

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

Apr 2017 to Mar 2018



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

Contents	Page
Total Network (All Areas) Annual Data Tables	1
Introduction	2
Household	
Table 1: Social Grade	3
Table 2: Houseperson Age	4
Table 3: Size of Household	5
Table 4: Presence of Children	6
Table 5: Number of TV sets in household	7
Table 6: Screen size	8
Table 7: Location of ANY set in household	9
Table 8: Platform provider	10
Table 9: Recorders and other equipment	11
Table 10: Computers and Internet	12
Sets	
Table 11: Screen Size	13
Table 12: Location of set	14
Table 13: Recorders	15
Table 14: Other TV equipment	15
Table 15: Main Set Screen Size	16
Table 16: Main Set Recorders	17
Table 17: Main Set - Other TV equipment	17
Table 18: Other Sets (non-Main Set) Screen Size	18
Table 19: Other Set (non-Main Set) Recorders	19
Table 20: Other Set (non-Main Set) - Other TV equipment	19
Individuals	
Table 21: Age of Children	20
Table 22: Adults - Age	21
Table 23: Social Grade (Adults 16+)	22
Table 24: Working Status (Adults 16+)	23
Table 25: Males - Age	24
Table 26: Social Grade (Males 16+)	25
Table 27: Working Status (Males 16+)	26
Table 28: Females - Age	27
Table 29: Social Grade (Females 16+)	28
Table 30: Working Status (Females 16+)	29
Appendices	
Appendix A: Survey objectives	
Appendix B: The sample	
Appendix C: Fieldwork and results	
Appendix D: Definitions	
Appendix E: Number of televisions in the household	
Appendix F: Rounding	
Appendix G: Sample bases for the tables	
Appendix H: Multiple households at issued addresses	
Appendix I: Weighting	
Appendix J: The Questionnaire (Mar 2018)	
See also	
VOLUME 2 - BBC Areas	
VOLUME 3 - ITV Areas	

Introduction

Page 2

This reports contains the weighted data results from the Establishment survey for the period Apr 2017 - Mar 2018

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 3

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	28336	27062	10640	4156	18883	7279	11604	24417
%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
AB	7231	6905	2872	1129	4732	1989	2743	6961
%V	25.5%	25.5%	27.0%	27.2%	25.1%	27.3%	23.6%	28.5%
%H (All HH)		95.5%	39.7%	15.6%	65.4%	27.5%	37.9%	96.3%
%H (TV HH)			41.6%	16.4%	68.5%	28.8%	39.7%	
C1	7799	7432	2943	1211	5143	2070	3073	7095
%V	27.5%	27.5%	27.7%	29.1%	27.2%	28.4%	26.5%	29.1%
%H (All HH)		95.3%	37.7%	15.5%	65.9%	26.5%	39.4%	91.0%
%H (TV HH)			39.6%	16.3%	69.2%	27.9%	41.3%	
C2	5647	5479	2328	886	3858	1678	2180	4933
%V	19.9%	20.2%	21.9%	21.3%	20.4%	23.1%	18.8%	20.2%
%H (All HH)		97.0%	41.2%	15.7%	68.3%	29.7%	38.6%	87.4%
%H (TV HH)			42.5%	16.2%	70.4%	30.6%	39.8%	
D	4494	4234	1629	595	2875	1006	1869	3564
%V	15.9%	15.6%	15.3%	14.3%	15.2%	13.8%	16.1%	14.6%
%H (All HH)		94.2%	36.2%	13.2%	64.0%	22.4%	41.6%	79.3%
%H (TV HH)			38.5%	14.1%	67.9%	23.8%	44.1%	
E	3166	3012	869	335	2275	537	1738	1864
%V	11.2%	11.1%	8.2%	8.1%	12.0%	7.4%	15.0%	7.6%
%H (All HH)		95.1%	27.4%	10.6%	71.9%	17.0%	54.9%	58.9%
%H (TV HH)			28.9%	11.1%	75.5%	17.8%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 4

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	28336	27062	10640	4156	18883	7279	11604	24417
%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
Under 25	1154	958	280	117	577	160	417	1108
%V	4.1%	3.5%	2.6%	2.8%	3.1%	2.2%	3.6%	4.5%
%H (All HH)		83.0%	24.3%	10.1%	50.0%	13.9%	36.1%	96.0%
%H (TV HH)			29.2%	12.2%	60.2%	16.7%	43.5%	
25 - 34	4422	3996	1652	618	2295	908	1386	4275
%V	15.6%	14.8%	15.5%	14.9%	12.2%	12.5%	11.9%	17.5%
%H (All HH)		90.4%	37.4%	14.0%	51.9%	20.5%	31.3%	96.7%
%H (TV HH)			41.3%	15.5%	57.4%	22.7%	34.7%	
35 - 44	4659	4417	2055	803	2672	1258	1413	4517
%V	16.4%	16.3%	19.3%	19.3%	14.2%	17.3%	12.2%	18.5%
%H (All HH)		94.8%	44.1%	17.2%	57.4%	27.0%	30.3%	97.0%
%H (TV HH)			46.5%	18.2%	60.5%	28.5%	32.0%	
45 - 54	5389	5209	2345	968	3561	1705	1857	5117
%V	19.0%	19.2%	22.0%	23.3%	18.9%	23.4%	16.0%	21.0%
%H (All HH)		96.7%	43.5%	18.0%	66.1%	31.6%	34.5%	95.0%
%H (TV HH)			45.0%	18.6%	68.4%	32.7%	35.6%	
55 - 64	4807	4694	1919	776	3453	1456	1998	4325
%V	17.0%	17.3%	18.0%	18.7%	18.3%	20.0%	17.2%	17.7%
%H (All HH)		97.6%	39.9%	16.1%	71.8%	30.3%	41.6%	90.0%
%H (TV HH)			40.9%	16.5%	73.6%	31.0%	42.6%	
65 +	7905	7788	2390	874	6324	1791	4533	5075
%V	27.9%	28.8%	22.5%	21.0%	33.5%	24.6%	39.1%	20.8%
%H (All HH)		98.5%	30.2%	11.1%	80.0%	22.7%	57.3%	64.2%
%H (TV HH)			30.7%	11.2%	81.2%	23.0%	58.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 5

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	28336	27062	10640	4156	18883	7279	11604	24417
%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
1	8789	8168	2231	909	6225	1401	4825	5886
%V	31.0%	30.2%	21.0%	21.9%	33.0%	19.2%	41.6%	24.1%
%H (All HH)		92.9%	25.4%	10.3%	70.8%	15.9%	54.9%	67.0%
%H (TV HH)			27.3%	11.1%	76.2%	17.2%	59.1%	
2	9841	9522	3850	1490	6750	2777	3973	8988
%V	34.7%	35.2%	36.2%	35.9%	35.7%	38.2%	34.2%	36.8%
%H (All HH)		96.8%	39.1%	15.1%	68.6%	28.2%	40.4%	91.3%
%H (TV HH)			40.4%	15.6%	70.9%	29.2%	41.7%	
3	4288	4138	1957	755	2653	1339	1314	4188
%V	15.1%	15.3%	18.4%	18.2%	14.0%	18.4%	11.3%	17.2%
%H (All HH)		96.5%	45.6%	17.6%	61.9%	31.2%	30.6%	97.7%
%H (TV HH)			47.3%	18.2%	64.1%	32.4%	31.8%	
4	3654	3547	1763	678	2236	1214	1022	3611
%V	12.9%	13.1%	16.6%	16.3%	11.8%	16.7%	8.8%	14.8%
%H (All HH)		97.1%	48.2%	18.6%	61.2%	33.2%	28.0%	98.8%
%H (TV HH)			49.7%	19.1%	63.0%	34.2%	28.8%	
5+	1764	1688	840	324	1019	549	470	1745
%V	6.2%	6.2%	7.9%	7.8%	5.4%	7.5%	4.1%	7.1%
%H (All HH)		95.7%	47.6%	18.4%	57.8%	31.1%	26.6%	98.9%
%H (TV HH)			49.8%	19.2%	60.4%	32.5%	27.8%	
Average HH size	2.31	2.33	2.58	2.56	2.23	2.58	2.01	2.47

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 6

**DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018**

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	28336	27062	10640	4156	18883	7279	11604	24417
%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
Without	21100	20029	7231	2897	14590	5122	9468	17309
%V	74.5%	74.0%	68.0%	69.7%	77.3%	70.4%	81.6%	70.9%
%H (All HH)		94.9%	34.3%	13.7%	69.1%	24.3%	44.9%	82.0%
%H (TV HH)			36.1%	14.5%	72.8%	25.6%	47.3%	
With	7236	7033	3410	1259	4293	2157	2136	7108
%V	25.5%	26.0%	32.0%	30.3%	22.7%	29.6%	18.4%	29.1%
%H (All HH)		97.2%	47.1%	17.4%	59.3%	29.8%	29.5%	98.2%
%H (TV HH)			48.5%	17.9%	61.0%	30.7%	30.4%	
0 - 3	2674	2575	1226	399	1510	692	818	2611
%V	9.4%	9.5%	11.5%	9.6%	8.0%	9.5%	7.0%	10.7%
%H (All HH)		96.3%	45.8%	14.9%	56.5%	25.9%	30.6%	97.6%
%H (TV HH)			47.6%	15.5%	58.6%	26.9%	31.8%	
4 - 9	3732	3630	1796	630	2169	1089	1080	3670
%V	13.2%	13.4%	16.9%	15.2%	11.5%	15.0%	9.3%	15.0%
%H (All HH)		97.3%	48.1%	16.9%	58.1%	29.2%	28.9%	98.3%
%H (TV HH)			49.5%	17.4%	59.8%	30.0%	29.8%	
10 - 15	3392	3325	1670	646	2101	1149	952	3350
%V	12.0%	12.3%	15.7%	15.5%	11.1%	15.8%	8.2%	13.7%
%H (All HH)		98.0%	49.2%	19.0%	61.9%	33.9%	28.1%	98.8%
%H (TV HH)			50.2%	19.4%	63.2%	34.6%	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

Page 7

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

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		28336	27062	10640	4156	18883	7279	11604	24417
	%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
	%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
1		11333	11333	3446	1426	7056	1229	5827	9000
	%V	40.0%	41.9%	32.4%	34.3%	37.4%	16.9%	50.2%	36.9%
	%H (All HH)		100.0%	30.4%	12.6%	62.3%	10.8%	51.4%	79.4%
	%H (TV HH)			30.4%	12.6%	62.3%	10.8%	51.4%	
2		8826	8826	3627	1466	6379	2719	3660	7738
	%V	31.1%	32.6%	34.1%	35.3%	33.8%	37.4%	31.5%	31.7%
	%H (All HH)		100.0%	41.1%	16.6%	72.3%	30.8%	41.5%	87.7%
	%H (TV HH)			41.1%	16.6%	72.3%	30.8%	41.5%	
3		4273	4273	2125	762	3314	1906	1407	4047
	%V	15.1%	15.8%	20.0%	18.3%	17.6%	26.2%	12.1%	16.6%
	%H (All HH)		100.0%	49.7%	17.8%	77.6%	44.6%	32.9%	94.7%
	%H (TV HH)			49.7%	17.8%	77.6%	44.6%	32.9%	
4		1750	1750	934	334	1402	911	491	1709
	%V	6.2%	6.5%	8.8%	8.0%	7.4%	12.5%	4.2%	7.0%
	%H (All HH)		100.0%	53.4%	19.1%	80.1%	52.1%	28.1%	97.7%
	%H (TV HH)			53.4%	19.1%	80.1%	52.1%	28.1%	
5+		879	879	509	168	732	515	217	873
	%V	3.1%	3.2%	4.8%	4.0%	3.9%	7.1%	1.9%	3.6%
	%H (All HH)		100.0%	57.9%	19.1%	83.3%	58.6%	24.7%	99.3%
	%H (TV HH)			57.9%	19.1%	83.3%	58.6%	24.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 8

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	28336	27062	10640	4156	18883	7279	11604	24417
%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
Under 20"	3304	3304	1281	471	2779	1243	1537	2845
%V	11.7%	12.2%	12.0%	11.3%	14.7%	17.1%	13.2%	11.7%
%H (All HH)		100.0%	38.8%	14.3%	84.1%	37.6%	46.5%	86.1%
%H (TV HH)			38.8%	14.3%	84.1%	37.6%	46.5%	
20" - 29"	7760	7760	2988	1152	6239	2671	3568	6609
%V	27.4%	28.7%	28.1%	27.7%	33.0%	36.7%	30.7%	27.1%
%H (All HH)		100.0%	38.5%	14.8%	80.4%	34.4%	46.0%	85.2%
%H (TV HH)			38.5%	14.8%	80.4%	34.4%	46.0%	
30" - 39"	12946	12946	5136	2040	9476	3922	5553	11243
%V	45.7%	47.8%	48.3%	49.1%	50.2%	53.9%	47.9%	46.0%
%H (All HH)		100.0%	39.7%	15.8%	73.2%	30.3%	42.9%	86.8%
%H (TV HH)			39.7%	15.8%	73.2%	30.3%	42.9%	
40" - 49"	13130	13130	6078	2306	8906	4371	4536	12119
%V	46.3%	48.5%	57.1%	55.5%	47.2%	60.0%	39.1%	49.6%
%H (All HH)		100.0%	46.3%	17.6%	67.8%	33.3%	34.5%	92.3%
%H (TV HH)			46.3%	17.6%	67.8%	33.3%	34.5%	
50" - 59"	4351	4351	2329	784	2760	1613	1147	4199
%V	15.4%	16.1%	21.9%	18.9%	14.6%	22.2%	9.9%	17.2%
%H (All HH)		100.0%	53.5%	18.0%	63.4%	37.1%	26.4%	96.5%
%H (TV HH)			53.5%	18.0%	63.4%	37.1%	26.4%	
60"+	490	490	284	90	287	175	112	478
%V	1.7%	1.8%	2.7%	2.2%	1.5%	2.4%	1.0%	2.0%
%H (All HH)		100.0%	58.0%	18.4%	58.6%	35.7%	22.9%	97.6%
%H (TV HH)			58.0%	18.4%	58.6%	35.7%	22.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 9

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	28336	27062	10640	4156	18883	7279	11604	24417
%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
Main living room	26720	26720	10556	4125	18664	7233	11431	23071
%V	94.3%	98.7%	99.2%	99.3%	98.8%	99.4%	98.5%	94.5%
%H (All HH)		100.0%	39.5%	15.4%	69.9%	27.1%	42.8%	86.3%
%H (TV HH)			39.5%	15.4%	69.9%	27.1%	42.8%	
Kitchen	3096	3096	1435	448	2617	1379	1238	2829
%V	10.9%	11.4%	13.5%	10.8%	13.9%	18.9%	10.7%	11.6%
%H (All HH)		100.0%	46.4%	14.5%	84.5%	44.5%	40.0%	91.4%
%H (TV HH)			46.4%	14.5%	84.5%	44.5%	40.0%	
Adult's bedroom	11981	11981	5555	2104	9048	4775	4273	10974
%V	42.3%	44.3%	52.2%	50.6%	47.9%	65.6%	36.8%	44.9%
%H (All HH)		100.0%	46.4%	17.6%	75.5%	39.9%	35.7%	91.6%
%H (TV HH)			46.4%	17.6%	75.5%	39.9%	35.7%	
Child's bedroom	2280	2280	1228	456	1588	997	591	2250
%V	8.0%	8.4%	11.5%	11.0%	8.4%	13.7%	5.1%	9.2%
%H (All HH)		100.0%	53.9%	20.0%	69.6%	43.7%	25.9%	98.7%
%H (TV HH)			53.9%	20.0%	69.6%	43.7%	25.9%	
Other bedroom	1646	1646	795	312	1296	756	540	1568
%V	5.8%	6.1%	7.5%	7.5%	6.9%	10.4%	4.7%	6.4%
%H (All HH)		100.0%	48.3%	19.0%	78.7%	45.9%	32.8%	95.3%
%H (TV HH)			48.3%	19.0%	78.7%	45.9%	32.8%	
Second living/dining room	2585	2585	1241	455	1999	1098	901	2379
%V	9.1%	9.6%	11.7%	10.9%	10.6%	15.1%	7.8%	9.7%
%H (All HH)		100.0%	48.0%	17.6%	77.3%	42.5%	34.9%	92.0%
%H (TV HH)			48.0%	17.6%	77.3%	42.5%	34.9%	
Study/office	447	447	218	74	349	190	160	434
%V	1.6%	1.7%	2.0%	1.8%	1.8%	2.6%	1.4%	1.8%
%H (All HH)		100.0%	48.8%	16.6%	78.1%	42.5%	35.8%	97.1%
%H (TV HH)			48.8%	16.6%	78.1%	42.5%	35.8%	
TV room	232	232	141	31	161	102	59	227
%V	0.8%	0.9%	1.3%	0.7%	0.9%	1.4%	0.5%	0.9%
%H (All HH)		100.0%	60.8%	13.4%	69.4%	44.0%	25.4%	97.8%
%H (TV HH)			60.8%	13.4%	69.4%	44.0%	25.4%	
Conservatory	608	608	304	102	494	287	206	575
%V	2.1%	2.2%	2.9%	2.5%	2.6%	3.9%	1.8%	2.4%
%H (All HH)		100.0%	50.0%	16.8%	81.3%	47.2%	33.9%	94.6%
%H (TV HH)			50.0%	16.8%	81.3%	47.2%	33.9%	
Attic or loft room	69	69	39	12	53	35	18	69
%V	0.2%	0.3%	0.4%	0.3%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	56.5%	17.4%	76.8%	50.7%	26.1%	100.0%
%H (TV HH)			56.5%	17.4%	76.8%	50.7%	26.1%	
No specific location	38	38	19	6	33	20	13	35
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	15.8%	86.8%	52.6%	34.2%	92.1%
%H (TV HH)			50.0%	15.8%	86.8%	52.6%	34.2%	
Other	268	268	141	51	209	131	78	258
%V	0.9%	1.0%	1.3%	1.2%	1.1%	1.8%	0.7%	1.1%
%H (All HH)		100.0%	52.6%	19.0%	78.0%	48.9%	29.1%	96.3%
%H (TV HH)			52.6%	19.0%	78.0%	48.9%	29.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 10

**DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018**

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	28336	27062	10640	4156	18883	7279	11604	24417
%V (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
Any DSAT provider	10640	10640	10640	185	5361	5361	0	9938
%V	37.5%	39.3%	100.0%	4.5%	28.4%	73.7%	0.0%	40.7%
%H (All HH)			100.0%	1.7%	50.4%	50.4%	0.0%	93.4%
%H (TV HH)			100.0%	1.7%	50.4%	50.4%	0.0%	
Sky with subscription	8736	8736	8736	91	4402	4402	0	8269
%V	30.8%	32.3%	82.1%	2.2%	23.3%	60.5%	0.0%	33.9%
%H (All HH)			100.0%	1.0%	50.4%	50.4%	0.0%	94.7%
%H (TV HH)			100.0%	1.0%	50.4%	50.4%	0.0%	
Sky without subscription	602	602	602	32	280	280	0	505
%V	2.1%	2.2%	5.7%	0.8%	1.5%	3.8%	0.0%	2.1%
%H (All HH)			100.0%	5.3%	46.5%	46.5%	0.0%	83.9%
%H (TV HH)			100.0%	5.3%	46.5%	46.5%	0.0%	
Freesat	1164	1164	1164	44	662	662	0	1059
%V	4.1%	4.3%	10.9%	1.1%	3.5%	9.1%	0.0%	4.3%
%H (All HH)			100.0%	3.8%	56.9%	56.9%	0.0%	91.0%
%H (TV HH)			100.0%	3.8%	56.9%	56.9%	0.0%	
Other satellite provider	636	636	636	38	325	325	0	594
%V	2.2%	2.4%	6.0%	0.9%	1.7%	4.5%	0.0%	2.4%
%H (All HH)			100.0%	6.0%	51.1%	51.1%	0.0%	93.4%
%H (TV HH)			100.0%	6.0%	51.1%	51.1%	0.0%	
DCAB	4156	4156	185	4156	2022	2022	0	3927
%V	14.7%	15.4%	1.7%	100.0%	10.7%	27.8%	0.0%	16.1%
%H (All HH)			4.5%	100.0%	48.7%	48.7%	0.0%	94.5%
%H (TV HH)			4.5%	100.0%	48.7%	48.7%	0.0%	
DTT	18883	18883	5361	2022	18883	7279	11604	15752
%V	66.6%	69.8%	50.4%	48.7%	100.0%	100.0%	100.0%	64.5%
%H (All HH)		100.0%	28.4%	10.7%	100.0%	38.5%	61.5%	83.4%
%H (TV HH)			28.4%	10.7%	100.0%	38.5%	61.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 11

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	28336	27062	10640	4156	18883	7279	11604	24417
%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
PVR	16997	16997	9437	3860	10499	6646	3854	15899
%V	60.0%	62.8%	88.7%	92.9%	55.6%	91.3%	33.2%	65.1%
%H (All HH)		100.0%	55.5%	22.7%	61.8%	39.1%	22.7%	93.5%
%H (TV HH)			55.5%	22.7%	61.8%	39.1%	22.7%	
DVDR	405	405	144	63	313	115	198	357
%V	1.4%	1.5%	1.4%	1.5%	1.7%	1.6%	1.7%	1.5%
%H (All HH)		100.0%	35.6%	15.6%	77.3%	28.4%	48.9%	88.1%
%H (TV HH)			35.6%	15.6%	77.3%	28.4%	48.9%	
VCR	246	246	81	23	208	65	143	165
%V	0.9%	0.9%	0.8%	0.6%	1.1%	0.9%	1.2%	0.7%
%H (All HH)		100.0%	32.9%	9.3%	84.6%	26.4%	58.1%	67.1%
%H (TV HH)			32.9%	9.3%	84.6%	26.4%	58.1%	
Any recorder	17252	17252	9471	3867	10729	6666	4062	16067
%V	60.9%	63.7%	89.0%	93.0%	56.8%	91.6%	35.0%	65.8%
%H (All HH)		100.0%	54.9%	22.4%	62.2%	38.6%	23.5%	93.1%
%H (TV HH)			54.9%	22.4%	62.2%	38.6%	23.5%	
Receives HDTV (via STB or built-in reception)	18939	18939	8608	3632	13217	6347	6871	17496
%V	66.8%	70.0%	80.9%	87.4%	70.0%	87.2%	59.2%	71.7%
%H (All HH)		100.0%	45.5%	19.2%	69.8%	33.5%	36.3%	92.4%
%H (TV HH)			45.5%	19.2%	69.8%	33.5%	36.3%	
DVD/Blu-ray player or recorder	18004	18004	7505	2873	12795	5497	7298	16140
%V	63.5%	66.5%	70.5%	69.1%	67.8%	75.5%	62.9%	66.1%
%H (All HH)		100.0%	41.7%	16.0%	71.1%	30.5%	40.5%	89.6%
%H (TV HH)			41.7%	16.0%	71.1%	30.5%	40.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 12

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	28336	27062	10640	4156	18883	7279	11604	24417
%H (All HH)		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%
%H (TV HH)			39.3%	15.4%	69.8%	26.9%	42.9%	
Has broadband internet	24417	23366	9938	3927	15752	6877	8875	24417
%V	86.2%	86.3%	93.4%	94.5%	83.4%	94.5%	76.5%	100.0%
%H (All HH)		95.7%	40.7%	16.1%	64.5%	28.2%	36.3%	100.0%
%H (TV HH)			42.5%	16.8%	67.4%	29.4%	38.0%	
Number of computers (PCs and laptops)								
0	5058	4752	1115	386	3799	632	3167	1428
%V	17.9%	17.6%	10.5%	9.3%	20.1%	8.7%	27.3%	5.8%
%H (All HH)		94.0%	22.0%	7.6%	75.1%	12.5%	62.6%	28.2%
			23.5%	8.1%	79.9%	13.3%	66.6%	
1	7448	7027	2646	1014	4794	1633	3161	7214
%V	26.3%	26.0%	24.9%	24.4%	25.4%	22.4%	27.2%	29.5%
%H (All HH)		94.3%	35.5%	13.6%	64.4%	21.9%	42.4%	96.9%
%H (TV HH)			37.7%	14.4%	68.2%	23.2%	45.0%	
2	6787	6507	2751	1067	4438	1919	2519	6757
%V	24.0%	24.0%	25.9%	25.7%	23.5%	26.4%	21.7%	27.7%
%H (All HH)		95.9%	40.5%	15.7%	65.4%	28.3%	37.1%	99.6%
%H (TV HH)			42.3%	16.4%	68.2%	29.5%	38.7%	
3	4060	3935	1792	725	2640	1326	1314	4044
%V	14.3%	14.5%	16.8%	17.4%	14.0%	18.2%	11.3%	16.6%
%H (All HH)		96.9%	44.1%	17.9%	65.0%	32.7%	32.4%	99.6%
%H (TV HH)			45.5%	18.4%	67.1%	33.7%	33.4%	
4	2352	2278	1092	433	1502	798	703	2347
%V	8.3%	8.4%	10.3%	10.4%	8.0%	11.0%	6.1%	9.6%
%H (All HH)		96.9%	46.4%	18.4%	63.9%	33.9%	29.9%	99.8%
%H (TV HH)			47.9%	19.0%	65.9%	35.0%	30.9%	
5+	2631	2563	1244	531	1711	971	740	2627
%V	9.3%	9.5%	11.7%	12.8%	9.1%	13.3%	6.4%	10.8%
%H (All HH)		97.4%	47.3%	20.2%	65.0%	36.9%	28.1%	99.8%
%H (TV HH)			48.5%	20.7%	66.8%	37.9%	28.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 13

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	53570	23587	8894	39331	18835	20496	48181
%H		44.0%	16.6%	73.4%	35.2%	38.3%	89.9%
Under 20"	4085	1611	597	3458	1587	1870	3561
%V	7.6%	6.8%	6.7%	8.8%	8.4%	9.1%	7.4%
%H		39.4%	14.6%	84.7%	38.8%	45.8%	87.2%
20" - 29"	9895	3947	1496	8046	3634	4412	8543
%V	18.5%	16.7%	16.8%	20.5%	19.3%	21.5%	17.7%
%H		39.9%	15.1%	81.3%	36.7%	44.6%	86.3%
30" - 39"	16258	6773	2649	11990	5370	6620	14388
%V	30.3%	28.7%	29.8%	30.5%	28.5%	32.3%	29.9%
%H		41.7%	16.3%	73.7%	33.0%	40.7%	88.5%
40" - 49"	15738	7513	2854	10753	5578	5175	14660
%V	29.4%	31.9%	32.1%	27.3%	29.6%	25.2%	30.4%
%H		47.7%	18.1%	68.3%	35.4%	32.9%	93.2%
50" - 59"	4810	2612	874	3066	1830	1236	4653
%V	9.0%	11.1%	9.8%	7.8%	9.7%	6.0%	9.7%
%H		54.3%	18.2%	63.7%	38.0%	25.7%	96.7%
60"+	530	308	98	310	189	121	517
%V	1.0%	1.3%	1.1%	0.8%	1.0%	0.6%	1.1%
%H		58.1%	18.5%	58.5%	35.7%	22.8%	97.5%
Don't know	2254	824	327	1709	646	1062	1859
%V	4.2%	3.5%	3.7%	4.3%	3.4%	5.2%	3.9%
%H		36.6%	14.5%	75.8%	28.7%	47.1%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 14

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	53570	23587	8894	39331	18835	20496	48181
%H		44.0%	16.6%	73.4%	35.2%	38.3%	89.9%
Main living room	26856	10605	4148	18759	7269	11491	23186
%V	50.1%	45.0%	46.6%	47.7%	38.6%	56.1%	48.1%
%H		39.5%	15.4%	69.9%	27.1%	42.8%	86.3%
Kitchen	3105	1440	450	2624	1384	1240	2838
%V	5.8%	6.1%	5.1%	6.7%	7.3%	6.0%	5.9%
%H		46.4%	14.5%	84.5%	44.6%	39.9%	91.4%
Adult's bedroom	14359	6801	2587	10974	6034	4941	13299
%V	26.8%	28.8%	29.1%	27.9%	32.0%	24.1%	27.6%
%H		47.4%	18.0%	76.4%	42.0%	34.4%	92.6%
Child's bedroom	2971	1628	600	2069	1327	742	2938
%V	5.5%	6.9%	6.7%	5.3%	7.0%	3.6%	6.1%
%H		54.8%	20.2%	69.6%	44.7%	25.0%	98.9%
Other bedroom	1954	959	368	1541	913	628	1870
%V	3.6%	4.1%	4.1%	3.9%	4.8%	3.1%	3.9%
%H		49.1%	18.8%	78.9%	46.7%	32.1%	95.7%
Second living/dining room	2631	1268	461	2037	1124	914	2424
%V	4.9%	5.4%	5.2%	5.2%	6.0%	4.5%	5.0%
%H		48.2%	17.5%	77.4%	42.7%	34.7%	92.1%
Study/office	452	223	74	353	193	160	439
%V	0.8%	0.9%	0.8%	0.9%	1.0%	0.8%	0.9%
%H		49.3%	16.4%	78.1%	42.7%	35.4%	97.1%
TV room	235	143	31	163	103	60	229
%V	0.4%	0.6%	0.3%	0.4%	0.5%	0.3%	0.5%
%H		60.9%	13.2%	69.4%	43.8%	25.5%	97.4%
Conseervatory	609	304	102	494	287	207	576
%V	1.1%	1.3%	1.1%	1.3%	1.5%	1.0%	1.2%
%H		49.9%	16.7%	81.1%	47.1%	34.0%	94.6%
Attic or loft room	72	41	13	56	38	18	71
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		56.9%	18.1%	77.8%	52.8%	25.0%	98.6%
No specific location	38	19	6	33	20	13	35
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	15.8%	86.8%	52.6%	34.2%	92.1%
Other	287	156	54	225	144	81	277
%V	0.5%	0.7%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		54.4%	18.8%	78.4%	50.2%	28.2%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 15

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	53570	23587	8894	39331	18835	20496	48181
%H		44.0%	16.6%	73.4%	35.2%	38.3%	89.9%
PVR	23661	14133	5468	13756	9407	4348	22380
%V	44.2%	59.9%	61.5%	35.0%	49.9%	21.2%	46.4%
%H		59.7%	23.1%	58.1%	39.8%	18.4%	94.6%
DVDR	434	157	67	334	124	210	383
%V	0.8%	0.7%	0.8%	0.8%	0.7%	1.0%	0.8%
%H		36.2%	15.4%	77.0%	28.6%	48.4%	88.2%
VCR	263	89	23	222	70	152	174
%V	0.5%	0.4%	0.3%	0.6%	0.4%	0.7%	0.4%
%H		33.8%	8.7%	84.4%	26.6%	57.8%	66.2%
Any recorder	24011	14211	5487	14065	9467	4599	22629
%V	44.8%	60.2%	61.7%	35.8%	50.3%	22.4%	47.0%
%H		59.2%	22.9%	58.6%	39.4%	19.2%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	53570	23587	8894	39331	18835	20496	48181
%H		44.0%	16.6%	73.4%	35.2%	38.3%	89.9%
Receives HDTV (via STB or built-in reception)	29845	14523	5849	21162	11352	9810	27997
%V	55.7%	61.6%	65.8%	53.8%	60.3%	47.9%	58.1%
%H		48.7%	19.6%	70.9%	38.0%	32.9%	93.8%
DVD/Blu-ray player or recorder	25652	11400	4366	18503	8940	9563	23488
%V	47.9%	48.3%	49.1%	47.0%	47.5%	46.7%	48.7%
%H		44.4%	17.0%	72.1%	34.9%	37.3%	91.6%

