

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

Oct 2017 to Sep 2018



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2017 - Sep 2018

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Introduction

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This reports contains the weighted data results from the Establishment survey for the period Oct 2017 - Sep 2018

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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**DATA PERIOD: ANNUAL
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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	28453	27124	10493	4153	18597	6882	11715	24633
%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
AB	7056	6755	2794	1087	4526	1846	2680	6815
%V	24.8%	24.9%	26.6%	26.2%	24.3%	26.8%	22.9%	27.7%
%H (All HH)		95.7%	39.6%	15.4%	64.1%	26.2%	38.0%	96.6%
%H (TV HH)			41.4%	16.1%	67.0%	27.3%	39.7%	
C1	7991	7581	2952	1227	5170	1988	3182	7281
%V	28.1%	27.9%	28.1%	29.5%	27.8%	28.9%	27.2%	29.6%
%H (All HH)		94.9%	36.9%	15.4%	64.7%	24.9%	39.8%	91.1%
%H (TV HH)			38.9%	16.2%	68.2%	26.2%	42.0%	
C2	5759	5571	2329	902	3834	1605	2229	5045
%V	20.2%	20.5%	22.2%	21.7%	20.6%	23.3%	19.0%	20.5%
%H (All HH)		96.7%	40.4%	15.7%	66.6%	27.9%	38.7%	87.6%
%H (TV HH)			41.8%	16.2%	68.8%	28.8%	40.0%	
D	4394	4130	1534	583	2764	919	1845	3546
%V	15.4%	15.2%	14.6%	14.0%	14.9%	13.4%	15.7%	14.4%
%H (All HH)		94.0%	34.9%	13.3%	62.9%	20.9%	42.0%	80.7%
%H (TV HH)			37.1%	14.1%	66.9%	22.3%	44.7%	
E	3254	3087	883	354	2303	523	1780	1947
%V	11.4%	11.4%	8.4%	8.5%	12.4%	7.6%	15.2%	7.9%
%H (All HH)		94.9%	27.1%	10.9%	70.8%	16.1%	54.7%	59.8%
%H (TV HH)			28.6%	11.5%	74.6%	16.9%	57.7%	

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

%V = percentage of vertical total

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

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

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**DATA PERIOD: ANNUAL
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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	28453	27124	10493	4153	18597	6882	11715	24633
%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
Under 25	1170	960	278	121	566	147	419	1122
%V	4.1%	3.5%	2.6%	2.9%	3.0%	2.1%	3.6%	4.6%
%H (All HH)		82.1%	23.8%	10.3%	48.4%	12.6%	35.8%	95.9%
%H (TV HH)			29.0%	12.6%	59.0%	15.3%	43.6%	
25 - 34	4438	4000	1559	617	2270	836	1434	4294
%V	15.6%	14.7%	14.9%	14.9%	12.2%	12.1%	12.2%	17.4%
%H (All HH)		90.1%	35.1%	13.9%	51.1%	18.8%	32.3%	96.8%
%H (TV HH)			39.0%	15.4%	56.8%	20.9%	35.9%	
35 - 44	4702	4438	2022	752	2649	1161	1487	4557
%V	16.5%	16.4%	19.3%	18.1%	14.2%	16.9%	12.7%	18.5%
%H (All HH)		94.4%	43.0%	16.0%	56.3%	24.7%	31.6%	96.9%
%H (TV HH)			45.6%	16.9%	59.7%	26.2%	33.5%	
45 - 54	5385	5207	2325	948	3451	1570	1881	5130
%V	18.9%	19.2%	22.2%	22.8%	18.6%	22.8%	16.1%	20.8%
%H (All HH)		96.7%	43.2%	17.6%	64.1%	29.2%	34.9%	95.3%
%H (TV HH)			44.7%	18.2%	66.3%	30.2%	36.1%	
55 - 64	4854	4730	1914	816	3394	1409	1985	4397
%V	17.1%	17.4%	18.2%	19.6%	18.3%	20.5%	16.9%	17.9%
%H (All HH)		97.4%	39.4%	16.8%	69.9%	29.0%	40.9%	90.6%
%H (TV HH)			40.5%	17.3%	71.8%	29.8%	42.0%	
65 +	7905	7791	2394	900	6267	1758	4509	5132
%V	27.8%	28.7%	22.8%	21.7%	33.7%	25.5%	38.5%	20.8%
%H (All HH)		98.6%	30.3%	11.4%	79.3%	22.2%	57.0%	64.9%
%H (TV HH)			30.7%	11.6%	80.4%	22.6%	57.9%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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Household level data

Table 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		28453	27124	10493	4153	18597	6882	11715	24633
	%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
	%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
1		8825	8184	2198	926	6201	1351	4850	5989
	%V	31.0%	30.2%	20.9%	22.3%	33.3%	19.6%	41.4%	24.3%
	%H (All HH)		92.7%	24.9%	10.5%	70.3%	15.3%	55.0%	67.9%
	%H (TV HH)			26.9%	11.3%	75.8%	16.5%	59.3%	
2		9982	9645	3857	1498	6676	2652	4024	9148
	%V	35.1%	35.6%	36.8%	36.1%	35.9%	38.5%	34.3%	37.1%
	%H (All HH)		96.6%	38.6%	15.0%	66.9%	26.6%	40.3%	91.6%
	%H (TV HH)			40.0%	15.5%	69.2%	27.5%	41.7%	
3		4240	4079	1904	753	2543	1242	1302	4153
	%V	14.9%	15.0%	18.1%	18.1%	13.7%	18.0%	11.1%	16.9%
	%H (All HH)		96.2%	44.9%	17.8%	60.0%	29.3%	30.7%	97.9%
	%H (TV HH)			46.7%	18.5%	62.3%	30.4%	31.9%	
4		3672	3563	1736	657	2200	1135	1065	3631
	%V	12.9%	13.1%	16.5%	15.8%	11.8%	16.5%	9.1%	14.7%
	%H (All HH)		97.0%	47.3%	17.9%	59.9%	30.9%	29.0%	98.9%
	%H (TV HH)			48.7%	18.4%	61.7%	31.9%	29.9%	
5+		1734	1653	797	320	977	502	475	1712
	%V	6.1%	6.1%	7.6%	7.7%	5.3%	7.3%	4.1%	7.0%
	%H (All HH)		95.3%	46.0%	18.5%	56.3%	29.0%	27.4%	98.7%
	%H (TV HH)			48.2%	19.4%	59.1%	30.4%	28.7%	
Average HH size		2.31	2.32	2.56	2.54	2.22	2.56	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	28453	27124	10493	4153	18597	6882	11715	24633
%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
Without	21215	20091	7178	2918	14377	4882	9495	17520
%V	74.6%	74.1%	68.4%	70.3%	77.3%	70.9%	81.0%	71.1%
%H (All HH)		94.7%	33.8%	13.8%	67.8%	23.0%	44.8%	82.6%
%H (TV HH)			35.7%	14.5%	71.6%	24.3%	47.3%	
With	7239	7034	3315	1235	4220	1999	2220	7113
%V	25.4%	25.9%	31.6%	29.7%	22.7%	29.0%	19.0%	28.9%
%H (All HH)		97.2%	45.8%	17.1%	58.3%	27.6%	30.7%	98.3%
%H (TV HH)			47.1%	17.6%	60.0%	28.4%	31.6%	
0 - 3	2662	2553	1173	408	1479	649	830	2602
%V	9.4%	9.4%	11.2%	9.8%	8.0%	9.4%	7.1%	10.6%
%H (All HH)		95.9%	44.1%	15.3%	55.6%	24.4%	31.2%	97.7%
%H (TV HH)			45.9%	16.0%	57.9%	25.4%	32.5%	
4 - 9	3780	3677	1762	609	2169	1015	1154	3713
%V	13.3%	13.6%	16.8%	14.7%	11.7%	14.7%	9.9%	15.1%
%H (All HH)		97.3%	46.6%	16.1%	57.4%	26.9%	30.5%	98.2%
%H (TV HH)			47.9%	16.6%	59.0%	27.6%	31.4%	
10 - 15	3410	3346	1639	642	2063	1071	992	3367
%V	12.0%	12.3%	15.6%	15.5%	11.1%	15.6%	8.5%	13.7%
%H (All HH)		98.1%	48.1%	18.8%	60.5%	31.4%	29.1%	98.7%
%H (TV HH)			49.0%	19.2%	61.7%	32.0%	29.6%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: 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	28453	27124	10493	4153	18597	6882	11715	24633
%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
1	11641	11641	3444	1476	7212	1189	6022	9357
%V	40.9%	42.9%	32.8%	35.5%	38.8%	17.3%	51.4%	38.0%
%H (All HH)		100.0%	29.6%	12.7%	62.0%	10.2%	51.7%	80.4%
%H (TV HH)			29.6%	12.7%	62.0%	10.2%	51.7%	
2	8801	8801	3621	1435	6227	2582	3645	7758
%V	30.9%	32.4%	34.5%	34.6%	33.5%	37.5%	31.1%	31.5%
%H (All HH)		100.0%	41.1%	16.3%	70.8%	29.3%	41.4%	88.1%
%H (TV HH)			41.1%	16.3%	70.8%	29.3%	41.4%	
3	4138	4138	2022	755	3141	1766	1375	3922
%V	14.5%	15.3%	19.3%	18.2%	16.9%	25.7%	11.7%	15.9%
%H (All HH)		100.0%	48.9%	18.2%	75.9%	42.7%	33.2%	94.8%
%H (TV HH)			48.9%	18.2%	75.9%	42.7%	33.2%	
4	1719	1719	926	325	1354	880	475	1676
%V	6.0%	6.3%	8.8%	7.8%	7.3%	12.8%	4.1%	6.8%
%H (All HH)		100.0%	53.9%	18.9%	78.8%	51.2%	27.6%	97.5%
%H (TV HH)			53.9%	18.9%	78.8%	51.2%	27.6%	
5+	826	826	480	163	663	464	198	816
%V	2.9%	3.0%	4.6%	3.9%	3.6%	6.7%	1.7%	3.3%
%H (All HH)		100.0%	58.1%	19.7%	80.3%	56.2%	24.0%	98.8%
%H (TV HH)			58.1%	19.7%	80.3%	56.2%	24.0%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28453	27124	10493	4153	18597	6882	11715	24633
%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
Under 20"	2938	2938	1126	411	2459	1070	1389	2532
%V	10.3%	10.8%	10.7%	9.9%	13.2%	15.5%	11.9%	10.3%
%H (All HH)		100.0%	38.3%	14.0%	83.7%	36.4%	47.3%	86.2%
%H (TV HH)			38.3%	14.0%	83.7%	36.4%	47.3%	
20" - 29"	7295	7295	2783	1089	5792	2436	3356	6250
%V	25.6%	26.9%	26.5%	26.2%	31.1%	35.4%	28.6%	25.4%
%H (All HH)		100.0%	38.1%	14.9%	79.4%	33.4%	46.0%	85.7%
%H (TV HH)			38.1%	14.9%	79.4%	33.4%	46.0%	
30" - 39"	12662	12662	4894	1982	9170	3617	5553	11030
	44.5%	46.7%	46.6%	47.7%	49.3%	52.6%	47.4%	44.8%
%H (All HH)		100.0%	38.7%	15.7%	72.4%	28.6%	43.9%	87.1%
%H (TV HH)			38.7%	15.7%	72.4%	28.6%	43.9%	
40" - 49"	13225	13225	5997	2301	8772	4126	4646	12169
%V	46.5%	48.8%	57.2%	55.4%	47.2%	60.0%	39.7%	49.4%
%H (All HH)		100.0%	45.3%	17.4%	66.3%	31.2%	35.1%	92.0%
%H (TV HH)			45.3%	17.4%	66.3%	31.2%	35.1%	
50" - 59"	4701	4701	2483	856	2911	1662	1249	4533
%V	16.5%	17.3%	23.7%	20.6%	15.7%	24.1%	10.7%	18.4%
%H (All HH)		100.0%	52.8%	18.2%	61.9%	35.4%	26.6%	96.4%
%H (TV HH)			52.8%	18.2%	61.9%	35.4%	26.6%	
60"+	539	539	318	95	297	186	111	524
%V	1.9%	2.0%	3.0%	2.3%	1.6%	2.7%	0.9%	2.1%
%H (All HH)		100.0%	59.0%	17.6%	55.1%	34.5%	20.6%	97.2%
%H (TV HH)			59.0%	17.6%	55.1%	34.5%	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

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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	28453	27124	10493	4153	18597	6882	11715	24633
%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
Main living room	26814	26814	10414	4128	18385	6833	11553	23264
%V	94.2%	98.9%	99.2%	99.4%	98.9%	99.3%	98.6%	94.4%
%H (All HH)		100.0%	38.8%	15.4%	68.6%	25.5%	43.1%	86.8%
%H (TV HH)			38.8%	15.4%	68.6%	25.5%	43.1%	
Kitchen	2957	2957	1358	433	2474	1284	1190	2695
%V	10.4%	10.9%	12.9%	10.4%	13.3%	18.7%	10.2%	10.9%
%H (All HH)		100.0%	45.9%	14.6%	83.7%	43.4%	40.2%	91.1%
%H (TV HH)			45.9%	14.6%	83.7%	43.4%	40.2%	
Adult's bedroom	11780	11780	5420	2088	8721	4512	4210	10800
%V	41.4%	43.4%	51.7%	50.3%	46.9%	65.6%	35.9%	43.8%
%H (All HH)		100.0%	46.0%	17.7%	74.0%	38.3%	35.7%	91.7%
%H (TV HH)			46.0%	17.7%	74.0%	38.3%	35.7%	
Child's bedroom	2244	2244	1189	441	1518	921	598	2218
%V	7.9%	8.3%	11.3%	10.6%	8.2%	13.4%	5.1%	9.0%
%H (All HH)		100.0%	53.0%	19.7%	67.6%	41.0%	26.6%	98.8%
%H (TV HH)			53.0%	19.7%	67.6%	41.0%	26.6%	
Other bedroom	1514	1514	753	290	1160	687	473	1446
%V	5.3%	5.6%	7.2%	7.0%	6.2%	10.0%	4.0%	5.9%
%H (All HH)		100.0%	49.7%	19.2%	76.6%	45.4%	31.2%	95.5%
%H (TV HH)			49.7%	19.2%	76.6%	45.4%	31.2%	
Second living/dining room	2629	2629	1266	455	1986	1074	912	2440
%V	9.2%	9.7%	12.1%	11.0%	10.7%	15.6%	7.8%	9.9%
%H (All HH)		100.0%	48.2%	17.3%	75.5%	40.9%	34.7%	92.8%
%H (TV HH)			48.2%	17.3%	75.5%	40.9%	34.7%	
Study/office	422	422	212	63	318	168	151	413
%V	1.5%	1.6%	2.0%	1.5%	1.7%	2.4%	1.3%	1.7%
%H (All HH)		100.0%	50.2%	14.9%	75.4%	39.8%	35.8%	97.9%
%H (TV HH)			50.2%	14.9%	75.4%	39.8%	35.8%	
TV room	206	206	121	26	145	90	56	201
%V	0.7%	0.8%	1.2%	0.6%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	58.7%	12.6%	70.4%	43.7%	27.2%	97.6%
%H (TV HH)			58.7%	12.6%	70.4%	43.7%	27.2%	
Conservatory	562	562	291	97	436	255	181	524
%V	2.0%	2.1%	2.8%	2.3%	2.3%	3.7%	1.5%	2.1%
%H (All HH)		100.0%	51.8%	17.3%	77.6%	45.4%	32.2%	93.2%
%H (TV HH)			51.8%	17.3%	77.6%	45.4%	32.2%	
Attic or loft room	76	76	39	13	59	33	26	75
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	51.3%	17.1%	77.6%	43.4%	34.2%	98.7%
%H (TV HH)			51.3%	17.1%	77.6%	43.4%	34.2%	
No specific location	25	25	14	4	20	12	8	23
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	56.0%	16.0%	80.0%	48.0%	32.0%	92.0%
%H (TV HH)			56.0%	16.0%	80.0%	48.0%	32.0%	
Other	256	256	149	34	190	119	71	246
%V	0.9%	0.9%	1.4%	0.8%	1.0%	1.7%	0.6%	1.0%
%H (All HH)		100.0%	58.2%	13.3%	74.2%	46.5%	27.7%	96.1%
%H (TV HH)			58.2%	13.3%	74.2%	46.5%	27.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	28453	27124	10493	4153	18597	6882	11715	24633
%V (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
Any DSAT provider	10493	10493	10493	188	5050	5050	0	9823
%V	36.9%	38.7%	100.0%	4.5%	27.2%	73.4%	0.0%	39.9%
%H (All HH)			100.0%	1.8%	48.1%	48.1%	0.0%	93.6%
%H (TV HH)			100.0%	1.8%	48.1%	48.1%	0.0%	
Sky with subscription	8633	8633	8633	91	4145	4145	0	8170
%V	30.3%	31.8%	82.3%	2.2%	22.3%	60.2%	0.0%	33.2%
%H (All HH)			100.0%	1.1%	48.0%	48.0%	0.0%	94.6%
%H (TV HH)			100.0%	1.1%	48.0%	48.0%	0.0%	
Sky without subscription	552	552	552	27	250	250	0	461
%V	1.9%	2.0%	5.3%	0.7%	1.3%	3.6%	0.0%	1.9%
%H (All HH)			100.0%	4.9%	45.3%	45.3%	0.0%	83.5%
%H (TV HH)			100.0%	4.9%	45.3%	45.3%	0.0%	
Freesat	1132	1132	1132	49	619	619	0	1050
%V	4.0%	4.2%	10.8%	1.2%	3.3%	9.0%	0.0%	4.3%
%H (All HH)			100.0%	4.3%	54.7%	54.7%	0.0%	92.8%
%H (TV HH)			100.0%	4.3%	54.7%	54.7%	0.0%	
Other satellite provider	655	655	655	37	313	313	0	608
%V	2.3%	2.4%	6.2%	0.9%	1.7%	4.5%	0.0%	2.5%
%H (All HH)			100.0%	5.6%	47.8%	47.8%	0.0%	92.8%
%H (TV HH)			100.0%	5.6%	47.8%	47.8%	0.0%	
DCAB	4153	4153	188	4153	1932	1932	0	3927
%V	14.6%	15.3%	1.8%	100.0%	10.4%	28.1%	0.0%	15.9%
%H (All HH)			4.5%	100.0%	46.5%	46.5%	0.0%	94.6%
%H (TV HH)			4.5%	100.0%	46.5%	46.5%	0.0%	
DTT	18597	18597	5050	1932	18597	6882	11715	15539
%V	65.4%	68.6%	48.1%	46.5%	100.0%	100.0%	100.0%	63.1%
%H (All HH)		100.0%	27.2%	10.4%	100.0%	37.0%	63.0%	83.6%
%H (TV HH)			27.2%	10.4%	100.0%	37.0%	63.0%	

