

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

Jul 2017 to June 2018



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2017 - Jun 2018

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Introduction

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This reports contains the weighted data results from the Establishment survey for the period Jul 2017 - Jun 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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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	28388	27083	10536	4186	18730	7097	11634	24523
%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
AB	7150	6837	2828	1119	4621	1920	2701	6892
%V	25.2%	25.2%	26.8%	26.7%	24.7%	27.1%	23.2%	28.1%
%H (All HH)		95.6%	39.6%	15.7%	64.6%	26.9%	37.8%	96.4%
%H (TV HH)			41.4%	16.4%	67.6%	28.1%	39.5%	
C1	7855	7457	2906	1214	5142	2008	3134	7162
%V	27.7%	27.5%	27.6%	29.0%	27.5%	28.3%	26.9%	29.2%
%H (All HH)		94.9%	37.0%	15.5%	65.5%	25.6%	39.9%	91.2%
%H (TV HH)			39.0%	16.3%	69.0%	26.9%	42.0%	
C2	5764	5581	2360	924	3874	1675	2200	5050
%V	20.3%	20.6%	22.4%	22.1%	20.7%	23.6%	18.9%	20.6%
%H (All HH)		96.8%	40.9%	16.0%	67.2%	29.1%	38.2%	87.6%
%H (TV HH)			42.3%	16.6%	69.4%	30.0%	39.4%	
D	4415	4165	1571	593	2797	966	1831	3520
%V	15.6%	15.4%	14.9%	14.2%	14.9%	13.6%	15.7%	14.4%
%H (All HH)		94.3%	35.6%	13.4%	63.4%	21.9%	41.5%	79.7%
%H (TV HH)			37.7%	14.2%	67.2%	23.2%	44.0%	
E	3205	3044	870	336	2297	529	1768	1899
%V	11.3%	11.2%	8.3%	8.0%	12.3%	7.5%	15.2%	7.7%
%H (All HH)		95.0%	27.1%	10.5%	71.7%	16.5%	55.2%	59.3%
%H (TV HH)			28.6%	11.0%	75.5%	17.4%	58.1%	

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

%V = percentage of vertical total

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

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

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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	28388	27083	10536	4186	18730	7097	11634	24523
%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
Under 25	1166	961	271	123	559	145	414	1126
%V	4.1%	3.5%	2.6%	2.9%	3.0%	2.0%	3.6%	4.6%
%H (All HH)		82.4%	23.2%	10.5%	47.9%	12.4%	35.5%	96.6%
%H (TV HH)			28.2%	12.8%	58.2%	15.1%	43.1%	
25 - 34	4416	3990	1598	631	2283	889	1393	4271
%V	15.6%	14.7%	15.2%	15.1%	12.2%	12.5%	12.0%	17.4%
%H (All HH)		90.4%	36.2%	14.3%	51.7%	20.1%	31.5%	96.7%
%H (TV HH)			40.1%	15.8%	57.2%	22.3%	34.9%	
35 - 44	4683	4427	2039	789	2658	1218	1440	4544
%V	16.5%	16.3%	19.4%	18.8%	14.2%	17.2%	12.4%	18.5%
%H (All HH)		94.5%	43.5%	16.8%	56.8%	26.0%	30.7%	97.0%
%H (TV HH)			46.1%	17.8%	60.0%	27.5%	32.5%	
45 - 54	5391	5212	2334	959	3513	1645	1869	5123
%V	19.0%	19.2%	22.2%	22.9%	18.8%	23.2%	16.1%	20.9%
%H (All HH)		96.7%	43.3%	17.8%	65.2%	30.5%	34.7%	95.0%
%H (TV HH)			44.8%	18.4%	67.4%	31.6%	35.9%	
55 - 64	4835	4709	1922	794	3415	1428	1987	4354
%V	17.0%	17.4%	18.2%	19.0%	18.2%	20.1%	17.1%	17.8%
%H (All HH)		97.4%	39.8%	16.4%	70.6%	29.5%	41.1%	90.1%
%H (TV HH)			40.8%	16.9%	72.5%	30.3%	42.2%	
65 +	7898	7784	2371	890	6303	1772	4531	5103
%V	27.8%	28.7%	22.5%	21.3%	33.7%	25.0%	38.9%	20.8%
%H (All HH)		98.6%	30.0%	11.3%	79.8%	22.4%	57.4%	64.6%
%H (TV HH)			30.5%	11.4%	81.0%	22.8%	58.2%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28388	27083	10536	4186	18730	7097	11634	24523
%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
1	8805	8179	2209	921	6213	1382	4831	5940
%V	31.0%	30.2%	21.0%	22.0%	33.2%	19.5%	41.5%	24.2%
%H (All HH)		92.9%	25.1%	10.5%	70.6%	15.7%	54.9%	67.5%
%H (TV HH)			27.0%	11.3%	76.0%	16.9%	59.1%	
2	9953	9617	3866	1511	6722	2730	3992	9105
%V	35.1%	35.5%	36.7%	36.1%	35.9%	38.5%	34.3%	37.1%
%H (All HH)		96.6%	38.8%	15.2%	67.5%	27.4%	40.1%	91.5%
%H (TV HH)			40.2%	15.7%	69.9%	28.4%	41.5%	
3	4238	4081	1908	767	2577	1282	1295	4148
%V	14.9%	15.1%	18.1%	18.3%	13.8%	18.1%	11.1%	16.9%
%H (All HH)		96.3%	45.0%	18.1%	60.8%	30.3%	30.6%	97.9%
%H (TV HH)			46.8%	18.8%	63.1%	31.4%	31.7%	
4	3650	3543	1743	667	2224	1185	1038	3608
%V	12.9%	13.1%	16.5%	15.9%	11.9%	16.7%	8.9%	14.7%
%H (All HH)		97.1%	47.8%	18.3%	60.9%	32.5%	28.4%	98.8%
%H (TV HH)			49.2%	18.8%	62.8%	33.4%	29.3%	
5+	1742	1664	811	320	994	517	477	1722
%V	6.1%	6.1%	7.7%	7.6%	5.3%	7.3%	4.1%	7.0%
%H (All HH)		95.5%	46.6%	18.4%	57.1%	29.7%	27.4%	98.9%
%H (TV HH)			48.7%	19.2%	59.7%	31.1%	28.7%	
Average HH size	2.31	2.32	2.57	2.54	2.23	2.57	2.02	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: ANNUAL
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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28388	27083	10536	4186	18730	7097	11634	24523
%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
Without	21146	20050	7183	2918	14447	4991	9456	17403
%V	74.5%	74.0%	68.2%	69.7%	77.1%	70.3%	81.3%	71.0%
%H (All HH)		94.8%	34.0%	13.8%	68.3%	23.6%	44.7%	82.3%
%H (TV HH)			35.8%	14.6%	72.1%	24.9%	47.2%	
With	7242	7033	3353	1268	4283	2106	2178	7120
%V	25.5%	26.0%	31.8%	30.3%	22.9%	29.7%	18.7%	29.0%
%H (All HH)		97.1%	46.3%	17.5%	59.1%	29.1%	30.1%	98.3%
%H (TV HH)			47.7%	18.0%	60.9%	29.9%	31.0%	
0 - 3	2658	2552	1176	413	1504	673	831	2596
%V	9.4%	9.4%	11.2%	9.9%	8.0%	9.5%	7.1%	10.6%
%H (All HH)		96.0%	44.2%	15.5%	56.6%	25.3%	31.3%	97.7%
%H (TV HH)			46.1%	16.2%	58.9%	26.4%	32.6%	
4 - 9	3753	3648	1773	618	2193	1068	1125	3690
%V	13.2%	13.5%	16.8%	14.8%	11.7%	15.0%	9.7%	15.0%
%H (All HH)		97.2%	47.2%	16.5%	58.4%	28.5%	30.0%	98.3%
%H (TV HH)			48.6%	16.9%	60.1%	29.3%	30.8%	
10 - 15	3412	3347	1662	660	2084	1122	962	3375
%V	12.0%	12.4%	15.8%	15.8%	11.1%	15.8%	8.3%	13.8%
%H (All HH)		98.1%	48.7%	19.3%	61.1%	32.9%	28.2%	98.9%
%H (TV HH)			49.7%	19.7%	62.3%	33.5%	28.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Household level data

Table 5: Number of TV sets in household

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total HH		28388	27083	10536	4186	18730	7097	11634	24523
	%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
	%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
1		11462	11462	3418	1461	7121	1221	5900	9157
	%V	40.4%	42.3%	32.4%	34.9%	38.0%	17.2%	50.7%	37.3%
	%H (All HH)		100.0%	29.8%	12.7%	62.1%	10.7%	51.5%	79.9%
	%H (TV HH)			29.8%	12.7%	62.1%	10.7%	51.5%	
2		8789	8789	3604	1456	6279	2634	3645	7728
	%V	31.0%	32.5%	34.2%	34.8%	33.5%	37.1%	31.3%	31.5%
	%H (All HH)		100.0%	41.0%	16.6%	71.4%	30.0%	41.5%	87.9%
	%H (TV HH)			41.0%	16.6%	71.4%	30.0%	41.5%	
3		4255	4255	2100	768	3272	1867	1405	4030
	%V	15.0%	15.7%	19.9%	18.3%	17.5%	26.3%	12.1%	16.4%
	%H (All HH)		100.0%	49.4%	18.0%	76.9%	43.9%	33.0%	94.7%
	%H (TV HH)			49.4%	18.0%	76.9%	43.9%	33.0%	
4		1715	1715	910	333	1355	878	478	1671
	%V	6.0%	6.3%	8.6%	8.0%	7.2%	12.4%	4.1%	6.8%
	%H (All HH)		100.0%	53.1%	19.4%	79.0%	51.2%	27.9%	97.4%
	%H (TV HH)			53.1%	19.4%	79.0%	51.2%	27.9%	
5+		863	863	505	168	702	497	206	856
	%V	3.0%	3.2%	4.8%	4.0%	3.7%	7.0%	1.8%	3.5%
	%H (All HH)		100.0%	58.5%	19.5%	81.3%	57.6%	23.9%	99.2%
	%H (TV HH)			58.5%	19.5%	81.3%	57.6%	23.9%	

