

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

Jan 2018 to Dec 2018



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 2018

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VOLUME 2 - BBC Areas	
VOLUME 3 - ITV Areas	

This reports contains the weighted data results from the Establishment survey for the period Jan - Dec 2018

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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DATA PERIOD: ANNUAL
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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28518	27167	10355	4089	18555	6690	11865	24744
%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
AB	7015	6724	2747	1063	4501	1798	2702	6778
%V	24.6%	24.8%	26.5%	26.0%	24.3%	26.9%	22.8%	27.4%
%H (All HH)		95.9%	39.2%	15.2%	64.2%	25.6%	38.5%	96.6%
%H (TV HH)			40.9%	15.8%	66.9%	26.7%	40.2%	
C1	8160	7739	2974	1219	5260	1972	3288	7441
%V	28.6%	28.5%	28.7%	29.8%	28.3%	29.5%	27.7%	30.1%
%H (All HH)		94.8%	36.4%	14.9%	64.5%	24.2%	40.3%	91.2%
%H (TV HH)			38.4%	15.8%	68.0%	25.5%	42.5%	
C2	5733	5530	2251	897	3774	1523	2252	5035
%V	20.1%	20.4%	21.7%	21.9%	20.3%	22.8%	19.0%	20.3%
%H (All HH)		96.5%	39.3%	15.6%	65.8%	26.6%	39.3%	87.8%
%H (TV HH)			40.7%	16.2%	68.2%	27.5%	40.7%	
D	4430	4166	1532	583	2768	908	1860	3593
%V	15.5%	15.3%	14.8%	14.3%	14.9%	13.6%	15.7%	14.5%
%H (All HH)		94.0%	34.6%	13.2%	62.5%	20.5%	42.0%	81.1%
%H (TV HH)			36.8%	14.0%	66.4%	21.8%	44.6%	
E	3180	3008	851	327	2252	489	1763	1896
%V	11.2%	11.1%	8.2%	8.0%	12.1%	7.3%	14.9%	7.7%
%H (All HH)		94.6%	26.8%	10.3%	70.8%	15.4%	55.4%	59.6%
%H (TV HH)			28.3%	10.9%	74.9%	16.3%	58.6%	

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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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	28518	27167	10355	4089	18555	6690	11865	24744
%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
Under 25	1189	954	264	125	560	138	422	1141
%V	4.2%	3.5%	2.5%	3.1%	3.0%	2.1%	3.6%	4.6%
%H (All HH)		80.2%	22.2%	10.5%	47.1%	11.6%	35.5%	96.0%
%H (TV HH)			27.7%	13.1%	58.7%	14.5%	44.2%	
25 - 34	4441	4027	1537	612	2223	773	1450	4312
%V	15.6%	14.8%	14.8%	15.0%	12.0%	11.6%	12.2%	17.4%
%H (All HH)		90.7%	34.6%	13.8%	50.1%	17.4%	32.7%	97.1%
%H (TV HH)			38.2%	15.2%	55.2%	19.2%	36.0%	
35 - 44	4702	4414	1953	738	2636	1111	1524	4559
%V	16.5%	16.2%	18.9%	18.0%	14.2%	16.6%	12.8%	18.4%
%H (All HH)		93.9%	41.5%	15.7%	56.1%	23.6%	32.4%	97.0%
%H (TV HH)			44.2%	16.7%	59.7%	25.2%	34.5%	
45 - 54	5364	5188	2296	928	3429	1543	1886	5118
%V	18.8%	19.1%	22.2%	22.7%	18.5%	23.1%	15.9%	20.7%
%H (All HH)		96.7%	42.8%	17.3%	63.9%	28.8%	35.2%	95.4%
%H (TV HH)			44.3%	17.9%	66.1%	29.7%	36.4%	
55 - 64	4897	4772	1892	808	3434	1382	2052	4448
%V	17.2%	17.6%	18.3%	19.8%	18.5%	20.7%	17.3%	18.0%
%H (All HH)		97.4%	38.6%	16.5%	70.1%	28.2%	41.9%	90.8%
%H (TV HH)			39.6%	16.9%	72.0%	29.0%	43.0%	
65 +	7925	7812	2412	879	6273	1742	4531	5167
%V	27.8%	28.8%	23.3%	21.5%	33.8%	26.0%	38.2%	20.9%
%H (All HH)		98.6%	30.4%	11.1%	79.2%	22.0%	57.2%	65.2%
%H (TV HH)			30.9%	11.3%	80.3%	22.3%	58.0%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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Household level data

Table 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	28518	27167	10355	4089	18555	6690	11865	24744
%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
1	8845	8193	2181	899	6206	1316	4890	6054
%V	31.0%	30.2%	21.1%	22.0%	33.4%	19.7%	41.2%	24.5%
%H (All HH)		92.6%	24.7%	10.2%	70.2%	14.9%	55.3%	68.4%
%H (TV HH)			26.6%	11.0%	75.7%	16.1%	59.7%	
2	9954	9628	3779	1467	6677	2599	4078	9139
%V	34.9%	35.4%	36.5%	35.9%	36.0%	38.8%	34.4%	36.9%
%H (All HH)		96.7%	38.0%	14.7%	67.1%	26.1%	41.0%	91.8%
%H (TV HH)			39.3%	15.2%	69.3%	27.0%	42.4%	
3	4308	4140	1891	772	2561	1221	1340	4208
%V	15.1%	15.2%	18.3%	18.9%	13.8%	18.3%	11.3%	17.0%
%H (All HH)		96.1%	43.9%	17.9%	59.4%	28.3%	31.1%	97.7%
%H (TV HH)			45.7%	18.6%	61.9%	29.5%	32.4%	
4	3703	3581	1707	651	2167	1072	1095	3663
%V	13.0%	13.2%	16.5%	15.9%	11.7%	16.0%	9.2%	14.8%
%H (All HH)		96.7%	46.1%	17.6%	58.5%	28.9%	29.6%	98.9%
%H (TV HH)			47.7%	18.2%	60.5%	29.9%	30.6%	
5+	1708	1625	796	300	943	481	462	1680
%V	6.0%	6.0%	7.7%	7.3%	5.1%	7.2%	3.9%	6.8%
%H (All HH)		95.1%	46.6%	17.6%	55.2%	28.2%	27.0%	98.4%
%H (TV HH)			49.0%	18.5%	58.0%	29.6%	28.4%	
Average HH size	2.30	2.32	2.56	2.54	2.21	2.55	2.02	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: ANNUAL
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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28518	27167	10355	4089	18555	6690	11865	24744
%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
Without	21250	20118	7080	2871	14392	4789	9603	17605
%V	74.5%	74.1%	68.4%	70.2%	77.6%	71.6%	80.9%	71.1%
%H (All HH)		94.7%	33.3%	13.5%	67.7%	22.5%	45.2%	82.8%
%H (TV HH)			35.2%	14.3%	71.5%	23.8%	47.7%	
With	7267	7049	3275	1218	4163	1901	2262	7138
%V	25.5%	25.9%	31.6%	29.8%	22.4%	28.4%	19.1%	28.8%
%H (All HH)		97.0%	45.1%	16.8%	57.3%	26.2%	31.1%	98.2%
%H (TV HH)			46.5%	17.3%	59.1%	27.0%	32.1%	
0 - 3	2648	2540	1135	411	1453	614	839	2592
%V	9.3%	9.3%	11.0%	10.1%	7.8%	9.2%	7.1%	10.5%
%H (All HH)		95.9%	42.9%	15.5%	54.9%	23.2%	31.7%	97.9%
%H (TV HH)			44.7%	16.2%	57.2%	24.2%	33.0%	
4 - 9	3805	3690	1759	589	2136	969	1167	3735
%V	13.3%	13.6%	17.0%	14.4%	11.5%	14.5%	9.8%	15.1%
%H (All HH)		97.0%	46.2%	15.5%	56.1%	25.5%	30.7%	98.2%
%H (TV HH)			47.7%	16.0%	57.9%	26.3%	31.6%	
10 - 15	3454	3385	1635	636	2052	1020	1032	3401
%V	12.1%	12.5%	15.8%	15.6%	11.1%	15.2%	8.7%	13.7%
%H (All HH)		98.0%	47.3%	18.4%	59.4%	29.5%	29.9%	98.5%
%H (TV HH)			48.3%	18.8%	60.6%	30.1%	30.5%	

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: ANNUAL
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Household level data

