more questions about each of the computers / tablets in your household.
 Starting with the first one...
COMPUTER/TABLET 2, 3, 4 ETC.
 Now thinking about your second, third, fourth computer/tablet...

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

R13 SHOW SCREEN 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? <table border="0"> <tr> <td>Acer</td> <td>Hudl</td> </tr> <tr> <td>Advent</td> <td>Lenovo</td> </tr> <tr> <td>Amazon</td> <td>LG</td> </tr> <tr> <td>Apple</td> <td>Microsoft</td> </tr> <tr> <td>Archus</td> <td>Packard Bell</td> </tr> <tr> <td>Asus</td> <td>Samsung</td> </tr> <tr> <td>Compaq</td> <td>Sony</td> </tr> <tr> <td>Dell</td> <td>Toshiba</td> </tr> <tr> <td>Google</td> <td>Fujitsu</td> </tr> <tr> <td>Hewlett Packard (HP)</td> <td>Self-built</td> </tr> <tr> <td>HTC</td> <td>Other (please specify)</td> </tr> <tr> <td></td> <td>Don't know</td> </tr> </table>	Acer	Hudl	Advent	Lenovo	Amazon	LG	Apple	Microsoft	Archus	Packard Bell	Asus	Samsung	Compaq	Sony	Dell	Toshiba	Google	Fujitsu	Hewlett Packard (HP)	Self-built	HTC	Other (please specify)		Don't know
Acer	Hudl																								
Advent	Lenovo																								
Amazon	LG																								
Apple	Microsoft																								
Archus	Packard Bell																								
Asus	Samsung																								
Compaq	Sony																								
Dell	Toshiba																								
Google	Fujitsu																								
Hewlett Packard (HP)	Self-built																								
HTC	Other (please specify)																								
	Don't know																								
ASK FOR ALL COMPUTERS AT H51																									
R16	SHOW SCREEN SP Which of the following best describes this computer/tablet? In use Normally in use but temporarily out of order Not in use but in working order Permanently out of order																								
ASK FOR ALL COMPUTERS AT H51																									
R17	When in use is this computer/tablet able to access the internet? SP Yes No Don't know																								

End of recruitment computer loop / Start of contact section

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

Tel No 1 ES and ES Recontact

ES and ESR Sample	
ASK IF H47 = NO/REF OR H49 = REFUSED	
R18a	Are you able to provide us with a telephone number? SP NOTE: where available a personal mobile telephone number is preferable to a landline Yes (go to R19a) No (go to R18b)
ES and ESR Sample	
ASK IF R18a = NO	
R18b	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us? SP Yes (go to R19a) No (exit recruitment) (go to R32)

ES and ESR Sample	
ASK IF H47 NOT = NO/REF AND H49 NOT REFUSED	
R18c1	To make sure I correctly entered the number you provided earlier, can I ask you give it to me again? 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)
	NUM

ES and ESR Sample									
ASK IF R18c DOES NOT MATCH H49									
R18e	SHOW SCREEN The number I just entered is different from the one I entered earlier. Can I check which of these is the correct number? <table border="0"> <tr> <td>No 1 – from H49</td> <td>(go to R20a)</td> </tr> <tr> <td>No 2 – from R18c1</td> <td>(go to R20a)</td> </tr> <tr> <td>Neither</td> <td>(return to R19a)</td> </tr> <tr> <td>Both</td> <td>(go to R35a)</td> </tr> </table>	No 1 – from H49	(go to R20a)	No 2 – from R18c1	(go to R20a)	Neither	(return to R19a)	Both	(go to R35a)
No 1 – from H49	(go to R20a)								
No 2 – from R18c1	(go to R20a)								
Neither	(return to R19a)								
Both	(go to R35a)								
	MP								

ES and ESR Sample	
ASK IF R18a = YES or R18b = YES or R18e=Neither	
R19a	What is the Telephone number, including the area code? NOTE: Enter area code or mobile prefix and do not leave a space between any numbers WRITE IN (go to R18c2)
	NUM

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? 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)
	NUM

ES ONLY and ESR Sample									
ASK IF R18c2 DOES NOT MATCH R19a									
R19d1	SHOW SCREEN The two numbers I entered are different. Can I check which of these is the correct number? <table border="0"> <tr> <td>No 1 – from R19a</td> <td>(go to R20a)</td> </tr> <tr> <td>No 2 – from R18c2</td> <td>(go to R20a)</td> </tr> <tr> <td>Neither</td> <td>(return to R19a)</td> </tr> <tr> <td>Both</td> <td>(go to R35a)</td> </tr> </table>	No 1 – from R19a	(go to R20a)	No 2 – from R18c2	(go to R20a)	Neither	(return to R19a)	Both	(go to R35a)
No 1 – from R19a	(go to R20a)								
No 2 – from R18c2	(go to R20a)								
Neither	(return to R19a)								
Both	(go to R35a)								
	SP								