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

Page 16

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	27053	10638	4156	18881	7279	11602	23358
%H		39.3%	15.4%	69.8%	26.9%	42.9%	86.3%
Under 20"	282	37	14	230	18	211	193
%V	1.0%	0.3%	0.3%	1.2%	0.2%	1.8%	0.8%
%H		13.1%	5.0%	81.6%	6.4%	74.8%	68.4%
20" - 29"	2160	404	199	1722	236	1486	1443
%V	8.0%	3.8%	4.8%	9.1%	3.2%	12.8%	6.2%
%H		18.7%	9.2%	79.7%	10.9%	68.8%	66.8%
30" - 39"	7738	2420	1053	5674	1624	4050	6238
%V	28.6%	22.7%	25.3%	30.1%	22.3%	34.9%	26.7%
%H		31.3%	13.6%	73.3%	21.0%	52.3%	80.6%
40" - 49"	11429	5119	1988	7744	3634	4110	10468
%V	42.2%	48.1%	47.8%	41.0%	49.9%	35.4%	44.8%
%H		44.8%	17.4%	67.8%	31.8%	36.0%	91.6%
50" - 59"	3927	2092	694	2471	1423	1047	3784
%V	14.5%	19.7%	16.7%	13.1%	19.5%	9.0%	16.2%
%H		53.3%	17.7%	62.9%	36.2%	26.7%	96.4%
60"+	436	244	82	253	150	103	424
%V	1.6%	2.3%	2.0%	1.3%	2.1%	0.9%	1.8%
%H		56.0%	18.8%	58.0%	34.4%	23.6%	97.2%
Don't know	1081	322	126	787	194	594	808
%V	4.0%	3.0%	3.0%	4.2%	2.7%	5.1%	3.5%
%H		29.8%	11.7%	72.8%	17.9%	54.9%	74.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 17

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

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	27053	10638	4156	18881	7279	11602	23358
%H		39.3%	15.4%	69.8%	26.9%	42.9%	86.3%
PVR	16669	9317	3810	10210	6517	3692	15592
%V	61.6%	87.6%	91.7%	54.1%	89.5%	31.8%	66.8%
%H		55.9%	22.9%	61.3%	39.1%	22.1%	93.5%
DVDR	340	117	51	262	88	174	295
%V	1.3%	1.1%	1.2%	1.4%	1.2%	1.5%	1.3%
%H		34.4%	15.0%	77.1%	25.9%	51.2%	86.8%
VCR	201	59	19	167	44	123	128
%V	0.7%	0.6%	0.5%	0.9%	0.6%	1.1%	0.5%
%H		29.4%	9.5%	83.1%	21.9%	61.2%	63.7%
Any recorder	16911	9353	3818	10429	6540	3888	15750
%V	62.5%	87.9%	91.9%	55.2%	89.8%	33.5%	67.4%
%H		55.3%	22.6%	61.7%	38.7%	23.0%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	27053	10638	4156	18881	7279	11602	23358
%H		39.3%	15.4%	69.8%	26.9%	42.9%	86.3%
Receives HDTV (via STB or built-in reception)	18467	8402	3571	12801	6143	6658	17064
%V	68.3%	79.0%	85.9%	67.8%	84.4%	57.4%	73.1%
%H		45.5%	19.3%	69.3%	33.3%	36.1%	92.4%
DVD/Blu-ray player or recorder	15928	6496	2497	11286	4669	6617	14171
%V	58.9%	61.1%	60.1%	59.8%	64.1%	57.0%	60.7%
%H		40.8%	15.7%	70.9%	29.3%	41.5%	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

Page 18

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	26517	12949	4738	20450	11556	8894	24823
%H		48.8%	17.9%	77.1%	43.6%	33.5%	93.6%
Under 20"	3803	1574	583	3228	1569	1659	3368
%V	14.3%	12.2%	12.3%	15.8%	13.6%	18.7%	13.6%
%H		41.4%	15.3%	84.9%	41.3%	43.6%	88.6%
20" - 29"	7735	3543	1297	6324	3399	2926	7100
%V	29.2%	27.4%	27.4%	30.9%	29.4%	32.9%	28.6%
%H		45.8%	16.8%	81.8%	43.9%	37.8%	91.8%
30" - 39"	8521	4353	1595	6316	3745	2570	8150
%V	32.1%	33.6%	33.7%	30.9%	32.4%	28.9%	32.8%
%H		51.1%	18.7%	74.1%	44.0%	30.2%	95.6%
40" - 49"	4308	2393	866	3009	1944	1065	4192
%V	16.2%	18.5%	18.3%	14.7%	16.8%	12.0%	16.9%
%H		55.5%	20.1%	69.8%	45.1%	24.7%	97.3%
50" - 59"	883	520	180	595	406	189	869
%V	3.3%	4.0%	3.8%	2.9%	3.5%	2.1%	3.5%
%H		58.9%	20.4%	67.4%	46.0%	21.4%	98.4%
60"+	94	63	16	57	39	18	93
%V	0.4%	0.5%	0.3%	0.3%	0.3%	0.2%	0.4%
%H		67.0%	17.0%	60.6%	41.5%	19.1%	98.9%
Don't know	1173	502	201	921	453	468	1050
%V	4.4%	3.9%	4.2%	4.5%	3.9%	5.3%	4.2%
%H		42.8%	17.1%	78.5%	38.6%	39.9%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 19

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

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	26517	12949	4738	20450	11556	8894	24823
%H		48.8%	17.9%	77.1%	43.6%	33.5%	93.6%
PVR	6992	4816	1659	3546	2890	656	6788
%V	26.4%	37.2%	35.0%	17.3%	25.0%	7.4%	27.3%
%H		68.9%	23.7%	50.7%	41.3%	9.4%	97.1%
DVDR	94	40	17	72	35	37	88
%V	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%	0.4%
%H		42.6%	18.1%	76.6%	37.2%	39.4%	93.6%
VCR	62	29	4	55	26	29	47
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.3%	0.2%
%H		46.8%	6.5%	88.7%	41.9%	46.8%	75.8%
Any recorder	7100	4858	1669	3637	2926	710	6879
%V	26.8%	37.5%	35.2%	17.8%	25.3%	8.0%	27.7%
%H		68.4%	23.5%	51.2%	41.2%	10.0%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26517	12949	4738	20450	11556	8894	24823
%H		48.8%	17.9%	77.1%	43.6%	33.5%	93.6%
Receives HDTV (via STB or built-in reception)	11378	6121	2279	8361	5209	3152	10933
%V	42.9%	47.3%	48.1%	40.9%	45.1%	35.4%	44.0%
%H		53.8%	20.0%	73.5%	45.8%	27.7%	96.1%
DVD/Blu-ray player or recorder	9724	4904	1869	7217	4271	2946	9317
%V	36.7%	37.9%	39.4%	35.3%	37.0%	33.1%	37.5%
%H		50.4%	19.2%	74.2%	43.9%	30.3%	95.8%

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

Page 20

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	65547	62981	27407	10626	42149	18791	23358	60359
%H		96.1%	41.8%	16.2%	64.3%	28.7%	35.6%	92.1%
Total Children	12574	12229	5981	2188	7415	3757	3658	12362
%V	19.2%	19.4%	21.8%	20.6%	17.6%	20.0%	15.7%	20.5%
%H		97.3%	47.6%	17.4%	59.0%	29.9%	29.1%	98.3%
0 - 3	3143	3025	1442	462	1768	803	966	3066
%V	4.8%	4.8%	5.3%	4.3%	4.2%	4.3%	4.1%	5.1%
%H		96.2%	45.9%	14.7%	56.3%	25.5%	30.7%	97.6%
4 - 15	9431	9204	4539	1727	5647	2954	2693	9297
%V	14.4%	14.6%	16.6%	16.3%	13.4%	15.7%	11.5%	15.4%
%H		97.6%	48.1%	18.3%	59.9%	31.3%	28.6%	98.6%
4 - 9	4961	4823	2357	863	2877	1437	1439	4879
%V	7.6%	7.7%	8.6%	8.1%	6.8%	7.6%	6.2%	8.1%
%H		97.2%	47.5%	17.4%	58.0%	29.0%	29.0%	98.3%
10 - 15	4470	4381	2182	864	2770	1517	1253	4417
%V	6.8%	7.0%	8.0%	8.1%	6.6%	8.1%	5.4%	7.3%
%H		98.0%	48.8%	19.3%	62.0%	33.9%	28.0%	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

Page 21

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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	65547	62981	27407	10626	42149	18791	23358	60359
%H		96.1%	41.8%	16.2%	64.3%	28.7%	35.6%	92.1%
Total Adults (16+)	52973	50752	21426	8437	34734	15034	19700	47997
%V	80.8%	80.6%	78.2%	79.4%	82.4%	80.0%	84.3%	79.5%
%H		95.8%	40.4%	15.9%	65.6%	28.4%	37.2%	90.6%
16 - 19	2736	2628	1239	525	1742	920	822	2705
%V	4.2%	4.2%	4.5%	4.9%	4.1%	4.9%	3.5%	4.5%
%H		96.1%	45.3%	19.2%	63.7%	33.6%	30.0%	98.9%
20 - 24	4041	3612	1377	645	2304	1015	1290	3960
%V	6.2%	5.7%	5.0%	6.1%	5.5%	5.4%	5.5%	6.6%
%H		89.4%	34.1%	16.0%	57.0%	25.1%	31.9%	98.0%
25 - 34	8980	8219	3570	1360	4828	2106	2722	8752
%V	13.7%	13.0%	13.0%	12.8%	11.5%	11.2%	11.7%	14.5%
%H		91.5%	39.8%	15.1%	53.8%	23.5%	30.3%	97.5%
35 - 44	8324	7939	3778	1457	4751	2311	2440	8118
%V	12.7%	12.6%	13.8%	13.7%	11.3%	12.3%	10.4%	13.4%
%H		95.4%	45.4%	17.5%	57.1%	27.8%	29.3%	97.5%
45 - 54	9160	8913	4168	1713	6058	3070	2988	8791
%V	14.0%	14.2%	15.2%	16.1%	14.4%	16.3%	12.8%	14.6%
%H		97.3%	45.5%	18.7%	66.1%	33.5%	32.6%	96.0%
55 - 64	7898	7745	3333	1324	5652	2553	3099	7293
%V	12.0%	12.3%	12.2%	12.5%	13.4%	13.6%	13.3%	12.1%
%H		98.1%	42.2%	16.8%	71.6%	32.3%	39.2%	92.3%
65+	11835	11696	3961	1413	9399	3059	6339	8378
%V	18.1%	18.6%	14.5%	13.3%	22.3%	16.3%	27.1%	13.9%
%H		98.8%	33.5%	11.9%	79.4%	25.8%	53.6%	70.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 22

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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+)		52973	50752	21426	8437	34734	15034	19700	47997
	%H		95.8%	40.4%	15.9%	65.6%	28.4%	37.2%	90.6%
AB		14240	13697	6022	2367	9301	4270	5031	13879
	%V	26.9%	27.0%	28.1%	28.1%	26.8%	28.4%	25.5%	28.9%
	%H		96.2%	42.3%	16.6%	65.3%	30.0%	35.3%	97.5%
C1		14944	14214	5949	2509	9665	4313	5352	14071
	%V	28.2%	28.0%	27.8%	29.7%	27.8%	28.7%	27.2%	29.3%
	%H		95.1%	39.8%	16.8%	64.7%	28.9%	35.8%	94.2%
C2		11268	10962	4904	1903	7603	3605	3998	10270
	%V	21.3%	21.6%	22.9%	22.6%	21.9%	24.0%	20.3%	21.4%
	%H		97.3%	43.5%	16.9%	67.5%	32.0%	35.5%	91.1%
D		8187	7735	3245	1161	5100	2024	3076	6982
	%V	15.5%	15.2%	15.1%	13.8%	14.7%	13.5%	15.6%	14.5%
	%H		94.5%	39.6%	14.2%	62.3%	24.7%	37.6%	85.3%
E		4334	4144	1307	498	3065	822	2243	2795
	%V	8.2%	8.2%	6.1%	5.9%	8.8%	5.5%	11.4%	5.8%
	%H		95.6%	30.2%	11.5%	70.7%	19.0%	51.8%	64.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 23

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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+)	52973	50752	21426	8437	34734	15034	19700	47997
%H		95.8%	40.4%	15.9%	65.6%	28.4%	37.2%	90.6%
Working full time	25406	24264	11160	4506	15430	7542	7888	24798
%V	48.0%	47.8%	52.1%	53.4%	44.4%	50.2%	40.0%	51.7%
%H		95.5%	43.9%	17.7%	60.7%	29.7%	31.0%	97.6%
Working part time	5365	5203	2380	875	3577	1712	1864	5171
%V	10.1%	10.3%	11.1%	10.4%	10.3%	11.4%	9.5%	10.8%
%H		97.0%	44.4%	16.3%	66.7%	31.9%	34.7%	96.4%
Not working	22202	21284	7886	3056	15727	5780	9947	18027
%V	41.9%	41.9%	36.8%	36.2%	45.3%	38.4%	50.5%	37.6%
%H		95.9%	35.5%	13.8%	70.8%	26.0%	44.8%	81.2%
Houseperson	28336	27061	10640	4156	18882	7279	11604	24417
%V	53.5%	53.3%	49.7%	49.3%	54.4%	48.4%	58.9%	50.9%
%H		95.5%	37.5%	14.7%	66.6%	25.7%	41.0%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 24

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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+)	25920	24671	10570	4159	16688	7422	9267	23663
%H		95.2%	40.8%	16.0%	64.4%	28.6%	35.8%	91.3%
16 - 19	1436	1385	635	290	917	482	435	1422
%V	5.5%	5.6%	6.0%	7.0%	5.5%	6.5%	4.7%	6.0%
%H		96.4%	44.2%	20.2%	63.9%	33.6%	30.3%	99.0%
20 - 24	2032	1827	708	347	1138	528	610	1991
%V	7.8%	7.4%	6.7%	8.3%	6.8%	7.1%	6.6%	8.4%
%H		89.9%	34.8%	17.1%	56.0%	26.0%	30.0%	98.0%
25 - 34	4498	4065	1737	667	2380	1034	1346	4373
%V	17.4%	16.5%	16.4%	16.0%	14.3%	13.9%	14.5%	18.5%
%H		90.4%	38.6%	14.8%	52.9%	23.0%	29.9%	97.2%
35 - 44	4116	3873	1816	690	2290	1080	1210	3991
%V	15.9%	15.7%	17.2%	16.6%	13.7%	14.6%	13.1%	16.9%
%H		94.1%	44.1%	16.8%	55.6%	26.2%	29.4%	97.0%
45 - 54	4502	4358	2053	835	2930	1490	1440	4275
%V	17.4%	17.7%	19.4%	20.1%	17.6%	20.1%	15.5%	18.1%
%H		96.8%	45.6%	18.5%	65.1%	33.1%	32.0%	95.0%
55 - 64	3877	3781	1634	631	2773	1253	1519	3548
%V	15.0%	15.3%	15.5%	15.2%	16.6%	16.9%	16.4%	15.0%
%H		97.5%	42.1%	16.3%	71.5%	32.3%	39.2%	91.5%
65+	5460	5383	1988	699	4261	1554	2707	4064
%V	21.1%	21.8%	18.8%	16.8%	25.5%	20.9%	29.2%	17.2%
%H		98.6%	36.4%	12.8%	78.0%	28.5%	49.6%	74.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 25

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

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+)		25920	24671	10570	4159	16688	7422	9267	23663
	%H		95.2%	40.8%	16.0%	64.4%	28.6%	35.8%	91.3%
AB		7150	6845	3036	1187	4621	2154	2467	6987
	%V	27.6%	27.7%	28.7%	28.5%	27.7%	29.0%	26.6%	29.5%
	%H		95.7%	42.5%	16.6%	64.6%	30.1%	34.5%	97.7%
C1		6968	6601	2845	1204	4384	2068	2315	6675
	%V	26.9%	26.8%	26.9%	28.9%	26.3%	27.9%	25.0%	28.2%
	%H		94.7%	40.8%	17.3%	62.9%	29.7%	33.2%	95.8%
C2		6059	5858	2588	1002	4073	1904	2168	5439
	%V	23.4%	23.7%	24.5%	24.1%	24.4%	25.7%	23.4%	23.0%
	%H		96.7%	42.7%	16.5%	67.2%	31.4%	35.8%	89.8%
D		3915	3644	1553	564	2329	943	1385	3401
	%V	15.1%	14.8%	14.7%	13.6%	14.0%	12.7%	14.9%	14.4%
	%H		93.1%	39.7%	14.4%	59.5%	24.1%	35.4%	86.9%
E		1828	1723	547	201	1283	352	931	1162
	%V	7.1%	7.0%	5.2%	4.8%	7.7%	4.7%	10.0%	4.9%
	%H		94.3%	29.9%	11.0%	70.2%	19.3%	50.9%	63.6%