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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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	28453	27124	10493	4153	18597	6882	11715	24633
%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
PVR	16837	16837	9352	3917	10046	6320	3726	15747
%V	59.2%	62.1%	89.1%	94.3%	54.0%	91.8%	31.8%	63.9%
%H (All HH)		100.0%	55.5%	23.3%	59.7%	37.5%	22.1%	93.5%
%H (TV HH)			55.5%	23.3%	59.7%	37.5%	22.1%	
DVDR	342	342	128	61	261	106	155	302
%V	1.2%	1.3%	1.2%	1.5%	1.4%	1.5%	1.3%	1.2%
%H (All HH)		100.0%	37.4%	17.8%	76.3%	31.0%	45.3%	88.3%
%H (TV HH)			37.4%	17.8%	76.3%	31.0%	45.3%	
VCR	210	210	61	25	178	54	124	141
%V	0.7%	0.8%	0.6%	0.6%	1.0%	0.8%	1.1%	0.6%
%H (All HH)		100.0%	29.0%	11.9%	84.8%	25.7%	59.0%	67.1%
%H (TV HH)			29.0%	11.9%	84.8%	25.7%	59.0%	
Any recorder	17053	17053	9377	3922	10247	6340	3906	15886
%V	59.9%	62.9%	89.4%	94.4%	55.1%	92.1%	33.3%	64.5%
%H (All HH)		100.0%	55.0%	23.0%	60.1%	37.2%	22.9%	93.2%
%H (TV HH)			55.0%	23.0%	60.1%	37.2%	22.9%	
Receives HDTV (via STB or built-in reception)	19236	19236	8669	3639	13201	6096	7104	17782
%V	67.6%	70.9%	82.6%	87.6%	71.0%	88.6%	60.6%	72.2%
%H (All HH)		100.0%	45.1%	18.9%	68.6%	31.7%	36.9%	92.4%
%H (TV HH)			45.1%	18.9%	68.6%	31.7%	36.9%	
DVD/Blu-ray player or recorder	17282	17282	7085	2765	12103	5014	7089	15534
%V	60.7%	63.7%	67.5%	66.6%	65.1%	72.9%	60.5%	63.1%
%H (All HH)		100.0%	41.0%	16.0%	70.0%	29.0%	41.0%	89.9%
%H (TV HH)			41.0%	16.0%	70.0%	29.0%	41.0%	

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

Oct 2017 - Sep 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	28453	27124	10493	4153	18597	6882	11715	24633
%H (All HH)		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%
%H (TV HH)			38.7%	15.3%	68.6%	25.4%	43.2%	
Has broadband internet	24633	23529	9823	3927	15539	6490	9048	24633
%V	86.6%	86.7%	93.6%	94.6%	83.6%	94.3%	77.2%	100.0%
%H (All HH)		95.5%	39.9%	15.9%	63.1%	26.3%	36.7%	100.0%
%H (TV HH)			41.7%	16.7%	66.0%	27.6%	38.5%	
Number of computers (PCs and laptops)								
0	5235	4915	1172	429	3861	657	3205	1686
%V	18.4%	18.1%	11.2%	10.3%	20.8%	9.5%	27.4%	6.8%
%H (All HH)		93.9%	22.4%	8.2%	73.8%	12.6%	61.2%	32.2%
			23.8%	8.7%	78.6%	13.4%	65.2%	
1	7611	7175	2626	1054	4856	1589	3267	7400
%V	26.7%	26.5%	25.0%	25.4%	26.1%	23.1%	27.9%	30.0%
%H (All HH)		94.3%	34.5%	13.8%	63.8%	20.9%	42.9%	97.2%
%H (TV HH)			36.6%	14.7%	67.7%	22.1%	45.5%	
2	6817	6529	2709	1059	4361	1789	2573	6778
%V	24.0%	24.1%	25.8%	25.5%	23.5%	26.0%	22.0%	27.5%
%H (All HH)		95.8%	39.7%	15.5%	64.0%	26.2%	37.7%	99.4%
%H (TV HH)			41.5%	16.2%	66.8%	27.4%	39.4%	
3	4042	3912	1762	715	2573	1256	1318	4030
%V	14.2%	14.4%	16.8%	17.2%	13.8%	18.3%	11.3%	16.4%
%H (All HH)		96.8%	43.6%	17.7%	63.7%	31.1%	32.6%	99.7%
%H (TV HH)			45.0%	18.3%	65.8%	32.1%	33.7%	
4	2279	2199	1054	431	1397	740	657	2276
%V	8.0%	8.1%	10.0%	10.4%	7.5%	10.8%	5.6%	9.2%
%H (All HH)		96.5%	46.2%	18.9%	61.3%	32.5%	28.8%	99.9%
%H (TV HH)			47.9%	19.6%	63.5%	33.7%	29.9%	
5+	2469	2393	1171	465	1549	853	696	2463
%V	8.7%	8.8%	11.2%	11.2%	8.3%	12.4%	5.9%	10.0%
%H (All HH)		96.9%	47.4%	18.8%	62.7%	34.5%	28.2%	99.8%
%H (TV HH)			48.9%	19.4%	64.7%	35.6%	29.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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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	53025	23078	8795	38112	17709	20403	47784
%H		43.5%	16.6%	71.9%	33.4%	38.5%	90.1%
Under 20"	3559	1373	509	3006	1336	1671	3096
%V	6.7%	5.9%	5.8%	7.9%	7.5%	8.2%	6.5%
%H		38.6%	14.3%	84.5%	37.5%	47.0%	87.0%
20" - 29"	9231	3673	1425	7410	3332	4078	8010
%V	17.4%	15.9%	16.2%	19.4%	18.8%	20.0%	16.8%
%H		39.8%	15.4%	80.3%	36.1%	44.2%	86.8%
30" - 39"	15863	6455	2571	11565	4962	6603	14062
%V	29.9%	28.0%	29.2%	30.3%	28.0%	32.4%	29.4%
%H		40.7%	16.2%	72.9%	31.3%	41.6%	88.6%
40" - 49"	15906	7473	2853	10601	5297	5304	14783
%V	30.0%	32.4%	32.4%	27.8%	29.9%	26.0%	30.9%
%H		47.0%	17.9%	66.6%	33.3%	33.3%	92.9%
50" - 59"	5223	2808	955	3245	1890	1355	5050
%V	9.9%	12.2%	10.9%	8.5%	10.7%	6.6%	10.6%
%H		53.8%	18.3%	62.1%	36.2%	25.9%	96.7%
60"+	577	344	103	314	197	117	562
%V	1.1%	1.5%	1.2%	0.8%	1.1%	0.6%	1.2%
%H		59.6%	17.9%	54.4%	34.1%	20.3%	97.4%
Don't know	2667	951	379	1970	694	1276	2221
%V	5.0%	4.1%	4.3%	5.2%	3.9%	6.3%	4.6%
%H		35.7%	14.2%	73.9%	26.0%	47.8%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	53025	23078	8795	38112	17709	20403	47784
%H		43.5%	16.6%	71.9%	33.4%	38.5%	90.1%
Main living room	26953	10465	4148	18486	6870	11616	23379
%V	50.8%	45.3%	47.2%	48.5%	38.8%	56.9%	48.9%
%H		38.8%	15.4%	68.6%	25.5%	43.1%	86.7%
Kitchen	2964	1363	435	2480	1288	1192	2702
%V	5.6%	5.9%	4.9%	6.5%	7.3%	5.8%	5.7%
%H		46.0%	14.7%	83.7%	43.5%	40.2%	91.2%
Adult's bedroom	14170	6643	2600	10602	5719	4883	13124
%V	26.7%	28.8%	29.6%	27.8%	32.3%	23.9%	27.5%
%H		46.9%	18.3%	74.8%	40.4%	34.5%	92.6%
Child's bedroom	2886	1556	563	1958	1209	749	2856
%V	5.4%	6.7%	6.4%	5.1%	6.8%	3.7%	6.0%
%H		53.9%	19.5%	67.8%	41.9%	26.0%	99.0%
Other bedroom	1802	914	348	1374	835	539	1728
%V	3.4%	4.0%	4.0%	3.6%	4.7%	2.6%	3.6%
%H		50.7%	19.3%	76.2%	46.3%	29.9%	95.9%
Second living/dining room	2671	1291	461	2020	1097	923	2481
%V	5.0%	5.6%	5.2%	5.3%	6.2%	4.5%	5.2%
%H		48.3%	17.3%	75.6%	41.1%	34.6%	92.9%
Study/office	430	219	63	324	171	152	421
%V	0.8%	0.9%	0.7%	0.9%	1.0%	0.7%	0.9%
%H		50.9%	14.7%	75.3%	39.8%	35.3%	97.9%
TV room	208	122	26	148	91	57	204
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		58.7%	12.5%	71.2%	43.8%	27.4%	98.1%
Conseervatory	562	291	97	436	255	181	524
%V	1.1%	1.3%	1.1%	1.1%	1.4%	0.9%	1.1%
%H		51.8%	17.3%	77.6%	45.4%	32.2%	93.2%
Attic or loft room	79	41	14	61	36	26	78
%V	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		51.9%	17.7%	77.2%	45.6%	32.9%	98.7%
No specific location	25	14	4	20	12	8	23
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		56.0%	16.0%	80.0%	48.0%	32.0%	92.0%
Other	274	159	36	204	127	77	264
%V	0.5%	0.7%	0.4%	0.5%	0.7%	0.4%	0.6%
%H		58.0%	13.1%	74.5%	46.4%	28.1%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: 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	53025	23078	8795	38112	17709	20403	47784
%H		43.5%	16.6%	71.9%	33.4%	38.5%	90.1%
PVR	23658	14138	5601	13182	8979	4203	22394
%V	44.6%	61.3%	63.7%	34.6%	50.7%	20.6%	46.9%
%H		59.8%	23.7%	55.7%	38.0%	17.8%	94.7%
DVDR	361	135	65	274	113	162	318
%V	0.7%	0.6%	0.7%	0.7%	0.6%	0.8%	0.7%
%H		37.4%	18.0%	75.9%	31.3%	44.9%	88.1%
VCR	223	67	28	190	61	129	149
%V	0.4%	0.3%	0.3%	0.5%	0.3%	0.6%	0.3%
%H		30.0%	12.6%	85.2%	27.4%	57.8%	66.8%
Any recorder	23957	14196	5621	13454	9034	4420	22604
%V	45.2%	61.5%	63.9%	35.3%	51.0%	21.7%	47.3%
%H		59.3%	23.5%	56.2%	37.7%	18.4%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	53025	23078	8795	38112	17709	20403	47784
%H		43.5%	16.6%	71.9%	33.4%	38.5%	90.1%
Receives HDTV (via STB or built-in reception)	30337	14762	5848	21048	10988	10060	28503
%V	57.2%	64.0%	66.5%	55.2%	62.0%	49.3%	59.6%
%H		48.7%	19.3%	69.4%	36.2%	33.2%	94.0%
DVD/Blu-ray player or recorder	24203	10672	4080	17161	8063	9097	22172
%V	45.6%	46.2%	46.4%	45.0%	45.5%	44.6%	46.4%
%H		44.1%	16.9%	70.9%	33.3%	37.6%	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

Oct 2017 - Sep 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	27118	10492	4152	18594	6881	11713	23524
%H		38.7%	15.3%	68.6%	25.4%	43.2%	86.7%
Under 20"	256	37	17	207	20	187	176
%V	0.9%	0.4%	0.4%	1.1%	0.3%	1.6%	0.7%
%H		14.5%	6.6%	80.9%	7.8%	73.0%	68.8%
20" - 29"	1927	341	197	1520	201	1320	1316
%V	7.1%	3.3%	4.7%	8.2%	2.9%	11.3%	5.6%
%H		17.7%	10.2%	78.9%	10.4%	68.5%	68.3%
30" - 39"	7470	2249	987	5485	1469	4016	6048
%V	27.5%	21.4%	23.8%	29.5%	21.3%	34.3%	25.7%
%H		30.1%	13.2%	73.4%	19.7%	53.8%	81.0%
40" - 49"	11445	4994	1960	7591	3377	4214	10431
%V	42.2%	47.6%	47.2%	40.8%	49.1%	36.0%	44.3%
%H		43.6%	17.1%	66.3%	29.5%	36.8%	91.1%
50" - 59"	4235	2225	756	2603	1459	1144	4078
%V	15.6%	21.2%	18.2%	14.0%	21.2%	9.8%	17.3%
%H		52.5%	17.9%	61.5%	34.5%	27.0%	96.3%
60"+	482	279	89	257	158	99	469
%V	1.8%	2.7%	2.1%	1.4%	2.3%	0.8%	2.0%
%H		57.9%	18.5%	53.3%	32.8%	20.5%	97.3%
Don't know	1303	368	147	930	196	733	1006
%V	4.8%	3.5%	3.5%	5.0%	2.8%	6.3%	4.3%
%H		28.2%	11.3%	71.4%	15.0%	56.3%	77.2%

