

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

Jan 2017 to Dec 2017



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 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 Jan - Dec 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	28271	27023	10737	4138	18964	7419	11545	24226
%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
AB	7213	6903	2881	1144	4757	2013	2743	6924
%V	25.5%	25.5%	26.8%	27.6%	25.1%	27.1%	23.8%	28.6%
%H (All HH)		95.7%	39.9%	15.9%	66.0%	27.9%	38.0%	96.0%
%H (TV HH)			41.7%	16.6%	68.9%	29.2%	39.7%	
C1	7759	7393	2992	1203	5145	2137	3008	7029
%V	27.4%	27.4%	27.9%	29.1%	27.1%	28.8%	26.1%	29.0%
%H (All HH)		95.3%	38.6%	15.5%	66.3%	27.5%	38.8%	90.6%
%H (TV HH)			40.5%	16.3%	69.6%	28.9%	40.7%	
C2	5638	5466	2346	856	3872	1689	2183	4926
%V	19.9%	20.2%	21.8%	20.7%	20.4%	22.8%	18.9%	20.3%
%H (All HH)		96.9%	41.6%	15.2%	68.7%	30.0%	38.7%	87.4%
%H (TV HH)			42.9%	15.7%	70.8%	30.9%	39.9%	
D	4487	4240	1652	598	2897	1030	1867	3527
%V	15.9%	15.7%	15.4%	14.5%	15.3%	13.9%	16.2%	14.6%
%H (All HH)		94.5%	36.8%	13.3%	64.6%	23.0%	41.6%	78.6%
%H (TV HH)			39.0%	14.1%	68.3%	24.3%	44.0%	
E	3175	3021	866	336	2294	550	1744	1820
%V	11.2%	11.2%	8.1%	8.1%	12.1%	7.4%	15.1%	7.5%
%H (All HH)		95.1%	27.3%	10.6%	72.3%	17.3%	54.9%	57.3%
%H (TV HH)			28.7%	11.1%	75.9%	18.2%	57.7%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 2: Houseperson 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	28271	27023	10737	4138	18964	7419	11545	24226
%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
Under 25	1150	957	286	114	586	170	416	1098
%V	4.1%	3.5%	2.7%	2.8%	3.1%	2.3%	3.6%	4.5%
%H (All HH)		83.2%	24.9%	9.9%	51.0%	14.8%	36.2%	95.5%
%H (TV HH)			29.9%	11.9%	61.2%	17.8%	43.5%	
25 - 34	4422	4012	1703	620	2313	931	1381	4269
%V	15.6%	14.8%	15.9%	15.0%	12.2%	12.5%	12.0%	17.6%
%H (All HH)		90.7%	38.5%	14.0%	52.3%	21.1%	31.2%	96.5%
%H (TV HH)			42.4%	15.5%	57.7%	23.2%	34.4%	
35 - 44	4669	4426	2094	781	2726	1295	1431	4517
%V	16.5%	16.4%	19.5%	18.9%	14.4%	17.5%	12.4%	18.6%
%H (All HH)		94.8%	44.8%	16.7%	58.4%	27.7%	30.6%	96.7%
%H (TV HH)			47.3%	17.6%	61.6%	29.3%	32.3%	
45 - 54	5380	5212	2356	979	3603	1754	1849	5096
%V	19.0%	19.3%	21.9%	23.7%	19.0%	23.6%	16.0%	21.0%
%H (All HH)		96.9%	43.8%	18.2%	67.0%	32.6%	34.4%	94.7%
%H (TV HH)			45.2%	18.8%	69.1%	33.7%	35.5%	
55 - 64	4795	4680	1924	769	3437	1458	1979	4291
%V	17.0%	17.3%	17.9%	18.6%	18.1%	19.7%	17.1%	17.7%
%H (All HH)		97.6%	40.1%	16.0%	71.7%	30.4%	41.3%	89.5%
%H (TV HH)			41.1%	16.4%	73.4%	31.2%	42.3%	
65 +	7854	7736	2374	876	6298	1810	4487	4954
%V	27.8%	28.6%	22.1%	21.2%	33.2%	24.4%	38.9%	20.4%
%H (All HH)		98.5%	30.2%	11.2%	80.2%	23.0%	57.1%	63.1%
%H (TV HH)			30.7%	11.3%	81.4%	23.4%	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	28271	27023	10737	4138	18964	7419	11545	24226
%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
1	8770	8163	2250	903	6232	1430	4802	5811
%V	31.0%	30.2%	21.0%	21.8%	32.9%	19.3%	41.6%	24.0%
%H (All HH)		93.1%	25.7%	10.3%	71.1%	16.3%	54.8%	66.3%
%H (TV HH)			27.6%	11.1%	76.3%	17.5%	58.8%	
2	9775	9455	3834	1479	6745	2793	3952	8873
%V	34.6%	35.0%	35.7%	35.7%	35.6%	37.6%	34.2%	36.6%
%H (All HH)		96.7%	39.2%	15.1%	69.0%	28.6%	40.4%	90.8%
%H (TV HH)			40.5%	15.6%	71.3%	29.5%	41.8%	
3	4310	4161	1974	755	2714	1383	1332	4195
%V	15.2%	15.4%	18.4%	18.2%	14.3%	18.6%	11.5%	17.3%
%H (All HH)		96.5%	45.8%	17.5%	63.0%	32.1%	30.9%	97.3%
%H (TV HH)			47.4%	18.1%	65.2%	33.2%	32.0%	
4	3667	3565	1833	685	2262	1276	986	3620
%V	13.0%	13.2%	17.1%	16.6%	11.9%	17.2%	8.5%	14.9%
%H (All HH)		97.2%	50.0%	18.7%	61.7%	34.8%	26.9%	98.7%
%H (TV HH)			51.4%	19.2%	63.5%	35.8%	27.7%	
5+	1750	1679	846	317	1010	537	473	1726
%V	6.2%	6.2%	7.9%	7.7%	5.3%	7.2%	4.1%	7.1%
%H (All HH)		95.9%	48.3%	18.1%	57.7%	30.7%	27.0%	98.6%
%H (TV HH)			50.4%	18.9%	60.2%	32.0%	28.2%	
Average HH size	2.31	2.33	2.59	2.56	2.23	2.58	2.01	2.48

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	28271	27023	10737	4138	18964	7419	11545	24226
%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
Without	21068	20022	7273	2898	14636	5202	9434	17161
%V	74.5%	74.1%	67.7%	70.0%	77.2%	70.1%	81.7%	70.8%
%H (All HH)		95.0%	34.5%	13.8%	69.5%	24.7%	44.8%	81.5%
%H (TV HH)			36.3%	14.5%	73.1%	26.0%	47.1%	
With	7203	7001	3463	1240	4328	2217	2111	7065
%V	25.5%	25.9%	32.3%	30.0%	22.8%	29.9%	18.3%	29.2%
%H (All HH)		97.2%	48.1%	17.2%	60.1%	30.8%	29.3%	98.1%
%H (TV HH)			49.5%	17.7%	61.8%	31.7%	30.2%	
0 - 3	2670	2571	1253	398	1517	706	811	2595
%V	9.4%	9.5%	11.7%	9.6%	8.0%	9.5%	7.0%	10.7%
%H (All HH)		96.3%	46.9%	14.9%	56.8%	26.4%	30.4%	97.2%
%H (TV HH)			48.7%	15.5%	59.0%	27.5%	31.5%	
4 - 9	3735	3631	1817	633	2189	1109	1080	3667
%V	13.2%	13.4%	16.9%	15.3%	11.5%	14.9%	9.4%	15.1%
%H (All HH)		97.2%	48.6%	16.9%	58.6%	29.7%	28.9%	98.2%
%H (TV HH)			50.0%	17.4%	60.3%	30.5%	29.7%	
10 - 15	3380	3310	1699	630	2113	1179	935	3336
%V	12.0%	12.2%	15.8%	15.2%	11.1%	15.9%	8.1%	13.8%
%H (All HH)		97.9%	50.3%	18.6%	62.5%	34.9%	27.7%	98.7%
%H (TV HH)			51.3%	19.0%	63.8%	35.6%	28.2%	

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

%V = percentage of vertical total

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

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

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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		28271	27023	10737	4138	18964	7419	11545	24226
	%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
	%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
1		11199	11199	3448	1420	6999	1244	5755	8806
	%V	39.6%	41.4%	32.1%	34.3%	36.9%	16.8%	49.8%	36.3%
	%H (All HH)		100.0%	30.8%	12.7%	62.5%	11.1%	51.4%	78.6%
	%H (TV HH)			30.8%	12.7%	62.5%	11.1%	51.4%	
2		8828	8828	3663	1437	6419	2754	3665	7694
	%V	31.2%	32.7%	34.1%	34.7%	33.8%	37.1%	31.7%	31.8%
	%H (All HH)		100.0%	41.5%	16.3%	72.7%	31.2%	41.5%	87.2%
	%H (TV HH)			41.5%	16.3%	72.7%	31.2%	41.5%	
3		4286	4286	2125	768	3339	1932	1407	4045
	%V	15.2%	15.9%	19.8%	18.6%	17.6%	26.0%	12.2%	16.7%
	%H (All HH)		100.0%	49.6%	17.9%	77.9%	45.1%	32.8%	94.4%
	%H (TV HH)			49.6%	17.9%	77.9%	45.1%	32.8%	
4		1786	1786	953	338	1438	936	502	1737
	%V	6.3%	6.6%	8.9%	8.2%	7.6%	12.6%	4.3%	7.2%
	%H (All HH)		100.0%	53.4%	18.9%	80.5%	52.4%	28.1%	97.3%
	%H (TV HH)			53.4%	18.9%	80.5%	52.4%	28.1%	
5+		924	924	549	174	769	552	217	919
	%V	3.3%	3.4%	5.1%	4.2%	4.1%	7.4%	1.9%	3.8%
	%H (All HH)		100.0%	59.4%	18.8%	83.2%	59.7%	23.5%	99.5%
	%H (TV HH)			59.4%	18.8%	83.2%	59.7%	23.5%	

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

%V = percentage of vertical total

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

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

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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	28271	27023	10737	4138	18964	7419	11545	24226
%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
Under 20"	3492	3492	1383	513	2932	1354	1578	3003
%V	12.4%	12.9%	12.9%	12.4%	15.5%	18.3%	13.7%	12.4%
%H (All HH)		100.0%	39.6%	14.7%	84.0%	38.8%	45.2%	86.0%
%H (TV HH)			39.6%	14.7%	84.0%	38.8%	45.2%	
20" - 29"	7947	7947	3079	1185	6383	2761	3622	6729
%V	28.1%	29.4%	28.7%	28.6%	33.7%	37.2%	31.4%	27.8%
%H (All HH)		100.0%	38.7%	14.9%	80.3%	34.7%	45.6%	84.7%
%H (TV HH)			38.7%	14.9%	80.3%	34.7%	45.6%	
30" - 39"	13134	13134	5286	2046	9641	4050	5591	11351
%V	46.5%	48.6%	49.2%	49.4%	50.8%	54.6%	48.4%	46.9%
%H (All HH)		100.0%	40.2%	15.6%	73.4%	30.8%	42.6%	86.4%
%H (TV HH)			40.2%	15.6%	73.4%	30.8%	42.6%	
40" - 49"	13052	13052	6087	2284	8944	4444	4500	12019
%V	46.2%	48.3%	56.7%	55.2%	47.2%	59.9%	39.0%	49.6%
%H (All HH)		100.0%	46.6%	17.5%	68.5%	34.0%	34.5%	92.1%
%H (TV HH)			46.6%	17.5%	68.5%	34.0%	34.5%	
50" - 59"	4220	4220	2284	746	2715	1588	1128	4069
%V	14.9%	15.6%	21.3%	18.0%	14.3%	21.4%	9.8%	16.8%
%H (All HH)		100.0%	54.1%	17.7%	64.3%	37.6%	26.7%	96.4%
%H (TV HH)			54.1%	17.7%	64.3%	37.6%	26.7%	
60"+	465	465	265	95	268	166	102	457
%V	1.6%	1.7%	2.5%	2.3%	1.4%	2.2%	0.9%	1.9%
%H (All HH)		100.0%	57.0%	20.4%	57.6%	35.7%	21.9%	98.3%
%H (TV HH)			57.0%	20.4%	57.6%	35.7%	21.9%	