Table 5: Number of TV sets in household

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total HH		28518	27167	10355	4089	18555	6690	11865	24744
	%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
	%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
1		11757	11757	3415	1465	7285	1160	6125	9513
	%V	41.2%	43.3%	33.0%	35.8%	39.3%	17.3%	51.6%	38.4%
	%H (All HH)		100.0%	29.0%	12.5%	62.0%	9.9%	52.1%	80.9%
	%H (TV HH)			29.0%	12.5%	62.0%	9.9%	52.1%	
2		8865	8865	3628	1419	6260	2567	3693	7848
	%V	31.1%	32.6%	35.0%	34.7%	33.7%	38.4%	31.1%	31.7%
	%H (All HH)		100.0%	40.9%	16.0%	70.6%	29.0%	41.7%	88.5%
	%H (TV HH)			40.9%	16.0%	70.6%	29.0%	41.7%	
3		4067	4067	1952	730	3075	1684	1391	3837
	%V	14.3%	15.0%	18.9%	17.9%	16.6%	25.2%	11.7%	15.5%
	%H (All HH)		100.0%	48.0%	17.9%	75.6%	41.4%	34.2%	94.3%
	%H (TV HH)			48.0%	17.9%	75.6%	41.4%	34.2%	
4		1681	1681	888	323	1302	830	472	1633
	%V	5.9%	6.2%	8.6%	7.9%	7.0%	12.4%	4.0%	6.6%
	%H (All HH)		100.0%	52.8%	19.2%	77.5%	49.4%	28.1%	97.1%
	%H (TV HH)			52.8%	19.2%	77.5%	49.4%	28.1%	
5+		798	798	471	153	634	449	185	786
	%V	2.8%	2.9%	4.5%	3.7%	3.4%	6.7%	1.6%	3.2%
	%H (All HH)		100.0%	59.0%	19.2%	79.4%	56.3%	23.2%	98.5%
	%H (TV HH)			59.0%	19.2%	79.4%	56.3%	23.2%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
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Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28518	27167	10355	4089	18555	6690	11865	24744
%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
Under 20"	2756	2756	1025	385	2306	982	1324	2367
%V	9.7%	10.1%	9.9%	9.4%	12.4%	14.7%	11.2%	9.6%
%H (All HH)		100.0%	37.2%	14.0%	83.7%	35.6%	48.0%	85.9%
%H (TV HH)			37.2%	14.0%	83.7%	35.6%	48.0%	
20" - 29"	7151	7151	2705	1039	5641	2323	3318	6126
%V	25.1%	26.3%	26.1%	25.4%	30.4%	34.7%	28.0%	24.8%
%H (All HH)		100.0%	37.8%	14.5%	78.9%	32.5%	46.4%	85.7%
%H (TV HH)			37.8%	14.5%	78.9%	32.5%	46.4%	
30" - 39"	12666	12666	4777	1963	9176	3507	5669	11031
	44.4%	46.6%	46.1%	48.0%	49.5%	52.4%	47.8%	44.6%
%H (All HH)		100.0%	37.7%	15.5%	72.4%	27.7%	44.8%	87.1%
%H (TV HH)			37.7%	15.5%	72.4%	27.7%	44.8%	
40" - 49"	13270	13270	5928	2274	8740	4013	4727	12226
%V	46.5%	48.8%	57.2%	55.6%	47.1%	60.0%	39.8%	49.4%
%H (All HH)		100.0%	44.7%	17.1%	65.9%	30.2%	35.6%	92.1%
%H (TV HH)			44.7%	17.1%	65.9%	30.2%	35.6%	
50" - 59"	4855	4855	2534	874	2987	1673	1314	4668
%V	17.0%	17.9%	24.5%	21.4%	16.1%	25.0%	11.1%	18.9%
%H (All HH)		100.0%	52.2%	18.0%	61.5%	34.5%	27.1%	96.1%
%H (TV HH)			52.2%	18.0%	61.5%	34.5%	27.1%	
60"+	575	575	341	95	317	196	122	558
%V	2.0%	2.1%	3.3%	2.3%	1.7%	2.9%	1.0%	2.3%
%H (All HH)		100.0%	59.3%	16.5%	55.1%	34.1%	21.2%	97.0%
%H (TV HH)			59.3%	16.5%	55.1%	34.1%	21.2%	

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: ANNUAL
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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28518	27167	10355	4089	18555	6690	11865	24744
%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
Main living room	26859	26859	10279	4063	18353	6648	11706	23352
%V	94.2%	98.9%	99.3%	99.4%	98.9%	99.4%	98.7%	94.4%
%H (All HH)		100.0%	38.3%	15.1%	68.3%	24.8%	43.6%	86.9%
%H (TV HH)			38.3%	15.1%	68.3%	24.8%	43.6%	
Kitchen	2910	2910	1341	412	2413	1241	1172	2635
%V	10.2%	10.7%	13.0%	10.1%	13.0%	18.6%	9.9%	10.6%
%H (All HH)		100.0%	46.1%	14.2%	82.9%	42.6%	40.3%	90.5%
%H (TV HH)			46.1%	14.2%	82.9%	42.6%	40.3%	
Adult's bedroom	11672	11672	5312	2053	8580	4365	4216	10712
%V	40.9%	43.0%	51.3%	50.2%	46.2%	65.2%	35.5%	43.3%
%H (All HH)		100.0%	45.5%	17.6%	73.5%	37.4%	36.1%	91.8%
%H (TV HH)			45.5%	17.6%	73.5%	37.4%	36.1%	
Child's bedroom	2197	2197	1167	422	1438	857	581	2168
%V	7.7%	8.1%	11.3%	10.3%	7.7%	12.8%	4.9%	8.8%
%H (All HH)		100.0%	53.1%	19.2%	65.5%	39.0%	26.4%	98.7%
%H (TV HH)			53.1%	19.2%	65.5%	39.0%	26.4%	
Other bedroom	1513	1513	751	283	1160	683	477	1433
%V	5.3%	5.6%	7.3%	6.9%	6.3%	10.2%	4.0%	5.8%
%H (All HH)		100.0%	49.6%	18.7%	76.7%	45.1%	31.5%	94.7%
%H (TV HH)			49.6%	18.7%	76.7%	45.1%	31.5%	
Second living/dining room	2620	2620	1238	444	1983	1044	939	2429
%V	9.2%	9.6%	12.0%	10.9%	10.7%	15.6%	7.9%	9.8%
%H (All HH)		100.0%	47.3%	16.9%	75.7%	39.8%	35.8%	92.7%
%H (TV HH)			47.3%	16.9%	75.7%	39.8%	35.8%	
Study/office	411	411	209	56	307	159	148	402
%V	1.4%	1.5%	2.0%	1.4%	1.7%	2.4%	1.2%	1.6%
%H (All HH)		100.0%	50.9%	13.6%	74.7%	38.7%	36.0%	97.8%
%H (TV HH)			50.9%	13.6%	74.7%	38.7%	36.0%	
TV room	206	206	122	22	144	85	59	200
%V	0.7%	0.8%	1.2%	0.5%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	59.2%	10.7%	69.9%	41.3%	28.6%	97.1%
%H (TV HH)			59.2%	10.7%	69.9%	41.3%	28.6%	
Conservatory	565	565	289	99	445	265	180	526
%V	2.0%	2.1%	2.8%	2.4%	2.4%	4.0%	1.5%	2.1%
%H (All HH)		100.0%	51.2%	17.5%	78.8%	46.9%	31.9%	93.1%
%H (TV HH)			51.2%	17.5%	78.8%	46.9%	31.9%	
Attic or loft room	68	68	33	12	52	28	24	68
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	48.5%	17.6%	76.5%	41.2%	35.3%	100.0%
%H (TV HH)			48.5%	17.6%	76.5%	41.2%	35.3%	
No specific location	19	19	11	4	14	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%	57.9%	21.1%	73.7%	47.4%	21.1%	89.5%
%H (TV HH)			57.9%	21.1%	73.7%	47.4%	21.1%	
Other	257	257	147	27	190	109	81	249
%V	0.9%	0.9%	1.4%	0.7%	1.0%	1.6%	0.7%	1.0%
%H (All HH)		100.0%	57.2%	10.5%	73.9%	42.4%	31.5%	96.9%
%H (TV HH)			57.2%	10.5%	73.9%	42.4%	31.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	28518	27167	10355	4089	18555	6690	11865	24744
%V (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
Any DSAT provider	10355	10355	10355	179	4892	4892	0	9701
%V	36.3%	38.1%	100.0%	4.4%	26.4%	73.1%	0.0%	39.2%
%H (All HH)			100.0%	1.7%	47.2%	47.2%	0.0%	93.7%
%H (TV HH)			100.0%	1.7%	47.2%	47.2%	0.0%	
Sky with subscription	8579	8579	8579	88	4036	4036	0	8115
%V	30.1%	31.6%	82.8%	2.2%	21.8%	60.3%	0.0%	32.8%
%H (All HH)			100.0%	1.0%	47.0%	47.0%	0.0%	94.6%
%H (TV HH)			100.0%	1.0%	47.0%	47.0%	0.0%	
Sky without subscription	526	526	526	23	239	239	0	442
%V	1.8%	1.9%	5.1%	0.6%	1.3%	3.6%	0.0%	1.8%
%H (All HH)			100.0%	4.4%	45.4%	45.4%	0.0%	84.0%
%H (TV HH)			100.0%	4.4%	45.4%	45.4%	0.0%	
Freesat	1067	1067	1067	48	580	580	0	985
%V	3.7%	3.9%	10.3%	1.2%	3.1%	8.7%	0.0%	4.0%
%H (All HH)			100.0%	4.5%	54.4%	54.4%	0.0%	92.3%
%H (TV HH)			100.0%	4.5%	54.4%	54.4%	0.0%	
Other satellite provider	623	623	623	32	279	279	0	584
%V	2.2%	2.3%	6.0%	0.8%	1.5%	4.2%	0.0%	2.4%
%H (All HH)			100.0%	5.1%	44.8%	44.8%	0.0%	93.7%
%H (TV HH)			100.0%	5.1%	44.8%	44.8%	0.0%	
DCAB	4089	4089	179	4089	1895	1895	0	3873
%V	14.3%	15.1%	1.7%	100.0%	10.2%	28.3%	0.0%	15.7%
%H (All HH)			4.4%	100.0%	46.3%	46.3%	0.0%	94.7%
%H (TV HH)			4.4%	100.0%	46.3%	46.3%	0.0%	
DTT	18555	18555	4892	1895	18555	6690	11865	15520
%V	65.1%	68.3%	47.2%	46.3%	100.0%	100.0%	100.0%	62.7%
%H (All HH)		100.0%	26.4%	10.2%	100.0%	36.1%	63.9%	83.6%
%H (TV HH)			26.4%	10.2%	100.0%	36.1%	63.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 2018

Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28518	27167	10355	4089	18555	6690	11865	24744
%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
PVR	16686	16686	9243	3863	9885	6158	3728	15582
%V	58.5%	61.4%	89.3%	94.5%	53.3%	92.0%	31.4%	63.0%
%H (All HH)		100.0%	55.4%	23.2%	59.2%	36.9%	22.3%	93.4%
%H (TV HH)			55.4%	23.2%	59.2%	36.9%	22.3%	
DVDR	324	324	133	52	250	112	138	291
%V	1.1%	1.2%	1.3%	1.3%	1.3%	1.7%	1.2%	1.2%
%H (All HH)		100.0%	41.0%	16.0%	77.2%	34.6%	42.6%	89.8%
%H (TV HH)			41.0%	16.0%	77.2%	34.6%	42.6%	
VCR	202	202	60	24	170	51	119	137
%V	0.7%	0.7%	0.6%	0.6%	0.9%	0.8%	1.0%	0.6%
%H (All HH)		100.0%	29.7%	11.9%	84.2%	25.2%	58.9%	67.8%
%H (TV HH)			29.7%	11.9%	84.2%	25.2%	58.9%	
Any recorder	16896	16896	9269	3868	10075	6175	3900	15723
%V	59.2%	62.2%	89.5%	94.6%	54.3%	92.3%	32.9%	63.5%
%H (All HH)		100.0%	54.9%	22.9%	59.6%	36.5%	23.1%	93.1%
%H (TV HH)			54.9%	22.9%	59.6%	36.5%	23.1%	
Receives HDTV (via STB or built-in reception)	19383	19383	8624	3608	13275	5958	7316	17889
%V	68.0%	71.3%	83.3%	88.2%	71.5%	89.1%	61.7%	72.3%
%H (All HH)		100.0%	44.5%	18.6%	68.5%	30.7%	37.7%	92.3%
%H (TV HH)			44.5%	18.6%	68.5%	30.7%	37.7%	
DVD/Blu-ray player or recorder	16983	16983	6836	2644	11890	4784	7106	15306
%V	59.6%	62.5%	66.0%	64.7%	64.1%	71.5%	59.9%	61.9%
%H (All HH)		100.0%	40.3%	15.6%	70.0%	28.2%	41.8%	90.1%
%H (TV HH)			40.3%	15.6%	70.0%	28.2%	41.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 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	28518	27167	10355	4089	18555	6690	11865	24744
%H (All HH)		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%
%H (TV HH)			38.1%	15.1%	68.3%	24.6%	43.7%	
Has broadband internet	24744	23617	9701	3873	15520	6307	9214	24744
%V	86.8%	86.9%	93.7%	94.7%	83.6%	94.3%	77.7%	100.0%
%H (All HH)		95.4%	39.2%	15.7%	62.7%	25.5%	37.2%	100.0%
%H (TV HH)			41.1%	16.4%	65.7%	26.7%	39.0%	
Number of computers (PCs and laptops)								
0	5283	4951	1182	426	3881	655	3226	1781
%V	18.5%	18.2%	11.4%	10.4%	20.9%	9.8%	27.2%	7.2%
%H (All HH)		93.7%	22.4%	8.1%	73.5%	12.4%	61.1%	33.7%
			23.9%	8.6%	78.4%	13.2%	65.2%	
1	7799	7344	2645	1061	4946	1572	3374	7594
%V	27.3%	27.0%	25.5%	25.9%	26.7%	23.5%	28.4%	30.7%
%H (All HH)		94.2%	33.9%	13.6%	63.4%	20.2%	43.3%	97.4%
%H (TV HH)			36.0%	14.4%	67.3%	21.4%	45.9%	
2	6818	6547	2666	1070	4351	1760	2591	6775
%V	23.9%	24.1%	25.7%	26.2%	23.4%	26.3%	21.8%	27.4%
%H (All HH)		96.0%	39.1%	15.7%	63.8%	25.8%	38.0%	99.4%
%H (TV HH)			40.7%	16.3%	66.5%	26.9%	39.6%	
3	3989	3857	1713	683	2527	1191	1336	3975
%V	14.0%	14.2%	16.5%	16.7%	13.6%	17.8%	11.3%	16.1%
%H (All HH)		96.7%	42.9%	17.1%	63.3%	29.9%	33.5%	99.6%
%H (TV HH)			44.4%	17.7%	65.5%	30.9%	34.6%	
4	2261	2176	1032	418	1371	707	664	2257
%V	7.9%	8.0%	10.0%	10.2%	7.4%	10.6%	5.6%	9.1%
%H (All HH)		96.2%	45.6%	18.5%	60.6%	31.3%	29.4%	99.8%
%H (TV HH)			47.4%	19.2%	63.0%	32.5%	30.5%	
5+	2369	2291	1116	431	1479	805	674	2362
%V	8.3%	8.4%	10.8%	10.5%	8.0%	12.0%	5.7%	9.5%
%H (All HH)		96.7%	47.1%	18.2%	62.4%	34.0%	28.5%	99.7%
%H (TV HH)			48.7%	18.8%	64.6%	35.1%	29.4%	

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: ANNUAL
Jan - Dec 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	52733	22649	8608	37677	17120	20557	47511
%H		43.0%	16.3%	71.4%	32.5%	39.0%	90.1%
Under 20"	3311	1243	471	2792	1212	1581	2870
%V	6.3%	5.5%	5.5%	7.4%	7.1%	7.7%	6.0%
%H		37.5%	14.2%	84.3%	36.6%	47.7%	86.7%
20" - 29"	9006	3534	1366	7190	3169	4021	7805
%V	17.1%	15.6%	15.9%	19.1%	18.5%	19.6%	16.4%
%H		39.2%	15.2%	79.8%	35.2%	44.6%	86.7%
30" - 39"	15859	6302	2548	11551	4807	6744	14051
%V	30.1%	27.8%	29.6%	30.7%	28.1%	32.8%	29.6%
%H		39.7%	16.1%	72.8%	30.3%	42.5%	88.6%
40" - 49"	15896	7366	2807	10515	5144	5372	14774
%V	30.1%	32.5%	32.6%	27.9%	30.0%	26.1%	31.1%
%H		46.3%	17.7%	66.1%	32.4%	33.8%	92.9%
50" - 59"	5405	2878	974	3333	1903	1429	5213
%V	10.2%	12.7%	11.3%	8.8%	11.1%	7.0%	11.0%
%H		53.2%	18.0%	61.7%	35.2%	26.4%	96.4%
60"+	616	370	103	339	212	128	599
%V	1.2%	1.6%	1.2%	0.9%	1.2%	0.6%	1.3%
%H		60.1%	16.7%	55.0%	34.4%	20.8%	97.2%
Don't know	2639	955	341	1956	674	1282	2199
%V	5.0%	4.2%	4.0%	5.2%	3.9%	6.2%	4.6%
%H		36.2%	12.9%	74.1%	25.5%	48.6%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	52733	22649	8608	37677	17120	20557	47511
%H		43.0%	16.3%	71.4%	32.5%	39.0%	90.1%
Main living room	27004	10335	4085	18458	6691	11767	23474
%V	51.2%	45.6%	47.5%	49.0%	39.1%	57.2%	49.4%
%H		38.3%	15.1%	68.4%	24.8%	43.6%	86.9%
Kitchen	2915	1343	413	2418	1244	1174	2640
%V	5.5%	5.9%	4.8%	6.4%	7.3%	5.7%	5.6%
%H		46.1%	14.2%	83.0%	42.7%	40.3%	90.6%
Adult's bedroom	13991	6452	2561	10387	5496	4891	12952
%V	26.5%	28.5%	29.8%	27.6%	32.1%	23.8%	27.3%
%H		46.1%	18.3%	74.2%	39.3%	35.0%	92.6%
Child's bedroom	2823	1522	539	1860	1129	731	2789
%V	5.4%	6.7%	6.3%	4.9%	6.6%	3.6%	5.9%
%H		53.9%	19.1%	65.9%	40.0%	25.9%	98.8%
Other bedroom	1783	906	335	1364	825	539	1697
%V	3.4%	4.0%	3.9%	3.6%	4.8%	2.6%	3.6%
%H		50.8%	18.8%	76.5%	46.3%	30.2%	95.2%
Second living/dining room	2663	1264	450	2018	1068	950	2470
%V	5.0%	5.6%	5.2%	5.4%	6.2%	4.6%	5.2%
%H		47.5%	16.9%	75.8%	40.1%	35.7%	92.8%
Study/office	418	213	57	312	162	150	408
%V	0.8%	0.9%	0.7%	0.8%	0.9%	0.7%	0.9%
%H		51.0%	13.6%	74.6%	38.8%	35.9%	97.6%
TV room	208	123	23	146	86	60	202
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		59.1%	11.1%	70.2%	41.3%	28.8%	97.1%
Conseervatory	565	289	99	445	265	180	526
%V	1.1%	1.3%	1.2%	1.2%	1.5%	0.9%	1.1%
%H		51.2%	17.5%	78.8%	46.9%	31.9%	93.1%
Attic or loft room	70	34	12	53	29	24	69
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		48.6%	17.1%	75.7%	41.4%	34.3%	98.6%
No specific location	19	11	4	14	10	4	17
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		57.9%	21.1%	73.7%	52.6%	21.1%	89.5%
Other	273	154	29	203	115	87	265
%V	0.5%	0.7%	0.3%	0.5%	0.7%	0.4%	0.6%
%H		56.4%	10.6%	74.4%	42.1%	31.9%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 2018

Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52733	22649	8608	37677	17120	20557	47511
%H		43.0%	16.3%	71.4%	32.5%	39.0%	90.1%
PVR	23491	14063	5507	12948	8766	4182	22204
%V	44.5%	62.1%	64.0%	34.4%	51.2%	20.3%	46.7%
%H		59.9%	23.4%	55.1%	37.3%	17.8%	94.5%
DVDR	344	141	58	264	119	145	310
%V	0.7%	0.6%	0.7%	0.7%	0.7%	0.7%	0.7%
%H		41.0%	16.9%	76.7%	34.6%	42.2%	90.1%
VCR	215	65	27	182	57	124	148
%V	0.4%	0.3%	0.3%	0.5%	0.3%	0.6%	0.3%
%H		30.2%	12.6%	84.7%	26.5%	57.7%	68.8%
Any recorder	23790	14126	5529	13213	8824	4388	22423
%V	45.1%	62.4%	64.2%	35.1%	51.5%	21.3%	47.2%
%H		59.4%	23.2%	55.5%	37.1%	18.4%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52733	22649	8608	37677	17120	20557	47511
%H		43.0%	16.3%	71.4%	32.5%	39.0%	90.1%
Receives HDTV (via STB or built-in reception)	30355	14689	5739	20940	10707	10233	28470
%V	57.6%	64.9%	66.7%	55.6%	62.5%	49.8%	59.9%
%H		48.4%	18.9%	69.0%	35.3%	33.7%	93.8%
DVD/Blu-ray player or recorder	23592	10187	3884	16697	7626	9072	21640
%V	44.7%	45.0%	45.1%	44.3%	44.5%	44.1%	45.5%
%H		43.2%	16.5%	70.8%	32.3%	38.5%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	27162	10354	4089	18553	6689	11864	23612
%H		38.1%	15.1%	68.3%	24.6%	43.7%	86.9%
Under 20"	248	36	19	197	21	176	168
%V	0.9%	0.3%	0.5%	1.1%	0.3%	1.5%	0.7%
%H		14.5%	7.7%	79.4%	8.5%	71.0%	67.7%
20" - 29"	1861	330	177	1479	201	1278	1282
%V	6.9%	3.2%	4.3%	8.0%	3.0%	10.8%	5.4%
%H		17.7%	9.5%	79.5%	10.8%	68.7%	68.9%
30" - 39"	7405	2122	971	5457	1372	4084	5987
%V	27.3%	20.5%	23.7%	29.4%	20.5%	34.4%	25.4%
%H		28.7%	13.1%	73.7%	18.5%	55.2%	80.9%
40" - 49"	11457	4927	1920	7539	3262	4277	10458
%V	42.2%	47.6%	47.0%	40.6%	48.8%	36.1%	44.3%
%H		43.0%	16.8%	65.8%	28.5%	37.3%	91.3%
50" - 59"	4384	2270	778	2684	1479	1205	4208
%V	16.1%	21.9%	19.0%	14.5%	22.1%	10.2%	17.8%
%H		51.8%	17.7%	61.2%	33.7%	27.5%	96.0%
60"+	512	299	88	269	163	107	497
%V	1.9%	2.9%	2.2%	1.4%	2.4%	0.9%	2.1%
%H		58.4%	17.2%	52.5%	31.8%	20.9%	97.1%
Don't know	1294	369	137	929	192	737	1013
%V	4.8%	3.6%	3.4%	5.0%	2.9%	6.2%	4.3%
%H		28.5%	10.6%	71.8%	14.8%	57.0%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 17