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
Oct 2017 - Sep 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	27118	10492	4152	18594	6881	11713	23524
%H		38.7%	15.3%	68.6%	25.4%	43.2%	86.7%
PVR	16513	9223	3862	9762	6181	3581	15446
%V	60.9%	87.9%	93.0%	52.5%	89.8%	30.6%	65.7%
%H		55.9%	23.4%	59.1%	37.4%	21.7%	93.5%
DVDR	290	103	49	222	84	137	251
%V	1.1%	1.0%	1.2%	1.2%	1.2%	1.2%	1.1%
%H		35.5%	16.9%	76.6%	29.0%	47.2%	86.6%
VCR	171	42	22	146	38	108	109
%V	0.6%	0.4%	0.5%	0.8%	0.6%	0.9%	0.5%
%H		24.6%	12.9%	85.4%	22.2%	63.2%	63.7%
Any recorder	16724	9249	3868	9958	6203	3754	15580
%V	61.7%	88.2%	93.2%	53.6%	90.1%	32.0%	66.2%
%H		55.3%	23.1%	59.5%	37.1%	22.4%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	27118	10492	4152	18594	6881	11713	23524
%H		38.7%	15.3%	68.6%	25.4%	43.2%	86.7%
Receives HDTV (via STB or built-in reception)	18789	8466	3588	12813	5906	6907	17371
%V	69.3%	80.7%	86.4%	68.9%	85.8%	59.0%	73.8%
%H		45.1%	19.1%	68.2%	31.4%	36.8%	92.5%
DVD/Blu-ray player or recorder	15142	6065	2370	10574	4201	6373	13493
%V	55.8%	57.8%	57.1%	56.9%	61.1%	54.4%	57.4%
%H		40.1%	15.7%	69.8%	27.7%	42.1%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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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	25907	12585	4642	19518	10828	8690	24261
%H		48.6%	17.9%	75.3%	41.8%	33.5%	93.6%
Under 20"	3303	1336	492	2799	1315	1484	2920
%V	12.7%	10.6%	10.6%	14.3%	12.1%	17.1%	12.0%
%H		40.4%	14.9%	84.7%	39.8%	44.9%	88.4%
20" - 29"	7304	3332	1228	5890	3131	2759	6694
%V	28.2%	26.5%	26.5%	30.2%	28.9%	31.7%	27.6%
%H		45.6%	16.8%	80.6%	42.9%	37.8%	91.6%
30" - 39"	8393	4206	1585	6080	3493	2587	8014
%V	32.4%	33.4%	34.1%	31.2%	32.3%	29.8%	33.0%
%H		50.1%	18.9%	72.4%	41.6%	30.8%	95.5%
40" - 49"	4461	2480	893	3010	1921	1089	4353
%V	17.2%	19.7%	19.2%	15.4%	17.7%	12.5%	17.9%
%H		55.6%	20.0%	67.5%	43.1%	24.4%	97.6%
50" - 59"	988	583	199	642	430	211	972
%V	3.8%	4.6%	4.3%	3.3%	4.0%	2.4%	4.0%
%H		59.0%	20.1%	65.0%	43.5%	21.4%	98.4%
60"+	95	65	14	57	39	18	93
%V	0.4%	0.5%	0.3%	0.3%	0.4%	0.2%	0.4%
%H		68.4%	14.7%	60.0%	41.1%	18.9%	97.9%
Don't know	1364	583	232	1040	498	542	1215
%V	5.3%	4.6%	5.0%	5.3%	4.6%	6.2%	5.0%
%H		42.7%	17.0%	76.2%	36.5%	39.7%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2017 - Sep 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	25907	12585	4642	19518	10828	8690	24261
%H		48.6%	17.9%	75.3%	41.8%	33.5%	93.6%
PVR	7144	4915	1739	3420	2798	622	6948
%V	27.6%	39.1%	37.5%	17.5%	25.8%	7.2%	28.6%
%H		68.8%	24.3%	47.9%	39.2%	8.7%	97.3%
DVDR	71	32	16	53	28	24	67
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		45.1%	22.5%	74.6%	39.4%	33.8%	94.4%
VCR	53	25	6	44	23	21	41
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		47.2%	11.3%	83.0%	43.4%	39.6%	77.4%
Any recorder	7233	4947	1753	3496	2831	665	7024
%V	27.9%	39.3%	37.8%	17.9%	26.1%	7.7%	29.0%
%H		68.4%	24.2%	48.3%	39.1%	9.2%	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	25907	12585	4642	19518	10828	8690	24261
%H		48.6%	17.9%	75.3%	41.8%	33.5%	93.6%
Receives HDTV (via STB or built-in reception)	11548	6297	2260	8235	5082	3153	11132
%V	44.6%	50.0%	48.7%	42.2%	46.9%	36.3%	45.9%
%H		54.5%	19.6%	71.3%	44.0%	27.3%	96.4%
DVD/Blu-ray player or recorder	9061	4607	1710	6587	3863	2724	8680
%V	35.0%	36.6%	36.8%	33.7%	35.7%	31.3%	35.8%
%H		50.8%	18.9%	72.7%	42.6%	30.1%	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
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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	65604	62919	26879	10540	41273	17631	23642	60553
%H		95.9%	41.0%	16.1%	62.9%	26.9%	36.0%	92.3%
Total Children	12617	12259	5839	2139	7294	3477	3816	12404
%V	19.2%	19.5%	21.7%	20.3%	17.7%	19.7%	16.1%	20.5%
%H		97.2%	46.3%	17.0%	57.8%	27.6%	30.2%	98.3%
0 - 3	3107	2978	1358	475	1717	740	977	3032
%V	4.7%	4.7%	5.1%	4.5%	4.2%	4.2%	4.1%	5.0%
%H		95.8%	43.7%	15.3%	55.3%	23.8%	31.4%	97.6%
4 - 15	9510	9281	4481	1664	5577	2738	2839	9372
%V	14.5%	14.8%	16.7%	15.8%	13.5%	15.5%	12.0%	15.5%
%H		97.6%	47.1%	17.5%	58.6%	28.8%	29.9%	98.5%
4 - 9	4992	4845	2316	808	2851	1325	1526	4906
%V	7.6%	7.7%	8.6%	7.7%	6.9%	7.5%	6.5%	8.1%
%H		97.1%	46.4%	16.2%	57.1%	26.5%	30.6%	98.3%
10 - 15	4518	4437	2164	855	2726	1413	1313	4466
%V	6.9%	7.1%	8.1%	8.1%	6.6%	8.0%	5.6%	7.4%
%H		98.2%	47.9%	18.9%	60.3%	31.3%	29.1%	98.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65604	62919	26879	10540	41273	17631	23642	60553
%H		95.9%	41.0%	16.1%	62.9%	26.9%	36.0%	92.3%
Total Adults (16+)	52988	50660	21041	8401	33979	14154	19825	48149
%V	80.8%	80.5%	78.3%	79.7%	82.3%	80.3%	83.9%	79.5%
%H		95.6%	39.7%	15.9%	64.1%	26.7%	37.4%	90.9%
16 - 19	2607	2498	1156	497	1602	818	784	2576
%V	4.0%	4.0%	4.3%	4.7%	3.9%	4.6%	3.3%	4.3%
%H		95.8%	44.3%	19.1%	61.4%	31.4%	30.1%	98.8%
20 - 24	4043	3565	1362	642	2233	965	1268	3964
%V	6.2%	5.7%	5.1%	6.1%	5.4%	5.5%	5.4%	6.5%
%H		88.2%	33.7%	15.9%	55.2%	23.9%	31.4%	98.0%
25 - 34	8950	8163	3354	1361	4717	1936	2781	8721
%V	13.6%	13.0%	12.5%	12.9%	11.4%	11.0%	11.8%	14.4%
%H		91.2%	37.5%	15.2%	52.7%	21.6%	31.1%	97.4%
35 - 44	8359	7949	3684	1393	4690	2140	2550	8145
%V	12.7%	12.6%	13.7%	13.2%	11.4%	12.1%	10.8%	13.5%
%H		95.1%	44.1%	16.7%	56.1%	25.6%	30.5%	97.4%
45 - 54	9137	8896	4142	1671	5846	2829	3017	8789
%V	13.9%	14.1%	15.4%	15.9%	14.2%	16.0%	12.8%	14.5%
%H		97.4%	45.3%	18.3%	64.0%	31.0%	33.0%	96.2%
55 - 64	8004	7839	3335	1392	5585	2480	3105	7428
%V	12.2%	12.5%	12.4%	13.2%	13.5%	14.1%	13.1%	12.3%
%H		97.9%	41.7%	17.4%	69.8%	31.0%	38.8%	92.8%
65+	11886	11750	4008	1445	9305	2986	6319	8526
%V	18.1%	18.7%	14.9%	13.7%	22.5%	16.9%	26.7%	14.1%
%H		98.9%	33.7%	12.2%	78.3%	25.1%	53.2%	71.7%

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 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+)	52988	50660	21041	8401	33979	14154	19825	48149
%H		95.6%	39.7%	15.9%	64.1%	26.7%	37.4%	90.9%
AB	13970	13441	5851	2277	8871	3913	4958	13651
%V	26.4%	26.5%	27.8%	27.1%	26.1%	27.6%	25.0%	28.4%
%H		96.2%	41.9%	16.3%	63.5%	28.0%	35.5%	97.7%
C1	15231	14416	5954	2544	9633	4148	5485	14351
%V	28.7%	28.5%	28.3%	30.3%	28.3%	29.3%	27.7%	29.8%
%H		94.6%	39.1%	16.7%	63.2%	27.2%	36.0%	94.2%
C2	11338	11002	4871	1891	7477	3447	4030	10340
%V	21.4%	21.7%	23.2%	22.5%	22.0%	24.4%	20.3%	21.5%
%H		97.0%	43.0%	16.7%	65.9%	30.4%	35.5%	91.2%
D	7984	7546	3040	1155	4905	1853	3052	6894
%V	15.1%	14.9%	14.4%	13.7%	14.4%	13.1%	15.4%	14.3%
%H		94.5%	38.1%	14.5%	61.4%	23.2%	38.2%	86.3%
E	4464	4255	1325	534	3094	794	2300	2913
%V	8.4%	8.4%	6.3%	6.4%	9.1%	5.6%	11.6%	6.0%
%H		95.3%	29.7%	12.0%	69.3%	17.8%	51.5%	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
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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+)	52988	50660	21041	8401	33979	14154	19825	48149
%H		95.6%	39.7%	15.9%	64.1%	26.7%	37.4%	90.9%
Working full time	25589	24395	10981	4495	15137	7093	8045	24984
%V	48.3%	48.2%	52.2%	53.5%	44.5%	50.1%	40.6%	51.9%
%H		95.3%	42.9%	17.6%	59.2%	27.7%	31.4%	97.6%
Working part time	5335	5159	2283	872	3464	1582	1882	5151
%V	10.1%	10.2%	10.9%	10.4%	10.2%	11.2%	9.5%	10.7%
%H		96.7%	42.8%	16.3%	64.9%	29.7%	35.3%	96.6%
Not working	22064	21106	7777	3034	15378	5479	9899	18014
%V	41.6%	41.7%	37.0%	36.1%	45.3%	38.7%	49.9%	37.4%
%H		95.7%	35.2%	13.8%	69.7%	24.8%	44.9%	81.6%
Houseperson	28453	27124	10493	4153	18597	6882	11715	24633
%V	53.7%	53.5%	49.9%	49.4%	54.7%	48.6%	59.1%	51.2%
%H		95.3%	36.9%	14.6%	65.4%	24.2%	41.2%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25929	24602	10381	4138	16310	6997	9313	23739
%H		94.9%	40.0%	16.0%	62.9%	27.0%	35.9%	91.6%
16 - 19	1376	1319	602	273	846	434	412	1360
%V	5.3%	5.4%	5.8%	6.6%	5.2%	6.2%	4.4%	5.7%
%H		95.9%	43.8%	19.8%	61.5%	31.5%	29.9%	98.8%
20 - 24	2024	1781	708	347	1092	516	576	1987
%V	7.8%	7.2%	6.8%	8.4%	6.7%	7.4%	6.2%	8.4%
%H		88.0%	35.0%	17.1%	54.0%	25.5%	28.5%	98.2%
25 - 34	4486	4027	1627	661	2316	945	1371	4360
%V	17.3%	16.4%	15.7%	16.0%	14.2%	13.5%	14.7%	18.4%
%H		89.8%	36.3%	14.7%	51.6%	21.1%	30.6%	97.2%
35 - 44	4135	3886	1777	676	2274	1024	1249	4010
%V	15.9%	15.8%	17.1%	16.3%	13.9%	14.6%	13.4%	16.9%
%H		94.0%	43.0%	16.3%	55.0%	24.8%	30.2%	97.0%
45 - 54	4495	4353	2037	808	2830	1360	1470	4283
%V	17.3%	17.7%	19.6%	19.5%	17.4%	19.4%	15.8%	18.0%
%H		96.8%	45.3%	18.0%	63.0%	30.3%	32.7%	95.3%
55 - 64	3929	3830	1630	673	2729	1214	1515	3610
%V	15.2%	15.6%	15.7%	16.3%	16.7%	17.4%	16.3%	15.2%
%H		97.5%	41.5%	17.1%	69.5%	30.9%	38.6%	91.9%
65+	5485	5407	2000	701	4224	1503	2720	4129
%V	21.2%	22.0%	19.3%	16.9%	25.9%	21.5%	29.2%	17.4%
%H		98.6%	36.5%	12.8%	77.0%	27.4%	49.6%	75.3%

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
Oct 2017 - Sep 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+)		25929	24602	10381	4138	16310	6997	9313	23739
	%H		94.9%	40.0%	16.0%	62.9%	27.0%	35.9%	91.6%
AB		7042	6750	2955	1133	4442	1981	2461	6896
	%V	27.2%	27.4%	28.5%	27.4%	27.2%	28.3%	26.4%	29.0%
	%H		95.9%	42.0%	16.1%	63.1%	28.1%	34.9%	97.9%
C1		7049	6622	2836	1222	4316	1976	2340	6742
	%V	27.2%	26.9%	27.3%	29.5%	26.5%	28.2%	25.1%	28.4%
	%H		93.9%	40.2%	17.3%	61.2%	28.0%	33.2%	95.6%
C2		6100	5880	2576	1012	3993	1838	2155	5499
	%V	23.5%	23.9%	24.8%	24.5%	24.5%	26.3%	23.1%	23.2%
	%H		96.4%	42.2%	16.6%	65.5%	30.1%	35.3%	90.1%
D		3835	3580	1459	559	2264	869	1395	3373
	%V	14.8%	14.6%	14.1%	13.5%	13.9%	12.4%	15.0%	14.2%
	%H		93.4%	38.0%	14.6%	59.0%	22.7%	36.4%	88.0%
E		1903	1770	554	212	1295	333	962	1230
	%V	7.3%	7.2%	5.3%	5.1%	7.9%	4.8%	10.3%	5.2%
	%H		93.0%	29.1%	11.1%	68.1%	17.5%	50.6%	64.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Oct 2017 - Sep 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+)	25929	24602	10381	4138	16310	6997	9313	23739
%H		94.9%	40.0%	16.0%	62.9%	27.0%	35.9%	91.6%
Working full time	15414	14641	6642	2650	9062	4274	4788	15016
%V	59.4%	59.5%	64.0%	64.0%	55.6%	61.1%	51.4%	63.3%
%H		95.0%	43.1%	17.2%	58.8%	27.7%	31.1%	97.4%
Working part time	1160	1090	452	174	736	310	426	1087
%V	4.5%	4.4%	4.4%	4.2%	4.5%	4.4%	4.6%	4.6%
%H		94.0%	39.0%	15.0%	63.4%	26.7%	36.7%	93.7%
Not working	9355	8871	3287	1315	6513	2413	4100	7636
%V	36.1%	36.1%	31.7%	31.8%	39.9%	34.5%	44.0%	32.2%
%H		94.8%	35.1%	14.1%	69.6%	25.8%	43.8%	81.6%
Houseperson	6398	5811	1903	798	4078	1234	2844	5035
%V	24.7%	23.6%	18.3%	19.3%	25.0%	17.6%	30.5%	21.2%
%H		90.8%	29.7%	12.5%	63.7%	19.3%	44.5%	78.7%

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

Oct 2017 - Sep 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+)	27058	26057	10660	4262	17669	7157	10512	24410
%H		96.3%	39.4%	15.8%	65.3%	26.5%	38.8%	90.2%
16 - 19	1231	1179	554	224	757	384	373	1216
%V	4.5%	4.5%	5.2%	5.3%	4.3%	5.4%	3.5%	5.0%
%H		95.8%	45.0%	18.2%	61.5%	31.2%	30.3%	98.8%
20 - 24	2019	1784	653	296	1141	449	692	1977
%V	7.5%	6.8%	6.1%	6.9%	6.5%	6.3%	6.6%	8.1%
%H		88.4%	32.3%	14.7%	56.5%	22.2%	34.3%	97.9%
25 - 34	4464	4136	1727	700	2401	991	1410	4361
%V	16.5%	15.9%	16.2%	16.4%	13.6%	13.8%	13.4%	17.9%
%H		92.7%	38.7%	15.7%	53.8%	22.2%	31.6%	97.7%
35 - 44	4224	4063	1907	717	2416	1116	1301	4135
%V	15.6%	15.6%	17.9%	16.8%	13.7%	15.6%	12.4%	16.9%
%H		96.2%	45.1%	17.0%	57.2%	26.4%	30.8%	97.9%
45 - 54	4642	4543	2105	863	3016	1469	1547	4506
%V	17.2%	17.4%	19.7%	20.2%	17.1%	20.5%	14.7%	18.5%
%H		97.9%	45.3%	18.6%	65.0%	31.6%	33.3%	97.1%
55 - 64	4075	4009	1705	719	2856	1266	1590	3818
%V	15.1%	15.4%	16.0%	16.9%	16.2%	17.7%	15.1%	15.6%
%H		98.4%	41.8%	17.6%	70.1%	31.1%	39.0%	93.7%
65+	6401	6343	2008	744	5082	1483	3599	4397
%V	23.7%	24.3%	18.8%	17.5%	28.8%	20.7%	34.2%	18.0%
%H		99.1%	31.4%	11.6%	79.4%	23.2%	56.2%	68.7%