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

%V = percentage of vertical total

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

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

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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	28388	27083	10536	4186	18730	7097	11634	24523
%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
Under 20"	3130	3130	1203	440	2626	1155	1472	2696
%V	11.0%	11.6%	11.4%	10.5%	14.0%	16.3%	12.7%	11.0%
%H (All HH)		100.0%	38.4%	14.1%	83.9%	36.9%	47.0%	86.1%
%H (TV HH)			38.4%	14.1%	83.9%	36.9%	47.0%	
20" - 29"	7482	7482	2872	1107	5982	2545	3437	6396
%V	26.4%	27.6%	27.3%	26.4%	31.9%	35.9%	29.5%	26.1%
%H (All HH)		100.0%	38.4%	14.8%	80.0%	34.0%	45.9%	85.5%
%H (TV HH)			38.4%	14.8%	80.0%	34.0%	45.9%	
30" - 39"	12857	12857	5009	2048	9345	3775	5570	11188
%V	45.3%	47.5%	47.5%	48.9%	49.9%	53.2%	47.9%	45.6%
%H (All HH)		100.0%	39.0%	15.9%	72.7%	29.4%	43.3%	87.0%
%H (TV HH)			39.0%	15.9%	72.7%	29.4%	43.3%	
40" - 49"	13176	13176	6047	2321	8834	4266	4569	12136
%V	46.4%	48.7%	57.4%	55.4%	47.2%	60.1%	39.3%	49.5%
%H (All HH)		100.0%	45.9%	17.6%	67.0%	32.4%	34.7%	92.1%
%H (TV HH)			45.9%	17.6%	67.0%	32.4%	34.7%	
50" - 59"	4512	4512	2381	820	2829	1626	1203	4349
%V	15.9%	16.7%	22.6%	19.6%	15.1%	22.9%	10.3%	17.7%
%H (All HH)		100.0%	52.8%	18.2%	62.7%	36.0%	26.7%	96.4%
%H (TV HH)			52.8%	18.2%	62.7%	36.0%	26.7%	
60"+	520	520	303	98	293	186	107	508
%V	1.8%	1.9%	2.9%	2.3%	1.6%	2.6%	0.9%	2.1%
%H (All HH)		100.0%	58.3%	18.8%	56.3%	35.8%	20.6%	97.7%
%H (TV HH)			58.3%	18.8%	56.3%	35.8%	20.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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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	28388	27083	10536	4186	18730	7097	11634	24523
%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
Main living room	26761	26761	10457	4153	18523	7049	11474	23163
%V	94.3%	98.8%	99.3%	99.2%	98.9%	99.3%	98.6%	94.5%
%H (All HH)		100.0%	39.1%	15.5%	69.2%	26.3%	42.9%	86.6%
%H (TV HH)			39.1%	15.5%	69.2%	26.3%	42.9%	
Kitchen	3032	3032	1400	452	2552	1343	1209	2768
%V	10.7%	11.2%	13.3%	10.8%	13.6%	18.9%	10.4%	11.3%
%H (All HH)		100.0%	46.2%	14.9%	84.2%	44.3%	39.9%	91.3%
%H (TV HH)			46.2%	14.9%	84.2%	44.3%	39.9%	
Adult's bedroom	11907	11907	5501	2115	8896	4662	4234	10906
%V	41.9%	44.0%	52.2%	50.5%	47.5%	65.7%	36.4%	44.5%
%H (All HH)		100.0%	46.2%	17.8%	74.7%	39.2%	35.6%	91.6%
%H (TV HH)			46.2%	17.8%	74.7%	39.2%	35.6%	
Child's bedroom	2306	2306	1239	463	1570	972	597	2279
%V	8.1%	8.5%	11.8%	11.1%	8.4%	13.7%	5.1%	9.3%
%H (All HH)		100.0%	53.7%	20.1%	68.1%	42.2%	25.9%	98.8%
%H (TV HH)			53.7%	20.1%	68.1%	42.2%	25.9%	
Other bedroom	1547	1547	756	295	1202	707	495	1473
%V	5.4%	5.7%	7.2%	7.0%	6.4%	10.0%	4.3%	6.0%
%H (All HH)		100.0%	48.9%	19.1%	77.7%	45.7%	32.0%	95.2%
%H (TV HH)			48.9%	19.1%	77.7%	45.7%	32.0%	
Second living/dining room	2618	2618	1260	447	2011	1092	919	2423
%V	9.2%	9.7%	12.0%	10.7%	10.7%	15.4%	7.9%	9.9%
%H (All HH)		100.0%	48.1%	17.1%	76.8%	41.7%	35.1%	92.6%
%H (TV HH)			48.1%	17.1%	76.8%	41.7%	35.1%	
Study/office	442	442	213	70	336	175	161	430
%V	1.6%	1.6%	2.0%	1.7%	1.8%	2.5%	1.4%	1.8%
%H (All HH)		100.0%	48.2%	15.8%	76.0%	39.6%	36.4%	97.3%
%H (TV HH)			48.2%	15.8%	76.0%	39.6%	36.4%	
TV room	209	209	123	30	148	94	54	204
%V	0.7%	0.8%	1.2%	0.7%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	58.9%	14.4%	70.8%	45.0%	25.8%	97.6%
%H (TV HH)			58.9%	14.4%	70.8%	45.0%	25.8%	
Conservatory	571	571	286	101	446	257	189	536
%V	2.0%	2.1%	2.7%	2.4%	2.4%	3.6%	1.6%	2.2%
%H (All HH)		100.0%	50.1%	17.7%	78.1%	45.0%	33.1%	93.9%
%H (TV HH)			50.1%	17.7%	78.1%	45.0%	33.1%	
Attic or loft room	75	75	41	12	58	36	22	75
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	54.7%	16.0%	77.3%	48.0%	29.3%	100.0%
%H (TV HH)			54.7%	16.0%	77.3%	48.0%	29.3%	
No specific location	32	32	17	5	25	16	9	28
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	53.1%	15.6%	78.1%	50.0%	28.1%	87.5%
%H (TV HH)			53.1%	15.6%	78.1%	50.0%	28.1%	
Other	271	271	146	49	204	128	76	261
%V	1.0%	1.0%	1.4%	1.2%	1.1%	1.8%	0.7%	1.1%
%H (All HH)		100.0%	53.9%	18.1%	75.3%	47.2%	28.0%	96.3%
%H (TV HH)			53.9%	18.1%	75.3%	47.2%	28.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	28388	27083	10536	4186	18730	7097	11634	24523
%V (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
Any DSAT provider	10536	10536	10536	189	5202	5202	0	9849
%V	37.1%	38.9%	100.0%	4.5%	27.8%	73.3%	0.0%	40.2%
%H (All HH)			100.0%	1.8%	49.4%	49.4%	0.0%	93.5%
%H (TV HH)			100.0%	1.8%	49.4%	49.4%	0.0%	
Sky with subscription	8630	8630	8630	95	4246	4246	0	8167
%V	30.4%	31.9%	81.9%	2.3%	22.7%	59.8%	0.0%	33.3%
%H (All HH)			100.0%	1.1%	49.2%	49.2%	0.0%	94.6%
%H (TV HH)			100.0%	1.1%	49.2%	49.2%	0.0%	
Sky without subscription	585	585	585	29	267	267	0	490
%V	2.1%	2.2%	5.6%	0.7%	1.4%	3.8%	0.0%	2.0%
%H (All HH)			100.0%	5.0%	45.6%	45.6%	0.0%	83.8%
%H (TV HH)			100.0%	5.0%	45.6%	45.6%	0.0%	
Freesat	1173	1173	1173	45	668	668	0	1074
%V	4.1%	4.3%	11.1%	1.1%	3.6%	9.4%	0.0%	4.4%
%H (All HH)			100.0%	3.8%	56.9%	56.9%	0.0%	91.6%
%H (TV HH)			100.0%	3.8%	56.9%	56.9%	0.0%	
Other satellite provider	621	621	621	36	308	308	0	580
%V	2.2%	2.3%	5.9%	0.9%	1.6%	4.3%	0.0%	2.4%
%H (All HH)			100.0%	5.8%	49.6%	49.6%	0.0%	93.4%
%H (TV HH)			100.0%	5.8%	49.6%	49.6%	0.0%	
DCAB	4186	4186	189	4186	1999	1999	0	3958
%V	14.7%	15.5%	1.8%	100.0%	10.7%	28.2%	0.0%	16.1%
%H (All HH)			4.5%	100.0%	47.8%	47.8%	0.0%	94.6%
%H (TV HH)			4.5%	100.0%	47.8%	47.8%	0.0%	
DTT	18730	18730	5202	1999	18730	7097	11634	15636
%V	66.0%	69.2%	49.4%	47.8%	100.0%	100.0%	100.0%	63.8%
%H (All HH)		100.0%	27.8%	10.7%	100.0%	37.9%	62.1%	83.5%
%H (TV HH)			27.8%	10.7%	100.0%	37.9%	62.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28388	27083	10536	4186	18730	7097	11634	24523
%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
PVR	16880	16880	9357	3912	10261	6489	3772	15777
%V	59.5%	62.3%	88.8%	93.5%	54.8%	91.4%	32.4%	64.3%
%H (All HH)		100.0%	55.4%	23.2%	60.8%	38.4%	22.3%	93.5%
%H (TV HH)			55.4%	23.2%	60.8%	38.4%	22.3%	
DVDR	383	383	138	68	289	111	178	341
%V	1.3%	1.4%	1.3%	1.6%	1.5%	1.6%	1.5%	1.4%
%H (All HH)		100.0%	36.0%	17.8%	75.5%	29.0%	46.5%	89.0%
%H (TV HH)			36.0%	17.8%	75.5%	29.0%	46.5%	
VCR	241	241	73	27	203	62	141	159
%V	0.8%	0.9%	0.7%	0.6%	1.1%	0.9%	1.2%	0.6%
%H (All HH)		100.0%	30.3%	11.2%	84.2%	25.7%	58.5%	66.0%
%H (TV HH)			30.3%	11.2%	84.2%	25.7%	58.5%	
Any recorder	17119	17119	9386	3920	10479	6510	3969	15933
%V	60.3%	63.2%	89.1%	93.6%	55.9%	91.7%	34.1%	65.0%
%H (All HH)		100.0%	54.8%	22.9%	61.2%	38.0%	23.2%	93.1%
%H (TV HH)			54.8%	22.9%	61.2%	38.0%	23.2%	
Receives HDTV (via STB or built-in reception)	19060	19060	8633	3663	13179	6240	6939	17615
%V	67.1%	70.4%	81.9%	87.5%	70.4%	87.9%	59.6%	71.8%
%H (All HH)		100.0%	45.3%	19.2%	69.1%	32.7%	36.4%	92.4%
%H (TV HH)			45.3%	19.2%	69.1%	32.7%	36.4%	
DVD/Blu-ray player or recorder	17621	17621	7284	2840	12418	5257	7160	15817
%V	62.1%	65.1%	69.1%	67.8%	66.3%	74.1%	61.5%	64.5%
%H (All HH)		100.0%	41.3%	16.1%	70.5%	29.8%	40.6%	89.8%
%H (TV HH)			41.3%	16.1%	70.5%	29.8%	40.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	28388	27083	10536	4186	18730	7097	11634	24523
%H (All HH)		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%
%H (TV HH)			38.9%	15.5%	69.2%	26.2%	43.0%	
Has broadband internet	24523	23442	9849	3958	15636	6698	8938	24523
%V	86.4%	86.6%	93.5%	94.6%	83.5%	94.4%	76.8%	100.0%
%H (All HH)		95.6%	40.2%	16.1%	63.8%	27.3%	36.4%	100.0%
%H (TV HH)			42.0%	16.9%	66.7%	28.6%	38.1%	
Number of computers (PCs and laptops)								
0	5107	4797	1139	401	3797	639	3159	1514
%V	18.0%	17.7%	10.8%	9.6%	20.3%	9.0%	27.2%	6.2%
%H (All HH)		93.9%	22.3%	7.9%	74.3%	12.5%	61.9%	29.6%
			23.7%	8.4%	79.2%	13.3%	65.9%	
1	7515	7089	2624	1012	4839	1609	3230	7297
%V	26.5%	26.2%	24.9%	24.2%	25.8%	22.7%	27.8%	29.8%
%H (All HH)		94.3%	34.9%	13.5%	64.4%	21.4%	43.0%	97.1%
%H (TV HH)			37.0%	14.3%	68.3%	22.7%	45.6%	
2	6840	6550	2715	1079	4435	1866	2569	6804
%V	24.1%	24.2%	25.8%	25.8%	23.7%	26.3%	22.1%	27.7%
%H (All HH)		95.8%	39.7%	15.8%	64.8%	27.3%	37.6%	99.5%
%H (TV HH)			41.5%	16.5%	67.7%	28.5%	39.2%	
3	4069	3936	1792	746	2604	1317	1287	4055
%V	14.3%	14.5%	17.0%	17.8%	13.9%	18.6%	11.1%	16.5%
%H (All HH)		96.7%	44.0%	18.3%	64.0%	32.4%	31.6%	99.7%
%H (TV HH)			45.5%	19.0%	66.2%	33.5%	32.7%	
4	2300	2226	1047	448	1431	755	676	2297
%V	8.1%	8.2%	9.9%	10.7%	7.6%	10.6%	5.8%	9.4%
%H (All HH)		96.8%	45.5%	19.5%	62.2%	32.8%	29.4%	99.9%
%H (TV HH)			47.0%	20.1%	64.3%	33.9%	30.4%	
5+	2557	2485	1219	500	1623	911	712	2555
%V	9.0%	9.2%	11.6%	11.9%	8.7%	12.8%	6.1%	10.4%
%H (All HH)		97.2%	47.7%	19.6%	63.5%	35.6%	27.8%	99.9%
%H (TV HH)			49.1%	20.1%	65.3%	36.7%	28.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	53353	23329	8923	38734	18316	20418	48043
%H		43.7%	16.7%	72.6%	34.3%	38.3%	90.0%
Under 20"	3813	1485	549	3218	1448	1770	3323
%V	7.1%	6.4%	6.2%	8.3%	7.9%	8.7%	6.9%
%H		38.9%	14.4%	84.4%	38.0%	46.4%	87.1%
20" - 29"	9498	3800	1449	7676	3483	4193	8232
%V	17.8%	16.3%	16.2%	19.8%	19.0%	20.5%	17.1%
%H		40.0%	15.3%	80.8%	36.7%	44.1%	86.7%
30" - 39"	16161	6635	2656	11823	5183	6640	14320
%V	30.3%	28.4%	29.8%	30.5%	28.3%	32.5%	29.8%
%H		41.1%	16.4%	73.2%	32.1%	41.1%	88.6%
40" - 49"	15816	7501	2875	10695	5477	5218	14709
%V	29.6%	32.2%	32.2%	27.6%	29.9%	25.6%	30.6%
%H		47.4%	18.2%	67.6%	34.6%	33.0%	93.0%
50" - 59"	5014	2695	917	3148	1846	1302	4847
%V	9.4%	11.6%	10.3%	8.1%	10.1%	6.4%	10.1%
%H		53.7%	18.3%	62.8%	36.8%	26.0%	96.7%
60"+	560	328	106	312	198	113	548
%V	1.0%	1.4%	1.2%	0.8%	1.1%	0.6%	1.1%
%H		58.6%	18.9%	55.7%	35.4%	20.2%	97.9%
Don't know	2492	885	371	1864	681	1182	2065
%V	4.7%	3.8%	4.2%	4.8%	3.7%	5.8%	4.3%
%H		35.5%	14.9%	74.8%	27.3%	47.4%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	53353	23329	8923	38734	18316	20418	48043
%H		43.7%	16.7%	72.6%	34.3%	38.3%	90.0%
Main living room	26899	10505	4172	18621	7082	11540	23282
%V	50.4%	45.0%	46.8%	48.1%	38.7%	56.5%	48.5%
%H		39.1%	15.5%	69.2%	26.3%	42.9%	86.6%
Kitchen	3040	1405	454	2560	1349	1211	2776
%V	5.7%	6.0%	5.1%	6.6%	7.4%	5.9%	5.8%
%H		46.2%	14.9%	84.2%	44.4%	39.8%	91.3%
Adult's bedroom	14286	6731	2624	10797	5905	4892	13226
%V	26.8%	28.9%	29.4%	27.9%	32.2%	24.0%	27.5%
%H		47.1%	18.4%	75.6%	41.3%	34.2%	92.6%
Houseperson	2993	1636	597	2040	1286	754	2963
%V	5.6%	7.0%	6.7%	5.3%	7.0%	3.7%	6.2%
%H		54.7%	19.9%	68.2%	43.0%	25.2%	99.0%
Other bedroom	1846	916	354	1430	855	575	1769
%V	3.5%	3.9%	4.0%	3.7%	4.7%	2.8%	3.7%
%H		49.6%	19.2%	77.5%	46.3%	31.1%	95.8%
Second living/dining room	2657	1285	453	2044	1117	927	2460
%V	5.0%	5.5%	5.1%	5.3%	6.1%	4.5%	5.1%
%H		48.4%	17.0%	76.9%	42.0%	34.9%	92.6%
Study/office	449	220	70	341	179	162	437
%V	0.8%	0.9%	0.8%	0.9%	1.0%	0.8%	0.9%
%H		49.0%	15.6%	75.9%	39.9%	36.1%	97.3%
TV room	212	125	31	150	95	55	207
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		59.0%	14.6%	70.8%	44.8%	25.9%	97.6%
Conseervatory	572	286	101	447	257	190	537
%V	1.1%	1.2%	1.1%	1.2%	1.4%	0.9%	1.1%
%H		50.0%	17.7%	78.1%	44.9%	33.2%	93.9%
Attic or loft room	79	44	13	61	39	22	78
%V	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		55.7%	16.5%	77.2%	49.4%	27.8%	98.7%
No specific location	32	17	5	25	16	9	28
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		53.1%	15.6%	78.1%	50.0%	28.1%	87.5%
Other	290	159	50	218	137	81	280
%V	0.5%	0.7%	0.6%	0.6%	0.7%	0.4%	0.6%
%H		54.8%	17.2%	75.2%	47.2%	27.9%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	53353	23329	8923	38734	18316	20418	48043
%H		43.7%	16.7%	72.6%	34.3%	38.3%	90.0%
PVR	23670	14132	5584	13464	9213	4251	22398
%V	44.4%	60.6%	62.6%	34.8%	50.3%	20.8%	46.6%
%H		59.7%	23.6%	56.9%	38.9%	18.0%	94.6%
DVDR	410	148	72	309	119	190	365
%V	0.8%	0.6%	0.8%	0.8%	0.6%	0.9%	0.8%
%H		36.1%	17.6%	75.4%	29.0%	46.3%	89.0%
VCR	256	80	29	217	69	148	171
%V	0.5%	0.3%	0.3%	0.6%	0.4%	0.7%	0.4%
%H		31.3%	11.3%	84.8%	27.0%	57.8%	66.8%
Any recorder	24003	14199	5607	13762	9272	4490	22633
%V	45.0%	60.9%	62.8%	35.5%	50.6%	22.0%	47.1%
%H		59.2%	23.4%	57.3%	38.6%	18.7%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	53353	23329	8923	38734	18316	20418	48043
%H		43.7%	16.7%	72.6%	34.3%	38.3%	90.0%
Receives HDTV (via STB or built-in reception)	30117	14665	5898	21080	11177	9903	28280
%V	56.4%	62.9%	66.1%	54.4%	61.0%	48.5%	58.9%
%H		48.7%	19.6%	70.0%	37.1%	32.9%	93.9%
DVD/Blu-ray player or recorder	24873	11033	4241	17776	8515	9260	22778
%V	46.6%	47.3%	47.5%	45.9%	46.5%	45.4%	47.4%
%H		44.4%	17.1%	71.5%	34.2%	37.2%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	27076	10535	4186	18729	7097	11632	23436
%H		38.9%	15.5%	69.2%	26.2%	43.0%	86.6%
Under 20"	266	37	15	215	19	196	184
%V	1.0%	0.4%	0.4%	1.1%	0.3%	1.7%	0.8%
%H		13.9%	5.6%	80.8%	7.1%	73.7%	69.2%
20" - 29"	2020	378	192	1602	225	1377	1367
%V	7.5%	3.6%	4.6%	8.6%	3.2%	11.8%	5.8%
%H		18.7%	9.5%	79.3%	11.1%	68.2%	67.7%
30" - 39"	7657	2325	1041	5620	1553	4067	6191
%V	28.3%	22.1%	24.9%	30.0%	21.9%	35.0%	26.4%
%H		30.4%	13.6%	73.4%	20.3%	53.1%	80.9%
40" - 49"	11425	5059	1988	7661	3525	4136	10432
%V	42.2%	48.0%	47.5%	40.9%	49.7%	35.6%	44.5%
%H		44.3%	17.4%	67.1%	30.9%	36.2%	91.3%
50" - 59"	4068	2138	723	2530	1430	1100	3912
%V	15.0%	20.3%	17.3%	13.5%	20.1%	9.5%	16.7%
%H		52.6%	17.8%	62.2%	35.2%	27.0%	96.2%
