

BARB Establishment Survey

Quarterly Data Report: Total Network

Jan 2018 to Mar 2018



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2018

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This reports contains the weighted data results from the Establishment survey for the period Jan - 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.

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DATA PERIOD: QUARTERLY
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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28336	27082	10509	4235	18702	7145	11557	24725
%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
AB	7312	7018	2940	1114	4724	1967	2758	7073
%V	25.8%	25.9%	28.0%	26.3%	25.3%	27.5%	23.9%	28.6%
%H (All HH)		96.0%	40.2%	15.2%	64.6%	26.9%	37.7%	96.7%
%H (TV HH)			41.9%	15.9%	67.3%	28.0%	39.3%	
C1	8046	7674	2937	1273	5264	2045	3219	7388
%V	28.4%	28.3%	27.9%	30.1%	28.1%	28.6%	27.9%	29.9%
%H (All HH)		95.4%	36.5%	15.8%	65.4%	25.4%	40.0%	91.8%
%H (TV HH)			38.3%	16.6%	68.6%	26.6%	41.9%	
C2	5557	5407	2249	954	3727	1622	2105	4905
%V	19.6%	20.0%	21.4%	22.5%	19.9%	22.7%	18.2%	19.8%
%H (All HH)		97.3%	40.5%	17.2%	67.1%	29.2%	37.9%	88.3%
%H (TV HH)			41.6%	17.6%	68.9%	30.0%	38.9%	
D	4328	4067	1515	577	2751	953	1798	3504
%V	15.3%	15.0%	14.4%	13.6%	14.7%	13.3%	15.6%	14.2%
%H (All HH)		94.0%	35.0%	13.3%	63.6%	22.0%	41.5%	81.0%
%H (TV HH)			37.3%	14.2%	67.6%	23.4%	44.2%	
E	3093	2917	869	316	2235	559	1677	1855
%V	10.9%	10.8%	8.3%	7.5%	12.0%	7.8%	14.5%	7.5%
%H (All HH)		94.3%	28.1%	10.2%	72.3%	18.1%	54.2%	60.0%
%H (TV HH)			29.8%	10.8%	76.6%	19.2%	57.5%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28336	27082	10509	4235	18702	7145	11557	24725
%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
Under 25	1201	991	288	122	582	150	431	1181
%V	4.2%	3.7%	2.7%	2.9%	3.1%	2.1%	3.7%	4.8%
%H (All HH)		82.5%	24.0%	10.2%	48.5%	12.5%	35.9%	98.3%
%H (TV HH)			29.1%	12.3%	58.7%	15.1%	43.5%	
25 - 34	4367	3986	1520	659	2255	847	1407	4236
%V	15.4%	14.7%	14.5%	15.6%	12.1%	11.9%	12.2%	17.1%
%H (All HH)		91.3%	34.8%	15.1%	51.6%	19.4%	32.2%	97.0%
%H (TV HH)			38.1%	16.5%	56.6%	21.2%	35.3%	
35 - 44	4635	4392	1974	831	2625	1233	1392	4506
%V	16.4%	16.2%	18.8%	19.6%	14.0%	17.3%	12.0%	18.2%
%H (All HH)		94.8%	42.6%	17.9%	56.6%	26.6%	30.0%	97.2%
%H (TV HH)			44.9%	18.9%	59.8%	28.1%	31.7%	
45 - 54	5431	5240	2406	935	3506	1657	1848	5200
%V	19.2%	19.3%	22.9%	22.1%	18.7%	23.2%	16.0%	21.0%
%H (All HH)		96.5%	44.3%	17.2%	64.6%	30.5%	34.0%	95.7%
%H (TV HH)			45.9%	17.8%	66.9%	31.6%	35.3%	
55 - 64	4832	4719	1911	791	3462	1454	2008	4400
%V	17.1%	17.4%	18.2%	18.7%	18.5%	20.3%	17.4%	17.8%
%H (All HH)		97.7%	39.5%	16.4%	71.6%	30.1%	41.6%	91.1%
%H (TV HH)			40.5%	16.8%	73.4%	30.8%	42.6%	
65 +	7871	7755	2411	896	6273	1803	4470	5203
%V	27.8%	28.6%	22.9%	21.2%	33.5%	25.2%	38.7%	21.0%
%H (All HH)		98.5%	30.6%	11.4%	79.7%	22.9%	56.8%	66.1%
%H (TV HH)			31.1%	11.6%	80.9%	23.2%	57.6%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28336	27082	10509	4235	18702	7145	11557	24725
%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
1	8789	8168	2226	943	6232	1434	4799	6050
%V	31.0%	30.2%	21.2%	22.3%	33.3%	20.1%	41.5%	24.5%
%H (All HH)		92.9%	25.3%	10.7%	70.9%	16.3%	54.6%	68.8%
%H (TV HH)			27.3%	11.5%	76.3%	17.6%	58.8%	
2	9826	9555	3792	1525	6685	2699	3985	9069
%V	34.7%	35.3%	36.1%	36.0%	35.7%	37.8%	34.5%	36.7%
%H (All HH)		97.2%	38.6%	15.5%	68.0%	27.5%	40.6%	92.3%
%H (TV HH)			39.7%	16.0%	70.0%	28.2%	41.7%	
3	4315	4145	2000	735	2562	1282	1280	4248
%V	15.2%	15.3%	19.0%	17.4%	13.7%	17.9%	11.1%	17.2%
%H (All HH)		96.1%	46.3%	17.0%	59.4%	29.7%	29.7%	98.4%
%H (TV HH)			48.3%	17.7%	61.8%	30.9%	30.9%	
4	3629	3511	1651	684	2207	1156	1051	3591
%V	12.8%	13.0%	15.7%	16.2%	11.8%	16.2%	9.1%	14.5%
%H (All HH)		96.7%	45.5%	18.8%	60.8%	31.9%	29.0%	99.0%
%H (TV HH)			47.0%	19.5%	62.9%	32.9%	29.9%	
5+	1776	1703	839	347	1015	573	442	1767
%V	6.3%	6.3%	8.0%	8.2%	5.4%	8.0%	3.8%	7.1%
%H (All HH)		95.9%	47.2%	19.5%	57.2%	32.3%	24.9%	99.5%
%H (TV HH)			49.3%	20.4%	59.6%	33.6%	26.0%	
Average HH size	2.31	2.33	2.57	2.55	2.23	2.57	2.01	2.46