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

Oct 2017 - Sep 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+)		27058	26057	10660	4262	17669	7157	10512	24410
	%H		96.3%	39.4%	15.8%	65.3%	26.5%	38.8%	90.2%
AB		6928	6690	2896	1143	4429	1931	2497	6755
	%V	25.6%	25.7%	27.2%	26.8%	25.1%	27.0%	23.8%	27.7%
	%H		96.6%	41.8%	16.5%	63.9%	27.9%	36.0%	97.5%
C1		8182	7794	3118	1322	5317	2172	3145	7610
	%V	30.2%	29.9%	29.2%	31.0%	30.1%	30.3%	29.9%	31.2%
	%H		95.3%	38.1%	16.2%	65.0%	26.5%	38.4%	93.0%
C2		5239	5122	2295	879	3484	1609	1874	4842
	%V	19.4%	19.7%	21.5%	20.6%	19.7%	22.5%	17.8%	19.8%
	%H		97.8%	43.8%	16.8%	66.5%	30.7%	35.8%	92.4%
D		4149	3966	1581	597	2640	984	1656	3522
	%V	15.3%	15.2%	14.8%	14.0%	14.9%	13.7%	15.8%	14.4%
	%H		95.6%	38.1%	14.4%	63.6%	23.7%	39.9%	84.9%
E		2560	2485	770	322	1800	461	1339	1683
	%V	9.5%	9.5%	7.2%	7.6%	10.2%	6.4%	12.7%	6.9%
	%H		97.1%	30.1%	12.6%	70.3%	18.0%	52.3%	65.7%

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
Oct 2017 - Sep 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+)	27058	26057	10660	4262	17669	7157	10512	24410
%H		96.3%	39.4%	15.8%	65.3%	26.5%	38.8%	90.2%
Working full time	10174	9753	4339	1845	6075	2819	3257	9968
%V	37.6%	37.4%	40.7%	43.3%	34.4%	39.4%	31.0%	40.8%
%H		95.9%	42.6%	18.1%	59.7%	27.7%	32.0%	98.0%
Working part time	4174	4070	1831	698	2729	1272	1456	4064
%V	15.4%	15.6%	17.2%	16.4%	15.4%	17.8%	13.9%	16.6%
%H		97.5%	43.9%	16.7%	65.4%	30.5%	34.9%	97.4%
Not working	12709	12235	4489	1719	8865	3066	5799	10378
%V	47.0%	47.0%	42.1%	40.3%	50.2%	42.8%	55.2%	42.5%
%H		96.3%	35.3%	13.5%	69.8%	24.1%	45.6%	81.7%
Houseperson	22056	21313	8590	3355	14519	5648	8872	19598
%V	81.5%	81.8%	80.6%	78.7%	82.2%	78.9%	84.4%	80.3%
%H		96.6%	38.9%	15.2%	65.8%	25.6%	40.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Age of houseperson
 Size of household
 Presence of children
 Social grade
 Age
 Sex
 Working status (adults)
 Terminal age of education
 Number of sets
 Set characteristics

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 Oct 2017 and Sep 2018

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis								Oct 2017 - Sep 2018							
	Total Network		BBC London		BBC South East		BBC Midlands		BBC East		BBC West		BBC South-West		
Addresses Issued	85042		19648		2575		9968		4540		2313		2635		
Shop / Business	1223		361		42		140		60		43		33		
Demolished / Incomplete	117		34		5		8		14		1		5		
Empty	6669		1233		118		745		279		120		122		
Holiday Home	747		53		33		26		42		19		80		
Other Non Effective	1376		219		56		171		145		27		55		
Eligible Addresses	74910		17748		2321		8878		4000		2103		2340		
Substitute Addresses	9792		1051		531		208		280		474		484		
Multiple Occupancy Addresses	896		665		27		24		9		14		17		
Total Additional Households	10688		1716		558		232		289		488		501		
Total Valid Households	85409		20218		2596		9884		4540		2325		2637		
	100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		
Non Contacts	5469		1619		155		588		357		137		195		
	6.4%		8.0%		6.0%		5.9%		7.9%		5.9%		7.4%		
No English Spoken	386		135		7		45		22		6		4		
	0.5%		0.7%		0.3%		0.5%		0.5%		0.3%		0.2%		
Refusals	25149		7025		750		2740		1478		606		914		
	29.4%		34.7%		28.9%		27.7%		32.6%		26.1%		34.7%		
Total Interviews	54402		11439		1684		6510		2683		1576		1524		
	63.7%		56.6%		64.9%		65.9%		59.1%		67.8%		57.8%		

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4457	4997	3819	8751	8261	5471	7607
Shop/Business	43	52	52	100	122	81	94
Demolished / Incomplete	10	2	6	6	10	9	7
Empty	292	348	406	1108	803	346	749
Holiday Home	46	21	56	38	171	37	125
Holiday Home	94	68	40	188	89	98	126
Other Non Effective	3972	4506	3259	7311	7066	4900	6506
Eligible Addresses	552	1418	1151	553	1037	1805	248
Substitute Addresses	18	7	12	31	25	7	40
Multiple Occupancy Addresses	570	1425	1163	584	1062	1812	288
Total Additional Households	4464	4996	3823	8641	8242	5460	7583
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	277	158	215	427	329	334	678
	6.2%	3.2%	5.6%	4.9%	4.0%	6.1%	8.9%
No English Spoken	17	28	14	28	30	33	17
	0.4%	0.6%	0.4%	0.3%	0.4%	0.6%	0.2%
Refusals	1560	1503	1061	2019	2260	1653	1580
	34.9%	30.1%	27.8%	23.4%	27.4%	30.3%	20.8%
Total Interviews	2610	3307	2533	6167	5623	3440	5306
	58.5%	66.2%	66.3%	71.4%	68.2%	63.0%	70.0%

Response Analysis:		Oct 2017 - Sep 2018					
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	84,854	20091	9975	8686	5213	2868	7687
Shop / Business	1,223	366	140	100	58	38	116
Demolished / Incomplete	117	39	8	6	2	2	9
Empty	6,669	1262	741	1126	355	237	733
Holiday Home	747	62	26	26	25	13	139
Other Non Effective	1,376	221	177	185	79	14	83
Eligible Addresses	74,722	18141	8883	7243	4694	2564	6607
Substitute Addresses	9,792	1850	1054	1423	511	299	539
Multiple Occupancy Addresses	896	665	24	31	16	3	25
Total Additional Households	10,688	2515	1078	1454	527	302	564
Total Valid Households	85,409	20656	9961	8697	5220	2866	7672
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	5,266	1539	575	394	181	142	318
	6.2%	7.5%	5.8%	4.5%	3.5%	5.0%	4.1%
No English Spoken	547	181	61	45	28	18	32
	0.6%	0.9%	0.6%	0.5%	0.5%	0.6%	0.4%
Refusals	27,339	7821	3010	2230	1719	902	2293
	32.0%	37.9%	30.2%	25.6%	32.9%	31.5%	29.9%
Total Interviews	49,941	10743	6105.9	5788.9	3225.8	1776.1	4836
	58.5%	52.0%	61.3%	66.6%	61.8%	62.0%	63.0%

	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	6632	4621	2485	5471	1327	2191	7607
	80	62	32	81	14	42	94
Shop/Business	10	14	4	9	5	2	7
Demolished / Incomplete	386	281	110	346	224	119	749
Empty	71	41	79	37	83	20	125
Holiday Home	150	151	44	98	22	26	126
Other Non Effective	5935	4072	2216	4900	979	1982	6506
Eligible Addresses	254	553	339	207	1037	1040	686
Substitute Addresses	53	9	9	7	0	14	40
Multiple Occupancy Addresses	307	562	348	214	1037	1054	726
Total Additional Households	6674	4620	2479	5460	1318	2203	7583
Total Valid Households	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	422	340	182	349	49	128	647
Non Contacts	6.3%	7.4%	7.3%	6.4%	3.7%	5.8%	8.5%
	31	25	8	58	7	12	41
No English Spoken	0.5%	0.5%	0.3%	1.1%	0.5%	0.5%	0.5%
	2366	1615	944	1773	329	610	1727
Refusals	35.5%	35.0%	38.1%	32.5%	25.0%	27.7%	22.8%
	3758.4	2583.4	1365.5	3197.9	958	1442	4930.9
Total Interviews	56.3%	55.9%	55.1%	58.6%	72.7%	65.5%	65.0%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

In the report tables, working F/T is defined as those working 30 or more hours per week while working P/T is defined as those working between 8 and 29 hours per week (the working category in the projected tables include those working 8 or more hours per week). Adults and 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 Oct 2017 to Sep 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	54471	52325
All Sets	105698	105698
All Individuals	133610	128914
Children 0-15	25948	25237
All Adults	107662	103677
Adult Males	52316	50131
Adult Females	55346	53546

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11439	10668
All Sets	19554	19554
All Individuals	30281	28436
Children 0-15	6313	6016
All Adults	23968	22420
Adult Males	11714	10876
Adult Females	12254	11544

BBC South-East	All Households	Total TV Households
All Households	1684	1631
All Sets	3441	3441
All Individuals	4239	4135
Children 0-15	800	789
All Adults	3439	3346
Adult Males	1639	1588
Adult Females	1800	1758

BBC Midlands	All Households	Total TV Households
All Households	6536	6313
All Sets	12799	12799
All Individuals	16333	15826
Children 0-15	3241	3146
All Adults	13092	12680
Adult Males	6343	6112
Adult Females	6749	6568

BBC East	All Households	Total TV Households
All Households	2683	2604
All Sets	5315	5315
All Individuals	6614	6446
Children 0-15	1277	1251
All Adults	5337	5195
Adult Males	2606	2530
Adult Females	2731	2665

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1576	1526
All Sets	3177	3177
All Individuals	3847	3753
Children 0-15	731	721
All Adults	3116	3032
Adult Males	1549	1504
Adult Females	1567	1528

BBC South-West	All Households	Total TV Households
All Households	1524	1480
All Sets	3076	3076
All Individuals	3581	3493
Children 0-15	631	618
All Adults	2950	2875
Adult Males	1408	1370
Adult Females	1542	1505

BBC South	All Households	Total TV Households
All Households	2610	2502
All Sets	4917	4917
All Individuals	6491	6219
Children 0-15	1258	1234
All Adults	5233	4985
Adult Males	2573	2425
Adult Females	2660	2560

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3307	3210
All Sets	6547	6547
All Individuals	7881	7670
Children 0-15	1525	1485
All Adults	6356	6185
Adult Males	3078	2975
Adult Females	3278	3210

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2533	2485
All Sets	5457	5457
All Individuals	5985	5881
Children 0-15	1079	1068
All Adults	4906	4813
Adult Males	2365	2313
Adult Females	2541	2500

BBC North-West	All Households	Total TV Households
All Households	6210	5994
All Sets	12547	12547
All Individuals	15164	14693
Children 0-15	2975	2895
All Adults	12189	11798
Adult Males	5941	5722
Adult Females	6248	6076

BBC Scotland	All Households	Total TV Households
All Households	5623	5400
All Sets	11228	11228
All Individuals	12561	12167
Children 0-15	2183	2143
All Adults	10378	10024
Adult Males	4999	4810
Adult Females	5379	5214

BBC Ulster	All Households	Total TV Households
All Households	3440	3353
All Sets	6859	6859
All Individuals	8508	8337
Children 0-15	1710	1685
All Adults	6798	6652
Adult Males	3346	3266
Adult Females	3452	3386

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5306	5159
All Sets	10781	10781
All Individuals	12125	11858
Children 0-15	2225	2186
All Adults	9900	9672
Adult Males	4755	4640
Adult Females	5145	5032

BBC Midlands West	All Households	Total TV Households
All Households	4459	4329
All Sets	8936	8936
All Individuals	11041	10753
Children 0-15	2175	2121
All Adults	8866	8632
Adult Males	4263	4136
Adult Females	4603	4496

BBC Midlands East	All Households	Total TV Households
All Households	2077	1984
All Sets	3863	3863
All Individuals	5292	5073
Children 0-15	1066	1025
All Adults	4226	4048
Adult Males	2080	1976
Adult Females	2146	2072

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11693	10911
All Sets	20074	20074
All Individuals	31033	29157
Children 0-15	6484	6186
All Adults	24549	22971
Adult Males	12005	11150
Adult Females	12544	11821

ITV Midlands	All Households	Total TV Households
All Households	6593	6365
All Sets	12913	12913
All Individuals	16515	15995
Children 0-15	3284	3186
All Adults	13231	12809
Adult Males	6416	6181
Adult Females	6815	6628

ITV North-West	All Households	Total TV Households
All Households	6254	6046
All Sets	12673	12673
All Individuals	15260	14803
Children 0-15	2988	2909
All Adults	12272	11894
Adult Males	5974	5760
Adult Females	6298	6134

ITV Yorkshire	All Households	Total TV Households
All Households	3435	3334
All Sets	6813	6813
All Individuals	8177	7955
Children 0-15	1580	1538
All Adults	6597	6417
Adult Males	3203	3092
Adult Females	3394	3325

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1866	1834
All Sets	4097	4097
All Individuals	4451	4381
Children 0-15	822	815
All Adults	3629	3566
Adult Males	1741	1711
Adult Females	1888	1855

ITV Central Scotland	All Households	Total TV Households
All Households	3708	3566
All Sets	7465	7465
All Individuals	8409	8144
Children 0-15	1506	1476
All Adults	6903	6668
Adult Males	3308	3184
Adult Females	3595	3484

ITV North Scotland	All Households	Total TV Households
All Households	1495	1434
All Sets	2952	2952
All Individuals	3253	3159
Children 0-15	549	543
All Adults	2704	2616
Adult Males	1330	1280
Adult Females	1374	1336

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	4042	3889
All Sets	7890	7890
All Individuals	10012	9663
Children 0-15	1876	1842
All Adults	8136	7821
Adult Males	3929	3745
Adult Females	4207	4076

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2758	2685
All Sets	5474	5474
All Individuals	6732	6580
Children 0-15	1298	1276
All Adults	5434	5304
Adult Males	2652	2582
Adult Females	2782	2722

ITV South West	All Households	Total TV Households
All Households	1427	1386
All Sets	2859	2859
All Individuals	3357	3275
Children 0-15	606	594
All Adults	2751	2681
Adult Males	1320	1284
Adult Females	1431	1397

ITV Ulster	All Households	Total TV Households
All Households	3440	3353
All Sets	6859	6859
All Individuals	8508	8337
Children 0-15	1710	1685
All Adults	6798	6652
Adult Males	3346	3266
Adult Females	3452	3386

ITV Border	All Households	Total TV Households
All Households	963	924
All Sets	1884	1884
All Individuals	2131	2061
Children 0-15	323	316
All Adults	1808	1745
Adult Males	863	830
Adult Females	945	915

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1491	1439
All Sets	2964	2964
All Individuals	3647	3546
Children 0-15	697	685
All Adults	2950	2861
Adult Males	1474	1426
Adult Females	1476	1435

ITV HTV Wales	All Households	Total TV Households
All Households	5306	5159
All Sets	10781	10781
All Individuals	12125	11858
Children 0-15	2225	2186
All Adults	9900	9672
Adult Males	4755	4640
Adult Females	5145	5032

ITV Channel Islands	All Households	Total TV Households
All Households	97	94
All Sets	217	217
All Individuals	224	218
Children 0-15	25	24
All Adults	199	194
Adult Males	88	86
Adult Females	111	108

ITV Midlands West	All Households	Total TV Households
All Households	4558	4423
All Sets	9129	9129
All Individuals	11320	11019
Children 0-15	2238	2181
All Adults	9082	8838
Adult Males	4369	4238
Adult Females	4713	4600

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2035	1942
All Sets	3784	3784
All Individuals	5195	4976
Children 0-15	1046	1005
All Adults	4149	3971
Adult Males	2047	1943
Adult Females	2102	2028

ITV Scotland	All Households	Total TV Households
All Households	5203	5000
All Sets	10417	10417
All Individuals	11662	11303
Children 0-15	2055	2019
All Adults	9607	9284
Adult Males	4638	4464
Adult Females	4969	4820