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

%V = percentage of vertical total

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

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

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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	28271	27023	10737	4138	18964	7419	11545	24226
%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
Main living room	26685	26685	10655	4108	18748	7372	11376	22916
%V	94.4%	98.7%	99.2%	99.3%	98.9%	99.4%	98.5%	94.6%
%H (All HH)		100.0%	39.9%	15.4%	70.3%	27.6%	42.6%	85.9%
%H (TV HH)			39.9%	15.4%	70.3%	27.6%	42.6%	
Kitchen	3142	3142	1460	458	2657	1414	1242	2863
%V	11.1%	11.6%	13.6%	11.1%	14.0%	19.1%	10.8%	11.8%
%H (All HH)		100.0%	46.5%	14.6%	84.6%	45.0%	39.5%	91.1%
%H (TV HH)			46.5%	14.6%	84.6%	45.0%	39.5%	
Adult's bedroom	12073	12073	5640	2106	9173	4893	4280	11014
%V	42.7%	44.7%	52.5%	50.9%	48.4%	66.0%	37.1%	45.5%
%H (All HH)		100.0%	46.7%	17.4%	76.0%	40.5%	35.5%	91.2%
%H (TV HH)			46.7%	17.4%	76.0%	40.5%	35.5%	
Child's bedroom	2286	2286	1246	434	1614	1018	597	2253
%V	8.1%	8.5%	11.6%	10.5%	8.5%	13.7%	5.2%	9.3%
%H (All HH)		100.0%	54.5%	19.0%	70.6%	44.5%	26.1%	98.6%
%H (TV HH)			54.5%	19.0%	70.6%	44.5%	26.1%	
Other bedroom	1799	1799	869	339	1425	830	594	1706
%V	6.4%	6.7%	8.1%	8.2%	7.5%	11.2%	5.1%	7.0%
%H (All HH)		100.0%	48.3%	18.8%	79.2%	46.1%	33.0%	94.8%
%H (TV HH)			48.3%	18.8%	79.2%	46.1%	33.0%	
Second living/dining room	2560	2560	1227	451	1989	1098	891	2349
%V	9.1%	9.5%	11.4%	10.9%	10.5%	14.8%	7.7%	9.7%
%H (All HH)		100.0%	47.9%	17.6%	77.7%	42.9%	34.8%	91.8%
%H (TV HH)			47.9%	17.6%	77.7%	42.9%	34.8%	
Study/office	433	433	207	78	340	190	150	419
%V	1.5%	1.6%	1.9%	1.9%	1.8%	2.6%	1.3%	1.7%
%H (All HH)		100.0%	47.8%	18.0%	78.5%	43.9%	34.6%	96.8%
%H (TV HH)			47.8%	18.0%	78.5%	43.9%	34.6%	
TV room	243	243	143	34	169	105	65	239
%V	0.9%	0.9%	1.3%	0.8%	0.9%	1.4%	0.6%	1.0%
%H (All HH)		100.0%	58.8%	14.0%	69.5%	43.2%	26.7%	98.4%
%H (TV HH)			58.8%	14.0%	69.5%	43.2%	26.7%	
Conservatory	615	615	314	97	497	288	209	581
%V	2.2%	2.3%	2.9%	2.3%	2.6%	3.9%	1.8%	2.4%
%H (All HH)		100.0%	51.1%	15.8%	80.8%	46.8%	34.0%	94.5%
%H (TV HH)			51.1%	15.8%	80.8%	46.8%	34.0%	
Attic or loft room	73	73	39	15	57	39	18	72
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	53.4%	20.5%	78.1%	53.4%	24.7%	98.6%
%H (TV HH)			53.4%	20.5%	78.1%	53.4%	24.7%	
No specific location	44	44	22	7	37	22	15	41
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	15.9%	84.1%	50.0%	34.1%	93.2%
%H (TV HH)			50.0%	15.9%	84.1%	50.0%	34.1%	
Other	278	278	149	53	218	139	79	269
%V	1.0%	1.0%	1.4%	1.3%	1.1%	1.9%	0.7%	1.1%
%H (All HH)		100.0%	53.6%	19.1%	78.4%	50.0%	28.4%	96.8%
%H (TV HH)			53.6%	19.1%	78.4%	50.0%	28.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	28271	27023	10737	4138	18964	7419	11545	24226
%V (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
Any DSAT provider	10737	10737	10737	178	5465	5465	0	9975
%V	38.0%	39.7%	100.0%	4.3%	28.8%	73.7%	0.0%	41.2%
%H (All HH)			100.0%	1.7%	50.9%	50.9%	0.0%	92.9%
%H (TV HH)			100.0%	1.7%	50.9%	50.9%	0.0%	
Sky with subscription	8831	8831	8831	88	4495	4495	0	8309
%V	31.2%	32.7%	82.2%	2.1%	23.7%	60.6%	0.0%	34.3%
%H (All HH)			100.0%	1.0%	50.9%	50.9%	0.0%	94.1%
%H (TV HH)			100.0%	1.0%	50.9%	50.9%	0.0%	
Sky without subscription	622	622	622	30	290	290	0	523
%V	2.2%	2.3%	5.8%	0.7%	1.5%	3.9%	0.0%	2.2%
%H (All HH)			100.0%	4.8%	46.6%	46.6%	0.0%	84.1%
%H (TV HH)			100.0%	4.8%	46.6%	46.6%	0.0%	
Freesat	1161	1161	1161	38	666	666	0	1053
%V	4.1%	4.3%	10.8%	0.9%	3.5%	9.0%	0.0%	4.3%
%H (All HH)			100.0%	3.3%	57.4%	57.4%	0.0%	90.7%
%H (TV HH)			100.0%	3.3%	57.4%	57.4%	0.0%	
Other satellite provider	636	636	636	38	335	335	0	595
%V	2.2%	2.4%	5.9%	0.9%	1.8%	4.5%	0.0%	2.5%
%H (All HH)			100.0%	6.0%	52.7%	52.7%	0.0%	93.6%
%H (TV HH)			100.0%	6.0%	52.7%	52.7%	0.0%	
DCAB	4138	4138	178	4138	2051	2051	0	3915
%V	14.6%	15.3%	1.7%	100.0%	10.8%	27.6%	0.0%	16.2%
%H (All HH)			4.3%	100.0%	49.6%	49.6%	0.0%	94.6%
%H (TV HH)			4.3%	100.0%	49.6%	49.6%	0.0%	
DTT	18964	18964	5465	2051	18964	7419	11545	15735
%V	67.1%	70.2%	50.9%	49.6%	100.0%	100.0%	100.0%	65.0%
%H (All HH)		100.0%	28.8%	10.8%	100.0%	39.1%	60.9%	83.0%
%H (TV HH)			28.8%	10.8%	100.0%	39.1%	60.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	28271	27023	10737	4138	18964	7419	11545	24226
%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
PVR	17073	17073	9529	3806	10649	6770	3879	15915
%V	60.4%	63.2%	88.7%	92.0%	56.2%	91.3%	33.6%	65.7%
%H (All HH)		100.0%	55.8%	22.3%	62.4%	39.7%	22.7%	93.2%
%H (TV HH)			55.8%	22.3%	62.4%	39.7%	22.7%	
DVDR	426	426	151	67	334	127	207	371
%V	1.5%	1.6%	1.4%	1.6%	1.8%	1.7%	1.8%	1.5%
%H (All HH)		100.0%	35.4%	15.7%	78.4%	29.8%	48.6%	87.1%
%H (TV HH)			35.4%	15.7%	78.4%	29.8%	48.6%	
VCR	243	243	82	21	207	67	140	159
%V	0.9%	0.9%	0.8%	0.5%	1.1%	0.9%	1.2%	0.7%
%H (All HH)		100.0%	33.7%	8.6%	85.2%	27.6%	57.6%	65.4%
%H (TV HH)			33.7%	8.6%	85.2%	27.6%	57.6%	
Any recorder	17326	17326	9563	3812	10878	6788	4089	16077
%V	61.3%	64.1%	89.1%	92.1%	57.4%	91.5%	35.4%	66.4%
%H (All HH)		100.0%	55.2%	22.0%	62.8%	39.2%	23.6%	92.8%
%H (TV HH)			55.2%	22.0%	62.8%	39.2%	23.6%	
Receives HDTV (via STB or built-in reception)	18709	18709	8557	3596	13118	6397	6721	17253
%V	66.2%	69.2%	79.7%	86.9%	69.2%	86.2%	58.2%	71.2%
%H (All HH)		100.0%	45.7%	19.2%	70.1%	34.2%	35.9%	92.2%
%H (TV HH)			45.7%	19.2%	70.1%	34.2%	35.9%	
DVD/Blu-ray player or recorder	18236	18236	7663	2915	13000	5666	7334	16291
%V	64.5%	67.5%	71.4%	70.4%	68.6%	76.4%	63.5%	67.2%
%H (All HH)		100.0%	42.0%	16.0%	71.3%	31.1%	40.2%	89.3%
%H (TV HH)			42.0%	16.0%	71.3%	31.1%	40.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	28271	27023	10737	4138	18964	7419	11545	24226
%H (All HH)		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%
%H (TV HH)			39.7%	15.3%	70.2%	27.5%	42.7%	
Has broadband internet	24226	23201	9975	3915	15735	6982	8752	24226
%V	85.7%	85.9%	92.9%	94.6%	83.0%	94.1%	75.8%	100.0%
%H (All HH)		95.8%	41.2%	16.2%	65.0%	28.8%	36.1%	100.0%
%H (TV HH)			43.0%	16.9%	67.8%	30.1%	37.7%	
Number of computers (PCs and laptops)								
0	5154	4846	1152	373	3904	660	3244	1399
%V	18.2%	17.9%	10.7%	9.0%	20.6%	8.9%	28.1%	5.8%
%H (All HH)		94.0%	22.4%	7.2%	75.7%	12.8%	62.9%	27.1%
%H (TV HH)			23.8%	7.7%	80.6%	13.6%	66.9%	
1	7351	6935	2618	996	4760	1623	3136	7111
%V	26.0%	25.7%	24.4%	24.1%	25.1%	21.9%	27.2%	29.4%
%H (All HH)		94.3%	35.6%	13.5%	64.8%	22.1%	42.7%	96.7%
%H (TV HH)			37.8%	14.4%	68.6%	23.4%	45.2%	
2	6782	6499	2809	1077	4436	1983	2453	6751
%V	24.0%	24.0%	26.2%	26.0%	23.4%	26.7%	21.2%	27.9%
%H (All HH)		95.8%	41.4%	15.9%	65.4%	29.2%	36.2%	99.5%
%H (TV HH)			43.2%	16.6%	68.3%	30.5%	37.7%	
3	4007	3895	1819	709	2615	1342	1273	3996
%V	14.2%	14.4%	16.9%	17.1%	13.8%	18.1%	11.0%	16.5%
%H (All HH)		97.2%	45.4%	17.7%	65.3%	33.5%	31.8%	99.7%
%H (TV HH)			46.7%	18.2%	67.1%	34.5%	32.7%	
4	2336	2274	1094	433	1522	819	703	2332
%V	8.3%	8.4%	10.2%	10.5%	8.0%	11.0%	6.1%	9.6%
%H (All HH)		97.3%	46.8%	18.5%	65.2%	35.1%	30.1%	99.8%
%H (TV HH)			48.1%	19.0%	66.9%	36.0%	30.9%	
5+	2641	2574	1245	550	1728	993	736	2638
%V	9.3%	9.5%	11.6%	13.3%	9.1%	13.4%	6.4%	10.9%
%H (All HH)		97.5%	47.1%	20.8%	65.4%	37.6%	27.9%	99.9%
%H (TV HH)			48.4%	21.4%	67.1%	38.6%	28.6%	

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
Jan - Dec 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	53847	23937	8892	39757	19283	20474	48238
%H		44.5%	16.5%	73.8%	35.8%	38.0%	89.6%
Under 20"	4338	1756	653	3671	1753	1918	3776
%V	8.1%	7.3%	7.3%	9.2%	9.1%	9.4%	7.8%
%H		40.5%	15.1%	84.6%	40.4%	44.2%	87.0%
20" - 29"	10206	4112	1536	8302	3797	4505	8780
%V	19.0%	17.2%	17.3%	20.9%	19.7%	22.0%	18.2%
%H		40.3%	15.0%	81.3%	37.2%	44.1%	86.0%
30" - 39"	16497	6980	2655	12185	5537	6648	14532
%V	30.6%	29.2%	29.9%	30.6%	28.7%	32.5%	30.1%
%H		42.3%	16.1%	73.9%	33.6%	40.3%	88.1%
40" - 49"	15607	7513	2797	10761	5632	5129	14499
%V	29.0%	31.4%	31.5%	27.1%	29.2%	25.1%	30.1%
%H		48.1%	17.9%	68.9%	36.1%	32.9%	92.9%
50" - 59"	4645	2545	826	3000	1785	1215	4489
%V	8.6%	10.6%	9.3%	7.5%	9.3%	5.9%	9.3%
%H		54.8%	17.8%	64.6%	38.4%	26.2%	96.6%
60"+	503	286	103	288	178	111	495
%V	0.9%	1.2%	1.2%	0.7%	0.9%	0.5%	1.0%
%H		56.9%	20.5%	57.3%	35.4%	22.1%	98.4%
Don't know	2051	746	323	1549	601	948	1668
%V	3.8%	3.1%	3.6%	3.9%	3.1%	4.6%	3.5%
%H		36.4%	15.7%	75.5%	29.3%	46.2%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	53847	23937	8892	39757	19283	20474	48238
%H		44.5%	16.5%	73.8%	35.8%	38.0%	89.6%
Main living room	26810	10705	4130	18835	7409	11426	23024
%V	49.8%	44.7%	46.4%	47.4%	38.4%	55.8%	47.7%
%H		39.9%	15.4%	70.3%	27.6%	42.6%	85.9%
Kitchen	3151	1465	460	2662	1418	1244	2871
%V	5.9%	6.1%	5.2%	6.7%	7.4%	6.1%	6.0%
%H		46.5%	14.6%	84.5%	45.0%	39.5%	91.1%
Adult's bedroom	14424	6896	2583	11066	6151	4915	13298
%V	26.8%	28.8%	29.0%	27.8%	31.9%	24.0%	27.6%
%H		47.8%	17.9%	76.7%	42.6%	34.1%	92.2%
Child's bedroom	2994	1667	572	2115	1366	749	2957
%V	5.6%	7.0%	6.4%	5.3%	7.1%	3.7%	6.1%
%H		55.7%	19.1%	70.6%	45.6%	25.0%	98.8%
Other bedroom	2148	1057	402	1708	1013	695	2046
%V	4.0%	4.4%	4.5%	4.3%	5.3%	3.4%	4.2%
%H		49.2%	18.7%	79.5%	47.2%	32.4%	95.3%
Second living/dining room	2601	1249	458	2022	1120	902	2388
%V	4.8%	5.2%	5.2%	5.1%	5.8%	4.4%	5.0%
%H		48.0%	17.6%	77.7%	43.1%	34.7%	91.8%
Study/office	438	211	78	345	193	152	424
%V	0.8%	0.9%	0.9%	0.9%	1.0%	0.7%	0.9%
%H		48.2%	17.8%	78.8%	44.1%	34.7%	96.8%
TV room	245	144	35	171	105	65	240
%V	0.5%	0.6%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		58.8%	14.3%	69.8%	42.9%	26.5%	98.0%
Conseervatory	617	315	97	498	289	210	582
%V	1.1%	1.3%	1.1%	1.3%	1.5%	1.0%	1.2%
%H		51.1%	15.7%	80.7%	46.8%	34.0%	94.3%
Attic or loft room	75	41	15	59	42	18	75
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		54.7%	20.0%	78.7%	56.0%	24.0%	100.0%
No specific location	44	22	7	37	22	15	41
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	15.9%	84.1%	50.0%	34.1%	93.2%
Other	299	166	56	237	154	83	290
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		55.5%	18.7%	79.3%	51.5%	27.8%	97.0%

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

Jan - Dec 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	53847	23937	8892	39757	19283	20474	48238
%H		44.5%	16.5%	73.8%	35.8%	38.0%	89.6%
PVR	23706	14229	5368	13966	9582	4383	22355
%V	44.0%	59.4%	60.4%	35.1%	49.7%	21.4%	46.3%
%H		60.0%	22.6%	58.9%	40.4%	18.5%	94.3%
DVDR	455	164	71	356	137	219	399
%V	0.8%	0.7%	0.8%	0.9%	0.7%	1.1%	0.8%
%H		36.0%	15.6%	78.2%	30.1%	48.1%	87.7%
VCR	258	88	21	221	72	149	168
%V	0.5%	0.4%	0.2%	0.6%	0.4%	0.7%	0.3%
%H		34.1%	8.1%	85.7%	27.9%	57.8%	65.1%
Any recorder	24048	14305	5382	14269	9636	4632	22592
%V	44.7%	59.8%	60.5%	35.9%	50.0%	22.6%	46.8%
%H		59.5%	22.4%	59.3%	40.1%	19.3%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	53847	23937	8892	39757	19283	20474	48238
%H		44.5%	16.5%	73.8%	35.8%	38.0%	89.6%
Receives HDTV (via STB or built-in reception)	29478	14342	5817	21027	11381	9646	27600
%V	54.7%	59.9%	65.4%	52.9%	59.0%	47.1%	57.2%
%H		48.7%	19.7%	71.3%	38.6%	32.7%	93.6%
DVD/Blu-ray player or recorder	26170	11746	4451	18955	9304	9650	23901
%V	48.6%	49.1%	50.1%	47.7%	48.2%	47.1%	49.5%
%H		44.9%	17.0%	72.4%	35.6%	36.9%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Set level data

Table 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	27015	10734	4137	18963	7419	11544	23194
%H		39.7%	15.3%	70.2%	27.5%	42.7%	85.9%
Under 20"	278	42	12	224	23	201	184
%V	1.0%	0.4%	0.3%	1.2%	0.3%	1.7%	0.8%
%H		15.1%	4.3%	80.6%	8.3%	72.3%	66.2%
20" - 29"	2201	431	204	1747	254	1494	1452
%V	8.1%	4.0%	4.9%	9.2%	3.4%	12.9%	6.3%
%H		19.6%	9.3%	79.4%	11.5%	67.9%	66.0%
30" - 39"	7951	2545	1077	5832	1712	4121	6367
%V	29.4%	23.7%	26.0%	30.8%	23.1%	35.7%	27.5%
%H		32.0%	13.5%	73.3%	21.5%	51.8%	80.1%
40" - 49"	11380	5141	1974	7784	3703	4081	10400
%V	42.1%	47.9%	47.7%	41.0%	49.9%	35.4%	44.8%
%H		45.2%	17.3%	68.4%	32.5%	35.9%	91.4%
50" - 59"	3819	2059	663	2435	1406	1029	3677
%V	14.1%	19.2%	16.0%	12.8%	19.0%	8.9%	15.9%
%H		53.9%	17.4%	63.8%	36.8%	26.9%	96.3%
60"+	415	231	85	237	143	94	407
%V	1.5%	2.2%	2.1%	1.2%	1.9%	0.8%	1.8%
%H		55.7%	20.5%	57.1%	34.5%	22.7%	98.1%
Don't know	971	285	123	703	179	525	707
%V	3.6%	2.7%	3.0%	3.7%	2.4%	4.5%	3.0%
%H		29.4%	12.7%	72.4%	18.4%	54.1%	72.8%

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
Jan - Dec 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	27015	10734	4137	18963	7419	11544	23194
%H		39.7%	15.3%	70.2%	27.5%	42.7%	85.9%
PVR	16733	9402	3758	10350	6642	3707	15605
%V	61.9%	87.6%	90.8%	54.6%	89.5%	32.1%	67.3%
%H		56.2%	22.5%	61.9%	39.7%	22.2%	93.3%
DVDR	352	119	55	277	97	179	302
%V	1.3%	1.1%	1.3%	1.5%	1.3%	1.6%	1.3%
%H		33.8%	15.6%	78.7%	27.6%	50.9%	85.8%
VCR	202	64	18	170	48	121	127
%V	0.7%	0.6%	0.4%	0.9%	0.6%	1.0%	0.5%
%H		31.7%	8.9%	84.2%	23.8%	59.9%	62.9%
Any recorder	16974	9437	3765	10569	6663	3906	15759
%V	62.8%	87.9%	91.0%	55.7%	89.8%	33.8%	67.9%
%H		55.6%	22.2%	62.3%	39.3%	23.0%	92.8%

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	27015	10734	4137	18963	7419	11544	23194
%H		39.7%	15.3%	70.2%	27.5%	42.7%	85.9%
Receives HDTV (via STB or built-in reception)	18210	8340	3530	12672	6175	6497	16800
%V	67.4%	77.7%	85.3%	66.8%	83.2%	56.3%	72.4%
%H		45.8%	19.4%	69.6%	33.9%	35.7%	92.3%
DVD/Blu-ray player or recorder	16162	6656	2536	11475	4819	6656	14338
%V	59.8%	62.0%	61.3%	60.5%	65.0%	57.7%	61.8%
%H		41.2%	15.7%	71.0%	29.8%	41.2%	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
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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26831	13203	4755	20794	11864	8930	25044
%H		49.2%	17.7%	77.5%	44.2%	33.3%	93.3%
Under 20"	4060	1714	641	3447	1730	1717	3592
%V	15.1%	13.0%	13.5%	16.6%	14.6%	19.2%	14.3%
%H		42.2%	15.8%	84.9%	42.6%	42.3%	88.5%
20" - 29"	8005	3681	1332	6554	3543	3011	7327
%V	29.8%	27.9%	28.0%	31.5%	29.9%	33.7%	29.3%
%H		46.0%	16.6%	81.9%	44.3%	37.6%	91.5%
30" - 39"	8545	4434	1577	6353	3825	2527	8164
%V	31.8%	33.6%	33.2%	30.6%	32.2%	28.3%	32.6%
%H		51.9%	18.5%	74.3%	44.8%	29.6%	95.5%
40" - 49"	4227	2372	823	2977	1929	1047	4099
%V	15.8%	18.0%	17.3%	14.3%	16.3%	11.7%	16.4%
%H		56.1%	19.5%	70.4%	45.6%	24.8%	97.0%
50" - 59"	827	485	162	566	379	186	813
%V	3.1%	3.7%	3.4%	2.7%	3.2%	2.1%	3.2%
%H		58.6%	19.6%	68.4%	45.8%	22.5%	98.3%
60"+	88	55	18	52	35	17	88
%V	0.3%	0.4%	0.4%	0.3%	0.3%	0.2%	0.4%
%H		62.5%	20.5%	59.1%	39.8%	19.3%	100.0%
Don't know	1080	461	200	846	423	423	961
%V	4.0%	3.5%	4.2%	4.1%	3.6%	4.7%	3.8%
%H		42.7%	18.5%	78.3%	39.2%	39.2%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	26831	13203	4755	20794	11864	8930	25044
%H		49.2%	17.7%	77.5%	44.2%	33.3%	93.3%
PVR	6974	4827	1610	3616	2940	676	6750
%V	26.0%	36.6%	33.9%	17.4%	24.8%	7.6%	27.0%
%H		69.2%	23.1%	51.8%	42.2%	9.7%	96.8%
DVDR	103	45	17	80	40	40	97
%V	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%	0.4%
%H		43.7%	16.5%	77.7%	38.8%	38.8%	94.2%
VCR	56	25	3	51	24	27	42
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.3%	0.2%
%H		44.6%	5.4%	91.1%	42.9%	48.2%	75.0%
Any recorder	7074	4867	1617	3700	2974	726	6832
%V	26.4%	36.9%	34.0%	17.8%	25.1%	8.1%	27.3%
%H		68.8%	22.9%	52.3%	42.0%	10.3%	96.6%