60"+	461	259	90	255	158	97	451
%V	1.7%	2.5%	2.2%	1.4%	2.2%	0.8%	1.9%
%H		56.2%	19.5%	55.3%	34.3%	21.0%	97.8%
Don't know	1179	338	136	846	188	658	899
%V	4.4%	3.2%	3.2%	4.5%	2.6%	5.7%	3.8%
%H		28.7%	11.5%	71.8%	15.9%	55.8%	76.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	27076	10535	4186	18729	7097	11632	23436
%H		38.9%	15.5%	69.2%	26.2%	43.0%	86.6%
PVR	16558	9230	3860	9974	6351	3623	15480
%V	61.2%	87.6%	92.2%	53.3%	89.5%	31.1%	66.1%
%H		55.7%	23.3%	60.2%	38.4%	21.9%	93.5%
DVDR	325	112	54	245	86	159	284
%V	1.2%	1.1%	1.3%	1.3%	1.2%	1.4%	1.2%
%H		34.5%	16.6%	75.4%	26.5%	48.9%	87.4%
VCR	197	52	23	165	42	123	124
%V	0.7%	0.5%	0.5%	0.9%	0.6%	1.1%	0.5%
%H		26.4%	11.7%	83.8%	21.3%	62.4%	62.9%
Any recorder	16791	9261	3869	10187	6375	3812	15630
%V	62.0%	87.9%	92.4%	54.4%	89.8%	32.8%	66.7%
%H		55.2%	23.0%	60.7%	38.0%	22.7%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	27076	10535	4186	18729	7097	11632	23436
%H		38.9%	15.5%	69.2%	26.2%	43.0%	86.6%
Receives HDTV (via STB or built-in reception)	18603	8432	3609	12776	6044	6733	17196
%V	68.7%	80.0%	86.2%	68.2%	85.2%	57.9%	73.4%
%H		45.3%	19.4%	68.7%	32.5%	36.2%	92.4%
DVD/Blu-ray player or recorder	15491	6255	2444	10879	4420	6458	13791
%V	57.2%	59.4%	58.4%	58.1%	62.3%	55.5%	58.8%
%H		40.4%	15.8%	70.2%	28.5%	41.7%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26277	12794	4737	20005	11219	8786	24607
%H		48.7%	18.0%	76.1%	42.7%	33.4%	93.6%
Under 20"	3547	1448	534	3003	1429	1573	3138
%V	13.5%	11.3%	11.3%	15.0%	12.7%	17.9%	12.8%
%H		40.8%	15.1%	84.7%	40.3%	44.3%	88.5%
20" - 29"	7479	3422	1256	6074	3258	2816	6865
%V	28.5%	26.7%	26.5%	30.4%	29.0%	32.1%	27.9%
%H		45.8%	16.8%	81.2%	43.6%	37.7%	91.8%
30" - 39"	8504	4310	1615	6202	3630	2573	8129
%V	32.4%	33.7%	34.1%	31.0%	32.4%	29.3%	33.0%
%H		50.7%	19.0%	72.9%	42.7%	30.3%	95.6%
40" - 49"	4391	2442	887	3034	1953	1081	4278
%V	16.7%	19.1%	18.7%	15.2%	17.4%	12.3%	17.4%
%H		55.6%	20.2%	69.1%	44.5%	24.6%	97.4%
50" - 59"	946	557	194	618	416	202	935
%V	3.6%	4.4%	4.1%	3.1%	3.7%	2.3%	3.8%
%H		58.9%	20.5%	65.3%	44.0%	21.4%	98.8%
60"+	98	69	16	57	40	17	96
%V	0.4%	0.5%	0.3%	0.3%	0.4%	0.2%	0.4%
%H		70.4%	16.3%	58.2%	40.8%	17.3%	98.0%
Don't know	1313	546	235	1017	493	524	1166
%V	5.0%	4.3%	5.0%	5.1%	4.4%	6.0%	4.7%
%H		41.6%	17.9%	77.5%	37.5%	39.9%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	26277	12794	4737	20005	11219	8786	24607
%H		48.7%	18.0%	76.1%	42.7%	33.4%	93.6%
PVR	7112	4902	1724	3490	2861	628	6918
%V	27.1%	38.3%	36.4%	17.4%	25.5%	7.1%	28.1%
%H		68.9%	24.2%	49.1%	40.2%	8.8%	97.3%
DVDR	85	36	18	65	33	32	81
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%
%H		42.4%	21.2%	76.5%	38.8%	37.6%	95.3%
VCR	59	28	6	51	26	25	47
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.3%	0.2%
%H		47.5%	10.2%	86.4%	44.1%	42.4%	79.7%
Any recorder	7211	4938	1738	3575	2897	678	7003
%V	27.4%	38.6%	36.7%	17.9%	25.8%	7.7%	28.5%
%H		68.5%	24.1%	49.6%	40.2%	9.4%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26277	12794	4737	20005	11219	8786	24607
%H		48.7%	18.0%	76.1%	42.7%	33.4%	93.6%
Receives HDTV (via STB or built-in reception)	11513	6233	2290	8304	5133	3170	11085
%V	43.8%	48.7%	48.3%	41.5%	45.8%	36.1%	45.0%
%H		54.1%	19.9%	72.1%	44.6%	27.5%	96.3%
DVD/Blu-ray player or recorder	9382	4778	1797	6897	4095	2802	8986
%V	35.7%	37.3%	37.9%	34.5%	36.5%	31.9%	36.5%
%H		50.9%	19.2%	73.5%	43.6%	29.9%	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: ANNUAL
Jul 2017 - Jun 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	65494	62860	27031	10651	41679	18231	23448	60382
%H		96.0%	41.3%	16.3%	63.6%	27.8%	35.8%	92.2%
Total Children	12599	12245	5877	2193	7403	3648	3755	12394
%V	19.2%	19.5%	21.7%	20.6%	17.8%	20.0%	16.0%	20.5%
%H		97.2%	46.6%	17.4%	58.8%	29.0%	29.8%	98.4%
0 - 3	3109	2983	1370	480	1755	778	978	3031
%V	4.7%	4.7%	5.1%	4.5%	4.2%	4.3%	4.2%	5.0%
%H		95.9%	44.1%	15.4%	56.4%	25.0%	31.5%	97.5%
4 - 15	9490	9262	4506	1713	5647	2870	2777	9363
%V	14.5%	14.7%	16.7%	16.1%	13.5%	15.7%	11.8%	15.5%
%H		97.6%	47.5%	18.1%	59.5%	30.2%	29.3%	98.7%
4 - 9	4985	4839	2324	832	2902	1392	1510	4902
%V	7.6%	7.7%	8.6%	7.8%	7.0%	7.6%	6.4%	8.1%
%H		97.1%	46.6%	16.7%	58.2%	27.9%	30.3%	98.3%
10 - 15	4505	4423	2182	882	2746	1479	1267	4461
%V	6.9%	7.0%	8.1%	8.3%	6.6%	8.1%	5.4%	7.4%
%H		98.2%	48.4%	19.6%	61.0%	32.8%	28.1%	99.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	65494	62860	27031	10651	41679	18231	23448	60382
%H		96.0%	41.3%	16.3%	63.6%	27.8%	35.8%	92.2%
Total Adults (16+)	52896	50615	21154	8458	34276	14583	19693	47988
%V	80.8%	80.5%	78.3%	79.4%	82.2%	80.0%	84.0%	79.5%
%H		95.7%	40.0%	16.0%	64.8%	27.6%	37.2%	90.7%
16 - 19	2658	2558	1203	506	1652	859	793	2629
%V	4.1%	4.1%	4.5%	4.8%	4.0%	4.7%	3.4%	4.4%
%H		96.2%	45.3%	19.0%	62.2%	32.3%	29.8%	98.9%
20 - 24	3998	3543	1331	642	2245	977	1267	3927
%V	6.1%	5.6%	4.9%	6.0%	5.4%	5.4%	5.4%	6.5%
%H		88.6%	33.3%	16.1%	56.2%	24.4%	31.7%	98.2%
25 - 34	8934	8163	3428	1375	4754	2019	2735	8710
%V	13.6%	13.0%	12.7%	12.9%	11.4%	11.1%	11.7%	14.4%
%H		91.4%	38.4%	15.4%	53.2%	22.6%	30.6%	97.5%
35 - 44	8347	7942	3746	1443	4711	2251	2460	8142
%V	12.7%	12.6%	13.9%	13.5%	11.3%	12.3%	10.5%	13.5%
%H		95.1%	44.9%	17.3%	56.4%	27.0%	29.5%	97.5%
45 - 54	9169	8921	4143	1711	5967	2956	3011	8799
%V	14.0%	14.2%	15.3%	16.1%	14.3%	16.2%	12.8%	14.6%
%H		97.3%	45.2%	18.7%	65.1%	32.2%	32.8%	96.0%
55 - 64	7956	7792	3326	1362	5619	2510	3109	7348
%V	12.1%	12.4%	12.3%	12.8%	13.5%	13.8%	13.3%	12.2%
%H		97.9%	41.8%	17.1%	70.6%	31.5%	39.1%	92.4%
65+	11834	11696	3977	1418	9328	3010	6318	8432
%V	18.1%	18.6%	14.7%	13.3%	22.4%	16.5%	26.9%	14.0%
%H		98.8%	33.6%	12.0%	78.8%	25.4%	53.4%	71.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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+)		52896	50615	21154	8458	34276	14583	19693	47988
	%H		95.7%	40.0%	16.0%	64.8%	27.6%	37.2%	90.7%
AB		14082	13552	5931	2330	9058	4101	4957	13741
	%V	26.6%	26.8%	28.0%	27.5%	26.4%	28.1%	25.2%	28.6%
	%H		96.2%	42.1%	16.5%	64.3%	29.1%	35.2%	97.6%
C1		14936	14144	5833	2508	9563	4154	5409	14079
	%V	28.2%	27.9%	27.6%	29.7%	27.9%	28.5%	27.5%	29.3%
	%H		94.7%	39.1%	16.8%	64.0%	27.8%	36.2%	94.3%
C2		11405	11080	4934	1956	7581	3576	4005	10412
	%V	21.6%	21.9%	23.3%	23.1%	22.1%	24.5%	20.3%	21.7%
	%H		97.2%	43.3%	17.2%	66.5%	31.4%	35.1%	91.3%
D		8077	7641	3139	1167	4984	1952	3033	6913
	%V	15.3%	15.1%	14.8%	13.8%	14.5%	13.4%	15.4%	14.4%
	%H		94.6%	38.9%	14.4%	61.7%	24.2%	37.6%	85.6%
E		4397	4199	1316	496	3090	800	2290	2843
	%V	8.3%	8.3%	6.2%	5.9%	9.0%	5.5%	11.6%	5.9%
	%H		95.5%	29.9%	11.3%	70.3%	18.2%	52.1%	64.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	52896	50615	21154	8458	34276	14583	19693	47988
%H		95.7%	40.0%	16.0%	64.8%	27.6%	37.2%	90.7%
Working full time	25441	24261	11001	4558	15214	7325	7889	24842
%V	48.1%	47.9%	52.0%	53.9%	44.4%	50.2%	40.1%	51.8%
%H		95.4%	43.2%	17.9%	59.8%	28.8%	31.0%	97.6%
Working part time	5369	5196	2344	887	3520	1659	1861	5182
%V	10.2%	10.3%	11.1%	10.5%	10.3%	11.4%	9.5%	10.8%
%H		96.8%	43.7%	16.5%	65.6%	30.9%	34.7%	96.5%
Not working	22085	21158	7809	3013	15542	5599	9943	17964
%V	41.8%	41.8%	36.9%	35.6%	45.3%	38.4%	50.5%	37.4%
%H		95.8%	35.4%	13.6%	70.4%	25.4%	45.0%	81.3%
Houseperson	28388	27083	10536	4185	18730	7096	11634	24522
%V	53.7%	53.5%	49.8%	49.5%	54.6%	48.7%	59.1%	51.1%
%H		95.4%	37.1%	14.7%	66.0%	25.0%	41.0%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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+)	25881	24591	10449	4155	16444	7199	9244	23640
%H		95.0%	40.4%	16.1%	63.5%	27.8%	35.7%	91.3%
16 - 19	1406	1357	631	277	877	457	420	1390
%V	5.4%	5.5%	6.0%	6.7%	5.3%	6.3%	4.5%	5.9%
%H		96.5%	44.9%	19.7%	62.4%	32.5%	29.9%	98.9%
20 - 24	1998	1773	694	340	1097	516	580	1962
%V	7.7%	7.2%	6.6%	8.2%	6.7%	7.2%	6.3%	8.3%
%H		88.7%	34.7%	17.0%	54.9%	25.8%	29.0%	98.2%
25 - 34	4474	4034	1654	673	2333	978	1355	4354
%V	17.3%	16.4%	15.8%	16.2%	14.2%	13.6%	14.7%	18.4%
%H		90.2%	37.0%	15.0%	52.1%	21.9%	30.3%	97.3%
35 - 44	4129	3880	1804	692	2279	1067	1212	4006
%V	16.0%	15.8%	17.3%	16.7%	13.9%	14.8%	13.1%	16.9%
%H		94.0%	43.7%	16.8%	55.2%	25.8%	29.4%	97.0%
45 - 54	4510	4362	2044	833	2876	1426	1450	4281
%V	17.4%	17.7%	19.6%	20.0%	17.5%	19.8%	15.7%	18.1%
%H		96.7%	45.3%	18.5%	63.8%	31.6%	32.2%	94.9%
55 - 64	3906	3803	1621	650	2753	1226	1527	3568
%V	15.1%	15.5%	15.5%	15.6%	16.7%	17.0%	16.5%	15.1%
%H		97.4%	41.5%	16.6%	70.5%	31.4%	39.1%	91.3%
65+	5458	5381	2001	690	4230	1529	2700	4079
%V	21.1%	21.9%	19.2%	16.6%	25.7%	21.2%	29.2%	17.3%
%H		98.6%	36.7%	12.6%	77.5%	28.0%	49.5%	74.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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+)		25881	24591	10449	4155	16444	7199	9244	23640
	%H		95.0%	40.4%	16.1%	63.5%	27.8%	35.7%	91.3%
AB		7067	6774	2993	1161	4503	2074	2429	6909
	%V	27.3%	27.5%	28.6%	27.9%	27.4%	28.8%	26.3%	29.2%
	%H		95.9%	42.4%	16.4%	63.7%	29.3%	34.4%	97.8%
C1		6926	6515	2790	1189	4300	1983	2317	6633
	%V	26.8%	26.5%	26.7%	28.6%	26.1%	27.5%	25.1%	28.1%
	%H		94.1%	40.3%	17.2%	62.1%	28.6%	33.5%	95.8%
C2		6151	5937	2610	1039	4061	1894	2167	5538
	%V	23.8%	24.1%	25.0%	25.0%	24.7%	26.3%	23.4%	23.4%
	%H		96.5%	42.4%	16.9%	66.0%	30.8%	35.2%	90.0%
D		3864	3609	1506	567	2281	911	1370	3365
	%V	14.9%	14.7%	14.4%	13.6%	13.9%	12.7%	14.8%	14.2%
	%H		93.4%	39.0%	14.7%	59.0%	23.6%	35.5%	87.1%
E		1873	1755	549	200	1299	338	961	1195
	%V	7.2%	7.1%	5.3%	4.8%	7.9%	4.7%	10.4%	5.1%
	%H		93.7%	29.3%	10.7%	69.4%	18.0%	51.3%	63.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25881	24591	10449	4155	16444	7199	9244	23640
%H		95.0%	40.4%	16.1%	63.5%	27.8%	35.7%	91.3%
Working full time	15393	14618	6677	2702	9137	4432	4704	14982
%V	59.5%	59.4%	63.9%	65.0%	55.6%	61.6%	50.9%	63.4%
%H		95.0%	43.4%	17.6%	59.4%	28.8%	30.6%	97.3%
Working part time	1169	1101	473	164	740	311	429	1100
%V	4.5%	4.5%	4.5%	3.9%	4.5%	4.3%	4.6%	4.7%
%H		94.2%	40.5%	14.0%	63.3%	26.6%	36.7%	94.1%
Not working	9320	8871	3299	1289	6567	2456	4111	7558
%V	36.0%	36.1%	31.6%	31.0%	39.9%	34.1%	44.5%	32.0%
%H		95.2%	35.4%	13.8%	70.5%	26.4%	44.1%	81.1%
Houseperson	6377	5812	1933	794	4073	1262	2810	4987
%V	24.6%	23.6%	18.5%	19.1%	24.8%	17.5%	30.4%	21.1%
%H		91.1%	30.3%	12.5%	63.9%	19.8%	44.1%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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+)	27014	26025	10705	4302	17833	7384	10449	24347
%H		96.3%	39.6%	15.9%	66.0%	27.3%	38.7%	90.1%
16 - 19	1252	1201	572	228	775	403	373	1238
%V	4.6%	4.6%	5.3%	5.3%	4.3%	5.5%	3.6%	5.1%
%H		95.9%	45.7%	18.2%	61.9%	32.2%	29.8%	98.9%
20 - 24	2000	1770	637	302	1148	461	687	1965
%V	7.4%	6.8%	6.0%	7.0%	6.4%	6.2%	6.6%	8.1%
%H		88.5%	31.9%	15.1%	57.4%	23.1%	34.4%	98.3%
25 - 34	4460	4129	1774	702	2421	1041	1380	4356
%V	16.5%	15.9%	16.6%	16.3%	13.6%	14.1%	13.2%	17.9%
%H		92.6%	39.8%	15.7%	54.3%	23.3%	30.9%	97.7%
35 - 44	4218	4062	1942	751	2432	1183	1249	4136
%V	15.6%	15.6%	18.1%	17.5%	13.6%	16.0%	12.0%	17.0%
%H		96.3%	46.0%	17.8%	57.7%	28.0%	29.6%	98.1%
45 - 54	4658	4559	2100	878	3092	1531	1561	4518
%V	17.2%	17.5%	19.6%	20.4%	17.3%	20.7%	14.9%	18.6%
%H		97.9%	45.1%	18.8%	66.4%	32.9%	33.5%	97.0%
55 - 64	4050	3989	1705	712	2866	1284	1582	3780
%V	15.0%	15.3%	15.9%	16.6%	16.1%	17.4%	15.1%	15.5%
%H		98.5%	42.1%	17.6%	70.8%	31.7%	39.1%	93.3%
65+	6376	6315	1976	728	5099	1481	3618	4354
%V	23.6%	24.3%	18.5%	16.9%	28.6%	20.1%	34.6%	17.9%
%H		99.0%	31.0%	11.4%	80.0%	23.2%	56.7%	68.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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+)		27014	26025	10705	4302	17833	7384	10449	24347
	%H		96.3%	39.6%	15.9%	66.0%	27.3%	38.7%	90.1%
AB		7014	6778	2938	1170	4555	2027	2528	6831
	%V	26.0%	26.0%	27.4%	27.2%	25.5%	27.5%	24.2%	28.1%
	%H		96.6%	41.9%	16.7%	64.9%	28.9%	36.0%	97.4%
C1		8010	7629	3043	1319	5263	2172	3092	7446
	%V	29.7%	29.3%	28.4%	30.7%	29.5%	29.4%	29.6%	30.6%
	%H		95.2%	38.0%	16.5%	65.7%	27.1%	38.6%	93.0%
C2		5254	5143	2324	917	3520	1682	1838	4874
	%V	19.4%	19.8%	21.7%	21.3%	19.7%	22.8%	17.6%	20.0%
	%H		97.9%	44.2%	17.5%	67.0%	32.0%	35.0%	92.8%
D		4213	4032	1633	600	2703	1040	1663	3548
	%V	15.6%	15.5%	15.3%	13.9%	15.2%	14.1%	15.9%	14.6%
	%H		95.7%	38.8%	14.2%	64.2%	24.7%	39.5%	84.2%
E		2524	2444	767	297	1792	463	1329	1648
	%V	9.3%	9.4%	7.2%	6.9%	10.0%	6.3%	12.7%	6.8%
	%H		96.8%	30.4%	11.8%	71.0%	18.3%	52.7%	65.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27014	26025	10705	4302	17833	7384	10449	24347
%H		96.3%	39.6%	15.9%	66.0%	27.3%	38.7%	90.1%
Working full time	10049	9643	4324	1855	6078	2893	3185	9860
%V	37.2%	37.1%	40.4%	43.1%	34.1%	39.2%	30.5%	40.5%
%H		96.0%	43.0%	18.5%	60.5%	28.8%	31.7%	98.1%
Working part time	4200	4095	1871	723	2780	1348	1432	4082
%V	15.5%	15.7%	17.5%	16.8%	15.6%	18.3%	13.7%	16.8%
%H		97.5%	44.5%	17.2%	66.2%	32.1%	34.1%	97.2%
Not working	12766	12287	4509	1724	8975	3143	5832	10405
%V	47.3%	47.2%	42.1%	40.1%	50.3%	42.6%	55.8%	42.7%
%H		96.2%	35.3%	13.5%	70.3%	24.6%	45.7%	81.5%
Houseperson	22011	21271	8604	3391	14657	5834	8823	19535
%V	81.5%	81.7%	80.4%	78.8%	82.2%	79.0%	84.4%	80.2%
%H		96.6%	39.1%	15.4%	66.6%	26.5%	40.1%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:
 - Age of houseperson
 - Size of household
 - Presence of children
 - Social grade
 - Age
 - Sex
 - Working status (adults)
 - Terminal age of education
 - Number of sets
 - Set characteristics