ITV Wales & West	All Households	Total TV Households
All Households	6797	6598
All Sets	13745	13745
All Individuals	15772	15404
Children 0-15	2922	2871
All Adults	12850	12533
Adult Males	6229	6066
Adult Females	6621	6467

ITV West Macro	All Households	Total TV Households
All Households	8224	7984
All Sets	16604	16604
All Individuals	19129	18679
Children 0-15	3528	3465
All Adults	15601	15214
Adult Males	7549	7350
Adult Females	8052	7864

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	14817	14349
All Sets	29517	29517
All Individuals	35644	34674
Children 0-15	6812	6651
All Adults	28832	28023
Adult Males	13965	13531
Adult Females	14867	14492

ITV South & South East	All Households	Total TV Households
All Households	3945	3795
All Sets	7673	7673
All Individuals	9788	9445
Children 0-15	1851	1818
All Adults	7937	7627
Adult Males	3841	3659
Adult Females	4096	3968

ITV South East Macro	All Households	Total TV Households
All Households	6800	6574
All Sets	13364	13364
All Individuals	16744	16243
Children 0-15	3174	3118
All Adults	13570	13125
Adult Males	6581	6327
Adult Females	6989	6798

North Macro	All Households	Total TV Households
All Households	12518	12138
All Sets	25467	25467
All Individuals	30019	29200
Children 0-15	5713	5578
All Adults	24306	23622
Adult Males	11781	11393
Adult Females	12525	12229

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5301	5168
All Sets	10910	10910
All Individuals	12628	12336
Children 0-15	2402	2353
All Adults	10226	9983
Adult Males	4944	4803
Adult Females	5282	5180

ITV North-West / Border Macro	All Households	Total TV Households
All Households	7217	6970
All Sets	14557	14557
All Individuals	17391	16864
Children 0-15	3311	3225
All Adults	14080	13639
Adult Males	6837	6590
Adult Females	7243	7049

S4C	All Households	Total TV Households
All Households	5306	5159
All Sets	10781	10781
All Individuals	12125	11858
Children 0-15	2225	2186
All Adults	9900	9672
Adult Males	4755	4640
Adult Females	5145	5032

C4/Five South Macro Region	All Households	Total TV Households
All Households	15024	14558
All Sets	29968	29968
All Individuals	35873	34922
Children 0-15	6702	6583
All Adults	29171	28339
Adult Males	14130	13677
Adult Females	15041	14662

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11555	11214
All Sets	23583	23583
All Individuals	27888	27139
Children 0-15	5390	5262
All Adults	22498	21877
Adult Males	10918	10563
Adult Females	11580	11314

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	6166	5924
All Sets	12301	12301
All Individuals	13793	13364
Children 0-15	2378	2335
All Adults	11415	11029
Adult Males	5501	5294
Adult Females	5914	5735

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 (Sep 2018)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 55.3

Date: 18/07/2018

Internal Use

Status: FINAL

Prepared for fieldwork month: Sep 2018

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Version Control

Changes included in this version:

Section	Question No	Description of changes to this version
10 - Recruitment	R24	Additional statement
	TYL	Additional statement

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	

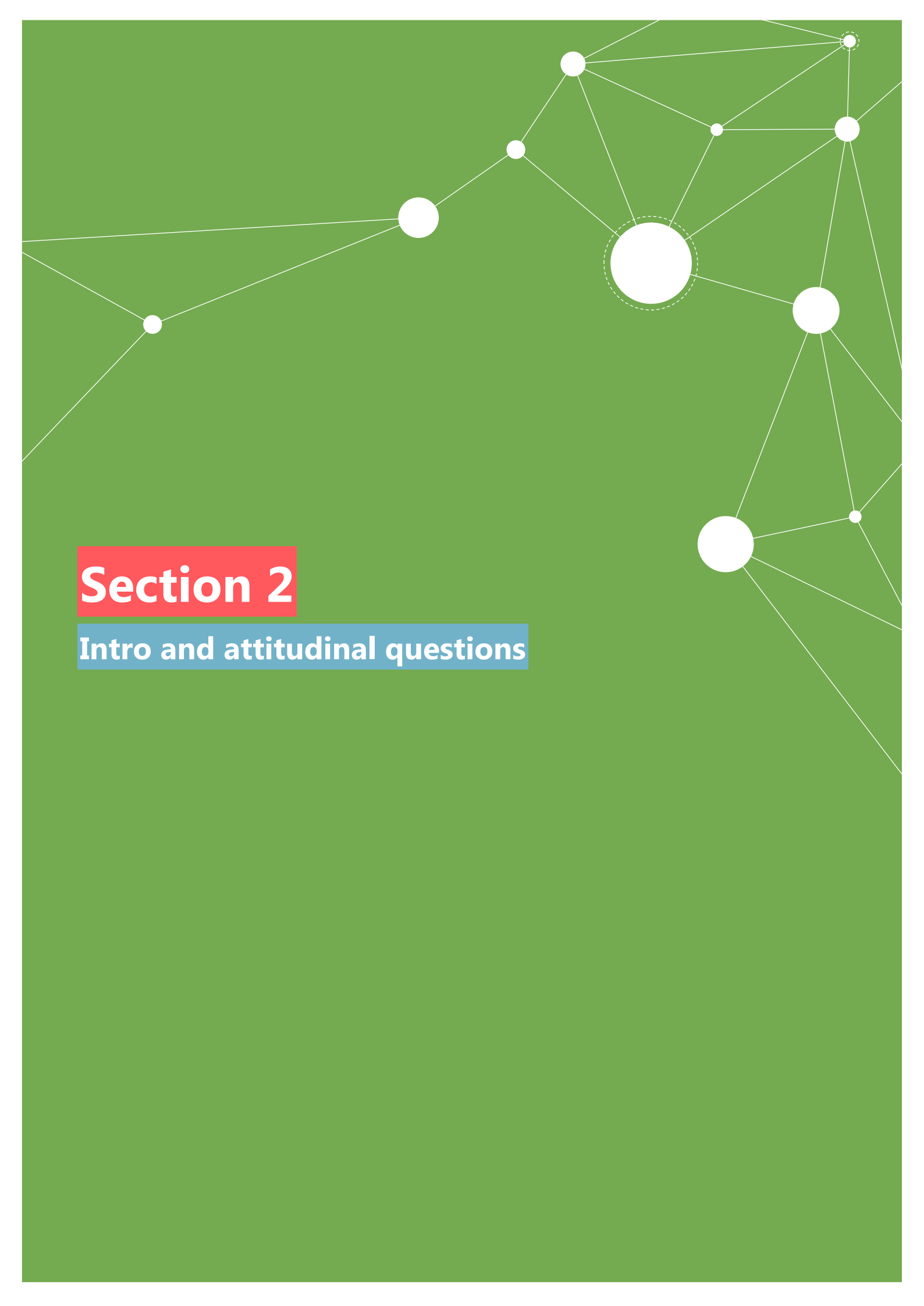
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

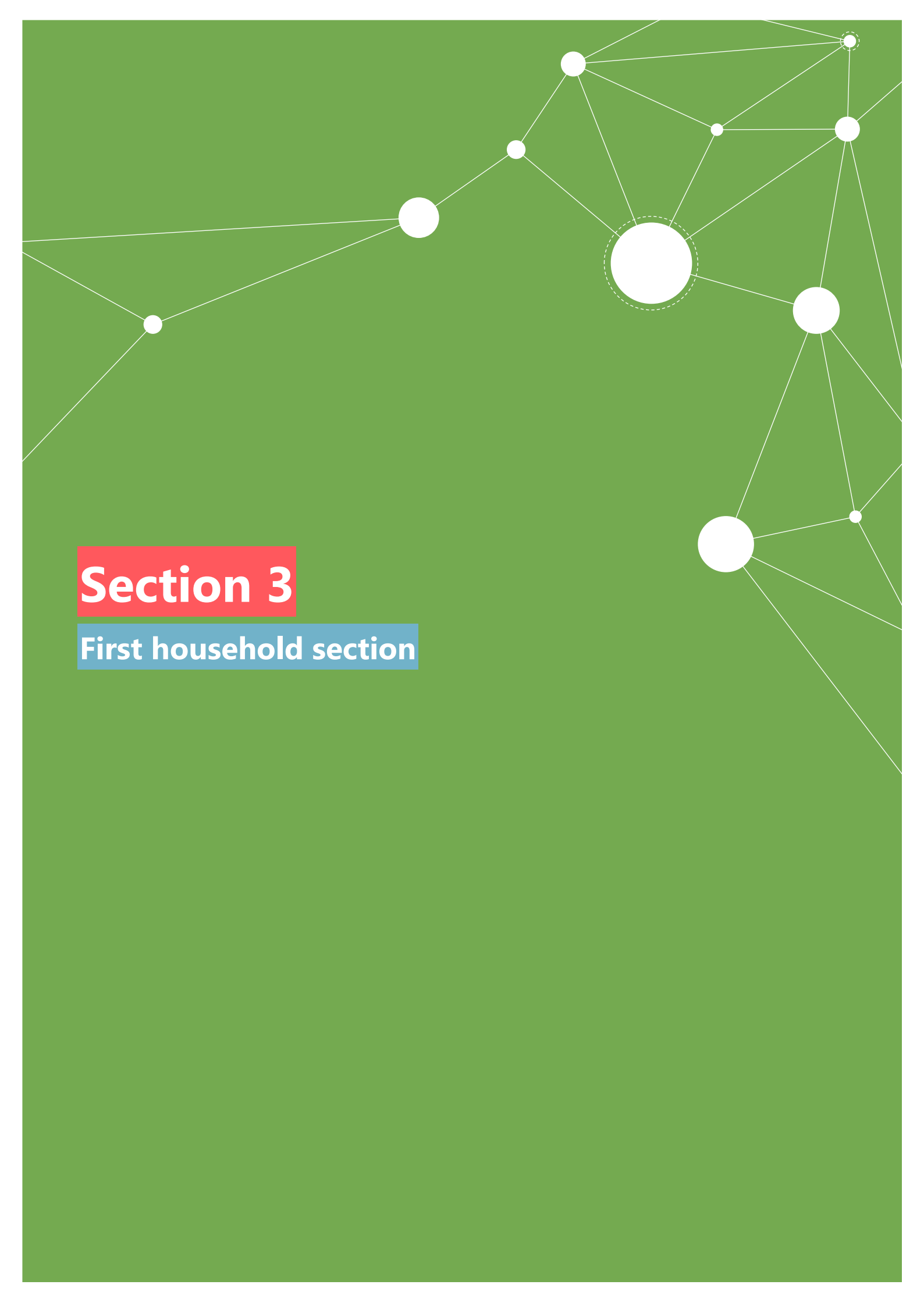
Intro and attitudinal questions

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



Section 3

First household section

First household section

ASK ALL		
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...	
H8	First of all how many TV sets are there in your household? Note: Please think of all the rooms in the household and include all TV sets WRITE IN (0-99) IF 0 GO TO H17 DK/Prefer not to say THANK AND CLOSE	NUM
ASK IF H8=DK/REF		
H8 TERM	INTERVIEWER NOTE: YOU HAVE CHOSEN DON'T KNOW (IF H8=DK)/ PREFER NOT TO SAY (IF H8=REF) – THIS WILL TERMINATE THE INTERVIEW, DO YOU WISH TO TERMINATE THE INTERVIEW? Yes – Terminate interview (go to) No – Go back to H8	SP
ASK IF ANY SETS IN HOME [H8>0]		
H64 intro	SINGLE SET: I'd now like to ask about the ways that your household is able to receive TV programmes... 2+ SETS: I'd now like to ask about the ways that your household is able to receive TV programmes on any TV set...	
ROTATE QUESTIONS: H64, H65, H66 (CREATE VARIABLE TO REPORT ORDER)		
ASK IF ANY SETS IN HOME [H8>0]		
H64	Do you receive TV programmes using cable? E.g. Virgin Media Note: this would mean that there is a cable running from your home to a cable network in the street through which you receive a TV signal Yes No	SP
ASK IF CABLE IN HOME [H64=1]		
H127	Do you pay a monthly subscription for your cable TV service? SP Yes No Don't know	
ASK IF ANY SETS IN HOME [H8>0]		
H65	Do you receive TV programmes using a satellite dish on the outside of your home? For example, Freesat or Sky Note: this would include any communal systems sometimes used in flats Yes No	SP
ASK IF ANY SETS IN HOME [H8>0]		
H66	Do you receive TV programmes using a TV aerial? This could include Freeview or YouView (<i>in NI only</i>) or Saorview Note: This could be fixed on the outside of your home or be an indoor or set-top aerial Yes No	SP

ASK IF ANY SETS IN HOME

[H8>0]

H112 SHOW SCREEN

MP

Do you receive TV programmes on any TV sets using a YouView, TalkTalk, BT TV, or Plusnet set top box?

Note: please code all that apply

Note: For a more detailed explanation of these set top boxes select further information

YouView
TalkTalk
BT TV
Plusnet
None of these (SP)
Further Information

ASK IF ANY SETS IN HOME

[H8>0]

H68 SHOW SCREEN

MP

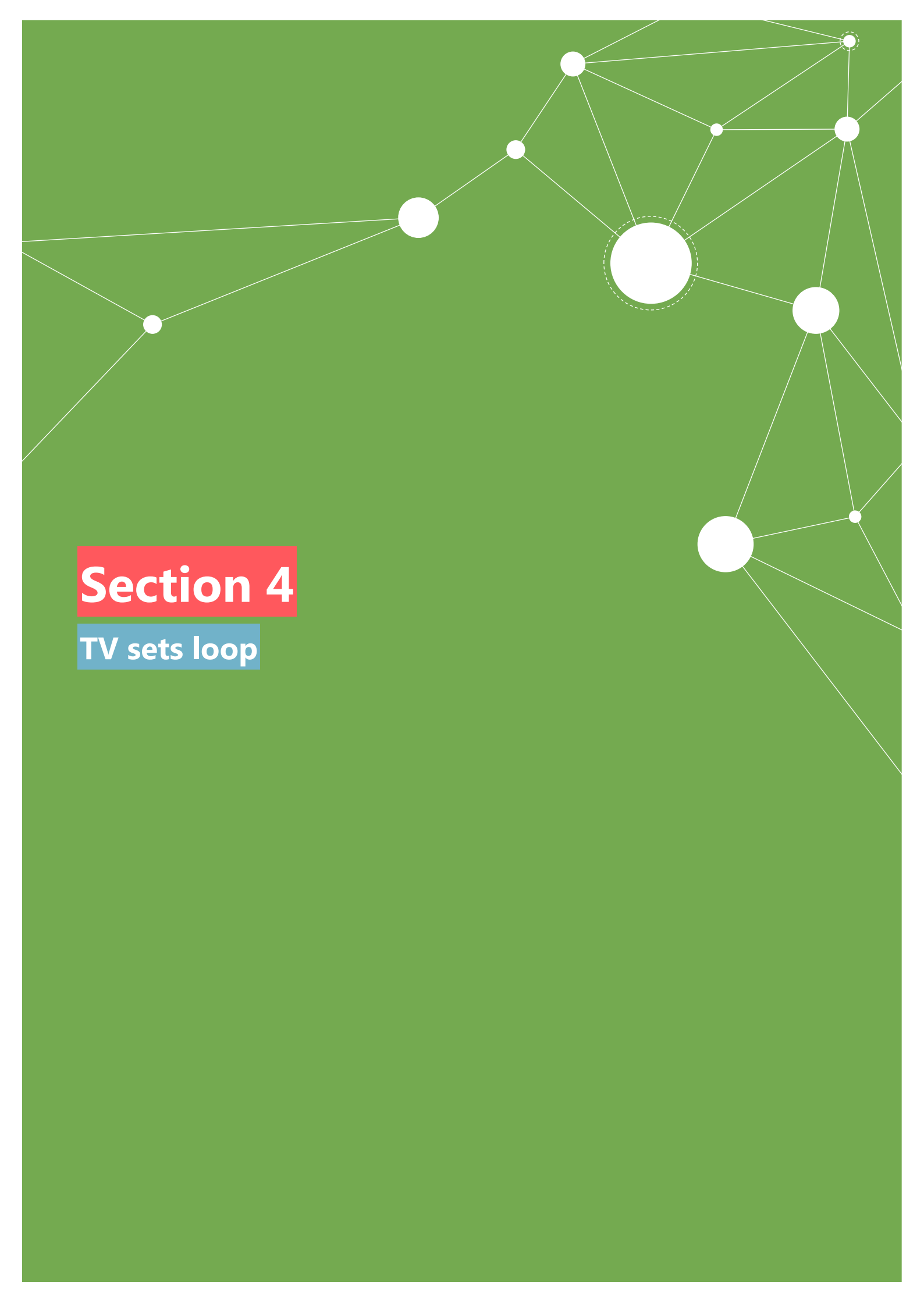
Do you receive TV programmes on any TV sets using any of the following methods?