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	26831	13203	4755	20794	11864	8930	25044
%H		49.2%	17.7%	77.5%	44.2%	33.3%	93.3%
Receives HDTV (via STB or built-in reception)	11268	6002	2287	8354	5206	3149	10800
%V	42.0%	45.5%	48.1%	40.2%	43.9%	35.3%	43.1%
%H		53.3%	20.3%	74.1%	46.2%	27.9%	95.8%
DVD/Blu-ray player or recorder	10008	5090	1915	7479	4485	2994	9563
%V	37.3%	38.6%	40.3%	36.0%	37.8%	33.5%	38.2%
%H		50.9%	19.1%	74.7%	44.8%	29.9%	95.6%

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
Jan - Dec 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	65434	62933	27758	10582	42378	19167	23210	60011
%H		96.2%	42.4%	16.2%	64.8%	29.3%	35.5%	91.7%
Total Children	12538	12184	6072	2171	7449	3836	3613	12298
%V	19.2%	19.4%	21.9%	20.5%	17.6%	20.0%	15.6%	20.5%
%H		97.2%	48.4%	17.3%	59.4%	30.6%	28.8%	98.1%
0 - 3	3132	3014	1467	464	1776	819	956	3039
%V	4.8%	4.8%	5.3%	4.4%	4.2%	4.3%	4.1%	5.1%
%H		96.2%	46.8%	14.8%	56.7%	26.1%	30.5%	97.0%
4 - 15	9406	9169	4605	1707	5673	3017	2656	9259
%V	14.4%	14.6%	16.6%	16.1%	13.4%	15.7%	11.4%	15.4%
%H		97.5%	49.0%	18.1%	60.3%	32.1%	28.2%	98.4%
4 - 9	4968	4826	2384	870	2900	1464	1436	4875
%V	7.6%	7.7%	8.6%	8.2%	6.8%	7.6%	6.2%	8.1%
%H		97.1%	48.0%	17.5%	58.4%	29.5%	28.9%	98.1%
10 - 15	4438	4343	2222	837	2773	1553	1220	4384
%V	6.8%	6.9%	8.0%	7.9%	6.5%	8.1%	5.3%	7.3%
%H		97.9%	50.1%	18.9%	62.5%	35.0%	27.5%	98.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65434	62933	27758	10582	42378	19167	23210	60011
%H		96.2%	42.4%	16.2%	64.8%	29.3%	35.5%	91.7%
Total Adults (16+)	52896	50749	21686	8411	34929	15331	19597	47713
%V	80.8%	80.6%	78.1%	79.5%	82.4%	80.0%	84.4%	79.5%
%H		95.9%	41.0%	15.9%	66.0%	29.0%	37.0%	90.2%
16 - 19	2746	2641	1265	515	1755	941	813	2715
%V	4.2%	4.2%	4.6%	4.9%	4.1%	4.9%	3.5%	4.5%
%H		96.2%	46.1%	18.8%	63.9%	34.3%	29.6%	98.9%
20 - 24	4053	3641	1436	634	2358	1060	1297	3961
%V	6.2%	5.8%	5.2%	6.0%	5.6%	5.5%	5.6%	6.6%
%H		89.8%	35.4%	15.6%	58.2%	26.2%	32.0%	97.7%
25 - 34	8965	8256	3663	1366	4856	2143	2713	8721
%V	13.7%	13.1%	13.2%	12.9%	11.5%	11.2%	11.7%	14.5%
%H		92.1%	40.9%	15.2%	54.2%	23.9%	30.3%	97.3%
35 - 44	8318	7936	3839	1444	4831	2388	2443	8093
%V	12.7%	12.6%	13.8%	13.6%	11.4%	12.5%	10.5%	13.5%
%H		95.4%	46.2%	17.4%	58.1%	28.7%	29.4%	97.3%
45 - 54	9178	8938	4227	1719	6138	3168	2970	8795
%V	14.0%	14.2%	15.2%	16.2%	14.5%	16.5%	12.8%	14.7%
%H		97.4%	46.1%	18.7%	66.9%	34.5%	32.4%	95.8%
55 - 64	7853	7699	3314	1318	5606	2540	3066	7217
%V	12.0%	12.2%	11.9%	12.5%	13.2%	13.3%	13.2%	12.0%
%H		98.0%	42.2%	16.8%	71.4%	32.3%	39.0%	91.9%
65+	11783	11639	3941	1413	9385	3090	6295	8210
%V	18.0%	18.5%	14.2%	13.4%	22.1%	16.1%	27.1%	13.7%
%H		98.8%	33.4%	12.0%	79.6%	26.2%	53.4%	69.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 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+)		52896	50749	21686	8411	34929	15331	19597	47713
	%H		95.9%	41.0%	15.9%	66.0%	29.0%	37.0%	90.2%
AB		14214	13711	6051	2404	9374	4340	5034	13828
	%V	26.9%	27.0%	27.9%	28.6%	26.8%	28.3%	25.7%	29.0%
	%H		96.5%	42.6%	16.9%	65.9%	30.5%	35.4%	97.3%
C1		14899	14178	6047	2493	9707	4445	5262	13992
	%V	28.2%	27.9%	27.9%	29.6%	27.8%	29.0%	26.9%	29.3%
	%H		95.2%	40.6%	16.7%	65.2%	29.8%	35.3%	93.9%
C2		11189	10890	4955	1833	7599	3631	3968	10177
	%V	21.2%	21.5%	22.8%	21.8%	21.8%	23.7%	20.2%	21.3%
	%H		97.3%	44.3%	16.4%	67.9%	32.5%	35.5%	91.0%
D		8250	7818	3328	1177	5170	2080	3090	6977
	%V	15.6%	15.4%	15.3%	14.0%	14.8%	13.6%	15.8%	14.6%
	%H		94.8%	40.3%	14.3%	62.7%	25.2%	37.5%	84.6%
E		4344	4152	1305	503	3078	835	2243	2739
	%V	8.2%	8.2%	6.0%	6.0%	8.8%	5.4%	11.4%	5.7%
	%H		95.6%	30.0%	11.6%	70.9%	19.2%	51.6%	63.1%

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
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Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	52896	50749	21686	8411	34929	15331	19597	47713
%H		95.9%	41.0%	15.9%	66.0%	29.0%	37.0%	90.2%
Working full time	25345	24261	11347	4460	15586	7749	7838	24727
%V	47.9%	47.8%	52.3%	53.0%	44.6%	50.5%	40.0%	51.8%
%H		95.7%	44.8%	17.6%	61.5%	30.6%	30.9%	97.6%
Working part time	5285	5135	2357	895	3543	1727	1816	5079
%V	10.0%	10.1%	10.9%	10.6%	10.1%	11.3%	9.3%	10.6%
%H		97.2%	44.6%	16.9%	67.0%	32.7%	34.4%	96.1%
Not working	22265	21353	7983	3056	15798	5856	9943	17906
%V	42.1%	42.1%	36.8%	36.3%	45.2%	38.2%	50.7%	37.5%
%H		95.9%	35.9%	13.7%	71.0%	26.3%	44.7%	80.4%
Houseperson	28271	27023	10737	4137	18964	7418	11545	24226
%V	53.4%	53.2%	49.5%	49.2%	54.3%	48.4%	58.9%	50.8%
%H		95.6%	38.0%	14.6%	67.1%	26.2%	40.8%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25882	24682	10672	4182	16762	7546	9216	23567
%H		95.4%	41.2%	16.2%	64.8%	29.2%	35.6%	91.1%
16 - 19	1453	1405	650	285	931	492	438	1440
%V	5.6%	5.7%	6.1%	6.8%	5.6%	6.5%	4.8%	6.1%
%H		96.7%	44.7%	19.6%	64.1%	33.9%	30.1%	99.1%
20 - 24	2031	1834	728	346	1153	539	613	1983
%V	7.8%	7.4%	6.8%	8.3%	6.9%	7.1%	6.7%	8.4%
%H		90.3%	35.8%	17.0%	56.8%	26.5%	30.2%	97.6%
25 - 34	4487	4088	1771	682	2406	1060	1346	4356
%V	17.3%	16.6%	16.6%	16.3%	14.4%	14.0%	14.6%	18.5%
%H		91.1%	39.5%	15.2%	53.6%	23.6%	30.0%	97.1%
35 - 44	4114	3874	1838	693	2324	1110	1214	3978
%V	15.9%	15.7%	17.2%	16.6%	13.9%	14.7%	13.2%	16.9%
%H		94.2%	44.7%	16.8%	56.5%	27.0%	29.5%	96.7%
45 - 54	4510	4371	2080	840	2974	1544	1430	4284
%V	17.4%	17.7%	19.5%	20.1%	17.7%	20.5%	15.5%	18.2%
%H		96.9%	46.1%	18.6%	65.9%	34.2%	31.7%	95.0%
55 - 64	3856	3761	1615	643	2739	1240	1498	3515
%V	14.9%	15.2%	15.1%	15.4%	16.3%	16.4%	16.3%	14.9%
%H		97.5%	41.9%	16.7%	71.0%	32.2%	38.8%	91.2%
65+	5432	5350	1990	693	4237	1560	2676	4011
%V	21.0%	21.7%	18.6%	16.6%	25.3%	20.7%	29.0%	17.0%
%H		98.5%	36.6%	12.8%	78.0%	28.7%	49.3%	73.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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+)		25882	24682	10672	4182	16762	7546	9216	23567
	%H		95.4%	41.2%	16.2%	64.8%	29.2%	35.6%	91.1%
AB		7125	6847	3050	1212	4645	2185	2460	6951
	%V	27.5%	27.7%	28.6%	29.0%	27.7%	29.0%	26.7%	29.5%
	%H		96.1%	42.8%	17.0%	65.2%	30.7%	34.5%	97.6%
C1		6963	6605	2883	1218	4411	2136	2275	6671
	%V	26.9%	26.8%	27.0%	29.1%	26.3%	28.3%	24.7%	28.3%
	%H		94.9%	41.4%	17.5%	63.3%	30.7%	32.7%	95.8%
C2		5991	5797	2593	964	4053	1894	2159	5371
	%V	23.1%	23.5%	24.3%	23.1%	24.2%	25.1%	23.4%	22.8%
	%H		96.8%	43.3%	16.1%	67.7%	31.6%	36.0%	89.7%
D		3971	3711	1603	578	2381	976	1406	3420
	%V	15.3%	15.0%	15.0%	13.8%	14.2%	12.9%	15.3%	14.5%
	%H		93.5%	40.4%	14.6%	60.0%	24.6%	35.4%	86.1%
E		1832	1722	543	209	1272	355	917	1154
	%V	7.1%	7.0%	5.1%	5.0%	7.6%	4.7%	10.0%	4.9%
	%H		94.0%	29.6%	11.4%	69.4%	19.4%	50.1%	63.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 26

DATA PERIOD: ANNUAL
Jan - Dec 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+)	25882	24682	10672	4182	16762	7546	9216	23567
%H		95.4%	41.2%	16.2%	64.8%	29.2%	35.6%	91.1%
Working full time	15336	14621	6859	2674	9333	4654	4679	14909
%V	59.3%	59.2%	64.3%	63.9%	55.7%	61.7%	50.8%	63.3%
%H		95.3%	44.7%	17.4%	60.9%	30.3%	30.5%	97.2%
Working part time	1184	1123	468	181	782	335	447	1110
%V	4.6%	4.5%	4.4%	4.3%	4.7%	4.4%	4.9%	4.7%
%H		94.8%	39.5%	15.3%	66.0%	28.3%	37.8%	93.8%
Not working	9361	8937	3345	1327	6647	2557	4090	7547
%V	36.2%	36.2%	31.3%	31.7%	39.7%	33.9%	44.4%	32.0%
%H		95.5%	35.7%	14.2%	71.0%	27.3%	43.7%	80.6%
Houseperson	6324	5792	1979	797	4078	1304	2773	4940
%V	24.4%	23.5%	18.5%	19.1%	24.3%	17.3%	30.1%	21.0%
%H		91.6%	31.3%	12.6%	64.5%	20.6%	43.8%	78.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 27

DATA PERIOD: ANNUAL
Jan - Dec 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+)	27014	26068	11014	4229	18167	7786	10381	24146
%H		96.5%	40.8%	15.7%	67.3%	28.8%	38.4%	89.4%
16 - 19	1293	1237	616	231	824	449	375	1275
%V	4.8%	4.7%	5.6%	5.5%	4.5%	5.8%	3.6%	5.3%
%H		95.7%	47.6%	17.9%	63.7%	34.7%	29.0%	98.6%
20 - 24	2022	1806	708	288	1205	521	684	1978
%V	7.5%	6.9%	6.4%	6.8%	6.6%	6.7%	6.6%	8.2%
%H		89.3%	35.0%	14.2%	59.6%	25.8%	33.8%	97.8%
25 - 34	4478	4168	1892	684	2450	1084	1366	4365
%V	16.6%	16.0%	17.2%	16.2%	13.5%	13.9%	13.2%	18.1%
%H		93.1%	42.3%	15.3%	54.7%	24.2%	30.5%	97.5%
35 - 44	4205	4063	2002	751	2508	1278	1229	4116
%V	15.6%	15.6%	18.2%	17.8%	13.8%	16.4%	11.8%	17.0%
%H		96.6%	47.6%	17.9%	59.6%	30.4%	29.2%	97.9%
45 - 54	4668	4567	2147	879	3164	1625	1540	4511
%V	17.3%	17.5%	19.5%	20.8%	17.4%	20.9%	14.8%	18.7%
%H		97.8%	46.0%	18.8%	67.8%	34.8%	33.0%	96.6%
55 - 64	3997	3938	1699	676	2867	1299	1568	3702
%V	14.8%	15.1%	15.4%	16.0%	15.8%	16.7%	15.1%	15.3%
%H		98.5%	42.5%	16.9%	71.7%	32.5%	39.2%	92.6%
65+	6351	6289	1952	720	5148	1530	3618	4200
%V	23.5%	24.1%	17.7%	17.0%	28.3%	19.7%	34.9%	17.4%
%H		99.0%	30.7%	11.3%	81.1%	24.1%	57.0%	66.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 28

DATA PERIOD: ANNUAL

Jan - Dec 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+)		27014	26068	11014	4229	18167	7786	10381	24146
	%H		96.5%	40.8%	15.7%	67.3%	28.8%	38.4%	89.4%
AB		7089	6865	3001	1192	4730	2155	2575	6877
	%V	26.2%	26.3%	27.2%	28.2%	26.0%	27.7%	24.8%	28.5%
	%H		96.8%	42.3%	16.8%	66.7%	30.4%	36.3%	97.0%
C1		7936	7573	3165	1275	5296	2310	2987	7321
	%V	29.4%	29.1%	28.7%	30.1%	29.2%	29.7%	28.8%	30.3%
	%H		95.4%	39.9%	16.1%	66.7%	29.1%	37.6%	92.3%
C2		5198	5093	2362	869	3546	1736	1809	4806
	%V	19.2%	19.5%	21.4%	20.5%	19.5%	22.3%	17.4%	19.9%
	%H		98.0%	45.4%	16.7%	68.2%	33.4%	34.8%	92.5%
D		4279	4107	1725	599	2789	1104	1684	3557
	%V	15.8%	15.8%	15.7%	14.2%	15.4%	14.2%	16.2%	14.7%
	%H		96.0%	40.3%	14.0%	65.2%	25.8%	39.4%	83.1%
E		2513	2430	761	294	1806	480	1326	1585
	%V	9.3%	9.3%	6.9%	7.0%	9.9%	6.2%	12.8%	6.6%
	%H		96.7%	30.3%	11.7%	71.9%	19.1%	52.8%	63.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 29

DATA PERIOD: ANNUAL
Jan - Dec 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+)	27014	26068	11014	4229	18167	7786	10381	24146
%H		96.5%	40.8%	15.7%	67.3%	28.8%	38.4%	89.4%
Working full time	10009	9640	4488	1786	6253	3095	3159	9818
%V	37.1%	37.0%	40.7%	42.2%	34.4%	39.8%	30.4%	40.7%
%H		96.3%	44.8%	17.8%	62.5%	30.9%	31.6%	98.1%
Working part time	4101	4011	1889	715	2761	1392	1369	3969
%V	15.2%	15.4%	17.2%	16.9%	15.2%	17.9%	13.2%	16.4%
%H		97.8%	46.1%	17.4%	67.3%	33.9%	33.4%	96.8%
Not working	12904	12416	4638	1728	9152	3299	5853	10359
%V	47.8%	47.6%	42.1%	40.9%	50.4%	42.4%	56.4%	42.9%
%H		96.2%	35.9%	13.4%	70.9%	25.6%	45.4%	80.3%
Houseperson	21946	21230	8758	3341	14886	6114	8772	19286
%V	81.2%	81.4%	79.5%	79.0%	81.9%	78.5%	84.5%	79.9%
%H		96.7%	39.9%	15.2%	67.8%	27.9%	40.0%	87.9%

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 houseperson
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 Jan and Dec 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 'houseperson', or a partner of either of these, are included in this group.