House Ownership of TV related equipment

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

- BBC/ITV Segment
- Low Population Density (Yes/No)
- Cable areas
- five Reception areas
- Houseperson
- Ethnicity
- Geodemographic

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

Houseperson

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between Jul 2017 and Jun 2018

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

Houseperson

Response Analysis		Jul 2017 - Jun 2018					
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South-West
Addresses Issued	84267	19488	2588	9987	4432	2385	2552
Shop / Business	1281	396	33	160	62	47	45
Demolished / Incomplete	123	25	9	12	15	2	3
Empty	6608	1137	124	812	249	134	137
Holiday Home	841	69	29	34	42	17	96
Other Non Effective	1447	265	57	180	152	48	43
Eligible Addresses	73967	17596	2336	8789	3912	2137	2228
Substitute Addresses	9948	1157	511	245	309	419	514
Multiple Occupancy Addresses	948	703	31	20	12	28	20
Total Additional Households	10896	1860	542	265	321	447	534
Total Valid Households	84862	20104	2615	9966	4435	2410	2557
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	5190	1554	141	486	368	147	177
	6.1%	7.7%	5.4%	4.9%	8.3%	6.1%	6.9%
No English Spoken	376	135	7	51	18	6	4
	0.4%	0.7%	0.3%	0.5%	0.4%	0.2%	0.2%
Refusals	24752	7137	714	2750	1504	604	804
	29.2%	35.5%	27.3%	27.6%	33.9%	25.1%	31.4%
Total Interviews	54544	11278	1753	6679	2545	1653	1572
	64.3%	56.1%	67.0%	67.0%	57.4%	68.6%	61.5%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4474	5103	3885	8354	8194	5236	7589
Houseperson	39	43	70	86	122	72	106
Demolished / Incomplete	11	3	3	7	10	8	15
Empty	243	379	396	1113	773	325	786
Holiday Home	59	16	88	42	176	31	142
Other Non Effective	79	85	35	175	70	108	150
Eligible Addresses	4043	4577	3293	6931	7043	4692	6390
Substitute Addresses	579	1399	1107	526	1129	1805	248
Multiple Occupancy Addresses	14	7	19	29	22	4	39
Total Additional Households	593	1406	1126	555	1151	1809	287
Total Valid Households	4476	5097	3891	8359	8172	5222	7558
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	315	145	221	341	344	303	648
	7.0%	2.8%	5.7%	4.1%	4.2%	5.8%	8.6%
No English Spoken	15	23	16	28	28	33	12
	0.3%	0.5%	0.4%	0.3%	0.3%	0.6%	0.2%
Refusals	1529	1464	1106	1865	2279	1508	1488
	34.2%	28.7%	28.4%	22.3%	27.9%	28.9%	19.7%
Total Interviews	2617	3465	2548	6125	5521	3378	5410
	58.5%	68.0%	65.5%	73.3%	67.6%	64.7%	71.6%

Response Analysis:		Jul 2017 - Jun 2018					
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	83,587	19802	10221	7830	5553	3037	7457
Shop / Business	1,285	410	138	86	71	74	106
Demolished / Incomplete	126	23	24	8	2	1	6
Empty	6,210	1016	821	954	398	209	600
Holiday Home	912	54	41	42	42	35	158
Other Non Effective	1,404	299	178	136	111	32	55
Eligible Addresses	73,650	18000	9019	6604	4929	2686	6532
Substitute Addresses	9,623	1733	1169	1203	610	344	427
Multiple Occupancy Addresses	922	663	18	17	11	15	15
Total Additional Households	10,545	2396	1187	1220	621	359	442
Total Valid Households	84,195	20396	10206	7824	5550	3045	7443
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	5,222	1804	471	309	179	205	325
	6.2%	8.8%	4.6%	3.9%	3.2%	6.7%	4.4%
No English Spoken	345	111	69	23	18	15	27
	0.4%	0.5%	0.7%	0.3%	0.3%	0.5%	0.4%
Refusals	24,086	7027	2957	1650	1699	887	2107
	28.6%	34.5%	29.0%	21.1%	30.6%	29.1%	28.3%
Total Interviews	54,542	11454	6709	5842	3654	1938	4984
	64.8%	56.2%	65.7%	74.7%	65.8%	63.6%	67.0%

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

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

Houseperson

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

In addition to Total Network, further tables show bases for each of the areas reported in volumes 2 and 3 (BBC and ITV Areas)

Total Network	All Households	Total TV Households
All Households	54544	52422
All Sets	106832	106832
All Individuals	134039	129382
Children 0-15	25950	25231
All Adults	108089	104151
Adult Males	52483	50334
Adult Females	55606	53817

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11278	10522
All Sets	19461	19461
All Individuals	29926	28115
Children 0-15	6222	5927
All Adults	23704	22188
Adult Males	11517	10696
Adult Females	12187	11492

BBC South-East	All Households	Total TV Households
All Households	1753	1692
All Sets	3551	3551
All Individuals	4362	4250
Children 0-15	841	830
All Adults	3521	3420
Adult Males	1696	1643
Adult Females	1825	1777

BBC Midlands	All Households	Total TV Households
<i>Houseperson</i>		
All Households	6679	6466
All Sets	13246	13246
All Individuals	16673	16174
Children 0-15	3243	3153
All Adults	13430	13021
Adult Males	6543	6307
Adult Females	6887	6714

BBC East	All Households	Total TV Households
All Households	2545	2472
All Sets	5082	5082
All Individuals	6210	6043
Children 0-15	1174	1149
All Adults	5036	4894
Adult Males	2469	2394
Adult Females	2567	2500

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1653	1598
All Sets	3313	3313
All Individuals	4051	3942
Children 0-15	767	758
All Adults	3284	3184
Adult Males	1612	1562
Adult Females	1672	1622

BBC South-West	All Households	Total TV Households
All Households	1572	1523
All Sets	3185	3185
All Individuals	3747	3645
Children 0-15	660	642
All Adults	3087	3003
Adult Males	1496	1457
Adult Females	1591	1546

BBC South	All Households	Total TV Households
<i>Houseperson</i>		
All Households	2617	2514
All Sets	5015	5015
All Individuals	6471	6237
Children 0-15	1208	1189
All Adults	5263	5048
Adult Males	2592	2462
Adult Females	2671	2586

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3465	3371
All Sets	7008	7008
All Individuals	8328	8113
Children 0-15	1598	1555
All Adults	6730	6558
Adult Males	3277	3175
Adult Females	3453	3383

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2548	2499
All Sets	5472	5472
All Individuals	5972	5873
Children 0-15	1068	1060
All Adults	4904	4813
Adult Males	2372	2323
Adult Females	2532	2490

BBC North-West	All Households	Total TV Households
All Households	6125	5914
All Sets	12502	12502
All Individuals	15059	14592
Children 0-15	2972	2878
All Adults	12087	11714
Adult Males	5880	5670
Adult Females	6207	6044

BBC Scotland	All Households	Total TV Households
<i>Houseperson</i>		
All Households	5521	5301
All Sets	11099	11099
All Individuals	12286	11892
Children 0-15	2131	2090
All Adults	10155	9802
Adult Males	4869	4689
Adult Females	5286	5113

BBC Ulster	All Households	Total TV Households
All Households	3378	3290
All Sets	6903	6903
All Individuals	8506	8333
Children 0-15	1750	1721
All Adults	6756	6612
Adult Males	3320	3241
Adult Females	3436	3371

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5410	5260
All Sets	10995	10995
All Individuals	12448	12173
Children 0-15	2316	2279
All Adults	10132	9894
Adult Males	4840	4715
Adult Females	5292	5179

BBC Midlands West	All Households	Total TV Households
All Households	4543	4423
All Sets	9231	9231
All Individuals	11234	10970
Children 0-15	2151	2107
All Adults	9083	8863
Adult Males	4381	4260
Adult Females	4702	4603

BBC Midlands East	All Households	Total TV Households
All Households	2136	2043
All Sets	4015	4015
All Individuals	5439	5204
Children 0-15	1092	1046
All Adults	4347	4158
Adult Males	2162	2047
Adult Females	2185	2111

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11515	10747
All Sets	19933	19933
All Individuals	30564	28718
Children 0-15	6359	6062
All Adults	24205	22656
Adult Males	11774	10938
Adult Females	12431	11718

ITV Midlands	All Households	Total TV Households
All Households	6728	6511
All Sets	13340	13340
All Individuals	16826	16315
Children 0-15	3279	3186
All Adults	13547	13129
Adult Males	6605	6365
Adult Females	6942	6764

ITV North-West	All Households	Total TV Households
All Households	6154	5951
All Sets	12589	12589
All Individuals	15109	14656
Children 0-15	2970	2877
All Adults	12139	11779
Adult Males	5899	5694
Adult Females	6240	6085

ITV Yorkshire	All Households	Total TV Households
All Households	3588	3492
All Sets	7273	7273
All Individuals	8624	8403
Children 0-15	1660	1615
All Adults	6964	6788
Adult Males	3393	3289
Adult Females	3571	3499

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1896	1861
All Sets	4154	4154
All Individuals	4451	4381
Children 0-15	799	795
All Adults	3652	3586
Adult Males	1766	1733
Adult Females	1886	1853

ITV Central Scotland	All Households	Total TV Households
All Households	3659	3504
All Sets	7325	7325
All Individuals	8221	7931
Children 0-15	1468	1436
All Adults	6753	6495
Adult Males	3227	3094
Adult Females	3526	3401

ITV North Scotland	All Households	Total TV Households
All Households	1430	1378
All Sets	2935	2935
All Individuals	3119	3036
Children 0-15	523	516
All Adults	2596	2520
Adult Males	1262	1225
Adult Females	1334	1295

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4147	3995
All Sets	8155	8155
All Individuals	10224	9911
Children 0-15	1892	1863
All Adults	8332	8048
Adult Males	4049	3882
Adult Females	4283	4166

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2633	2565
All Sets	5271	5271
All Individuals	6393	6244
Children 0-15	1212	1192
All Adults	5181	5052
Adult Males	2537	2467
Adult Females	2644	2585

ITV South West	All Households	Total TV Households
All Households	1470	1423
All Sets	2959	2959
All Individuals	3517	3420
Children 0-15	637	620
All Adults	2880	2800
Adult Males	1398	1360
Adult Females	1482	1440

ITV Ulster	All Households	Total TV Households
All Households	3378	3290
All Sets	6903	6903
All Individuals	8506	8333
Children 0-15	1750	1721
All Adults	6756	6612
Adult Males	3320	3241
Adult Females	3436	3371

ITV Border	All Households	Total TV Households
All Households	981	949
All Sets	1920	1920
All Individuals	2212	2156
Children 0-15	355	350
All Adults	1857	1806
Adult Males	890	862
Adult Females	967	944

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1555	1496
All Sets	3080	3080
All Individuals	3825	3705
Children 0-15	730	719
All Adults	3095	2986
Adult Males	1523	1469
Adult Females	1572	1517

ITV HTV Wales	All Households	Total TV Households
All Households	5410	5260
All Sets	10995	10995
All Individuals	12448	12173
Children 0-15	2316	2279
All Adults	10132	9894
Adult Males	4840	4715
Adult Females	5292	5179

ITV Channel Islands	All Households	Total TV Households
All Households	102	100
All Sets	226	226
All Individuals	230	225
Children 0-15	23	22
All Adults	207	203
Adult Males	98	97
Adult Females	109	106

ITV Midlands West	All Households	Total TV Households
All Households	4638	4514
All Sets	9414	9414
All Individuals	11490	11214
Children 0-15	2203	2156
All Adults	9287	9058
Adult Males	4483	4358
Adult Females	4804	4700

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2090	1997
All Sets	3926	3926
All Individuals	5336	5101
Children 0-15	1076	1030
All Adults	4260	4071
Adult Males	2122	2007
Adult Females	2138	2064

ITV Scotland	All Households	Total TV Households
All Households	5089	4882
All Sets	10260	10260
All Individuals	11340	10967
Children 0-15	1991	1952
All Adults	9349	9015
Adult Males	4489	4319
Adult Females	4860	4696

ITV Wales & West	All Households	Total TV Households
All Households	6965	6756
All Sets	14075	14075
All Individuals	16273	15878
Children 0-15	3046	2998
All Adults	13227	12880
Adult Males	6363	6184
Adult Females	6864	6696

ITV West Macro	All Households	Total TV Households
All Households	8435	8179
All Sets	17034	17034
All Individuals	19790	19298
Children 0-15	3683	3618
All Adults	16107	15680
Adult Males	7761	7544
Adult Females	8346	8136

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	15163	14690
All Sets	30374	30374
All Individuals	36616	35613
Children 0-15	6962	6804
All Adults	29654	28809
Adult Males	14366	13909
Adult Females	15288	14900

ITV South & South East	All Households	Total TV Households
All Households	4045	3895
All Sets	7929	7929
All Individuals	9994	9686
Children 0-15	1869	1841
All Adults	8125	7845
Adult Males	3951	3785
Adult Females	4174	4060

ITV South East Macro	All Households	Total TV Households
All Households	6780	6560
All Sets	13426	13426
All Individuals	16617	16155
Children 0-15	3104	3055
All Adults	13513	13100
Adult Males	6586	6349
Adult Females	6927	6751

North Macro	All Households	Total TV Households
All Households	12619	12253
All Sets	25936	25936
All Individuals	30396	29596
Children 0-15	5784	5637
All Adults	24612	23959
Adult Males	11948	11578
Adult Females	12664	12381

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5484	5353
All Sets	11427	11427
All Individuals	13075	12784
Children 0-15	2459	2410
All Adults	10616	10374
Adult Males	5159	5022
Adult Females	5457	5352

ITV North-West / Border Macro	All Households	Total TV Households
All Households	7135	6900
All Sets	14509	14509
All Individuals	17321	16812
Children 0-15	3325	3227
All Adults	13996	13585
Adult Males	6789	6556
Adult Females	7207	7029

S4C	All Households	Total TV Households
All Households	5410	5260
All Sets	10995	10995
All Individuals	12448	12173
Children 0-15	2316	2279
All Adults	10132	9894
Adult Males	4840	4715
Adult Females	5292	5179

C4/Five South Macro Region	All Households	Total TV Households
All Households	15215	14739
All Sets	30460	30460
All Individuals	36407	35453
Children 0-15	6787	6673
All Adults	29620	28780
Adult Males	14347	13893
Adult Females	15273	14887

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11638	11304
All Sets	24016	24016
All Individuals	28184	27440
Children 0-15	5429	5287
All Adults	22755	22153
Adult Males	11058	10716
Adult Females	11697	11437

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	6070	5831
All Sets	12180	12180
All Individuals	13552	13123
Children 0-15	2346	2302
All Adults	11206	10821
Adult Males	5379	5181
Adult Females	5827	5640

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

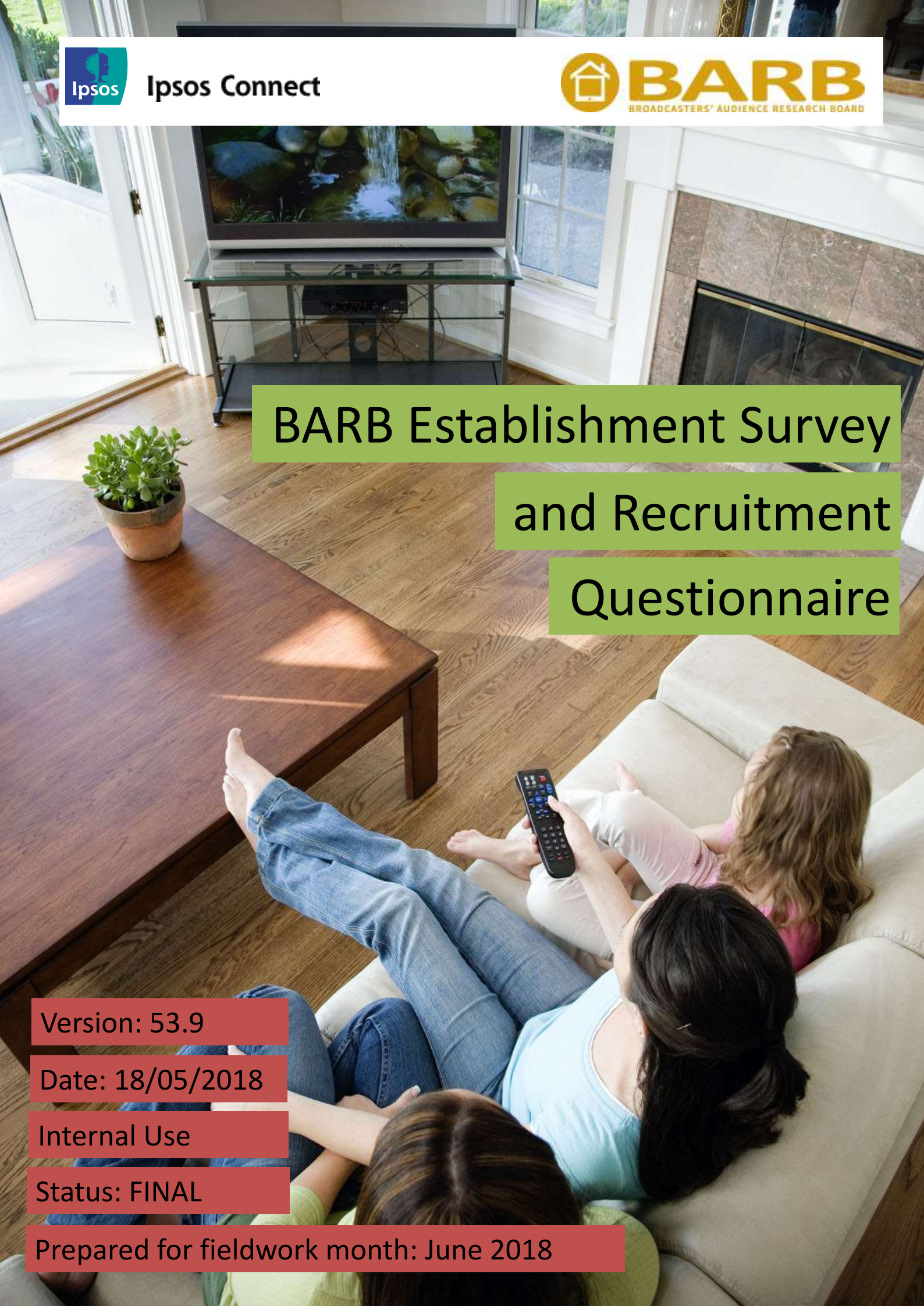
The age profiles used break down into the following groups:

