



BARB Establishment Survey

Quarterly Data Report

Total Network

Jul 2018 to Sep 2018



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2018

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This reports contains the weighted data results from the Establishment survey for the period Jul - 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: QUARTERLY
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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28453	27078	10400	4057	18539	6665	11873	24667
%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
AB	6945	6655	2728	1059	4462	1779	2683	6688
%V	24.4%	24.6%	26.2%	26.1%	24.1%	26.7%	22.6%	27.1%
%H (All HH)		95.8%	39.3%	15.2%	64.2%	25.6%	38.6%	96.3%
%H (TV HH)			41.0%	15.9%	67.0%	26.7%	40.3%	
C1	8019	7626	3004	1217	5143	1989	3154	7305
%V	28.2%	28.2%	28.9%	30.0%	27.7%	29.8%	26.6%	29.6%
%H (All HH)		95.1%	37.5%	15.2%	64.1%	24.8%	39.3%	91.1%
%H (TV HH)			39.4%	16.0%	67.4%	26.1%	41.4%	
C2	5755	5544	2303	830	3828	1544	2285	5052
%V	20.2%	20.5%	22.1%	20.5%	20.6%	23.2%	19.2%	20.5%
%H (All HH)		96.3%	40.0%	14.4%	66.5%	26.8%	39.7%	87.8%
%H (TV HH)			41.5%	15.0%	69.0%	27.8%	41.2%	
D	4439	4144	1488	577	2827	864	1964	3616
%V	15.6%	15.3%	14.3%	14.2%	15.2%	13.0%	16.5%	14.7%
%H (All HH)		93.4%	33.5%	13.0%	63.7%	19.5%	44.2%	81.5%
%H (TV HH)			35.9%	13.9%	68.2%	20.8%	47.4%	
E	3295	3109	877	375	2278	490	1788	2005
%V	11.6%	11.5%	8.4%	9.2%	12.3%	7.4%	15.1%	8.1%
%H (All HH)		94.4%	26.6%	11.4%	69.1%	14.9%	54.3%	60.8%
%H (TV HH)			28.2%	12.1%	73.3%	15.8%	57.5%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28453	27078	10400	4057	18539	6665	11873	24667
%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
Under 25	1185	960	315	127	587	171	416	1094
%V	4.2%	3.5%	3.0%	3.1%	3.2%	2.6%	3.5%	4.4%
%H (All HH)		81.0%	26.6%	10.7%	49.5%	14.4%	35.1%	92.3%
%H (TV HH)			32.8%	13.2%	61.1%	17.8%	43.3%	
25 - 34	4402	3937	1504	565	2209	733	1475	4266
%V	15.5%	14.5%	14.5%	13.9%	11.9%	11.0%	12.4%	17.3%
%H (All HH)		89.4%	34.2%	12.8%	50.2%	16.7%	33.5%	96.9%
%H (TV HH)			38.2%	14.4%	56.1%	18.6%	37.5%	
35 - 44	4738	4456	1964	709	2691	1092	1599	4560
%V	16.7%	16.5%	18.9%	17.5%	14.5%	16.4%	13.5%	18.5%
%H (All HH)		94.0%	41.5%	15.0%	56.8%	23.0%	33.7%	96.2%
%H (TV HH)			44.1%	15.9%	60.4%	24.5%	35.9%	
45 - 54	5424	5235	2323	923	3430	1492	1939	5166
%V	19.1%	19.3%	22.3%	22.8%	18.5%	22.4%	16.3%	20.9%
%H (All HH)		96.5%	42.8%	17.0%	63.2%	27.5%	35.7%	95.2%
%H (TV HH)			44.4%	17.6%	65.5%	28.5%	37.0%	
55 - 64	4813	4710	1861	834	3360	1379	1982	4394
%V	16.9%	17.4%	17.9%	20.6%	18.1%	20.7%	16.7%	17.8%
%H (All HH)		97.9%	38.7%	17.3%	69.8%	28.7%	41.2%	91.3%
%H (TV HH)			39.5%	17.7%	71.3%	29.3%	42.1%	
65 +	7890	7781	2433	900	6261	1798	4463	5187
%V	27.7%	28.7%	23.4%	22.2%	33.8%	27.0%	37.6%	21.0%
%H (All HH)		98.6%	30.8%	11.4%	79.4%	22.8%	56.6%	65.7%
%H (TV HH)			31.3%	11.6%	80.5%	23.1%	57.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - Sep 2018

Household level data

Table 3: Size of Household

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total HH		28453	27078	10400	4057	18539	6665	11873	24667
	%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
	%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
1		8825	8173	2245	949	6216	1392	4824	6064
	%V	31.0%	30.2%	21.6%	23.4%	33.5%	20.9%	40.6%	24.6%
	%H (All HH)		92.6%	25.4%	10.8%	70.4%	15.8%	54.7%	68.7%
	%H (TV HH)			27.5%	11.6%	76.1%	17.0%	59.0%	
2		9846	9488	3678	1395	6620	2500	4120	9005
	%V	34.6%	35.0%	35.4%	34.4%	35.7%	37.5%	34.7%	36.5%
	%H (All HH)		96.4%	37.4%	14.2%	67.2%	25.4%	41.8%	91.5%
	%H (TV HH)			38.8%	14.7%	69.8%	26.3%	43.4%	
3		4386	4225	1970	756	2620	1259	1361	4287
	%V	15.4%	15.6%	18.9%	18.6%	14.1%	18.9%	11.5%	17.4%
	%H (All HH)		96.3%	44.9%	17.2%	59.7%	28.7%	31.0%	97.7%
	%H (TV HH)			46.6%	17.9%	62.0%	29.8%	32.2%	
4		3685	3568	1692	663	2161	1048	1113	3641
	%V	13.0%	13.2%	16.3%	16.3%	11.7%	15.7%	9.4%	14.8%
	%H (All HH)		96.8%	45.9%	18.0%	58.6%	28.4%	30.2%	98.8%
	%H (TV HH)			47.4%	18.6%	60.6%	29.4%	31.2%	
5+		1711	1624	815	294	922	468	454	1669
	%V	6.0%	6.0%	7.8%	7.2%	5.0%	7.0%	3.8%	6.8%
	%H (All HH)		94.9%	47.6%	17.2%	53.9%	27.4%	26.5%	97.5%
	%H (TV HH)			50.2%	18.1%	56.8%	28.8%	28.0%	
Average HH size		2.31	2.32	2.56	2.52	2.21	2.53	2.03	2.45

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28453	27078	10400	4057	18539	6665	11873	24667
%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
Without	21225	20056	7135	2900	14385	4821	9565	17593
%V	74.6%	74.1%	68.6%	71.5%	77.6%	72.3%	80.6%	71.3%
%H (All HH)		94.5%	33.6%	13.7%	67.8%	22.7%	45.1%	82.9%
%H (TV HH)			35.6%	14.5%	71.7%	24.0%	47.7%	
With	7228	7022	3265	1157	4153	1845	2309	7074
%V	25.4%	25.9%	31.4%	28.5%	22.4%	27.7%	19.4%	28.7%
%H (All HH)		97.1%	45.2%	16.0%	57.5%	25.5%	31.9%	97.9%
%H (TV HH)			46.5%	16.5%	59.1%	26.3%	32.9%	
0 - 3	2659	2550	1191	372	1435	607	828	2585
%V	9.3%	9.4%	11.5%	9.2%	7.7%	9.1%	7.0%	10.5%
%H (All HH)		95.9%	44.8%	14.0%	54.0%	22.8%	31.1%	97.2%
%H (TV HH)			46.7%	14.6%	56.3%	23.8%	32.5%	
4 - 9	3794	3678	1759	578	2096	916	1179	3705
%V	13.3%	13.6%	16.9%	14.2%	11.3%	13.7%	9.9%	15.0%
%H (All HH)		96.9%	46.4%	15.2%	55.2%	24.1%	31.1%	97.7%
%H (TV HH)			47.8%	15.7%	57.0%	24.9%	32.1%	
10 - 15	3442	3383	1626	599	2088	1000	1088	3381
%V	12.1%	12.5%	15.6%	14.8%	11.3%	15.0%	9.2%	13.7%
%H (All HH)		98.3%	47.2%	17.4%	60.7%	29.1%	31.6%	98.2%
%H (TV HH)			48.1%	17.7%	61.7%	29.6%	32.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2018

Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28453	27078	10400	4057	18539	6665	11873	24667
%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
1	11689	11689	3407	1428	7336	1134	6203	9512
%V	41.1%	43.2%	32.8%	35.2%	39.6%	17.0%	52.2%	38.6%
%H (All HH)		100.0%	29.1%	12.2%	62.8%	9.7%	53.1%	81.4%
%H (TV HH)			29.1%	12.2%	62.8%	9.7%	53.1%	
2	8962	8962	3775	1385	6333	2655	3677	7878
%V	31.5%	33.1%	36.3%	34.1%	34.2%	39.8%	31.0%	31.9%
%H (All HH)		100.0%	42.1%	15.5%	70.7%	29.6%	41.0%	87.9%
%H (TV HH)			42.1%	15.5%	70.7%	29.6%	41.0%	
3	3962	3962	1866	766	2947	1615	1333	3733
%V	13.9%	14.6%	17.9%	18.9%	15.9%	24.2%	11.2%	15.1%
%H (All HH)		100.0%	47.1%	19.3%	74.4%	40.8%	33.6%	94.2%
%H (TV HH)			47.1%	19.3%	74.4%	40.8%	33.6%	
4	1746	1746	924	347	1371	882	490	1697
%V	6.1%	6.4%	8.9%	8.6%	7.4%	13.2%	4.1%	6.9%
%H (All HH)		100.0%	52.9%	19.9%	78.5%	50.5%	28.1%	97.2%
%H (TV HH)			52.9%	19.9%	78.5%	50.5%	28.1%	
5+	719	719	428	131	551	380	171	704
%V	2.5%	2.7%	4.1%	3.2%	3.0%	5.7%	1.4%	2.9%
%H (All HH)		100.0%	59.5%	18.2%	76.6%	52.9%	23.8%	97.9%
%H (TV HH)			59.5%	18.2%	76.6%	52.9%	23.8%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
Jul - Sep 2018

Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat HH	Broadband HH
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28453	27078	10400	4057	18539	6665	11873	24667
%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
Under 20"	2710	2710	1033	388	2257	964	1293	2309
%V	9.5%	10.0%	9.9%	9.6%	12.2%	14.5%	10.9%	9.4%
%H (All HH)		100.0%	38.1%	14.3%	83.3%	35.6%	47.7%	85.2%
%H (TV HH)			38.1%	14.3%	83.3%	35.6%	47.7%	
20" - 29"	7069	7069	2637	1088	5584	2307	3277	6077
%V	24.8%	26.1%	25.4%	26.8%	30.1%	34.6%	27.6%	24.6%
%H (All HH)		100.0%	37.3%	15.4%	79.0%	32.6%	46.4%	86.0%
%H (TV HH)			37.3%	15.4%	79.0%	32.6%	46.4%	
30" - 39"	12397	12397	4723	1936	8972	3442	5530	10779
%V	43.6%	45.8%	45.4%	47.7%	48.4%	51.6%	46.6%	43.7%
%H (All HH)		100.0%	38.1%	15.6%	72.4%	27.8%	44.6%	86.9%
%H (TV HH)			38.1%	15.6%	72.4%	27.8%	44.6%	
40" - 49"	13152	13152	5860	2229	8648	3927	4721	12068
%V	46.2%	48.6%	56.3%	54.9%	46.6%	58.9%	39.8%	48.9%
%H (All HH)		100.0%	44.6%	16.9%	65.8%	29.9%	35.9%	91.8%
%H (TV HH)			44.6%	16.9%	65.8%	29.9%	35.9%	
50" - 59"	4930	4930	2689	860	3006	1706	1300	4758
%V	17.3%	18.2%	25.9%	21.2%	16.2%	25.6%	10.9%	19.3%
%H (All HH)		100.0%	54.5%	17.4%	61.0%	34.6%	26.4%	96.5%
%H (TV HH)			54.5%	17.4%	61.0%	34.6%	26.4%	
60"+	574	574	350	81	312	188	124	555
%V	2.0%	2.1%	3.4%	2.0%	1.7%	2.8%	1.0%	2.2%
%H (All HH)		100.0%	61.0%	14.1%	54.4%	32.8%	21.6%	96.7%
%H (TV HH)			61.0%	14.1%	54.4%	32.8%	21.6%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 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	27078	10400	4057	18539	6665	11873	24667
%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
Main living room	26750	26750	10322	4031	18293	6611	11682	23261
%V	94.0%	98.8%	99.3%	99.4%	98.7%	99.2%	98.4%	94.3%
%H (All HH)		100.0%	38.6%	15.1%	68.4%	24.7%	43.7%	87.0%
%H (TV HH)			38.6%	15.1%	68.4%	24.7%	43.7%	
Kitchen	2825	2825	1257	375	2334	1134	1200	2526
%V	9.9%	10.4%	12.1%	9.2%	12.6%	17.0%	10.1%	10.2%
%H (All HH)		100.0%	44.5%	13.3%	82.6%	40.1%	42.5%	89.4%
%H (TV HH)			44.5%	13.3%	82.6%	40.1%	42.5%	
Adult's bedroom	11523	11523	5275	2065	8451	4339	4112	10529
%V	40.5%	42.6%	50.7%	50.9%	45.6%	65.1%	34.6%	42.7%
%H (All HH)		100.0%	45.8%	17.9%	73.3%	37.7%	35.7%	91.4%
%H (TV HH)			45.8%	17.9%	73.3%	37.7%	35.7%	
Child's bedroom	2137	2137	1115	389	1439	834	605	2103
%V	7.5%	7.9%	10.7%	9.6%	7.8%	12.5%	5.1%	8.5%
%H (All HH)		100.0%	52.2%	18.2%	67.3%	39.0%	28.3%	98.4%
%H (TV HH)			52.2%	18.2%	67.3%	39.0%	28.3%	
Other bedroom	1579	1579	785	322	1178	702	476	1499
%V	5.5%	5.8%	7.5%	7.9%	6.4%	10.5%	4.0%	6.1%
%H (All HH)		100.0%	49.7%	20.4%	74.6%	44.5%	30.1%	94.9%
%H (TV HH)			49.7%	20.4%	74.6%	44.5%	30.1%	
Second living/dining room	2600	2600	1213	467	1925	1007	917	2402
%V	9.1%	9.6%	11.7%	11.5%	10.4%	15.1%	7.7%	9.7%
%H (All HH)		100.0%	46.7%	18.0%	38.7%	35.3%	35.3%	92.4%
%H (TV HH)			46.7%	18.0%	38.7%	35.3%	35.3%	
Study/office	421	421	214	69	325	187	138	414
%V	1.5%	1.6%	2.1%	1.7%	1.8%	2.8%	1.2%	1.7%
%H (All HH)		100.0%	50.8%	16.4%	77.2%	44.4%	32.8%	98.3%
%H (TV HH)			50.8%	16.4%	77.2%	44.4%	32.8%	
TV room	237	237	139	26	163	93	71	235
%V	0.8%	0.9%	1.3%	0.6%	0.9%	1.4%	0.6%	1.0%
%H (All HH)		100.0%	58.6%	11.0%	68.8%	39.2%	30.0%	99.2%
%H (TV HH)			58.6%	11.0%	68.8%	39.2%	30.0%	
Conservatory	570	570	296	92	450	260	189	518
%V	2.0%	2.1%	2.8%	2.3%	2.4%	3.9%	1.6%	2.1%
%H (All HH)		100.0%	51.9%	16.1%	78.9%	45.6%	33.2%	90.9%
%H (TV HH)			51.9%	16.1%	78.9%	45.6%	33.2%	
Attic or loft room	63	63	28	8	51	24	27	61
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	44.4%	12.7%	81.0%	38.1%	42.9%	96.8%
%H (TV HH)			44.4%	12.7%	81.0%	38.1%	42.9%	
No specific location	17	17	10	3	13	9	4	17
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H (All HH)		100.0%	58.8%	17.6%	76.5%	52.9%	23.5%	100.0%
%H (TV HH)			58.8%	17.6%	76.5%	52.9%	23.5%	
Other	259	259	155	27	176	99	77	244
%V	0.9%	1.0%	1.5%	0.7%	0.9%	1.5%	0.6%	1.0%
%H (All HH)		100.0%	59.8%	10.4%	68.0%	38.2%	29.7%	94.2%
%H (TV HH)			59.8%	10.4%	68.0%	38.2%	29.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2018

Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28453	27078	10400	4057	18539	6665	11873	24667
%V (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
Any DSAT provider	10400	10400	10400	175	4848	4848	0	9762
%V	36.6%	38.4%	100.0%	4.3%	26.2%	72.7%	0.0%	39.6%
%H (All HH)			100.0%	1.7%	46.6%	46.6%	0.0%	93.9%
%H (TV HH)			100.0%	1.7%	46.6%	46.6%	0.0%	
Sky with subscription	8726	8726	8726	83	4063	4063	0	8239
%V	30.7%	32.2%	83.9%	2.0%	21.9%	61.0%	0.0%	33.4%
%H (All HH)			100.0%	1.0%	46.6%	46.6%	0.0%	94.4%
%H (TV HH)			100.0%	1.0%	46.6%	46.6%	0.0%	
Sky without subscription	474	474	474	21	229	229	0	400
%V	1.7%	1.8%	4.6%	0.5%	1.2%	3.4%	0.0%	1.6%
%H (All HH)			100.0%	4.4%	48.3%	48.3%	0.0%	84.4%
%H (TV HH)			100.0%	4.4%	48.3%	48.3%	0.0%	
Freesat	981	981	981	46	500	500	0	945
%V	3.4%	3.6%	9.4%	1.1%	2.7%	7.5%	0.0%	3.8%
%H (All HH)			100.0%	4.7%	51.0%	51.0%	0.0%	96.3%
%H (TV HH)			100.0%	4.7%	51.0%	51.0%	0.0%	
Other satellite provider	693	693	693	39	300	300	0	642
%V	2.4%	2.6%	6.7%	1.0%	1.6%	4.5%	0.0%	2.6%
%H (All HH)			100.0%	5.6%	43.3%	43.3%	0.0%	92.6%
%H (TV HH)			100.0%	5.6%	43.3%	43.3%	0.0%	
DCAB	4057	4057	175	4057	1905	1905	0	3848
%V	14.3%	15.0%	1.7%	100.0%	10.3%	28.6%	0.0%	15.6%
%H (All HH)			4.3%	100.0%	47.0%	47.0%	0.0%	94.8%
%H (TV HH)			4.3%	100.0%	47.0%	47.0%	0.0%	
DTT	18539	18539	4848	1905	18539	6665	11873	15499
%V	65.2%	68.5%	46.6%	47.0%	100.0%	100.0%	100.0%	62.8%
%H (All HH)		100.0%	26.2%	10.3%	100.0%	36.0%	64.0%	83.6%
%H (TV HH)			26.2%	10.3%	100.0%	36.0%	64.0%	

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: QUARTERLY
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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	27078	10400	4057	18539	6665	11873	24667
%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
PVR	16873	16873	9372	3876	9951	6174	3777	15805
%V	59.3%	62.3%	90.1%	95.5%	53.7%	92.6%	31.8%	64.1%
%H (All HH)		100.0%	55.5%	23.0%	59.0%	36.6%	22.4%	93.7%
%H (TV HH)			55.5%	23.0%	59.0%	36.6%	22.4%	
DVDR	317	317	132	55	247	114	133	273
%V	1.1%	1.2%	1.3%	1.4%	1.3%	1.7%	1.1%	1.1%
%H (All HH)		100.0%	41.6%	17.4%	77.9%	36.0%	42.0%	86.1%
%H (TV HH)			41.6%	17.4%	77.9%	36.0%	42.0%	
VCR	160	160	48	20	133	40	94	108
%V	0.6%	0.6%	0.5%	0.5%	0.7%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	30.0%	12.5%	83.1%	25.0%	58.8%	67.5%
%H (TV HH)			30.0%	12.5%	83.1%	25.0%	58.8%	
Any recorder	17062	17062	9396	3876	10131	6190	3941	15932
%V	60.0%	63.0%	90.3%	95.5%	54.6%	92.9%	33.2%	64.6%
%H (All HH)		100.0%	55.1%	22.7%	59.4%	36.3%	23.1%	93.4%
%H (TV HH)			55.1%	22.7%	59.4%	36.3%	23.1%	
Receives HDTV (via STB or built-in reception)	19602	19602	8747	3574	13429	5983	7446	18103
%V	68.9%	72.4%	84.1%	88.1%	72.4%	89.8%	62.7%	73.4%
%H (All HH)		100.0%	44.6%	18.2%	68.5%	30.5%	38.0%	92.4%
%H (TV HH)			44.6%	18.2%	68.5%	30.5%	38.0%	
DVD/Blu-ray player or recorder	16839	16839	6738	2610	11858	4736	7122	15128
%V	59.2%	62.2%	64.8%	64.3%	64.0%	71.1%	60.0%	61.3%
%H (All HH)		100.0%	40.0%	15.5%	70.4%	28.1%	42.3%	89.8%
%H (TV HH)			40.0%	15.5%	70.4%	28.1%	42.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - 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	27078	10400	4057	18539	6665	11873	24667
%H (All HH)		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%
%H (TV HH)			38.4%	15.0%	68.5%	24.6%	43.8%	
Has broadband internet	24667	23524	9762	3848	15499	6282	9217	24667
%V	86.7%	86.9%	93.9%	94.8%	83.6%	94.3%	77.6%	100.0%
%H (All HH)		95.4%	39.6%	15.6%	62.8%	25.5%	37.4%	100.0%
%H (TV HH)			41.5%	16.4%	65.9%	26.7%	39.2%	
Number of computers (PCs and laptops)								
0	5597	5212	1271	450	4079	711	3368	2102
%V	19.7%	19.2%	12.2%	11.1%	22.0%	10.7%	28.4%	8.5%
%H (All HH)		93.1%	22.7%	8.0%	72.9%	12.7%	60.2%	37.6%
%H (TV HH)			24.4%	8.6%	78.3%	13.6%	64.6%	
1	7729	7293	2650	1120	4940	1622	3318	7524
%V	27.2%	26.9%	25.5%	27.6%	26.6%	24.3%	27.9%	30.5%
%H (All HH)		94.4%	34.3%	14.5%	63.9%	21.0%	42.9%	97.3%
%H (TV HH)			36.3%	15.4%	67.7%	22.2%	45.5%	
2	6785	6493	2711	1039	4242	1696	2546	6733
%V	23.8%	24.0%	26.1%	25.6%	22.9%	25.4%	21.4%	27.3%
%H (All HH)		95.7%	40.0%	15.3%	62.5%	25.0%	37.5%	99.2%
%H (TV HH)			41.8%	16.0%	65.3%	26.1%	39.2%	
3	3838	3727	1638	636	2482	1137	1345	3826
%V	13.5%	13.8%	15.8%	15.7%	13.4%	17.1%	11.3%	15.5%
%H (All HH)		97.1%	42.7%	16.6%	64.7%	29.6%	35.0%	99.7%
%H (TV HH)			43.9%	17.1%	66.6%	30.5%	36.1%	
4	2253	2172	1085	385	1405	747	658	2246
%V	7.9%	8.0%	10.4%	9.5%	7.6%	11.2%	5.5%	9.1%
%H (All HH)		96.4%	48.2%	17.1%	62.4%	33.2%	29.2%	99.7%
%H (TV HH)			50.0%	17.7%	64.7%	34.4%	30.3%	
5+	2251	2182	1046	427	1391	752	639	2237
%V	7.9%	8.1%	10.1%	10.5%	7.5%	11.3%	5.4%	9.1%
%H (All HH)		96.9%	46.5%	19.0%	61.8%	33.4%	28.4%	99.4%
%H (TV HH)			47.9%	19.6%	63.7%	34.5%	29.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - Sep 2018

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52401	22572	8592	37340	16881	20459	47088
%H		43.1%	16.4%	71.3%	32.2%	39.0%	89.9%
Under 20"	3254	1236	486	2745	1195	1549	2788
%V	6.2%	5.5%	5.7%	7.4%	7.1%	7.6%	5.9%
%H		38.0%	14.9%	84.4%	36.7%	47.6%	85.7%
20" - 29"	8869	3443	1419	7079	3130	3949	7694
%V	16.9%	15.3%	16.5%	19.0%	18.5%	19.3%	16.3%
%H		38.8%	16.0%	79.8%	35.3%	44.5%	86.8%
30" - 39"	15470	6170	2511	11292	4714	6578	13686
%V	29.5%	27.3%	29.2%	30.2%	27.9%	32.2%	29.1%
%H		39.9%	16.2%	73.0%	30.5%	42.5%	88.5%
40" - 49"	15837	7305	2777	10377	4998	5379	14673
%V	30.2%	32.4%	32.3%	27.8%	29.6%	26.3%	31.2%
%H		46.1%	17.5%	65.5%	31.6%	34.0%	92.7%
50" - 59"	5497	3040	952	3368	1941	1428	5313
%V	10.5%	13.5%	11.1%	9.0%	11.5%	7.0%	11.3%
%H		55.3%	17.3%	61.3%	35.3%	26.0%	96.7%
60"+	612	377	86	335	205	131	592
%V	1.2%	1.7%	1.0%	0.9%	1.2%	0.6%	1.3%
%H		61.6%	14.1%	54.7%	33.5%	21.4%	96.7%
Don't know	2862	1001	362	2144	698	1446	2342
%V	5.5%	4.4%	4.2%	5.7%	4.1%	7.1%	5.0%
%H		35.0%	12.6%	74.9%	24.4%	50.5%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - Sep 2018