Tel No 1 TEL SAMPLE

TEL SAMPLE ONLY			
R18d	SHOW SCREEN Can I check that the telephone number we previously called you on is still valid for this household? Display number <table border="0"> <tr> <td>Yes (go to R20a)</td> </tr> <tr> <td>No (re-enter number at R19b)</td> </tr> </table>	Yes (go to R20a)	No (re-enter number at R19b)
Yes (go to R20a)			
No (re-enter number at R19b)			
	SP		

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. NOTE: Enter area code or mobile prefix and do not leave a space between any numbers WRITE IN Refused – (go to R19c)
	NUM

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	

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

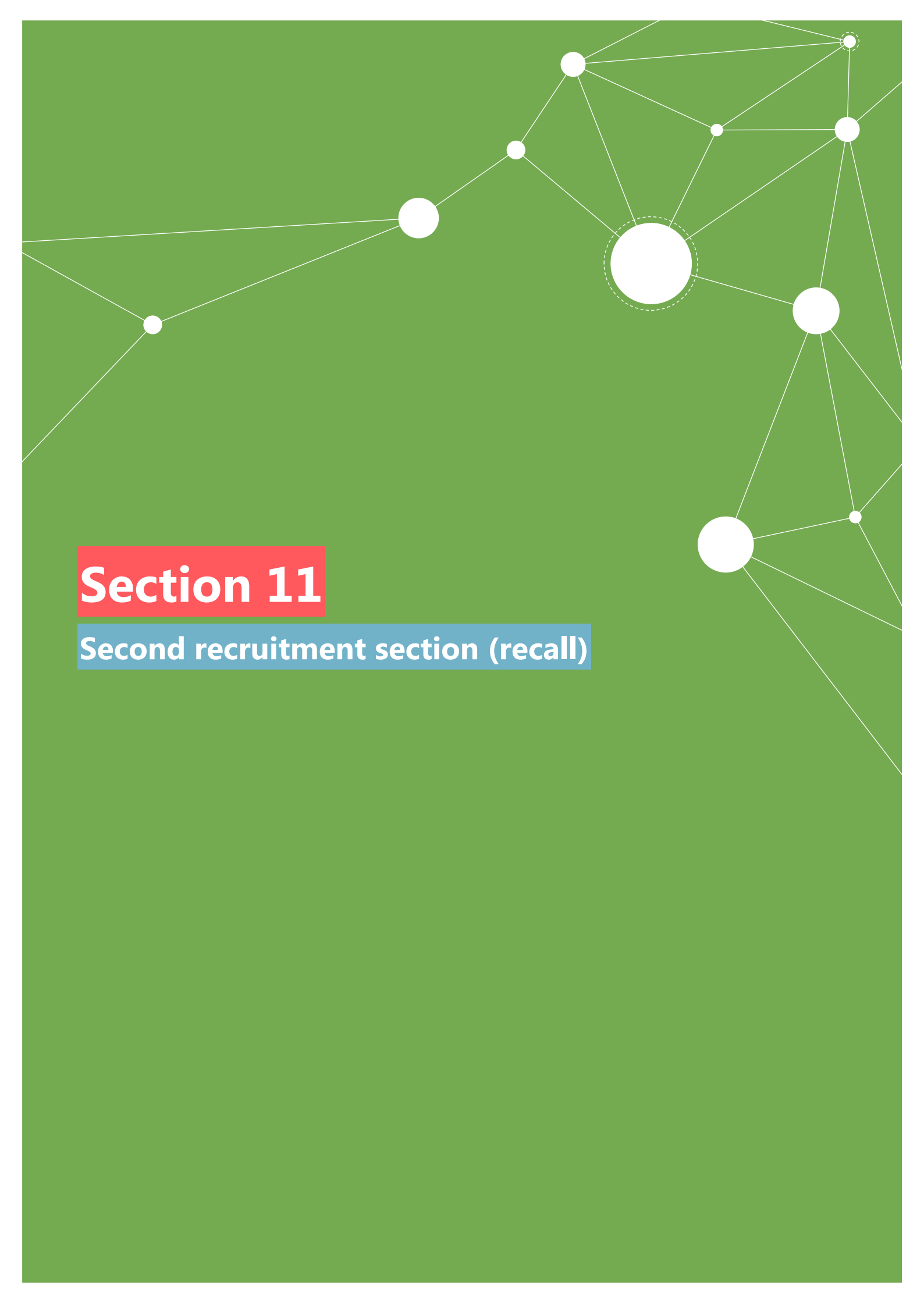
R22	Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation 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
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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)