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28336	27082	10509	4235	18702	7145	11557	24725
%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
Without	21001	19943	7109	2925	14425	5016	9408	17490
%V	74.1%	73.6%	67.6%	69.1%	77.1%	70.2%	81.4%	70.7%
%H (All HH)		95.0%	33.9%	13.9%	68.7%	23.9%	44.8%	83.3%
%H (TV HH)			35.6%	14.7%	72.3%	25.2%	47.2%	
With	7336	7139	3400	1310	4277	2128	2149	7236
%V	25.9%	26.4%	32.4%	30.9%	22.9%	29.8%	18.6%	29.3%
%H (All HH)		97.3%	46.3%	17.9%	58.3%	29.0%	29.3%	98.6%
%H (TV HH)			47.6%	18.3%	59.9%	29.8%	30.1%	
0 - 3	2723	2617	1189	474	1532	740	791	2681
%V	9.6%	9.7%	11.3%	11.2%	8.2%	10.4%	6.8%	10.8%
%H (All HH)		96.1%	43.7%	17.4%	56.3%	27.2%	29.0%	98.5%
%H (TV HH)			45.4%	18.1%	58.5%	28.3%	30.2%	
4 - 9	3702	3612	1752	628	2138	1062	1076	3650
%V	13.1%	13.3%	16.7%	14.8%	11.4%	14.9%	9.3%	14.8%
%H (All HH)		97.6%	47.3%	17.0%	57.8%	28.7%	29.1%	98.6%
%H (TV HH)			48.5%	17.4%	59.2%	29.4%	29.8%	
10 - 15	3404	3350	1666	655	2070	1112	958	3361
%V	12.0%	12.4%	15.9%	15.5%	11.1%	15.6%	8.3%	13.6%
%H (All HH)		98.4%	48.9%	19.2%	60.8%	32.7%	28.1%	98.7%
%H (TV HH)			49.7%	19.6%	61.8%	33.2%	28.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total HH		28336	27082	10509	4235	18702	7145	11557	24725
	%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
	%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
1		11567	11567	3389	1470	7200	1241	5959	9406
	%V	40.8%	42.7%	32.2%	34.7%	38.5%	17.4%	51.6%	38.0%
	%H (All HH)		100.0%	29.3%	12.7%	62.2%	10.7%	51.5%	81.3%
	%H (TV HH)			29.3%	12.7%	62.2%	10.7%	51.5%	
2		8879	8879	3638	1525	6349	2728	3622	7891
	%V	31.3%	32.8%	34.6%	36.0%	33.9%	38.2%	31.3%	31.9%
	%H (All HH)		100.0%	41.0%	17.2%	71.5%	30.7%	40.8%	88.9%
	%H (TV HH)			41.0%	17.2%	71.5%	30.7%	40.8%	
3		4183	4183	2126	742	3201	1846	1355	3991
	%V	14.8%	15.4%	20.2%	17.5%	17.1%	25.8%	11.7%	16.1%
	%H (All HH)		100.0%	50.8%	17.7%	76.5%	44.1%	32.4%	95.4%
	%H (TV HH)			50.8%	17.7%	76.5%	44.1%	32.4%	
4		1641	1641	886	338	1263	841	422	1608
	%V	5.8%	6.1%	8.4%	8.0%	6.8%	11.8%	3.7%	6.5%
	%H (All HH)		100.0%	54.0%	20.6%	77.0%	51.2%	25.7%	98.0%
	%H (TV HH)			54.0%	20.6%	77.0%	51.2%	25.7%	
5+		813	813	470	160	688	489	198	801
	%V	2.9%	3.0%	4.5%	3.8%	3.7%	6.8%	1.7%	3.2%
	%H (All HH)		100.0%	57.8%	19.7%	84.6%	60.1%	24.4%	98.5%
	%H (TV HH)			57.8%	19.7%	84.6%	60.1%	24.4%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28336	27082	10509	4235	18702	7145	11557	24725
%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
Under 20"	2944	2944	1077	404	2494	1053	1441	2532
%V	10.4%	10.9%	10.2%	9.5%	13.3%	14.7%	12.5%	10.2%
%H (All HH)		100.0%	36.6%	13.7%	84.7%	35.8%	48.9%	86.0%
%H (TV HH)			36.6%	13.7%	84.7%	35.8%	48.9%	
20" - 29"	7268	7268	2831	1086	5813	2508	3305	6242
%V	25.6%	26.8%	26.9%	25.6%	31.1%	35.1%	28.6%	25.2%
%H (All HH)		100.0%	39.0%	14.9%	80.0%	34.5%	45.5%	85.9%
%H (TV HH)			39.0%	14.9%	80.0%	34.5%	45.5%	
30" - 39"	12723	12723	4909	2027	9326	3763	5563	11111
%V	44.9%	47.0%	46.7%	47.9%	49.9%	52.7%	48.1%	44.9%
%H (All HH)		100.0%	38.6%	15.9%	73.3%	29.6%	43.7%	87.3%
%H (TV HH)			38.6%	15.9%	73.3%	29.6%	43.7%	
40" - 49"	13243	13243	6099	2344	8823	4288	4534	12323
%V	46.7%	48.9%	58.0%	55.3%	47.2%	60.0%	39.2%	49.8%
%H (All HH)		100.0%	46.1%	17.7%	66.6%	32.4%	34.2%	93.1%
%H (TV HH)			46.1%	17.7%	66.6%	32.4%	34.2%	
50" - 59"	4595	4595	2386	891	2834	1669	1164	4444
%V	16.2%	17.0%	22.7%	21.0%	15.2%	23.4%	10.1%	18.0%
%H (All HH)		100.0%	51.9%	19.4%	61.7%	36.3%	25.3%	96.7%
%H (TV HH)			51.9%	19.4%	61.7%	36.3%	25.3%	
60"+	549	549	307	103	331	199	132	530
%V	1.9%	2.0%	2.9%	2.4%	1.8%	2.8%	1.1%	2.1%
%H (All HH)		100.0%	55.9%	18.8%	60.3%	36.2%	24.0%	96.5%
%H (TV HH)			55.9%	18.8%	60.3%	36.2%	24.0%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28336	27082	10509	4235	18702	7145	11557	24725
%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
Main living room	26729	26729	10404	4208	18468	7091	11376	23378
%V	94.3%	98.7%	99.0%	99.4%	98.7%	99.2%	98.4%	94.6%
%H (All HH)		100.0%	38.9%	15.7%	69.1%	26.5%	42.6%	87.5%
%H (TV HH)			38.9%	15.7%	69.1%	26.5%	42.6%	
Kitchen	2941	2941	1342	432	2515	1305	1211	2691
%V	10.4%	10.9%	12.8%	10.2%	13.4%	18.3%	10.5%	10.9%
%H (All HH)		100.0%	45.6%	14.7%	85.5%	44.4%	41.2%	91.5%
%H (TV HH)			45.6%	14.7%	85.5%	44.4%	41.2%	
Adult's bedroom	11776	11776	5490	2100	8765	4624	4141	10881
%V	41.6%	43.5%	52.2%	49.6%	46.9%	64.7%	35.8%	44.0%
%H (All HH)		100.0%	46.6%	17.8%	74.4%	39.3%	35.2%	92.4%
%H (TV HH)			46.6%	17.8%	74.4%	39.3%	35.2%	
Child's bedroom	2252	2252	1235	481	1494	962	532	2231
%V	7.9%	8.3%	11.8%	11.4%	8.0%	13.5%	4.6%	9.0%
%H (All HH)		100.0%	54.8%	21.4%	66.3%	42.7%	23.6%	99.1%
%H (TV HH)			54.8%	21.4%	66.3%	42.7%	23.6%	
Other bedroom	1392	1392	700	278	1068	651	417	1329
%V	4.9%	5.1%	6.7%	6.6%	5.7%	9.1%	3.6%	5.4%
%H (All HH)		100.0%	50.3%	20.0%	76.7%	46.8%	30.0%	95.5%
%H (TV HH)			50.3%	20.0%	76.7%	46.8%	30.0%	
Second living/dining room	2660	2660	1314	471	2046	1157	888	2469
%V	9.4%	9.8%	12.5%	11.1%	10.9%	16.2%	7.7%	10.0%
%H (All HH)		100.0%	49.4%	17.7%	76.9%	43.5%	33.4%	92.8%
%H (TV HH)			49.4%	17.7%	76.9%	43.5%	33.4%	
Study/office	468	468	264	61	342	189	153	455
%V	1.7%	1.7%	2.5%	1.4%	1.8%	2.6%	1.3%	1.8%
%H (All HH)		100.0%	56.4%	13.0%	73.1%	40.4%	32.7%	97.2%
%H (TV HH)			56.4%	13.0%	73.1%	40.4%	32.7%	
TV room	200	200	128	26	141	98	43	189
%V	0.7%	0.7%	1.2%	0.6%	0.8%	1.4%	0.4%	0.8%
%H (All HH)		100.0%	64.0%	13.0%	70.5%	49.0%	21.5%	94.5%
%H (TV HH)			64.0%	13.0%	70.5%	49.0%	21.5%	
Conservatory	567	567	284	120	446	278	168	541
%V	2.0%	2.1%	2.7%	2.8%	2.4%	3.9%	1.5%	2.2%
%H (All HH)		100.0%	50.1%	21.2%	78.7%	49.0%	29.6%	95.4%
%H (TV HH)			50.1%	21.2%	78.7%	49.0%	29.6%	
Attic or loft room	75	75	49	12	59	41	19	75
%V	0.3%	0.3%	0.5%	0.3%	0.3%	0.6%	0.2%	0.3%
%H (All HH)		100.0%	65.3%	16.0%	78.7%	54.7%	25.3%	100.0%
%H (TV HH)			65.3%	16.0%	78.7%	54.7%	25.3%	
No specific location	17	17	12	0	14	8	6	14
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	70.6%	0.0%	82.4%	47.1%	35.3%	82.4%
%H (TV HH)			70.6%	0.0%	82.4%	47.1%	35.3%	
Other	224	224	120	37	170	101	68	219
%V	0.8%	0.8%	1.1%	0.9%	0.9%	1.4%	0.6%	0.9%
%H (All HH)		100.0%	53.6%	16.5%	75.9%	45.1%	30.4%	97.8%
%H (TV HH)			53.6%	16.5%	75.9%	45.1%	30.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	27082	10509	4235	18702	7145	11557	24725
%V (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
Any DSAT provider	10509	10509	10509	209	5276	5276	0	9921
%V	37.1%	38.8%	100.0%	4.9%	28.2%	73.8%	0.0%	40.1%
%H (All HH)			100.0%	2.0%	50.2%	50.2%	0.0%	94.4%
%H (TV HH)			100.0%	2.0%	50.2%	50.2%	0.0%	
Sky with subscription	8615	8615	8615	104	4297	4297	0	8219
%V	30.4%	31.8%	82.0%	2.5%	23.0%	60.1%	0.0%	33.2%
%H (All HH)			100.0%	1.2%	49.9%	49.9%	0.0%	95.4%
%H (TV HH)			100.0%	1.2%	49.9%	49.9%	0.0%	
Sky without subscription	527	527	527	37	261	261	0	451
%V	1.9%	1.9%	5.0%	0.9%	1.4%	3.7%	0.0%	1.8%
%H (All HH)			100.0%	7.0%	49.5%	49.5%	0.0%	85.6%
%H (TV HH)			100.0%	7.0%	49.5%	49.5%	0.0%	
Freesat	1173	1173	1173	55	673	673	0	1095
%V	4.1%	4.3%	11.2%	1.3%	3.6%	9.4%	0.0%	4.4%
%H (All HH)			100.0%	4.7%	57.4%	57.4%	0.0%	93.4%
%H (TV HH)			100.0%	4.7%	57.4%	57.4%	0.0%	
Other satellite provider	653	653	653	34	313	313	0	602
%V	2.3%	2.4%	6.2%	0.8%	1.7%	4.4%	0.0%	2.4%
%H (All HH)			100.0%	5.2%	47.9%	47.9%	0.0%	92.2%
%H (TV HH)			100.0%	5.2%	47.9%	47.9%	0.0%	
DCAB	4235	4235	209	4235	1988	1988	0	4009
%V	14.9%	15.6%	2.0%	100.0%	10.6%	27.8%	0.0%	16.2%
%H (All HH)			4.9%	100.0%	46.9%	46.9%	0.0%	94.7%
%H (TV HH)			4.9%	100.0%	46.9%	46.9%	0.0%	
DTT	18702	18702	5276	1988	18702	7145	11557	15776
%V	66.0%	69.1%	50.2%	46.9%	100.0%	100.0%	100.0%	63.8%
%H (All HH)		100.0%	28.2%	10.6%	100.0%	38.2%	61.8%	84.4%
%H (TV HH)			28.2%	10.6%	100.0%	38.2%	61.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	27082	10509	4235	18702	7145	11557	24725
%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
PVR	16819	16819	9299	3985	10213	6494	3719	15777
%V	59.4%	62.1%	88.5%	94.1%	54.6%	90.9%	32.2%	63.8%
%H (All HH)		100.0%	55.3%	23.7%	60.7%	38.6%	22.1%	93.8%
%H (TV HH)			55.3%	23.7%	60.7%	38.6%	22.1%	
DVDR	304	304	111	38	239	85	153	274
%V	1.1%	1.1%	1.1%	0.9%	1.3%	1.2%	1.3%	1.1%
%H (All HH)		100.0%	36.5%	12.5%	78.6%	28.0%	50.3%	90.1%
%H (TV HH)			36.5%	12.5%	78.6%	28.0%	50.3%	
VCR	246	246	70	26	216	65	150	171
%V	0.9%	0.9%	0.7%	0.6%	1.2%	0.9%	1.3%	0.7%
%H (All HH)		100.0%	28.5%	10.6%	87.8%	26.4%	61.0%	69.5%
%H (TV HH)			28.5%	10.6%	87.8%	26.4%	61.0%	
Any recorder	17061	17061	9328	3996	10434	6522	3912	15937
%V	60.2%	63.0%	88.8%	94.4%	55.8%	91.3%	33.8%	64.5%
%H (All HH)		100.0%	54.7%	23.4%	61.2%	38.2%	22.9%	93.4%
%H (TV HH)			54.7%	23.4%	61.2%	38.2%	22.9%	
Receives HDTV (via STB or built-in reception)	19079	19079	8554	3711	13241	6238	7003	17736
%V	67.3%	70.4%	81.4%	87.6%	70.8%	87.3%	60.6%	71.7%
%H (All HH)		100.0%	44.8%	19.5%	69.4%	32.7%	36.7%	93.0%
%H (TV HH)			44.8%	19.5%	69.4%	32.7%	36.7%	
DVD/Blu-ray player or recorder	17560	17560	7272	2852	12379	5269	7110	15888
%V	62.0%	64.8%	69.2%	67.3%	66.2%	73.7%	61.5%	64.3%
%H (All HH)		100.0%	41.4%	16.2%	70.5%	30.0%	40.5%	90.5%
%H (TV HH)			41.4%	16.2%	70.5%	30.0%	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