DATA PERIOD: ANNUAL
Jan - Dec 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	27162	10354	4089	18553	6689	11864	23612
%H		38.1%	15.1%	68.3%	24.6%	43.7%	86.9%
PVR	16362	9119	3808	9602	6025	3577	15284
%V	60.2%	88.1%	93.1%	51.8%	90.1%	30.2%	64.7%
%H		55.7%	23.3%	58.7%	36.8%	21.9%	93.4%
DVDR	262	102	41	204	84	119	232
%V	1.0%	1.0%	1.0%	1.1%	1.3%	1.0%	1.0%
%H		38.9%	15.6%	77.9%	32.1%	45.4%	88.5%
VCR	160	40	20	136	35	101	104
%V	0.6%	0.4%	0.5%	0.7%	0.5%	0.9%	0.4%
%H		25.0%	12.5%	85.0%	21.9%	63.1%	65.0%
Any recorder	16560	9144	3814	9782	6043	3739	15415
%V	61.0%	88.3%	93.3%	52.7%	90.3%	31.5%	65.3%
%H		55.2%	23.0%	59.1%	36.5%	22.6%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	27162	10354	4089	18553	6689	11864	23612
%H		38.1%	15.1%	68.3%	24.6%	43.7%	86.9%
Receives HDTV (via STB or built-in reception)	18954	8431	3553	12906	5775	7130	17495
%V	69.8%	81.4%	86.9%	69.6%	86.3%	60.1%	74.1%
%H		44.5%	18.7%	68.1%	30.5%	37.6%	92.3%
DVD/Blu-ray player or recorder	14832	5802	2261	10372	3984	6388	13263
%V	54.6%	56.0%	55.3%	55.9%	59.6%	53.8%	56.2%
%H		39.1%	15.2%	69.9%	26.9%	43.1%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 2018

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25571	12295	4519	19124	10431	8693	23899
%H		48.1%	17.7%	74.8%	40.8%	34.0%	93.5%
Under 20"	3063	1206	452	2596	1191	1405	2702
%V	12.0%	9.8%	10.0%	13.6%	11.4%	16.2%	11.3%
%H		39.4%	14.8%	84.8%	38.9%	45.9%	88.2%
20" - 29"	7145	3204	1188	5711	2968	2743	6523
%V	27.9%	26.1%	26.3%	29.9%	28.5%	31.6%	27.3%
%H		44.8%	16.6%	79.9%	41.5%	38.4%	91.3%
30" - 39"	8454	4181	1577	6095	3435	2660	8065
%V	33.1%	34.0%	34.9%	31.9%	32.9%	30.6%	33.7%
%H		49.5%	18.7%	72.1%	40.6%	31.5%	95.4%
40" - 49"	4438	2439	887	2977	1882	1095	4316
%V	17.4%	19.8%	19.6%	15.6%	18.0%	12.6%	18.1%
%H		55.0%	20.0%	67.1%	42.4%	24.7%	97.3%
50" - 59"	1021	608	196	649	425	224	1005
%V	4.0%	4.9%	4.3%	3.4%	4.1%	2.6%	4.2%
%H		59.5%	19.2%	63.6%	41.6%	21.9%	98.4%
60"+	104	71	14	70	49	21	102
%V	0.4%	0.6%	0.3%	0.4%	0.5%	0.2%	0.4%
%H		68.3%	13.5%	67.3%	47.1%	20.2%	98.1%
Don't know	1345	586	204	1027	482	545	1186
%V	5.3%	4.8%	4.5%	5.4%	4.6%	6.3%	5.0%
%H		43.6%	15.2%	76.4%	35.8%	40.5%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	25571	12295	4519	19124	10431	8693	23899
%H		48.1%	17.7%	74.8%	40.8%	34.0%	93.5%
PVR	7129	4944	1699	3345	2741	605	6919
%V	27.9%	40.2%	37.6%	17.5%	26.3%	7.0%	29.0%
%H		69.4%	23.8%	46.9%	38.4%	8.5%	97.1%
DVDR	82	39	17	60	35	25	78
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%
%H		47.6%	20.7%	73.2%	42.7%	30.5%	95.1%
VCR	55	25	7	46	22	23	44
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
%H		45.5%	12.7%	83.6%	40.0%	41.8%	80.0%
Any recorder	7230	4982	1715	3430	2781	649	7008
%V	28.3%	40.5%	38.0%	17.9%	26.7%	7.5%	29.3%
%H		68.9%	23.7%	47.4%	38.5%	9.0%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25571	12295	4519	19124	10431	8693	23899
%H		48.1%	17.7%	74.8%	40.8%	34.0%	93.5%
Receives HDTV (via STB or built-in reception)	11401	6258	2186	8034	4932	3103	10975
%V	44.6%	50.9%	48.4%	42.0%	47.3%	35.7%	45.9%
%H		54.9%	19.2%	70.5%	43.3%	27.2%	96.3%
DVD/Blu-ray player or recorder	8759	4384	1623	6326	3642	2683	8377
%V	34.3%	35.7%	35.9%	33.1%	34.9%	30.9%	35.1%
%H		50.1%	18.5%	72.2%	41.6%	30.6%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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	65715	62959	26530	10367	41001	17052	23949	60679
%H		95.8%	40.4%	15.8%	62.4%	25.9%	36.4%	92.3%
Total Children	12627	12253	5764	2082	7177	3292	3885	12398
%V	19.2%	19.5%	21.7%	20.1%	17.5%	19.3%	16.2%	20.4%
%H		97.0%	45.6%	16.5%	56.8%	26.1%	30.8%	98.2%
0 - 3	3091	2964	1310	485	1684	697	987	3023
%V	4.7%	4.7%	4.9%	4.7%	4.1%	4.1%	4.1%	5.0%
%H		95.9%	42.4%	15.7%	54.5%	22.5%	31.9%	97.8%
4 - 15	9535	9289	4454	1597	5493	2594	2898	9376
%V	14.5%	14.8%	16.8%	15.4%	13.4%	15.2%	12.1%	15.5%
%H		97.4%	46.7%	16.7%	57.6%	27.2%	30.4%	98.3%
4 - 9	5012	4851	2320	767	2802	1267	1534	4921
%V	7.6%	7.7%	8.7%	7.4%	6.8%	7.4%	6.4%	8.1%
%H		96.8%	46.3%	15.3%	55.9%	25.3%	30.6%	98.2%
10 - 15	4523	4439	2135	830	2691	1327	1364	4455
%V	6.9%	7.1%	8.0%	8.0%	6.6%	7.8%	5.7%	7.3%
%H		98.1%	47.2%	18.4%	59.5%	29.3%	30.2%	98.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 21