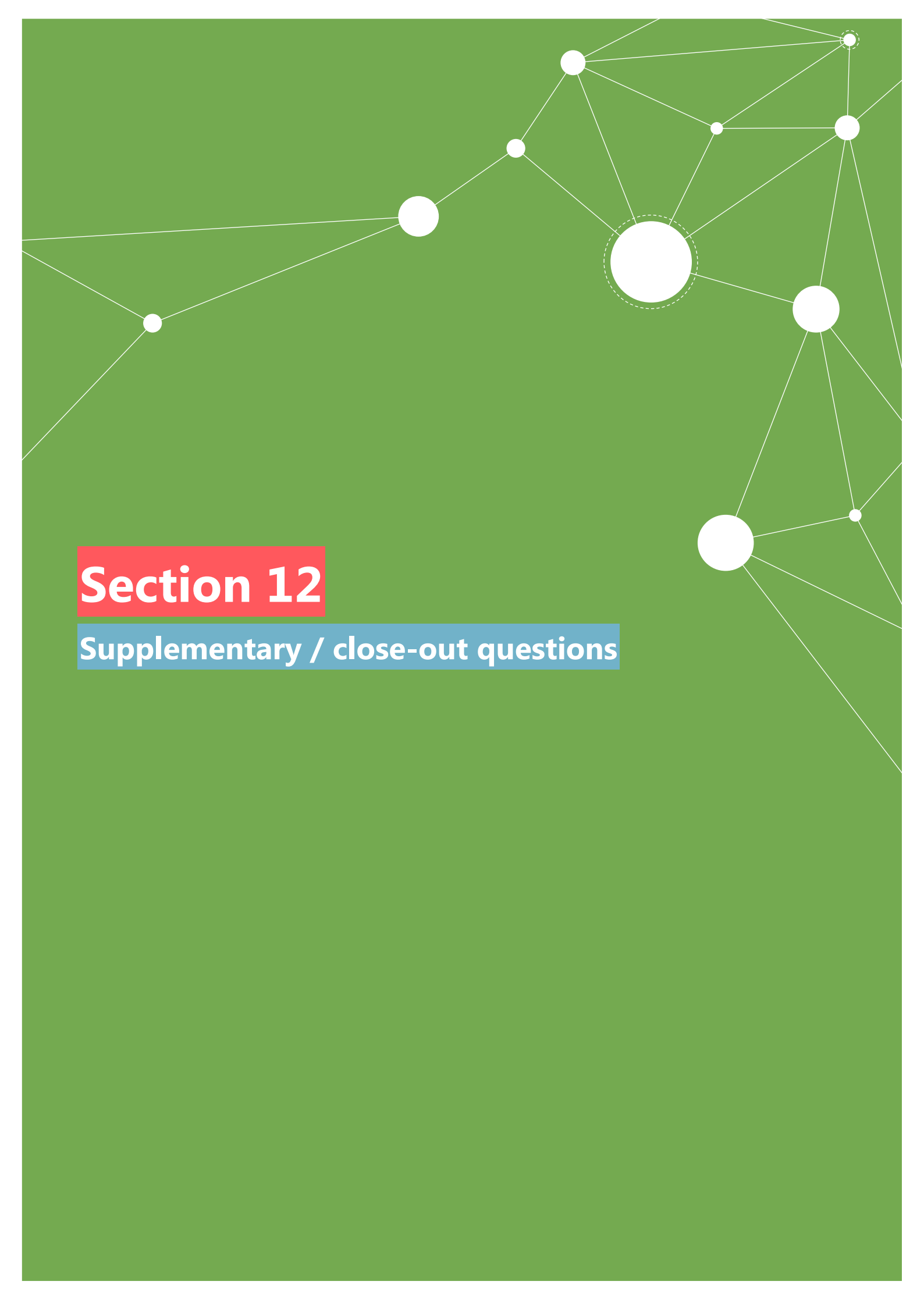
Second recruitment section (revisit) (recall permitted if agreed by RC)

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		
ACCOMP	Were you accompanied by supervisor for this interview?	SP
	Yes (Write in name of accompanier)	
	No	
APRIL-MAY-JUNE INCENTIVE ES ONLY		
INCO MM	ASK IF INCENTIVE SAMPLE CODE 2 (UNCONDITIONAL) INTERVIEWER: Do you have any comments relevant to the advance letter or incentive pilot that the field office or validation team should be made aware of? Yes (enter verbatim) No	SP
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	Spanish
	Bengali	Sylethi
	Polish	
	Punjabi	

Chinese	Russian	Turkish
French	Hindi	Urdu
German	Igbo	Welsh
Greek	Italian	Other (WRITE IN)
Guajarati		

ASK ALL		
COM	Do you have any comments relevant to this interview (not the survey itself) that the field office or	SP
MSYN	validation team should be made aware of?	
	Yes (enter verbatim)	
	No	

END OF CLOSE OUT QUESTIONS