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DATA PERIOD: QUARTERLY
Jan - 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	27082	10509	4235	18702	7145	11557	24725
%H (All HH)		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%
%H (TV HH)			38.8%	15.6%	69.1%	26.4%	42.7%	
Has broadband internet	24725	23695	9921	4009	15776	6774	9002	24725
%V	87.3%	87.5%	94.4%	94.7%	84.4%	94.8%	77.9%	100.0%
%H (All HH)		95.8%	40.1%	16.2%	63.8%	27.4%	36.4%	100.0%
%H (TV HH)			41.9%	16.9%	66.6%	28.6%	38.0%	
Number of computers (PCs and laptops)								
0	4813	4521	1026	401	3631	620	3011	1451
%V	17.0%	16.7%	9.8%	9.5%	19.4%	8.7%	26.1%	5.9%
%H (All HH)		93.9%	21.3%	8.3%	75.4%	12.9%	62.6%	30.1%
%H (TV HH)			22.7%	8.9%	80.3%	13.7%	66.6%	
1	7632	7215	2696	1102	4866	1715	3150	7434
%V	26.9%	26.6%	25.7%	26.0%	26.0%	24.0%	27.3%	30.1%
%H (All HH)		94.5%	35.3%	14.4%	63.8%	22.5%	41.3%	97.4%
%H (TV HH)			37.4%	15.3%	67.4%	23.8%	43.7%	
2	6765	6535	2665	1066	4443	1813	2630	6733
%V	23.9%	24.1%	25.4%	25.2%	23.8%	25.4%	22.8%	27.2%
%H (All HH)		96.6%	39.4%	15.8%	65.7%	26.8%	38.9%	99.5%
%H (TV HH)			40.8%	16.3%	68.0%	27.7%	40.2%	
3	4113	3965	1766	746	2620	1303	1317	4097
%V	14.5%	14.6%	16.8%	17.6%	14.0%	18.2%	11.4%	16.6%
%H (All HH)		96.4%	42.9%	18.1%	63.7%	31.7%	32.0%	99.6%
%H (TV HH)			44.5%	18.8%	66.1%	32.9%	33.2%	
4	2405	2297	1094	451	1460	765	695	2402
%V	8.5%	8.5%	10.4%	10.6%	7.8%	10.7%	6.0%	9.7%
%H (All HH)		95.5%	45.5%	18.8%	60.7%	31.8%	28.9%	99.9%
%H (TV HH)			47.6%	19.6%	63.6%	33.3%	30.3%	
5+	2609	2549	1262	469	1682	929	753	2608
%V	9.2%	9.4%	12.0%	11.1%	9.0%	13.0%	6.5%	10.5%
%H (All HH)		97.7%	48.4%	18.0%	64.5%	35.6%	28.9%	100.0%
%H (TV HH)			49.5%	18.4%	66.0%	36.4%	29.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	52859	23180	8963	38297	18294	20003	47951
%H		43.9%	17.0%	72.5%	34.6%	37.8%	90.7%
Under 20"	3547	1313	484	2996	1260	1736	3081
%V	6.7%	5.7%	5.4%	7.8%	6.9%	8.7%	6.4%
%H		37.0%	13.6%	84.5%	35.5%	48.9%	86.9%
20" - 29"	9130	3654	1472	7374	3390	3984	7926
%V	17.3%	15.8%	16.4%	19.3%	18.5%	19.9%	16.5%
%H		40.0%	16.1%	80.8%	37.1%	43.6%	86.8%
30" - 39"	16099	6582	2642	11878	5226	6652	14326
%V	30.5%	28.4%	29.5%	31.0%	28.6%	33.3%	29.9%
%H		40.9%	16.4%	73.8%	32.5%	41.3%	89.0%
40" - 49"	15884	7578	2926	10642	5506	5136	14912
%V	30.0%	32.7%	32.6%	27.8%	30.1%	25.7%	31.1%
%H		47.7%	18.4%	67.0%	34.7%	32.3%	93.9%
50" - 59"	5086	2695	991	3156	1903	1253	4931
%V	9.6%	11.6%	11.1%	8.2%	10.4%	6.3%	10.3%
%H		53.0%	19.5%	62.1%	37.4%	24.6%	97.0%
60"+	593	338	116	361	223	137	574
%V	1.1%	1.5%	1.3%	0.9%	1.2%	0.7%	1.2%
%H		57.0%	19.6%	60.9%	37.6%	23.1%	96.8%
Don't know	2521	1021	332	1890	786	1104	2201
%V	4.8%	4.4%	3.7%	4.9%	4.3%	5.5%	4.6%
%H		40.5%	13.2%	75.0%	31.2%	43.8%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	52859	23180	8963	38297	18294	20003	47951
%H		43.9%	17.0%	72.5%	34.6%	37.8%	90.7%
Main living room	26882	10452	4237	18569	7125	11444	23502
%V	50.9%	45.1%	47.3%	48.5%	38.9%	57.2%	49.0%
%H		38.9%	15.8%	69.1%	26.5%	42.6%	87.4%
Kitchen	2951	1349	432	2525	1312	1213	2701
%V	5.6%	5.8%	4.8%	6.6%	7.2%	6.1%	5.6%
%H		45.7%	14.6%	85.6%	44.5%	41.1%	91.5%
Adult's bedroom	14182	6706	2585	10709	5864	4845	13243
%V	26.8%	28.9%	28.8%	28.0%	32.1%	24.2%	27.6%
%H		47.3%	18.2%	75.5%	41.3%	34.2%	93.4%
Child's bedroom	2932	1613	646	1979	1303	676	2908
%V	5.5%	7.0%	7.2%	5.2%	7.1%	3.4%	6.1%
%H		55.0%	22.0%	67.5%	44.4%	23.1%	99.2%
Other bedroom	1626	833	326	1239	769	471	1563
%V	3.1%	3.6%	3.6%	3.2%	4.2%	2.4%	3.3%
%H		51.2%	20.0%	76.2%	47.3%	29.0%	96.1%
Second living/dining room	2710	1352	478	2087	1192	895	2517
%V	5.1%	5.8%	5.3%	5.4%	6.5%	4.5%	5.2%
%H		49.9%	17.6%	77.0%	44.0%	33.0%	92.9%
Study/office	473	269	61	347	194	153	460
%V	0.9%	1.2%	0.7%	0.9%	1.1%	0.8%	1.0%
%H		56.9%	12.9%	73.4%	41.0%	32.3%	97.3%
TV room	204	130	29	144	101	43	194
%V	0.4%	0.6%	0.3%	0.4%	0.6%	0.2%	0.4%
%H		63.7%	14.2%	70.6%	49.5%	21.1%	95.1%
Conservatory	567	284	120	446	278	168	541
%V	1.1%	1.2%	1.3%	1.2%	1.5%	0.8%	1.1%
%H		50.1%	21.2%	78.7%	49.0%	29.6%	95.4%
Attic or loft room	77	51	12	61	43	19	77
%V	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		66.2%	15.6%	79.2%	55.8%	24.7%	100.0%
No specific location	17	12	0	14	8	6	14
%V	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		70.6%	0.0%	82.4%	47.1%	35.3%	82.4%
Other	237	130	37	178	107	71	232
%V	0.4%	0.6%	0.4%	0.5%	0.6%	0.4%	0.5%
%H		54.9%	15.6%	75.1%	45.1%	30.0%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	52859	23180	8963	38297	18294	20003	47951
%H		43.9%	17.0%	72.5%	34.6%	37.8%	90.7%
PVR	23512	14024	5645	13339	9185	4153	22319
%V	44.5%	60.5%	63.0%	34.8%	50.2%	20.8%	46.5%
%H		59.6%	24.0%	56.7%	39.1%	17.7%	94.9%
DVDR	327	124	40	255	94	161	294
%V	0.6%	0.5%	0.4%	0.7%	0.5%	0.8%	0.6%
%H		37.9%	12.2%	78.0%	28.7%	49.2%	89.9%
VCR	266	83	26	233	76	158	184
%V	0.5%	0.4%	0.3%	0.6%	0.4%	0.8%	0.4%
%H		31.2%	9.8%	87.6%	28.6%	59.4%	69.2%
Any recorder	23855	14097	5671	13651	9262	4389	22564
%V	45.1%	60.8%	63.3%	35.6%	50.6%	21.9%	47.1%
%H		59.1%	23.8%	57.2%	38.8%	18.4%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	52859	23180	8963	38297	18294	20003	47951
%H		43.9%	17.0%	72.5%	34.6%	37.8%	90.7%
Receives HDTV (via STB or built-in reception)	29984	14640	5894	21005	11219	9786	28303
%V	56.7%	63.2%	65.8%	54.8%	61.3%	48.9%	59.0%
%H		48.8%	19.7%	70.1%	37.4%	32.6%	94.4%
DVD/Blu-ray player or recorder	24757	10886	4297	17715	8478	9237	22780
%V	46.8%	47.0%	47.9%	46.3%	46.3%	46.2%	47.5%
%H		44.0%	17.4%	71.6%	34.2%	37.3%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	27073	10509	4233	18700	7145	11555	23686
%H		38.8%	15.6%	69.1%	26.4%	42.7%	87.5%
Under 20"	320	43	19	247	15	232	232
%V	1.2%	0.4%	0.4%	1.3%	0.2%	2.0%	1.0%
%H		13.4%	5.9%	77.2%	4.7%	72.5%	72.5%
20" - 29"	1968	339	193	1587	218	1370	1340
%V	7.3%	3.2%	4.6%	8.5%	3.1%	11.9%	5.7%
%H		17.2%	9.8%	80.6%	11.1%	69.6%	68.1%
30" - 39"	7440	2211	1009	5507	1498	4009	6050
%V	27.5%	21.0%	23.8%	29.4%	21.0%	34.7%	25.5%
%H		29.7%	13.6%	74.0%	20.1%	53.9%	81.3%
40" - 49"	11539	5150	2011	7689	3564	4125	10652
%V	42.6%	49.0%	47.5%	41.1%	49.9%	35.7%	45.0%
%H		44.6%	17.4%	66.6%	30.9%	35.7%	92.3%
50" - 59"	4148	2137	783	2543	1470	1074	4004
%V	15.3%	20.3%	18.5%	13.6%	20.6%	9.3%	16.9%
%H		51.5%	18.9%	61.3%	35.4%	25.9%	96.5%
60"+	484	261	92	288	169	119	466
%V	1.8%	2.5%	2.2%	1.5%	2.4%	1.0%	2.0%
%H		53.9%	19.0%	59.5%	34.9%	24.6%	96.3%
Don't know	1173	369	127	838	212	626	942
%V	4.3%	3.5%	3.0%	4.5%	3.0%	5.4%	4.0%
%H		31.5%	10.8%	71.4%	18.1%	53.4%	80.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	27073	10509	4233	18700	7145	11555	23686
%H		38.8%	15.6%	69.1%	26.4%	42.7%	87.5%
PVR	16517	9188	3914	9949	6354	3595	15484
%V	61.0%	87.4%	92.5%	53.2%	88.9%	31.1%	65.4%
%H		55.6%	23.7%	60.2%	38.5%	21.8%	93.7%
DVDR	254	89	29	195	61	134	226
%V	0.9%	0.8%	0.7%	1.0%	0.9%	1.2%	1.0%
%H		35.0%	11.4%	76.8%	24.0%	52.8%	89.0%
VCR	189	43	19	167	40	127	123
%V	0.7%	0.4%	0.4%	0.9%	0.6%	1.1%	0.5%
%H		22.8%	10.1%	88.4%	21.2%	67.2%	65.1%
Any recorder	16738	9217	3925	10151	6382	3769	15628
%V	61.8%	87.7%	92.7%	54.3%	89.3%	32.6%	66.0%
%H		55.1%	23.4%	60.6%	38.1%	22.5%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	27073	10509	4233	18700	7145	11555	23686
%H		38.8%	15.6%	69.1%	26.4%	42.7%	87.5%
Receives HDTV (via STB or built-in reception)	18672	8360	3663	12880	6052	6828	17356
%V	69.0%	79.6%	86.5%	68.9%	84.7%	59.1%	73.3%
%H		44.8%	19.6%	69.0%	32.4%	36.6%	93.0%
DVD/Blu-ray player or recorder	15433	6232	2473	10846	4443	6403	13849
%V	57.0%	59.3%	58.4%	58.0%	62.2%	55.4%	58.5%
%H		40.4%	16.0%	70.3%	28.8%	41.5%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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 HH	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25786	12671	4730	19597	11150	8448	24265
%H		49.1%	18.3%	76.0%	43.2%	32.8%	94.1%
Under 20"	3226	1270	465	2749	1246	1504	2849
%V	12.5%	10.0%	9.8%	14.0%	11.2%	17.8%	11.7%
%H		39.4%	14.4%	85.2%	38.6%	46.6%	88.3%
20" - 29"	7161	3315	1279	5787	3172	2614	6586
%V	27.8%	26.2%	27.0%	29.5%	28.4%	30.9%	27.1%
%H		46.3%	17.9%	80.8%	44.3%	36.5%	92.0%
30" - 39"	8659	4371	1634	6371	3729	2643	8276
%V	33.6%	34.5%	34.5%	32.5%	33.4%	31.3%	34.1%
%H		50.5%	18.9%	73.6%	43.1%	30.5%	95.6%
40" - 49"	4345	2429	916	2953	1942	1011	4260
%V	16.9%	19.2%	19.4%	15.1%	17.4%	12.0%	17.6%
%H		55.9%	21.1%	68.0%	44.7%	23.3%	98.0%
50" - 59"	938	558	209	613	433	180	927
%V	3.6%	4.4%	4.4%	3.1%	3.9%	2.1%	3.8%
%H		59.5%	22.3%	65.4%	46.2%	19.2%	98.8%
60"+	109	77	24	73	55	18	109
%V	0.4%	0.6%	0.5%	0.4%	0.5%	0.2%	0.4%
%H		70.6%	22.0%	67.0%	50.5%	16.5%	100.0%
Don't know	1348	652	204	1052	573	478	1259
%V	5.2%	5.1%	4.3%	5.4%	5.1%	5.7%	5.2%
%H		48.4%	15.1%	78.0%	42.5%	35.5%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	25786	12671	4730	19597	11150	8448	24265
%H		49.1%	18.3%	76.0%	43.2%	32.8%	94.1%
PVR	6995	4836	1731	3390	2831	559	6835
%V	27.1%	38.2%	36.6%	17.3%	25.4%	6.6%	28.2%
%H		69.1%	24.7%	48.5%	40.5%	8.0%	97.7%
DVDR	73	35	11	60	33	27	68
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%
%H		47.9%	15.1%	82.2%	45.2%	37.0%	93.2%
VCR	77	39	6	66	35	31	60
%V	0.3%	0.3%	0.1%	0.3%	0.3%	0.4%	0.2%
%H		50.6%	7.8%	85.7%	45.5%	40.3%	77.9%
Any recorder	7118	4880	1746	3499	2880	620	6936
%V	27.6%	38.5%	36.9%	17.9%	25.8%	7.3%	28.6%
%H		68.6%	24.5%	49.2%	40.5%	8.7%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25786	12671	4730	19597	11150	8448	24265
%H		49.1%	18.3%	76.0%	43.2%	32.8%	94.1%
Receives HDTV (via STB or built-in reception)	11312	6279	2231	8125	5167	2958	10948
%V	43.9%	49.6%	47.2%	41.5%	46.3%	35.0%	45.1%
%H		55.5%	19.7%	71.8%	45.7%	26.1%	96.8%
DVD/Blu-ray player or recorder	9324	4654	1823	6869	4035	2834	8931
%V	36.2%	36.7%	38.5%	35.1%	36.2%	33.5%	36.8%
%H		49.9%	19.6%	73.7%	43.3%	30.4%	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