DATA PERIOD: ANNUAL
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Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65715	62959	26530	10367	41001	17052	23949	60679
%H		95.8%	40.4%	15.8%	62.4%	25.9%	36.4%	92.3%
Total Adults (16+)	53088	50706	20766	8285	33823	13760	20064	48281
%V	80.8%	80.5%	78.3%	79.9%	82.5%	80.7%	83.8%	79.6%
%H		95.5%	39.1%	15.6%	63.7%	25.9%	37.8%	90.9%
16 - 19	2582	2467	1144	487	1563	794	769	2547
%V	3.9%	3.9%	4.3%	4.7%	3.8%	4.7%	3.2%	4.2%
%H		95.5%	44.3%	18.9%	60.5%	30.8%	29.8%	98.6%
20 - 24	4070	3525	1325	627	2179	918	1261	3978
%V	6.2%	5.6%	5.0%	6.0%	5.3%	5.4%	5.3%	6.6%
%H		86.6%	32.6%	15.4%	53.5%	22.6%	31.0%	97.7%
25 - 34	8966	8222	3285	1367	4638	1828	2810	8754
%V	13.6%	13.1%	12.4%	13.2%	11.3%	10.7%	11.7%	14.4%
%H		91.7%	36.6%	15.2%	51.7%	20.4%	31.3%	97.6%
35 - 44	8372	7934	3612	1362	4649	2043	2605	8161
%V	12.7%	12.6%	13.6%	13.1%	11.3%	12.0%	10.9%	13.4%
%H		94.8%	43.1%	16.3%	55.5%	24.4%	31.1%	97.5%
45 - 54	9106	8862	4084	1624	5819	2762	3057	8756
%V	13.9%	14.1%	15.4%	15.7%	14.2%	16.2%	12.8%	14.4%
%H		97.3%	44.8%	17.8%	63.9%	30.3%	33.6%	96.2%
55 - 64	8052	7892	3288	1394	5633	2441	3192	7493
%V	12.3%	12.5%	12.4%	13.4%	13.7%	14.3%	13.3%	12.3%
%H		98.0%	40.8%	17.3%	70.0%	30.3%	39.6%	93.1%
65+	11939	11803	4029	1424	9343	2973	6370	8591
%V	18.2%	18.7%	15.2%	13.7%	22.8%	17.4%	26.6%	14.2%
%H		98.9%	33.7%	11.9%	78.3%	24.9%	53.4%	72.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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+)		53088	50706	20766	8285	33823	13760	20064	48281
	%H		95.5%	39.1%	15.6%	63.7%	25.9%	37.8%	90.9%
AB		13879	13371	5745	2231	8816	3808	5007	13561
	%V	26.1%	26.4%	27.7%	26.9%	26.1%	27.7%	25.0%	28.1%
	%H		96.3%	41.4%	16.1%	63.5%	27.4%	36.1%	97.7%
C1		15507	14670	5999	2506	9760	4105	5656	14604
	%V	29.2%	28.9%	28.9%	30.2%	28.9%	29.8%	28.2%	30.2%
	%H		94.6%	38.7%	16.2%	62.9%	26.5%	36.5%	94.2%
C2		11305	10943	4735	1900	7338	3284	4054	10323
	%V	21.3%	21.6%	22.8%	22.9%	21.7%	23.9%	20.2%	21.4%
	%H		96.8%	41.9%	16.8%	64.9%	29.0%	35.9%	91.3%
D		8033	7571	3018	1150	4872	1819	3053	6956
	%V	15.1%	14.9%	14.5%	13.9%	14.4%	13.2%	15.2%	14.4%
	%H		94.2%	37.6%	14.3%	60.6%	22.6%	38.0%	86.6%
E		4364	4151	1268	499	3038	745	2293	2836
	%V	8.2%	8.2%	6.1%	6.0%	9.0%	5.4%	11.4%	5.9%
	%H		95.1%	29.1%	11.4%	69.6%	17.1%	52.5%	65.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 2018

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53088	50706	20766	8285	33823	13760	20064	48281
%H		95.5%	39.1%	15.6%	63.7%	25.9%	37.8%	90.9%
Working full time	25711	24495	10791	4459	15122	6891	8231	25093
%V	48.4%	48.3%	52.0%	53.8%	44.7%	50.1%	41.0%	52.0%
%H		95.3%	42.0%	17.3%	58.8%	26.8%	32.0%	97.6%
Working part time	5349	5166	2270	853	3445	1533	1912	5172
%V	10.1%	10.2%	10.9%	10.3%	10.2%	11.1%	9.5%	10.7%
%H		96.6%	42.4%	15.9%	64.4%	28.7%	35.7%	96.7%
Not working	22027	21044	7705	2973	15257	5335	9921	18016
%V	41.5%	41.5%	37.1%	35.9%	45.1%	38.8%	49.4%	37.3%
%H		95.5%	35.0%	13.5%	69.3%	24.2%	45.0%	81.8%
Houseperson	28518	27167	10355	4089	18555	6690	11865	24744
%V	53.7%	53.6%	49.9%	49.4%	54.9%	48.6%	59.1%	51.2%
%H		95.3%	36.3%	14.3%	65.1%	23.5%	41.6%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 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+)	25981	24611	10251	4075	16220	6807	9412	23801
%H		94.7%	39.5%	15.7%	62.4%	26.2%	36.2%	91.6%
16 - 19	1347	1295	602	268	819	428	391	1328
%V	5.2%	5.3%	5.9%	6.6%	5.0%	6.3%	4.2%	5.6%
%H		96.1%	44.7%	19.9%	60.8%	31.8%	29.0%	98.6%
20 - 24	2050	1758	699	325	1068	495	573	2001
%V	7.9%	7.1%	6.8%	8.0%	6.6%	7.3%	6.1%	8.4%
%H		85.8%	34.1%	15.9%	52.1%	24.1%	28.0%	97.6%
25 - 34	4498	4067	1595	667	2279	892	1387	4382
%V	17.3%	16.5%	15.6%	16.4%	14.1%	13.1%	14.7%	18.4%
%H		90.4%	35.5%	14.8%	50.7%	19.8%	30.8%	97.4%
35 - 44	4141	3880	1749	666	2245	981	1264	4021
%V	15.9%	15.8%	17.1%	16.3%	13.8%	14.4%	13.4%	16.9%
%H		93.7%	42.2%	16.1%	54.2%	23.7%	30.5%	97.1%
45 - 54	4480	4328	1993	775	2829	1320	1509	4269
%V	17.2%	17.6%	19.4%	19.0%	17.4%	19.4%	16.0%	17.9%
%H		96.6%	44.5%	17.3%	63.1%	29.5%	33.7%	95.3%
55 - 64	3952	3855	1604	681	2752	1198	1554	3638
%V	15.2%	15.7%	15.6%	16.7%	17.0%	17.6%	16.5%	15.3%
%H		97.5%	40.6%	17.2%	69.6%	30.3%	39.3%	92.1%
65+	5513	5429	2009	693	4228	1493	2734	4163
%V	21.2%	22.1%	19.6%	17.0%	26.1%	21.9%	29.0%	17.5%
%H		98.5%	36.4%	12.6%	76.7%	27.1%	49.6%	75.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 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+)		25981	24611	10251	4075	16220	6807	9412	23801
	%H		94.7%	39.5%	15.7%	62.4%	26.2%	36.2%	91.6%
AB		6985	6700	2896	1113	4392	1917	2475	6843
	%V	26.9%	27.2%	28.3%	27.3%	27.1%	28.2%	26.3%	28.8%
	%H		95.9%	41.5%	15.9%	62.9%	27.4%	35.4%	98.0%
C1		7203	6755	2854	1197	4379	1948	2431	6871
	%V	27.7%	27.4%	27.8%	29.4%	27.0%	28.6%	25.8%	28.9%
	%H		93.8%	39.6%	16.6%	60.8%	27.0%	33.7%	95.4%
C2		6088	5843	2509	1018	3925	1766	2159	5502
	%V	23.4%	23.7%	24.5%	25.0%	24.2%	25.9%	22.9%	23.1%
	%H		96.0%	41.2%	16.7%	64.5%	29.0%	35.5%	90.4%
D		3856	3598	1463	552	2267	869	1398	3398
	%V	14.8%	14.6%	14.3%	13.5%	14.0%	12.8%	14.9%	14.3%
	%H		93.3%	37.9%	14.3%	58.8%	22.5%	36.3%	88.1%
E		1849	1716	529	195	1257	307	950	1188
	%V	7.1%	7.0%	5.2%	4.8%	7.7%	4.5%	10.1%	5.0%
	%H		92.8%	28.6%	10.5%	68.0%	16.6%	51.4%	64.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Jan - Dec 2018

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25981	24611	10251	4075	16220	6807	9412	23801
%H		94.7%	39.5%	15.7%	62.4%	26.2%	36.2%	91.6%
Working full time	15487	14695	6535	2629	9035	4145	4890	15079
%V	59.6%	59.7%	63.7%	64.5%	55.7%	60.9%	52.0%	63.4%
%H		94.9%	42.2%	17.0%	58.3%	26.8%	31.6%	97.4%
Working part time	1162	1083	447	171	738	309	429	1090
%V	4.5%	4.4%	4.4%	4.2%	4.5%	4.5%	4.6%	4.6%
%H		93.2%	38.5%	14.7%	63.5%	26.6%	36.9%	93.8%
Not working	9332	8833	3269	1275	6446	2354	4093	7633
%V	35.9%	35.9%	31.9%	31.3%	39.7%	34.6%	43.5%	32.1%
%H		94.7%	35.0%	13.7%	69.1%	25.2%	43.9%	81.8%
Houseperson	6449	5841	1882	796	4073	1196	2877	5103
%V	24.8%	23.7%	18.4%	19.5%	25.1%	17.6%	30.6%	21.4%
%H		90.6%	29.2%	12.3%	63.2%	18.5%	44.6%	79.1%

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: ANNUAL
Jan - Dec 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+)	27107	26094	10515	4210	17604	6952	10651	24480
%H		96.3%	38.8%	15.5%	64.9%	25.6%	39.3%	90.3%
16 - 19	1235	1172	542	219	744	366	379	1220
%V	4.6%	4.5%	5.2%	5.2%	4.2%	5.3%	3.6%	5.0%
%H		94.9%	43.9%	17.7%	60.2%	29.6%	30.7%	98.8%
20 - 24	2020	1767	625	301	1111	423	687	1977
%V	7.5%	6.8%	5.9%	7.1%	6.3%	6.1%	6.5%	8.1%
%H		87.5%	30.9%	14.9%	55.0%	20.9%	34.0%	97.9%
25 - 34	4469	4155	1690	701	2359	936	1423	4372
%V	16.5%	15.9%	16.1%	16.7%	13.4%	13.5%	13.4%	17.9%
%H		93.0%	37.8%	15.7%	52.8%	20.9%	31.8%	97.8%
35 - 44	4231	4055	1863	696	2404	1062	1342	4140
%V	15.6%	15.5%	17.7%	16.5%	13.7%	15.3%	12.6%	16.9%
%H		95.8%	44.0%	16.5%	56.8%	25.1%	31.7%	97.8%
45 - 54	4627	4534	2090	849	2989	1442	1547	4488
%V	17.1%	17.4%	19.9%	20.2%	17.0%	20.7%	14.5%	18.3%
%H		98.0%	45.2%	18.3%	64.6%	31.2%	33.4%	97.0%
55 - 64	4100	4038	1684	714	2881	1243	1638	3855
%V	15.1%	15.5%	16.0%	17.0%	16.4%	17.9%	15.4%	15.7%
%H		98.5%	41.1%	17.4%	70.3%	30.3%	40.0%	94.0%
65+	6426	6374	2020	730	5116	1480	3635	4428
%V	23.7%	24.4%	19.2%	17.3%	29.1%	21.3%	34.1%	18.1%
%H		99.2%	31.4%	11.4%	79.6%	23.0%	56.6%	68.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 2018