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52401	22572	8592	37340	16881	20459	47088
%H		43.1%	16.4%	71.3%	32.2%	39.0%	89.9%
Main living room	26890	10382	4058	18395	6661	11734	23372
%V	51.3%	46.0%	47.2%	49.3%	39.5%	57.4%	49.6%
%H		38.6%	15.1%	68.4%	24.8%	43.6%	86.9%
Kitchen	2829	1257	375	2338	1134	1204	2530
%V	5.4%	5.6%	4.4%	6.3%	6.7%	5.9%	5.4%
%H		44.4%	13.3%	82.6%	40.1%	42.6%	89.4%
Adult's bedroom	13882	6439	2606	10243	5454	4789	12786
%V	26.5%	28.5%	30.3%	27.4%	32.3%	23.4%	27.2%
%H		46.4%	18.8%	73.8%	39.3%	34.5%	92.1%
Child's bedroom	2730	1462	483	1840	1083	757	2695
%V	5.2%	6.5%	5.6%	4.9%	6.4%	3.7%	5.7%
%H		53.6%	17.7%	67.4%	39.7%	27.7%	98.7%
Other bedroom	1835	949	368	1369	846	524	1745
%V	3.5%	4.2%	4.3%	3.7%	5.0%	2.6%	3.7%
%H		51.7%	20.1%	74.6%	46.1%	28.6%	95.1%
Second living/dining room	2647	1236	474	1957	1023	934	2448
%V	5.1%	5.5%	5.5%	5.2%	6.1%	4.6%	5.2%
%H		46.7%	17.9%	73.9%	38.6%	35.3%	92.5%
Study/office	429	217	69	331	187	144	422
%V	0.8%	1.0%	0.8%	0.9%	1.1%	0.7%	0.9%
%H		50.6%	16.1%	77.2%	43.6%	33.6%	98.4%
TV room	239	141	26	165	95	71	237
%V	0.5%	0.6%	0.3%	0.4%	0.6%	0.3%	0.5%
%H		59.0%	10.9%	69.0%	39.7%	29.7%	99.2%
Conservatory	570	296	92	450	260	189	518
%V	1.1%	1.3%	1.1%	1.2%	1.5%	0.9%	1.1%
%H		51.9%	16.1%	78.9%	45.6%	33.2%	90.9%
Attic or loft room	64	28	9	52	25	27	62
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		43.8%	14.1%	81.3%	39.1%	42.2%	96.9%
No specific location	17	10	3	13	9	4	17
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		58.8%	17.6%	76.5%	52.9%	23.5%	100.0%
Other	270	157	30	187	104	83	255
%V	0.5%	0.7%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		58.1%	11.1%	69.3%	38.5%	30.7%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - Sep 2018

Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat HH	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52401	22572	8592	37340	16881	20459	47088
%H		43.1%	16.4%	71.3%	32.2%	39.0%	89.9%
PVR	23772	14156	5594	13060	8783	4278	22509
%V	45.4%	62.7%	65.1%	35.0%	52.0%	20.9%	47.8%
%H		59.5%	23.5%	54.9%	36.9%	18.0%	94.7%
DVDR	326	137	61	249	116	133	282
%V	0.6%	0.6%	0.7%	0.7%	0.7%	0.7%	0.6%
%H		42.0%	18.7%	76.4%	35.6%	40.8%	86.5%
VCR	167	50	24	137	41	95	113
%V	0.3%	0.2%	0.3%	0.4%	0.2%	0.5%	0.2%
%H		29.9%	14.4%	82.0%	24.6%	56.9%	67.7%
Any recorder	24043	14218	5607	13304	8831	4472	22707
%V	45.9%	63.0%	65.3%	35.6%	52.3%	21.9%	48.2%
%H		59.1%	23.3%	55.3%	36.7%	18.6%	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 HH	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52401	22572	8592	37340	16881	20459	47088
%H		43.1%	16.4%	71.3%	32.2%	39.0%	89.9%
Receives HDTV (via STB or built-in reception)	30871	14831	5799	21347	10827	10519	28946
%V	58.9%	65.7%	67.5%	57.2%	64.1%	51.4%	61.5%
%H		48.0%	18.8%	69.1%	35.1%	34.1%	93.8%
DVD/Blu-ray player or recorder	23230	9953	3818	16381	7361	9021	21242
%V	44.3%	44.1%	44.4%	43.9%	43.6%	44.1%	45.1%
%H		42.8%	16.4%	70.5%	31.7%	38.8%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
Jul - 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	27071	10398	4057	18533	6664	11870	23518
%H		38.4%	15.0%	68.5%	24.6%	43.8%	86.9%
Under 20"	224	32	23	191	27	165	148
%V	0.8%	0.3%	0.6%	1.0%	0.4%	1.4%	0.6%
%H		14.3%	10.3%	85.3%	12.1%	73.7%	66.1%
20" - 29"	1830	296	200	1467	190	1277	1286
%V	6.8%	2.8%	4.9%	7.9%	2.9%	10.8%	5.5%
%H		16.2%	10.9%	80.2%	10.4%	69.8%	70.3%
30" - 39"	7272	2125	959	5389	1391	3998	5877
%V	26.9%	20.4%	23.6%	29.1%	20.9%	33.7%	25.0%
%H		29.2%	13.2%	74.1%	19.1%	55.0%	80.8%
40" - 49"	11330	4818	1895	7453	3171	4281	10296
%V	41.9%	46.3%	46.7%	40.2%	47.6%	36.1%	43.8%
%H		42.5%	16.7%	65.8%	28.0%	37.8%	90.9%
50" - 59"	4426	2415	750	2684	1503	1180	4275
%V	16.3%	23.2%	18.5%	14.5%	22.6%	9.9%	18.2%
%H		54.6%	16.9%	60.6%	34.0%	26.7%	96.6%
60"+	509	317	77	260	164	96	490
%V	1.9%	3.0%	1.9%	1.4%	2.5%	0.8%	2.1%
%H		62.3%	15.1%	51.1%	32.2%	18.9%	96.3%
Don't know	1479	395	153	1091	218	873	1146
%V	5.5%	3.8%	3.8%	5.9%	3.3%	7.4%	4.9%
%H		26.7%	10.3%	73.8%	14.7%	59.0%	77.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - 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	27071	10398	4057	18533	6664	11870	23518
%H		38.4%	15.0%	68.5%	24.6%	43.8%	86.9%
PVR	16503	9229	3822	9643	6048	3596	15461
%V	61.0%	88.8%	94.2%	52.0%	90.8%	30.3%	65.7%
%H		55.9%	23.2%	58.4%	36.6%	21.8%	93.7%
DVDR	255	107	44	201	93	108	217
%V	0.9%	1.0%	1.1%	1.1%	1.4%	0.9%	0.9%
%H		42.0%	17.3%	78.8%	36.5%	42.4%	85.1%
VCR	130	32	16	109	25	84	86
%V	0.5%	0.3%	0.4%	0.6%	0.4%	0.7%	0.4%
%H		24.6%	12.3%	83.8%	19.2%	64.6%	66.2%
Any recorder	16690	9252	3822	9820	6063	3758	15586
%V	61.7%	89.0%	94.2%	53.0%	91.0%	31.7%	66.3%
%H		55.4%	22.9%	58.8%	36.3%	22.5%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	27071	10398	4057	18533	6664	11870	23518
%H		38.4%	15.0%	68.5%	24.6%	43.8%	86.9%
Receives HDTV (via STB or built-in reception)	19165	8547	3523	13068	5814	7254	17702
%V	70.8%	82.2%	86.8%	70.5%	87.2%	61.1%	75.3%
%H		44.6%	18.4%	68.2%	30.3%	37.9%	92.4%
DVD/Blu-ray player or recorder	14680	5731	2210	10361	3974	6387	13078
%V	54.2%	55.1%	54.5%	55.9%	59.6%	53.8%	55.6%
%H		39.0%	15.1%	70.6%	27.1%	43.5%	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: QUARTERLY
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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 HH	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25331	12174	4535	18807	10217	8590	23570
%H		48.1%	17.9%	74.2%	40.3%	33.9%	93.0%
Under 20"	3030	1204	463	2553	1169	1385	2640
%V	12.0%	9.9%	10.2%	13.6%	11.4%	16.1%	11.2%
%H		39.7%	15.3%	84.3%	38.6%	45.7%	87.1%
20" - 29"	7039	3147	1218	5612	2941	2672	6408
%V	27.8%	25.9%	26.9%	29.8%	28.8%	31.1%	27.2%
%H		44.7%	17.3%	79.7%	41.8%	38.0%	91.0%
30" - 39"	8198	4046	1552	5904	3323	2581	7809
%V	32.4%	33.2%	34.2%	31.4%	32.5%	30.0%	33.1%
%H		49.4%	18.9%	72.0%	40.5%	31.5%	95.3%
40" - 49"	4506	2487	882	2924	1827	1097	4376
%V	17.8%	20.4%	19.4%	15.5%	17.9%	12.8%	18.6%
%H		55.2%	19.6%	64.9%	40.5%	24.3%	97.1%
50" - 59"	1071	626	202	685	437	248	1038
%V	4.2%	5.1%	4.5%	3.6%	4.3%	2.9%	4.4%
%H		58.5%	18.9%	64.0%	40.8%	23.2%	96.9%
60"+	103	60	9	76	41	34	103
%V	0.4%	0.5%	0.2%	0.4%	0.4%	0.4%	0.4%
%H		58.3%	8.7%	73.8%	39.8%	33.0%	100.0%
Don't know	1383	605	208	1053	480	573	1195
%V	5.5%	5.0%	4.6%	5.6%	4.7%	6.7%	5.1%
%H		43.7%	15.0%	76.1%	34.7%	41.4%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - 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	25331	12174	4535	18807	10217	8590	23570
%H		48.1%	17.9%	74.2%	40.3%	33.9%	93.0%
PVR	7269	4927	1771	3417	2735	682	7048
%V	28.7%	40.5%	39.1%	18.2%	26.8%	7.9%	29.9%
%H		67.8%	24.4%	47.0%	37.6%	9.4%	97.0%
DVDR	71	30	17	48	22	26	65
%V	0.3%	0.2%	0.4%	0.3%	0.2%	0.3%	0.3%
%H		42.3%	23.9%	67.6%	31.0%	36.6%	91.5%
VCR	37	18	8	27	16	11	28
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		48.6%	21.6%	73.0%	43.2%	29.7%	75.7%
Any recorder	7353	4966	1784	3483	2769	715	7121
%V	29.0%	40.8%	39.3%	18.5%	27.1%	8.3%	30.2%
%H		67.5%	24.3%	47.4%	37.7%	9.7%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25331	12174	4535	18807	10217	8590	23570
%H		48.1%	17.9%	74.2%	40.3%	33.9%	93.0%
Receives HDTV (via STB or built-in reception)	11706	6284	2275	8279	5013	3265	11244
%V	46.2%	51.6%	50.2%	44.0%	49.1%	38.0%	47.7%
%H		53.7%	19.4%	70.7%	42.8%	27.9%	96.1%
DVD/Blu-ray player or recorder	8550	4223	1608	6020	3386	2634	8164
%V	33.8%	34.7%	35.5%	32.0%	33.1%	30.7%	34.6%
%H		49.4%	18.8%	70.4%	39.6%	30.8%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - Sep 2018

Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65604	62801	26636	10226	40911	16853	24058	60463
%H		95.7%	40.6%	15.6%	62.4%	25.7%	36.7%	92.2%
Total Children	12594	12202	5817	1964	7121	3174	3946	12304
%V	19.2%	19.4%	21.8%	19.2%	17.4%	18.8%	16.4%	20.3%
%H		96.9%	46.2%	15.6%	56.5%	25.2%	31.3%	97.7%
0 - 3	3117	2985	1379	438	1669	688	981	3021
%V	4.8%	4.8%	5.2%	4.3%	4.1%	4.1%	4.1%	5.0%
%H		95.8%	44.2%	14.1%	53.5%	22.1%	31.5%	96.9%
4 - 15	9478	9218	4438	1526	5451	2486	2965	9283
%V	14.4%	14.7%	16.7%	14.9%	13.3%	14.8%	12.3%	15.4%
%H		97.3%	46.8%	16.1%	57.5%	26.2%	31.3%	97.9%
4 - 9	4982	4800	2321	741	2750	1207	1543	4870
%V	7.6%	7.6%	8.7%	7.2%	6.7%	7.2%	6.4%	8.1%
%H		96.3%	46.6%	14.9%	55.2%	24.2%	31.0%	97.8%
10 - 15	4496	4418	2118	785	2701	1280	1422	4412
%V	6.9%	7.0%	8.0%	7.7%	6.6%	7.6%	5.9%	7.3%
%H		98.3%	47.1%	17.5%	60.1%	28.5%	31.6%	98.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - Sep 2018