Response Analysis								Jan 2017 - Dec 2017							
	Total Network		BBC London		BBC South East		BBC Midlands		BBC East		BBC West		BBC South-West		
Addresses Issued	83587		19368		2655		10145		4192		2489		2414		
Shop / Business	1285		398		39		138		67		30		35		
Demolished / Incomplete	126		24		8		24		11		2		1		
Empty	6210		994		156		818		191		157		136		
Holiday Home	912		52		31		41		36		18		95		
Other Non Effective	1404		301		40		180		110		59		45		
Eligible Addresses	73650		17599		2381		8944		3777		2223		2102		
Substitute Addresses	9623		1168		409		264		297		441		568		
Multiple Occupancy Addresses	922		662		35		18		12		26		31		
Total Additional Households	10545		1830		444		282		309		467		599		
Total Valid Households	84195		19954		2688		10130		4198		2513		2430		
	100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		
Non Contacts	5222		1752		130		463		371		111		127		
	6.2%		8.8%		4.8%		4.6%		8.8%		4.4%		5.2%		
No English Spoken	345		109		7		69		19		2		5		
	0.4%		0.5%		0.3%		0.7%		0.5%		0.1%		0.2%		
Refusals	24086		6891		708		2922		1437		527		670		
	28.6%		34.5%		26.3%		28.8%		34.2%		21.0%		27.6%		
Total Interviews	54542		11202		1843		6676		2371		1873		1628		
	64.8%		56.1%		68.6%		65.9%		56.5%		74.5%		67.0%		

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4607	5341	4040	7830	8025	4883	7592
Shop / Business	53	66	84	88	117	67	103
Demolished / Incomplete	10	2	2	8	6	11	17
Empty	231	390	376	942	663	364	792
Holiday Home	53	24	88	59	203	27	185
Other Non Effective	110	100	53	133	56	88	129
Eligible Addresses	4150	4759	3437	6600	6980	4326	6366
Substitute Addresses	589	1206	1012	546	1158	1693	272
Multiple Occupancy Addresses	18	11	19	17	15	15	43
Total Additional Households	607	1217	1031	563	1173	1708	315
Total Valid Households	4609	5338	4045	7823	8007	4887	7567
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	347	164	257	307	350	236	606
	7.5%	3.1%	6.4%	3.9%	4.4%	4.8%	8.0%
No English Spoken	10	18	15	23	31	22	15
	0.2%	0.3%	0.4%	0.3%	0.4%	0.5%	0.2%
Refusals	1465	1607	1196	1655	2251	1275	1477
	31.8%	30.1%	29.6%	21.2%	28.1%	26.1%	19.5%
Total Interviews	2787	3549	2577	5838	5375	3354	5469
	60.5%	66.5%	63.7%	74.6%	67.1%	68.6%	72.3%

Response Analysis: Jan 2017 - Dec 2017							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	83,587	19802	10221	7830	5553	3037	7457
Shop / Business	1,285	410	138	86	71	74	106
Demolished / Incomplete	126	23	24	8	2	1	6
Empty	6,210	1016	821	954	398	209	600
Holiday Home	912	54	41	42	42	35	158
Other Non Effective	1,404	299	178	136	111	32	55
Eligible Addresses	73,650	18000	9019	6604	4929	2686	6532
Substitute Addresses	9,623	1733	1169	1203	610	344	427
Multiple Occupancy Addresses	922	663	18	17	11	15	15
Total Additional Households	10,545	2396	1187	1220	621	359	442
Total Valid Households	84,195	20396	10206	7824	5550	3045	7443
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	5,222	1804	471	309	179	205	325
	6.2%	8.8%	4.6%	3.9%	3.2%	6.7%	4.4%
No English Spoken	345	111	69	23	18	15	27
	0.4%	0.5%	0.7%	0.3%	0.3%	0.5%	0.4%
Refusals	24,086	7027	2957	1650	1699	887	2107
	28.6%	34.5%	29.0%	21.1%	30.6%	29.1%	28.3%
Total Interviews	54,542	11454	6709	5842	3654	1938	4984
	64.8%	56.2%	65.7%	74.7%	65.8%	63.6%	67.0%

	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	6886	4281	2270	4883	1429	2340	7592
Shop / Business	83	71	28	67	18	30	103
Demolished / Incomplete	18	12	1	11	1	2	17
Empty	372	194	128	364	215	147	792
Holiday Home	86	35	95	27	97	15	185
Other Non Effective	144	128	37	88	13	54	129
Eligible Addresses	6183	3841	1981	4326	1085	2092	6366
Substitute Addresses	275	546	332	246	1158	896	684
Multiple Occupancy Addresses	56	12	27	15	4	26	43
Total Additional Households	331	558	359	261	1162	922	727
Total Valid Households	6923	4280	2283	4887	1421	2364	7567
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	454	357	109	236	62	104	606
	6.6%	8.3%	4.8%	4.8%	4.4%	4.4%	8.0%
No English Spoken	16	19	4	22	4	2	15
	0.2%	0.4%	0.2%	0.5%	0.3%	0.1%	0.2%
Refusals	2034	1456	637	1275	384	491	1477
	29.4%	34.0%	27.9%	26.1%	27.0%	20.8%	19.5%
Total Interviews	4419	2448	1533	3354	971	1767	5469
	63.8%	57.2%	67.1%	68.6%	68.3%	74.7%	72.3%

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 houseperson).

houseperson or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from Jan to Dec 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	54542	52508
All Sets	108054	108054
All Individuals	134295	129844
Children 0-15	25983	25280
All Adults	108312	104564
Adult Males	52611	50592
Adult Females	55701	53972

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11202	10496
All Sets	19554	19554
All Individuals	29677	28015
Children 0-15	6157	5858
All Adults	23520	22157
Adult Males	11472	10744
Adult Females	12048	11413

BBC South-East	All Households	Total TV Households
All Households	1843	1786
All Sets	3713	3713
All Individuals	4484	4380
Children 0-15	821	813
All Adults	3663	3567
Adult Males	1768	1716
Adult Females	1895	1851

BBC Midlands	All Households	Total TV Households
All Households	6676	6484
All Sets	13407	13407
All Individuals	16708	16257
Children 0-15	3379	3308
All Adults	13329	12949
Adult Males	6506	6284
Adult Females	6823	6665

BBC East	All Households	Total TV Households
All Households	2371	2295
All Sets	4814	4814
All Individuals	5844	5666
Children 0-15	1070	1041
All Adults	4774	4625
Adult Males	2351	2272
Adult Females	2423	2353

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1873	1806
All Sets	3749	3749
All Individuals	4544	4401
Children 0-15	816	798
All Adults	3728	3603
Adult Males	1807	1741
Adult Females	1921	1862

BBC South-West	All Households	Total TV Households
All Households	1628	1579
All Sets	3354	3354
All Individuals	3875	3773
Children 0-15	654	642
All Adults	3221	3131
Adult Males	1576	1536
Adult Females	1645	1595

BBC South	All Households	Total TV Households
All Households	2787	2671
All Sets	5476	5476
All Individuals	6930	6680
Children 0-15	1289	1264
All Adults	5641	5416
Adult Males	2795	2658
Adult Females	2846	2758

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3549	3444
All Sets	7249	7249
All Individuals	8583	8367
Children 0-15	1705	1656
All Adults	6878	6711
Adult Males	3353	3257
Adult Females	3525	3454

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2577	2525
All Sets	5440	5440
All Individuals	5936	5839
Children 0-15	1054	1041
All Adults	4882	4798
Adult Males	2369	2319
Adult Females	2513	2479

BBC North-West	All Households	Total TV Households
All Households	5838	5670
All Sets	11964	11964
All Individuals	14180	13834
Children 0-15	2761	2689
All Adults	11419	11145
Adult Males	5561	5410
Adult Females	5858	5735

BBC Scotland	All Households	Total TV Households
All Households	5375	5150
All Sets	11024	11024
All Individuals	12209	11734
Children 0-15	2123	2065
All Adults	10086	9669
Adult Males	4792	4585
Adult Females	5294	5084

BBC Ulster	All Households	Total TV Households
All Households	3354	3268
All Sets	7034	7034
All Individuals	8541	8343
Children 0-15	1800	1772
All Adults	6741	6571
Adult Males	3264	3187
Adult Females	3477	3384

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5469	5334
All Sets	11276	11276
All Individuals	12784	12555
Children 0-15	2354	2333
All Adults	10430	10222
Adult Males	4997	4883
Adult Females	5433	5339

BBC Midlands West	All Households	Total TV Households
All Households	4492	4382
All Sets	9295	9295
All Individuals	11216	10971
Children 0-15	2262	2222
All Adults	8954	8749
Adult Males	4344	4216
Adult Females	4610	4533

BBC Midlands East	All Households	Total TV Households
All Households	2184	2102
All Sets	4112	4112
All Individuals	5492	5286
Children 0-15	1117	1086
All Adults	4375	4200
Adult Males	2162	2068
Adult Females	2213	2132

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11454	10733
All Sets	20027	20027
All Individuals	30293	28591
Children 0-15	6266	5962
All Adults	24027	22629
Adult Males	11721	10975
Adult Females	12306	11654

ITV Midlands	All Households	Total TV Households
All Households	6709	6514
All Sets	13446	13446
All Individuals	16780	16320
Children 0-15	3385	3311
All Adults	13395	13009
Adult Males	6539	6314
Adult Females	6856	6695

ITV North-West	All Households	Total TV Households
All Households	5842	5683
All Sets	12040	12040
All Individuals	14232	13900
Children 0-15	2775	2704
All Adults	11457	11196
Adult Males	5585	5438
Adult Females	5872	5758

ITV Yorkshire	All Households	Total TV Households
All Households	3654	3548
All Sets	7460	7460
All Individuals	8808	8589
Children 0-15	1747	1698
All Adults	7061	6891
Adult Males	3448	3351
Adult Females	3613	3540

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1938	1897
All Sets	4171	4171
All Individuals	4440	4362
Children 0-15	782	772
All Adults	3658	3590
Adult Males	1770	1729
Adult Females	1888	1861

ITV Central Scotland	All Households	Total TV Households
All Households	3654	3495
All Sets	7527	7527
All Individuals	8388	8043
Children 0-15	1485	1434
All Adults	6903	6609
Adult Males	3275	3132
Adult Females	3628	3477

ITV North Scotland	All Households	Total TV Households
All Households	1330	1273
All Sets	2731	2731
All Individuals	2968	2850
Children 0-15	513	506
All Adults	2455	2344
Adult Males	1169	1112
Adult Females	1286	1232

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4419	4252
All Sets	8776	8776
All Individuals	10874	10531
Children 0-15	1982	1947
All Adults	8892	8584
Adult Males	4358	4178
Adult Females	4534	4406

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2448	2376
All Sets	5003	5003
All Individuals	6054	5892
Children 0-15	1127	1104
All Adults	4927	4788
Adult Males	2428	2353
Adult Females	2499	2435

ITV South West	All Households	Total TV Households
All Households	1533	1487
All Sets	3142	3142
All Individuals	3644	3551
Children 0-15	618	609
All Adults	3026	2942
Adult Males	1477	1439
Adult Females	1549	1503

ITV Ulster	All Households	Total TV Households
All Households	3354	3268
All Sets	7034	7034
All Individuals	8541	8343
Children 0-15	1800	1772
All Adults	6741	6571
Adult Males	3264	3187
Adult Females	3477	3384

ITV Border	All Households	Total TV Households
All Households	971	943
All Sets	1875	1875
All Individuals	2166	2124
Children 0-15	348	344
All Adults	1818	1780
Adult Males	869	850
Adult Females	949	930

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1767	1705
All Sets	3546	3546
All Individuals	4323	4193
Children 0-15	801	784
All Adults	3522	3409
Adult Males	1711	1651
Adult Females	1811	1758

ITV HTV Wales	All Households	Total TV Households
All Households	5469	5334
All Sets	11276	11276
All Individuals	12784	12555
Children 0-15	2354	2333
All Adults	10430	10222
Adult Males	4997	4883
Adult Females	5433	5339

ITV Channel Islands	All Households	Total TV Households
All Households	95	92
All Sets	212	212
All Individuals	231	222
Children 0-15	36	33
All Adults	195	189
Adult Males	99	97
Adult Females	96	92

ITV Midlands West	All Households	Total TV Households
All Households	4566	4453
All Sets	9412	9412
All Individuals	11361	11107
Children 0-15	2272	2229
All Adults	9089	8878
Adult Males	4408	4277
Adult Females	4681	4601

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2143	2061
All Sets	4034	4034
All Individuals	5419	5213
Children 0-15	1113	1082
All Adults	4306	4131
Adult Males	2131	2037
Adult Females	2175	2094

ITV Scotland	All Households	Total TV Households
All Households	4984	4768
All Sets	10258	10258
All Individuals	11356	10893
Children 0-15	1998	1940
All Adults	9358	8953
Adult Males	4444	4244
Adult Females	4914	4709

ITV Wales & West	All Households	Total TV Households
All Households	7236	7039
All Sets	14822	14822
All Individuals	17107	16748
Children 0-15	3155	3117
All Adults	13952	13631
Adult Males	6708	6534
Adult Females	7244	7097

ITV West Macro	All Households	Total TV Households
All Households	8769	8526
All Sets	17964	17964
All Individuals	20751	20299
Children 0-15	3773	3726
All Adults	16978	16573
Adult Males	8185	7973
Adult Females	8793	8600

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	15478	15040
All Sets	31410	31410
All Individuals	37531	36619
Children 0-15	7158	7037
All Adults	30373	29582
Adult Males	14724	14287
Adult Females	15649	15295

ITV South & South East	All Households	Total TV Households
All Households	4324	4160
All Sets	8564	8564
All Individuals	10643	10309
Children 0-15	1946	1914
All Adults	8697	8395
Adult Males	4259	4081
Adult Females	4438	4314

ITV South East Macro	All Households	Total TV Households
All Households	6867	6628
All Sets	13779	13779
All Individuals	16928	16423
Children 0-15	3109	3051
All Adults	13819	13372
Adult Males	6786	6531
Adult Females	7033	6841

North Macro	All Households	Total TV Households
All Households	12405	12071
All Sets	25546	25546
All Individuals	29646	28975
Children 0-15	5652	5518
All Adults	23994	23457
Adult Males	11672	11368
Adult Females	12322	12089

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5592	5445
All Sets	11631	11631
All Individuals	13248	12951
Children 0-15	2529	2470
All Adults	10719	10481
Adult Males	5218	5080
Adult Females	5501	5401

ITV North-West / Border Macro	All Households	Total TV Households
All Households	6813	6626
All Sets	13915	13915
All Individuals	16398	16024
Children 0-15	3123	3048
All Adults	13275	12976
Adult Males	6454	6288
Adult Females	6821	6688

S4C	All Households	Total TV Households
All Households	5469	5334
All Sets	11276	11276
All Individuals	12784	12555
Children 0-15	2354	2333
All Adults	10430	10222
Adult Males	4997	4883
Adult Females	5433	5339

C4/Five South Macro Region	All Households	Total TV Households
All Households	15636	15154
All Sets	31743	31743
All Individuals	37679	36722
Children 0-15	6882	6777
All Adults	30797	29945
Adult Males	14971	14504
Adult Females	15826	15441

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11434	11128
All Sets	23671	23671
All Individuals	27480	26851
Children 0-15	5304	5174
All Adults	22176	21677
Adult Males	10803	10518
Adult Females	11373	11159

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	5955	5711
All Sets	12133	12133
All Individuals	13522	13017
Children 0-15	2346	2284
All Adults	11176	10733
Adult Males	5313	5094
Adult Females	5863	5639

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 (Dec 2017)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 48.2 (Master)

Date: 05/10/2017

Internal Use

Status: FINAL

Prepared for fieldwork month: December 2017

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Version Control

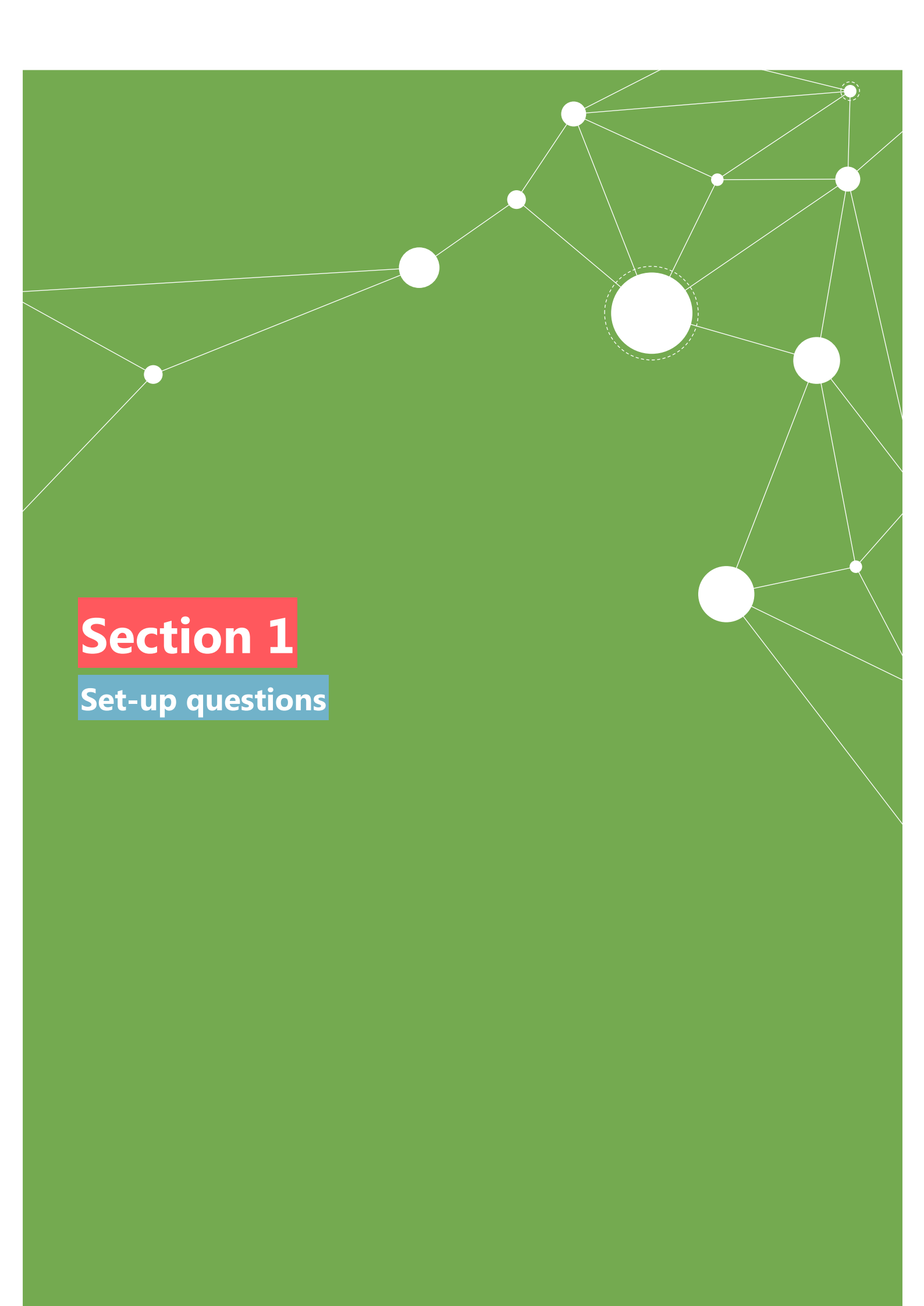
Changes included in this version:

Section	Question No	Description of changes to this version
Third Household Section	H116/H117	Added Hindi & suppression changes
Third Household Section	H118	Text changes
First recruitment Section	R2/R2b	Text changes
First recruitment Section	R24 intro	Text changes
First recruitment Section	R29 intro	Text changes
First recruitment Section	R24	Text changes

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	

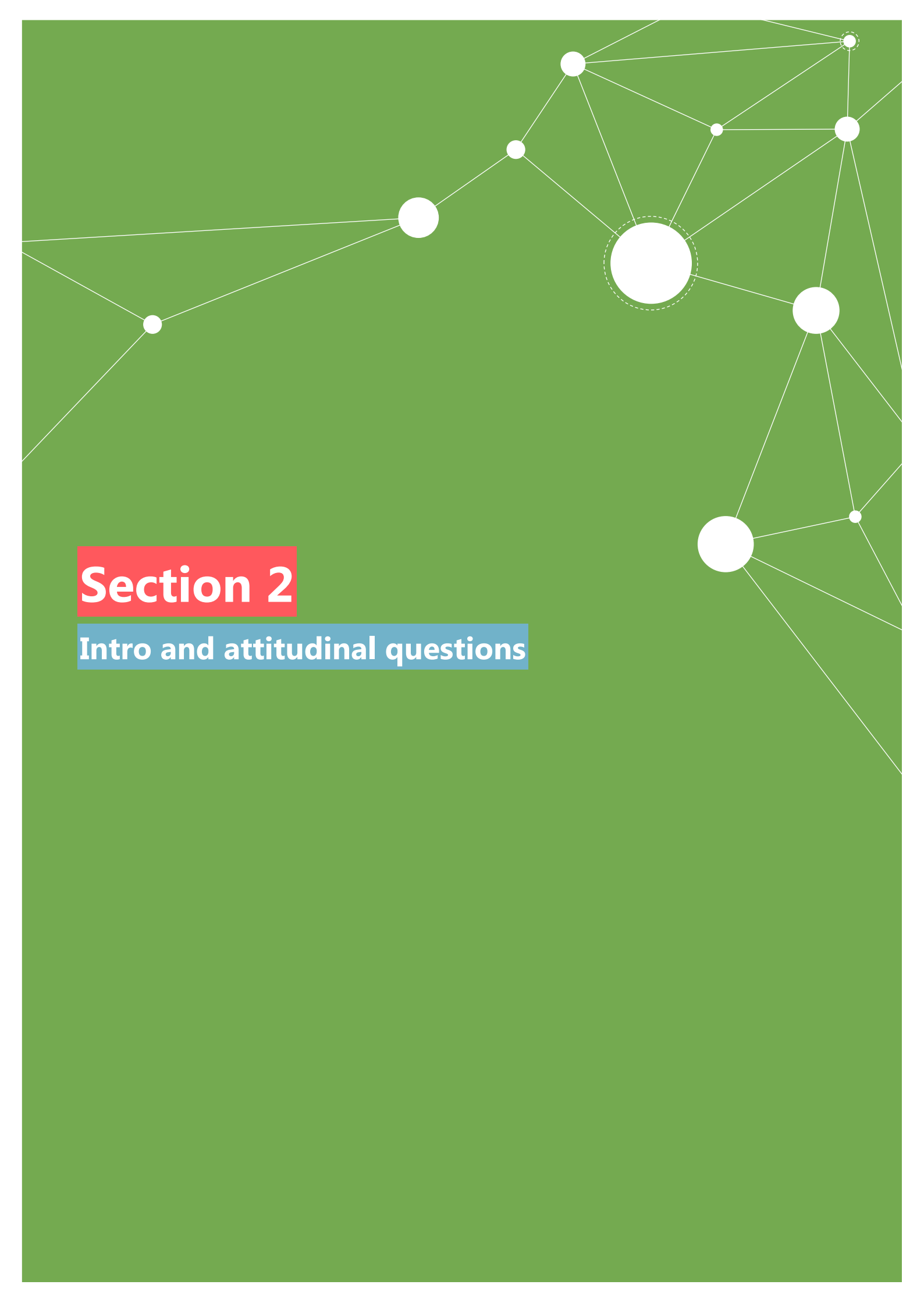
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

ES ONLY		
ASK IF SELF CONTAINED DWELLING		
<i>[XMH0=CODE 1]</i>		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two or more self-contained flats/dwellings. They have a joint entrance onto the street but each have a separate entrance internally with all washing and cooking facilities within this	
	Other- please provide details	GO TO XMH3

ES ONLY		
ASK IF SHARED AMENITIES DWELLING		
<i>[XMH0=CODE 2]</i>		
XMH2	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more dwellings which share only a bathroom	
	The address is split into two or more dwellings which share only a kitchen which has no dining facilities	
	The address is split into two or more dwellings which share a bathroom and a kitchen (and which has no shared dining facilities)	
	Other- please provide details	GO TO XMH3
NOTE: any dwellings which share any common living or dining spaces (including a table in the kitchen) should not be coded as multi-households.		

ES ONLY		
ASK IF OTHER TYPE OF MULTI HOUSEHOLD ADDRESS		
<i>[XMH0, XMH1 OR XMH2 = OTHER]</i>		
XMH3	Please give full details why this address is a multi-household.	
NOTE that all multi-households should comply with the multi-household definition updated in December 2012. We will not be able to use interviews conducted at addresses which have been incorrectly classified as multi-household.		
	WRITE IN	

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



Section 2

Intro and attitudinal questions

Intro and attitudinal questions

JULY 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.

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

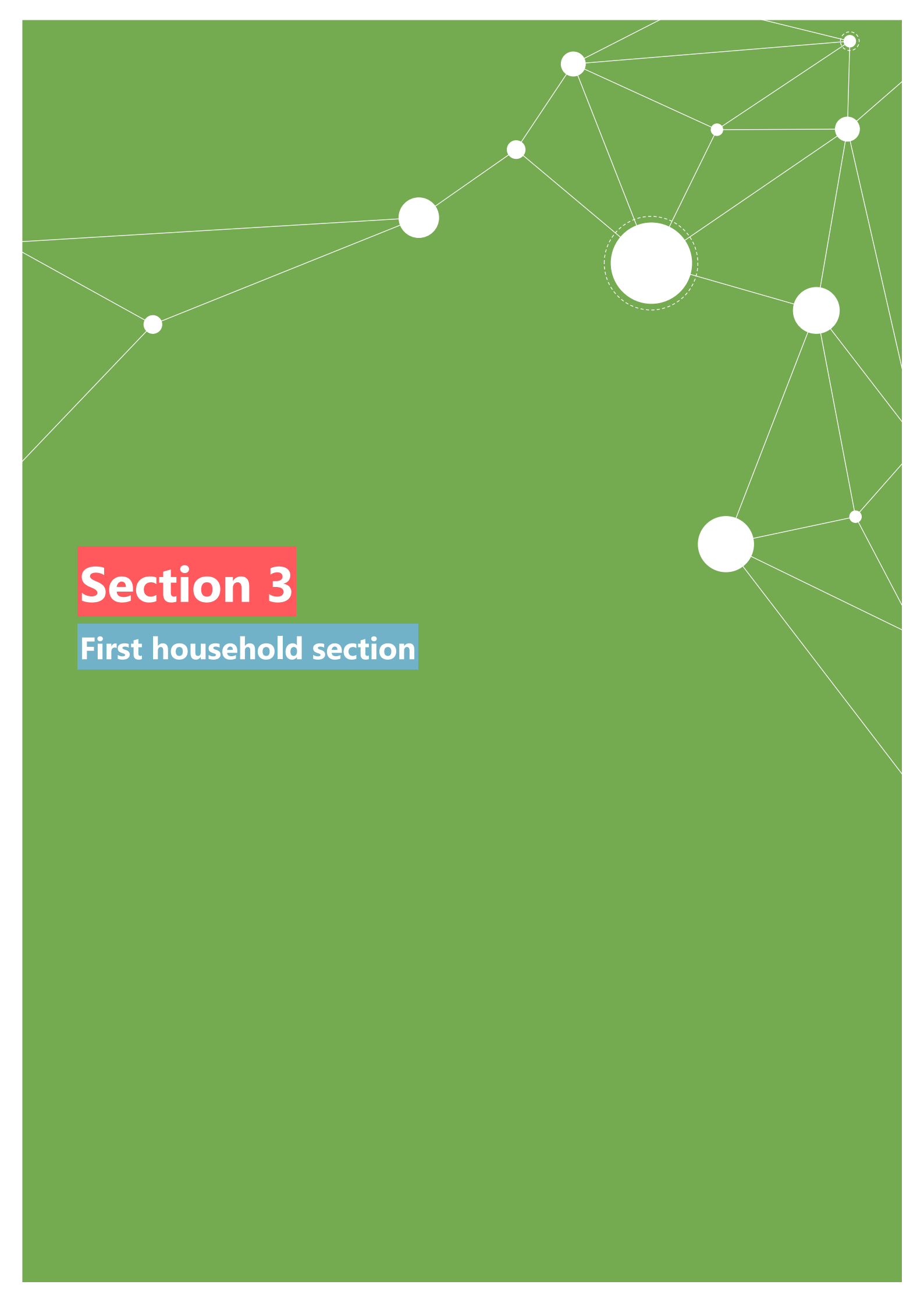
TEL SAMPLE ONLY	
ASK ALL	
DISPLAY NAME AND DATE OF TELEPHONE INTERVIEW	
Tel intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening.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

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? 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	NUM
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? Yes – Terminate interview (go to) No – Go back to H8	SP
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 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	SP
ASK IF CABLE IN HOME [H64=1]		
H127	Do you pay a monthly subscription for your cable TV service? SP Yes No Don't know	
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 Note: this would include any communal systems sometimes used in flats Yes No	SP
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 Note: This could be fixed on the outside of your home or be an indoor or set-top aerial Yes No	SP

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**

MP

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

ASK IF BROADBAND CLAIM**[H17=Yes OR H114=code 1-4]****H129 SHOW SCREEN**

MP

Who is your current broadband [if H17=Yes] internet [if H114= code 1-4] provider?

BT

Sky

Virgin Media

TalkTalk

Plusnet

Now TV

EE

Vodafone

Three

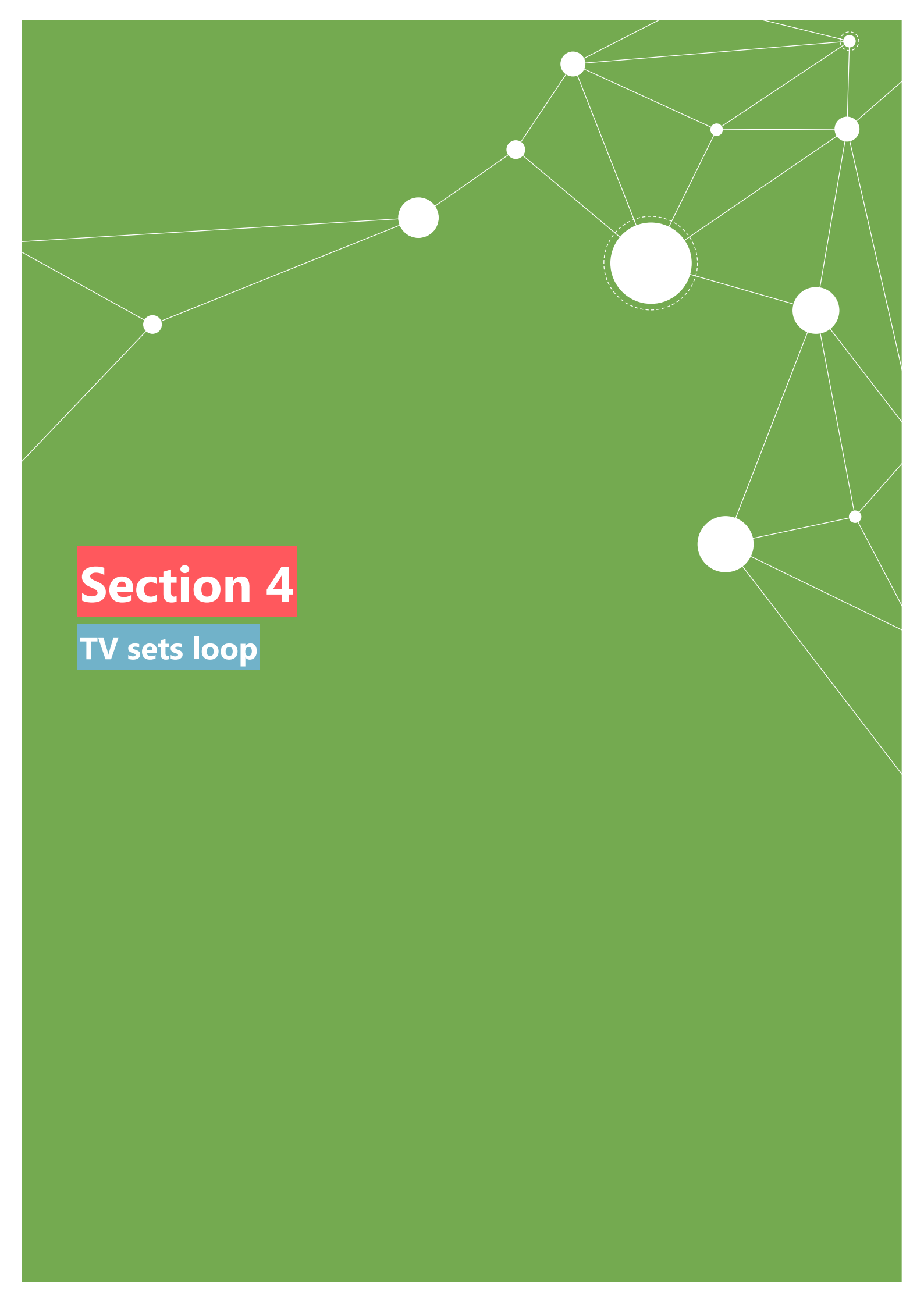
Post Office

Other (Specify)

Don't know

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, but not mobile phones. WRITE IN (0-99)	NUM
<i>FORCE EDIT: SET REF AND DK TO 0</i>		
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
<i>FORCE EDIT: SET REF AND DK TO 0</i>		
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 does anyone in 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 does anyone in 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 does anyone in 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 does anyone in 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 does anyone in your household, ever use any of these computers or tablets to watch TV programmes? Yes No	SP
ES ONLY NOT ESR		
ASK IF 2+ COMPUTERS/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 does anyone in 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 does anyone in 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 does anyone in 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

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= YES OR H88 HAS SET CODED]	
S14b	SHOW SCREEN SP How does this set receive TV programmes via this aerial? Separate box Integrated into the TV set Both (separate box and integrated) 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? 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	SP
	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? IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH H112=TALKTALK (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H68= NONE OF THESE	SP
	Does this set receive TV programmes from TalkTalk? IF TALKTALK 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? 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	SP
	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? 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	SP
	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 /SMARTPHONE 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 is a smart TV set which receives TV programmes using 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
	Is this a smart TV set which receives TV programmes using 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)

Does this set receive TV programmes using any other method?

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 are used by 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 integrated reception (ROUTE ON ANY AERIAL) CODE S9a=YES, S14b=INTEGRATED, 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 are used 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 integrated reception CODE S9a=YES, S14=INTEGRATED, 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

[S10A = YES OR S61 = CABLE OR S63 = CABLE]

S24 **SHOW SCREEN** **SP**

(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+, TiVo and V6.

NOTE: For a more detailed explanation select further information

- Yes – V+
- Yes – TiVo
- Yes – V6
- Yes – but not sure which type of box
- No
- Don't know
- Further information

FORCE EDIT: SET DK TO NO

ASK IF CABLE CLAIM ON SET

[S10A = YES OR S61 = CABLE OR S63 = CABLE]

S53 **SHOW SCREEN** **SP**

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

FORCE EDIT: SET DK TO NO

ASK IF SATELLITE CLAIM ON SET

[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]

S69 **SHOW SCREEN** **SP**

(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

ASK IF SATELLITE CLAIM ON SET

[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]

S68 **SHOW SCREEN** **MP**

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

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 integrated Freesat **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)]****S77 SHOW SCREEN**

MP

Which of the following Freesat services are available on this set?