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DATA PERIOD: QUARTERLY
Jan - 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	62997	26959	10799	41621	18380	23241	60886
%H		96.1%	41.1%	16.5%	63.5%	28.0%	35.5%	92.9%
Total Children	12593	12296	5904	2246	7345	3705	3640	12441
%V	19.2%	19.5%	21.9%	20.8%	17.6%	20.2%	15.7%	20.4%
%H		97.6%	46.9%	17.8%	58.3%	29.4%	28.9%	98.8%
0 - 3	3161	3041	1385	538	1751	833	918	3119
%V	4.8%	4.8%	5.1%	5.0%	4.2%	4.5%	3.9%	5.1%
%H		96.2%	43.8%	17.0%	55.4%	26.4%	29.0%	98.7%
4 - 15	9431	9254	4519	1708	5594	2872	2722	9322
%V	14.4%	14.7%	16.8%	15.8%	13.4%	15.6%	11.7%	15.3%
%H		98.1%	47.9%	18.1%	59.3%	30.5%	28.9%	98.8%
4 - 9	4943	4823	2363	827	2837	1407	1430	4884
%V	7.5%	7.7%	8.8%	7.7%	6.8%	7.7%	6.2%	8.0%
%H		97.6%	47.8%	16.7%	57.4%	28.5%	28.9%	98.8%
10 - 15	4489	4431	2157	881	2757	1465	1292	4438
%V	6.8%	7.0%	8.0%	8.2%	6.6%	8.0%	5.6%	7.3%
%H		98.7%	48.1%	19.6%	61.4%	32.6%	28.8%	98.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	62997	26959	10799	41621	18380	23241	60886
%H		96.1%	41.1%	16.5%	63.5%	28.0%	35.5%	92.9%
Total Adults (16+)	52955	50702	21055	8553	34277	14676	19601	48445
%V	80.8%	80.5%	78.1%	79.2%	82.4%	79.8%	84.3%	79.6%
%H		95.7%	39.8%	16.2%	64.7%	27.7%	37.0%	91.5%
16 - 19	2721	2633	1212	560	1721	920	801	2700
%V	4.2%	4.2%	4.5%	5.2%	4.1%	5.0%	3.4%	4.4%
%H		96.8%	44.5%	20.6%	63.2%	33.8%	29.4%	99.2%
20 - 24	4037	3522	1278	622	2198	911	1287	3978
%V	6.2%	5.6%	4.7%	5.8%	5.3%	5.0%	5.5%	6.5%
%H		87.2%	31.7%	15.4%	54.4%	22.6%	31.9%	98.5%
25 - 34	8980	8231	3383	1439	4787	2063	2724	8804
%V	13.7%	13.1%	12.5%	13.3%	11.5%	11.2%	11.7%	14.5%
%H		91.7%	37.7%	16.0%	53.3%	23.0%	30.3%	98.0%
35 - 44	8324	7945	3646	1508	4667	2232	2434	8143
%V	12.7%	12.6%	13.5%	14.0%	11.2%	12.1%	10.5%	13.4%
%H		95.4%	43.8%	18.1%	56.1%	26.8%	29.2%	97.8%
45 - 54	9160	8913	4169	1642	5967	2951	3016	8835
%V	14.0%	14.1%	15.5%	15.2%	14.3%	16.1%	13.0%	14.5%
%H		97.3%	45.5%	17.9%	65.1%	32.2%	32.9%	96.5%
55 - 64	7898	7753	3360	1328	5605	2544	3061	7373
%V	12.0%	12.3%	12.5%	12.3%	13.5%	13.8%	13.2%	12.1%
%H		98.2%	42.5%	16.8%	71.0%	32.2%	38.8%	93.4%
65+	11835	11703	4007	1453	9332	3054	6278	8611
%V	18.1%	18.6%	14.9%	13.5%	22.4%	16.6%	27.0%	14.1%
%H		98.9%	33.9%	12.3%	78.9%	25.8%	53.0%	72.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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+)		52955	50702	21055	8553	34277	14676	19601	48445
	%H		95.7%	39.8%	16.2%	64.7%	27.7%	37.0%	91.5%
AB		14502	13972	6185	2301	9238	4170	5069	14184
	%V	27.4%	27.6%	29.4%	26.9%	27.0%	28.4%	25.9%	29.3%
	%H		96.3%	42.6%	15.9%	63.7%	28.8%	35.0%	97.8%
C1		15312	14562	5904	2665	9763	4239	5524	14507
	%V	28.9%	28.7%	28.0%	31.2%	28.5%	28.9%	28.2%	29.9%
	%H		95.1%	38.6%	17.4%	63.8%	27.7%	36.1%	94.7%
C2		11074	10788	4658	2016	7389	3474	3915	10190
	%V	20.9%	21.3%	22.1%	23.6%	21.6%	23.7%	20.0%	21.0%
	%H		97.4%	42.1%	18.2%	66.7%	31.4%	35.4%	92.0%
D		7773	7316	2992	1113	4819	1934	2885	6753
	%V	14.7%	14.4%	14.2%	13.0%	14.1%	13.2%	14.7%	13.9%
	%H		94.1%	38.5%	14.3%	62.0%	24.9%	37.1%	86.9%
E		4294	4064	1317	458	3067	859	2208	2812
	%V	8.1%	8.0%	6.3%	5.4%	8.9%	5.9%	11.3%	5.8%
	%H		94.6%	30.7%	10.7%	71.4%	20.0%	51.4%	65.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	Sat HH	HH
Total Adults (16+)	52955	50702	21055	8553	34277	14676	19601	48445
%H		95.7%	39.8%	16.2%	64.7%	27.7%	37.0%	91.5%
Working full time	25427	24325	10922	4609	15139	7261	7878	24882
%V	48.0%	48.0%	51.9%	53.9%	44.2%	49.5%	40.2%	51.4%
%H		95.7%	43.0%	18.1%	59.5%	28.6%	31.0%	97.9%
Working part time	5463	5273	2421	854	3611	1730	1881	5296
%V	10.3%	10.4%	11.5%	10.0%	10.5%	11.8%	9.6%	10.9%
%H		96.5%	44.3%	15.6%	66.1%	31.7%	34.4%	96.9%
Not working	22064	21103	7712	3090	15527	5685	9842	18267
%V	41.7%	41.6%	36.6%	36.1%	45.3%	38.7%	50.2%	37.7%
%H		95.6%	35.0%	14.0%	70.4%	25.8%	44.6%	82.8%
Houseperson	28336	27082	10509	4235	18702	7145	11557	24725
%V	53.5%	53.4%	49.9%	49.5%	54.6%	48.7%	59.0%	51.0%
%H		95.6%	37.1%	14.9%	66.0%	25.2%	40.8%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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+)	25893	24596	10382	4186	16484	7282	9202	23800
%H		95.0%	40.1%	16.2%	63.7%	28.1%	35.5%	91.9%
16 - 19	1407	1355	598	311	894	481	413	1395
%V	5.4%	5.5%	5.8%	7.4%	5.4%	6.6%	4.5%	5.9%
%H		96.3%	42.5%	22.1%	63.5%	34.2%	29.4%	99.1%
20 - 24	2035	1769	690	305	1078	486	593	2010
%V	7.9%	7.2%	6.6%	7.3%	6.5%	6.7%	6.4%	8.4%
%H		86.9%	33.9%	15.0%	53.0%	23.9%	29.1%	98.8%
25 - 34	4498	4083	1664	688	2369	1021	1348	4414
%V	17.4%	16.6%	16.0%	16.4%	14.4%	14.0%	14.6%	18.5%
%H		90.8%	37.0%	15.3%	52.7%	22.7%	30.0%	98.1%
35 - 44	4116	3875	1763	727	2258	1067	1191	4011
%V	15.9%	15.8%	17.0%	17.4%	13.7%	14.7%	12.9%	16.9%
%H		94.1%	42.8%	17.7%	54.9%	25.9%	28.9%	97.4%
45 - 54	4502	4356	2032	804	2910	1436	1474	4284
%V	17.4%	17.7%	19.6%	19.2%	17.7%	19.7%	16.0%	18.0%
%H		96.8%	45.1%	17.9%	64.6%	31.9%	32.7%	95.2%
55 - 64	3877	3775	1642	634	2743	1247	1496	3583
%V	15.0%	15.3%	15.8%	15.1%	16.6%	17.1%	16.3%	15.1%
%H		97.4%	42.4%	16.4%	70.8%	32.2%	38.6%	92.4%
65+	5460	5382	1992	718	4231	1544	2687	4105
%V	21.1%	21.9%	19.2%	17.2%	25.7%	21.2%	29.2%	17.2%
%H		98.6%	36.5%	13.2%	77.5%	28.3%	49.2%	75.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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+)		25893	24596	10382	4186	16484	7282	9202	23800
	%H		95.0%	40.1%	16.2%	63.7%	28.1%	35.5%	91.9%
AB		7277	7000	3107	1129	4630	2083	2546	7136
	%V	28.1%	28.5%	29.9%	27.0%	28.1%	28.6%	27.7%	30.0%
	%H		96.2%	42.7%	15.5%	63.6%	28.6%	35.0%	98.1%
C1		7079	6675	2804	1286	4375	2034	2341	6797
	%V	27.3%	27.1%	27.0%	30.7%	26.5%	27.9%	25.4%	28.6%
	%H		94.3%	39.6%	18.2%	61.8%	28.7%	33.1%	96.0%
C2		6012	5828	2486	1083	4001	1896	2105	5438
	%V	23.2%	23.7%	23.9%	25.9%	24.3%	26.0%	22.9%	22.8%
	%H		96.9%	41.4%	18.0%	66.6%	31.5%	35.0%	90.5%
D		3713	3420	1435	522	2198	913	1285	3304
	%V	14.3%	13.9%	13.8%	12.5%	13.3%	12.5%	14.0%	13.9%
	%H		92.1%	38.6%	14.1%	59.2%	24.6%	34.6%	89.0%
E		1812	1673	550	166	1280	356	925	1125
	%V	7.0%	6.8%	5.3%	4.0%	7.8%	4.9%	10.1%	4.7%
	%H		92.3%	30.4%	9.2%	70.6%	19.6%	51.0%	62.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	Sat HH	HH
Total Males (16+)	25893	24596	10382	4186	16484	7282	9202	23800
%H		95.0%	40.1%	16.2%	63.7%	28.1%	35.5%	91.9%
Working full time	15378	14674	6667	2726	9184	4478	4705	15033
%V	59.4%	59.7%	64.2%	65.1%	55.7%	61.5%	51.1%	63.2%
%H		95.4%	43.4%	17.7%	59.7%	29.1%	30.6%	97.8%
Working part time	1152	1068	511	152	714	337	377	1078
%V	4.4%	4.3%	4.9%	3.6%	4.3%	4.6%	4.1%	4.5%
%H		92.7%	44.4%	13.2%	62.0%	29.3%	32.7%	93.6%
Not working	9363	8853	3204	1308	6586	2467	4119	7690
%V	36.2%	36.0%	30.9%	31.2%	40.0%	33.9%	44.8%	32.3%
%H		94.6%	34.2%	14.0%	70.3%	26.3%	44.0%	82.1%
Houseperson	6377	5783	1892	840	4117	1316	2801	4992
%V	24.6%	23.5%	18.2%	20.1%	25.0%	18.1%	30.4%	21.0%
%H		90.7%	29.7%	13.2%	64.6%	20.6%	43.9%	78.3%

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: QUARTERLY
Jan - 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+)	27062	26106	10673	4367	17792	7394	10399	24645
%H		96.5%	39.4%	16.1%	65.7%	27.3%	38.4%	91.1%
16 - 19	1314	1278	614	249	827	439	388	1305
%V	4.9%	4.9%	5.8%	5.7%	4.6%	5.9%	3.7%	5.3%
%H		97.3%	46.7%	18.9%	62.9%	33.4%	29.5%	99.3%
20 - 24	2002	1753	588	317	1119	425	694	1969
%V	7.4%	6.7%	5.5%	7.3%	6.3%	5.7%	6.7%	8.0%
%H		87.6%	29.4%	15.8%	55.9%	21.2%	34.7%	98.4%
25 - 34	4482	4148	1718	752	2417	1042	1376	4390
%V	16.6%	15.9%	16.1%	17.2%	13.6%	14.1%	13.2%	17.8%
%H		92.5%	38.3%	16.8%	53.9%	23.2%	30.7%	97.9%
35 - 44	4208	4070	1883	781	2409	1165	1244	4132
%V	15.5%	15.6%	17.6%	17.9%	13.5%	15.8%	12.0%	16.8%
%H		96.7%	44.7%	18.6%	57.2%	27.7%	29.6%	98.2%
45 - 54	4659	4557	2136	839	3057	1515	1542	4551
%V	17.2%	17.5%	20.0%	19.2%	17.2%	20.5%	14.8%	18.5%
%H		97.8%	45.8%	18.0%	65.6%	32.5%	33.1%	97.7%
55 - 64	4021	3979	1718	694	2862	1297	1565	3790
%V	14.9%	15.2%	16.1%	15.9%	16.1%	17.5%	15.0%	15.4%
%H		99.0%	42.7%	17.3%	71.2%	32.3%	38.9%	94.3%
65+	6376	6321	2014	736	5101	1511	3591	4507
%V	23.6%	24.2%	18.9%	16.9%	28.7%	20.4%	34.5%	18.3%
%H		99.1%	31.6%	11.5%	80.0%	23.7%	56.3%	70.7%