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
Apr 2017 - Mar 2018

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+)	25920	24671	10570	4159	16688	7422	9267	23663
%H		95.2%	40.8%	16.0%	64.4%	28.6%	35.8%	91.3%
Working full time	15357	14603	6763	2666	9261	4549	4712	14940
%V	59.2%	59.2%	64.0%	64.1%	55.5%	61.3%	50.8%	63.1%
%H		95.1%	44.0%	17.4%	60.3%	29.6%	30.7%	97.3%
Working part time	1198	1133	491	173	773	336	437	1122
%V	4.6%	4.6%	4.6%	4.2%	4.6%	4.5%	4.7%	4.7%
%H		94.6%	41.0%	14.4%	64.5%	28.0%	36.5%	93.7%
Not working	9365	8934	3315	1320	6655	2537	4118	7600
%V	36.1%	36.2%	31.4%	31.7%	39.9%	34.2%	44.4%	32.1%
%H		95.4%	35.4%	14.1%	71.1%	27.1%	44.0%	81.2%
Houseperson	6362	5810	1977	790	4101	1306	2795	4968
%V	24.5%	23.5%	18.7%	19.0%	24.6%	17.6%	30.2%	21.0%
%H		91.3%	31.1%	12.4%	64.5%	20.5%	43.9%	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
Apr 2017 - Mar 2018

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+)	27053	26080	10857	4279	18045	7612	10433	24333
%H		96.4%	40.1%	15.8%	66.7%	28.1%	38.6%	89.9%
16 - 19	1299	1244	604	234	825	438	387	1283
%V	4.8%	4.8%	5.6%	5.5%	4.6%	5.8%	3.7%	5.3%
%H		95.8%	46.5%	18.0%	63.5%	33.7%	29.8%	98.8%
20 - 24	2009	1784	669	298	1167	486	680	1969
%V	7.4%	6.8%	6.2%	7.0%	6.5%	6.4%	6.5%	8.1%
%H		88.8%	33.3%	14.8%	58.1%	24.2%	33.8%	98.0%
25 - 34	4482	4154	1833	693	2448	1072	1376	4379
%V	16.6%	15.9%	16.9%	16.2%	13.6%	14.1%	13.2%	18.0%
%H		92.7%	40.9%	15.5%	54.6%	23.9%	30.7%	97.7%
35 - 44	4208	4066	1962	768	2461	1230	1230	4127
%V	15.6%	15.6%	18.1%	17.9%	13.6%	16.2%	11.8%	17.0%
%H		96.6%	46.6%	18.3%	58.5%	29.2%	29.2%	98.1%
45 - 54	4659	4555	2115	879	3128	1580	1547	4515
%V	17.2%	17.5%	19.5%	20.5%	17.3%	20.8%	14.8%	18.6%
%H		97.8%	45.4%	18.9%	67.1%	33.9%	33.2%	96.9%
55 - 64	4021	3964	1699	693	2880	1300	1580	3745
%V	14.9%	15.2%	15.6%	16.2%	16.0%	17.1%	15.1%	15.4%
%H		98.6%	42.3%	17.2%	71.6%	32.3%	39.3%	93.1%
65+	6376	6313	1974	713	5138	1505	3632	4315
%V	23.6%	24.2%	18.2%	16.7%	28.5%	19.8%	34.8%	17.7%
%H		99.0%	31.0%	11.2%	80.6%	23.6%	57.0%	67.7%

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
Apr 2017 - Mar 2018

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+)		27053	26080	10857	4279	18045	7612	10433	24333
	%H		96.4%	40.1%	15.8%	66.7%	28.1%	38.6%	89.9%
AB		7090	6852	2986	1180	4680	2116	2564	6892
	%V	26.2%	26.3%	27.5%	27.6%	25.9%	27.8%	24.6%	28.3%
	%H		96.6%	42.1%	16.6%	66.0%	29.8%	36.2%	97.2%
C1		7976	7613	3104	1305	5282	2245	3037	7396
	%V	29.5%	29.2%	28.6%	30.5%	29.3%	29.5%	29.1%	30.4%
	%H		95.4%	38.9%	16.4%	66.2%	28.1%	38.1%	92.7%
C2		5209	5104	2315	901	3530	1700	1830	4831
	%V	19.3%	19.6%	21.3%	21.1%	19.6%	22.3%	17.5%	19.9%
	%H		98.0%	44.4%	17.3%	67.8%	32.6%	35.1%	92.7%
D		4272	4092	1692	596	2771	1081	1690	3581
	%V	15.8%	15.7%	15.6%	13.9%	15.4%	14.2%	16.2%	14.7%
	%H		95.8%	39.6%	14.0%	64.9%	25.3%	39.6%	83.8%
E		2506	2420	760	297	1782	470	1312	1633
	%V	9.3%	9.3%	7.0%	6.9%	9.9%	6.2%	12.6%	6.7%
	%H		96.6%	30.3%	11.9%	71.1%	18.8%	52.4%	65.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 29

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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+)	27053	26080	10857	4279	18045	7612	10433	24333
%H		96.4%	40.1%	15.8%	66.7%	28.1%	38.6%	89.9%
Working full time	10049	9660	4397	1841	6169	2993	3176	9858
%V	37.1%	37.0%	40.5%	43.0%	34.2%	39.3%	30.4%	40.5%
%H		96.1%	43.8%	18.3%	61.4%	29.8%	31.6%	98.1%
Working part time	4167	4070	1889	702	2804	1376	1428	4048
%V	15.4%	15.6%	17.4%	16.4%	15.5%	18.1%	13.7%	16.6%
%H		97.7%	45.3%	16.8%	67.3%	33.0%	34.3%	97.1%
Not working	12837	12350	4570	1736	9072	3243	5830	10427
%V	47.5%	47.4%	42.1%	40.6%	50.3%	42.6%	55.9%	42.9%
%H		96.2%	35.6%	13.5%	70.7%	25.3%	45.4%	81.2%
Houseperson	21974	21251	8663	3366	14781	5972	8809	19449
%V	81.2%	81.5%	79.8%	78.7%	81.9%	78.5%	84.4%	79.9%
%H		96.7%	39.4%	15.3%	67.3%	27.2%	40.1%	88.5%

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
- Houseperson
- 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.

Houseperson

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 Apr 2017 and Mar 2018

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

Houseperson

Response Analysis		Apr 2017 - Mar 2018						
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South-West	
Addresses Issued	83598	19307	2603	10064	4320	2407	2456	
Shop / Business	1244	391	25	139	63	39	40	
Demolished / Incomplete	121	24	8	14	12	2	3	
Empty	6408	1051	129	797	222	143	133	
Holiday Home	935	71	32	38	41	19	92	
Other Non Effective	1370	269	42	182	143	53	55	
Eligible Addresses	73520	17501	2367	8894	3839	2151	2133	
Substitute Addresses	9761	1140	472	253	308	435	541	
Multiple Occupancy Addresses	894	656	35	19	14	21	20	
Total Additional Households	10655	1796	507	272	322	456	561	
Total Valid Households	84175	19888	2637	10053	4325	2425	2461	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Non Contacts	5128	1624	138	517	366	114	152	
	6.1%	8.2%	5.2%	5.1%	8.5%	4.7%	6.2%	
No English Spoken	351	118	6	65	14	6	5	
	0.4%	0.6%	0.2%	0.6%	0.3%	0.2%	0.2%	
Refusals	24141	6874	696	2871	1463	563	712	
	28.7%	34.6%	26.4%	28.6%	33.8%	23.2%	28.9%	
Total Interviews	54555	11272	1797	6600	2482	1742	1592	
	64.8%	56.7%	68.1%	65.7%	57.4%	71.8%	64.7%	

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4510	5206	3957	8023	8117	5020	7602
Houseperson	41	46	74	90	121	66	109
Demolished / Incomplete	12	2	2	9	10	8	15
Empty	245	397	385	1023	739	349	795
Holiday Home	66	17	101	50	215	28	165
Other Non Effective	88	89	34	139	60	95	121
Eligible Addresses	4058	4655	3361	6712	6972	4474	6397
Substitute Addresses	586	1287	1110	534	1129	1731	235
Multiple Occupancy Addresses	9	7	17	17	20	12	47
Total Additional Households	595	1294	1127	551	1149	1743	282
Total Valid Households	4502	5203	3964	8016	8102	5020	7573
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	312	151	243	286	352	277	595
	6.9%	2.9%	6.1%	3.6%	4.3%	5.5%	7.9%
No English Spoken	12	21	16	19	32	24	13
	0.3%	0.4%	0.4%	0.2%	0.4%	0.5%	0.2%
Refusals	1464	1519	1136	1739	2260	1352	1487
	32.5%	29.2%	28.7%	21.7%	27.9%	26.9%	19.6%
Total Interviews	2714	3512	2569	5972	5458	3367	5478
	60.3%	67.5%	64.8%	74.5%	67.4%	67.1%	72.3%

Response Analysis: Apr 2017 - Mar 2018							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	83,598	19735	10141	8038	5425	2979	7547
Shop / Business	1,244	393	139	89	50	65	112
Demolished / Incomplete	121	24	14	9	2	0	10
Empty	6,408	1083	804	1029	407	207	673
Holiday Home	935	75	38	41	35	38	166
Other Non Effective	1,370	267	183	137	101	14	58
Eligible Addresses	73,520	17893	8963	6733	4830	2655	6528
Substitute Addresses	9,761	1773	1148	1281	585	322	482
Multiple Occupancy Addresses	894	657	19	17	7	13	20
Total Additional Households	10,655	2430	1167	1298	592	335	502
Total Valid Households	84,175	20323	10130	8031	5422	2990	7538
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	5,128	1669	527	285	168	186	327
	6.1%	8.2%	5.2%	3.5%	3.1%	6.2%	4.3%
No English Spoken	351	121	65	19	23	13	29
	0.4%	0.6%	0.6%	0.2%	0.4%	0.4%	0.4%
Refusals	24,141	7004	2886	1745	1598	874	2131
	28.7%	34.5%	28.5%	21.7%	29.5%	29.2%	28.3%
Total Interviews	54,555	11529	6652	5982	3633	1917	5051
	64.8%	56.7%	65.7%	74.5%	67.0%	64.1%	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	6730	4408	2312	5020	1385	2270	7602
Houseperson	68	66	33	66	15	39	109
Demolished / Incomplete	21	12	2	8	2	2	15
Empty	359	219	120	349	231	132	795
Holiday Home	99	40	91	28	103	16	165
Other Non Effective	123	161	45	95	15	50	121
Eligible Addresses	6060	3910	2021	4474	1019	2031	6397
Substitute Addresses	277	534	352	236	1129	990	652
Multiple Occupancy Addresses	48	14	15	12	4	21	47
Total Additional Households	325	548	367	248	1133	1011	699
Total Valid Households	6760	4406	2313	5020	1375	2288	7573
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	429	355	136	277	67	106	595
	6.3%	8.1%	5.9%	5.5%	4.9%	4.6%	7.9%
No English Spoken	17	13	4	24	4	6	13
	0.3%	0.3%	0.2%	0.5%	0.3%	0.3%	0.2%
Refusals	2045	1485	674	1352	326	529	1487
	30.3%	33.7%	29.1%	26.9%	23.7%	23.1%	19.6%
Total Interviews	4269	2553	1499	3367	978	1647	5478
	63.2%	57.9%	64.8%	67.1%	71.1%	72.0%	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

Houseperson

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

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 houseperson working less than 8 hours per week or in full time education are included in the "not working" groups.

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from Apr 2017 to Mar 2018

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	54555	52486
All Sets	107387	107387
All Individuals	134348	129793
Children 0-15	25990	25293
All Adults	108358	104500
Adult Males	52659	50561
Adult Females	55699	53939

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11272	10590
All Sets	19827	19827
All Individuals	30096	28483
Children 0-15	6289	6026
All Adults	23807	22457
Adult Males	11615	10882
Adult Females	12192	11575

BBC South-East	All Households	Total TV Households
All Households	1797	1739
All Sets	3665	3665
All Individuals	4420	4310
Children 0-15	829	819
All Adults	3591	3491
Adult Males	1749	1693
Adult Females	1842	1798

BBC Midlands	All Households	Total TV Households
All Households	6600	6389
All Sets	13084	13084
All Individuals	16485	15975
Children 0-15	3263	3173
All Adults	13222	12802
Adult Males	6461	6217
Adult Females	6761	6585

BBC East	All Households	Total TV Households
All Households	2482	2402
All Sets	4964	4964
All Individuals	6005	5814
Children 0-15	1089	1060
All Adults	4916	4754
Adult Males	2422	2337
Adult Females	2494	2417

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1742	1675
All Sets	3430	3430
All Individuals	4190	4057
Children 0-15	766	755
All Adults	3424	3302
Adult Males	1652	1587
Adult Females	1772	1715

BBC South-West	All Households	Total TV Households
All Households	1592	1545
All Sets	3258	3258
All Individuals	3743	3646
Children 0-15	611	598
All Adults	3132	3048
Adult Males	1522	1484
Adult Females	1610	1564

BBC South	All Households	Total TV Households
All Households	2714	2603
All Sets	5254	5254
All Individuals	6766	6525
Children 0-15	1279	1257
All Adults	5487	5268
Adult Males	2703	2565
Adult Females	2784	2703

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3512	3410
All Sets	7112	7112
All Individuals	8527	8292
Children 0-15	1654	1605
All Adults	6873	6687
Adult Males	3352	3248
Adult Females	3521	3439

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2569	2515
All Sets	5447	5447
All Individuals	5966	5861
Children 0-15	1025	1013
All Adults	4941	4848
Adult Males	2398	2350
Adult Females	2543	2498

BBC North-West	All Households	Total TV Households
All Households	5972	5777
All Sets	12219	12219
All Individuals	14604	14198
Children 0-15	2856	2774
All Adults	11748	11424
Adult Males	5715	5536
Adult Females	6033	5888

BBC Scotland	All Households	Total TV Households
All Households	5458	5229
All Sets	10963	10963
All Individuals	12274	11811
Children 0-15	2142	2088
All Adults	10132	9723
Adult Males	4853	4652
Adult Females	5279	5071

BBC Ulster	All Households	Total TV Households
All Households	3367	3278
All Sets	6940	6940
All Individuals	8492	8305
Children 0-15	1789	1757
All Adults	6703	6548
Adult Males	3273	3190
Adult Females	3430	3358

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5478	5334
All Sets	11224	11224
All Individuals	12780	12516
Children 0-15	2398	2368
All Adults	10382	10148
Adult Males	4944	4820
Adult Females	5438	5328

BBC Midlands West	All Households	Total TV Households
All Households	4505	4383
All Sets	9241	9241
All Individuals	11257	10971
Children 0-15	2225	2173
All Adults	9032	8798
Adult Males	4365	4227
Adult Females	4667	4571

BBC Midlands East	All Households	Total TV Households
All Households	2095	2006
All Sets	3843	3843
All Individuals	5228	5004
Children 0-15	1038	1000
All Adults	4190	4004
Adult Males	2096	1990
Adult Females	2094	2014

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11529	10834
All Sets	20317	20317
All Individuals	30736	29087
Children 0-15	6412	6147
All Adults	24324	22940
Adult Males	11881	11132
Adult Females	12443	11808

ITV Midlands	All Households	Total TV Households
All Households	6652	6438
All Sets	13162	13162
All Individuals	16597	16078
Children 0-15	3278	3185
All Adults	13319	12893
Adult Males	6509	6262
Adult Females	6810	6631

ITV North-West	All Households	Total TV Households
All Households	5982	5797
All Sets	12300	12300
All Individuals	14651	14260
Children 0-15	2867	2786
All Adults	11784	11474
Adult Males	5733	5559
Adult Females	6051	5915

ITV Yorkshire	All Households	Total TV Households
All Households	3633	3529
All Sets	7355	7355
All Individuals	8784	8545
Children 0-15	1695	1645
All Adults	7089	6900
Adult Males	3460	3355
Adult Females	3629	3545

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1917	1876
All Sets	4145	4145
All Individuals	4452	4370
Children 0-15	758	750
All Adults	3694	3620
Adult Males	1799	1761
Adult Females	1895	1859

ITV Central Scotland	All Households	Total TV Households
All Households	3665	3506
All Sets	7359	7359
All Individuals	8351	8022
Children 0-15	1512	1466
All Adults	6839	6556
Adult Males	3250	3110
Adult Females	3589	3446