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 (Jun 2018)



BARB Establishment Survey and Recruitment Questionnaire

Version: 53.9

Date: 18/05/2018

Internal Use

Status: FINAL

Prepared for fieldwork month: June 2018

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Version Control

Changes included in this version:

Section	Question No	Description of changes to this version
10 First Recruitment	R4_intro_video	Interviewer only question to show panel video
10 First Recruitment	R6	Question Text change for participant to provide name
10 First Recruitment	R37	Interviewer only question to indicate provision of 'How we use your data' booklet
12 Supplementary / close-out questions	TYL	Interviewer only question to indicate provision of 'Thank You: You and your data' leaflet

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	

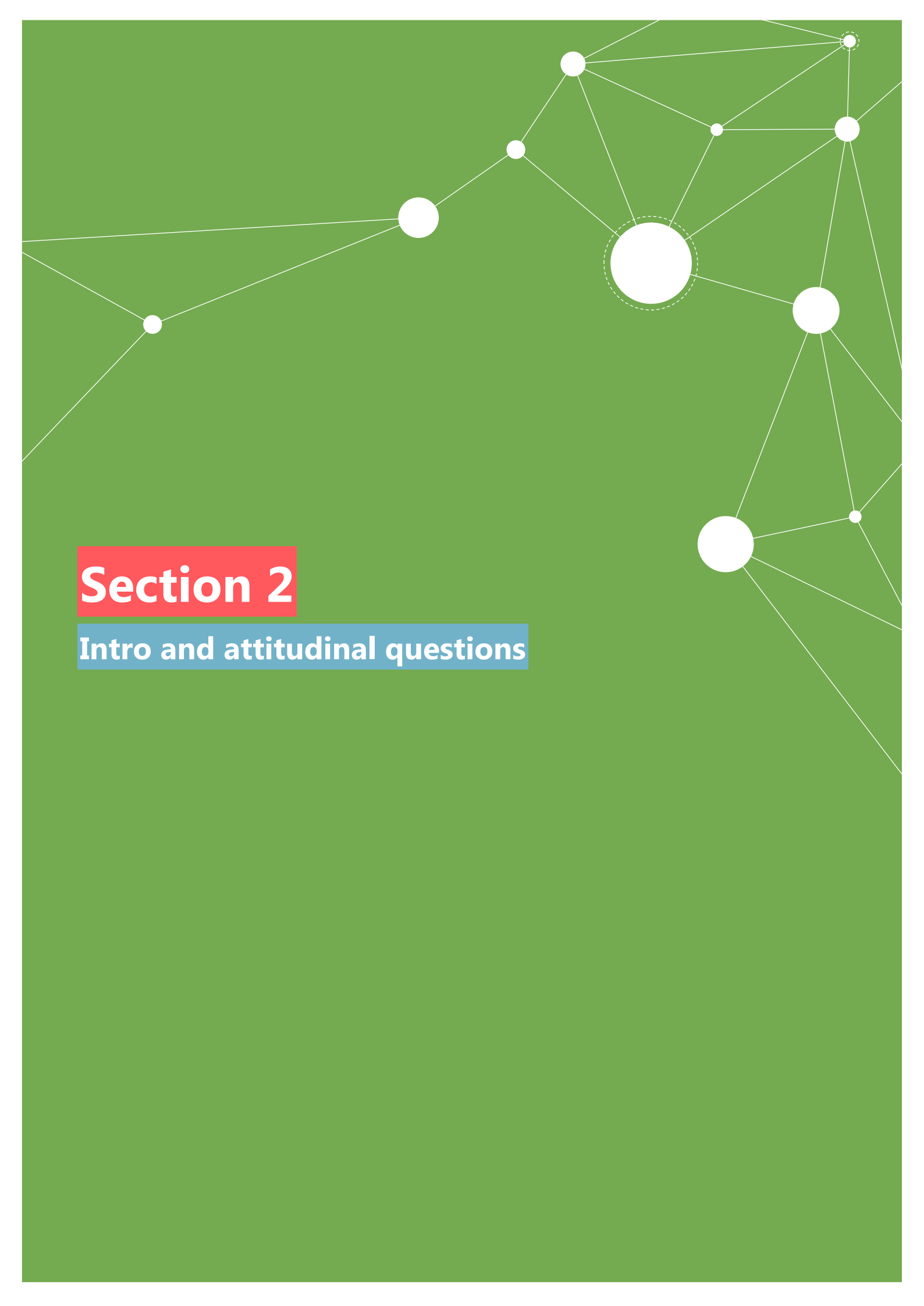
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

ES ONLY	
ASK ALL	
intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i> PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER: [JOINT] HEAD OF HOUSEHOLD [JOINT] HOUSEPERSON THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.

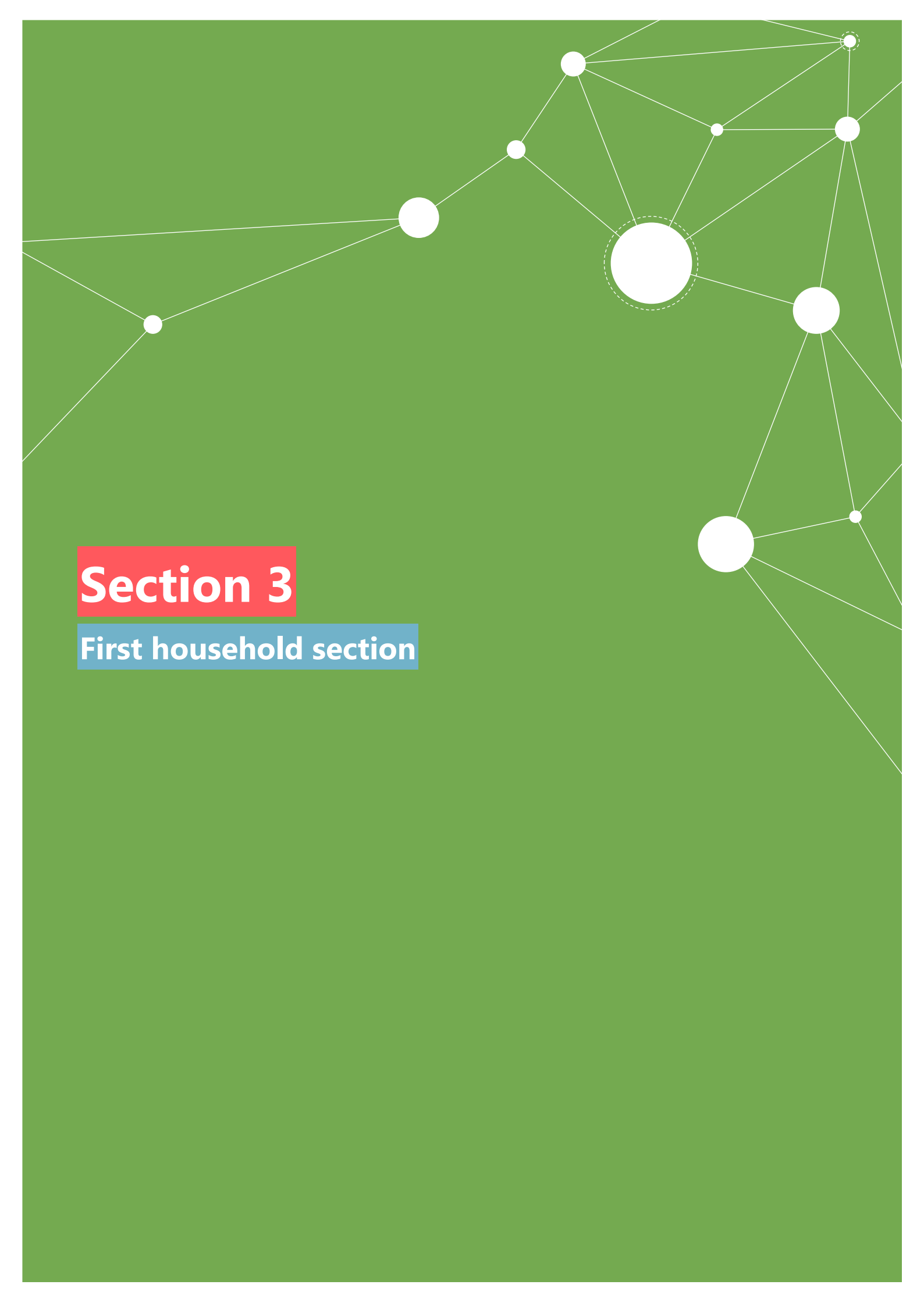
TEL SAMPLE ONLY	
ASK ALL	
DISPLAY NAME AND DATE OF TELEPHONE INTERVIEW	
Tel intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK.</i> <i>We have previously spoken to <NAME> on the telephone about your home joining BARB TV panel.</i> <i>The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i> PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER: [JOINT] HEAD OF HOUSEHOLD [JOINT] HOUSEPERSON THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD. IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.
Please confirm who you are speaking to Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)	

SP

ESR SAMPLE ONLY	
ESR INTRO	
ESR Intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company.</i> <i>We have previously completed an interview with <NAME> (on <DATE>) about TV programmes and the equipment in your home.</i> <i>This survey was for BARB; the main source of television audience information in the UK.</i> <i>Following that survey, you said that you wouldn't mind being contacted again and I'd like to talk to you about the BARB viewing panel. The interview length will depend on your answers but should take about 10-12 minutes. All information you give will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i> PLEASE ASK IF THE NAMED HOUSEHOLD MEMBER IS AVAILABLE TO SPEAK TO. IF THEY ARE AVAILABLE PLEASE CONFIRM THAT THEY ARE AGED 16+ AND FITS THE DEFINITION OF EITHER: [JOINT] HEAD OF HOUSEHOLD [JOINT] HOUSEPERSON THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. IF THEY ARE NOT AVAILABLE AND YOU ARE NOT ABLE TO MAKE AN APPOINTMENT THEN YOU CAN COMPLETE THE INTERVIEW WITH ANOTHER MEMBER OF THE HOUSEHOLD PROVIDED THEY ARE AGED 16+ AND FIT ONE OF THE DEFINITIONS ABOVE. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD. IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.
	Please confirm who you are speaking to SP Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)

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

ASK ALL EXCEPT ESR			
H1	<u>SHOW CARD</u>		MP
	Which of the following kinds of TV programmes do you like to watch?		
	Films	1	Music 11
	Drama	2	Arts 12
	Soaps	3	Science/technology 13
	Comedy	4	Documentaries 14
	Quiz/Game Shows	5	Nature/wildlife 15
	Chat Shows	6	News / Current Affairs 16
	Animation	7	Reality 17
	DIY/Home/Garden improvement	8	Other (Specify) 18
	Cookery	9	Don't know 19
	Sport	10	No answer 20
ASK ALL EXCEPT ESR			
H2	<u>SHOW CARD</u>		
Intro	How much do you agree or disagree with each of the following statements?		
H2	Watching TV is my main leisure activity		SP
H4	I always make sure I have the latest TV technology		SP
H5	I structure my evening's activity around the TV schedule		SP
H123	The quality of TV programming needs to be improved		SP
	I agree strongly I agree slightly I neither agree or disagree I disagree slightly I disagree strongly Don't know		



Section 3

First household section

First household section

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

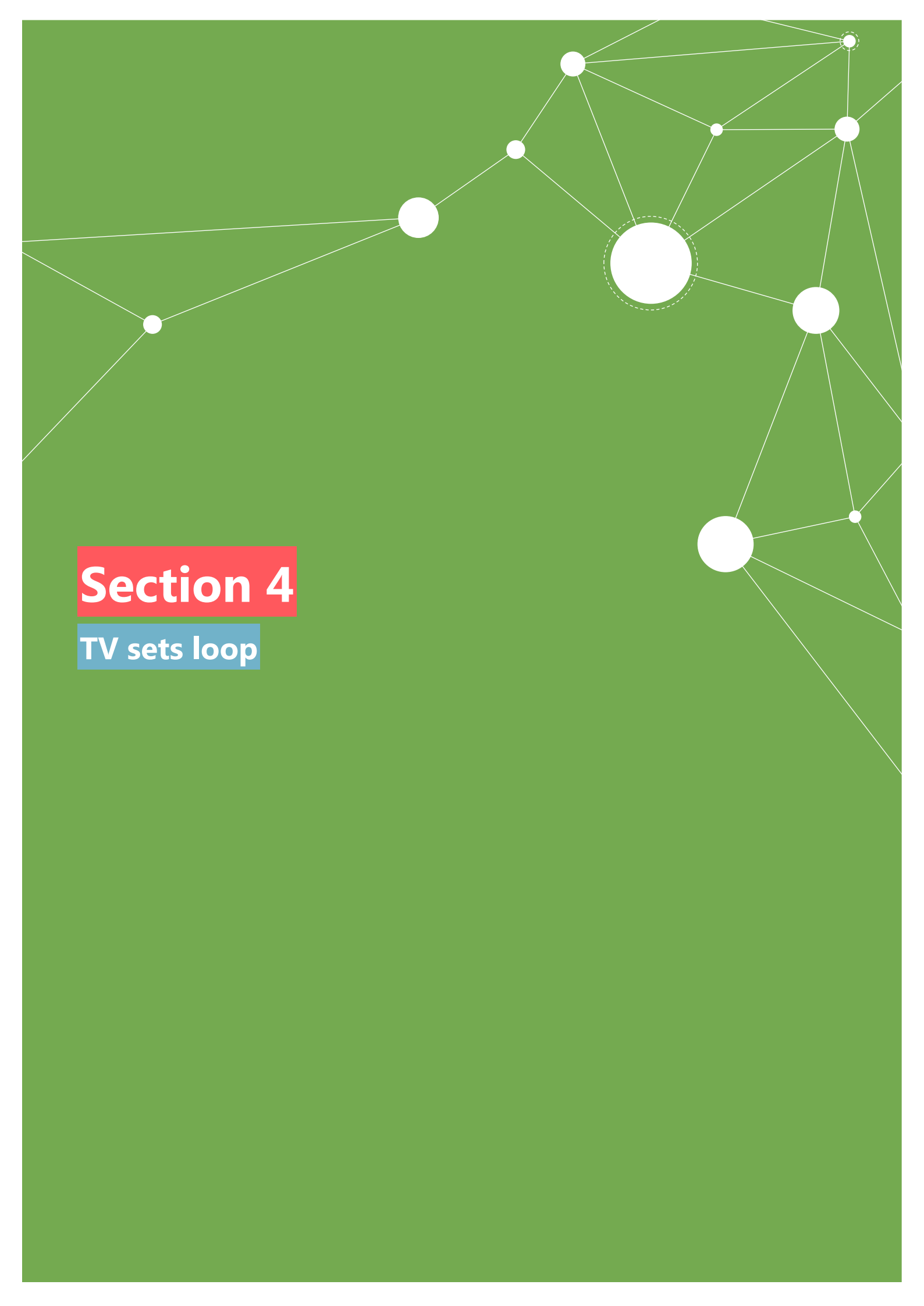
MP

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

ES ONLY NOT ESR	
ASK IF ANY COMPUTER OR TABLET CLAIMED	
[H51>0]	
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer; do you, or does anyone in your household,ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet; do you, or does anyone in your household,ever use this tablet to watch TV programmes? IF H101=0 AND H51>1 (multiple devices; no tablets claimed) Thinking about all the computers in your household; do you, or does anyone in your household,ever use any of these computers to watch TV programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) Thinking about all the tablets in your household; do you, or does anyone in your household,ever use any of these tablets to watch TV programmes? IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed) Thinking about all the computers and tablets in your household; do you, or does anyone in your household,ever use any of these computers or tablets to watch TV programmes? Yes No
SP	
ES ONLY NOT ESR	
ASK IF 2+ COMPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV	
[H51>1 AND H72 = YES]	
H73	IF H101=0 AND H51>1 (multiple devices; no tablets claimed) And how many of these computers do you, or does anyone in your household,use to watch television programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) And how many of these tablets do you, or does anyone in your household,use to watch television programmes? IF H101>0 AND H51>H101 (multiple devices; computers and tablets claimed) How many of these computers and tablets do you, or does anyone in your household,use to watch television programmes? WRITE IN (0-Max value of H51)
NUM	
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]	