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65604	62801	26636	10226	40911	16853	24058	60463
%H		95.7%	40.6%	15.6%	62.4%	25.7%	36.7%	92.2%
Total Adults (16+)	53010	50599	20819	8262	33790	13679	20112	48160
%V	80.8%	80.6%	78.2%	80.8%	82.6%	81.2%	83.6%	79.7%
%H		95.5%	39.3%	15.6%	63.7%	25.8%	37.9%	90.9%
16 - 19	2532	2422	1129	477	1517	764	752	2485
%V	3.9%	3.9%	4.2%	4.7%	3.7%	4.5%	3.1%	4.1%
%H		95.7%	44.6%	18.8%	59.9%	30.2%	29.7%	98.1%
20 - 24	4140	3636	1473	676	2277	1024	1253	4004
%V	6.3%	5.8%	5.5%	6.6%	5.6%	6.1%	5.2%	6.6%
%H		87.8%	35.6%	16.3%	55.0%	24.7%	30.3%	96.7%
25 - 34	8950	8121	3265	1315	4612	1783	2829	8702
%V	13.6%	12.9%	12.3%	12.9%	11.3%	10.6%	11.8%	14.4%
%H		90.7%	36.5%	14.7%	51.5%	19.9%	31.6%	97.2%
35 - 44	8359	7933	3535	1297	4751	1962	2789	8098
%V	12.7%	12.6%	13.3%	12.7%	11.6%	11.6%	11.6%	13.4%
%H		94.9%	42.3%	15.5%	56.8%	23.5%	33.4%	96.9%
45 - 54	9137	8884	4173	1616	5747	2718	3029	8790
%V	13.9%	14.1%	15.7%	15.8%	14.0%	16.1%	12.6%	14.5%
%H		97.2%	45.7%	17.7%	62.9%	29.7%	33.2%	96.2%
55 - 64	8004	7848	3278	1438	5525	2437	3089	7475
%V	12.2%	12.5%	12.3%	14.1%	13.5%	14.5%	12.8%	12.4%
%H		98.1%	41.0%	18.0%	69.0%	30.4%	38.6%	93.4%
65+	11886	11754	3967	1443	9361	2991	6370	8604
%V	18.1%	18.7%	14.9%	14.1%	22.9%	17.7%	26.5%	14.2%
%H		98.9%	33.4%	12.1%	78.8%	25.2%	53.6%	72.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2018

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		53010	50599	20819	8262	33790	13679	20112	48160
	%H		95.5%	39.3%	15.6%	63.7%	25.8%	37.9%	90.9%
AB		13944	13389	5719	2220	8815	3720	5095	13597
	%V	26.3%	26.5%	27.5%	26.9%	26.1%	27.2%	25.3%	28.2%
	%H		96.0%	41.0%	15.9%	63.2%	26.7%	36.5%	97.5%
C1		15344	14589	6135	2543	9574	4177	5397	14456
	%V	28.9%	28.8%	29.5%	30.8%	28.3%	30.5%	26.8%	30.0%
	%H		95.1%	40.0%	16.6%	62.4%	27.2%	35.2%	94.2%
C2		11263	10877	4828	1719	7427	3332	4095	10249
	%V	21.2%	21.5%	23.2%	20.8%	22.0%	24.4%	20.4%	21.3%
	%H		96.6%	42.9%	15.3%	65.9%	29.6%	36.4%	91.0%
D		7980	7504	2868	1189	4937	1707	3230	6899
	%V	15.1%	14.8%	13.8%	14.4%	14.6%	12.5%	16.1%	14.3%
	%H		94.0%	35.9%	14.9%	61.9%	21.4%	40.5%	86.5%
E		4479	4239	1269	593	3038	744	2294	2959
	%V	8.4%	8.4%	6.1%	7.2%	9.0%	5.4%	11.4%	6.1%
	%H		94.6%	28.3%	13.2%	67.8%	16.6%	51.2%	66.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - Sep 2018

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	Sat HH	HH
Total Adults (16+)	53010	50599	20819	8262	33790	13679	20112	48160
%H		95.5%	39.3%	15.6%	63.7%	25.8%	37.9%	90.9%
Working full time	26061	24767	10961	4425	15397	6945	8452	25407
%V	49.2%	48.9%	52.6%	53.6%	45.6%	50.8%	42.0%	52.8%
%H		95.0%	42.1%	17.0%	59.1%	26.6%	32.4%	97.5%
Working part time	5235	5042	2154	855	3370	1450	1919	5063
%V	9.9%	10.0%	10.3%	10.3%	10.0%	10.6%	9.5%	10.5%
%H		96.3%	41.1%	16.3%	64.4%	27.7%	36.7%	96.7%
Not working	21713	20789	7704	2982	15024	5283	9740	17690
%V	41.0%	41.1%	37.0%	36.1%	44.5%	38.6%	48.4%	36.7%
%H		95.7%	35.5%	13.7%	69.2%	24.3%	44.9%	81.5%
Houseperson	28453	27078	10400	4057	18539	6665	11873	24667
%V	53.7%	53.5%	50.0%	49.1%	54.9%	48.7%	59.0%	51.2%
%H		95.2%	36.6%	14.3%	65.2%	23.4%	41.7%	86.7%

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: QUARTERLY
Jul - Sep 2018

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25942	24599	10242	4129	16183	6724	9459	23797
%H		94.8%	39.5%	15.9%	62.4%	25.9%	36.5%	91.7%
16 - 19	1326	1269	576	266	791	400	391	1305
%V	5.1%	5.2%	5.6%	6.4%	4.9%	5.9%	4.1%	5.5%
%H		95.7%	43.4%	20.1%	59.7%	30.2%	29.5%	98.4%
20 - 24	2086	1848	772	365	1153	560	593	2025
%V	8.0%	7.5%	7.5%	8.8%	7.1%	8.3%	6.3%	8.5%
%H		88.6%	37.0%	17.5%	55.3%	26.8%	28.4%	97.1%
25 - 34	4486	3995	1595	656	2202	852	1350	4337
%V	17.3%	16.2%	15.6%	15.9%	13.6%	12.7%	14.3%	18.2%
%H		89.1%	35.6%	14.6%	49.1%	19.0%	30.1%	96.7%
35 - 44	4135	3875	1707	623	2282	917	1366	3982
%V	15.9%	15.8%	16.7%	15.1%	14.1%	13.6%	14.4%	16.7%
%H		93.7%	41.3%	15.1%	55.2%	22.2%	33.0%	96.3%
45 - 54	4495	4350	2031	766	2841	1317	1525	4280
%V	17.3%	17.7%	19.8%	18.6%	17.6%	19.6%	16.1%	18.0%
%H		96.8%	45.2%	17.0%	63.2%	29.3%	33.9%	95.2%
55 - 64	3929	3844	1606	743	2673	1206	1467	3664
%V	15.1%	15.6%	15.7%	18.0%	16.5%	17.9%	15.5%	15.4%
%H		97.8%	40.9%	18.9%	68.0%	30.7%	37.3%	93.3%
65+	5485	5418	1955	712	4240	1472	2768	4205
%V	21.1%	22.0%	19.1%	17.2%	26.2%	21.9%	29.3%	17.7%
%H		98.8%	35.6%	13.0%	77.3%	26.8%	50.5%	76.7%

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: QUARTERLY

Jul - 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+)		25942	24599	10242	4129	16183	6724	9459	23797
	%H		94.8%	39.5%	15.9%	62.4%	25.9%	36.5%	91.7%
AB		7147	6842	2905	1154	4453	1875	2578	6985
	%V	27.5%	27.8%	28.4%	27.9%	27.5%	27.9%	27.3%	29.4%
	%H		95.7%	40.6%	16.1%	62.3%	26.2%	36.1%	97.7%
C1		7029	6657	2903	1239	4206	1955	2251	6714
	%V	27.1%	27.1%	28.3%	30.0%	26.0%	29.1%	23.8%	28.2%
	%H		94.7%	41.3%	17.6%	59.8%	27.8%	32.0%	95.5%
C2		6047	5798	2547	950	3950	1794	2156	5472
	%V	23.3%	23.6%	24.9%	23.0%	24.4%	26.7%	22.8%	23.0%
	%H		95.9%	42.1%	15.7%	65.3%	29.7%	35.7%	90.5%
D		3859	3591	1370	566	2325	799	1526	3384
	%V	14.9%	14.6%	13.4%	13.7%	14.4%	11.9%	16.1%	14.2%
	%H		93.1%	35.5%	14.7%	60.2%	20.7%	39.5%	87.7%
E		1861	1711	518	221	1249	301	948	1243
	%V	7.2%	7.0%	5.1%	5.4%	7.7%	4.5%	10.0%	5.2%
	%H		91.9%	27.8%	11.9%	67.1%	16.2%	50.9%	66.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jul - 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	Sat HH	HH
Total Males (16+)	25942	24599	10242	4129	16183	6724	9459	23797
%H		94.8%	39.5%	15.9%	62.4%	25.9%	36.5%	91.7%
Working full time	15563	14744	6572	2595	9070	4091	4979	15146
%V	60.0%	59.9%	64.2%	62.8%	56.0%	60.8%	52.6%	63.6%
%H		94.7%	42.2%	16.7%	58.3%	26.3%	32.0%	97.3%
Working part time	1194	1107	422	215	747	318	429	1113
%V	4.6%	4.5%	4.1%	5.2%	4.6%	4.7%	4.5%	4.7%
%H		92.7%	35.3%	18.0%	62.6%	26.6%	35.9%	93.2%
Not working	9185	8748	3248	1319	6366	2314	4051	7538
%V	35.4%	35.6%	31.7%	31.9%	39.3%	34.4%	42.8%	31.7%
%H		95.2%	35.4%	14.4%	69.3%	25.2%	44.1%	82.1%
Houseperson	6474	5881	1906	866	4100	1217	2883	5191
%V	25.0%	23.9%	18.6%	21.0%	25.3%	18.1%	30.5%	21.8%
%H		90.8%	29.4%	13.4%	63.3%	18.8%	44.5%	80.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 27

DATA PERIOD: QUARTERLY
Jul - 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+)	27068	26000	10577	4133	17607	6955	10653	24362
%H		96.1%	39.1%	15.3%	65.0%	25.7%	39.4%	90.0%
16 - 19	1206	1153	553	212	725	364	361	1181
%V	4.5%	4.4%	5.2%	5.1%	4.1%	5.2%	3.4%	4.8%
%H		95.6%	45.9%	17.6%	60.1%	30.2%	29.9%	97.9%
20 - 24	2054	1788	701	311	1124	464	660	1980
%V	7.6%	6.9%	6.6%	7.5%	6.4%	6.7%	6.2%	8.1%
%H		87.0%	34.1%	15.1%	54.7%	22.6%	32.1%	96.4%
25 - 34	4464	4126	1670	660	2410	931	1480	4365
%V	16.5%	15.9%	15.8%	16.0%	13.7%	13.4%	13.9%	17.9%
%H		92.4%	37.4%	14.8%	54.0%	20.9%	33.2%	97.8%
35 - 44	4224	4058	1827	673	2469	1046	1423	4117
%V	15.6%	15.6%	17.3%	16.3%	14.0%	15.0%	13.4%	16.9%
%H		96.1%	43.3%	15.9%	58.5%	24.8%	33.7%	97.5%
45 - 54	4642	4534	2142	850	2906	1401	1505	4511
%V	17.1%	17.4%	20.3%	20.6%	16.5%	20.1%	14.1%	18.5%
%H		97.7%	46.1%	18.3%	62.6%	30.2%	32.4%	97.2%
55 - 64	4075	4004	1672	695	2852	1231	1621	3811
%V	15.1%	15.4%	15.8%	16.8%	16.2%	17.7%	15.2%	15.6%
%H		98.3%	41.0%	17.1%	70.0%	30.2%	39.8%	93.5%
65+	6401	6336	2012	731	5121	1519	3602	4399
%V	23.6%	24.4%	19.0%	17.7%	29.1%	21.8%	33.8%	18.1%
%H		99.0%	31.4%	11.4%	80.0%	23.7%	56.3%	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

Page 28

DATA PERIOD: QUARTERLY
Jul - 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	Sat HH	HH
Total Females (16+)		27068	26000	10577	4133	17607	6955	10653	24362
	%H		96.1%	39.1%	15.3%	65.0%	25.7%	39.4%	90.0%
AB		6798	6546	2814	1066	4362	1845	2517	6613
	%V	25.1%	25.2%	26.6%	25.8%	24.8%	26.5%	23.6%	27.1%
	%H		96.3%	41.4%	15.7%	64.2%	27.1%	37.0%	97.3%
C1		8315	7933	3233	1303	5368	2222	3146	7742
	%V	30.7%	30.5%	30.6%	31.5%	30.5%	31.9%	29.5%	31.8%
	%H		95.4%	38.9%	15.7%	64.6%	26.7%	37.8%	93.1%
C2		5216	5079	2281	769	3477	1538	1939	4777
	%V	19.3%	19.5%	21.6%	18.6%	19.7%	22.1%	18.2%	19.6%
	%H		97.4%	43.7%	14.7%	66.7%	29.5%	37.2%	91.6%
D		4121	3913	1498	623	2612	908	1704	3515
	%V	15.2%	15.1%	14.2%	15.1%	14.8%	13.1%	16.0%	14.4%
	%H		95.0%	36.4%	15.1%	63.4%	22.0%	41.3%	85.3%
E		2618	2528	750	372	1789	442	1347	1716
	%V	9.7%		7.1%	9.0%	10.2%	6.4%	12.6%	7.0%
	%H		96.6%	28.6%	14.2%	68.3%	16.9%	51.5%	65.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 29