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27107	26094	10515	4210	17604	6952	10651	24480
%H		96.3%	38.8%	15.5%	64.9%	25.6%	39.3%	90.3%
AB	6894	6671	2849	1118	4423	1891	2533	6719
%V	25.4%	25.6%	27.1%	26.6%	25.1%	27.2%	23.8%	27.4%
%H		96.8%	41.3%	16.2%	64.2%	27.4%	36.7%	97.5%
C1	8304	7914	3145	1309	5381	2156	3225	7733
%V	30.6%	30.3%	29.9%	31.1%	30.6%	31.0%	30.3%	31.6%
%H		95.3%	37.9%	15.8%	64.8%	26.0%	38.8%	93.1%
C2	5217	5101	2226	882	3413	1518	1896	4822
%V	19.2%	19.5%	21.2%	21.0%	19.4%	21.8%	17.8%	19.7%
%H		97.8%	42.7%	16.9%	65.4%	29.1%	36.3%	92.4%
D	4177	3973	1555	598	2605	950	1655	3558
%V	15.4%	15.2%	14.8%	14.2%	14.8%	13.7%	15.5%	14.5%
%H		95.1%	37.2%	14.3%	62.4%	22.7%	39.6%	85.2%
E	2516	2435	740	303	1781	438	1343	1648
%V	9.3%	9.3%	7.0%	7.2%	10.1%	6.3%	12.6%	6.7%
%H		96.8%	29.4%	12.0%	70.8%	17.4%	53.4%	65.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 29

DATA PERIOD: ANNUAL
Jan - Dec 2018

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27107	26094	10515	4210	17604	6952	10651	24480
%H		96.3%	38.8%	15.5%	64.9%	25.6%	39.3%	90.3%
Working full time	10224	9800	4257	1831	6087	2746	3340	10014
%V	37.7%	37.6%	40.5%	43.5%	34.6%	39.5%	31.4%	40.9%
%H		95.9%	41.6%	17.9%	59.5%	26.9%	32.7%	97.9%
Working part time	4187	4083	1823	682	2707	1224	1483	4083
%V	15.4%	15.6%	17.3%	16.2%	15.4%	17.6%	13.9%	16.7%
%H		97.5%	43.5%	16.3%	64.7%	29.2%	35.4%	97.5%
Not working	12696	12211	4436	1698	8810	2982	5828	10383
%V	46.8%	46.8%	42.2%	40.3%	50.0%	42.9%	54.7%	42.4%
%H		96.2%	34.9%	13.4%	69.4%	23.5%	45.9%	81.8%
Houseperson	22068	21326	8473	3293	14482	5493	8988	19641
%V	81.4%	81.7%	80.6%	78.2%	82.3%	79.0%	84.4%	80.2%
%H		96.6%	38.4%	14.9%	65.6%	24.9%	40.7%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

House Ownership of TV related equipment

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

Houseperson

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between Jan and Dec 2018

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis		Jan 2018 - Dec 2018						
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South-West	
Addresses Issued	86971	20433	2582	10015	4721	2282	2783	
Shop / Business	1261	344	52	139	55	36	34	
Demolished / Incomplete	122	39	1	10	15	2	7	
Empty	6789	1282	128	741	256	121	138	
Holiday Home	711	48	22	27	36	21	88	
Other Non Effective	1425	200	56	180	140	28	53	
Eligible Addresses	76663	18520	2323	8918	4219	2074	2463	
Substitute Addresses	9907	1045	491	206	310	457	483	
Multiple Occupancy Addresses	918	676	28	27	5	21	18	
Total Additional Households	10825	1721	519	233	315	478	501	
Total Valid Households	87500	21023	2596	9991	4715	2301	2792	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Non Contacts	6210	1967	182	624	356	148	243	
	7.1%	9.4%	7.0%	6.2%	7.6%	6.4%	8.7%	
No English Spoken	433	156	12	50	28	6	3	
	0.5%	0.7%	0.5%	0.5%	0.6%	0.3%	0.1%	
Refusals	26314	7425	835	2806	1601	557	1034	
	30.1%	35.3%	32.2%	28.1%	34.0%	24.2%	37.0%	
Total Interviews	54543	11475	1567	6511	2730	1590	1512	
	62.3%	54.6%	60.4%	65.2%	57.9%	69.1%	54.2%	

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4537	4903	3786	9132	8364	5735	7698
Shop / Business	40	70	55	115	133	81	107
Demolished / Incomplete	9	2	6	7	13	7	4
Empty	270	330	390	1249	783	362	739
Holiday Home	51	16	60	37	141	32	132
Other Non Effective	98	82	49	207	112	93	127
Eligible Addresses	4069	4403	3226	7517	7182	5160	6589
Substitute Addresses	545	1583	1139	550	1032	1822	244
Multiple Occupancy Addresses	20	8	14	23	26	6	46
Total Additional Households	565	1591	1153	573	1058	1828	290
Total Valid Households	4549	4893	3785	9124	8347	5716	7668
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	363	156	217	524	360	357	713
	8.0%	3.2%	5.7%	5.7%	4.3%	6.2%	9.3%
No English Spoken	12	44	17	26	28	30	21
	0.3%	0.9%	0.4%	0.3%	0.3%	0.5%	0.3%
Refusals	1565	1545	1106	2221	2274	1729	1616
	34.4%	31.6%	29.2%	24.3%	27.2%	30.2%	21.1%
Total Interviews	2609	3148	2445	6353	5685	3600	5318
	57.4%	64.3%	64.6%	69.6%	68.1%	63.0%	69.4%

Response Analysis: Jan 2018 - Dec 2018							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	78,765	18804	9130	8250	4680	2583	7122
Shop / Business	1,118	310	128	93	68	35	116
Demolished / Incomplete	107	43	7	5	2	2	7
Empty	6,248	1203	669	1138	309	225	673
Holiday Home	638	54	18	23	20	17	105
Other Non Effective	1,295	186	167	191	85	14	90
Eligible Addresses	69,359	17008	8141	6800	4196	2290	6131
Substitute Addresses	9,080	1712	951	1430	466	287	466
Multiple Occupancy Addresses	824	604	25	23	17	3	26
Total Additional Households	9,904	2316	976	1453	483	290	492
Total Valid Households	79,262	19324	9117	8253	4678	2580	7113
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	5,233	1613	557	385	169	124	322
	6.6%	8.3%	6.1%	4.7%	3.6%	4.8%	4.5%
No English Spoken	551	183	62	42	36	18	27
	0.7%	0.9%	0.7%	0.5%	0.8%	0.7%	0.4%
Refusals	25,811	7363	2793	2201	1596	844	2091
	32.6%	38.1%	30.6%	26.7%	34.1%	32.7%	29.4%
Total Interviews	45,351	9793	5495.9	5385.9	2810.8	1566.1	4480
	57.2%	50.7%	60.3%	65.3%	60.1%	60.7%	63.0%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	6055	4363	2358	5240	1214	1972	6994
Shop / Business	82	43	29	72	15	32	95
Demolished / Incomplete	6	14	5	7	4	1	4
Empty	347	258	118	320	194	103	691
Holiday Home	67	35	78	28	69	19	105
Other Non Effective	142	123	40	87	27	31	112
Eligible Addresses	5411	3890	2088	4726	905	1786	5987
Substitute Addresses	259	496	299	184	952	956	622
Multiple Occupancy Addresses	54	5	8	6	0	17	36
Total Additional Households	313	501	307	190	952	973	658
Total Valid Households	6087	4361	2355	5228	1204	1987	6975
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	454	301	187	338	66	127	590
	7.5%	6.9%	7.9%	6.5%	5.5%	6.4%	8.5%
No English Spoken	28	30	7	54	9	12	43
	0.5%	0.7%	0.3%	1.0%	0.7%	0.6%	0.6%
Refusals	2203	1576	961	1694	362	526	1601
	36.2%	36.1%	40.8%	32.4%	30.1%	26.5%	23.0%
Total Interviews	3305.4	2397.4	1220.5	3059.9	792	1311	4503.9
	54.3%	55.0%	51.8%	58.5%	65.8%	66.0%	64.6%

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 Jan to Dec 2018

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

Total Network	All Households	Total TV Households
All Households	54543	52371
All Sets	104983	104983
All Individuals	133132	128349
Children 0-15	25518	24782
All Adults	107614	103567
Adult Males	52150	49929
Adult Females	55464	53638

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11475	10712
All Sets	19540	19540
All Individuals	30391	28539
Children 0-15	6239	5937
All Adults	24152	22602
Adult Males	11729	10904
Adult Females	12423	11698

BBC South-East	All Households	Total TV Households
All Households	1567	1520
All Sets	3186	3186
All Individuals	3917	3828
Children 0-15	764	756
All Adults	3153	3072
Adult Males	1505	1457
Adult Females	1648	1615

BBC Midlands	All Households	Total TV Households
All Households	6511	6280
All Sets	12655	12655
All Individuals	16134	15591
Children 0-15	3162	3051
All Adults	12972	12540
Adult Males	6262	6018
Adult Females	6710	6522

BBC East	All Households	Total TV Households
All Households	2730	2649
All Sets	5497	5497
All Individuals	6712	6548
Children 0-15	1283	1262
All Adults	5429	5286
Adult Males	2657	2575
Adult Females	2772	2711

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1590	1537
All Sets	3134	3134
All Individuals	3852	3746
Children 0-15	705	692
All Adults	3147	3054
Adult Males	1560	1512
Adult Females	1587	1542

BBC South-West	All Households	Total TV Households
All Households	1512	1474
All Sets	3006	3006
All Individuals	3463	3390
Children 0-15	592	579
All Adults	2871	2811
Adult Males	1357	1321
Adult Females	1514	1490

BBC South	All Households	Total TV Households
All Households	2609	2509
All Sets	4817	4817
All Individuals	6334	6089
Children 0-15	1192	1166
All Adults	5142	4923
Adult Males	2502	2382
Adult Females	2640	2541

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3148	3044
All Sets	6088	6088
All Individuals	7417	7197
Children 0-15	1412	1385
All Adults	6005	5812
Adult Males	2902	2785
Adult Females	3103	3027