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 box, stick 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 either via a cable or wirelessly
Other (Specify)
None of these
Further information



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	<u>SHOW SCREEN</u> In which room in your house is this TV set? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Other bedroom Second living/dining room Study/office TV room Conservatory Attic or loft room No specific location/frequently moved Stored away Other (WRITE IN)	SP

(END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

S5	What is the screen size in inches? By that I mean the diagonal measurement across the screen	NUM
	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 / - ROTATE TO MATCH ORDER OF H64, H65 AND H66 (KEEP S9A 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 1+ SET	
H8>=1	
S55a	Can you confirm that this set receives TV programmes from BT TV? SP IF BT TV IS THE ONLY PLATFORM CLAIM AT HH H112= BT TV(ONLY) AND H64 = NO AND H65 = NO AND H66 = NO AND H68= NONE OF THESE Does this set receive TV programmes from BT TV? IF BT TV CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112= BT TV 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 Does this set receive TV programmes from TalkTalk? IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112=TALKTALK AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM) Yes No	SP
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 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	SP
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 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	SP
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 H112 =PLUSNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE 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 H112 =PLUSNET AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP

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 either via a cable or wirelessly? SP

IF CONNECTION TO A COMPUTER OR TABLET/SMARTPHONE IS THE ONLY PLATFORM CLAIM AT HH

H68= COMPUTER/TABLET/SMARTPHONE (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H112 = NONE OF THESE

Does this set receive TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly?

IF CONNECTION TO A COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH

H68=COMPUTER/TABLET /SMARTPHONEAND (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**

S58a Can you confirm that this is a smart TV set which receives TV programmes using its own connection to the Internet SP

IF SMART TV WITH ITS OWN CONNECTION TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH

H68= DC TO INTERNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE

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

H68=DC TO INTERNET 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**

S74a Can you confirm that this set receives TV programmes using a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV SP

IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH

H68= STB OR DEVICE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE

Does this set receive TV programmes using a box, stick 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

H68= STB OR DEVICE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)

Yes

No

ASK IF SET RECEIVES TV BY USING A SET TOP BOX OR OTHER DEVICE**H74A=1**

S79	And which type of box, stick or other device do you connect to this TV set?	MP
	Amazon Fire / Fire Stick	
	Now TV / Now TV Stick / Roku	
	Apple TV	
	Other (Specify)	
	Don't know	

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

S59a	Can you confirm that this set receives TV programmes from another supplier: <H68 Other>? IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH <i>H68= OTHER (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</i>	SP
	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 <i>H68=OTHER AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	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: <u>SHOW SCREEN</u> DISPLAY AS APPROPRIATE: Cable (if S10a = Yes) Satellite (if S11a = Yes) A TV Aerial (if S9a = Yes) BT TV (if S55A = BT TV) 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 box, stick 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	SP
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S61 / S62 / S63 PERMIT EXTRA PLATFORMS TO BE CODED FOR ALL SETS

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)	
ASK IF ANOTHER METHOD ON SET CLAIMED [S60 = YES]	
S61	SHOW SCREEN MP Which other methods are used by this set? SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a=YES AND H64=YES Satellite CODE S11a=YES AND H65=YES An aerial (known as Freeview <i>(in NI only)</i> or Saorview) (ROUTE ON ANY AERIAL) CODE S9a=YES, H66=YES BT TV CODE S55a/b =YES AND H112= 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 box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV CODE S74a =YES AND H68=STB/DEVICE By connecting the TV set to a games console CODE S56a =YES AND H68=CONSOLE By connecting the TV set to a computer, tablet or smartphone CODE S57a =YES AND H68=COMPUTER Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a None of these Don't know
POST-CAPI RECODE H66-H68 AS DETAILED	
ASK IF NO PLATFORM CLAIMED ON SET NONE OF (S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A =YES]	
S62	ASK IF NO PLATFORM CLAIMED ON SET SP You have said this set does not receive TV programmes by any method, is this correct? Yes GO TO S51/38/52 THEN S2 No GO TO S63

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H56, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)		
ASK IF NO PLATFORMS CLAIMED ON SET [S62=NO]		
S63	<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 <i>(in NI only)</i> or Saorview) (ROUTE ON ANY AERIAL)		
CODE S9a=YES, H66=YES		
BT TV	CODE S55a =YES AND H112= 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 box, stick 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)		
Don't know	CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN	
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

ROTATE S69 and S68

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 OTHERSATELLITE CLAIM ON SET****[S70 = Yes]****S80**

MP

INTERVIEWER PLEASE CODE FROM LIST BELOW BASED ON VERBATIM GIVEN FOR OTHER SATELLITE

Polish satellite

Romanian satellite

Portuguese satellite

Italian satellite

Turkish satellite

Bulgarian satellite

Hungarian satellite

Lithuanian satellite

Indian satellite

Other Foreign satellite (Specify)

Sky

Freesat

Virgin Media

Freeview

BT TV

Now TV

Netflix

Satellite service provider not known

Other (Specify)

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 (*in NI only*) or Saorview HD? Freeview HD is the high definition service available from Freeview (*in NI only*) and Saorview HD is the high definition service available from Saorview**NOTE: For a more detailed explanation select further information**

- Yes
- No
- Don't know
- Further information

FORCE EDIT: SET DK TO NO

ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET [S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES]	
S73	<u>SHOW SCREEN</u> You have said this set is able to receive TV services via YouView (IF S67a=Yes) TalkTalk (IF S54a=Yes) BT 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 TV Yes - Plusnet No Don't know Further information
FORCE EDIT: SET DK TO NO	
ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET [S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES]	
S76	<u>SHOW SCREEN</u> [If 1 of these platforms] Do you receive HD channels via this set top box? [If 2+ of these platforms] Do you receive HD channels via any of these set top boxes? NOTE: For a more detailed explanation select further information [only list platforms received] Yes - YouView Yes - TalkTalk Yes - BT TV Yes - Plusnet No Don't know Further information
FORCE EDIT: SET DK TO NO	

ASK IF SET RECEIVES TV BY CONNECTING THE TV TO A COMPUTER, TBALET OR SMARTPHONE
[H57A=1 OR S61= COMP/TAB/PHONE OR S63= COMP/TAB/PHONE]

S78 (IF S9a ,S10a, S11a, S55a,S54a,S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have said this set is able to receive TV services via computer, tablet or smartphone. MP

In what way do you connect this TV set to a computer, tablet or smartphone?

- Wirelessly
- Via a Cable
- Other (Specify)
- Don't know

ASK IF SET RECEIVES TV BY USING A SET TOP BOX OR OTHER DEVICE
H74A=1 OR S61= BOX,STICK OR OTHER DEVICE OR S63= BOX,STICK OR OTHER DEVICE

S79 (IF S9a, S10a, S11a, S55a,S54a,S67a, S56a, S72a, S57a, S58a, S59a = YES) You have said this set is able to receive TV services via a box, stick or other device. MP

Which type of box, stick or other device do you connect to this TV set?

- Amazon Fire / Fire Stick
- Now TV / Now TV Stick / Roku
- Apple TV
- Other (Specify)
- Don't know

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 SP

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 (*in NI only*) or Saorview recorder
- (S73= YouView) YouView box
- (S73= TalkTalk) TalkTalk box
- (S73= BT) 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

ASK IF ANOTHER RECORDER CLAIMED
[S51=YES]

S38 **SHOW SCREEN** MP

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

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 SP
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

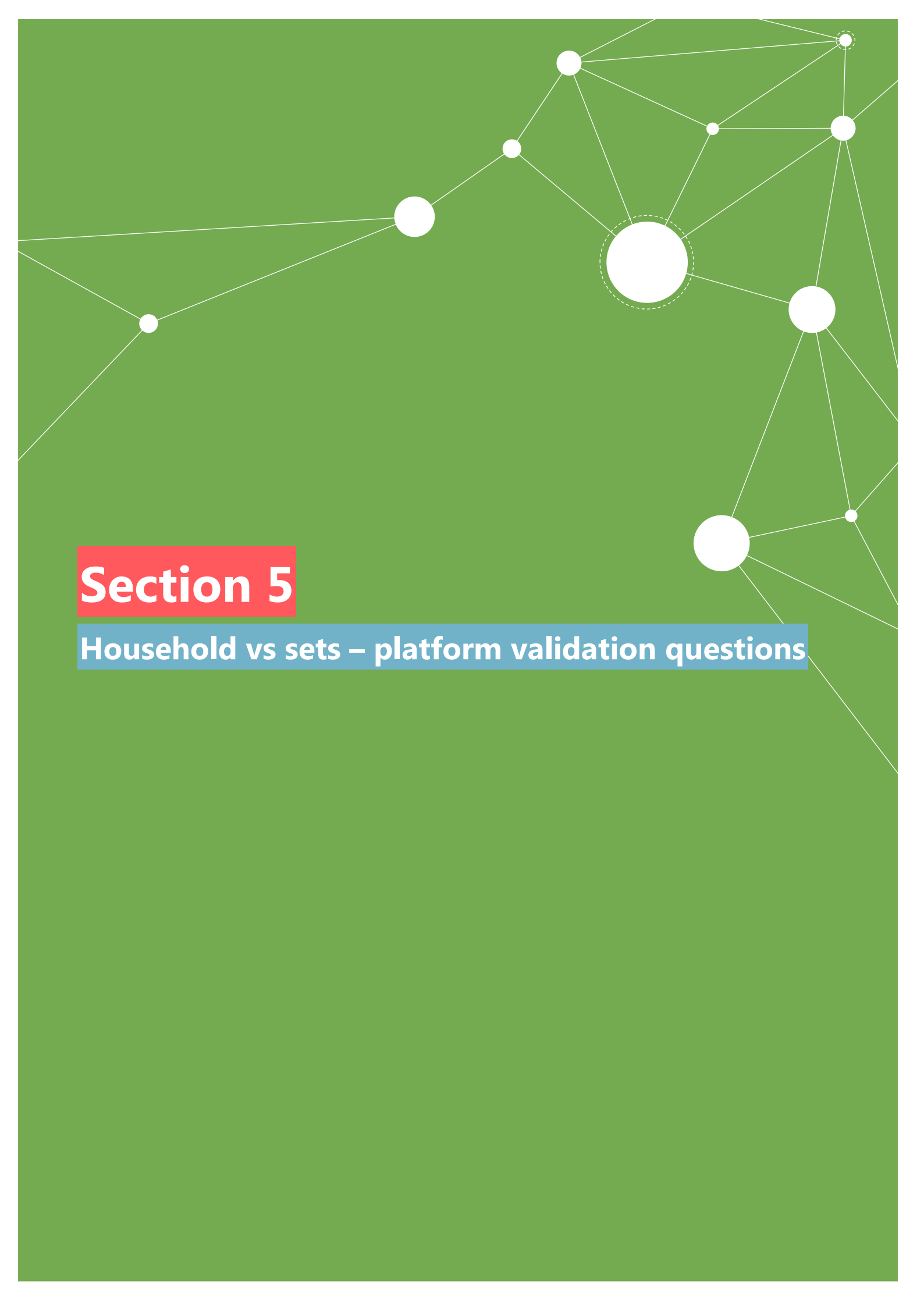
FORCE EDIT: SET DK TO NO**ASK FOR ANY SET WITH NO PLATFORM CLAIMS****[S62 = YES]**

S2 **SHOW SCREEN** SP

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

REPEAT ABOVE FOR ALL TV SETS



Section 5

Household vs sets – platform validation questions

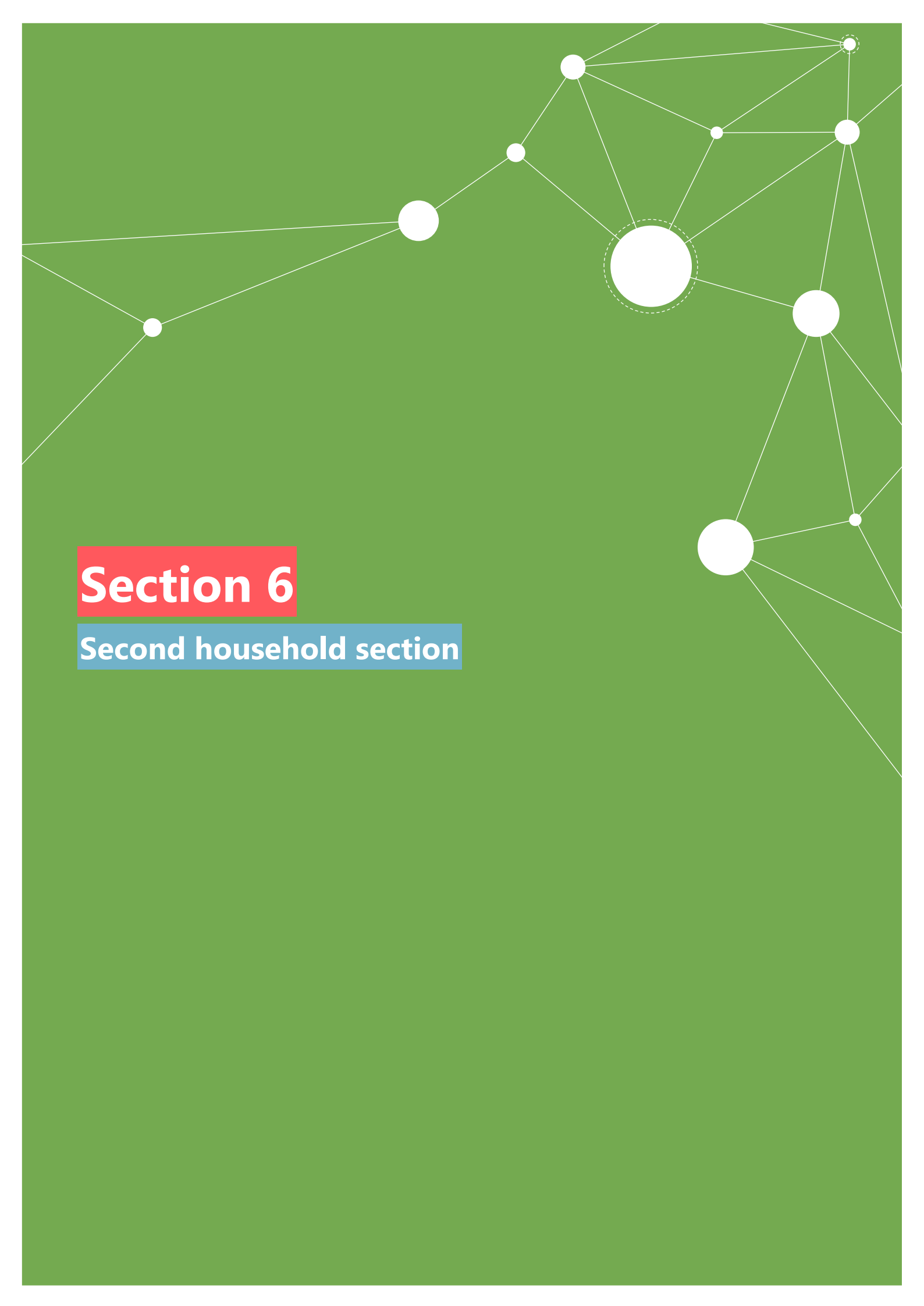
Household vs Sets – platform validation questions

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 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 TV CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL [H112 = BT TV AND S55A=NO (FOR ALL SETS)]]		
H91	You said that your household was able to access TV programmes from BT TV but no set has BT TV claimed. Are you able to access TV programmes via BT TV?	SP
	Yes	ASK H92
	No	
FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR BT		
ASK IF BT TV CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H91=YES]		
H92	Which of the sets you have mentioned receives TV programmes from BT TV?	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 box, stick 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 box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV? LIST ALL SETS WITH ROOM LOCATION	MP
	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

ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home? 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	SP
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 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	MP
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? Yes No Don't know	SP
ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	SHOW SCREEN What type of internet access is this? Fixed line internet access via a router or Wi-Fi 3G or 4G mobile phone 3G or 4G mobile internet device (such as a dongle) Tablet or Computer with a 3G or 4G data SIM card Dial-up using the home phone line Other (Specify) Don't know	MP
ASK IF BROADBAND CLAIM [H17=Yes OR H114=code 1-4]		
H129	SHOW SCREEN 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	MP