DATA PERIOD: QUARTERLY
Jul - 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	Sat HH	HH
Total Females (16+)	27068	26000	10577	4133	17607	6955	10653	24362
%H		96.1%	39.1%	15.3%	65.0%	25.7%	39.4%	90.0%
Working full time	10498	10024	4389	1830	6327	2854	3473	10261
%V	38.8%	38.6%	41.5%	44.3%	35.9%	41.0%	32.6%	42.1%
%H		95.5%	41.8%	17.4%	60.3%	27.2%	33.1%	97.7%
Working part time	4041	3935	1732	640	2622	1132	1490	3949
%V	14.9%	15.1%	16.4%	15.5%	14.9%	16.3%	14.0%	16.2%
%H		97.4%	42.9%	15.8%	64.9%	28.0%	36.9%	97.7%
Not working	12528	12041	4456	1663	8658	2969	5689	10152
%V	46.3%	46.3%	42.1%	40.2%	49.2%	42.7%	53.4%	41.7%
%H		96.1%	35.6%	13.3%	69.1%	23.7%	45.4%	81.0%
Houseperson	21979	21197	8494	3191	14438	5448	8990	19476
%V	81.2%	81.5%	80.3%	77.2%	82.0%	78.3%	84.4%	79.9%
%H		96.4%	38.6%	14.5%	65.7%	24.8%	40.9%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.
2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:

Age of Houseperson
Size of household
Presence of children
Social grade
Age
Sex
Working status (adults)
Terminal age of education
Number of sets
Set characteristics
Ownership of TV related equipment
3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between Jul 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 'Houseperson', or a partner of either of these, are included in this group.

Response Analysis: Jul - Sep 2018	
	Total Network
Addresses Issued	21,507
Shop / Business	273
Demolished / Incomplete	26
Empty	1,696
Holiday Home	181
Other Non Effective	318
Eligible Addresses	19,013
Substitute Addresses	2,412
Multiple Occupancy Addresses	228
Total Additional Households	2,640
Total Valid Households	21,465
	100.0%
Non Contacts	1,547
	7.2%
No English Spoken	95
	0.4%
Refusals	6,184
	28.8%
Total Interviews	13,636
	63.5%

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 table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from Jul to Sep 2018

	All Households	Total TV Households
All Households	13705	13149
All Sets	26279	26279
All Individuals	33532	32323
Children 0-15	6523	6338
All Adults	27009	25985
Adult Males	13049	12500
Adult Females	13960	13485

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	

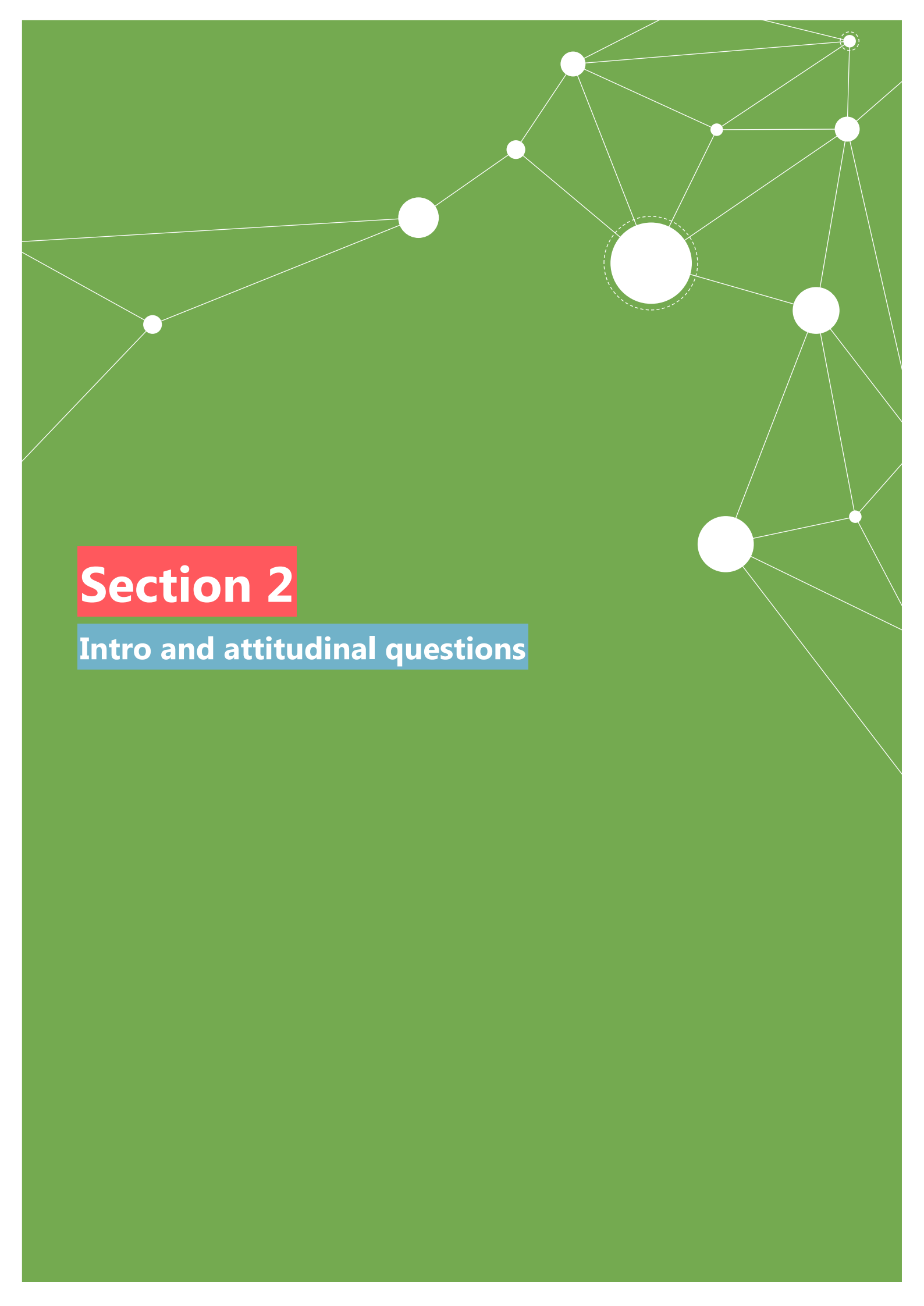
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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 XMH2 = 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

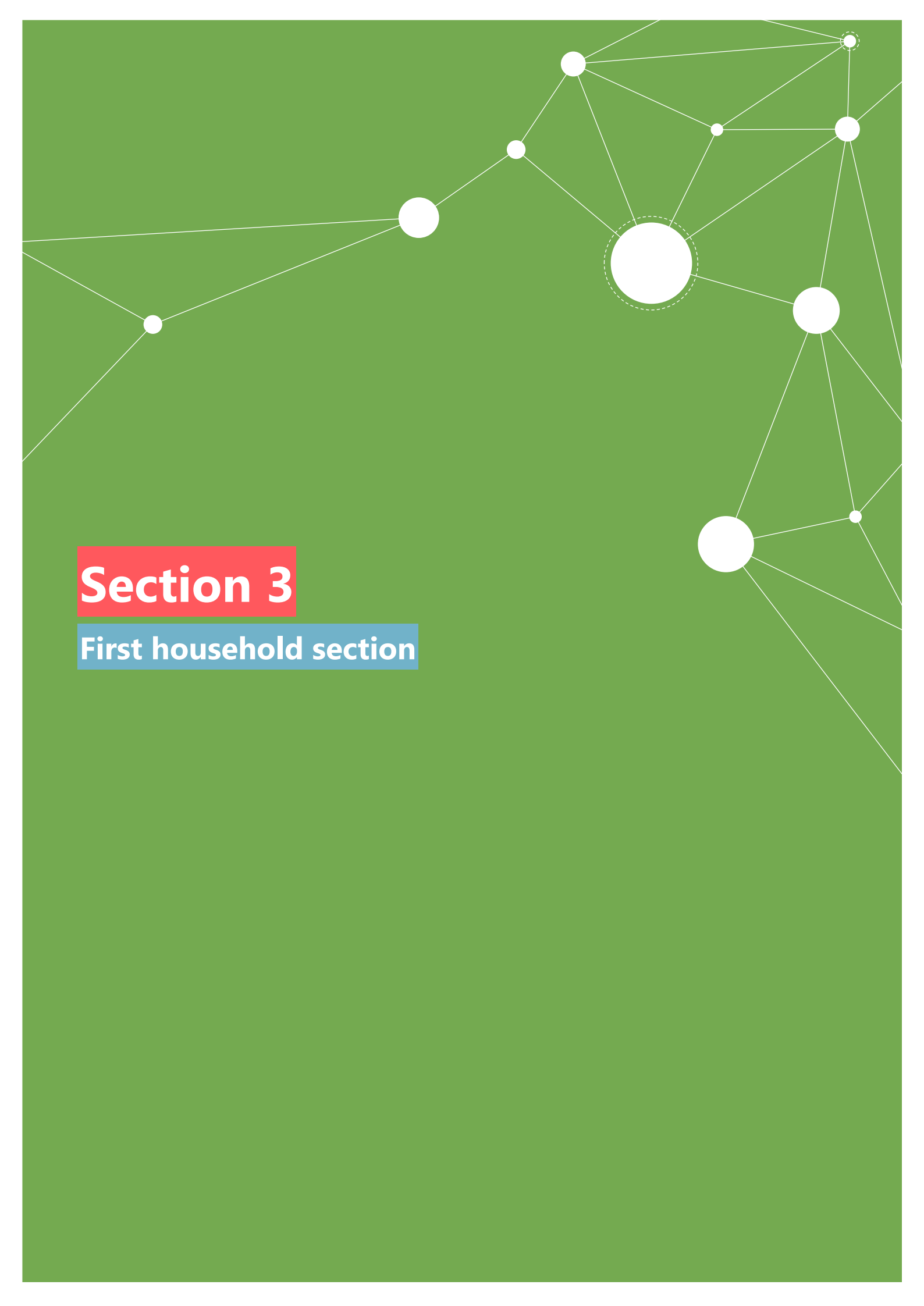
Intro and attitudinal questions

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		



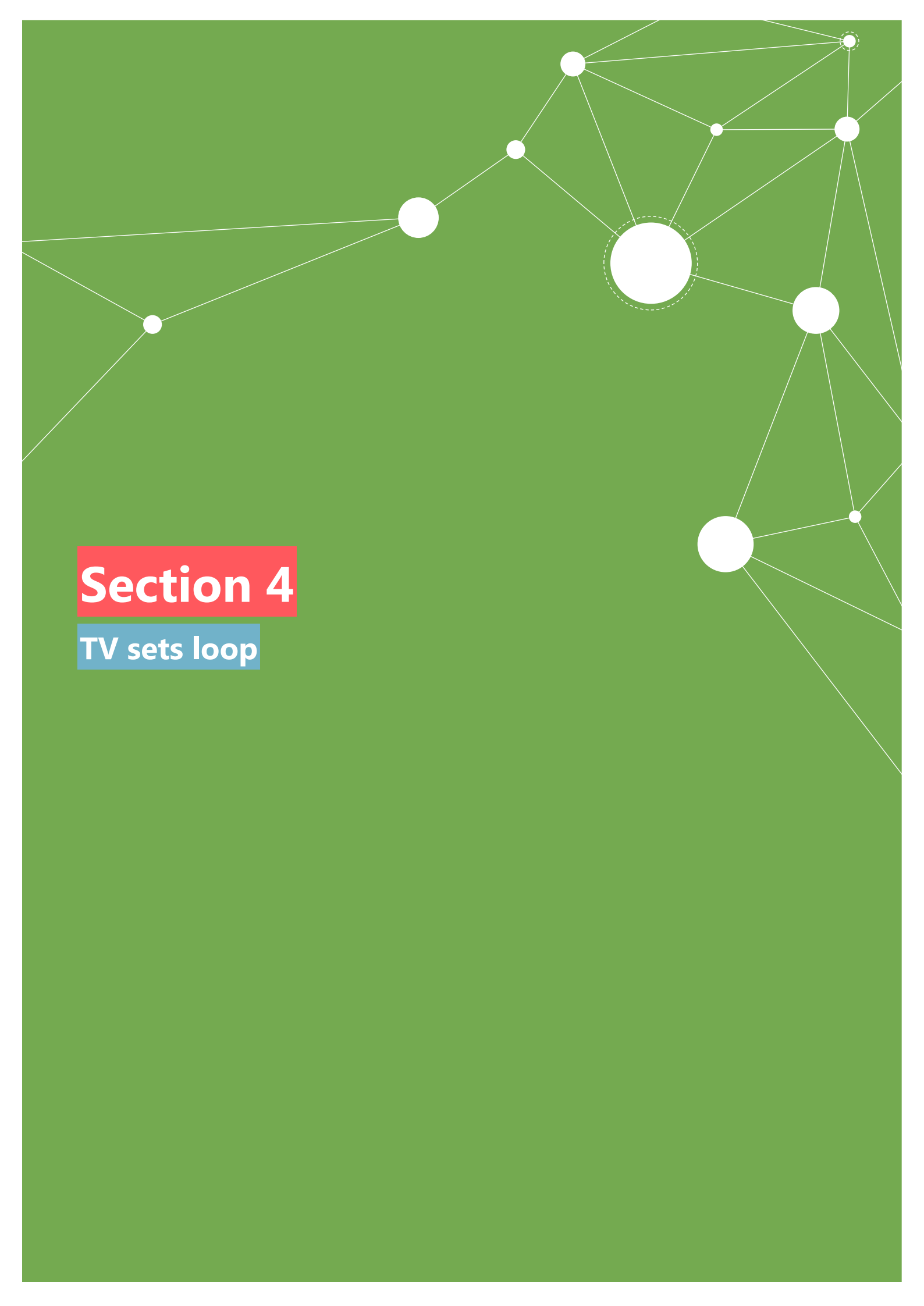
Section 3

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	<u>SHOW SCREEN</u>	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	<u>SHOW SCREEN</u>	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: SHOW SCREEN 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 <i>[S62=NO]</i>		
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