ITV North Scotland	All Households	Total TV Households
All Households	1386	1324
All Sets	2803	2803
All Individuals	3031	2909
Children 0-15	488	481
All Adults	2543	2428
Adult Males	1243	1188
Adult Females	1300	1240

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4269	4105
All Sets	8428	8428
All Individuals	10516	10178
Children 0-15	1947	1914
All Adults	8569	8264
Adult Males	4181	3995
Adult Females	4388	4269

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2553	2476
All Sets	5142	5142
All Individuals	6213	6033
Children 0-15	1145	1119
All Adults	5068	4914
Adult Males	2498	2416
Adult Females	2570	2498

ITV South West	All Households	Total TV Households
All Households	1499	1455
All Sets	3064	3064
All Individuals	3537	3448
Children 0-15	586	575
All Adults	2951	2873
Adult Males	1433	1397
Adult Females	1518	1476

ITV Ulster	All Households	Total TV Households
All Households	3367	3278
All Sets	6940	6940
All Individuals	8492	8305
Children 0-15	1789	1757
All Adults	6703	6548
Adult Males	3273	3190
Adult Females	3430	3358

ITV Border	All Households	Total TV Households
All Households	978	950
All Sets	1909	1909
All Individuals	2205	2161
Children 0-15	369	364
All Adults	1836	1797
Adult Males	874	855
Adult Females	962	942

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1647	1584
All Sets	3239	3239
All Individuals	4003	3881
Children 0-15	746	736
All Adults	3257	3145
Adult Males	1581	1521
Adult Females	1676	1624

ITV HTV Wales	All Households	Total TV Households
All Households	5478	5334
All Sets	11224	11224
All Individuals	12780	12516
Children 0-15	2398	2368
All Adults	10382	10148
Adult Males	4944	4820
Adult Females	5438	5328

ITV Channel Islands	All Households	Total TV Households
All Households	93	90
All Sets	194	194
All Individuals	206	198
Children 0-15	25	23
All Adults	181	175
Adult Males	89	87
Adult Females	92	88

ITV Midlands West	All Households	Total TV Households
All Households	4607	4482
All Sets	9413	9413
All Individuals	11477	11182
Children 0-15	2257	2202
All Adults	9220	8980
Adult Males	4455	4314
Adult Females	4765	4666

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2045	1956
All Sets	3749	3749
All Individuals	5120	4896
Children 0-15	1021	983
All Adults	4099	3913
Adult Males	2054	1948
Adult Females	2045	1965

ITV Scotland	All Households	Total TV Households
All Households	5051	4830
All Sets	10162	10162
All Individuals	11382	10931
Children 0-15	2000	1947
All Adults	9382	8984
Adult Males	4493	4298
Adult Females	4889	4686

ITV Wales & West	All Households	Total TV Households
All Households	7125	6918
All Sets	14463	14463
All Individuals	16783	16397
Children 0-15	3144	3104
All Adults	13639	13293
Adult Males	6525	6341
Adult Females	7114	6952

ITV West Macro	All Households	Total TV Households
All Households	8624	8373
All Sets	17527	17527
All Individuals	20320	19845
Children 0-15	3730	3679
All Adults	16590	16166
Adult Males	7958	7738
Adult Females	8632	8428

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	15276	14811
All Sets	30689	30689
All Individuals	36917	35923
Children 0-15	7008	6864
All Adults	29909	29059
Adult Males	14467	14000
Adult Females	15442	15059

ITV South & South East	All Households	Total TV Households
All Households	4176	4015
All Sets	8234	8234
All Individuals	10310	9980
Children 0-15	1922	1891
All Adults	8388	8089
Adult Males	4092	3908
Adult Females	4296	4181

ITV South East Macro	All Households	Total TV Households
All Households	6822	6581
All Sets	13570	13570
All Individuals	16729	16211
Children 0-15	3092	3033
All Adults	13637	13178
Adult Males	6679	6411
Adult Females	6958	6767

North Macro	All Households	Total TV Households
All Households	12510	12152
All Sets	25709	25709
All Individuals	30092	29336
Children 0-15	5689	5545
All Adults	24403	23791
Adult Males	11866	11530
Adult Females	12537	12261

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5550	5405
All Sets	11500	11500
All Individuals	13236	12915
Children 0-15	2453	2395
All Adults	10783	10520
Adult Males	5259	5116
Adult Females	5524	5404

ITV North-West / Border Macro	All Households	Total TV Households
All Households	6960	6747
All Sets	14209	14209
All Individuals	16856	16421
Children 0-15	3236	3150
All Adults	13620	13271
Adult Males	6607	6414
Adult Females	7013	6857

S4C	All Households	Total TV Households
All Households	5478	5334
All Sets	11224	11224
All Individuals	12780	12516
Children 0-15	2398	2368
All Adults	10382	10148
Adult Males	4944	4820
Adult Females	5438	5328

C4/Five South Macro Region	All Households	Total TV Households
All Households	15446	14954
All Sets	31097	31097
All Individuals	37049	36056
Children 0-15	6822	6712
All Adults	30227	29344
Adult Males	14637	14149
Adult Females	15590	15195

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11532	11202
All Sets	23800	23800
All Individuals	27887	27175
Children 0-15	5320	5181
All Adults	22567	21994
Adult Males	10992	10675
Adult Females	11575	11319

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	6029	5780
All Sets	12071	12071
All Individuals	13587	13092
Children 0-15	2369	2311
All Adults	11218	10781
Adult Males	5367	5153
Adult Females	5851	5628

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 (Mar 2018)



BARB Establishment Survey and Recruitment Questionnaire

Version: 50.1

Date: 15/02/2018

Internal Use

Status: FINAL

Prepared for fieldwork month: March 2018

Contents

Version Control	3
Notes	3
Set up questions.....	5
Intro and attitudinal questions	7
First household section	11
TV sets loop	18
Household vs Sets – platform validation questions	32
Second household section	37
Individual questions (person loop).....	45
Third household section.....	51
First recruitment section (main).....	64
Second recruitment section (revisit).....	75
Supplementary / close out questions	78

Version Control

Changes included in this version:

Section	Question No	Description of changes to this version
All	Multi	All Refused options changed to 'Prefer not to say'
6 – Second Household	H80	Minor question text change
10 - First Recruitment	R2	Allow for single person HH in intro text
10 - First Recruitment	R4 intro	Minor text change

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	

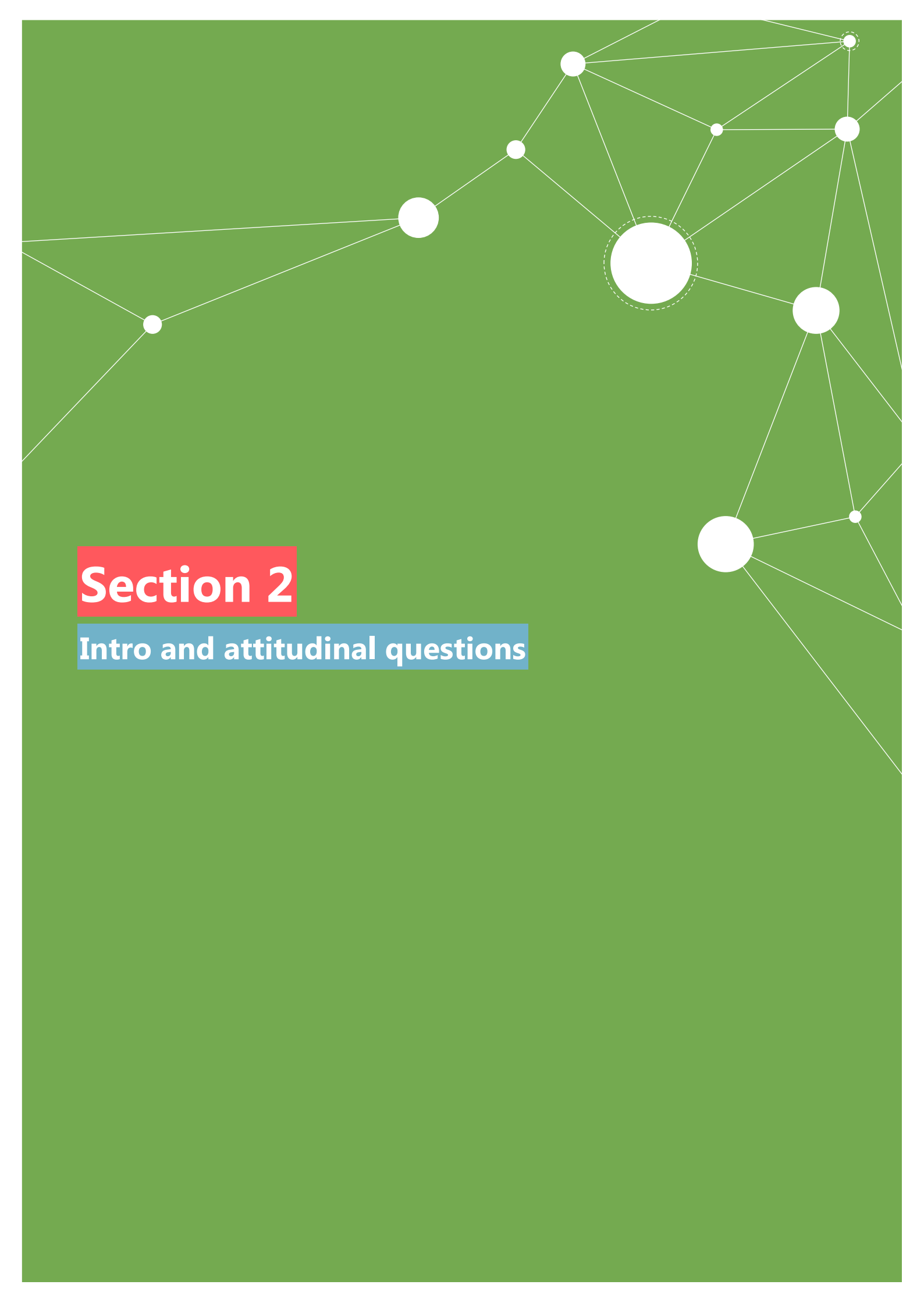
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

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 CONDITIONAL SAMPLE (CODE 3) AND NOT MHH INTERVIEWER: please note that this address is part of the main conditional incentive sample and should have received a letter telling them that they will receive a Love to shop gift card for £15 if an eligible member of the household completes the ES interview. Please refer to this during your doorstep introduction. IF PART OF CONDITIONAL SAMPLE (CODE 3) AND MHH INTERVIEWER: please note that this address is part of the conditional incentive sample (£15 Love to shop gift card on completion of an ES interview). However, as a MHH address this letter may not have been received by the home. Please record any comments about this 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.

INCENTIVE ES ONLY ASK IF MHH AND INCENTIVE SAMPLE (CODE = 2 OR 3)		
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 SP Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)

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

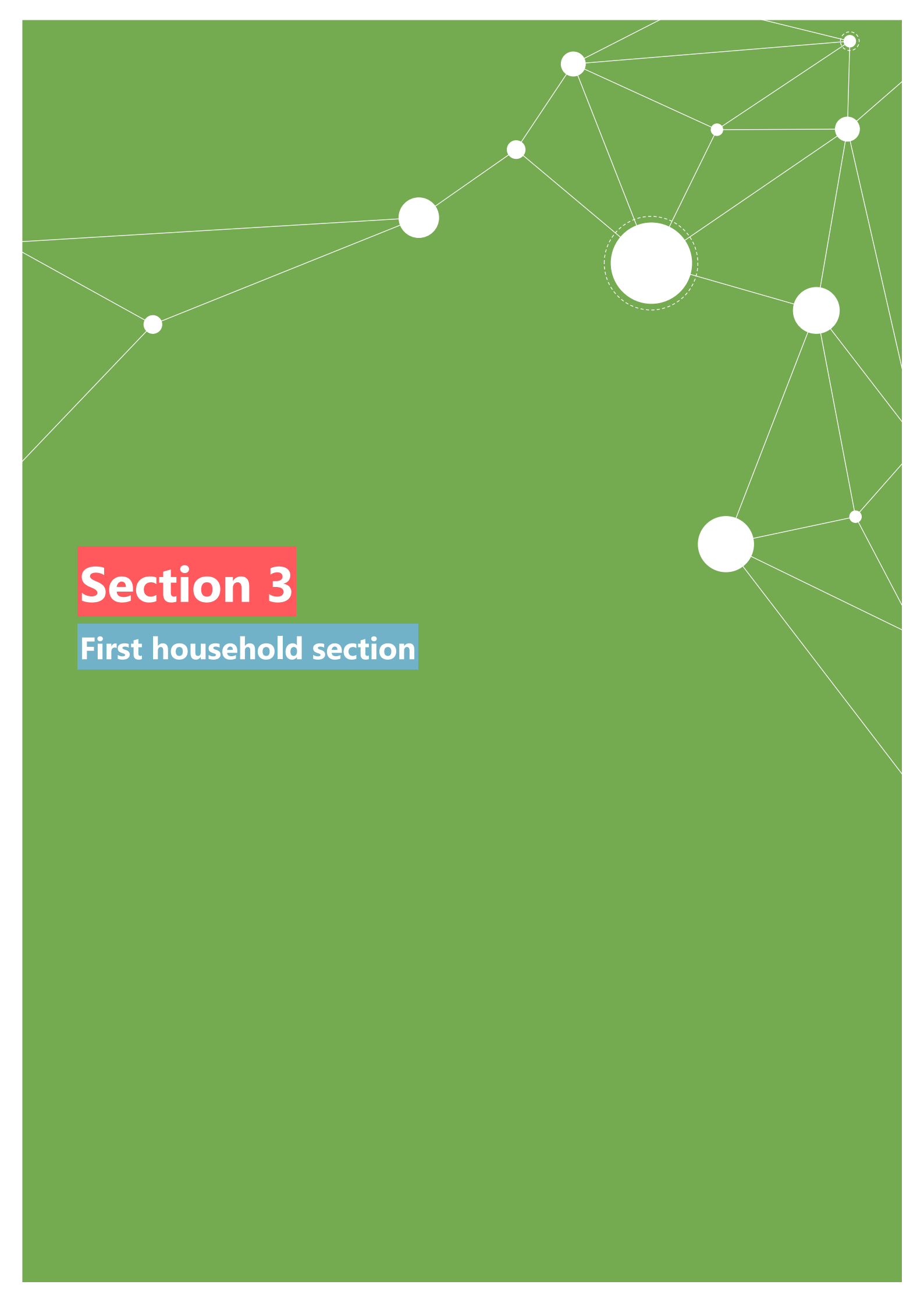
Other household member (named individual is **not available**)

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	SHOW CARD		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	SHOW CARD		
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/Prefer not to say THANK AND CLOSE	NUM
ASK IF H8=DK/REF		
H8 TERM	INTERVIEWER NOTE: YOU HAVE CHOSEN DON'T KNOW (IF H8=DK)/ PREFER NOT TO SAY (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**