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: QUARTERLY
Jan - 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+)		27062	26106	10673	4367	17792	7394	10399	24645
	%H		96.5%	39.4%	16.1%	65.7%	27.3%	38.4%	91.1%
AB		7225	6972	3078	1171	4609	2086	2523	7048
	%V	26.7%	26.7%	28.8%	26.8%	25.9%	28.2%	24.3%	28.6%
	%H		96.5%	42.6%	16.2%	63.8%	28.9%	34.9%	97.6%
C1		8232	7887	3100	1379	5387	2205	3183	7709
	%V	30.4%	30.2%	29.0%	31.6%	30.3%	29.8%	30.6%	31.3%
	%H		95.8%	37.7%	16.8%	65.4%	26.8%	38.7%	93.6%
C2		5062	4960	2172	932	3388	1578	1810	4752
	%V	18.7%	19.0%	20.4%	21.3%	19.0%	21.3%	17.4%	19.3%
	%H		98.0%	42.9%	18.4%	66.9%	31.2%	35.8%	93.9%
D		4060	3896	1556	591	2621	1021	1600	3449
	%V	15.0%	14.9%	14.6%	13.5%	14.7%	13.8%	15.4%	14.0%
	%H		96.0%	38.3%	14.6%	64.6%	25.1%	39.4%	85.0%
E		2482	2391	766	293	1787	504	1284	1686
	%V	9.2%	9.2%	7.2%	6.7%	10.0%	6.8%	12.3%	6.8%
	%H		96.3%	30.9%	11.8%	72.0%	20.3%	51.7%	67.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 29

DATA PERIOD: QUARTERLY
Jan - 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	Sat HH	HH
Total Females (16+)	27062	26106	10673	4367	17792	7394	10399	24645
%H		96.5%	39.4%	16.1%	65.7%	27.3%	38.4%	91.1%
Working full time	10049	9651	4254	1882	5955	2783	3172	9850
%V	37.1%	37.0%	39.9%	43.1%	33.5%	37.6%	30.5%	40.0%
%H		96.0%	42.3%	18.7%	59.3%	27.7%	31.6%	98.0%
Working part time	4311	4205	1910	702	2896	1393	1503	4219
%V	15.9%	16.1%	17.9%	16.1%	16.3%	18.8%	14.5%	17.1%
%H		97.5%	44.3%	16.3%	67.2%	32.3%	34.9%	97.9%
Not working	12701	12250	4508	1782	8941	3218	5723	10577
%V	46.9%	46.9%	42.2%	40.8%	50.3%	43.5%	55.0%	42.9%
%H		96.4%	35.5%	14.0%	70.4%	25.3%	45.1%	83.3%
Houseperson	21959	21299	8617	3395	14584	5829	8756	19733
%V	81.1%	81.6%	80.7%	77.7%	82.0%	78.8%	84.2%	80.1%
%H		97.0%	39.2%	15.5%	66.4%	26.5%	39.9%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between Jan and 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

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

Response Analysis: Jan - Mar 2018	
	Total Network
Addresses Issued	21,429
Shop / Business	317
Demolished / Incomplete	32
Empty	1,708
Holiday Home	192
Other Non Effective	356
Eligible Addresses	18,824
Substitute Addresses	2,532
Multiple Occupancy Addresses	185
Total Additional Households	2,717
Total Valid Households	21,541
	100.0%
Non Contacts	1,315
	6.1%
No English Spoken	106
	0.5%
Refusals	6,511
	30.2%
Total Interviews	13,609
	63.2%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

- a) Students, over 16 years away at school, college or university.
- b) Armed forces or merchant navy personnel who are stationed permanently away from home.
- c) Lodgers from separate households as they cater for themselves (whereas boarders have at least one meal provided by the 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 table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from Jan to Mar 2018

	All Households	Total TV Households
All Households	13609	13096
All Sets	26377	26377
All Individuals	33498	32370
Children 0-15	6448	6300
All Adults	27050	26070
Adult Males	13239	12695
Adult Females	13811	13375

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

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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	

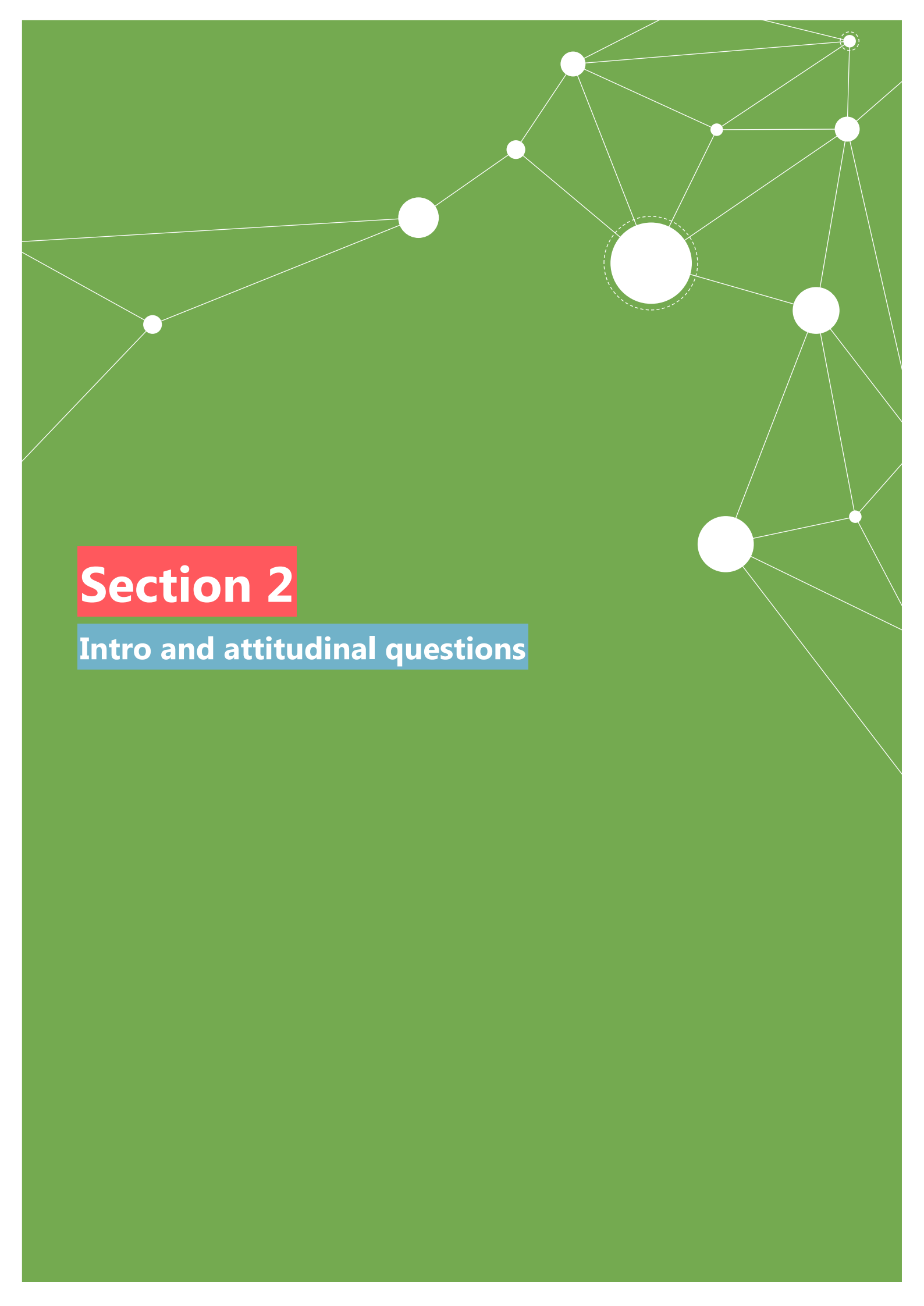
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

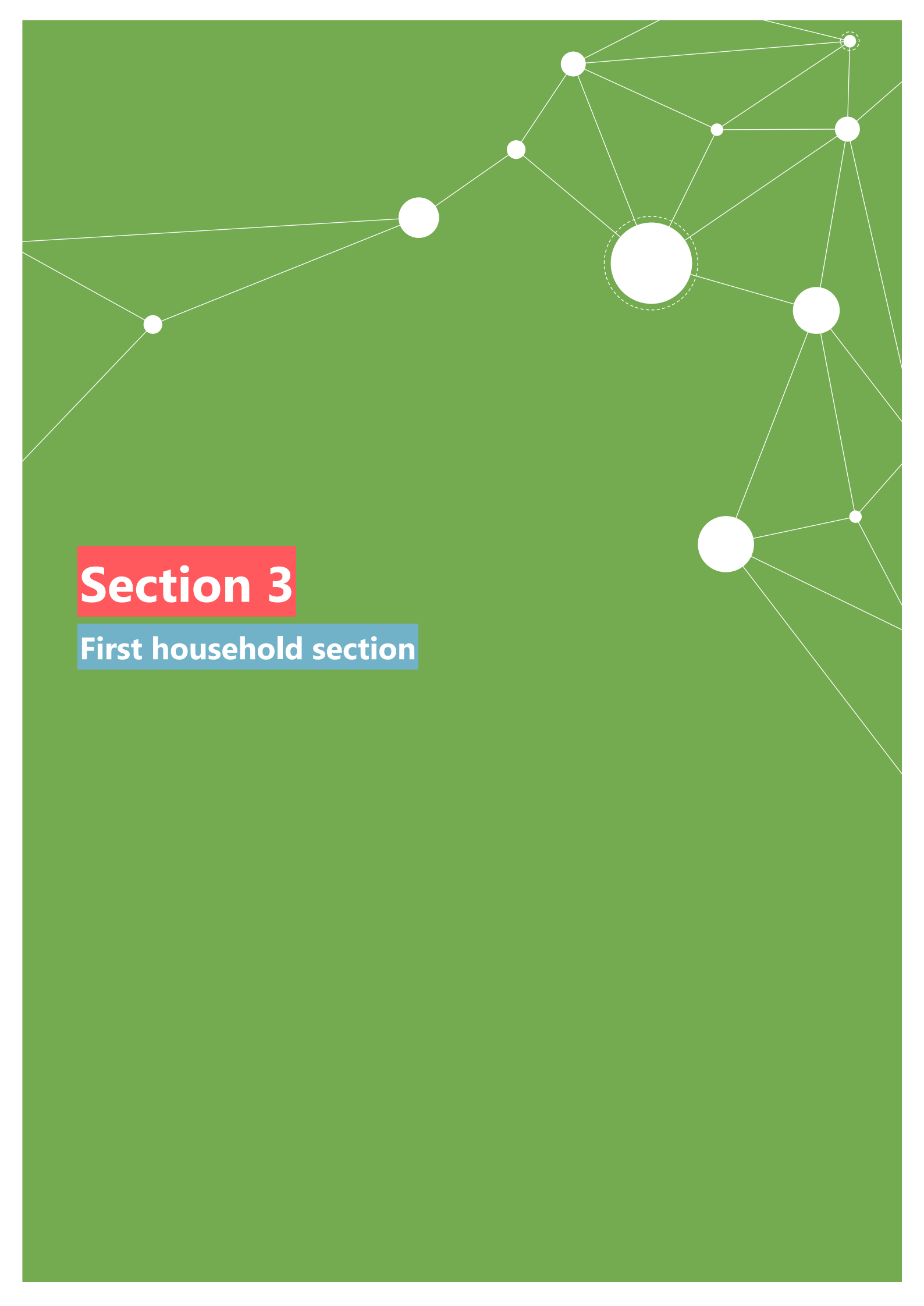
Other household member (named individual is **not available**)

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	<u>SHOW CARD</u>		MP
	Which of the following kinds of TV programmes do you like to watch?		
	Films	1	Music 11
	Drama	2	Arts 12
	Soaps	3	Science/technology 13
	Comedy	4	Documentaries 14
	Quiz/Game Shows	5	Nature/wildlife 15
	Chat Shows	6	News / Current Affairs 16
	Animation	7	Reality 17
	DIY/Home/Garden improvement	8	Other (Specify) 18
	Cookery	9	Don't know 19
	Sport	10	No answer 20
ASK ALL EXCEPT ESR			
H2	<u>SHOW CARD</u>		
Intro	How much do you agree or disagree with each of the following statements?		
H2	Watching TV is my main leisure activity		SP
H4	I always make sure I have the latest TV technology		SP
H5	I structure my evening's activity around the TV schedule		SP
H123	The quality of TV programming needs to be improved		SP
	I agree strongly I agree slightly I neither agree or disagree I disagree slightly I disagree strongly Don't know		



Section 3

First household section

First household section

ASK ALL		
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...	
H8	First of all how many TV sets are there in your household? Note: Please think of all the rooms in the household and include all TV sets WRITE IN (0-99) IF 0 GO TO H17 DK/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**