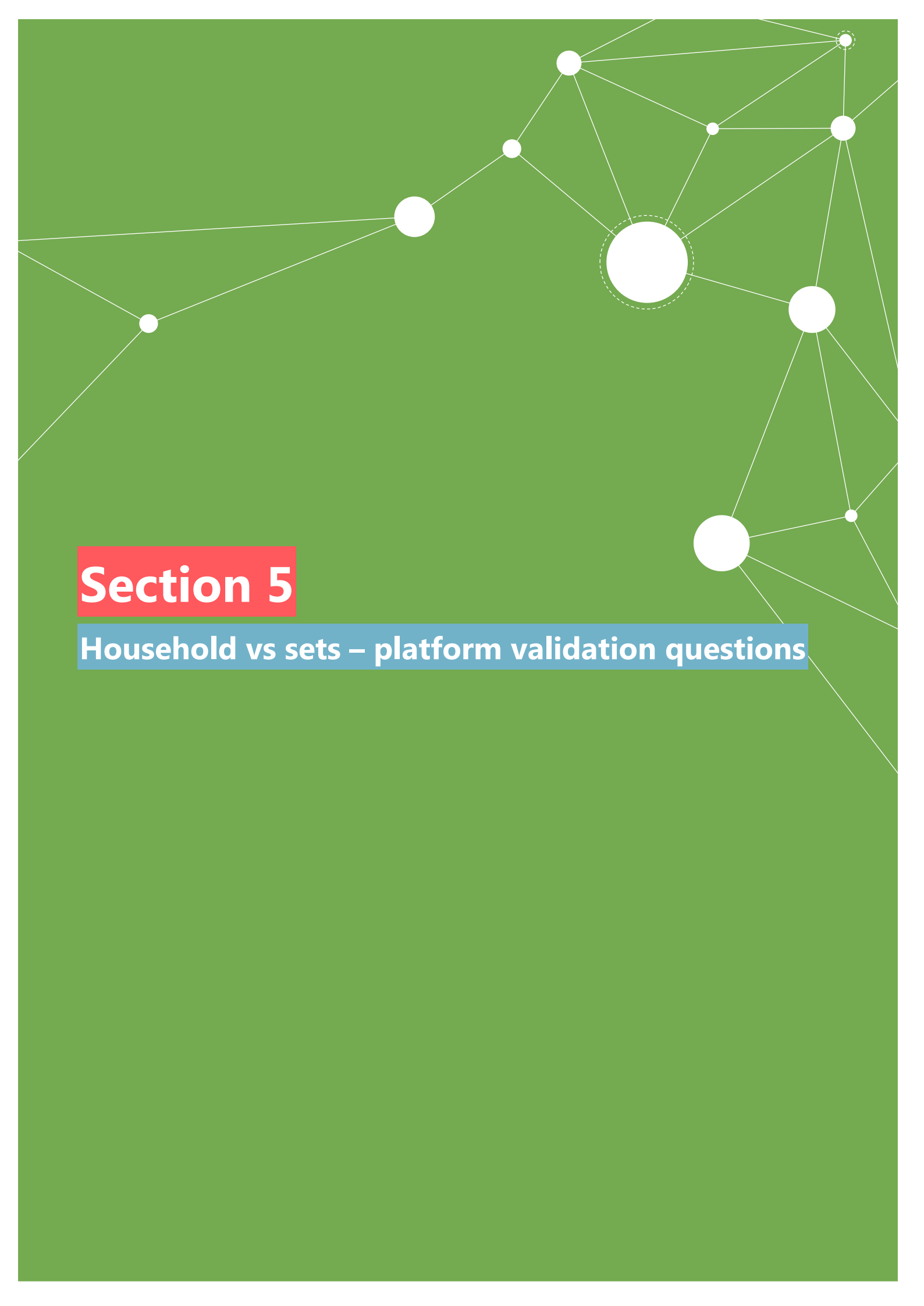
FORCE EDIT: SET DK TO NO**ASK FOR ANY SET WITH NO PLATFORM CLAIMS****[S62 = YES]**

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

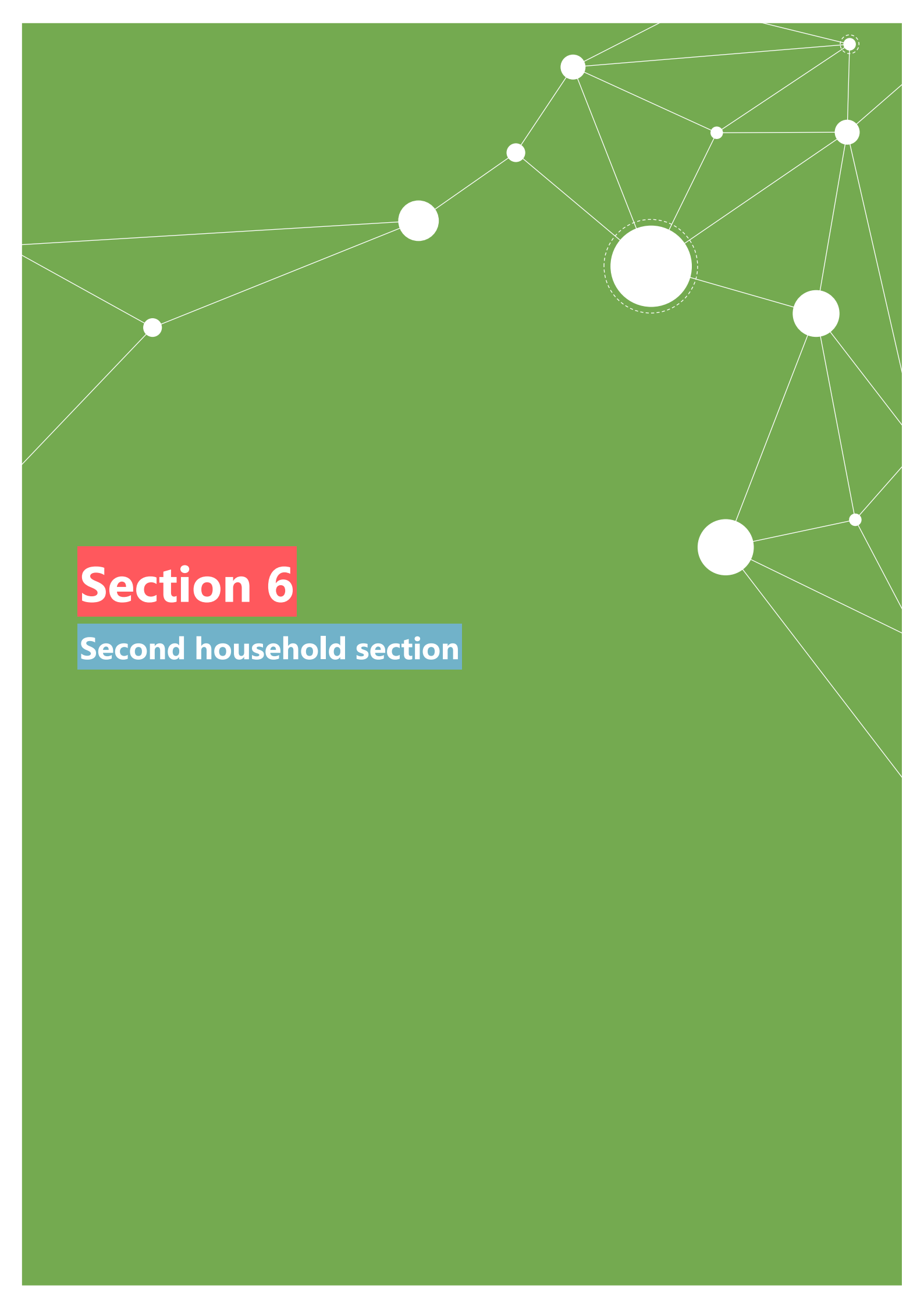
Household vs Sets – platform validation questions

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

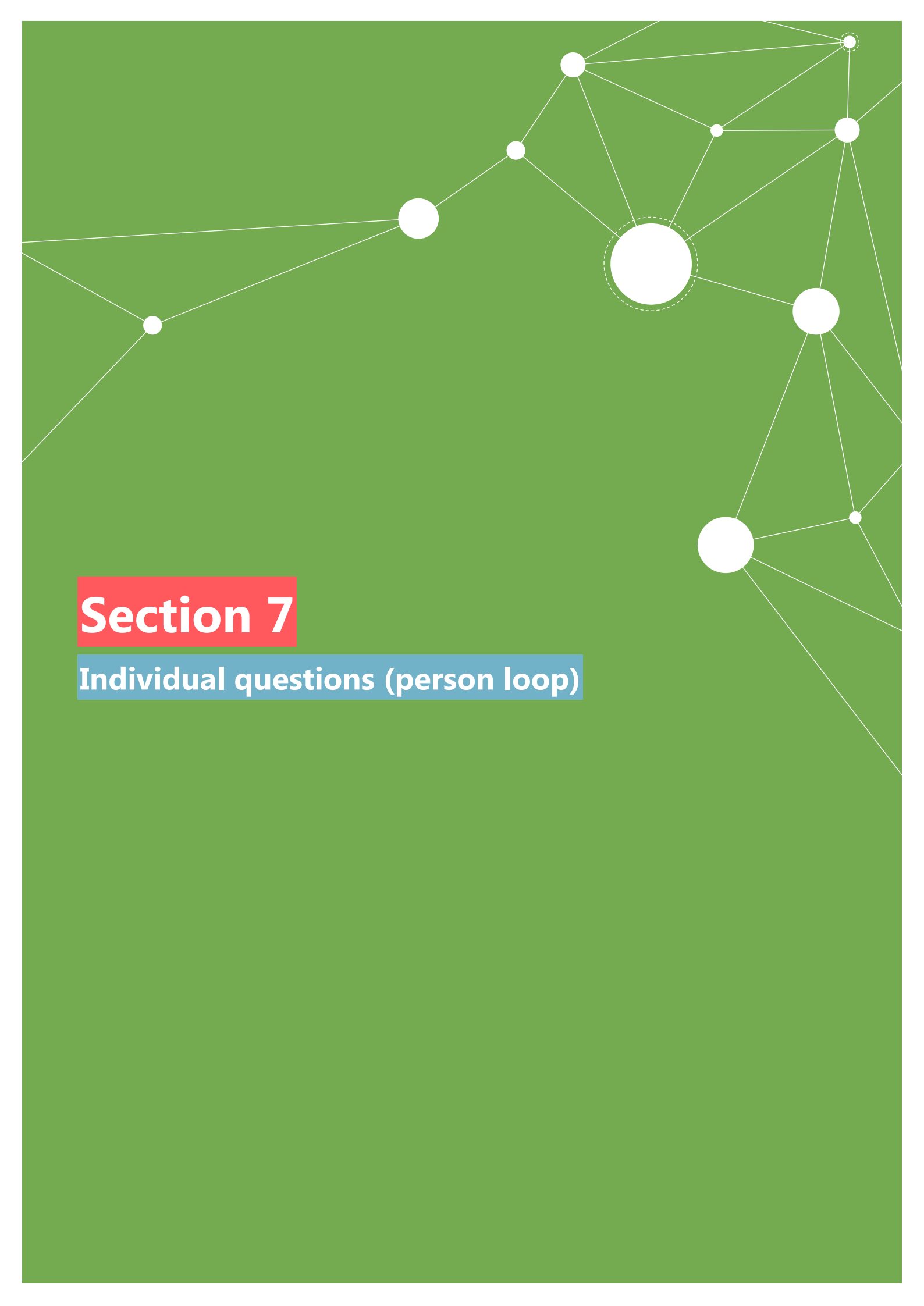
ASK ALL			
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads, 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> </tr> <tr> <td>No</td> </tr> <tr> <td>Don't know</td> </tr> </table>		Yes	No	Don't know							
Yes											
No											
Don't know											
FORCE EDIT: IF DK SET TO NO											
ES ONLY NOT ESR											
ASK ALL											
H110	<u>SHOW SCREEN 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		
<i>[S56A=YES (FOR ANY SET)]</i>		
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		
<i>[H22b = YES]</i>		
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		
<i>[H22b = YES]</i>		
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)	SP
	What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)	
	(MAY NOT BE BLANK)	
	Male	
	Female	
	Other (Optional specify)	
ASK ALL		
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?	SP
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
	WRITE IN >	
	(ALLOW REF)	
FORCE EDIT: IF REF SET FROM AGE BAND SET WORKING VARIABLE FOR USE IN RECRUITMENT IF AGE BAND = 1 (UNDER 16): RANDOMLY ASSIGN TO SUB-BAND 0-3 OR 4-15		