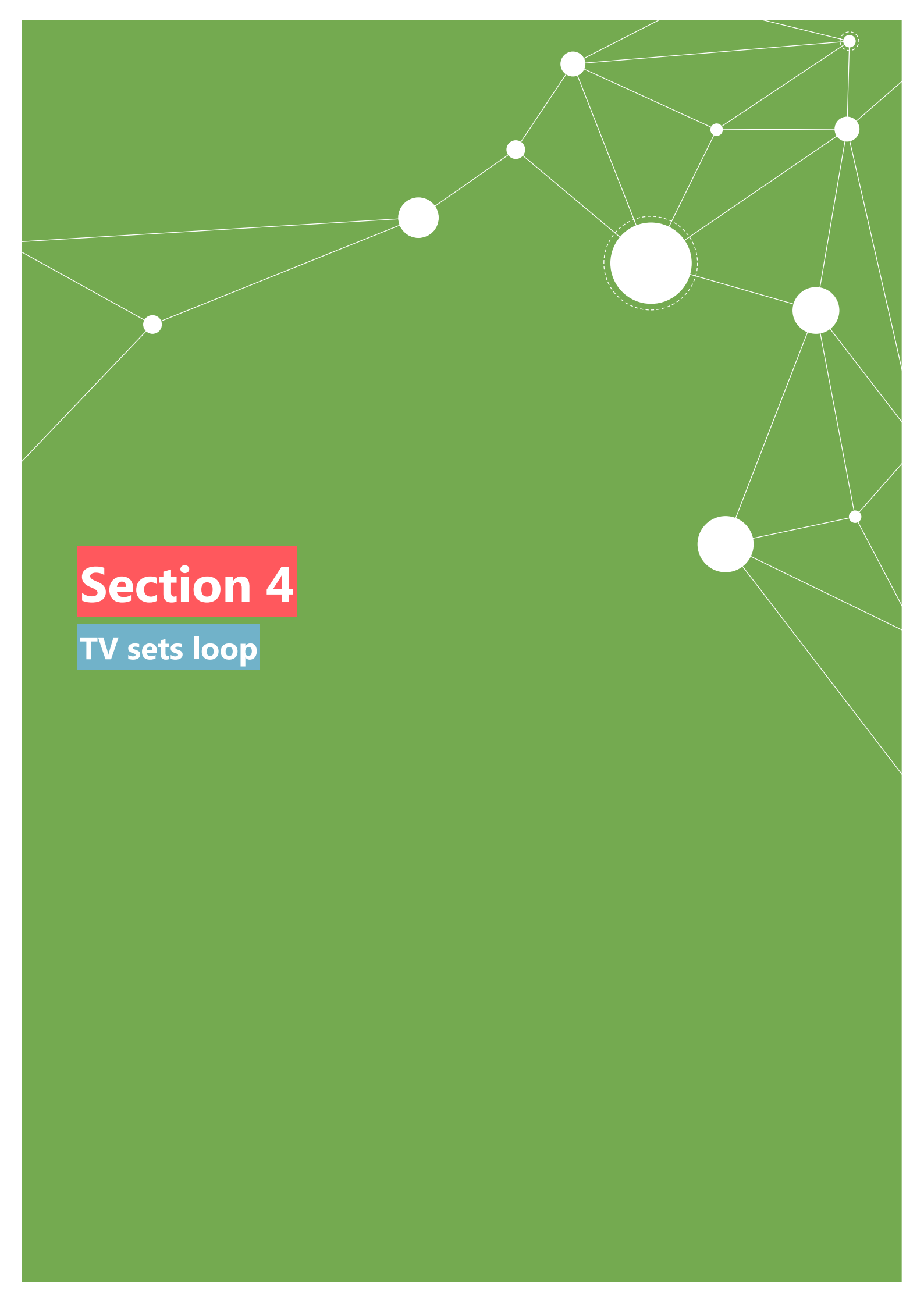
MP

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		NUM
	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)		
			FORCE EDIT: SET REF AND DK TO 0
ASK IF ANY COMPUTER OR TABLET CLAIMED			
<i>[H51>0]</i>			
H101a	IF H51=1 Is this a tablet?		SP
	Yes	Set H101 to 01	
	No	Set H101 to 00	
	Don't know	Set H101 to 00	
H101	IF H51>1 How many of these are tablets?		NUM
	WRITE IN (0-99) (0-Max value of H51)		
	Don't know		
			FORCE EDIT: SET REF AND DK TO 0
ES ONLY NOT ESR			
ASK IF 1 COMPUTER CLAIMED			
<i>[H51=1]</i>			
H111a	Has this computer/tablet been used in the last 6 months?		SP
	Yes		
	No		
ASK IF 2+ COMPUTERS CLAIMED			
<i>[H51>1]</i>			
H111b	How many of these computers/tablets have been used in the last 6 months?		NUM
	WRITE IN (0-Max value of H51)		

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

TV sets loop

SUMMARY TO BE PROVIDED FOR SET LOOP

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

ADD LOCATION ONCE S3 IS ASKED:

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

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

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

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

(END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

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

ASK IF SCREEN SIZE IS <10 INCHES

[S5 = 5–9]

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

IF NO, ROUTE BACK TO S5

CONFIRM EACH SET IN HH

S10A / S11A / S9A / S14B - ROTATE TO MATCH ORDER OF H64, H65 AND H66 (KEEP S9A AND S14B TOGETHER)	
ASK IF 1+ SET H8>=1	
S10a	Can you confirm that this set is connected to cable TV services? SP IF CABLE IS THE ONLY PLATFORM CLAIM AT HH H64=YES AND H65 = NO AND H66 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE Is this set connected to cable TV services? IF CABLE AND 1+ OTHER PLATFORM CLAIMED AT HH OR NO PLATFORMS CLAIMED AT HH H64=YES AND (H65 = YES OR H66 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE) Yes No
ASK IF 1+ SET H8>=1	
S11a	Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set SP IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH H65=YES AND H64 = NO AND H66 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set IF SATELLITE AND 1+ OTHER PLATFORM CLAIMED AT HH OR NO PLATFORMS CLAIMED AT HH H65=YES AND (H64 = YES OR H66 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE) Yes No
ASK IF 1+ SET H8>=1	
S9a	Can you confirm that this set receives TV programmes via an aerial? SP IF DTT IS THE ONLY PLATFORM CLAIM AT HH H66=YES AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE Does this set receive TV programmes via an aerial? IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H66=YES AND (H64 = YES OR H65 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE) Yes No
ASK IF DTT ON SET [S9A= 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? SP
IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH
H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND H64 = NO AND H65 = NO AND H66 = NO AND H68= NONE OF THESE

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

Yes
No

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

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

Does this set receive TV programmes from TalkTalk?
IF 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? SP
IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH
H112 =YOUVIEW (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE

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

Yes
No

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

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

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

Yes
No

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

S72a	Can you confirm that this set receives TV programmes from Plusnet? IF PLUSNET IS THE ONLY PLATFORM CLAIM AT HH <i>H112 =PLUSNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE</i>	SP
	Does this set receive TV programmes from Plusnet? IF PLUSNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH <i>H112 =PLUSNET AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	Yes	
	No	

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

S57a	Can you confirm that this set receives TV programmes by connecting the TV set to a computer, tablet or smartphone? IF CONNECTION TO A COMPUTER OR TABLET/SMARTPHONE IS THE ONLY PLATFORM CLAIM AT HH <i>H68= COMPUTER/TABLET/SMARTPHONE (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H112 = NONE OF THESE</i>	SP
	Does this set receive TV programmes by connecting the TV set to a computer, tablet or smartphone? IF CONNECTION TO A COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH <i>H68=COMPUTER/TABLET /SMARTPHONEAND (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 <table border="0"> <tr> <td>Cable</td> <td>CODE S10a=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a=YES AND H65=YES</td> </tr> <tr> <td>An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box (ROUTE ON ANY AERIAL)</td> <td>CODE S9a=YES, S14b=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and integrated reception (ROUTE ON ANY AERIAL)</td> <td>CODE S9a=YES, S14b=INTEGRATED, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H112=BT VISION OR BT TV</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a =YES AND H112=TALKTALK</td> </tr> <tr> <td>Plusnet</td> <td>CODE S72a =YES AND H112=PLUSNET</td> </tr> <tr> <td>YouView</td> <td>CODE S67a =YES AND H112=YOUVIEW</td> </tr> <tr> <td>A 'smart TV' with its own connection to the internet</td> <td>CODE S58a =YES AND H68 = INTERNET</td> </tr> <tr> <td>A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV</td> <td>CODE S74a =YES AND H68=STB/DEVICE</td> </tr> <tr> <td>By connecting the TV set to a games console</td> <td>CODE S56a =YES AND H68=CONSOLE</td> </tr> <tr> <td>By connecting the TV set to a computer, tablet or smartphone</td> <td>CODE S57a =YES AND H68=COMPUTER</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>	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	
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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? <table border="0"> <tr> <td>Yes</td> <td>GO TO S51/38/52 THEN S2</td> </tr> <tr> <td>No</td> <td>GO TO S63</td> </tr> </table>	Yes	GO TO S51/38/52 THEN S2	No	GO TO S63																										
Yes	GO TO S51/38/52 THEN S2																														
No	GO TO S63																														

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H56, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)	
ASK IF NO PLATFORMS CLAIMED ON SET [S62=NO]	
S63	<u>SHOW SCREEN</u> 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 (in NI only) or Saorview) and a separate box CODE S9a=YES, S14=SEPARATE BOX, H66=YES An aerial (known as Freeview (in NI only) or Saorview) and 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

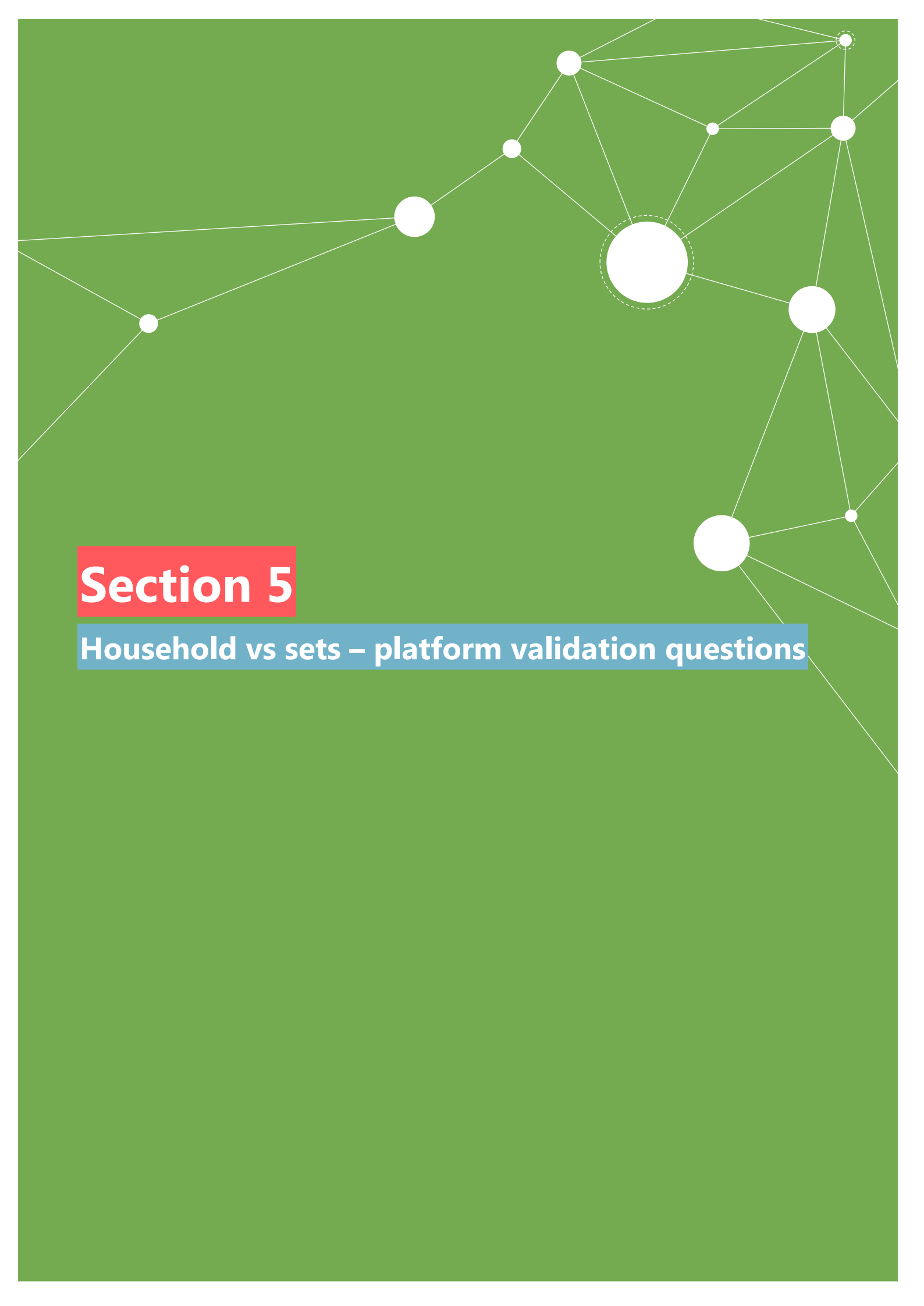
Further information

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

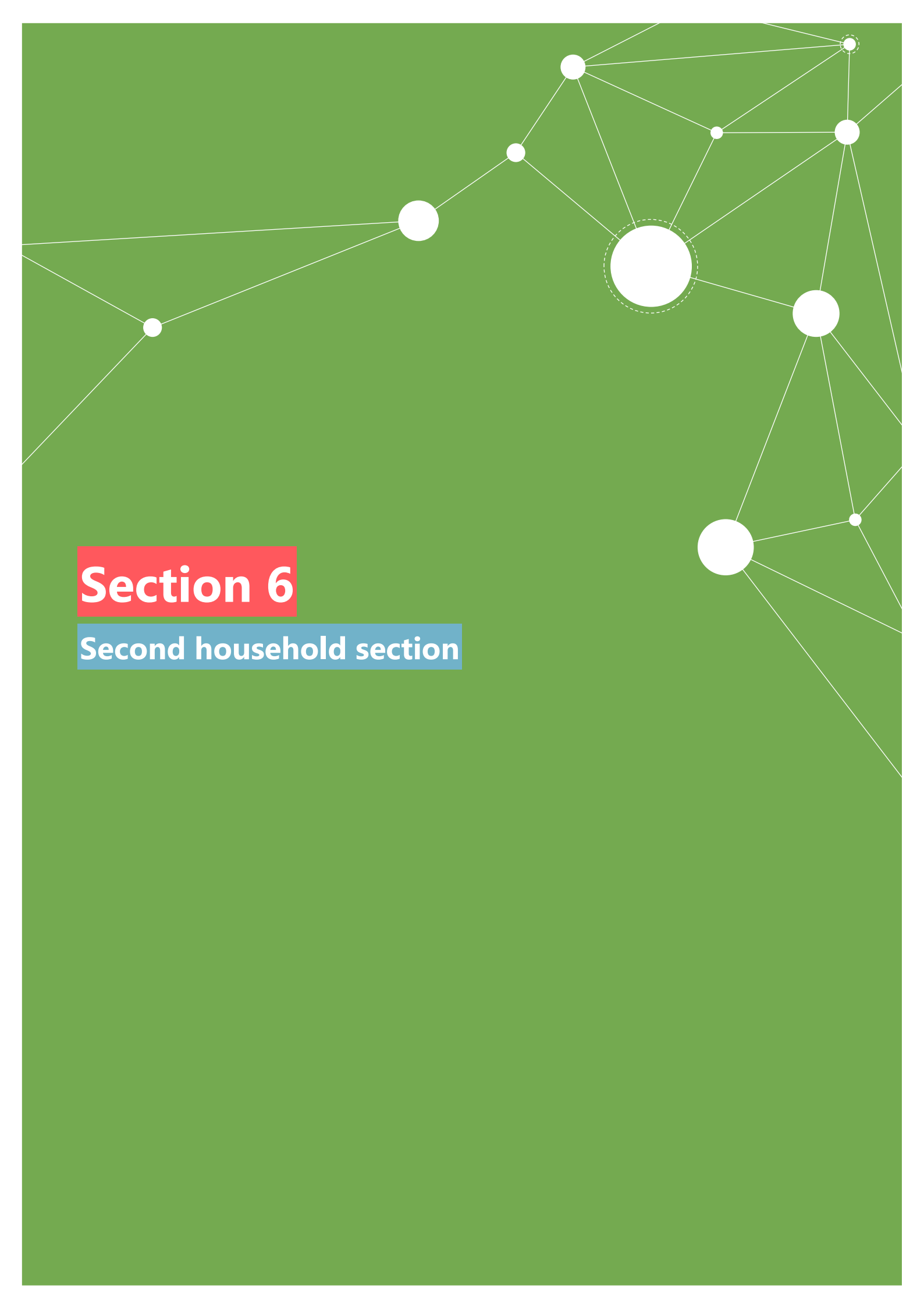
Household vs Sets – platform validation questions

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 <i>[H64=YES AND S10A=NO (FOR ALL SETS)]</i>		
H83	You said that your household was able to access TV programmes via cable but no set has cable claimed. Are you able to access TV programmes via cable? Yes No	SP ASK H84
FORCE EDIT: IF NO SET H64 = NO		
ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION <i>[H83=YES]</i>		
H84	Which of the sets you have mentioned receives TV programmes from cable TV? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S10A AND GO TO S24, S53 FOR EACH SET UNLESS SELECTED SET IS STORED AWAY INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS
FORCE EDIT: IF NONE/DK SET H64 = NO		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL <i>[H65=YES AND S11A=NO (FOR ALL SETS)]</i>		
H85	You said that your household was able to access TV programmes via satellite but no set has satellite claimed. Are you able to access TV programmes via satellite? Yes No	SP ASK H86
FORCE EDIT: IF NO SET H65 = NO		
ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION <i>[H85=YES]</i>		
H86	Which of the sets you have mentioned receives TV programmes from satellite TV? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S11A AND GO TO S69-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> SP How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know
ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]	
H59	<u>SHOW SCREEN</u> SP How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know
ES ONLY NOT ESR	
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]	
H60	<u>SHOW SCREEN</u> SP How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know