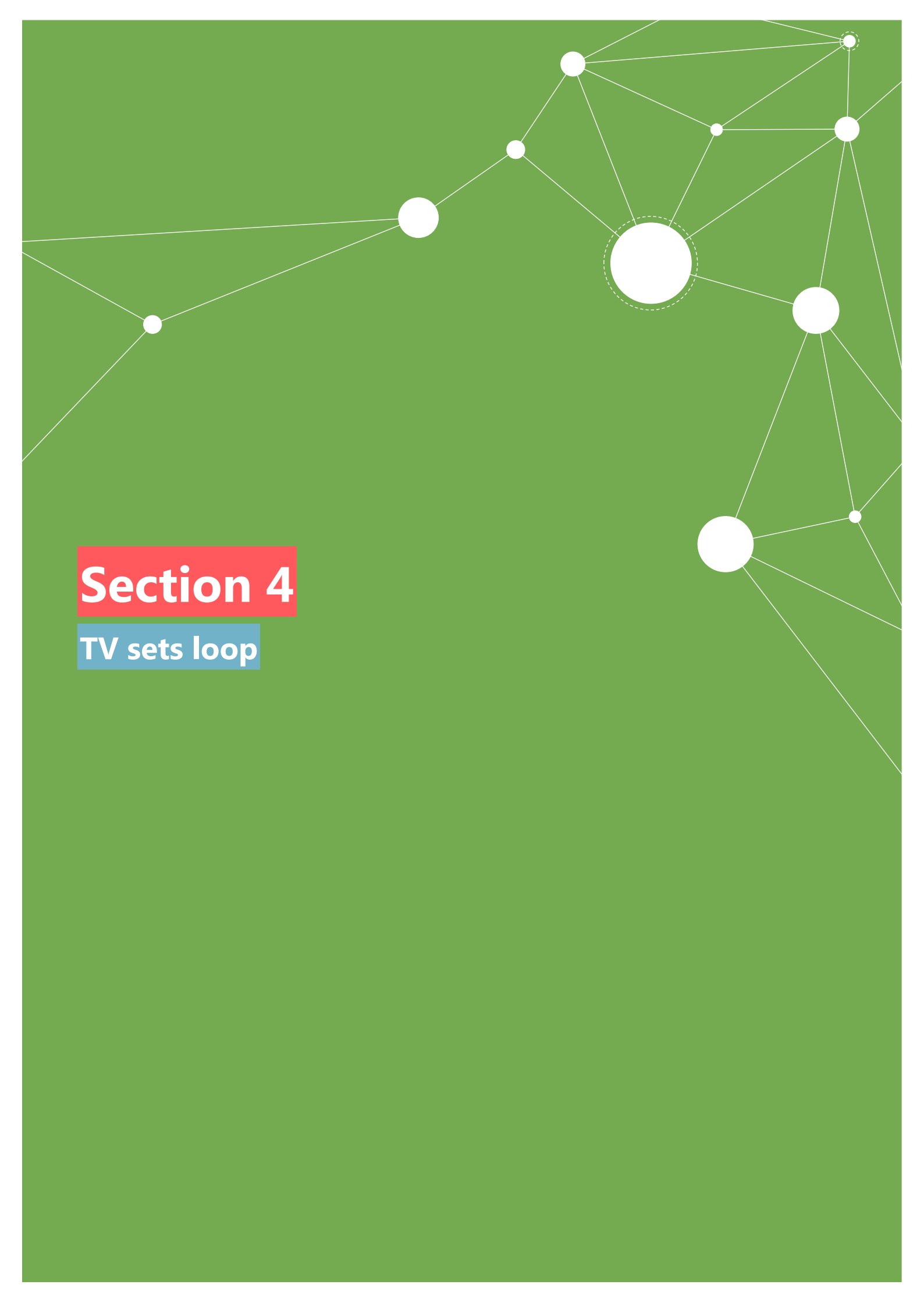
MP

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 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads, but not mobile phones. WRITE IN (0-99)	NUM
FORCE EDIT: SET REF AND DK TO 0		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP Set H101 to 01 Set H101 to 00 Set H101 to 00
H101	IF H51>1 How many of these are tablets? WRITE IN (0-99) (0-Max value of H51) Don't know	NUM
FORCE EDIT: SET REF AND DK TO 0		
ES ONLY NOT ESR		
ASK IF 1 COMPUTER CLAIMED [H51=1]		
H111a	Has this computer/tablet been used in the last 6 months? Yes No	SP
ASK IF 2+ COMPUTERS CLAIMED [H51>1]		
H111b	How many of these computers/tablets have been used in the last 6 months? WRITE IN (0-Max value of H51)	NUM

ES ONLY NOT ESR	
ASK IF ANY COMPUTER OR TABLET CLAIMED	
[H51>0]	
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer; do you, or 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** SP
 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) (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? IF BT VISION OR BT TV SET TOP BOX IS THE ONLY PLATFORM CLAIM AT HH H112= BT VISION OR BT TV SET TOP BOX (ONLY) AND H64 = NO AND H65 = NO AND H66 = NO AND H68= NONE OF THESE	SP
	Does this set receive TV programmes from a BT Vision or BT TV set top box? IF BT VISION OR BT TV SET TOP BOX CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112= BT VISION OR BT TV SET TOP BOX AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)	
	Yes	
	No	

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

S54a	Can you confirm that this set receives TV programmes from TalkTalk? IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH H112=TALKTALK (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H68= NONE OF THESE	SP
	Does this set receive TV programmes from TalkTalk? IF TALKTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112=TALKTALK AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)	
	Yes	
	No	

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

S67a	Can you confirm that this set receives TV programmes from YouView? IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH H112 =YOUVIEW (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE	SP
	Does this set receive TV programmes from YouView? IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112 =YOUVIEW AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)	
	Yes	
	No	

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

S56a	Can you confirm that this set receives TV programmes by connecting the TV set to a games console? IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH H68= GAMES CONSOLE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE	SP
	Does this set receive TV programmes by connecting the TV set to a games console? IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H68=GAMES CONSOLE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)	
	Yes	
	No	

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

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

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

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

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

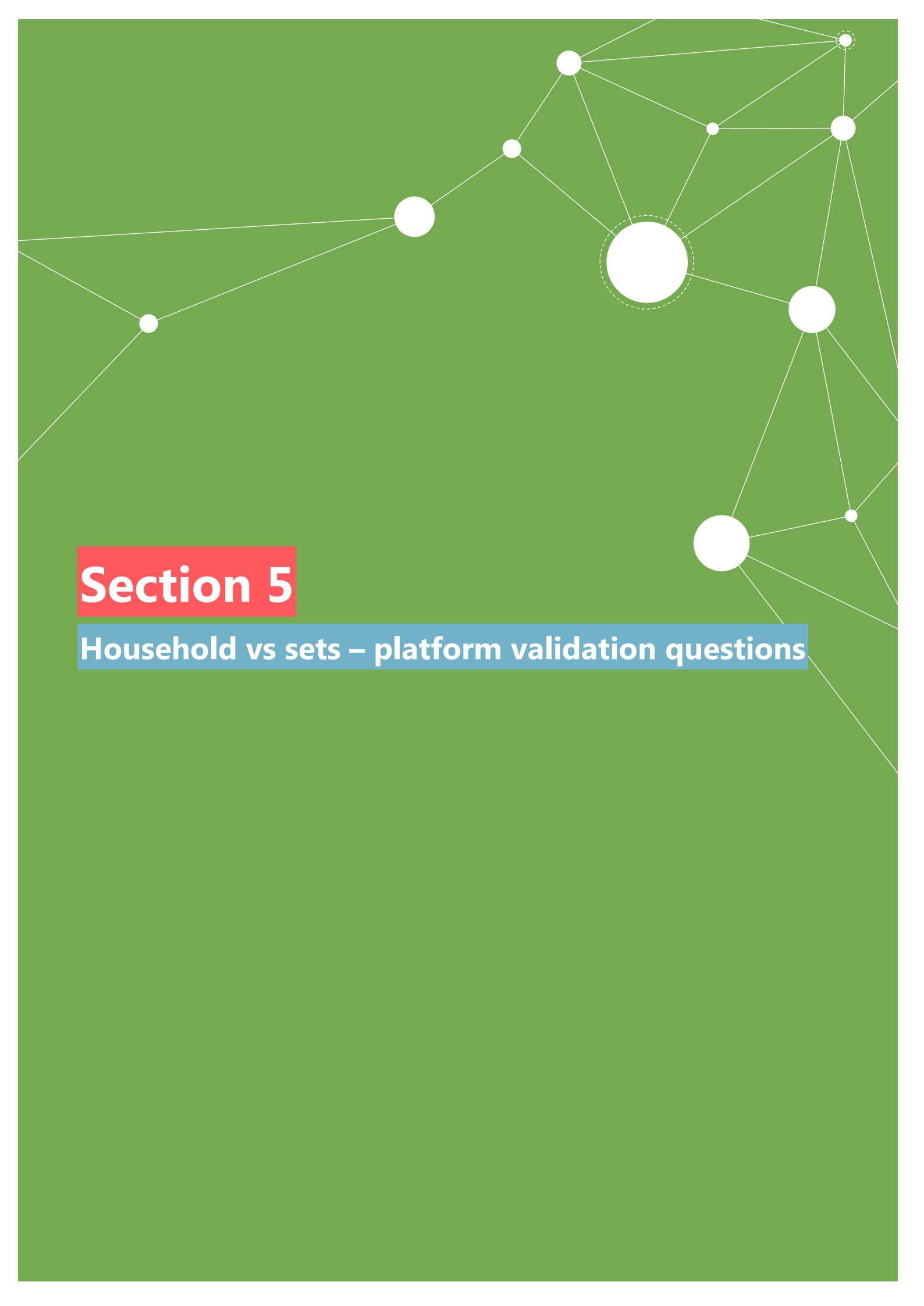
Further information

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

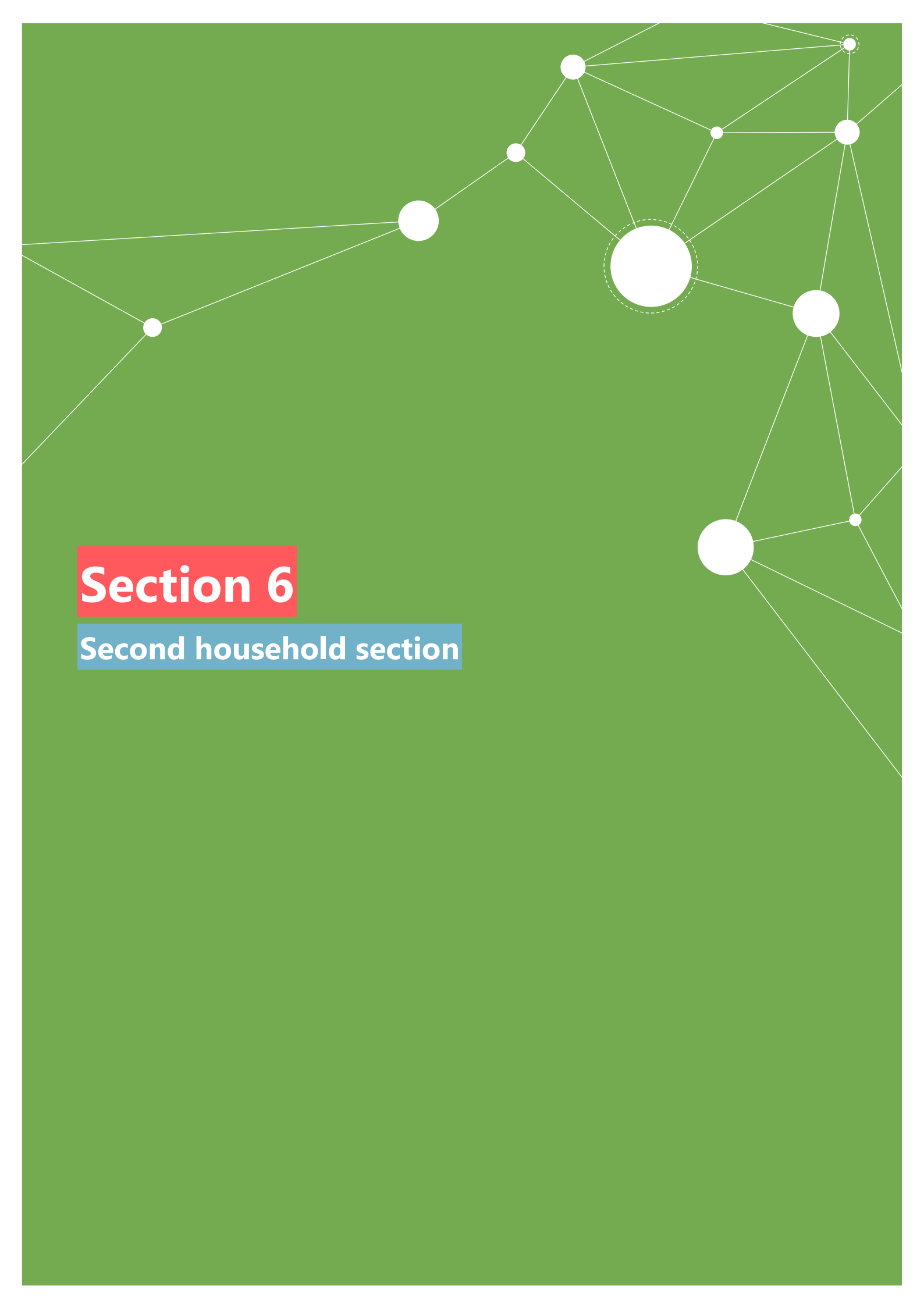
Household vs Sets – platform validation questions