NOTE: For a more detailed explanation select further information

The ability to watch TV programmes in HD

The ability to record TV programmes

Access to catch up TV services from BBC iPlayer, ITV Player, All 4, My 5 and Netflix

None of these

Don't know

Further information

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

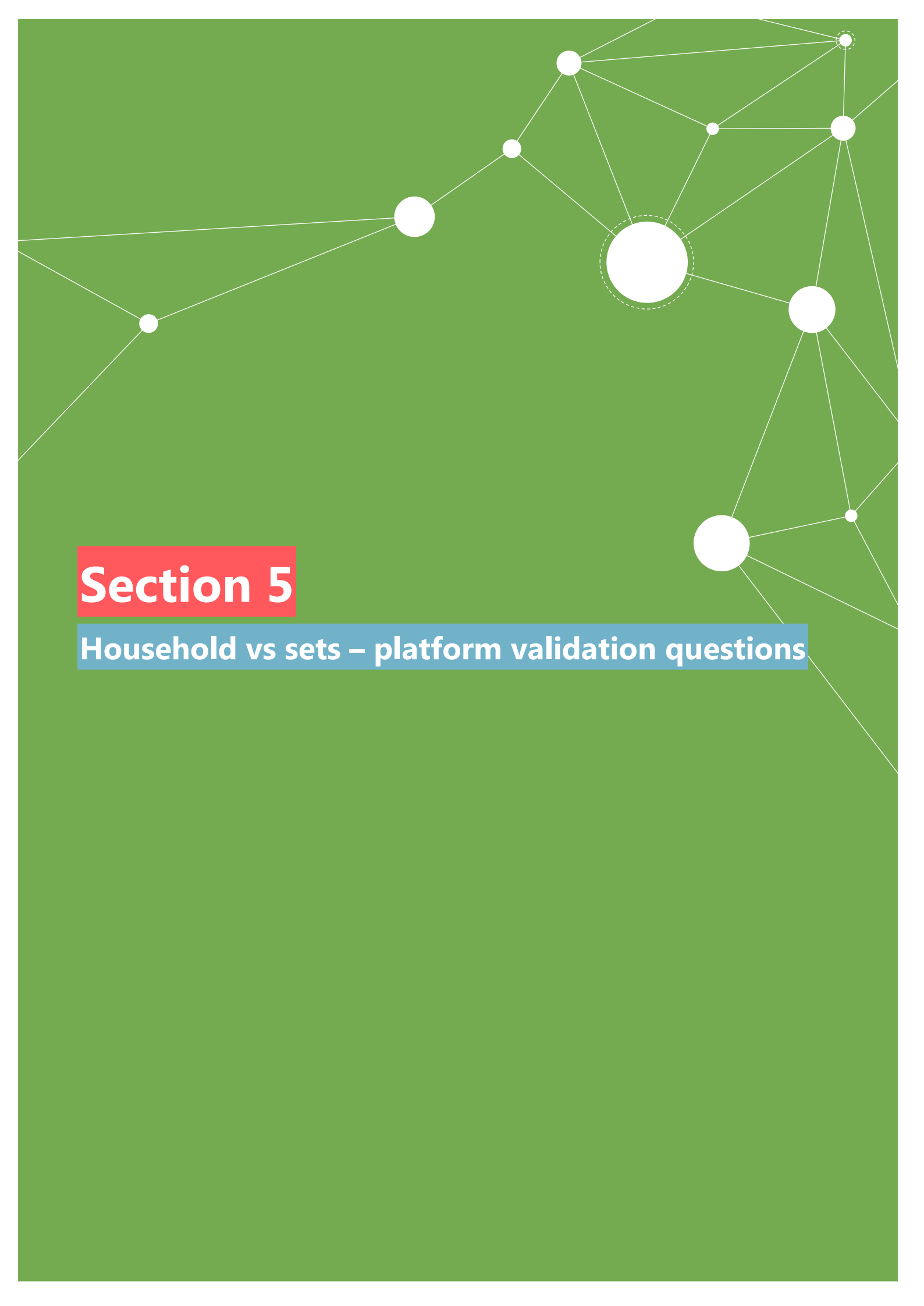
Further information

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 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD (<i>in NI only</i>) or Saorview HD? Freeview HD is the high definition service available from Freeview (<i>in NI only</i>) 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 S77 = 2 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 (S77=2) Freesat+ box (S24=1) Cable, V+, TiVo or V6 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 <S77=2 or S24=1 or S25=1 or S73=YouView or S73= TalkTalk or S73= BT or S73= Plusnet> equipment connected to or integrated into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED		
[S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or integrated into this set record and store TV programmes? - On to a recorder integrated into the TV set - On to a separate digital video recorder (including a separate hard drive) - On to DVD or Blu-ray discs - On to Video Tapes - On to a USB / Dongle - Other (specify) - Don't know	MP
FORCE EDIT: SET DK TO NONE OF THESE		
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
[S38 NOT ONTO DVD/BLU RAY DISCS]		
S52	Do you have a DVD or Blu-ray player connected to or integrated into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS		
[S62 = YES]		
S2	SHOW SCREEN Which of these best describes this television set? - Temporarily out of order - Used only with a games console, computer or DVD or Blu-ray player - Working but never used - Permanently out of order	SP
REPEAT ABOVE FOR ALL TV SETS		



Section 5

Household vs sets – platform validation questions

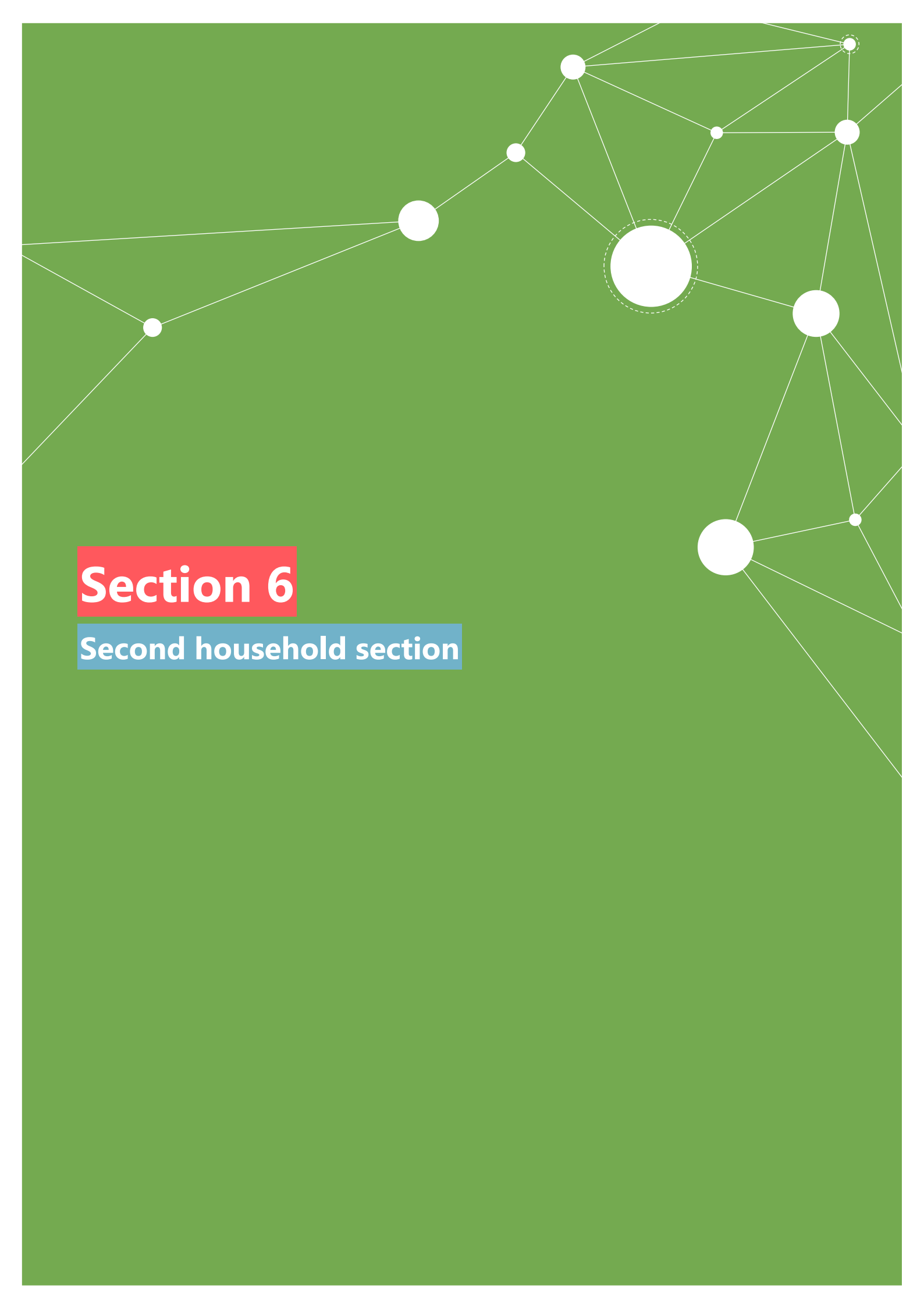
Household vs Sets – platform validation questions

FOR 2+ SETS AT H8		
ROTATE THESE QUESTION SECTIONS TO MATCH ORDER OF H64, H65 AND H66 CABLE – H83, H84 SATELLITE – H85, H86 AERIAL – H87, H88		
ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL [H64=YES AND S10A=NO (FOR ALL SETS)]		
H83	You said that your household was able to access TV programmes via cable but no set has cable claimed. Are you able to access TV programmes via cable? Yes No	SP ASK H84
FORCE EDIT: IF NO SET H64 = NO		
ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H83=YES]		
H84	Which of the sets you have mentioned receives TV programmes from cable TV? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S10A AND GO TO S24, S53 FOR EACH SET UNLESS SELECTED SET IS STORED AWAY INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
FORCE EDIT: IF NONE/DK SET H64 = NO		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL [H65=YES AND S11A=NO (FOR ALL SETS)]		
H85	You said that your household was able to access TV programmes via satellite but no set has satellite claimed. Are you able to access TV programmes via satellite? Yes No	SP ASK H86
FORCE EDIT: IF NO SET H65 = NO		
ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H85=YES]		
H86	Which of the sets you have mentioned receives TV programmes from satellite TV? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S11A AND GO TO S69-S77 FOR EACH SET UNLESS SELECTED SET IS STORED AWAY INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
FORCE EDIT: IF NONE/DK SET H65 = NO		

ASK IF DTT CLAIMED AT HH LEVEL AND NO DTT CLAIMED AT SET LEVEL [[H66=YES] AND S9A=NO (FOR ALL SETS)]		
H87	You said that your household was able to access TV programmes via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV programmes via a TV aerial?	SP
	Yes	ASK H88
	No	
FORCE EDIT: IF NO SET H66 = NO,		
ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H87=YES]		
H88	Which of the sets you have mentioned receives TV programmes from a TV aerial?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	A	
	CODE SETS 1-9	RECODE S9A AND GO TO S14, S25, S50 FOR EACH SET UNLESS SELECTED SET IS STORED AWAY INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK SET H66 = NO,		
ASK IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 = BT VISION OR BT TV SET TOP BOX AND S55A=NO (FOR ALL SETS)]		
H91	You said that your household was able to access TV programmes from BT Vision or BT TV set top box but no set has a BT Vision or BT TV set top box claimed. Are you able to access TV programmes via a BT Vision or BT TV set top box?	SP
	Yes	ASK H92
	No	
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR BT		
ASK IF BT VISION OR BT TV SET TOP BOX CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H91=YES]		
H92	Which of the sets you have mentioned receives TV programmes from a BT Vision or BT TV set top box?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S55A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR BT		
ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112= TALKTALK AND S54A=NO (FOR ALL SETS)]		
H89	You said that your household was able to access TV programmes from TalkTalk but no set has TalkTalk claimed. Are you able to access TV programmes via TalkTalk?	SP
	Yes	ASK H100
	No	
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR TALKTALK		
ASK IF TALKTALK CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H89=YES]		
H90	Which of the sets you have mentioned receives TV programmes from TalkTalk?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S54A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR TALKTALK		

ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 =YOUVIEW AND S67A=NO (FOR ALL SETS)]		
H99	You said that your household was able to access TV programmes from YouView but no set has YouView claimed. Are you able to access TV programmes via YouView?	SP
	Yes	ASK H100
	No	
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR YOUVIEW		
ASK IF YOUVIEW CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H99=YES]		
H100	Which of the sets you have mentioned receives TV programmes from YouView?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S67A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR YOUVIEW		
ASK IF PLUSNET CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 =PLUSNET AND S72A=NO (FOR ALL SETS)]		
H119	You said that your household was able to access TV programmes from Plusnet but no set has Plusnet claimed. Are you able to access TV programmes via Plusnet?	SP
	Yes	ASK H100
	No	
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR PLUSNET		
ASK IF PLUSNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H99=YES]		
H120	Which of the sets you have mentioned receives TV programmes from Plusnet?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S72A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR PLUSNET		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL [H68=GAMES CONSOLE AND S56A=NO (FOR ALL SETS)]		
H93	You said that your household was able to access TV programmes by connecting the TV set to a Games Console but no set has a Games Console claimed. Are you able to access TV programmes by connecting the TV set to a Games Console?	SP
	Yes	ASK H94
	No	CLEAR H68 RESPONSE FOR CONSOLE
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR CONSOLE		
ASK IF GAMES CONSOLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H93=YES]		
H94	Which of the sets you have mentioned receives TV programmes by connecting the TV set to a Games Console?	MP
	LIST ALL SETS WITH ROOM LOCATION	
	CODE SETS 1-9	RECODE S56A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR CONSOLE		
ASK IF COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH LEVEL AND NO COMPUTER/TABLET/SMARTPHONE CLAIMED AT SET LEVEL [H68=COMPUTER/TABLET/SMARTPHONE AND S57A=NO (FOR ALL SETS)]		
H95	You said that your household was able to access TV programmes by connecting the TV set to a computer, tablet or smartphone but no set has a computer claimed. Are you able to access TV programmes on any of your TV sets by connecting a computer/tablet or smartphone?	SP
	Yes	ASK H96
	No	
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR COMPUTER		

ASK IF COMPUTER/TABLET/SMARTPHONE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H95=YES]		
H96	Which of the sets you have mentioned receives TV programmes by connecting the TV set to a computer, tablet or smartphone?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	RECODE S57A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR COMPUTER		
ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL [H68=INTERNET AND S58A=NO (FOR ALL SETS)]		
H97	You said that your household was able to access TV programmes using a 'smart TV' with its own connection to the internet but no set has a 'smart TV' with its own connection to the internet claimed. Are you able to access TV programmes using a 'smart TV' with its own connection to the internet?	SP
	Yes	ASK H98
	No	
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR SMART TV		
ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H97=YES]		
H98	Which of the sets you have mentioned receives TV programmes using 'smart TV' with its own connection to the internet?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	RECODE S58A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR SMART TV		
ASK IF STB/OTHER DEVICE CLAIMED AT HH LEVEL AND NO STB/OTHER DEVICE CLAIMED AT SET LEVEL [H68= STB/OTHER DEVICE AND S74A=NO (FOR ALL SETS)]		
H121	You said that your household was able to access TV programmes using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV, but no set has a set top box or other device claimed. Are you able to access TV programmes using a set top box or other device which allows you to connect to the internet?	SP
	Yes	ASK H100
	No	
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE		
ASK IF STB/OTHER DEVICE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H121=YES]		
H122	Which of the sets you have mentioned receives TV programmes using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	RECODE S74A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these	
	Don't know	
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE		



Section 6

Second household section

Second household section

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

ES ONLY NOT ESR	
ASK ALL	
H102	SHOW SCREEN MP
Thinking about your TV viewing in general (IF H73=0) Now thinking about other ways of watching TV programmes (IF H73>0) (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet Are there any other devices you use to watch TV programmes in your household (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES]) Are there any devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	
ES ONLY NOT ESR	
ASK IF SKY – WITH SUBSCRIPTION	
<i>[S69 = CODE 1]</i>	
H108	SHOW SCREEN
Does your Sky TV subscription include any premium Sky Cinema or Sky Sports channels? Yes - Sky Cinema (MP) Yes - Sky Sports (MP) Yes - both Sky Cinema and Sky Sports (SP) No (SP) Don't know (SP) FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	
ES ONLY NOT ESR	
ASK IF CABLE	
<i>[S10a/b = CODE 1]</i>	
H109	SHOW SCREEN
Does your Cable TV subscription include any premium Sky Cinema or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Cinema (MP) Yes - Sky Sports (MP) Yes - both Sky Cinema and Sky Sports (SP) No (SP) Don't know (SP) FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	

ES ONLY NOT ESR											
ASK IF YOUVIEW / TALKTALK / BT / PLUSNET [S67a OR S54a OR S55a OR S72a = CODE 1]											
H125	<u>SHOW SCREEN</u>										
Does your											
[Only Include Platforms received]											
YouView											
TalkTalk											
BT Vision or BT TV set top box											
Plusnet											
connection include any premium Sky Cinema or Sky Sports channels?											
<table> <tr> <td>Yes - Sky Cinema</td> <td>(MP)</td> </tr> <tr> <td>Yes - Sky Sports</td> <td>(MP)</td> </tr> <tr> <td>Yes - both Sky Cinema and Sky Sports</td> <td>(SP)</td> </tr> <tr> <td>No</td> <td>(SP)</td> </tr> <tr> <td>Don't know</td> <td>(SP)</td> </tr> </table>		Yes - Sky Cinema	(MP)	Yes - Sky Sports	(MP)	Yes - both Sky Cinema and Sky Sports	(SP)	No	(SP)	Don't know	(SP)
Yes - Sky Cinema	(MP)										
Yes - Sky Sports	(MP)										
Yes - both Sky Cinema and Sky Sports	(SP)										
No	(SP)										
Don't know	(SP)										
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH											
ES ONLY NOT ESR											
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]											
H126	<u>SHOW SCREEN</u>										
	SP										
Does your											
[Only Include Platforms received]											
Sky											
Cable											
YouView											
BT Vision or BT TV set top box											
Plusnet											
connection include access to the premium BT Sports channels via your TV set ?											
NOTE: This does not include BT Sport channels that are only available via an app on a tablet or smartphone											
<table> <tr> <td>Yes</td> <td></td> </tr> <tr> <td>No</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>		Yes		No		Don't know					
Yes											
No											
Don't know											
FORCE EDIT: IF DK SET TO NO											
ES ONLY NOT ESR											
ASK ALL											
H110	<u>SHOW SCREEN</u>										
	MP										
Do you, or does anyone in your household, subscribe to any of the following ...?											
Amazon Video/Amazon Prime/LoveFilm											
Netflix											
NowTV											
Xbox Live											
Disney Life											
None of these											
Don't know											