ASK ALL			
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads, 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	Set H101 to 01 Set H101 to 00 Set H101 to 00	SP
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 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) NUM 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)
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]	
ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 > 0]	
H58	SHOW SCREEN SP How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know
ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 > 0]	
H59	SHOW SCREEN SP How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know
ES ONLY NOT ESR	
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 > 0]	
H60	SHOW SCREEN SP How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know

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

ES ONLY NOT ESR											
ASK IF YOUVIEW / TALKTALK / BT / PLUSNET [S67a OR S54a OR S55a OR S72a = CODE 1]											
H125	<u>SHOW SCREEN</u>										
Does your											
[Only Include Platforms received]											
YouView											
TalkTalk											
BT TV											
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 TV											
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 OR READ OUT ALL OPTIONS</u>										
	MP										
Do you, or does anyone in your household subscribe to any of the following ...?											
Amazon Prime/ Amazon Prime video											
Netflix											
NowTV											
Xbox Live											
DisneyLife											
None of these											
Other (Specify)											
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 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) **SP**

Yes ASK H23
No
Don't know

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** **MP**

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 / One S / One X
Any other games console
Don't know

ES ONLY NOT ESR**ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET**

[H22b = YES]

H54 **SHOW SCREEN** **MP**

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

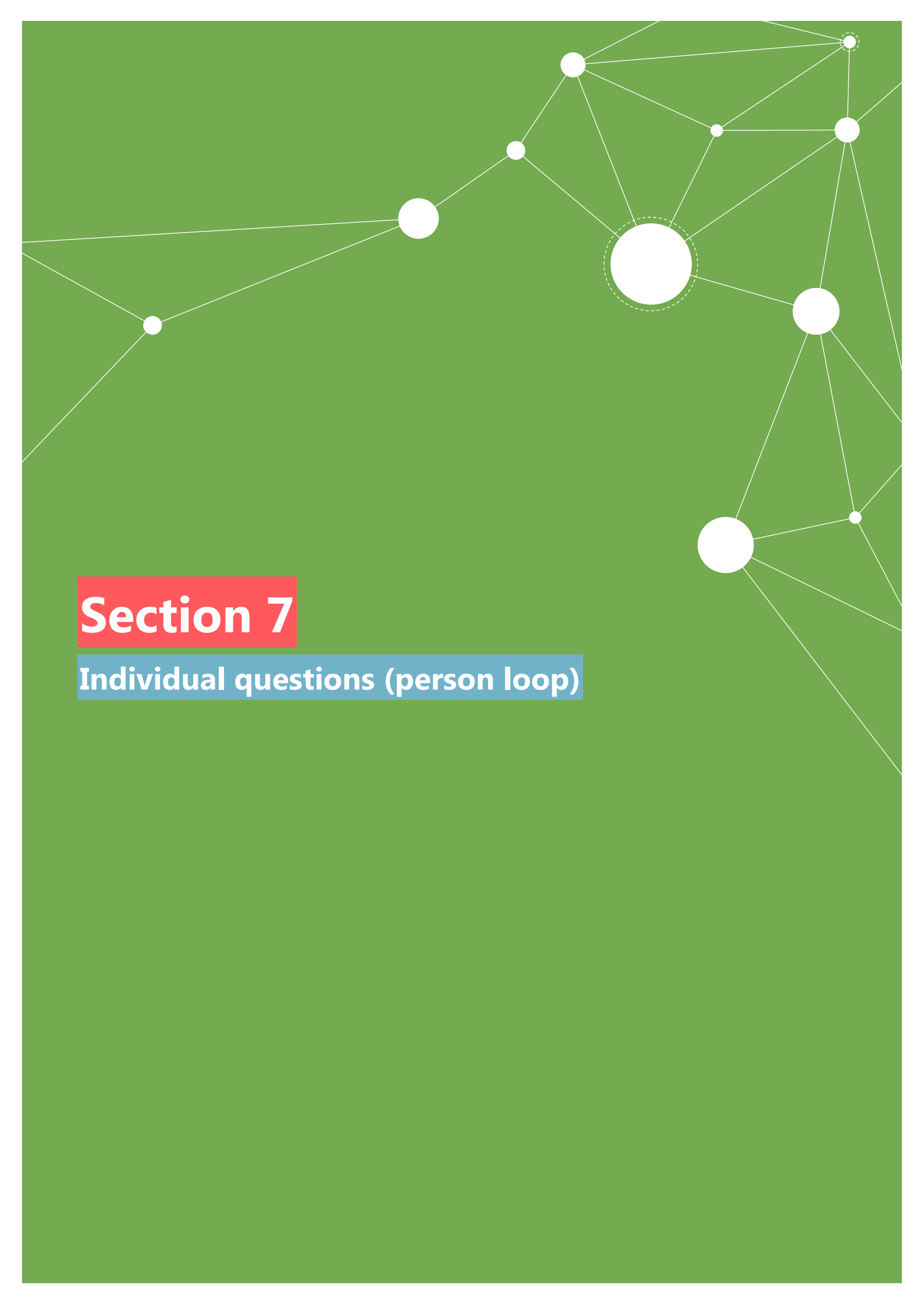
ES ONLY NOT ESR**ASK IF ANY SET IN HOME**

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) What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT) (MAY NOT BE BLANK) Male Female Other (Optional specify)	SP
ASK ALL		
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday? MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER WRITE IN > (ALLOW REF)	SP
FORCE EDIT: IF REF SET FROM AGE BAND SET WORKING VARIABLE FOR USE IN RECRUITMENT IF AGE BAND = 1 (UNDER 16): RANDOMLY ASSIGN TO SUB-BAND 0-3 OR 4-15		

ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3]

P4	Record age group household member falls into (MAY NOT BE BLANK) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age	SP
	Under 16	
	16-19	
	20-24	
	25-34	
	35-44	
	45-54	
	55-64	
	65-74	
	75+	

FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED**ASK IF AGE IS DK OR 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?	SP
	0-3	
	4-9	
	10-15	
	Unable to determine	

ASK ONLY FOR THOSE AGED 16+**[P3>15 OR P4 NOT = UNDER 16]**

P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK)	SP
	Married/living as married/civil partnership	
	Single	
	Widowed	
	Divorced/separated	

ASK ONLY FOR THOSE AGED 16+**[P3>15 OR P4 NOT = UNDER 16]**

P9	SHOW SCREEN	SP
	What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK)	
	Full time paid work (30+ hours per week)	
	Part time paid work (8-29 hours per week)	
	Part time paid work (under 8 hours per week)	
	Full time education	
	Unemployed (seeking work)	
	Retired	
	Not in paid employment (and not seeking work)	

**FORCE EDIT: SET TO FULL TIME EDUCATION IF TAE (P10) IS 'STILL IN FULL TIME EDUCATION'
SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED****ASK IF NOT IN FULL TIME EDUCATION****[P9 NOT = CODE4]**

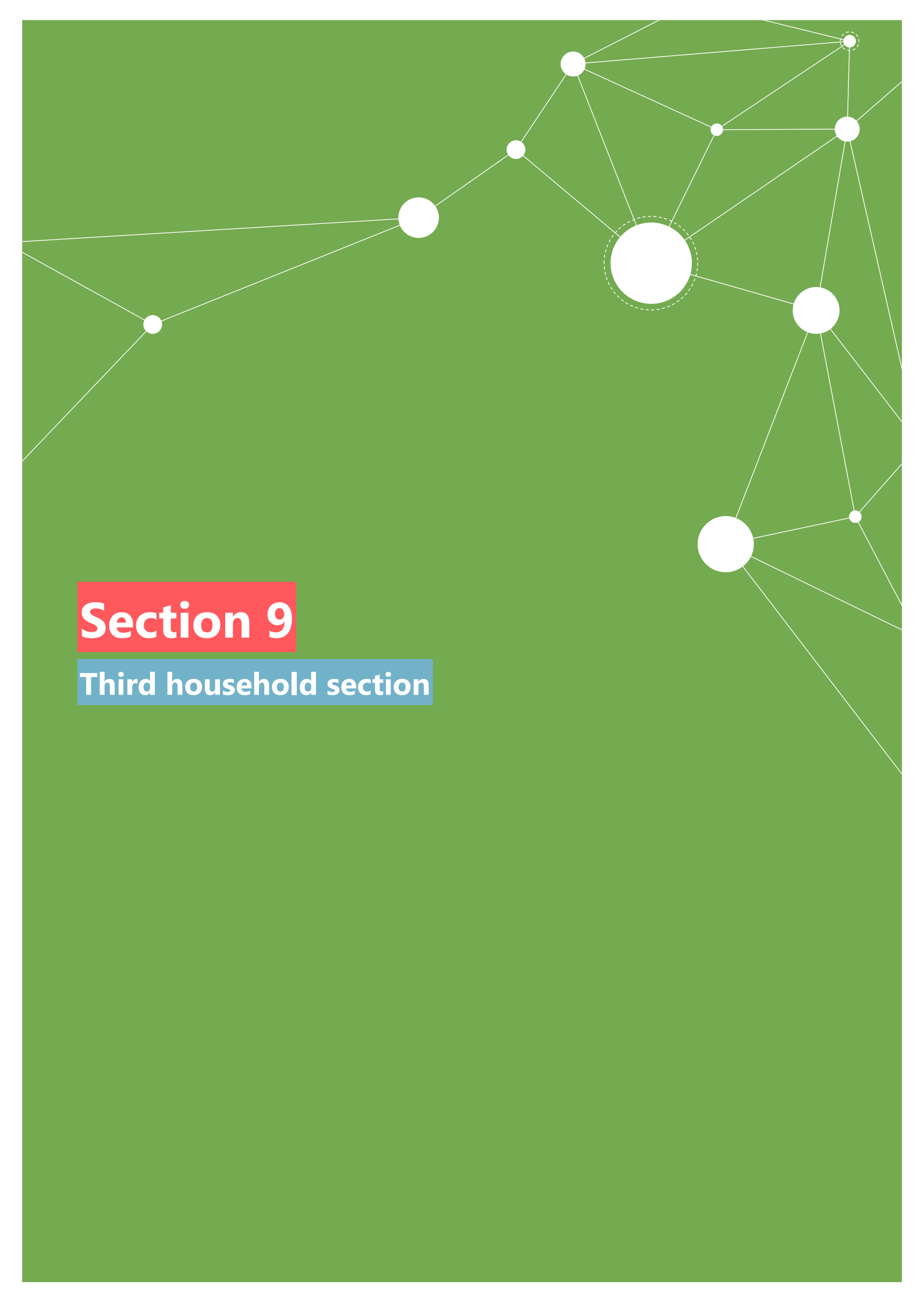
P10	SHOW SCREEN	SP
	At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?	
	15 years and under	
	16 years	
	17-18 years	
	19 years and over	
	Still in full time education	
	Don't know	
	Prefer not to say	

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

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP
ASK IF WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	SP
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP
ASK IF GAELIC SPEAKER [P13=YES]		
P14	SHOW SCREEN How well do you (IF RESPONDENT) / does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know	SP
ASK ALL		
P15	SHOW SCREEN Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Note: Please include any health problems related to old age Yes – limited a lot Yes – limited a little No 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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Australian	Hungarian	Slovakian																														
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ASK IF ANY OTHER ASIAN BACKGROUND AT P16																																
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16	SP																														
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ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again, I'm going to ask about ownership of a mobile phone. Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Prefer not to say'.	
P17	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Do you have your own mobile phone? (IF NOT RESPONDENT) Does this person have their own mobile phone? Yes No Don't know Prefer not to say	
ES ONLY		
ASK IF OWN A MOBILE PHONE		
[P17=YES]		
P18	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes? (IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes? INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE. Yes No Don't know Prefer not to say	
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		



Section 9

Third household section

Third household section

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

ES ONLY NOT ESR**ASK IF more than one option chosen at H116****ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED****H117 SHOW SCREEN SP**

Which is the main language Spoken in your household?

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

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

Do you work in any of the following occupations?

IF 2+ PERSON HOUSEHOLD

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

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

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

By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over.

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

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

This person must be aged 16 or over.

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H29	Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services)? NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME P3 >15 OR P4 NOT CODE 1		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN ASK H57-H44 FOR UP to 2 CIE. SELECT FIRST CIE BASED ON ABOVE RULES. SELECT SECOND CIE BASED ON LOWEST PERSON NUMBER		

IF MULTI PERSON HH [H55>1]	
H57 Intro	I would now like to check some details about you (<i>IF RESPONDENT</i>) household member << <i>INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED</i> >> (<i>IF NOT RESPONDENT</i>).
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 <<i>INSERT CIE PERSON NUMBER'S</i>> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <<i>INSERT CIE PERSON NUMBER'S</i>> <u>previous job</u> WRITE IN Don't know Prefer not to say
ASK ALL	
H35	What type of firm or organisation do (<i>IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT</i>) does (<i>IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT</i>) did (<i>IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7)</i>) you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>) work in? WRITE IN Don't know Prefer not to say
ASK ALL	
H36	What <u>is</u> (<i>IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)</i>) <u>was</u> (<i>IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)</i>) 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 (<i>IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT</i>) Is (<i>IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT</i>) Were (<i>IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT</i>) Was (<i>IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT</i>) you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>) self-employed? Yes No Don't know Prefer not to say
ASK IF SELF EMPLOYED [H37=YES]	
H38	How many staff <u>do</u> (<i>IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT</i>) <u>does</u> (<i>IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT</i>) <u>did</u> (<i>IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)</i>) you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>) employ? ENTER NUMERICAL RESPONSE Don't know

ASK ALL		
H39	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) they (IF 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) they (IF 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 they (IF 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). 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
[H32 = MORE THAN 6 MONTHS]

H34	Is that	SP
	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	

CODE FOR ALL

H44	SHOW SUMMARY SCREEN FOR H35-H43	SP
	CODE SOCIAL GRADE	
	MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
	A	
	B	
	C1	
	C2	
	D	
	E	

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?	SP
	Yes	
	No	
	Don't know	

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?	MP
	Landline	
	Mobile phone	
	Both	(SP)
	Other	
	Don't know	
	Prefer not to say	

ES AND ESR ONLY - TEL SAMPLE: PULL THROUGH FROM ECS
WITH ANY TELEPHONE [AT H48]

H49	What is the Telephone number, including the area code, of the household's main phone or mobile?	
	NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number	
	WRITE IN	
	Prefer not to say	

ASK ALL
TEL AND ESR SAMPLE: DO NOT ASK IF "Named individual" WAS SELECTED IN TEL INTRO (P.7)

INFN	RECORD: RESPONDENTS NAME (IN FULL) PLEASE TYPE TITLE (MR/MRS/MISS) FIRST NAME SURNAME FOR EXAMPLE: mr john practice	
	WRITE IN	
	Don't know	
	Prefer not to say	

ASK ALL		
ADD 2016	Can I ask you to confirm that I have your correct address details? DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION Yes No – amend address	
ES ONLY NOT ESR		
ASK ALL		
H50	Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. The contact would be from a research company working on behalf of BARB. Yes No	SP
ES ONLY NOT ESR		
ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT		
H118	Thank you. BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK. We understand that you would prefer not to be recontacted on behalf of BARB generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part. Yes No Not Asked [Extra code for interviewers who don't ask this question based on a very definite No at H50]	SP