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

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

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

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



Section 6

Second household section

Second household section

ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]	
H58 intro	DO NOT INCLUDE INTRO IF COME DIRECTLY FROM H73 Earlier you said that you had <insert number of devices from H73> devices that you use to watch TV via the internet
H58	SHOW SCREEN 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	SHOW SCREEN 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	SHOW SCREEN 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> <tr> <td>Yes - Sky Cinema</td> <td>(MP)</td> </tr> <tr> <td>Yes - Sky Sports</td> <td>(MP)</td> </tr> <tr> <td>Yes - both Sky Cinema and Sky Sports</td> <td>(SP)</td> </tr> <tr> <td>No</td> <td>(SP)</td> </tr> <tr> <td>Don't know</td> <td>(SP)</td> </tr> </table>		Yes - Sky Cinema	(MP)	Yes - Sky Sports	(MP)	Yes - both Sky Cinema and Sky Sports	(SP)	No	(SP)	Don't know	(SP)
Yes - Sky Cinema	(MP)										
Yes - Sky Sports	(MP)										
Yes - both Sky Cinema and Sky Sports	(SP)										
No	(SP)										
Don't know	(SP)										
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH											
ES ONLY NOT ESR											
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]											
H126	<u>SHOW SCREEN</u> SP										
Does your											
[Only Include Platforms received]											
Sky											
Cable											
YouView											
BT Vision or BT TV set top box											
Plusnet											
connection include access to the premium BT Sports channels via your TV set ?											
NOTE: This does not include BT Sport channels that are only available via an app on a tablet or smartphone											
<table> <tr> <td>Yes</td> </tr> <tr> <td>No</td> </tr> <tr> <td>Don't know</td> </tr> </table>		Yes	No	Don't know							
Yes											
No											
Don't know											
FORCE EDIT: IF DK SET TO NO											
ES ONLY NOT ESR											
ASK ALL											
H110	<u>SHOW SCREEN</u> MP										
Do you, or does anyone in your household, subscribe to any of the following ...?											
Amazon Video/Amazon Prime/LoveFilm											
Netflix											
NowTV											
Xbox Live											
Disney Life											
None of these											
Don't know											

ES ONLY NOT ESR		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO		
H22a	Thinking about your household in general and other ways that TV sets can be used...	
Intro1		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES		
[S57=YES (FOR ANY SET)]		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22a	Do you, or does anyone in your household, ever connect a computer or tablet to your TV set(s)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES		
[S56A=YES (FOR ANY SET)]		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you, or does anyone in your household, ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET		
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Nintendo Switch Other Nintendo PS2 PS3 PS4 Other PlayStation Xbox Xbox 360 Xbox One 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

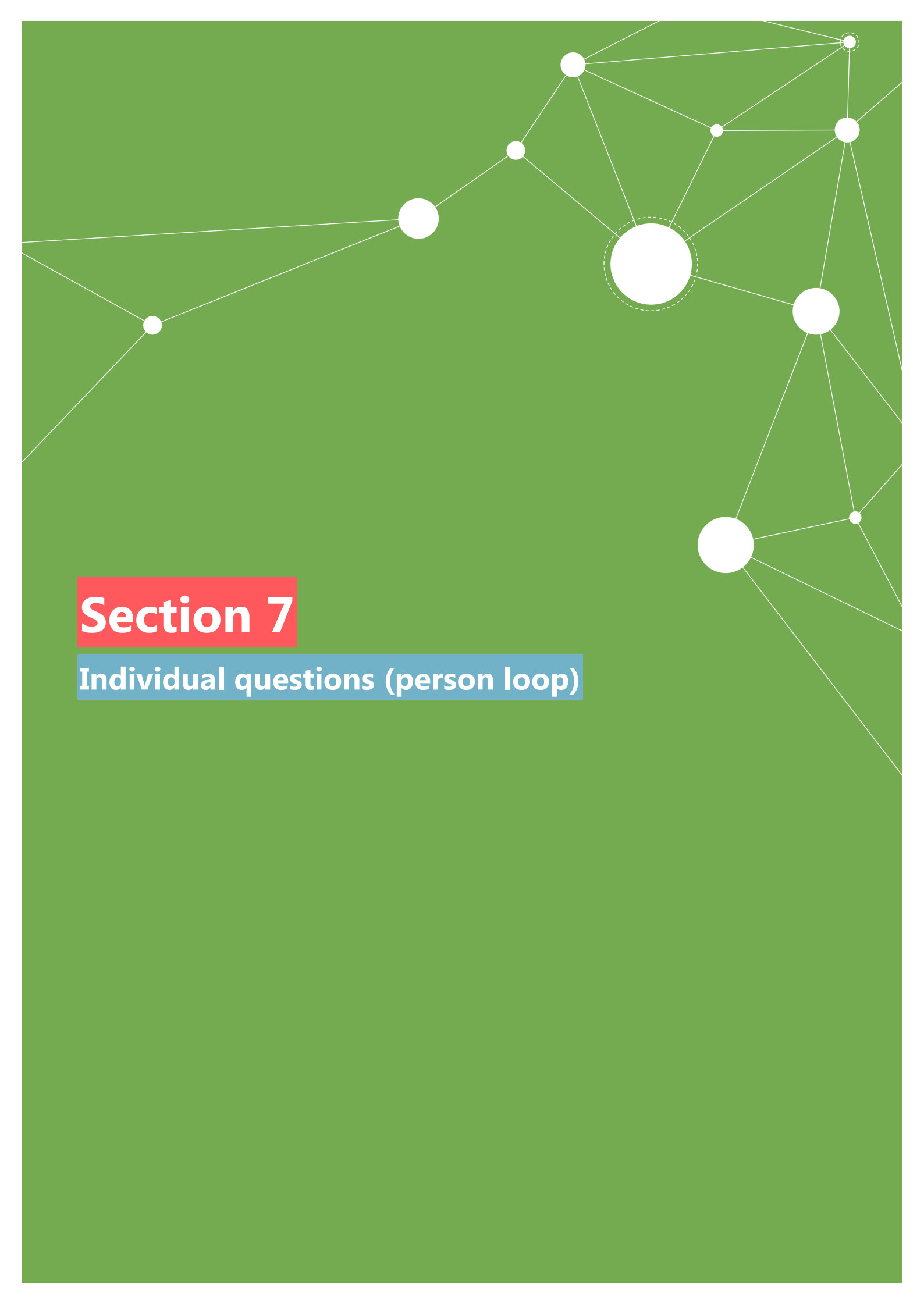
Another device that connects to the internet (Specify)

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) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	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 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? **SP**

Yes
No
Don't know

ASK IF WELSH SPEAKER**[P11=YES]**

P12 **SHOW SCREEN** **SP**

How well do you **(IF RESPONDENT)** does this person **(IF NOT RESPONDENT)** speak Welsh?

Understand, speak, write and read Welsh **EXTREMELY WELL**
Understand, speak, write and read Welsh **QUITE WELL**
Understand, speak, write and read **A LITTLE** Welsh
Can understand and speak **SOME** Welsh
Can understand **A LITTLE** Welsh
Don't know

ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15

P13 Can you **(IF RESPONDENT)** this person **(IF NOT RESPONDENT)** speak Gaelic? **SP**

Yes
No
Don't know

ASK IF GAELIC SPEAKER**[P13=YES]**

P14 **SHOW SCREEN** **SP**

How well do you **(IF RESPONDENT)** / does this person **(IF NOT RESPONDENT)** speak Gaelic?

Understand, speak, write and read Gaelic **EXTREMELY WELL**
Understand, speak, write and read Gaelic **QUITE WELL**
Understand, speak, write and read **A LITTLE** Gaelic
Can understand and speak **SOME** Gaelic
Can understand **A LITTLE** Gaelic
Don't know

ASK ALL

P15 **SHOW SCREEN** **SP**

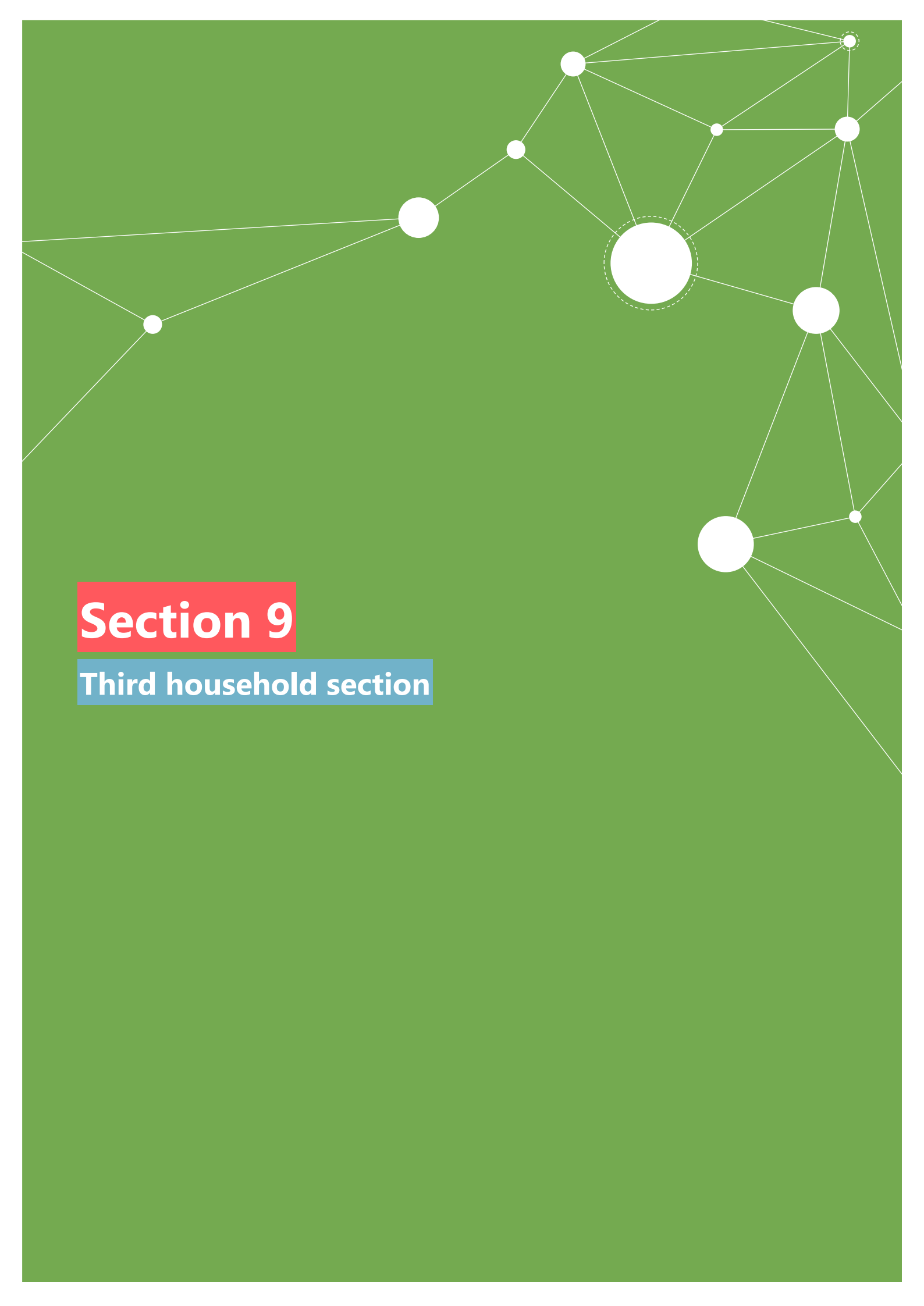
Are your **(IF RESPONDENT)** their **(IF NOT RESPONDENT)** day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Note: Please include any health problems related to old age

Yes – limited a lot
Yes – limited a little
No
Prefer not to say

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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Iraqi	Sri Lankan																																

ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again I'm going to ask about ownership of a mobile phone. Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say '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	<u>SHOW SCREEN</u>	SP
Which is the main language Spoken in your household?		
English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Hindi Other (Specify)		
ASK ALL		
H27	<u>SHOW SCREEN</u>	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
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services)? For 2 or more household members to share this responsibility then they must be equally responsible NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal . LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE		
IF MULTI PERSON HH [H55>1]		
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member << INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED >> (IF NOT RESPONDENT).	
ASK ALL		
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know 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? Yes – manager Yes – foreman/supervisor No Don't know	SP
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H43	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications? NOTE: (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 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	SP

ASK IF CIE IS RETIRED [P9= RETIRED]		
H105	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) If Yes at H104 In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their <i>[[if widowed at P5]</i> or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know 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 <i>[H32 = MORE THAN 6 MONTHS]</i>		
H34	Is that Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know 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. Yes No	SP
ES ONLY NOT ESR		
ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT		
H118	Thank you. 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]	SP

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.		