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

ES ONLY NOT ESR											
ASK IF YOUVIEW / TALKTALK / BT / PLUSNET [S67a OR S54a OR S55a OR S72a = CODE 1]											
H125	<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 border="0"> <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>						
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 border="0"> <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>
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 Xbox One X Any other games console Don't know	MP
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H54	SHOW SCREEN Which of the following do you, or does anyone in your household, use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP

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

ES ONLY NOT ESR

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

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

H79**SHOW SCREEN**

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

IF Cable HH) Cable connection

(IF BT HH) BT Vision or BT TV connection

(IF TALKTALK HH) TalkTalk connection

(IF YOUVIEW HH) YouView connection

(IF PLUSNET HH) Plusnet connection

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

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

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

NOTE: For a more detailed explanation select further information

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

A set top box or other device which allows you to connect to the internet, e.g.
Amazon Fire, Now TV, Apple TV

By connecting the TV set to a games console

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

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

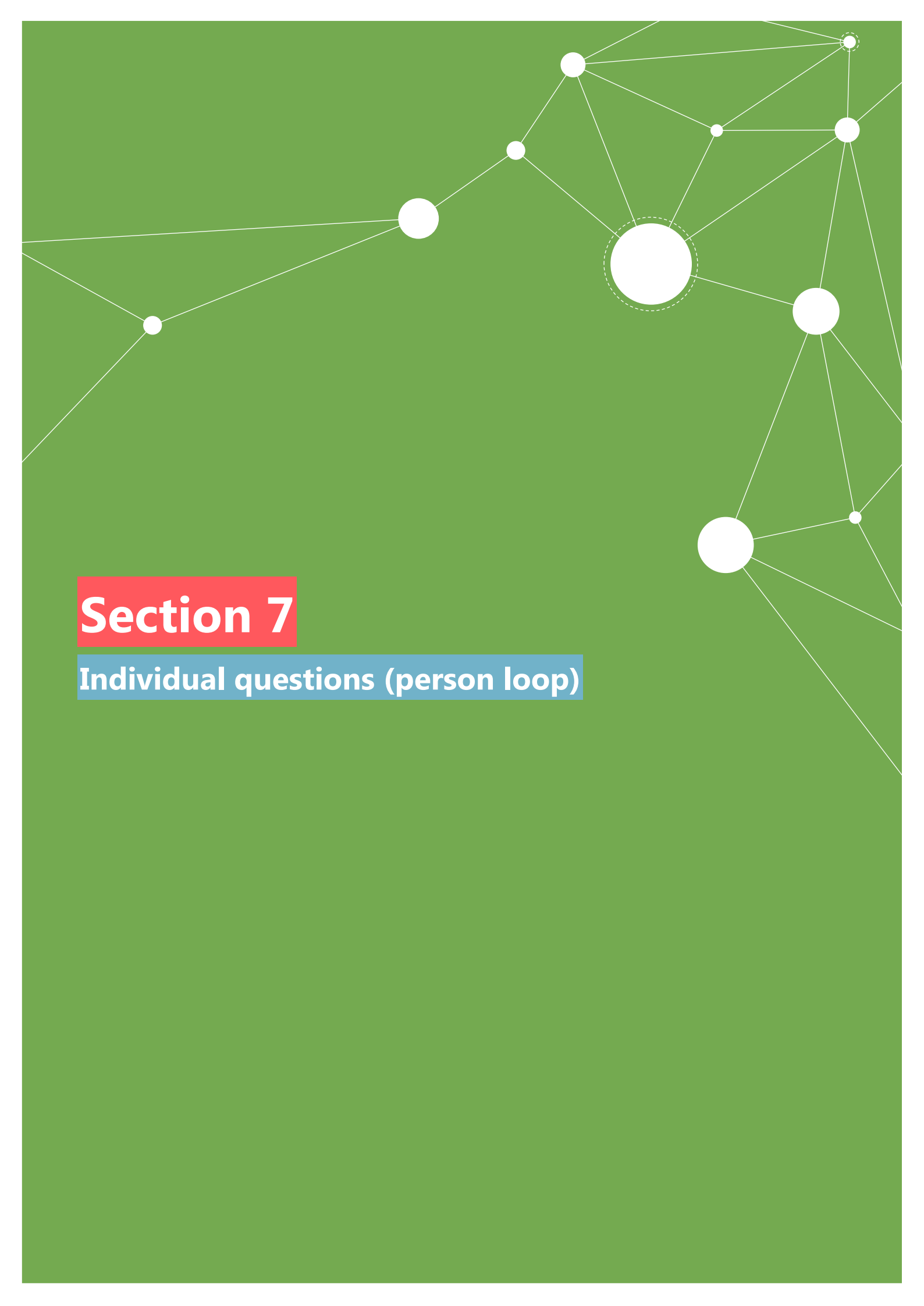
Another device that connects to the internet (Specify)

Further Information

MP

ES ONLY NOT ESR	
ASK IF ANY SET CONNECTED	
'SMART TV WITH ITS OWN CONNECTION TO THE INTERNET (S58A=YES) 'BY CONNECTING THE TV SET TO A GAMES CONSOLE (S56A=YES OR H54 = CODE 2) 'BY CONNECTING THE TV SET TO A COMPUTER/TABLET/SMARTPHONE (S57A=YES) 'A SET TOP BOX OR OTHER DEVICE WHICH ALLOWS YOU TO CONNECT TO THE INTERNET, e.g. AMAZON FIRE, NOW TV, APPLE TV (S74A=YES)	
H80	<u>SHOW SCREEN</u> You have said that your TV set receives TV programmes via the internet by: (ANY SET: S57A=YES) Connecting to a computer, tablet or smartphone. (ANY SET: S56A=YES OR H54 = CODE 3) 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	<u>SHOW SCREEN</u> SP (Single Set HH) Is your TV set capable of showing TV programmes in Ultra High Definition or 4K? (Multi Set HH) Are any of your TV sets capable of showing TV programmes in Ultra High Definition or 4K? NOTE: For a more detailed explanation select further information Yes No Don't know Further Information



Section 7

Individual questions (person loop)

Individual questions (person loop)

ASK ALL		
H55	HOUSEHOLD COMPOSITION	
Intro	Now I would like you to tell me about the people usually living in your household; by this I mean household members who share a communal living space.	

ASK ALL		
H55	How many individuals are there in your household altogether, including any children and yourself?	NUM
	WRITE IN	(00-99)

Start of person loop

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

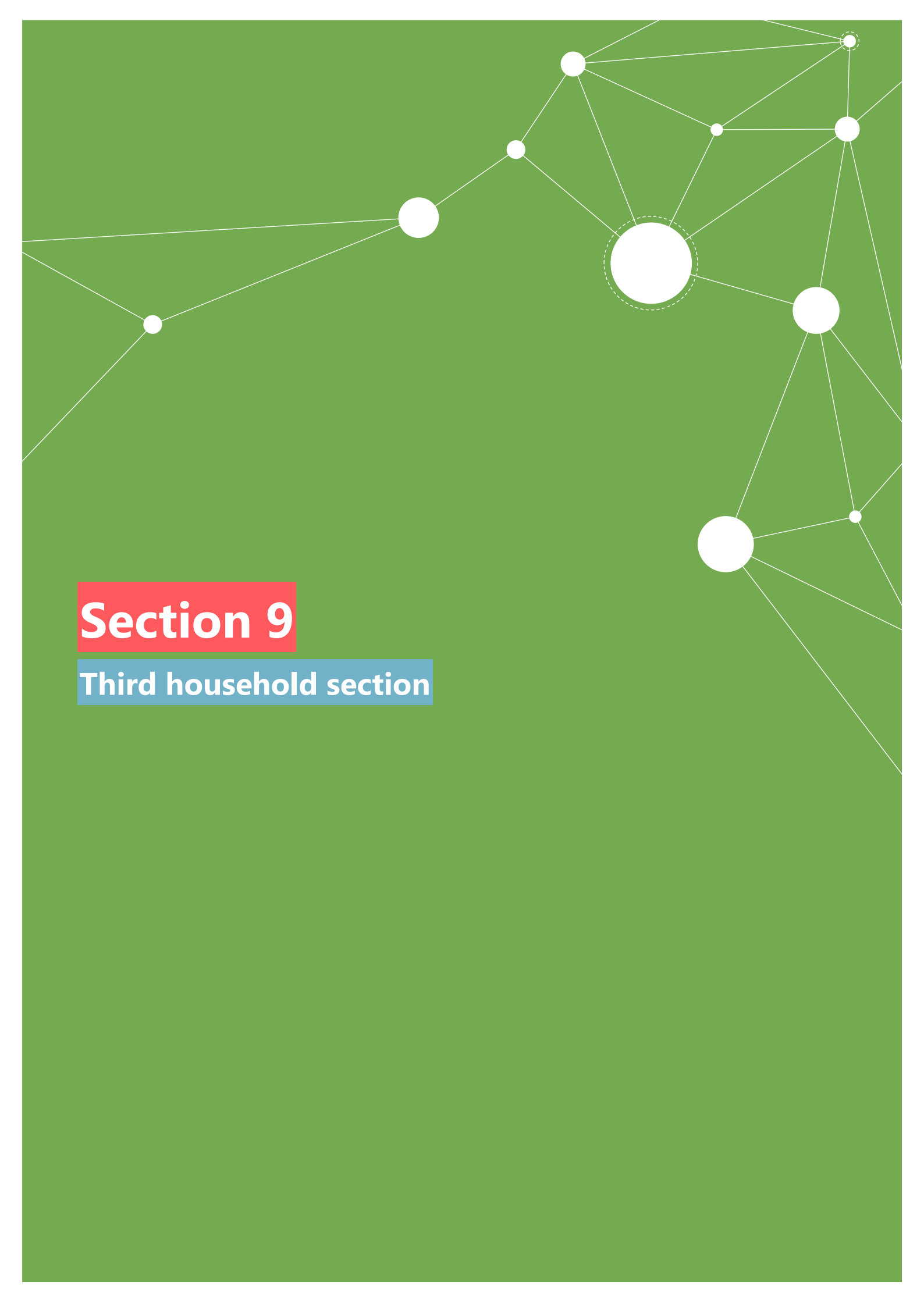
ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3]		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED		
ASK IF AGE IS DK OR PREFER NOT TO SAY [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 Prefer not to say	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 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 Prefer not to say	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) Prefer not to say (Code from list to continue)																																
ASK IF ANY OTHER WHITE BACKGROUND AT P16																																
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16	SP																														
<table border="0"> <tbody> <tr> <td>Albanian</td> <td>German</td> <td>Russian</td> </tr> <tr> <td>American</td> <td>Greek</td> <td>Serbian</td> </tr> <tr> <td>Australian</td> <td>Hungarian</td> <td>Slovakian</td> </tr> <tr> <td>Brazilian</td> <td>Italian</td> <td>South African</td> </tr> <tr> <td>Bulgarian</td> <td>Latvian</td> <td>Spanish</td> </tr> <tr> <td>Canadian</td> <td>Lithuanian</td> <td>Swedish</td> </tr> <tr> <td>Czech</td> <td>New Zealander</td> <td>Turkish</td> </tr> <tr> <td>Estonian</td> <td>Polish</td> <td>Other</td> </tr> <tr> <td>European</td> <td>Portuguese</td> <td></td> </tr> <tr> <td>French</td> <td>Romanian</td> <td></td> </tr> </tbody> </table>			Albanian	German	Russian	American	Greek	Serbian	Australian	Hungarian	Slovakian	Brazilian	Italian	South African	Bulgarian	Latvian	Spanish	Canadian	Lithuanian	Swedish	Czech	New Zealander	Turkish	Estonian	Polish	Other	European	Portuguese		French	Romanian	
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Czech	New Zealander	Turkish																														
Estonian	Polish	Other																														
European	Portuguese																															
French	Romanian																															
ASK IF ANY OTHER ASIAN BACKGROUND AT P16																																
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16	SP																														
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ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again I'm going to ask about ownership of a mobile phone. Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Prefer not to say'.	
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 Prefer not to say	
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 Prefer not to say	
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 Prefer not to say	

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
Prefer not to say

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
Prefer not to say

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
Prefer not to say

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
Prefer not to say

ASK ALL

H40 Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? SP

Yes – manager
 Yes – foreman/supervisor
 No
 Don't know

ASK IF MANAGER/FOREMAN/SUPERVISOR
[H40 = YES 9CODE 1 OR 2]]

H41 How many people work at the place? NUM

ENTER NUMERICAL RESPONSE
 Don't know

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? NUM

ENTER NUMERICAL RESPONSE
 Don't know

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: (e.g. apprenticeships, degrees, diplomas, etc. If professional qualification, please give details)

WRITE IN
 Don't know
 Prefer not to say

ASK IF CIE IS RETIRED
[P9= RETIRED]

H104 **IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT** SP

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
 Prefer not to say

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

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS [H32 = MORE THAN 6 MONTHS]		
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 Prefer not to say	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 Prefer not to say	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 Prefer not to say	
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 Prefer not to say	

ASK ALL

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

ES ONLY NOT ESR**ASK ALL**

H50 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]**

Recruitment re-engagement questions

ASK ALL IF SELECTED FOR RECRUITMENT

W1_

Intro I'd like to ask you a few questions about your TV viewing behaviour

ASK ALL SELECTED FOR RECRUITMENT WITH WORKING TV [H8>0] AND FOR ANY SET [S3 NOT = STORED AWAY] OR [S2 NOT = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] OR WATCH TV VIA COMPUTER/TABLET [H72=1]

W1 SHOW SCREEN

SP

How many hours of TV would you say you watch per day, on average?

- None
- Less than 1 hour
- 1 - 3 hours
- 3 - 6 hours
- 6 - 9 hours
- More than 9 hours

- Prefer not to say
- Don't Know

ASK ALL SELECTED FOR RECRUITMENT WITH NO WORKING TV [H8=0] [H8=0] OR FOR ANY SET [S3= STORED AWAY] OR [S2 = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] AND DON'T WATCH TV VIA COMPUTER/TABLET [H72=2] (I.E.EVERYONE WHO DOES NOT RECEIVE W1)

W2 How often do you watch TV out of home or at other people's homes?

SP

- At least once a week
- At least once a month
- Less than once a month
- Never

- Prefer not to say
- Don't Know

ASK ALL SELECTED FOR RECRUITMENT WITH WORKING TV [H8>0] AND FOR ANY SET [S3 NOT = STORED AWAY] OR [S2 NOT = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] OR WATCH TV VIA COMPUTER/TABLET [H72=1]

W3 What is your favourite programme?

SP

WRITE IN

- Prefer not to say
- Don't Know

ASK ALL SELECTED FOR RECRUITMENT WITH WORKING TV [H8>0] AND FOR ANY SET [S3 NOT = STORED AWAY] OR [S2 NOT = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] OR WATCH TV VIA COMPUTER/TABLET [H72=1] RANDOM 2 QUESTIONS ASKED AT W4 OF ANY SINGLE HOME		
W4 intro	How much do you agree or disagree with each of the following statements?	
W4a	I tend to know what I want to watch before I turn the TV on	SP
W4b	I tend to go to the same channels or apps first and will only look at others if there isn't anything I want to watch	SP
W4c	I usually look at what is available to watch on live TV first	SP
W4d	I tend to only watch TV programmes that have been recorded or on catch up	SP
W4e	I like to find new shows on catch up and then watch a series quite quickly or all at once	SP
W4f	[ASK FAMILY HOMES ONLY– filtered on life stage] We hardly ever sit down as a family and watch the same thing at the same time	SP
	Agree Neither agree or disagree Disagree Don't know	

ASK ALL SELECTED FOR RECRUITMENT		
W5	Do you know how programme makers and TV channels can tell how many people watch their programmes?	SP
	Yes No Don't Know	
FOR ALL ANSWERS INTERVIEWER READ OUT		
Data is collected from around 5,100 homes who agree to be part of the National TV Viewing Panel. These homes are specially selected so that people from all backgrounds are represented. It is the programmes watched by people in these homes that determines the official UK TV viewing ratings.		
The study is commissioned by BARB, the Broadcasters' Audience Research Board, a not for profit organisation who only exist to collect TV audience viewing data.		