Section 4

TV sets loop

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	SHOW SCREEN MP Which other methods are used by this set? SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE <table border="0"> <tr> <td>Cable</td> <td>CODE S10a=YES AND H64=YES</td> </tr> <tr> <td>Satellite</td> <td>CODE S11a=YES AND H65=YES</td> </tr> <tr> <td>An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box (ROUTE ON ANY AERIAL)</td> <td>CODE S9a=YES, S14b=SEPARATE BOX, H66=YES</td> </tr> <tr> <td>An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and integrated reception (ROUTE ON ANY AERIAL)</td> <td>CODE S9a=YES, S14b=INTEGRATED, H66=YES</td> </tr> <tr> <td>BT Vision or BT TV set top box</td> <td>CODE S55a/b =YES AND H112=BT VISION OR BT TV</td> </tr> <tr> <td>TalkTalk</td> <td>CODE S54a =YES AND H112=TALKTALK</td> </tr> <tr> <td>Plusnet</td> <td>CODE S72a =YES AND H112=PLUSNET</td> </tr> <tr> <td>YouView</td> <td>CODE S67a =YES AND H112=YOUVIEW</td> </tr> <tr> <td>A 'smart TV' with its own connection to the internet</td> <td>CODE S58a =YES AND H68 = INTERNET</td> </tr> <tr> <td>A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV</td> <td>CODE S74a =YES AND H68=STB/DEVICE</td> </tr> <tr> <td>By connecting the TV set to a games console</td> <td>CODE S56a =YES AND H68=CONSOLE</td> </tr> <tr> <td>By connecting the TV set to a computer, tablet or smartphone</td> <td>CODE S57a =YES AND H68=COMPUTER</td> </tr> <tr> <td>Another TV supplier (Specify)</td> <td>CODE H68=OTHER. DO NOT CODE S59a</td> </tr> <tr> <td>None of these</td> <td></td> </tr> <tr> <td>Don't know</td> <td></td> </tr> </table>	Cable	CODE S10a=YES AND H64=YES	Satellite	CODE S11a=YES AND H65=YES	An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and a separate box (ROUTE ON ANY AERIAL)	CODE S9a=YES, S14b=SEPARATE BOX, H66=YES	An aerial (known as Freeview <i>(in NI only)</i> or Saorview) and integrated reception (ROUTE ON ANY AERIAL)	CODE S9a=YES, S14b=INTEGRATED, H66=YES	BT Vision or BT TV set top box	CODE S55a/b =YES AND H112=BT VISION OR BT TV	TalkTalk	CODE S54a =YES AND H112=TALKTALK	Plusnet	CODE S72a =YES AND H112=PLUSNET	YouView	CODE S67a =YES AND H112=YOUVIEW	A 'smart TV' with its own connection to the internet	CODE S58a =YES AND H68 = INTERNET	A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV	CODE S74a =YES AND H68=STB/DEVICE	By connecting the TV set to a games console	CODE S56a =YES AND H68=CONSOLE	By connecting the TV set to a computer, tablet or smartphone	CODE S57a =YES AND H68=COMPUTER	Another TV supplier (Specify)	CODE H68=OTHER. DO NOT CODE S59a	None of these		Don't know	
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None of these																															
Don't know																															
POST-CAPI RECODE H66-H68 AS DETAILED																															
ASK IF NO PLATFORM CLAIMED ON SET NONE OF (S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A =YES]																															
S62	ASK IF NO PLATFORM CLAIMED ON SET SP You have said this set does not receive TV programmes by any method, is this correct? <table border="0"> <tr> <td>Yes</td> <td>GO TO S51/38/52 THEN S2</td> </tr> <tr> <td>No</td> <td>GO TO S63</td> </tr> </table>	Yes	GO TO S51/38/52 THEN S2	No	GO TO S63																										
Yes	GO TO S51/38/52 THEN S2																														
No	GO TO S63																														

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H56, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)	
ASK IF NO PLATFORMS CLAIMED ON SET [S62=NO]	
S63	<u>SHOW SCREEN</u> MP Which methods are used to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a=YES AND H64=YES Satellite CODE S11a=YES AND H65=YES An aerial (known as Freeview (in NI only) or Saorview) and a separate box CODE S9a=YES, S14=SEPARATE BOX, H66=YES An aerial (known as Freeview (in NI only) or Saorview) and integrated reception CODE S9a=YES, S14=INTEGRATED, H66=YES BT Vision or BT TV set top box CODE S55a =YES AND H112= BT VISION OR BT TV SET TOP BOX TalkTalk CODE S54a=YES AND H112=TALKTALK Plusnet CODE S72a =YES AND H112=PLUSNET YouView CODE S67a =YES AND H112 =YOUVIEW A 'smart TV' with its own connection to the internet CODE S58a=YES, AND H68 = INTERNET A set top box or other device which allows you to connect to the internet, e.g. Amazon Fire, Now TV, Apple TV CODE S74a=YES AND H68=STB/DEVICE By connecting the TV set to a games console CODE S56a=YES AND H68=CONSOLE By connecting the TV set to a computer, tablet or smartphone CODE S57a =YES AND H68=COMPUTER Another TV supplier (Specify) CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN Don't know
POST-CAPI RECODE H66-H68 AS DETAILED	

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ROTATE THESE QUESTION SECTIONS TO MATCH ORDER OF H64, H65 AND H66

CABLE - S24,S53

SATELLITE - S69, S68, S70, S71, S75

AERIAL -S25, S50

ASK IF CABLE CLAIM ON SET

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

S24 SHOW SCREEN

SP

(IF S9a, S11a, S55a,S54a,S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have said this set is able to receive TV services via cable.

Can the cable box be used to record TV programmes?

Cable boxes that can record TV programmes include V+, TiVo and V6.

NOTE: For a more detailed explanation select further information

Yes – V+

Yes – TiVo

Yes – V6

Yes – but not sure which type of box

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ASK IF CABLE CLAIM ON SET

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

S53 SHOW SCREEN

SP

I would now like to ask you about High Definition television or HD.

Do you receive HD channels via cable TV?

NOTE: For a more detailed explanation select further information

Yes

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ASK IF SATELLITE CLAIM ON SET

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

S69 SHOW SCREEN

SP

(IF S10a, S9a, S55a,S54a,S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES You have said this set is able to receive TV services via satellite

Do you receive your satellite TV services via Sky?

Yes – via Sky with subscription

Yes – via Sky without subscription

No

Don't know

ASK IF SATELLITE CLAIM ON SET

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

S68 SHOW SCREEN

MP

In addition to Sky, (If S69=code 1 or 2)

Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV.

Yes – via a Freesat set top box

Yes – via Freesat integrated into the TV set

No

Don't know

ASK IF SATELLITE CLAIM ON SET*[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]***S70 SHOW SCREEN**

SP

In addition to Sky, **(If S69=code1 or 2)**In addition to Freesat, **(If S68=code1 or 2)**In addition to Sky and Freesat, **(If S69=code 1 or 2 AND S68=Yes 1 or 2)**Do you receive your satellite TV services via a set top box that is **not** from Sky or Freesat?

Yes (Specify)

No

Don't know

FORCE EDIT: IF NO OR DK AT S68 AND S69 AND S70, SET S70 TO OTHER PROVIDER**ASK IF SKY AND FREESAT CLAIM ON SET***[S69+S68 = YES (code 1 or 2)]***S71 SHOW SCREEN**

SP

[IF S70 is YES] In addition to the set top box that is **not** from Sky or Freesat you have said that this set also receives satellite TV from **BOTH** Sky and Freesat.[IF S70 is No or DK] You have said that this set receives satellite TV from **BOTH** Sky and Freesat.

In order to receive both you would need to have either:

- A Freesat box **AND** a Sky box, or
- A TV with integrated Freesat **AND** a separate Sky box

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

**FORCE EDIT: IF FREESAT ONLY AT S71 SET S69 TO NO
IF SKY ONLY AT S71 SET S68 TO NO****ASK IF SKY IS SATELLITE PROVIDER***[S69 = SKY (CODE 1 OR 2)]***S75 SHOW SCREEN**

MP

Which of the following Sky set top boxes are connected to this set?

NOTE: For a more detailed explanation select further information

SkyQ

Sky+HD

Sky+

Other Sky box

Don't know which type of box

Further information

ASK IF FREESAT IS SATELLITE PROVIDER**[S68 = FREESAT (CODE 1 OR 2)]****S77 SHOW SCREEN**

MP

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

NOTE: For a more detailed explanation select further information

The ability to watch TV programmes in HD

The ability to record TV programmes

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

None of these

Don't know

Further information

ASK IF DTT ON SET**[S9A = YES OR S61 = AERIAL OR S63 = AERIAL]****S25 SHOW SCREEN**

SP

(IF S10A, S11A OR ANY OF S54a-TO S59a or S67a or S72a or S74a= YES) You have said this set is able to receive TV services via an aerial.

Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial?

NOTE: For a more detailed explanation select further information

Yes

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ASK IF DTT ON SET [S9A = YES OR S61 = AERIAL OR S63 = AERIAL]	
S50	SHOW SCREEN SP (IF S53 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD. Is this set connected to Freeview HD (<i>in NI only</i>) or Saorview HD? Freeview HD is the high definition service available from Freeview (<i>in NI only</i>) and Saorview HD is the high definition service available from Saorview NOTE: For a more detailed explanation select further information Yes No Don't know Further information
FORCE EDIT: SET DK TO NO	

ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET**[S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES]****S73****SHOW SCREEN**

MP

You have said this set is able to receive TV services via

YouView (IF S67a=Yes)

TalkTalk (IF S54a=Yes)

BT Vision or BT TV (IF S55a=Yes)

Plusnet (IF S72a=Yes)

[If 1 of these platforms]

Can this set top box be used to record TV programmes?

[If 2+ of these platforms]

Can any of these set top boxes be used to record TV programmes?

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT Vision or BT TV

Yes - Plusnet

No

Don't know

Further information

FORCE EDIT: SET DK TO NO**ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET****[S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES]****S76****SHOW SCREEN**

MP

[If 1 of these platforms]

Do you receive HD channels via this set top box?

[If 2+ of these platforms]

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

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT Vision or BT TV

Yes - Plusnet

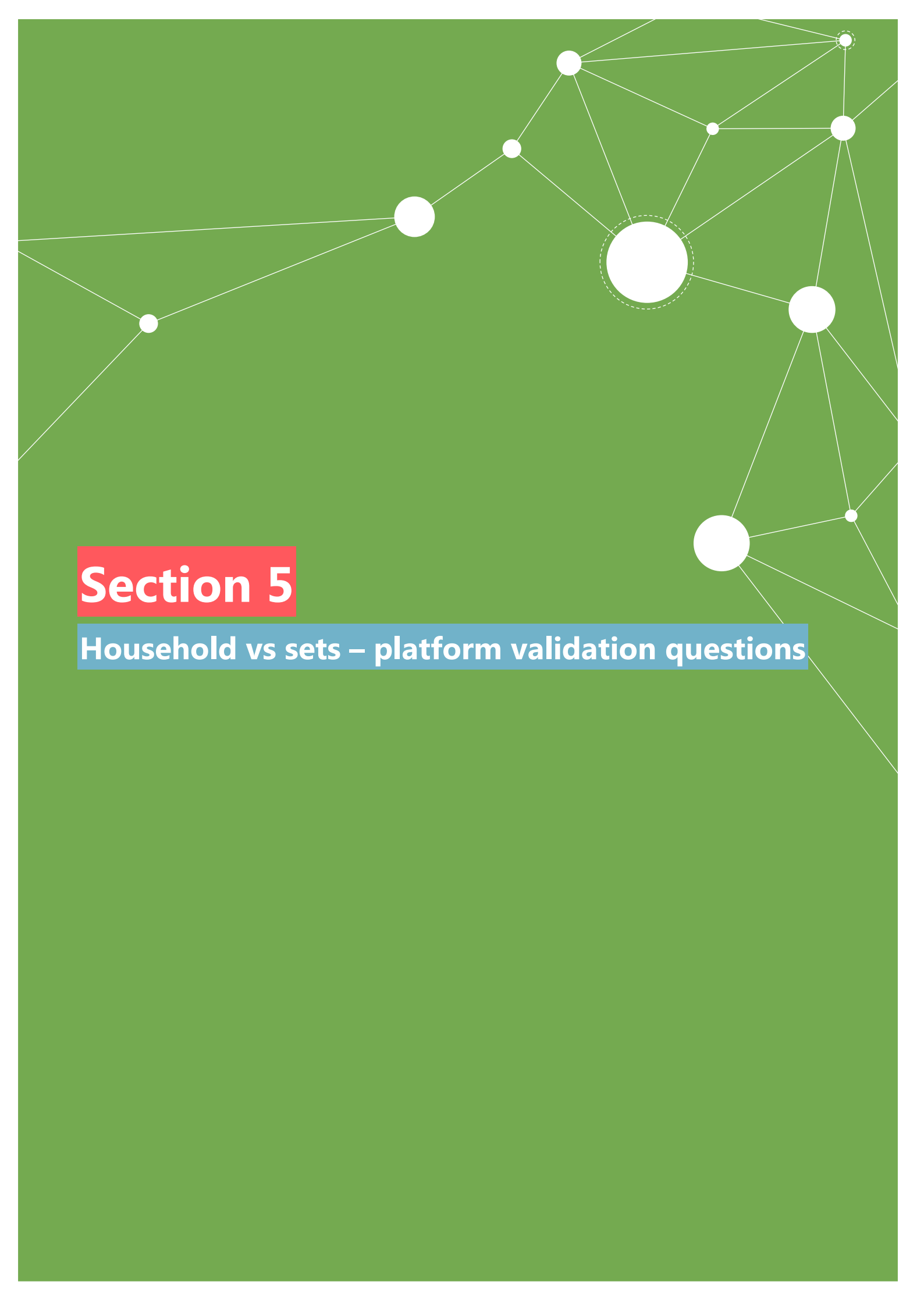
No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3)		
S51	(S75 = SkyQ OR S75 = Sky+ HD OR S75 = Sky+ OR S77 = 2 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet Apart from the (S75=1) SkyQ box (S75=2) Sky+ HD box (S75=3) Sky+ box (S77=2) Freesat+ box (S24=1) Cable, V+, TiVo or V6 box (S25=1) Freeview (<i>in NI only</i>) or Saorview recorder (S73= YouView) YouView box (S73= TalkTalk) TalkTalk box (S73= BT) BT Vision or BT TV box (S73= Plusnet) Plusnet box Do you have any other <S77=2 or S24=1 or S25=1 or S73=YouView or S73= TalkTalk or S73= BT or S73= Plusnet> equipment connected to or integrated into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED		
[S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or integrated into this set record and store TV programmes? - On to a recorder integrated into the TV set - On to a separate digital video recorder (including a separate hard drive) - On to DVD or Blu-ray discs - On to Video Tapes - On to a USB / Dongle - Other (specify) - Don't know	MP
FORCE EDIT: SET DK TO NONE OF THESE		
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
[S38 NOT ONTO DVD/BLU RAY DISCS]		
S52	Do you have a DVD or Blu-ray player connected to or integrated into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS		
[S62 = YES]		
S2	SHOW SCREEN Which of these best describes this television set? - Temporarily out of order - Used only with a games console, computer or DVD or Blu-ray player - Working but never used - Permanently out of order	SP
REPEAT ABOVE FOR ALL TV SETS		



Section 5

Household vs sets – platform validation questions

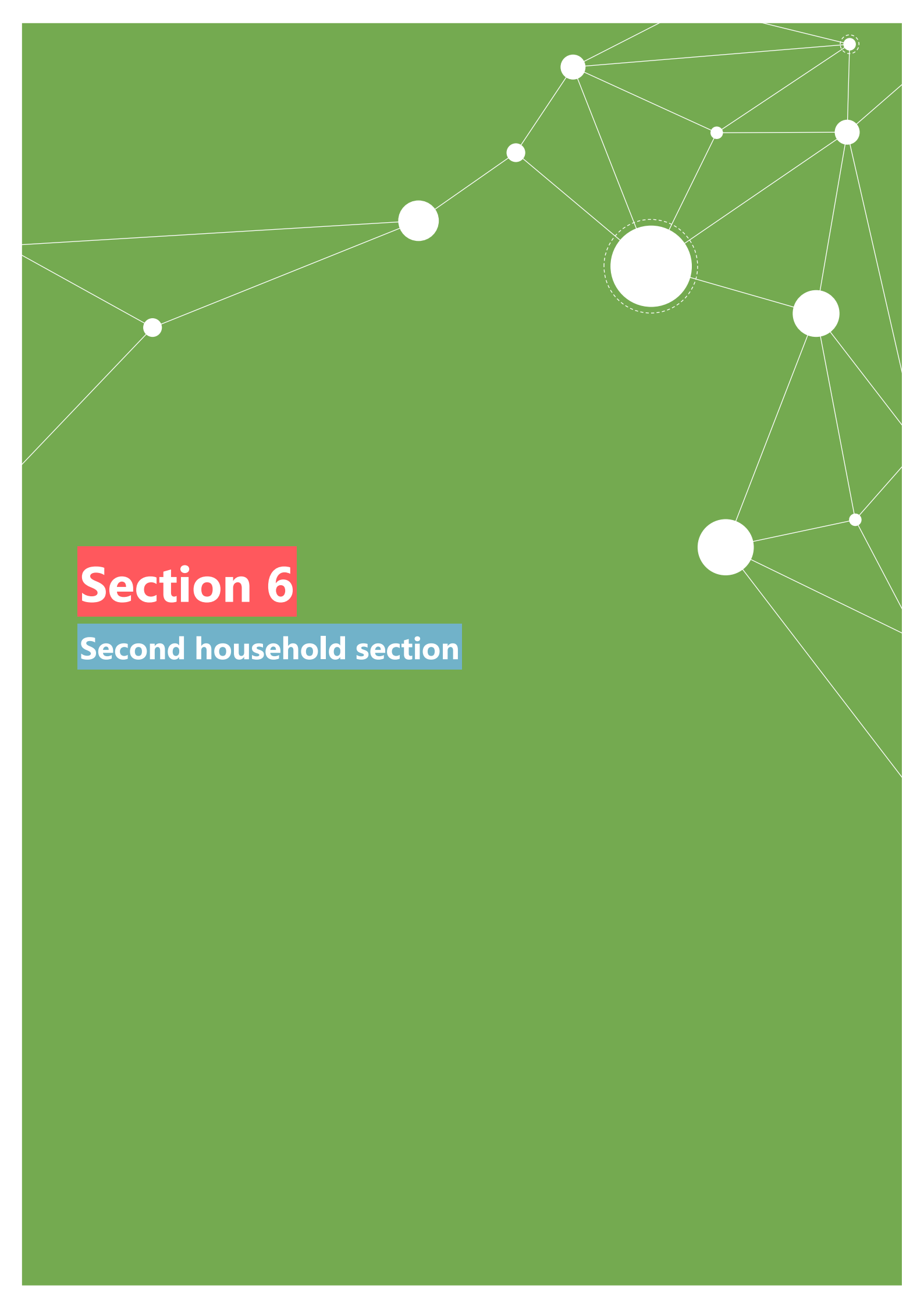
Household vs Sets – platform validation questions