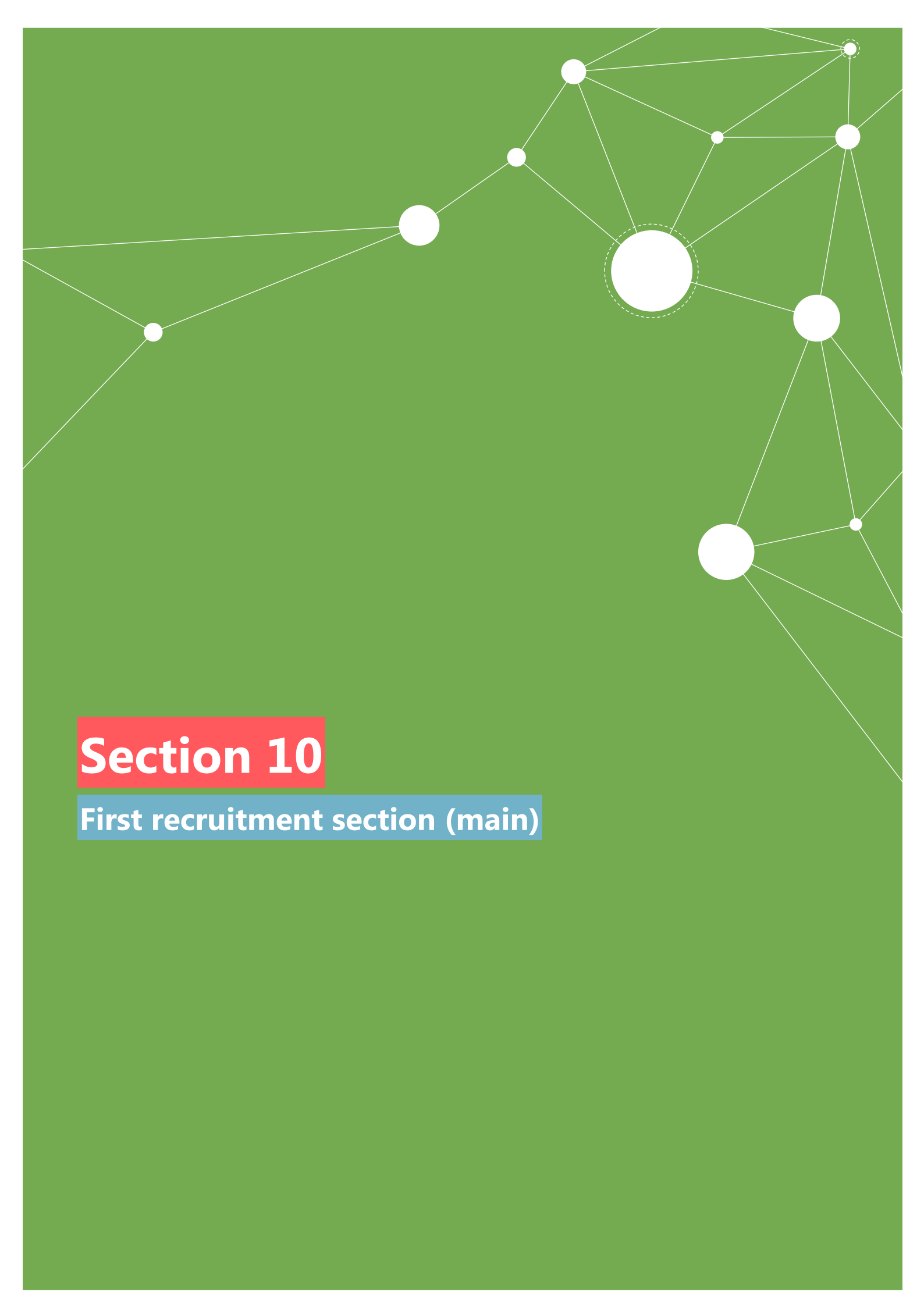
ASK ALL IF INCENTIVE SAMPLE AND SELECTED FOR RECRUITMENT		
INCE NTIV E_INT RO	Thank you for answering all my questions so far. I can now give you your voucher. After that I'd just like to talk to you a bit more about the BARB National TV Viewing Panel	

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

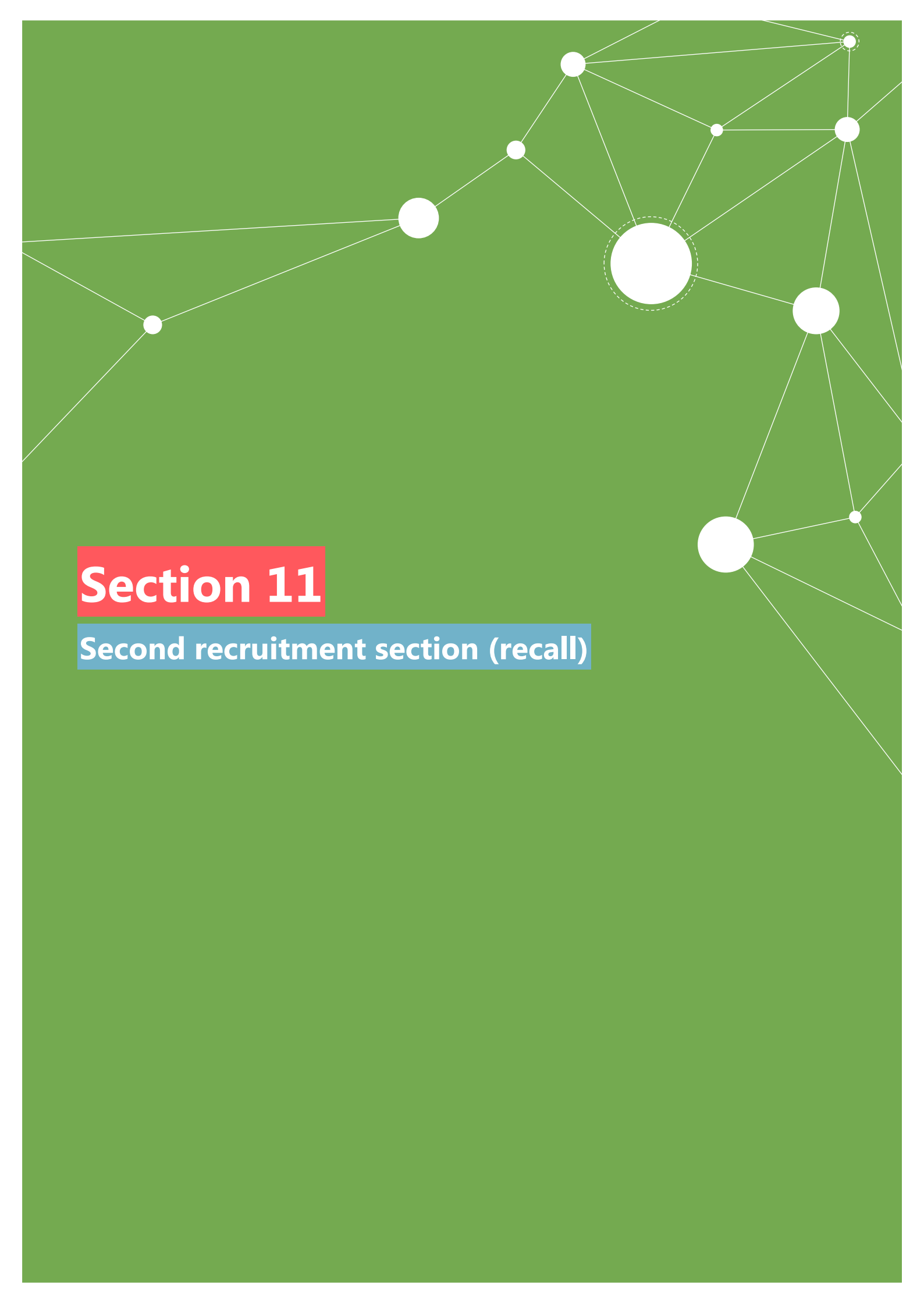
ASK ALL		
R21a	Do you have an email address that we can use to contact you?	SP
	Yes	
	No	
ASK IF R21a = YES		
R21b	Could I please record your email address?	NUM
	WRITE IN	
ASK ALL		
R21c	SHOW SCREEN	SP
	Can you confirm this is the correct email address?	
	Yes (correct email address)	
	No	
IFNO RE-ENTER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

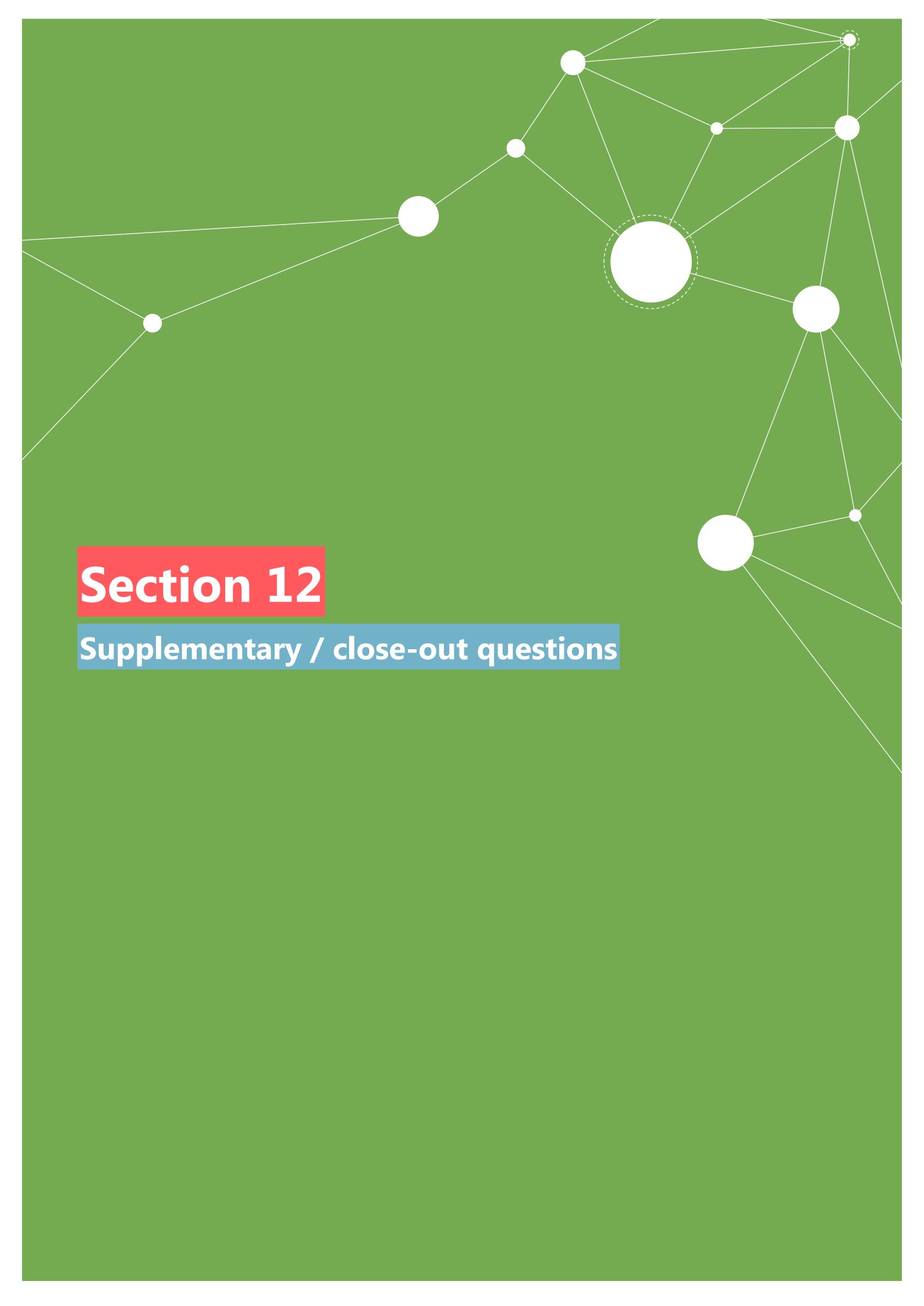
Second recruitment section (revisit) (recall permitted if agreed by RC)

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