ES ONLY NOT ESR		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO		
H22a	Thinking about your household in general and other ways that TV sets can be used...	
Intro1		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES		
[S57=YES (FOR ANY SET)]		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22a	Do you, or does anyone in your household, ever connect a computer or tablet to your TV set(s)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES		
[S56A=YES (FOR ANY SET)]		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you, or does anyone in your household, ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET		
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Nintendo Switch Other Nintendo PS2 PS3 PS4 Other PlayStation Xbox Xbox 360 Xbox One Any other games/computer console Don't know	MP
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H54	SHOW SCREEN Which of the following do you, or does anyone in your household, use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP

ES ONLY NOT ESR	
ASK IF ANY WORKING SET IN THE HOME (HAS A PLATFORM CLAIM OR IS TEMP OUT OF ORDER OR USED WITH A COMPUTER OR FOR PLAY BACK AT S2) AND (THERE ARE NO CLAIMS ON ANY SET FOR A SMART TV OR VIA A GAMES CONSOLE OR VIA A COMPUTER OR TABLET OR SMARTPHONE OR SEPARATE STB/OTHER DEVICE) [FOR ANY SET S2 IS BLANK OR = TEMP OUT OF ORDER OR USED ONLY FOR GAMES OR A COMPUTER OR TO PLAY BACK TAPES OR DVD/BLU-RAY AND S58A NOT = YES AND S56A NOT = YES AND S57 NOT = YES AND S74 NOT = YES AND H54 NOT = TO CONNECT TO THE INTERNET]	
H78	<u>SHOW SCREEN</u> (If cable, BT, TalkTalk, Youview or Plusnet) In addition to your (IF Cable HH) Cable connection (IF BT HH) BT Vision or BT TV connection (IF TALKTALK HH) TalkTalk connection (IF YOUVIEW HH) YouView connection (IF PLUSNET HH) Plusnet connection (Single Set Household) Can your TV set be connected to the internet? (Multi Set Households) Can any of your TV sets be connected to the internet? (ALL) This could be either A 'smart TV' with its own connection to the internet or using a set top box or other device which allows you to connect to the internet e.g. Amazon Fire, Now TV, Apple TV NOTE: For a more detailed explanation select further information Yes No Don't know Further Information SP
FORCE EDIT: SET TO YES IF SET LEVEL CLAIM ON RELEVANT PLATFORM IF 'A SMART TV WITH IT'S OWN CONNECTION TO THE INTERNET' (S58A = YES): CODE H78 = YES IF 'BY CONNECTING THE TV TO A GAMES CONSOLE' (S56A = YES): CODE H78 = YES IF 'BY CONNECTING THE TV TO A COMPUTER/TABLET/SMARTPHONE' (S57A = YES): CODE H78 = YES IF 'A SET TOP BOX OR OTHER DEVICE WHICH ALLOWS YOU TO CONNECT TO THE INTERNET' (S74A = YES): CODE H78 = YES IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES	

ES ONLY NOT ESR

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

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

H79**SHOW SCREEN**

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

IF Cable HH) Cable connection

(IF BT HH) BT Vision or BT TV connection

(IF TALKTALK HH) TalkTalk connection

(IF YOUVIEW HH) YouView connection

(IF PLUSNET HH) Plusnet connection

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

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

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

NOTE: For a more detailed explanation select further information

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

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

Amazon Fire, Now TV, Apple TV

By connecting the TV set to a games console

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

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

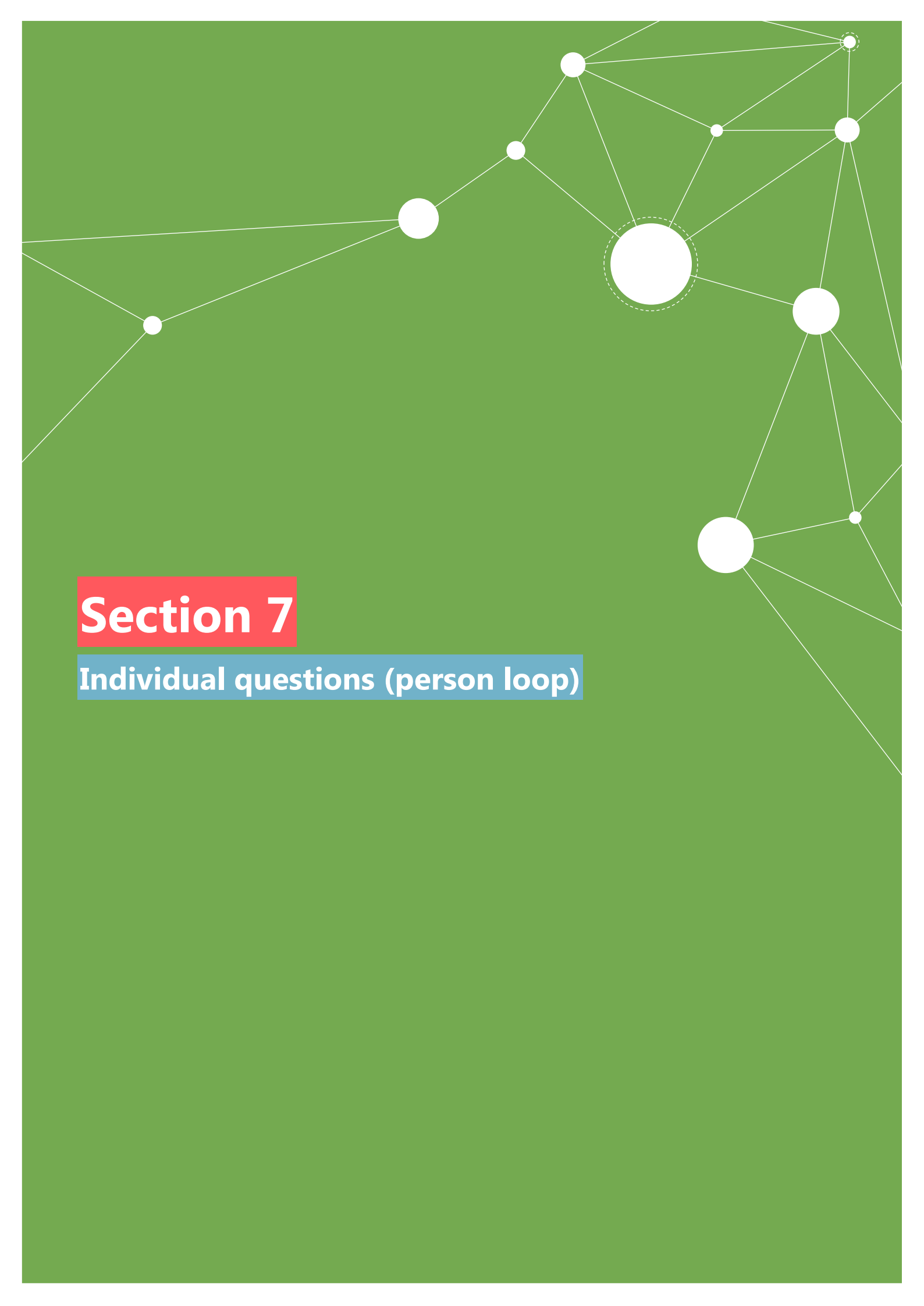
Another device that connects to the internet (Specify)

Further Information

MP

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

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



Section 7

Individual questions (person loop)

Individual questions (person loop)

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

Start of person loop

ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55		
IF PERSON 1 GO TO P2 INTRO1, THEN P2		
IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2		
P2	(Single person HH (H55=1)) I'm now going to ask some questions about you	
Intro1	(Multi person HH (H55>1)) I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order:	
	- you - your spouse or partner - any children starting with the eldest - anyone else	
P2	Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc...) household member	
Intro2		
FOR PERSON 1 SHOW HEADER 'RESPONDENT'		
FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'		
ASK ALL		
P2	Record sex of <u>respondent</u> (IF RESPONDENT)	SP
	What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)	
	(MAY NOT BE BLANK)	
	Male	
	Female	
ASK ALL		
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?	SP
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
	WRITE IN >	
	(ALLOW REF)	
FORCE EDIT: IF REF SET FROM AGE BAND		
SET WORKING VARIABLE FOR USE IN RECRUITMENT IF AGE BAND = 1 (UNDER 16): RANDOMLY ASSIGN TO SUB-BAND 0-3 OR 4-15		

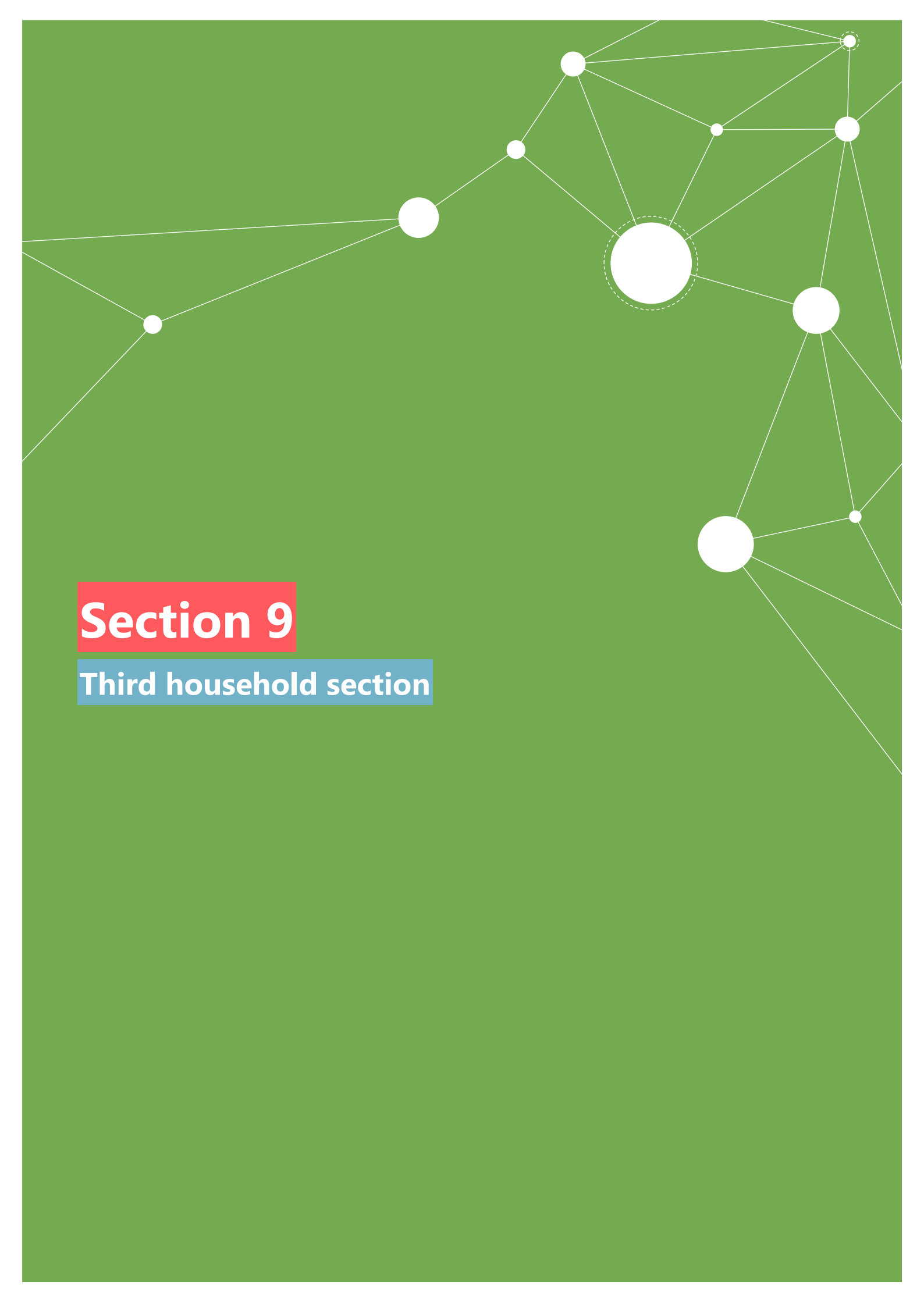
ASK IF AGE IS DK OR REFUSED [AT P3]		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
FORCE EDIT: SET BAND BASED ON ACTIAL AGE 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? 0-3 4-9 10-15 Unable to determine	SP
ASK ONLY FOR THOSE AGED 16+ [P3>15 OR P4 NOT = UNDER 16]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ [P3>15 OR P4 NOT = UNDER 16]		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
FORCE EDIT: SET TO FULL TIME EDUCATION IF TAE (P10) IS 'STILL IN FULL TIME EDUCATION' SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED		
ASK IF NOT IN FULL TIME EDUCATION [P9 NOT = CODE4]		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	SP

FORCE EDIT:**SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION'****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****I 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	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	SP
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP
ASK IF GAELIC SPEAKER [P13=YES]		
P14	SHOW SCREEN How well do you (IF RESPONDENT) / does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know	SP
ASK ALL		
P15	SHOW SCREEN Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Note: Please include any health problems related to old age Yes – limited a lot Yes – limited a little No Refused	SP

ASK ALL		
P16	SHOW SCREEN	SP
Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to?		
White – English/Welsh/Scottish/Northern Irish/British – Irish – Gypsy or Irish Traveller – Any other White background (specify)		
Mixed/multiple ethnic groups – White and Black Caribbean – White and Black African – White and Asian – Any other mixed/multiple ethnic background (specify)		
Asian/Asian British – Indian – Pakistani – Bangladeshi – Chinese – Any other Asian background (specify)		
Black/African/Caribbean/Black British – African – Caribbean – Any other African/Caribbean background (specify)		
Any other ethnic background – Arab – Any other ethnic group (specify)		
Refused (Code from list to continue)		
ASK IF ANY OTHER WHITE BACKGROUND AT P16		
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16	SP
Albanian American Australian Brazilian Bulgarian Canadian Czech Estonian European French	German Greek Hungarian Italian Latvian Lithuanian New Zealander Polish Portuguese Romanian	Russian Serbian Slovakian South African Spanish Swedish Turkish Other
ASK IF ANY OTHER ASIAN BACKGROUND AT P16		
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16	SP
Afghan Bengali Filipino Indonesian Irani Iraqi	Japanese Korean Malaysian Mauritian Nepalese Sri Lankan	Thai Turkish Vietnamese Other

ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16)	
	Again I'm going to ask about ownership of a mobile phone.	
	Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Refused'.	
P17	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Do you have your own mobile phone?	
	(IF NOT RESPONDENT) Does this person have their own mobile phone?	
	Yes	
	No	
	Don't know	
	Refused	
ES ONLY		
ASK IF OWN A MOBILE PHONE		
[P17=YES]		
P18	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes?	
	(IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes?	
	INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE.	
	Yes	
	No	
	Don't know	
	Refused	
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		



Section 9

Third household section

Third household section

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

ES ONLY NOT ESR**ASK IF 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 SHOW SCREEN SP**

Which is the main language Spoken in your household?

English
 Polish
 Panjabi
 Urdu
 Bengali
 Gujarati
 Arabic
 French
 Chinese
 Portuguese
 Spanish
 Tamil
 Welsh
 Gaelic
 Hindi
 Other (Specify)

ASK ALL**H27 SHOW SCREEN MP****IF 1 PERSON HOUSEHOLD**

Do you work in any of the following occupations?

IF 2+ PERSON HOUSEHOLD

Do you or does any member of your household work in any of the following occupations?

TV programme production
 TV broadcasting, planning or scheduling
 Advertising or media sales for a broadcaster, publisher or online company
 Journalism for a broadcaster, newspaper, magazine or online publisher
 For an advertising or media agency
 For a market research company
 None of these

ASK IF 2+ ADULTS IN HOME**P3 >15 OR P4 NOT CODE 1****H56 Which of the household members you have mentioned is the Head of Household? MP**

By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be **equally** responsible

**LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND
 AGE AND CODE HEAD OF HOUSEHOLD**

*IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)***ASK IF 2+ ADULTS IN HOME****P3 >15 OR P4 NOT CODE 1****H28 Which of the household members you have mentioned is **mainly** responsible for the household duties, such as grocery shopping, cooking and cleaning? MP**

This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be **equally** responsible

**LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND
 AGE AND CODE HOUSEPERSON**

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

ASK ALL

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

WRITE IN
Don't know
Refused

ASK ALL

H36 What is **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3))** was **(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))** the position held or job title?

NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.

WRITE IN
Don't know
Refused

ASK ALL

H37 Are **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** Is **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** Were **(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)** Was **(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT)** you **(IF RESPONDENT)** he **(IF CIE IS MALE AT P2 AND NOT RESPONDENT)** she **(IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT)** self-employed? **PLEASE GIVE DETAILS.**

SP

Yes
No
Don't know
Refused

ASK IF SELF EMPLOYED

[H37=YES]

H38 How many staff do **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** does **(IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** did **(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3))** you **(IF RESPONDENT)** he **(IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT)** she **(IF CIE IS FEMALE AT P2 AND NOT RESPONDENT)** employ?

NUM

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

H39 What jobs do **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** does **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** did **(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))** you **(IF RESPONDENT)** he **(IF CIE IS MALE AT P2 AND NOT RESPONDENT)** she **(IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT)** actually do?