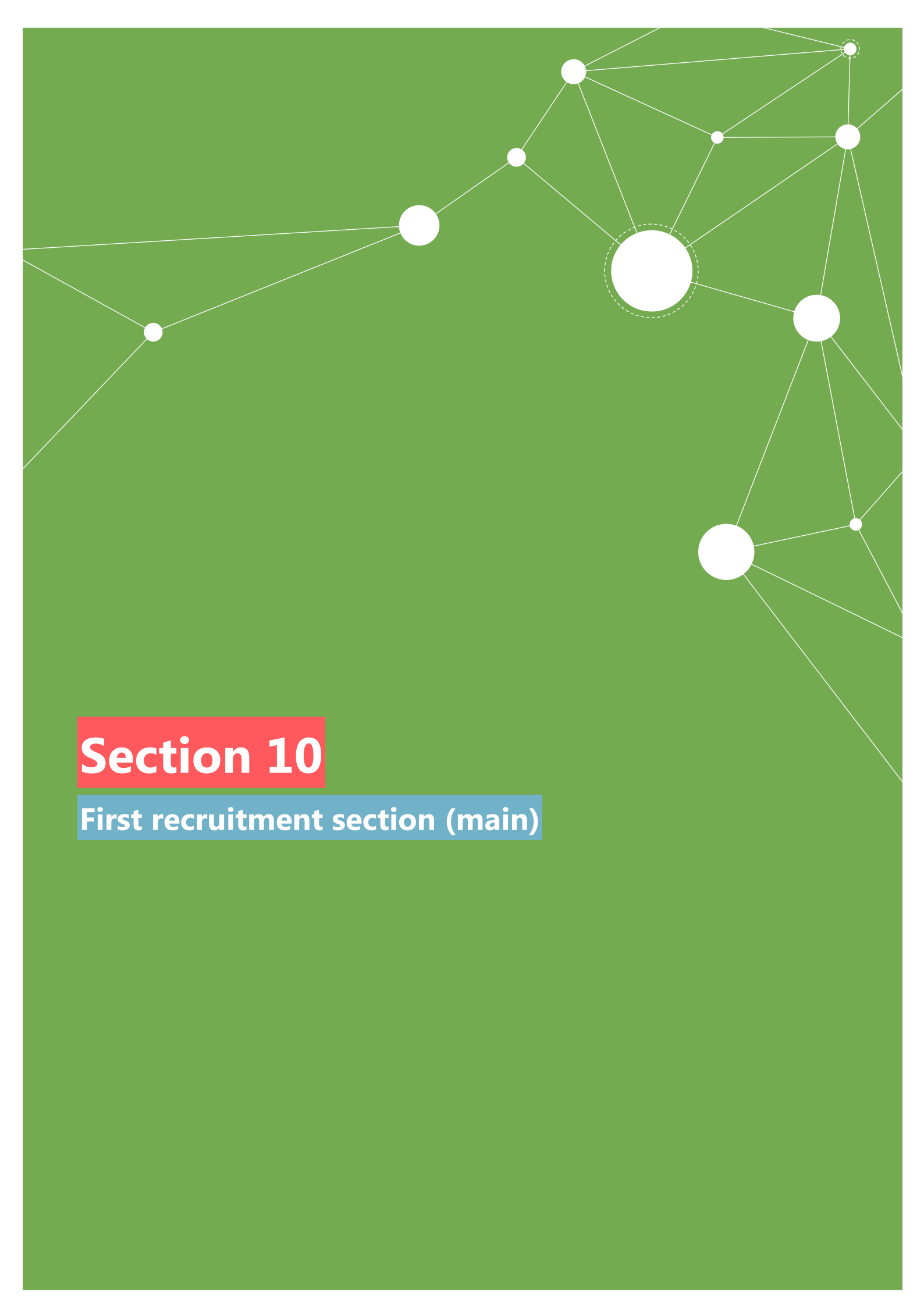
PROBABILITY MATRIX		
PM3	Write out subcluster recruitment status (another recruit in subcluster or not). Yes (exit recruitment) No (proceed)	SP
PM1	Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison	
PM2	HH 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 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	SP
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? At least once a week At least once a month Less than once a month Never Prefer not to say Don't Know	SP
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? WRITE IN Prefer not to say Don't Know	SP

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.	
	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 FOR ALL UNDER 16 IN 1 ADULT HH		
R38a	As this person is under 16, we require consent from a parent or guardian for them to join the BARB panel	
	INTERVIEWER:	
	PLEASE INDICATE IF CONSENT HAS BEEN PROVIDED FOR THIS CHILD BY A PARENT OR GUARDIAN WHO IS AVAILABLE AT THE TIME OF THE INTERVIEW	
	Yes – Consent provided	
	No – Parent or guardian not available, revisit needed to obtain consent	
	No – Consent not given (Exit Recruitment)	
ASK IF R38a = YES		
R38b	Who is the person in this HH available at the time of the interview who is giving this consent for this child to join the BARB panel?	
	LIST ALL ADULTS IN HOME	
	(PERSON NUMBER, NAME IF WE HAVE IT, GENDER, AGE)	

ASK IF R38a = REVISIT

R38c	INTERVIEWER EXPLAIN:	SP
	We do need to obtain parental or guardian consent for all children under 16 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	

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+ ADULT HH

R10	FOR ADULTS 2-9 ONLY	SP
	INTERVIEWER PLEASE CODE:	
	Is this person present in the room and have they been participating in the questionnaire and recruitment?	
	By this we mean has the person:	
	• Been listening to the questions? • Watched the video / looked at the printed materials? • Commented on any aspect of the interview? • Given answers to any of the questions	
	Yes	
	No	

End of recruitment person loop

start of recruitment computer loop

ASK FOR ALL COMPUTERS IDENTIFIED AT H51		
FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4		
ASK IF H51>0		
R13	HH WITH 1 COMPUTER/TABLET:	
intro	I'd now like to ask some more questions about the computer / tablet in your household	
	HH WITH 2+ COMPUTERS/TABLETS:	
	COMPUTER 1:	
	I'd now like to ask some more questions about each of the computers / tablets in your household. Starting with the first one...	
	COMPUTER/TABLET 2, 3, 4 ETC.	
	Now thinking about your second, third, fourth computer/tablet...	
ASK IF ANY COPUTER CLAIMED AT H51 AND NOT ALL COMPUTERS ARE TABLETS [H51>0 AND H101 NOT = H51]		
R13	SHOW SCREEN	SP
	Which of the following best describes this computer?	
	- Tablet - Laptop or Notebook computer - Desktop computer - Other (please specify) - Don't know	
ASK FOR ALL COMPUTERS AT H51		
R14	SHOW SCREEN	SP
	Which of the following best describes ownership of this computer/tablet?	
	- Provided by an employer for the purpose of work - Owned by an individual in the household - Other (please specify) - Don't know	
ASK FOR ALL COMPUTERS AT H51		
R15	SHOW SCREEN	SP
	What is the make of this computer/tablet?	
	- Acer - Advent - Amazon - Apple - Archus - Asus - Compaq - Dell - Google - Hewlett Packard (HP) - HTC	- Hudl - Lenovo - LG - Microsoft - Packard Bell - Samsung - Sony - Toshiba - Self built - Fujitsu - Other (please specify) - Don't know
ASK FOR ALL COMPUTERS AT H51		
R16	SHOW SCREEN	SP
	Which of the following best describes this computer/tablet?	
	- In use - Normally in use but temporarily out of order - Not in use but in working order - Permanently out of order	
ASK FOR ALL COMPUTERS AT H51		
R17	When in use is this computer/tablet able to access the internet?	
	- 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 ADULT HH MEMBER AND R22 NOT 'REVISIT NECESSARY'		
R23	INTERVIEWER: NOT ALL ADULT 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 (LOOP BACK TO R7 AND/OR R38 HERE IF REQUIRED) 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

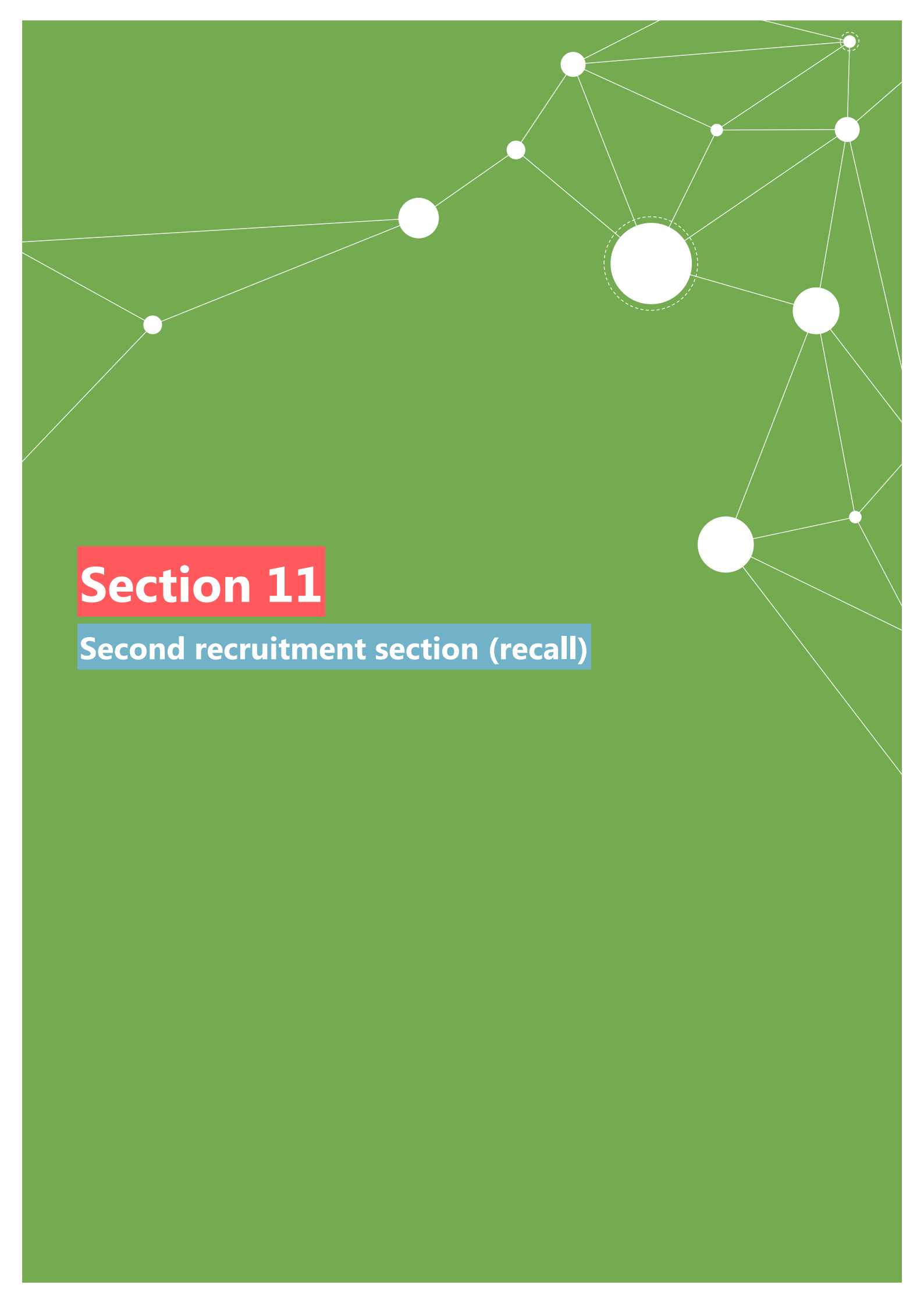
ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME IF ANY PERSON CODED REVISIT AT R38a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS - REVISIT/RECALL from you to confirm all HH adult members 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) - RECALL/REVISIT from you to confirm missing consent for children (IF ANY PERSON CODED REVISIT AT R38a) - 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 0800 819 9032” If you don’t hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on the same freephone number 0800 819 9032 - INSALLATION 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 Ipsos MORI Validation Team Freephone number saved on participant’s phone	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	NUM
	Don't know	

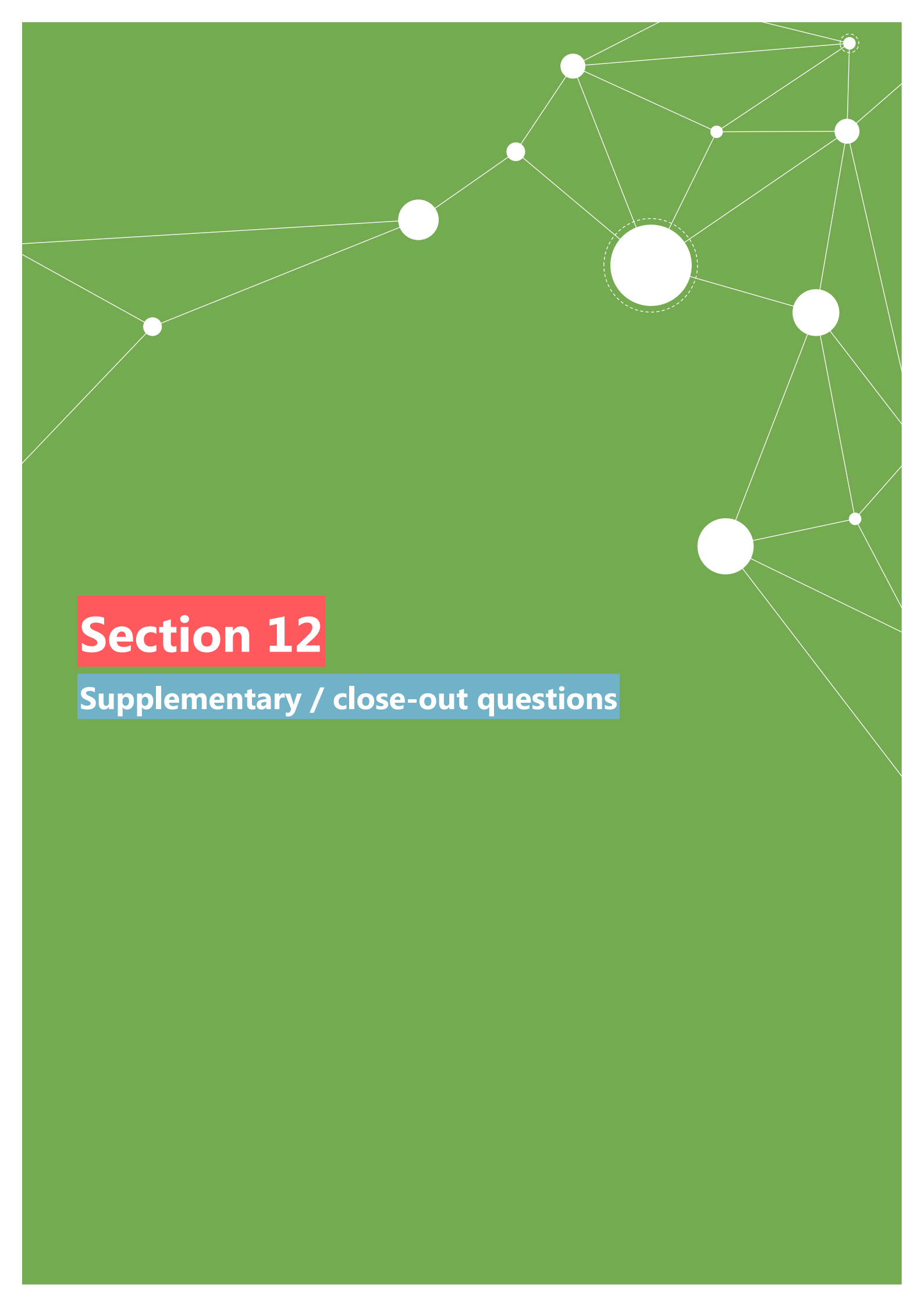
IF R30 = DK

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 Yes No (exit recruitment) - (go to R34)	SP
------------	---	----

ASK IF R38a was a Revisit needed during main interview		
R39_i nro	During the main interview we weren't able to confirm the consent for all children in the household to join the BARB panel: IF ONE CHIL WITH MISSING CONSENT There is 1 child who we still need consent for IF 2+ PEOPLE WITH MISSING DOB DETAILS There are <no of people with REVISIT at R38a> children who we still need consent for DISPLAY FOR ALL: TITLE FORENAME SURNAME (from P3 or P4) As a potential BARB panel home, we require adult or guardian consent on behalf of all children in the household.	
LOOP FOR EACH CHILD		
ASK IF R38a was a Revisit needed during main interview		
R39a	Has a parent or guardian given consent for [CHILD DETAILS] to join the BARB panel? Yes No (exit recruitment) - (go to R34)	SP
LOOP FOR EACH CHILD		
ASK IF R38a was a Revisit needed during main interview		
R39b	Who is the person in this HH who has given consent for [CHILD DETAILS] to join the BARB panel? LIST ADULTS IN HOME	SP
ASK ALL REQUIRING REVISIT/RECALL		
R29	CHECK RESPONDENT ADDRESS: Can you confirm your address for me please? OUTPUT ADDRESS FROM ECS CORRECT ADDRESS INCORRECT ADDRESS (WRITE IN)	SP VERB
R29 exit (from R24 intro)	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS VALIDATION PROCESS: You will be contacted by telephone by Ipsos MORI in the next few days to confirm the details provided and that you have agreed to participate on the panel NOTE: If not already done so please ask the participant if they are willing to save 'Ipsos MORI Validation Team' as a contact on their mobile phone. The number is 0800 819 9032 – Display contact numbers held If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on the same freephone number 0800 819 9032 • INSTALLATION DATE ARRANGED: once validated the data will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
ASK ALL		
R31	INTERVIEWER: PLEASE CODE IF THIS WAS A REVISIT OR A RECALL INTERVIEW Revisit (in-home) Recall (via telephone)	SP



Section 12

Supplementary / close-out questions

Supplementary / close out questions

ES ONLY (NOT STANDALONE)		
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) Refused to take leaflet	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 Guajarati 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