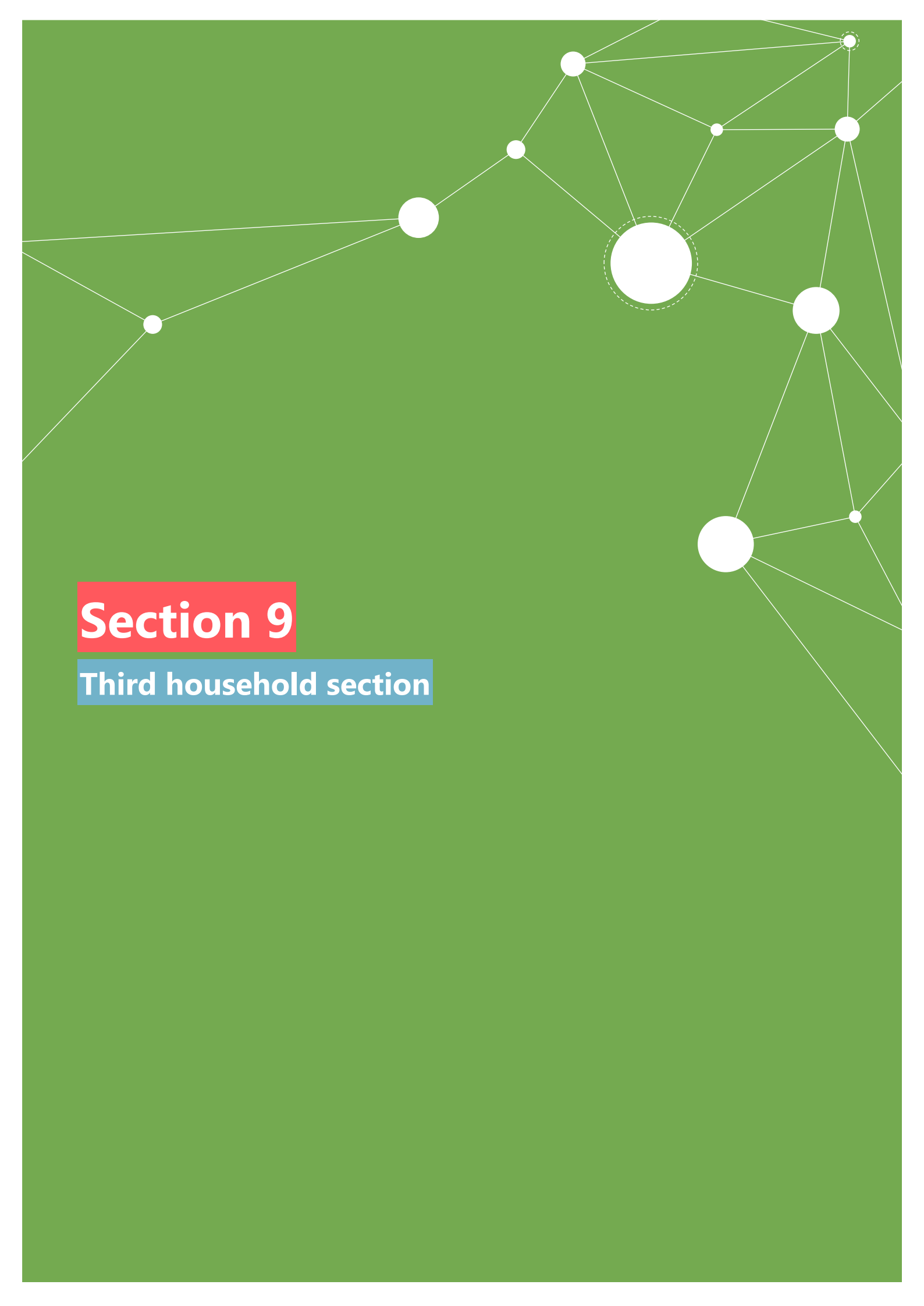
ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3]		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
FORCE EDIT: SET BAND BASED ON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

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

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? 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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ASK IF ANY OTHER ASIAN BACKGROUND AT P16																																
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16	SP																														
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ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again, I'm going to ask about ownership of a mobile phone. Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Prefer not to say'.	
P17	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Do you have your own mobile phone? (IF NOT RESPONDENT) Does this person have their own mobile phone? Yes No Don't know Prefer not to say	
ES ONLY		
ASK IF OWN A MOBILE PHONE		
[P17=YES]		
P18	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes? (IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes? INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE. Yes No Don't know Prefer not to say	
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		



Section 9

Third household section

Third household section

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

ES ONLY NOT ESR		
ASK IF more than one option chosen at H116		
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED		
H117	<u>SHOW SCREEN</u>	SP
Which is the main language Spoken in your household?		
English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Hindi Other (Specify)		
ASK ALL		
H27	<u>SHOW SCREEN</u>	MP
IF 1 PERSON HOUSEHOLD		
Do you work in any of the following occupations?		
IF 2+ PERSON HOUSEHOLD		
Do you or does any member of your household work in any of the following occupations?		
TV programme production TV broadcasting, planning or scheduling Advertising or media sales for a broadcaster, publisher or online company Journalism for a broadcaster, newspaper, magazine or online publisher For an advertising or media agency For a market research company None of these		
ASK IF 2+ ADULTS IN HOME		
P3 >15 OR P4 NOT CODE 1		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over.		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
ASK IF 2+ ADULTS IN HOME		
P3 >15 OR P4 NOT CODE 1		
H28	Which of the household members you have mentioned is mainly responsible for the household duties, such as grocery shopping, cooking and cleaning?	MP
This person must be aged 16 or over.		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		

ASK IF 2+ ADULTS IN HOME
P3 >15 OR P4 NOT CODE 1

H29 Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? MP

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

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? MP

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

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? MP

By that I mean the person with the largest income 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

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 (IF RESPONDENT) household member <<INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED>> (IF NOT RESPONDENT).
ASK ALL	
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Prefer not to say
ASK ALL	
H35	What type of firm or organisation do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7)) you (IF RESPONDENT) they (IF NOT RESPONDENT) work in? WRITE IN Don't know Prefer not to say
ASK ALL	
H36	What <u>is</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)) <u>was</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) the position held or job title? NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary. WRITE IN Don't know Prefer not to say
ASK ALL	
H37	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT) you (IF RESPONDENT they (IF NOT RESPONDENT) self-employed? Yes No Don't know Prefer not to say
ASK IF SELF EMPLOYED [H37=YES]	
H38	How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)) you (IF RESPONDENT) they (IF NOT RESPONDENT) employ? ENTER NUMERICAL RESPONSE Don't know

ASK ALL

H39 What jobs do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT 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 EDUCATION AT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT P9 (CODE 4-7)) you (IF RESPONDENT) they (IF NOT RESPONDENT) a manager or a foreman/supervisor?

SP

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

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

H41 How many people work at the place?

NUM

ENTER NUMERICAL RESPONSE
Don't know

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

H42 How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for?

NUM

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

H43 Have you (IF RESPONDENT) Has 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

SP

You said that you/they are retired.

Thinking about your/their sources of income:

Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.?

Yes
No
Don't know
Prefer not to say

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

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS
[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

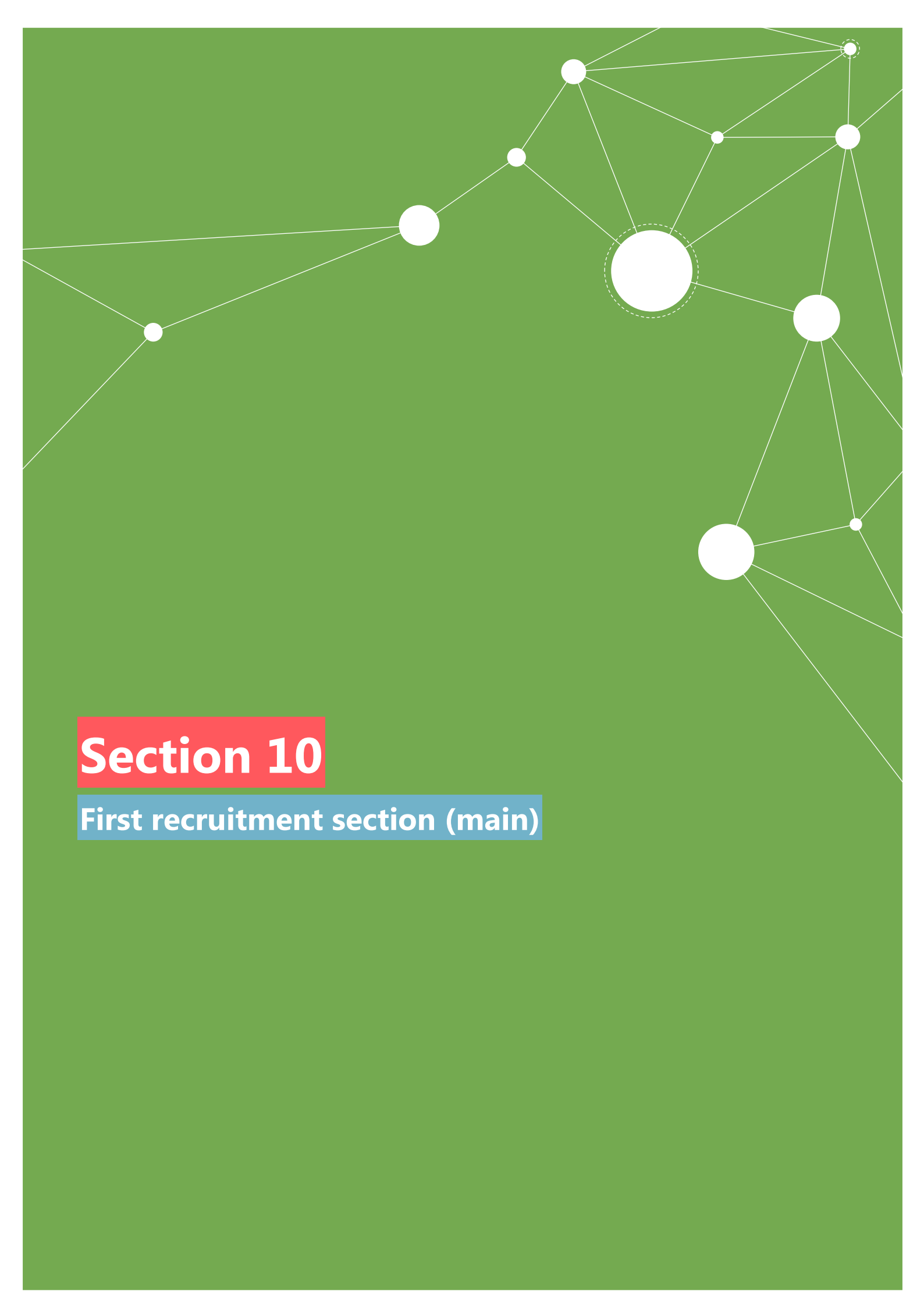
PROBABILITY MATRIX		
PM3	Write out subcluster recruitment status (another recruit in subcluster or not). Yes (exit recruitment) No (proceed)	SP
PM1	Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison	
PM2	HH 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 Thank you very much for answering all of my questions so far.
intr
o_1

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. **SP**

INTERVIEWER NOTE: IF REQUIRED EXPLAIN THAT IT IS BEST FOR ALL HH MEMBERS PRESENT TO HEAR THE EXPLANATION OF THE PANEL REQUIREMENTS

SHOW VIDEO

Show video

Don't play video (exit recruitment)

ES ONLY NOT STANDALONE

R2 We need to make sure the panel represents people from all ages and backgrounds [including
intr people that watch little or no TV (IF NON_TV HH)]. By taking part, you will help to ensure that the
o_2 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 BARB, the Broadcasters' Audience Research Board, provides audience figures primarily for television
intr channels and programmes, and video and TV-related content available online.
o_3 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?	SP
	- Yes - No - Don't know	

End of recruitment computer loop / Start of contact section

ASK ALL**R18 intro**

Thank you for your answers so far – I just have few more questions for you today.