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2445	2398
All Sets	5223	5223
All Individuals	5792	5683
Children 0-15	1076	1066
All Adults	4716	4617
Adult Males	2267	2210
Adult Females	2449	2407

BBC North-West	All Households	Total TV Households
All Households	6353	6134
All Sets	12630	12630
All Individuals	15272	14795
Children 0-15	2888	2804
All Adults	12384	11991
Adult Males	6051	5824
Adult Females	6333	6167

BBC Scotland	All Households	Total TV Households
All Households	5685	5429
All Sets	11201	11201
All Individuals	12726	12267
Children 0-15	2189	2140
All Adults	10537	10127
Adult Males	5057	4840
Adult Females	5480	5287

BBC Ulster	All Households	Total TV Households
All Households	3600	3513
All Sets	7210	7210
All Individuals	8923	8745
Children 0-15	1793	1763
All Adults	7130	6982
Adult Males	3490	3404
Adult Females	3640	3578

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5318	5172
All Sets	10796	10796
All Individuals	12199	11931
Children 0-15	2223	2181
All Adults	9976	9750
Adult Males	4811	4697
Adult Females	5165	5053

BBC Midlands West	All Households	Total TV Households
All Households	4450	4318
All Sets	8829	8829
All Individuals	10965	10663
Children 0-15	2156	2085
All Adults	8809	8578
Adult Males	4243	4119
Adult Females	4566	4459

BBC Midlands East	All Households	Total TV Households
All Households	2061	1962
All Sets	3826	3826
All Individuals	5169	4928
Children 0-15	1006	966
All Adults	4163	3962
Adult Males	2019	1899
Adult Females	2144	2063

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11738	10961
All Sets	20075	20075
All Individuals	31150	29263
Children 0-15	6405	6099
All Adults	24745	23164
Adult Males	12014	11174
Adult Females	12731	11990

ITV Midlands	All Households	Total TV Households
All Households	6570	6336
All Sets	12765	12765
All Individuals	16304	15752
Children 0-15	3198	3086
All Adults	13106	12666
Adult Males	6336	6089
Adult Females	6770	6577

ITV North-West	All Households	Total TV Households
All Households	6415	6197
All Sets	12784	12784
All Individuals	15389	14917
Children 0-15	2898	2814
All Adults	12491	12103
Adult Males	6089	5865
Adult Females	6402	6238

ITV Yorkshire	All Households	Total TV Households
All Households	3283	3176
All Sets	6356	6356
All Individuals	7731	7504
Children 0-15	1471	1443
All Adults	6260	6061
Adult Males	3032	2908
Adult Females	3228	3153

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1804	1772
All Sets	3923	3923
All Individuals	4329	4250
Children 0-15	826	818
All Adults	3503	3432
Adult Males	1679	1643
Adult Females	1824	1789

ITV Central Scotland	All Households	Total TV Households
All Households	3753	3579
All Sets	7410	7410
All Individuals	8515	8189
Children 0-15	1507	1469
All Adults	7008	6720
Adult Males	3347	3198
Adult Females	3661	3522

ITV North Scotland	All Households	Total TV Households
All Households	1555	1491
All Sets	3071	3071
All Individuals	3404	3302
Children 0-15	566	559
All Adults	2838	2743
Adult Males	1386	1332
Adult Females	1452	1411

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	3920	3779
All Sets	7544	7544
All Individuals	9546	9229
Children 0-15	1797	1760
All Adults	7749	7469
Adult Males	3736	3575
Adult Females	4013	3894

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2820	2744
All Sets	5668	5668
All Individuals	6880	6729
Children 0-15	1317	1300
All Adults	5563	5429
Adult Males	2721	2644
Adult Females	2842	2785

ITV South West	All Households	Total TV Households
All Households	1400	1365
All Sets	2742	2742
All Individuals	3193	3125
Children 0-15	547	535
All Adults	2646	2590
Adult Males	1257	1224
Adult Females	1389	1366

ITV Ulster	All Households	Total TV Households
All Households	3600	3513
All Sets	7210	7210
All Individuals	8923	8745
Children 0-15	1793	1763
All Adults	7130	6982
Adult Males	3490	3404
Adult Females	3640	3578

ITV Border	All Households	Total TV Households
All Households	867	837
All Sets	1700	1700
All Individuals	1934	1880
Children 0-15	308	304
All Adults	1626	1576
Adult Males	779	750
Adult Females	847	826

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1500	1449
All Sets	2939	2939
All Individuals	3635	3533
Children 0-15	662	651
All Adults	2973	2882
Adult Males	1473	1426
Adult Females	1500	1456

ITV HTV Wales	All Households	Total TV Households
All Households	5318	5172
All Sets	10796	10796
All Individuals	12199	11931
Children 0-15	2223	2181
All Adults	9976	9750
Adult Males	4811	4697
Adult Females	5165	5053

ITV Channel Islands	All Households	Total TV Households
All Households	112	109
All Sets	264	264
All Individuals	270	265
Children 0-15	45	44
All Adults	225	221
Adult Males	100	97
Adult Females	125	124

ITV Midlands West	All Households	Total TV Households
All Households	4550	4414
All Sets	9018	9018
All Individuals	11240	10928
Children 0-15	2216	2144
All Adults	9024	8784
Adult Males	4351	4223
Adult Females	4673	4561

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2020	1922
All Sets	3747	3747
All Individuals	5064	4824
Children 0-15	982	942
All Adults	4082	3882
Adult Males	1985	1866
Adult Females	2097	2016

ITV Scotland	All Households	Total TV Households
All Households	5308	5070
All Sets	10481	10481
All Individuals	11919	11491
Children 0-15	2073	2028
All Adults	9846	9463
Adult Males	4733	4530
Adult Females	5113	4933

ITV Wales & West	All Households	Total TV Households
All Households	6818	6621
All Sets	13735	13735
All Individuals	15834	15464
Children 0-15	2885	2832
All Adults	12949	12632
Adult Males	6284	6123
Adult Females	6665	6509

ITV West Macro	All Households	Total TV Households
All Households	8218	7986
All Sets	16477	16477
All Individuals	19027	18589
Children 0-15	3432	3367
All Adults	15595	15222
Adult Males	7541	7347
Adult Females	8054	7875

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	14788	14322
All Sets	29242	29242
All Individuals	35331	34341
Children 0-15	6630	6453
All Adults	28701	27888
Adult Males	13877	13436
Adult Females	14824	14452

ITV South & South East	All Households	Total TV Households
All Households	3808	3670
All Sets	7280	7280
All Individuals	9276	8964
Children 0-15	1752	1716
All Adults	7524	7248
Adult Males	3636	3478
Adult Females	3888	3770

ITV South East Macro	All Households	Total TV Households
All Households	6740	6523
All Sets	13212	13212
All Individuals	16426	15958
Children 0-15	3114	3060
All Adults	13312	12898
Adult Males	6457	6219
Adult Females	6855	6679

North Macro	All Households	Total TV Households
All Households	12369	11982
All Sets	24763	24763
All Individuals	29383	28551
Children 0-15	5503	5379
All Adults	23880	23172
Adult Males	11579	11166
Adult Females	12301	12006

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5087	4948
All Sets	10279	10279
All Individuals	12060	11754
Children 0-15	2297	2261
All Adults	9763	9493
Adult Males	4711	4551
Adult Females	5052	4942

ITV North-West / Border Macro	All Households	Total TV Households
All Households	7282	7034
All Sets	14484	14484
All Individuals	17323	16797
Children 0-15	3206	3118
All Adults	14117	13679
Adult Males	6868	6615
Adult Females	7249	7064

S4C	All Households	Total TV Households
All Households	5318	5172
All Sets	10796	10796
All Individuals	12199	11931
Children 0-15	2223	2181
All Adults	9976	9750
Adult Males	4811	4697
Adult Females	5165	5053

C4/Five South Macro Region	All Households	Total TV Households
All Households	14958	14509
All Sets	29689	29689
All Individuals	35453	34547
Children 0-15	6546	6427
All Adults	28907	28120
Adult Males	13998	13566
Adult Females	14909	14554

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11502	11145
All Sets	23063	23063
All Individuals	27449	26671
Children 0-15	5195	5075
All Adults	22254	21596
Adult Males	10800	10416
Adult Females	11454	11180

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	6175	5907
All Sets	12181	12181
All Individuals	13853	13371
Children 0-15	2381	2332
All Adults	11472	11039
Adult Males	5512	5280
Adult Females	5960	5759

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 (Dec 2018)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 57

Date: 05/10/2018

Internal Use

Status: FINAL

Prepared for fieldwork month: Dec 2018

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Version Control

Changes included in this version:

Section	Question No	Description of changes to this version
Third HH Section	W2	Question Removed
Third HH Section	W4	Question Removed
Third HH Section	W5	Question Reworded

Notes

Colours used in this version indicate the following

Colour	Font/Box	Description
Blue	Box	Question routing (description and codes where applicable)
Green	Box	Automatically populated responses (from earlier questions) or other recoding (in script or post script editing applied)
Orange	Box	Interviewer coded questions (predominantly pre and post interview) for administration purposes.
Light Red	Box	General note to interviewer/scripter