WRITE IN
Don't know
Refused

ASK ALL		
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know	SP
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H43	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications? NOTE: (Apprenticeships, professional qualifications, degrees, diplomas, etc...) WRITE IN Don't know Refused	
ASK IF CIE IS RETIRED [P9= RETIRED]		
H104	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT You said that you/they are retired. Thinking about your/their sources of income: Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.? Yes No Don't know Refused	SP

ASK IF CIE IS RETIRED [P9= RETIRED]	
H105	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) If Yes at H104 In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their <i>[[if widowed at P5]</i> or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Refused
ASK IF CIE IS RETIRED [P9= RETIRED]	
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Refused
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]	
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]	
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Refused
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]	
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Refused

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

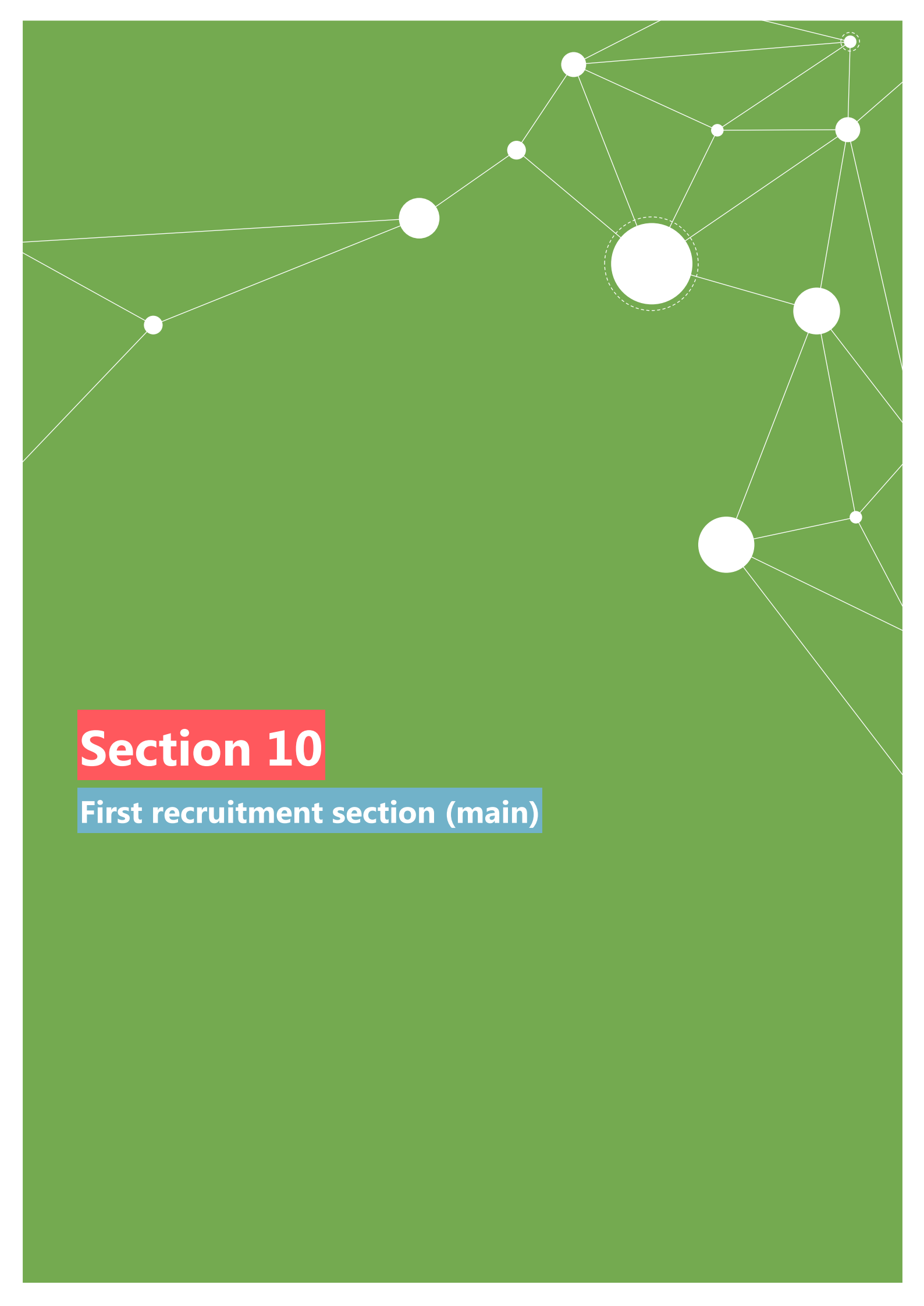
ADD Can I ask you to confirm that I have your correct address details?
2016 DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION
 Yes
 No – amend address

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 on behalf of BARB generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part.
 Yes
 No
 Not Asked **[Extra code for interviewers who don't ask this question based on a very definite No at H50]**



Section 10

First recruitment section (main)

First recruitment section (main)

PROBABILITY MATRIX		
PM3	Write out subcluster recruitment status (another recruit in subcluster or not). Yes (exit recruitment) No (proceed)	SP
PM1	Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison	
PM2	HH eligible for recruitment based on probability matrix / screens to recruitment (Y/N)	
INTERVIEWER TEST SCRIPT ONLY – ROUTE ALL INTERVIEWS TO RECRUITMENT SECTION		
<i>If selected for recruitment GO TO R2</i> <i>ELSE: exit recruitment - thank and close</i>		

ASK ALL IF SELECTED FOR RECRUITMENT	
R2 intr o	Thank you very much for answering all of my questions so far.
ES ONLY NOT ESR	
From the answers you have given 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 those in 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 rewards for taking part and then ask if those in 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 booklet shown

Yes

No (exit recruitment)

ASK IF YES AT R3		
R4 intro	INTERVIEWER: MAKE SURE THE RESPONDENT UNDERSTANDS THE POINTS BELOW AND CODE ACCORDINGLY: There are a few points that I would like to highlight from the video you have just seen: Your home will be part of the official UK audience measurement panel Information collected will be used by broadcasters to understand it's audience All household members must be committed to taking part (registering themselves when in the room) All television sets in your home and all computers (including laptops and tablets) that are capable of connecting to the internet will be measured. 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 There are monthly rewards for taking part in the form of points that can be exchanged for goods/vouchers or can be donated to charities. Is there anything else that you would like me to explain in more detail?	MP
R4	Would you be willing to help us by becoming a BARB panel home? Yes No (exit recruitment)	SP

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

Start of recruitment person loop

ASK FOR ALL HH MEMBERS INCLUDED IN THE MAIN PERSON LOOP		
FOR PERSON 1 SHOW HEADER 'RESPONDENT' 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 PERSON 1 (RESPONDENT) Could you give me your title? PERSON 2-9 Could you give me their title? Miss Ms Mrs Mr Dr Sir Lord Lady Reverend Pastor Vicar Other (please specify)	SP

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 AND AGE P3>16 years		
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 AND AGE P3>16 years		
R9	PERSON 1 (RESPONDENT)	SP
	Are you the child or dependent of anyone in the household?	
	PERSON 2-9	
	Are they the child or dependent of anyone in the household?	
	Yes	
	No	

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

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

By this we mean has the person:

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

Yes

No

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

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

Starting with the first one...

COMPUTER/TABLET 2, 3, 4 ETC.

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

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

Which of the following best describes this computer?

Tablet

Laptop or Notebook computer

Desktop computer

Other (please specify)

Don't know

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

Which of the following best describes ownership of this computer/tablet?

Provided by an employer for the purpose of work

Owned by an individual in the household

Other (please specify)

Don't know

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

What is the make of this computer/tablet?

Acer

Advent

Amazon

Apple

Archus

Asus

Compaq

Dell

Google

Hewlett Packard (HP)

HTC

Hudl

Lenovo

LG

Microsoft

Packard Bell

Samsung

Sony

Toshiba

Self built

Fujitsu

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 phone number is preferable to a landline		
Yes (go to R19a)		
No (go to R18b)		
ES and ESR Sample		
ASK IF R18a = NO		
R18b	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?	SP
Yes (go to R19a)		
No (exit recruitment) (go to R32)		
ES and ESR Sample		
ASK IF H47 NOT = NO/REF AND H49 NOT REFUSED		
R18c1	To make sure I correctly entered the number you provided earlier, can I ask you give it to me again?	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
WRITE IN (if different from H49 go to R18e, else go to R20a)		

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

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

ES and ESR Sample		
ASK IF TELEPHONE NUMBER PROVIDED AT R19a		
R18c2	To make sure that I've correctly entered the number, can I ask you give it to me again?	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
	WRITE IN (if different from R19a go to R19d1, else go to R20a)	

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

Tel No 1 TEL SAMPLE

TEL SAMPLE ONLY		
R18d	SHOW SCREEN	SP
Can I check that the telephone number we previously called you on is still valid for this household?		
Display number		
	Yes (go to R20a)	
	No (re-enter number at R19b)	

TEL SAMPLE ONLY		
ASK IF R18d = NO		
R19b	In that case can you give me a telephone number that can be used to contact you? Please include the area code.	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
	WRITE IN	
	Refused – (go to R19c)	

TEL SAMPLE ONLY		
ASK IF R19b = REFUSED		
R19c	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?	SP
	Yes (go to R19b)	
	No (exit recruitment) - (go to R32)	

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

Tel No 2

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

BEST NUMBER/TIME

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

EMAIL

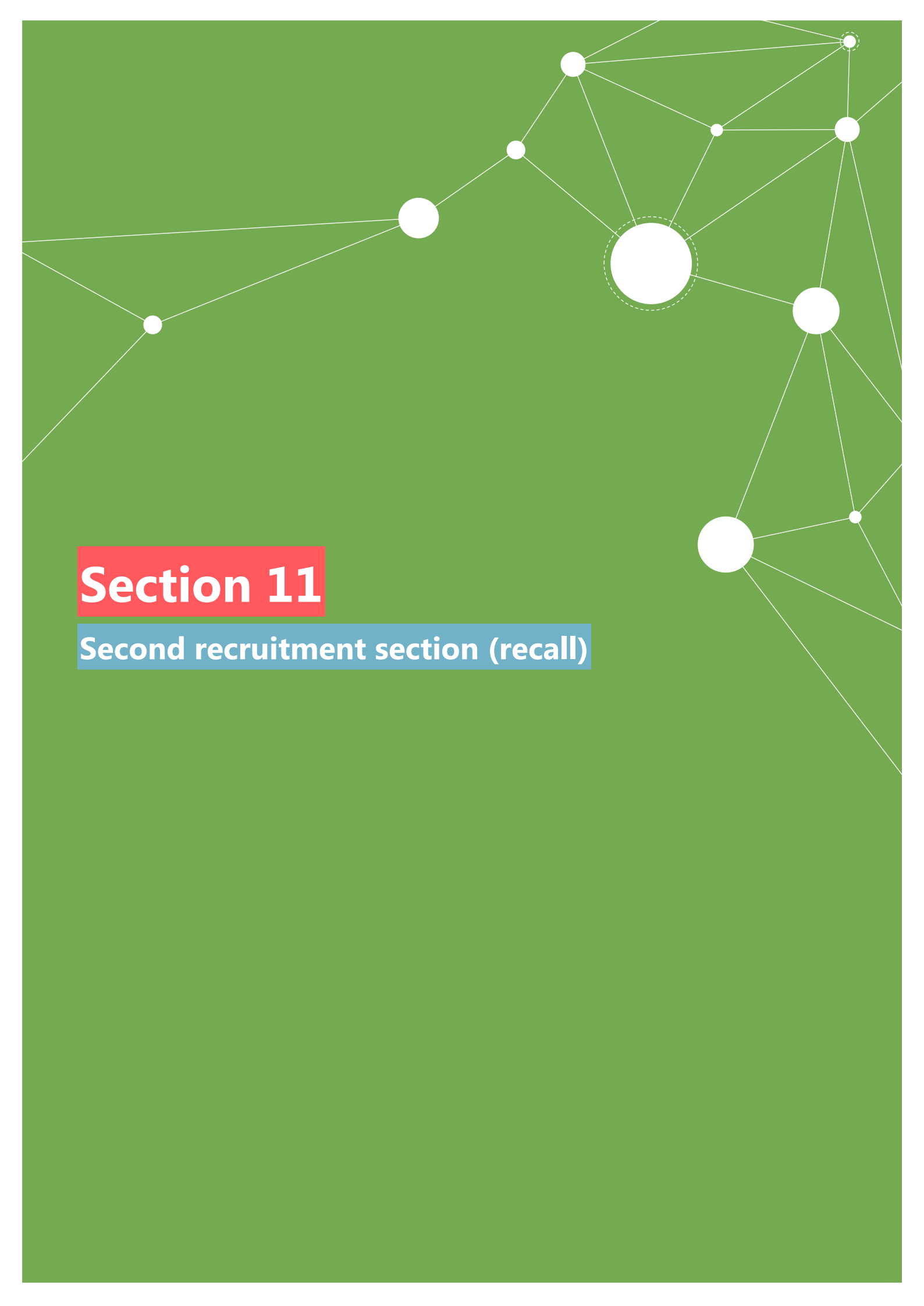
ASK ALL		
R21a	Do you have an email address that we can use to contact you?	SP
	Yes	
	No	
ASK IF R21a = YES		
R21b	Could I please record your email address?	NUM
	WRITE IN	
ASK ALL		
R21c	SHOW SCREEN	SP
	Can you confirm this is the correct email address?	
	Yes (correct email address)	
	No	
IFNO RE-ENTER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

CONFIRMATION

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

ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS - REVISIT/RECALL from you to confirm all HH adult 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 MORI 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 <u>01315614532</u>” If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on 01315 614 513 - 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 that all TVs computers and tablets in the home will need to be monitored by connecting a meter to each TV set, and loading an application onto each tablet and computer Explained that all members of the household need to take part Explained that taking part involves registering your TV viewing by pressing a button on a remote each time you enter or leave a room where a TV is on Explained that registering viewing on a tablet or computer is done by clicking/pressing a button on screen 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)

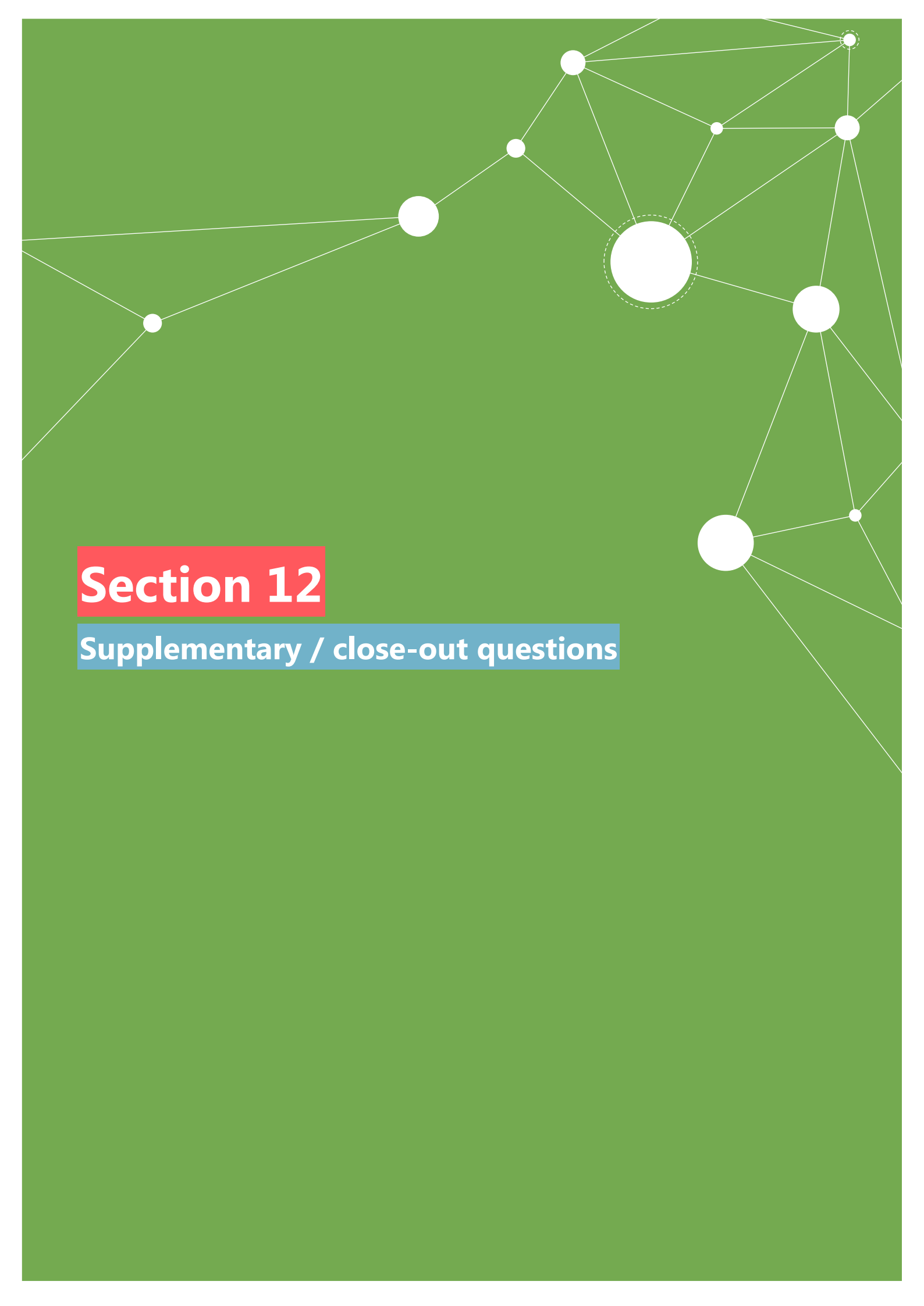
Second recruitment section (revisit) (recall permitted if agreed by RC)

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 MORI 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 save 'Ipsos MORI Validation Team' as a contact on their mobile phone. The number is 01315614532 – Display contact numbers held If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on 01315 614 513 • 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		
ACCOMP	Were you accompanied by supervisor for this interview?	SP
	Yes (Write in name of accompanier)	
	No	

JULY 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?	SP
	Yes (enter verbatim)	
	No	

ASK ALL		
LANGXA	Was this interview carried out in any language other than English?	SP
	Yes	
	No	

IF YES AT LANGXA		
LANGXB	In which language was this interview conducted?	SP
Arabic	Polish	Spanish
Bengali	Punjabi	Sylethi
Chinese	Russian	Turkish
French	Hindi	Urdu
German	Igbo	Welsh
Greek	Italian	Other (WRITE IN)
Gujarati		

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

ASK ALL		
INTLOC	Where was this interview conducted?	SP
	At the doorstep	
	Inside the home	
	Other (Please state)	

END OF CLOSE OUT QUESTIONS