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

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

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

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



Section 6

Second household section

Second household section

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

ES ONLY NOT ESR	
ASK ALL	
H102	<u>SHOW SCREEN</u> 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	<u>SHOW SCREEN</u> 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	<u>SHOW SCREEN</u> Does your Cable TV subscription include any premium Sky Cinema or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Cinema (MP) Yes - Sky Sports (MP) Yes - both Sky Cinema and Sky Sports (SP) No (SP) Don't know (SP) FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH

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

ES ONLY NOT ESR		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO		
H22a	Thinking about your household in general and other ways that TV sets can be used...	
Intro1		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET: CODE TO YES		
[S57=YES (FOR ANY SET)]		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22a	Do you, or does anyone in your household, ever connect a computer or tablet to your TV set(s)? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads. Yes No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A COMPUTER CLAIMED AGAINST ANY SET		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES		
[S56A=YES (FOR ANY SET)]		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you, or does anyone in your household, ever connect a games console to your TV set(s) Yes ASK H23 No Don't know	SP
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET		
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H23	SHOW SCREEN Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Nintendo Switch Other Nintendo PS2 PS3 PS4 Other PlayStation Xbox Xbox 360 Xbox One 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 SP No Don't know Further Information
FORCE EDIT: SET TO YES IF SET LEVEL CLAIM ON RELEVANT PLATFORM IF 'A SMART TV WITH IT'S OWN CONNECTION TO THE INTERNET (S58A = YES): CODE H78 = YES IF 'BY CONNECTING THE TV TO A GAMES CONSOLE' (S56A = YES): CODE H78 = YES IF 'BY CONNECTING THE TV TO A COMPUTER/TABLET/SMARTPHONE' (S57A = YES): CODE H78 = YES IF 'A SET TOP BOX OR OTHER DEVICE WHICH ALLOWS YOU TO CONNECT TO THE INTERNET (S74A = YES): CODE H78 = YES IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES	

ES ONLY NOT ESR

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

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

H79**SHOW SCREEN**

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

IF Cable HH) Cable connection

(IF BT HH) BT Vision or BT TV connection

(IF TALKTALK HH) TalkTalk connection

(IF YOUVIEW HH) YouView connection

(IF PLUSNET HH) Plusnet connection

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

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

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

NOTE: For a more detailed explanation select further information

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

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

Amazon Fire, Now TV, Apple TV

By connecting the TV set to a games console

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

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

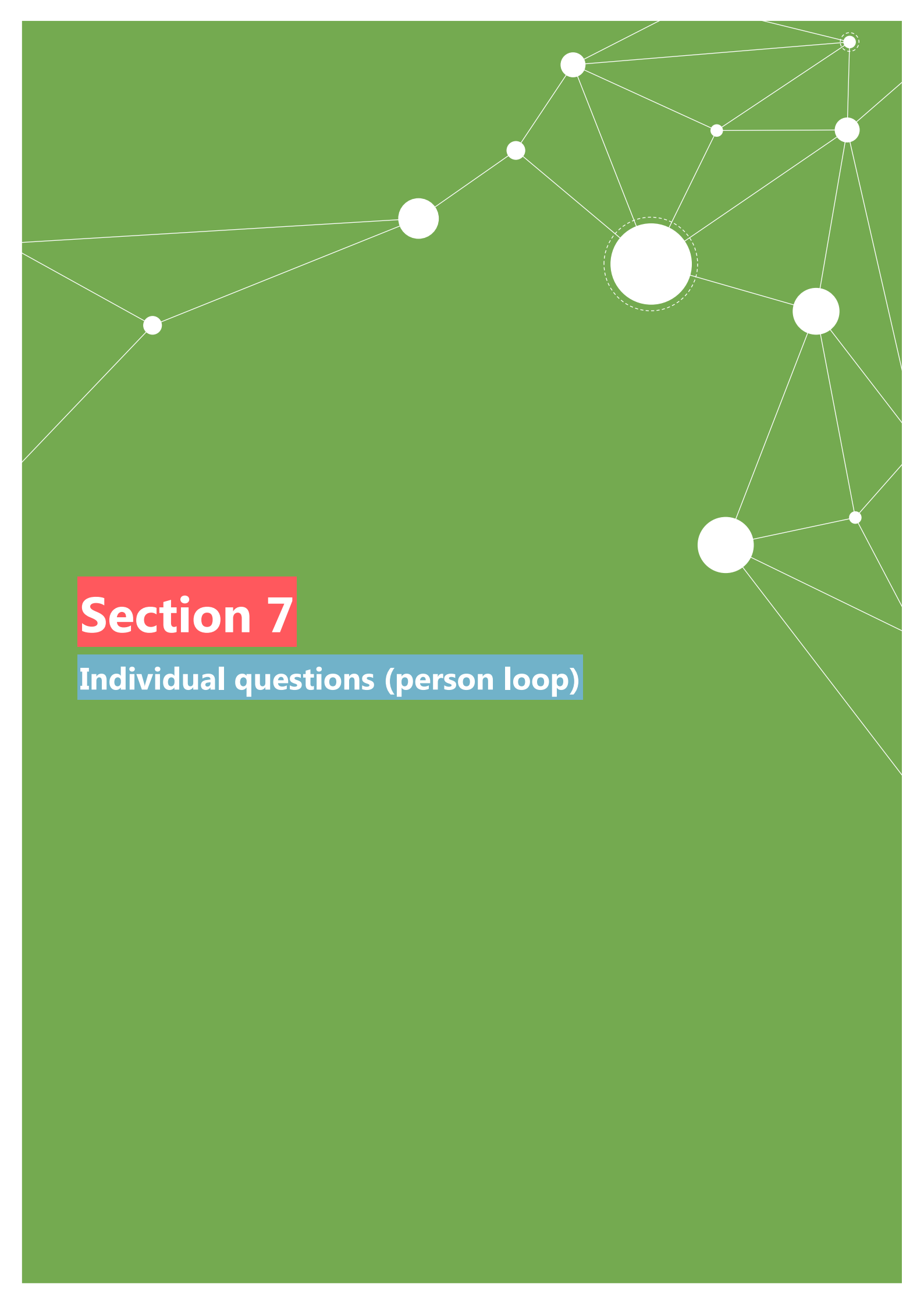
Another device that connects to the internet (Specify)

Further Information

MP

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



Section 7

Individual questions (person loop)

Individual questions (person loop)

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

Start of person loop

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

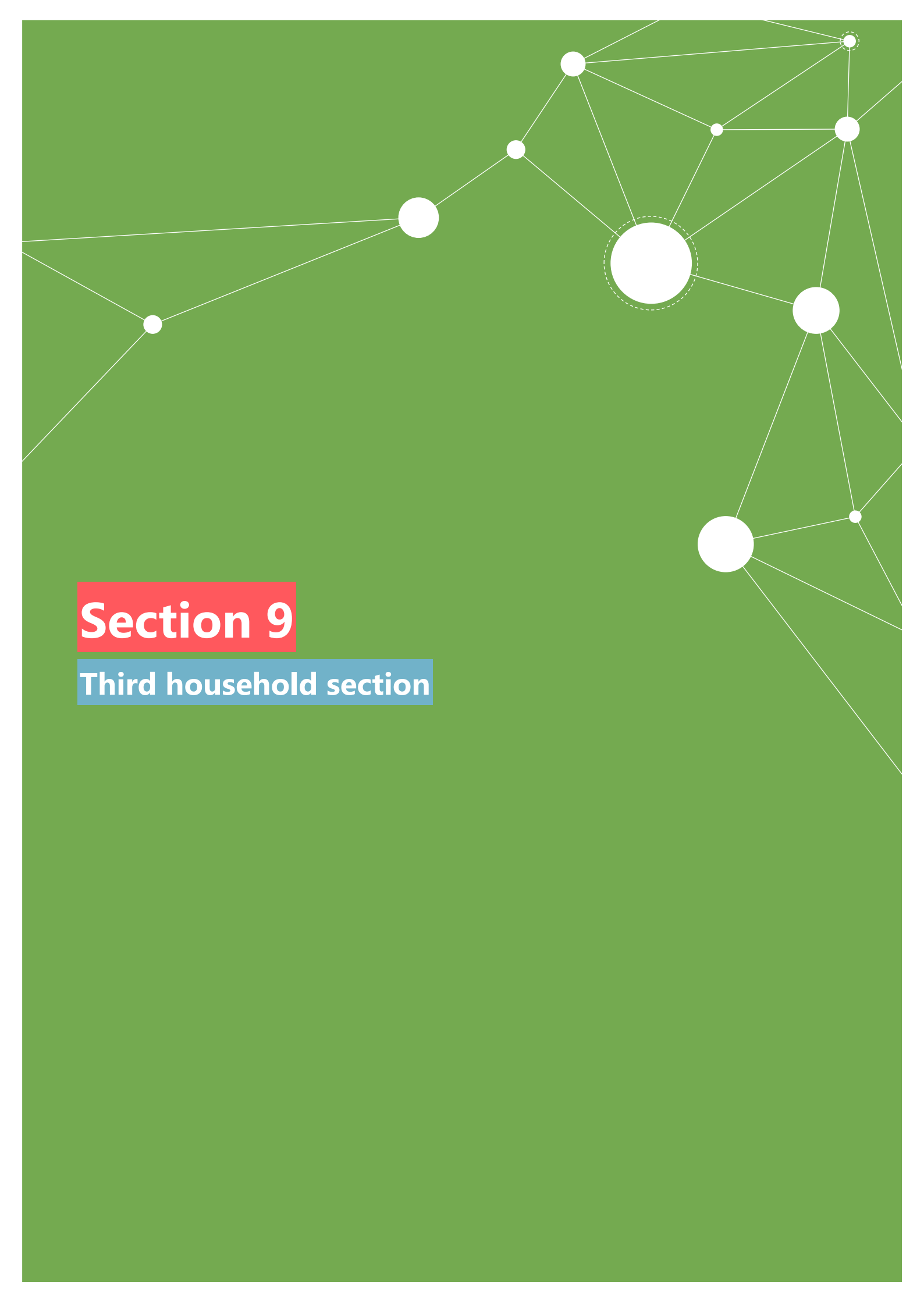
ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3]		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED		
ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3] AND P4=Under 16		
P4a	INTERVIEWER NOTE: Are you able to determine which of these is applicable to the 0-16 year-old? 0-3 4-9 10-15 Unable to determine	SP
ASK ONLY FOR THOSE AGED 16+ [P3>15 OR P4 NOT = UNDER 16]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ [P3>15 OR P4 NOT = UNDER 16]		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
FORCE EDIT: SET TO FULL TIME EDUCATION IF TAE (P10) IS 'STILL IN FULL TIME EDUCATION' SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED		
ASK IF NOT IN FULL TIME EDUCATION [P9 NOT = CODE4]		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Prefer not to say	SP

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

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

ASK ALL																																
P16	SHOW SCREEN	SP																														
Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to? White – English/Welsh/Scottish/Northern Irish/British – Irish – Gypsy or Irish Traveller – Any other White background (specify) Mixed/multiple ethnic groups – White and Black Caribbean – White and Black African – White and Asian – Any other mixed/multiple ethnic background (specify) Asian/Asian British – Indian – Pakistani – Bangladeshi – Chinese – Any other Asian background (specify) Black/African/Caribbean/Black British – African – Caribbean – Any other African/Caribbean background (specify) Any other ethnic background – Arab – Any other ethnic group (specify) Prefer not to say (Code from list to continue)																																
ASK IF ANY OTHER WHITE BACKGROUND AT P16																																
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16	SP																														
<table border="0"> <tbody> <tr> <td>Albanian</td> <td>German</td> <td>Russian</td> </tr> <tr> <td>American</td> <td>Greek</td> <td>Serbian</td> </tr> <tr> <td>Australian</td> <td>Hungarian</td> <td>Slovakian</td> </tr> <tr> <td>Brazilian</td> <td>Italian</td> <td>South African</td> </tr> <tr> <td>Bulgarian</td> <td>Latvian</td> <td>Spanish</td> </tr> <tr> <td>Canadian</td> <td>Lithuanian</td> <td>Swedish</td> </tr> <tr> <td>Czech</td> <td>New Zealander</td> <td>Turkish</td> </tr> <tr> <td>Estonian</td> <td>Polish</td> <td>Other</td> </tr> <tr> <td>European</td> <td>Portuguese</td> <td></td> </tr> <tr> <td>French</td> <td>Romanian</td> <td></td> </tr> </tbody> </table>			Albanian	German	Russian	American	Greek	Serbian	Australian	Hungarian	Slovakian	Brazilian	Italian	South African	Bulgarian	Latvian	Spanish	Canadian	Lithuanian	Swedish	Czech	New Zealander	Turkish	Estonian	Polish	Other	European	Portuguese		French	Romanian	
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Czech	New Zealander	Turkish																														
Estonian	Polish	Other																														
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French	Romanian																															
ASK IF ANY OTHER ASIAN BACKGROUND AT P16																																
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16	SP																														
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ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again I'm going to ask about ownership of a mobile phone. Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Prefer not to say'.	
P17	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Do you have your own mobile phone? (IF NOT RESPONDENT) Does this person have their own mobile phone? Yes No Don't know Prefer not to say	
ES ONLY		
ASK IF OWN A MOBILE PHONE		
[P17=YES]		
P18	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes? (IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes? INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE. Yes No Don't know Prefer not to say	
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		



Section 9

Third household section

Third household section

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

ES ONLY NOT ESR		
ASK IF more than one option chosen at H116		
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED		
H117	<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		
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
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		
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		

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

ASK ALL

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

WRITE IN
Don't know
Prefer not to say

ASK ALL

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

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

WRITE IN
Don't know
Prefer not to say

ASK ALL

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

SP

Yes
No
Don't know
Prefer not to say

ASK IF SELF EMPLOYED

[H37=YES]

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

NUM

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

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

WRITE IN
Don't know
Prefer not to say

ASK ALL		
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? 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) SP 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
ASK IF CIE IS RETIRED [P9= RETIRED]	
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP 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
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
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). SP 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

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

ES ONLY NOT ESR**ASK ALL**

H50 Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. The contact would be from a research company working on behalf of BARB. **SP**
 Yes
 No

ES ONLY NOT ESR**ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT**

H118 Thank you. **SP**
 BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK.
 We understand that you would prefer not to be recontacted on behalf of BARB generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part.
 Yes
 No
 Not Asked **[Extra code for interviewers who don't ask this question based on a very definite No at H50]**