The next section is on telephone contact details.

As I mentioned earlier; once this interview is complete we will call you by telephone to confirm your details and to answer any questions you may have thought of before we then agree a time for a technician to visit your home. For this we need a telephone number that we can easily reach you on.

Tel No 1 ES and ES Recontact**ES and ESR Sample****ASK IF H47 = NO/REF OR H49 = PREFER NOT TO SAY****R18a**

Are you able to provide us with a telephone number?

SP

NOTE: where available a personal mobile phone number is preferable to a landline

Yes (go to R19a)

No (go to R18b)

ES and ESR Sample**ASK IF R18a = NO****R18b**

Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?

SP

Yes (go to R19a)

No (exit recruitment) (go to R32)

ES and ESR Sample**ASK IF H47 NOT = NO/REF AND H49 NOT PREFER NOT TO SAY****R18c1**

To make sure I correctly entered the number you provided earlier, can I ask you give it to me again?

NUM

NOTE: Enter area code or mobile prefix and do not leave a space between any numbers

WRITE IN (if different from H49 go to R18e, else go to R20a)

ES and ESR Sample		
ASK IF R18c DOES NOT MATCH H49		
R18e	SHOW SCREEN	MP
The number I just entered is different from the one I entered earlier. Can I check which of these is the correct number?		
	No 1 – from H49	(go to R20a)
	No 2 – from R18c1	(go to R20a)
	Neither	(return to R19a)
	Both	(go to R35a)
ES and ESR Sample		
ASK IF R18a = YES or R18b = YES or R18e=Neither		
R19a	What is the Telephone number, including the area code?	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
	WRITE IN	(go to R18c2)
ES and ESR Sample		
ASK IF TELEPHONE NUMBER PROVIDED AT R19a		
R18c2	To make sure that I've correctly entered the number, can I ask you give it to me again?	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
	WRITE IN (if different from R19a go to R19d1, else go to R20a)	
ES ONLY and ESR Sample		
ASK IF R18c2 DOES NOT MATCH R19a		
R19d1	SHOW SCREEN	SP
The two numbers I entered are different. Can I check which of these is the correct number?		
	No 1 – from R19a	(go to R20a)
	No 2 – from R18c2	(go to R20a)
	Neither	(return to R19a)
	Both	(go to R35a)

Tel No 1 TEL SAMPLE

TEL SAMPLE ONLY		
R18d	SHOW SCREEN	SP
Can I check that the telephone number we previously called you on is still valid for this household?		
Display number		
	Yes (go to R20a)	
	No (re-enter number at R19b)	
TEL SAMPLE ONLY		
ASK IF R18d = NO		
R19b	In that case can you give me a telephone number that can be used to contact you? Please include the area code.	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
	WRITE IN	
	Prefer not to say – (go to R19c)	
TEL SAMPLE ONLY		
ASK IF R19b = PREFER NOT TO SAY		
R19c	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?	SP
	Yes (go to R19b)	
	No (exit recruitment) - (go to R32)	

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

Tel No 2

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

BEST NUMBER/TIME

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

EMAIL

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

CONFIRMATION

ASK ALL		
R22	Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation in the BARB service is not disclosed to any other person or organisation. Please confirm you are willing for your details to be passed on to BARB commissioned agencies including Kantar Media and RSMB for the purpose of joining the BARB panel? NOTE: this confirms agreement to participate from all HH members Yes: agree to join the BARB panel No: do not agree - (exit recruitment) Revisit necessary	SP
ASK IF R10 = NO FOR ANY 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

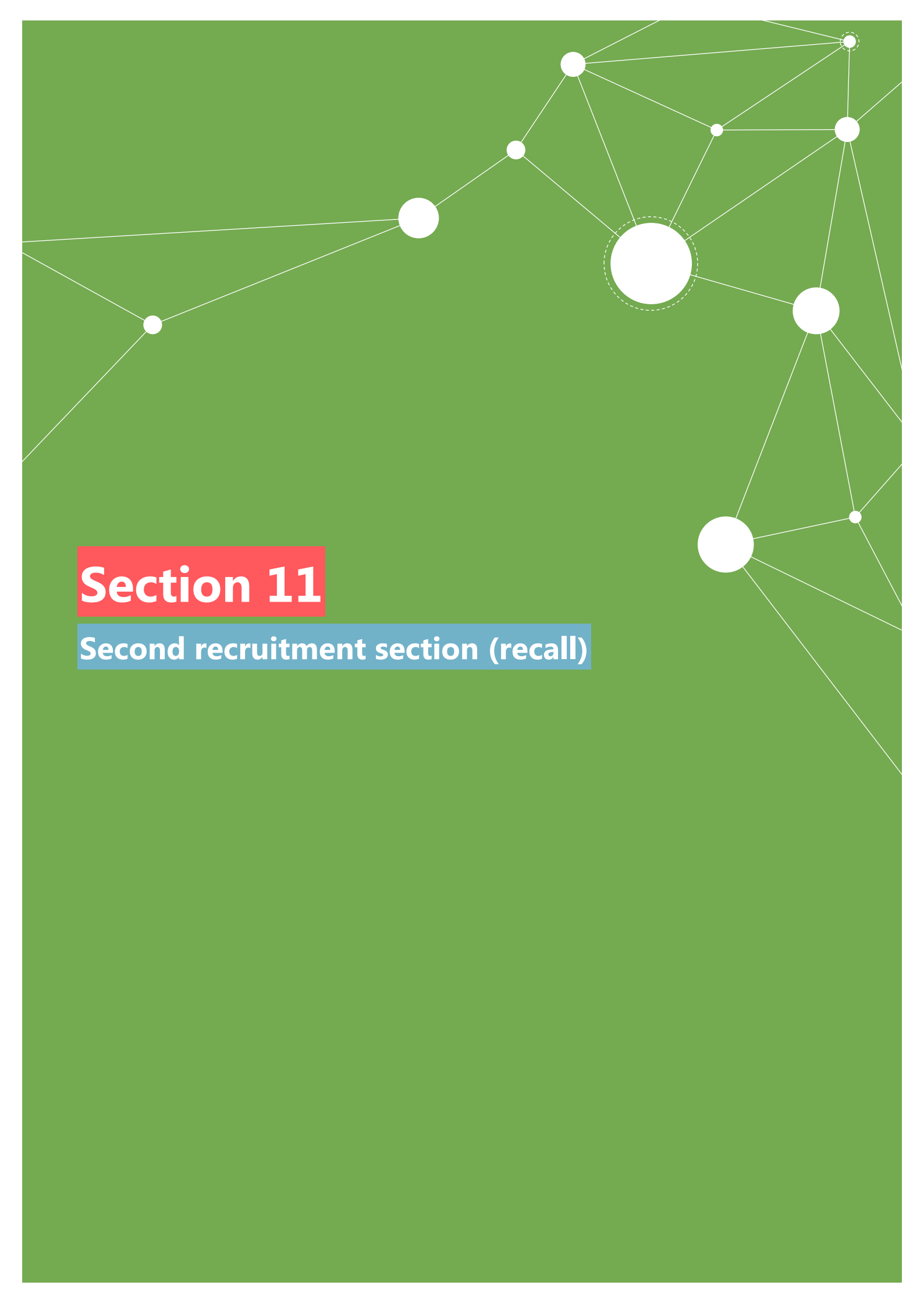
ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME IF ANY PERSON CODED REVISIT AT R38a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS - REVISIT/RECALL from you to confirm all HH adult members 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 intro During the main interview we weren't able to confirm the date of birth for all household members:

IF ONE PERSON WITH MISSING DOB DETAILS

There is 1 person that we still need details for

IF 2+ PEOPLE WITH MISSING DOB DETAILS

There are <no of people with DK at R7a> people that we still need details for

DISPLAY FOR ALL: TITLE FORENAME SURNAME AGE (from P3 or P4)

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

Yes

No (exit recruitment) - (go to R34)

IF NO AT R30b EXIT RECRUITMENT

ASK IF YES AT R30b

R30	LOOP FOR PERSON 2-9 (RECORD PERSON NO)	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	

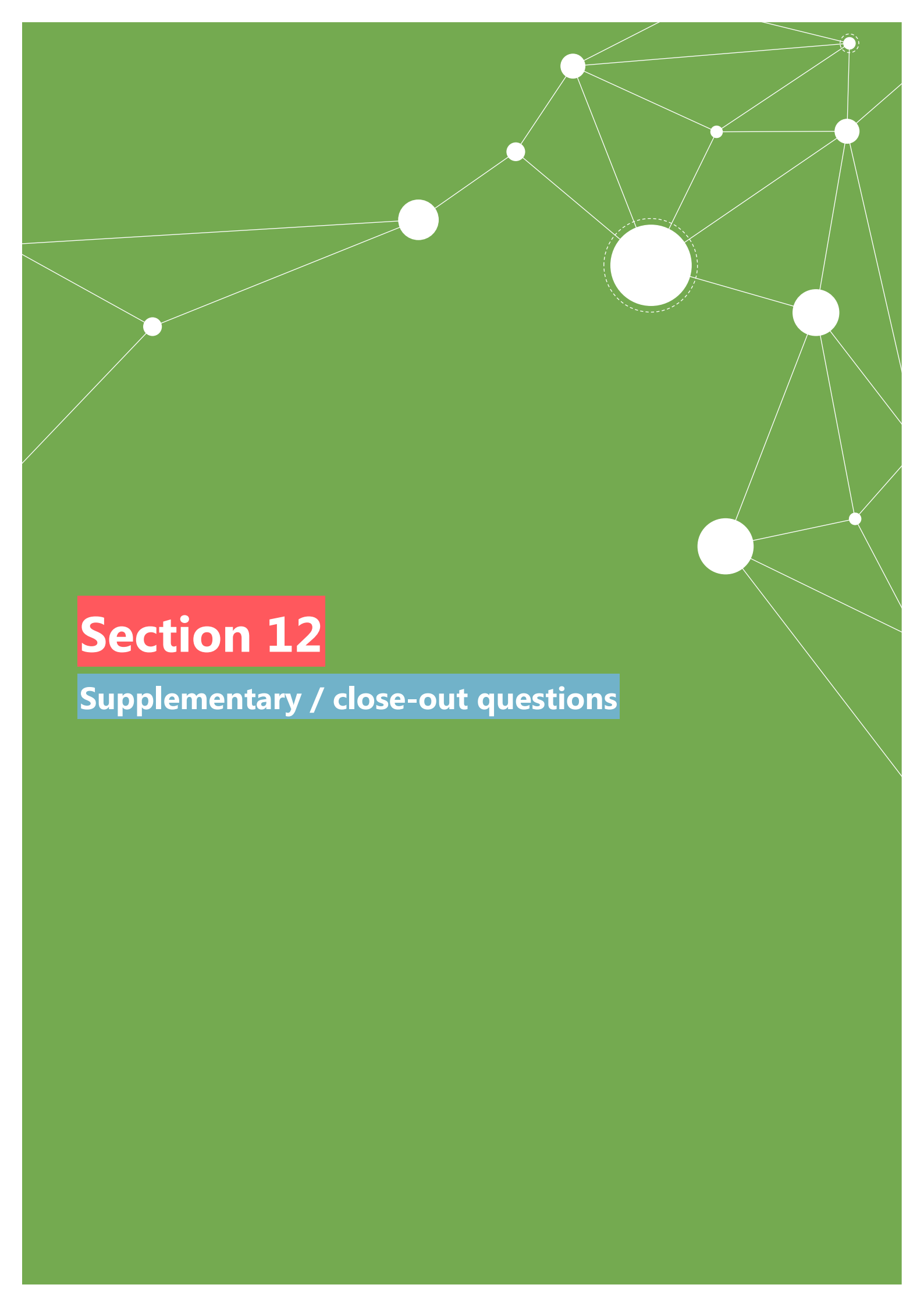
IF R30 = DK

REVREF	RECRUITMENT REFUSED – INTERVIEW WILL END AND CANNOT BE RESUMED	SP
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ASK IF R22=REVISIT NECESSARY OR R23=REVISIT NECESSARY

R27	INTERVIEWER NOTE: PLEASE CONFIRM THAT ALL ADULT HOUSEHOLD MEMBERS HAVE:	SP
	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)	

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