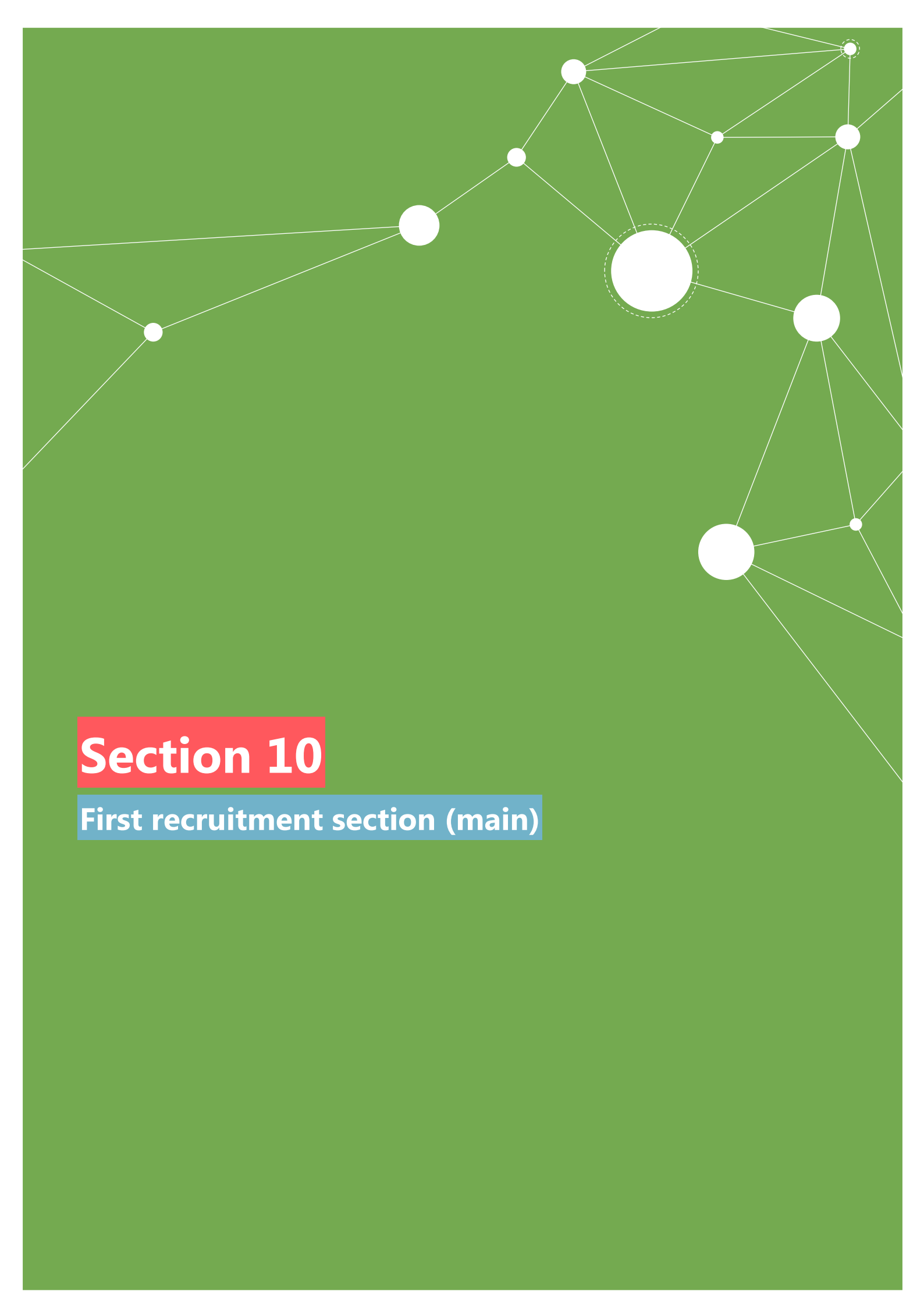
ASK ALL IF INCENTIVE SAMPLE AND SELECTED FOR RECRUITMENT		
INCE NTIV E_INT RO	Thank you for answering all my questions so far. I can now give you your voucher. After that I'd just like to talk to you a bit more about the BARB National TV Viewing Panel	

ES ONLY, INCENTIVE SAMPLE	
INCE NTIV E1	IF PART OF CONDITIONAL SAMPLE (CODE 3) INTERVIEWER: This address is part of the conditional sample and should have an incentive issued: please confirm that you have an available gift card to issue Yes No

ES ONLY – ASK IF INCENTIVE1 = YES	
INCE NTIV E2	INTERVIEWER: Please enter the serial number of the gift card for activation. ENTER THE LAST 8 DIGITS OF THE GIFT CARD NUMBER ONLY BELOW. <scripter – use gift card activation process> HAND GIFT CARD TO RESPONDENT AND SHOW THEM THE CODE READ OUT: Please can I check and confirm I have entered this number correctly? READ OUT NUMBER Yes – this is correct No – this is wrong INTERVIEWER: please inform the participant that the voucher should be activated within two working days. If respondents have any problems using the gift card they should call Dawn Viveiros using the number on the thank you leaflet.

ES ONLY – ASK IF INCENTIVE1 = NO	
INCE NTIV E3	INTERVIEWER: please inform the participant that the voucher will be sent from the office once the interview has been returned.

ES ONLY	
INCO MM	ASK IF ADVANCE LETTER ONLY SAMPLE [2010_BBC_ITV_SEGMENT= SP 11,12,13,20,21,25,26,30,31] INTERVIEWER: Do you have any comments relevant to the advance letter that the field office or validation team should be made aware of? ASK IF INCENTIVE SAMPLE CODE 3 INTERVIEWER: Do you have any comments relevant to the advance letter or incentive pilot that the field office or validation team should be made aware of? Yes (enter verbatim) No



Section 10

First recruitment section (main)

First recruitment section (main)

PROBABILITY MATRIX		
PM3	Write out subcluster recruitment status (another recruit in subcluster or not). Yes (exit recruitment) No (proceed)	SP
PM1	Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison	
PM2	HH eligible for recruitment based on probability matrix / screens to recruitment (Y/N)	
INTERVIEWER TEST SCRIPT ONLY – ROUTE ALL INTERVIEWS TO RECRUITMENT SECTION		
If selected for recruitment GO TO R2 ELSE: exit recruitment - thank and close		
ASK ALL EXCEPT ES CONDITIONAL INCENTIVE SAMPLE		
R2 intr o_1	Thank you very much for answering all of my questions so far.	
ES ONLY (INCLUDING CONDITIONAL INCENTIVE SAMPLE) NOT ESR		
R2 intr o_2	I'd like to ask if your household [If multi person HH] you [If single person HH] would consider joining the National TV Viewing Panel. We need to make sure the panel represents people from all ages and backgrounds [including people that watch little or no TV (IF NON_TV HH)]. By taking part, you will help to ensure that the viewing habits of people like you are taken into account. The task is simple and each household member would receive regular rewards for taking part.	
ASK ALL IF SELECTED FOR RECRUITMENT		
R2 intr o_3	BARB, the Broadcasters' Audience Research Board, provides audience figures primarily for television channels and programmes, and 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) I'd like to explain a bit more about the panel and what's involved and then ask if those in your household [If multi person HH] you [If single person HH] would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it. Is it okay to continue? Yes No - not interested (exit recruitment)	SP
	Ask if 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 [If multi person HH] you [If single person HH] 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. 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)	SP

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 National TV Viewing 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

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 = PREFER NOT TO SAY		
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 PREFER NOT TO SAY		
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		
Prefer not to say – (go to R19c)		

TEL SAMPLE ONLY		
ASK IF R19b = PREFER NOT TO SAY		
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

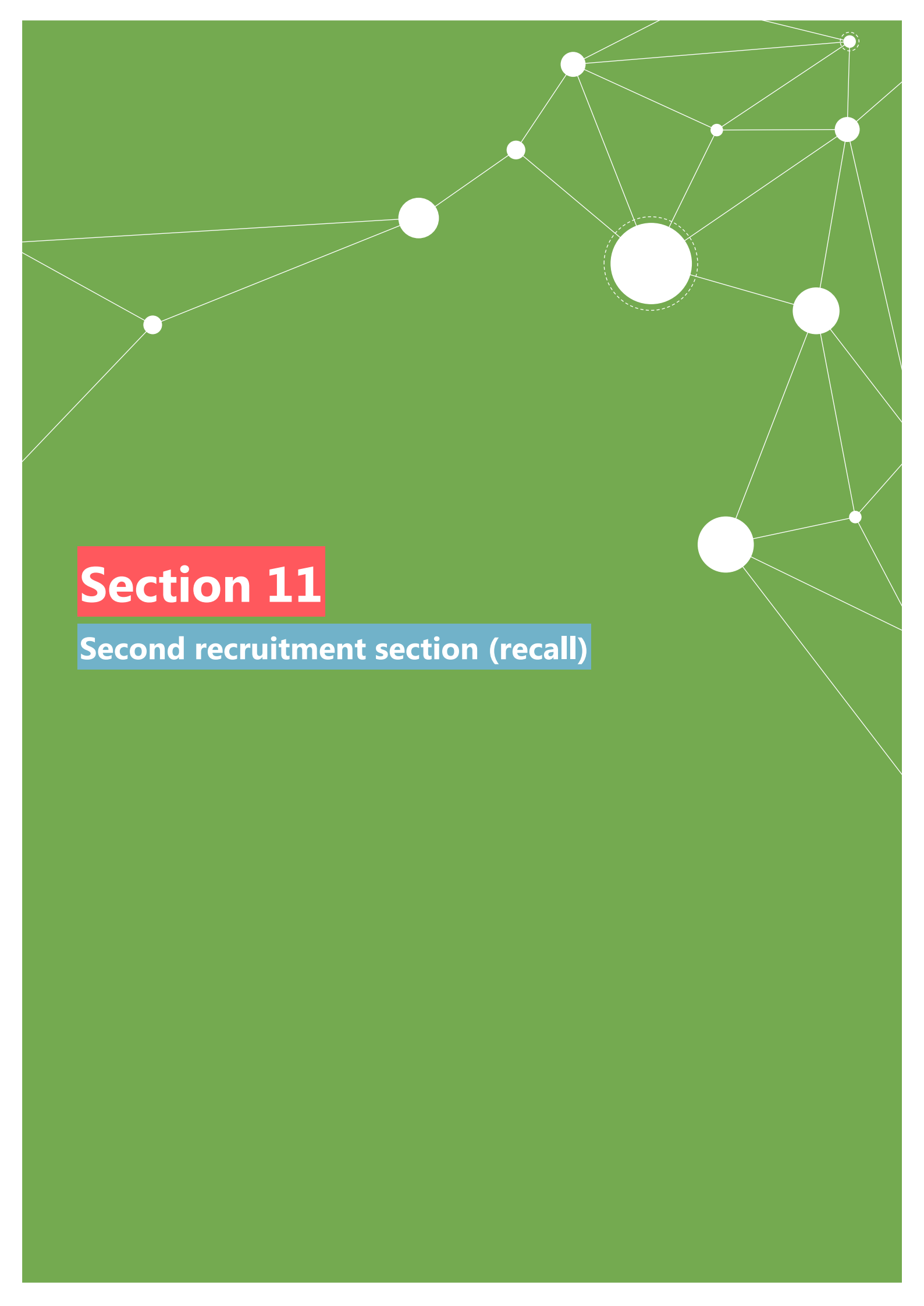
ASK ALL		
R21a	Do you have an email address that we can use to contact you?	SP
	Yes	
	No	
ASK IF R21a = YES		
R21b	Could I please record your email address?	NUM
	WRITE IN	
ASK ALL		
R21c	SHOW SCREEN	SP
	Can you confirm this is the correct email address?	
	Yes (correct email address)	
	No	
IFNO RE-ENTER 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 AND R22 NOT 'REVISIT NECESSARY'		
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 <i>[IF 0-15year old in HH]</i> 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 0800 819 9032” 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 the same freephone number 0800 819 9032 - 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)

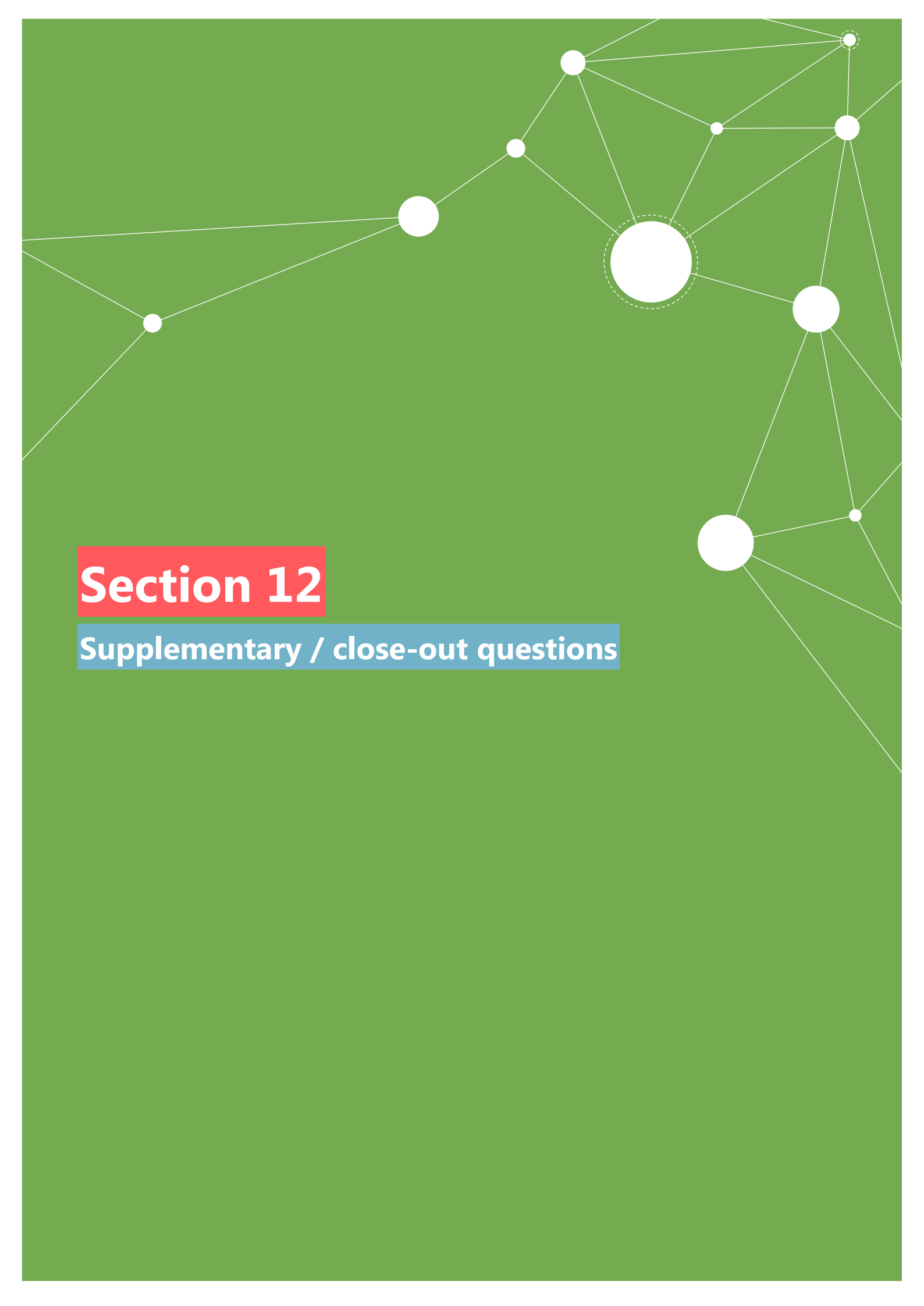
Second recruitment section (revisit) (recall permitted if agreed by RC)

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 0800 819 9032 – 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 the same freephone number 0800 819 9032 INSALLATION 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	

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

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

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

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

END OF CLOSE OUT QUESTIONS