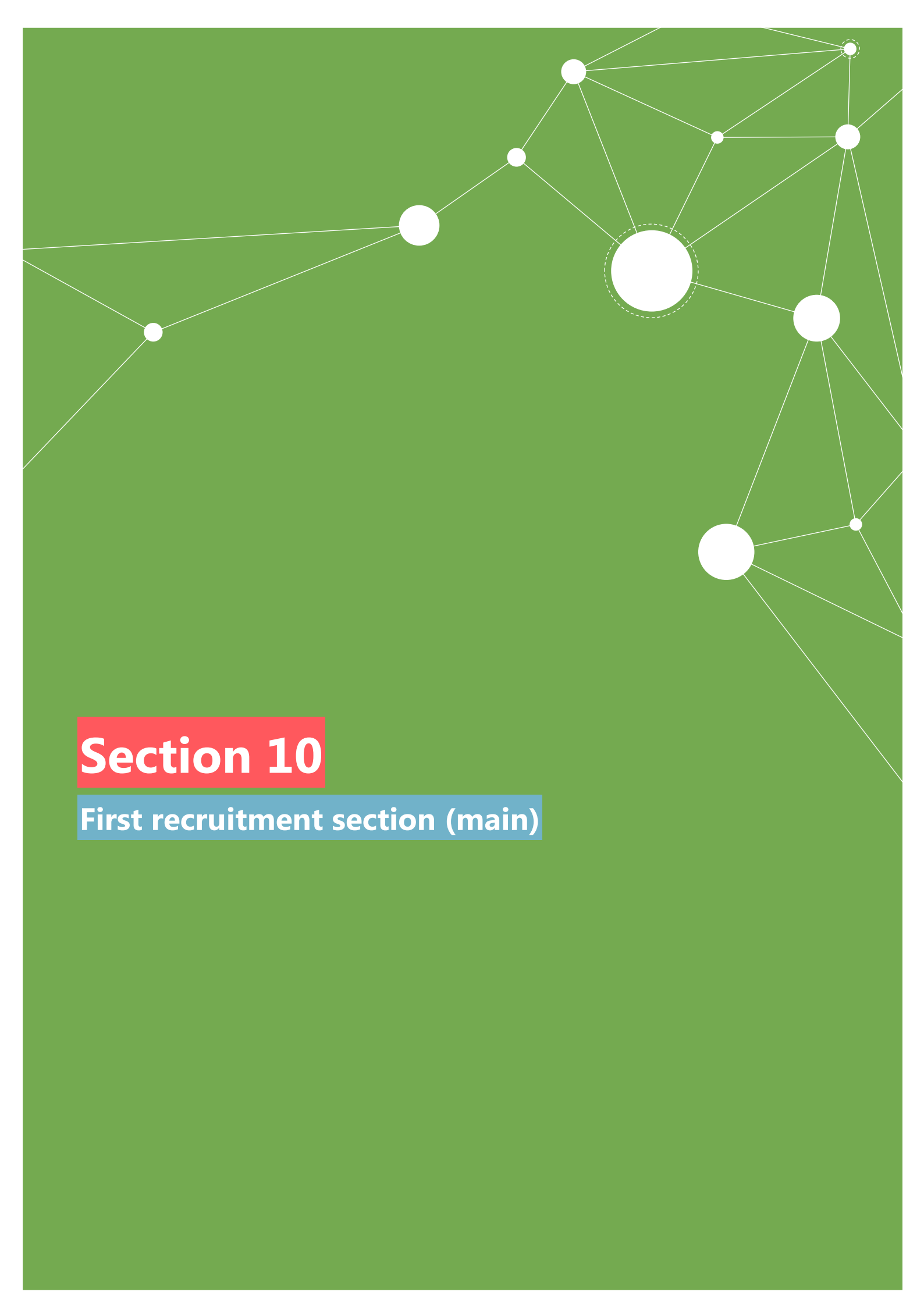
PROBABILITY MATRIX		
PM3	Write out subcluster recruitment status (another recruit in subcluster or not). Yes (exit recruitment) No (proceed)	SP
PM1	Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison	
PM2	HH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

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.		



Section 10

First recruitment section (main)

First recruitment section (main)

ASK STANDALONE ONLY		
R2 intr o_1	Thank you very much for answering all of my questions so far.	
ASK ALL IF SELECTED FOR RECRUITMENT		
R3	I'm going to show you a short video about the National TV Viewing Panel as we'd like to ask your household to take part. INTERVIEWER NOTE: IF REQUIRED EXPLAIN THAT IT IS BEST FOR ALL HH MEMBERS PRESENT TO HEAR THE EXPLANATION OF THE PANEL REQUIREMENTS SHOW VIDEO Show video Don't play video (exit recruitment)	SP
ES ONLY NOT STANDALONE		
R2 intr o_2	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. 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 STANDALONE ONLY		
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 ALL IF SELECTED FOR RECRUITMENT		
R4 intro	INTERVIEWER: MAKE SURE YOU GO THROUGH THE BOOKLET IN DETAIL AND THAT THE RESPONDENT UNDERSTANDS THE POINTS BELOW AND CODE ACCORDINGLY: There are a few points that I would like to highlight from the video and booklet: 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_intro_video	INTERVIEWER: WOULD YOU LIKE TO SHOW THIS HOUSEHOLD A SECOND VIDEO WITH CURRENT PANEL HOMES GIVING THEIR EXPERIENCE OF BEING ON THE PANEL? Yes, play video now No (continue to R4)	SP
R4	Would you be willing to help us by becoming a BARB panel home? Yes No (exit recruitment)	SP

ASK IF WILLING AT R4**R5** That's great.**intro** In that case I need to collect some more details about you and your household. After that I will give you some more details about the next steps that we need to follow.**IF 1 PERSON HH**

I'd like to start by asking a few more questions about you...

IF 2+ PERSON HH

I'd like to start by asking a few more questions about each of the people in your household. This will be in the same order as before and start with you.

Start of recruitment person loop**ASK FOR ALL HH MEMBERS INCLUDED IN THE MAIN PERSON LOOP****FOR PERSON 1 SHOW HEADER 'RESPONDENT' WITH DETAILS OF THEIR SEX (P2), AGE (P3 OR P4) AND WORKING STATUS (P9).****FOR PERSON 2, 3, 4 ETC.****INCLUDE BREAK SCREEN: NOW THINKING ABOUT PERSON NUMBER 2, [/3/4 ETC] MALE / FEMALE**
[Taken from Sex -P2], AGED ## [taken from P3 OR P4]**DISPLAY HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC' WITH DETAILS OF THEIR SEX (P2), AGE (P3 OR P4) AND WORKING STATUS (P9).****ONCE NAME IS COLLECTED ADD THIS AT THE START OF THE LIST (NAME, SEX, AGE, WORKING STATUS)****ASK IF YES AT R4****R5** **SHOW SCREEN**

SP

PERSON 1 (RESPONDENT)

Could you give me your title?

PERSON 2-9

Could you give me their title?

Miss

Ms

Mrs

Mr

Dr

Sir

Lord

Lady

Reverend

Pastor

Vicar

Other (please specify)

ASK IF YES AT R4**R6** **PERSON 1 (RESPONDENT)**

VERB

a/b The name you gave me earlier is <NAME>. Is this correct?**IF NAME NOT GIVEN EARLIER** Can you give me your name?**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+ HH**R10 FOR PERSONS 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 | Hudl |
| Advent | Lenovo |
| Amazon | LG |
| Apple | Microsoft |
| Archus | Packard Bell |
| Asus | Samsung |
| Compaq | Sony |
| Dell | Toshiba |
| Google | Self built |
| Hewlett Packard (HP) | Fujitsu |
| HTC | Other (please specify) |
| | Don't know |

ASK FOR ALL COMPUTERS AT H51

R16	SHOW SCREEN	SP
	Which of the following best describes this computer/tablet?	
	In use	
	Normally in use but temporarily out of order	
	Not in use but in working order	
	Permanently out of order	

ASK FOR ALL COMPUTERS AT H51

R17	When in use is this computer/tablet able to access the internet?	SP
	Yes	
	No	
	Don't know	

End of recruitment computer loop / Start of contact section**ASK ALL**

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

Tel No 1 ES and ES Recontact**ES and ESR Sample****ASK IF H47 = NO/REF OR H49 = 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 agreement to participate 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 = YES		
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 now present and agree Parental agreement for younger children provided <i>[IF 0-15year old in HH]</i> Revisit necessary (SP)	MP
ASK IF R22 = YES OR REVISIT NECESSARY		
R37	INTERVIEWER: ALL RECRUITED HOUSEHOLDS AS WELL AS HOUSEHOLDS WHERE A REVISIT IS NEEDED MUST BE LEFT WITH A 'RECRUITMENT INFORMATION NOTICE (HOW WE USE YOUR PERSONAL DATA). PLEASE HAND THIS OVER AND CONFIRM THAT YOU HAVE DONE SO. Yes, notice provided No, notice not provided (Specify reason)	SP

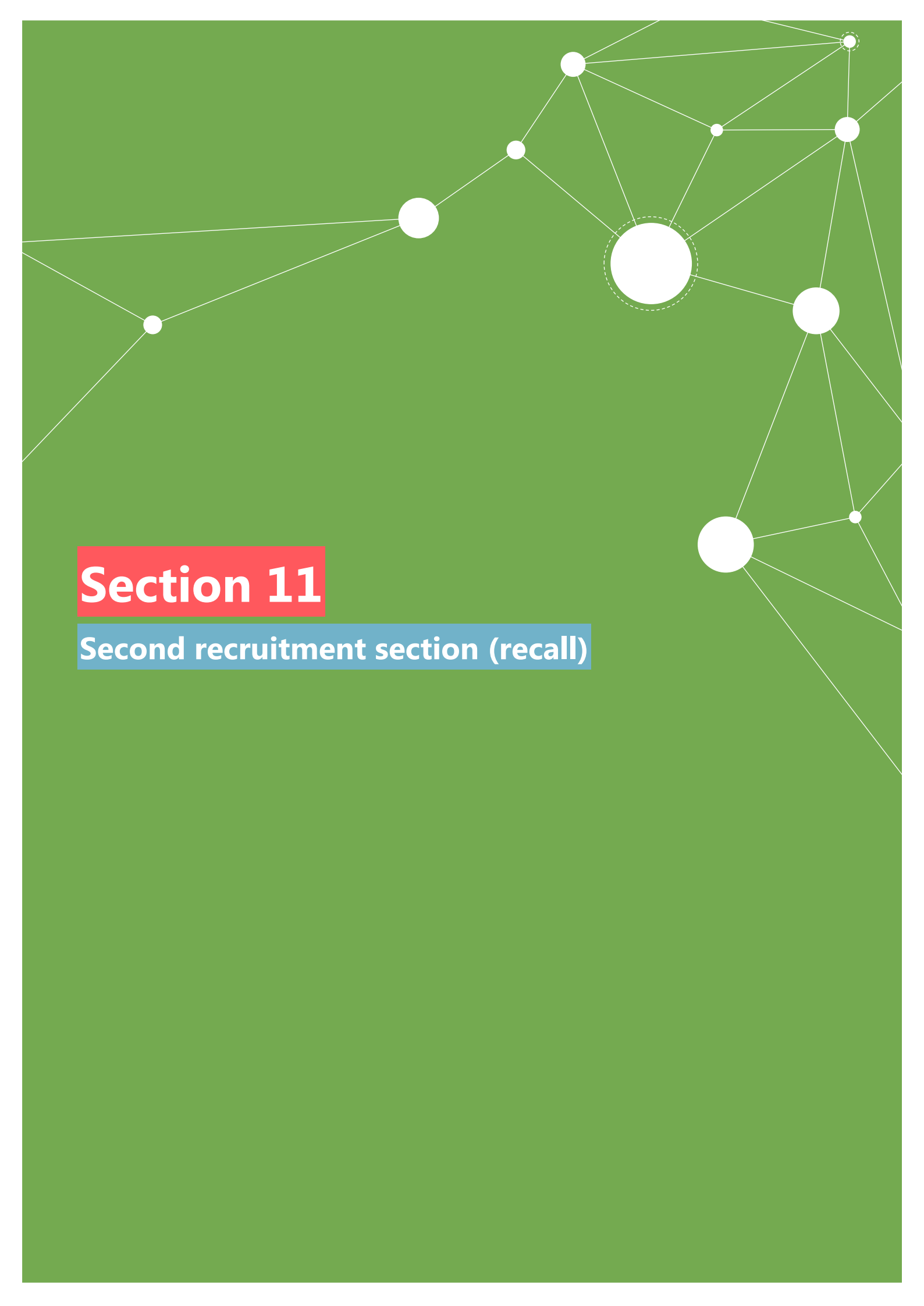
ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS • REVISIT/RECALL from you to confirm all HH adult members are happy to proceed (IF REVISIT NECESSARY CODED AT R22 OR R23) • RECALL/REVISIT from 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 <u>save</u> ‘Ipsos MORI Validation Team’ as a contact on their mobile phone. The number is <u>0800 819 9032</u>” If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on 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**

MP

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)

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	SP
	DISPLAY RESPONDENT NAME (FROM R6A/B)	
	Yes	
	No (WRITE IN)	VERB

ASK IF R7a exit routed in during main interview

R30b During the main interview we weren't able to confirm the date of birth for all household members:

intro

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)

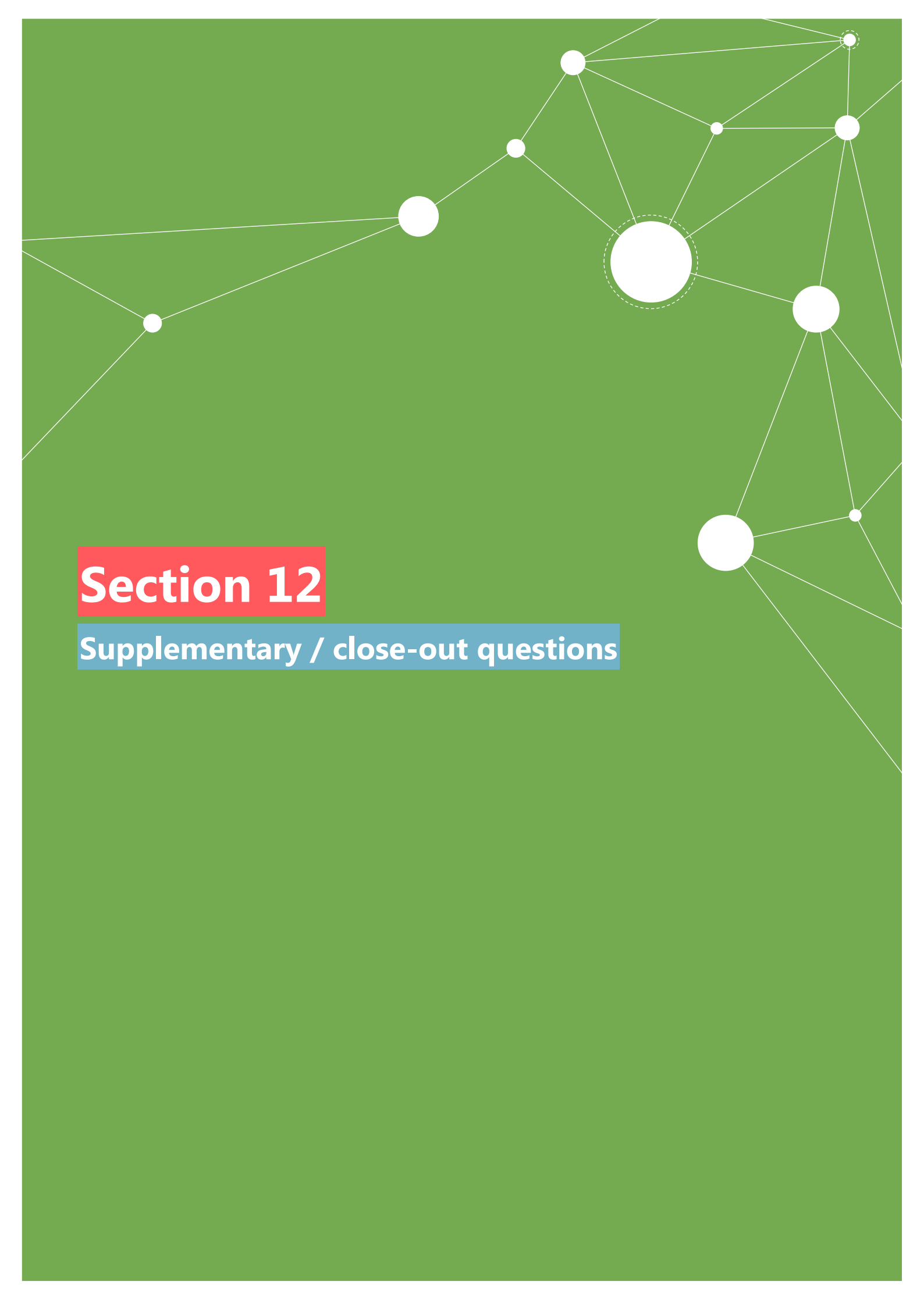
As a potential BARB panel member we require a date of birth for everyone in the household. Are you able to provide a date of birth to us?

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)	SP
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		
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 THAT ALL ADULT HOUSEHOLD MEMBERS HAVE: 1. SEEN THE RECRUITMENT BOOKLET (HELP SHAPE THE FUTURE OF TV) AND 2. SEEN THE RECRUITMENT INFORMATION NOTICE (HOW WE USE YOUR PERSONAL DATA), AND 3. HAVE AGREED TO PARTICIPATE ON THE BARB TV VIEWING PANEL	SP
Yes		
No (exit recruitment) - (go to R34)		
ASK ALL REQUIRING REVISIT/RECALL		
R29	CHECK RESPONDENT ADDRESS:	SP
Can you confirm your address for me please?		
OUTPUT ADDRESS FROM ECS		
CORRECT ADDRESS		
INCORRECT ADDRESS (WRITE IN)		
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	SP
Revisit (in-home)		
Recall (via telephone)		



Section 12

Supplementary / close-out questions

Supplementary / close out questions

ASK ES ONLY		
TYL	INTERVIEWER: ALL HOUSEHOLDS MUST BE LEFT WITH A 'THANK YOU: YOU AND YOUR DATA' LEAFLET. PLEASE HAND THIS OVER AND CONFIRM THAT YOU HAVE DONE SO. Yes, Leaflet provided No, Leaflet not provided (Specify reason)	SP

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

ASK ALL		
ACCOMP	Were you accompanied by supervisor for this interview? Yes (Write in name of accompanier) No	SP

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

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

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

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

END OF CLOSE OUT QUESTIONS