Section 1

Set-up questions

Set up questions

ES ONLY		
ASK ALL		
SN6	IS THIS AN INTERVIEW AT A SINGLE HOUSEHOLD OR A MULTIHOUSEHOLD ADDRESS?	SP
	Single HH	
	Multi HH	

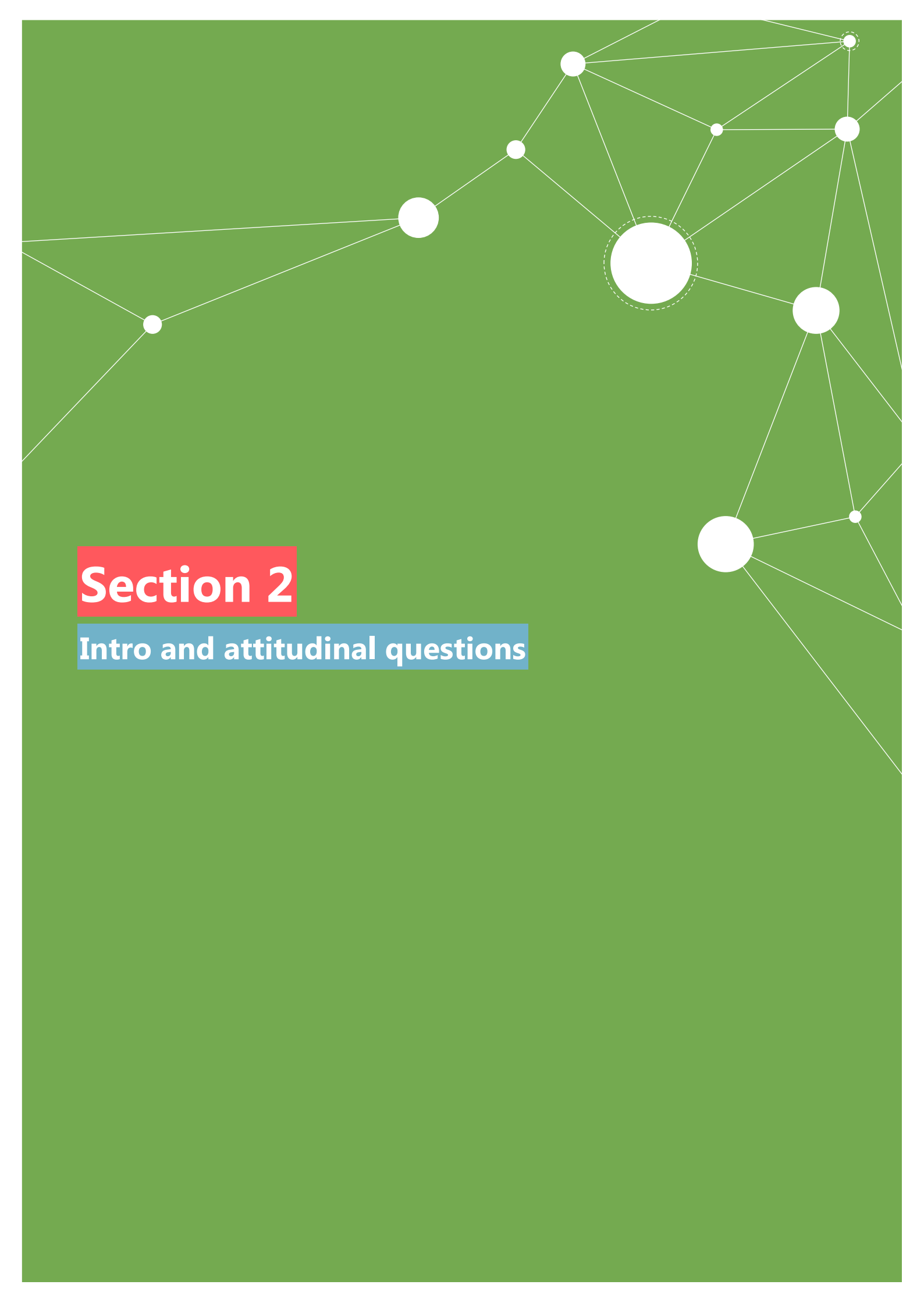
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

ES ONLY		
ASK IF SELF CONTAINED DWELLING		
<i>[XMH0=CODE 1]</i>		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two or more self-contained flats/dwellings. They have a joint entrance onto the street but each have a separate entrance internally with all washing and cooking facilities within this	
	Other- please provide details	GO TO XMH3

ES ONLY		
ASK IF SHARED AMENITIES DWELLING		
<i>[XMH0=CODE 2]</i>		
XMH2	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more dwellings which share only a bathroom	
	The address is split into two or more dwellings which share only a kitchen which has no dining facilities	
	The address is split into two or more dwellings which share a bathroom and a kitchen (and which has no shared dining facilities)	
	Other- please provide details	GO TO XMH3
NOTE: any dwellings which share any common living or dining spaces (including a table in the kitchen) should not be coded as multi-households.		

ES ONLY		
ASK IF OTHER TYPE OF MULTI HOUSEHOLD ADDRESS		
<i>[XMH0, XMH1 OR XMH2 = OTHER]</i>		
XMH3	Please give full details why this address is a multi-household.	
NOTE that all multi-households should comply with the multi-household definition updated in December 2012. We will not be able to use interviews conducted at addresses which have been incorrectly classified as multi-household.		
	WRITE IN	

ES ONLY		
ASK IF XMH3 IS NOT ASKED		
<i>[XMH1 = CODE 1-2 or XM2 = CODE 1-3]</i>		
XMH4	Are there any further details you can provide as to why this address is a multi-household?	
	WRITE IN	



Section 2

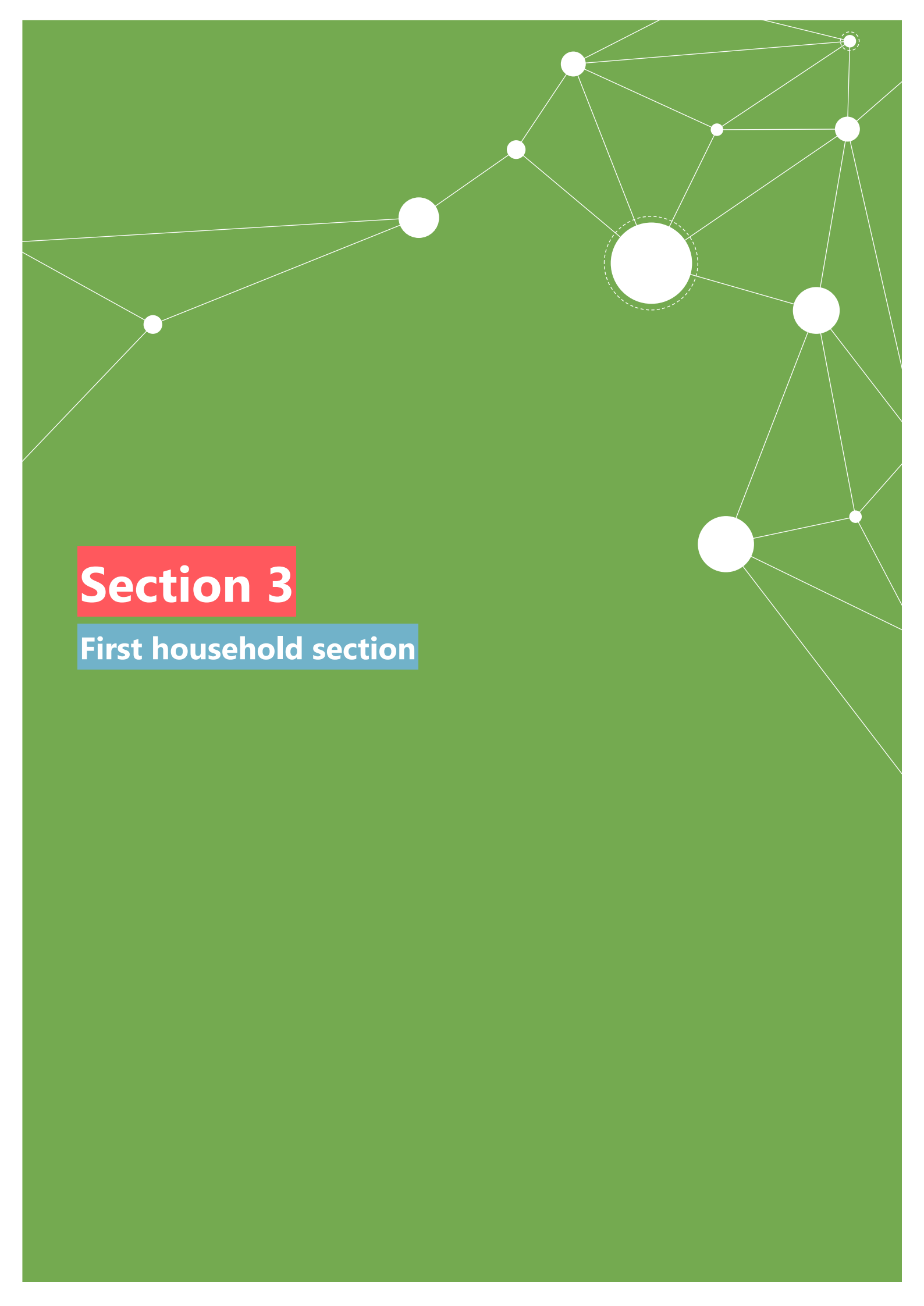
Intro and attitudinal questions

Intro and attitudinal questions

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

ESR SAMPLE ONLY	
ESR INTRO	
ESR Intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company.</i> <i>We have previously completed an interview with <NAME> (on <DATE>) about TV programmes and the equipment in your home.</i> <i>This survey was for BARB; the main source of television audience information in the UK.</i> <i>Following that survey, you said that you wouldn't mind being contacted again and I'd like to talk to you about the BARB viewing panel. The interview length will depend on your answers but should take about 10-12 minutes. All information you give will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i> PLEASE ASK IF THE NAMED HOUSEHOLD MEMBER IS AVAILABLE TO SPEAK TO. IF THEY ARE AVAILABLE PLEASE CONFIRM THAT THEY ARE AGED 16+ AND FITS THE DEFINITION OF EITHER: [JOINT] HEAD OF HOUSEHOLD [JOINT] HOUSEPERSON THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. IF THEY ARE NOT AVAILABLE AND YOU ARE NOT ABLE TO MAKE AN APPOINTMENT THEN YOU CAN COMPLETE THE INTERVIEW WITH ANOTHER MEMBER OF THE HOUSEHOLD PROVIDED THEY ARE AGED 16+ AND FIT ONE OF THE DEFINITIONS ABOVE. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD. IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.
	Please confirm who you are speaking to SP Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)
TEL AND ESR SAMPLE ONLY	
Tel and ESR intro 2	I'm going to ask you about your home, including all the people who live here and the TV equipment you have, and give you some more details about the BARB panel.

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



Section 3

First household section

First household section

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

ASK IF ANY SETS IN HOME**[H8>0]****H112 SHOW SCREEN**

MP

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

Note: please code all that apply

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

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

ASK IF ANY SETS IN HOME**[H8>0]****H68 SHOW SCREEN**

MP

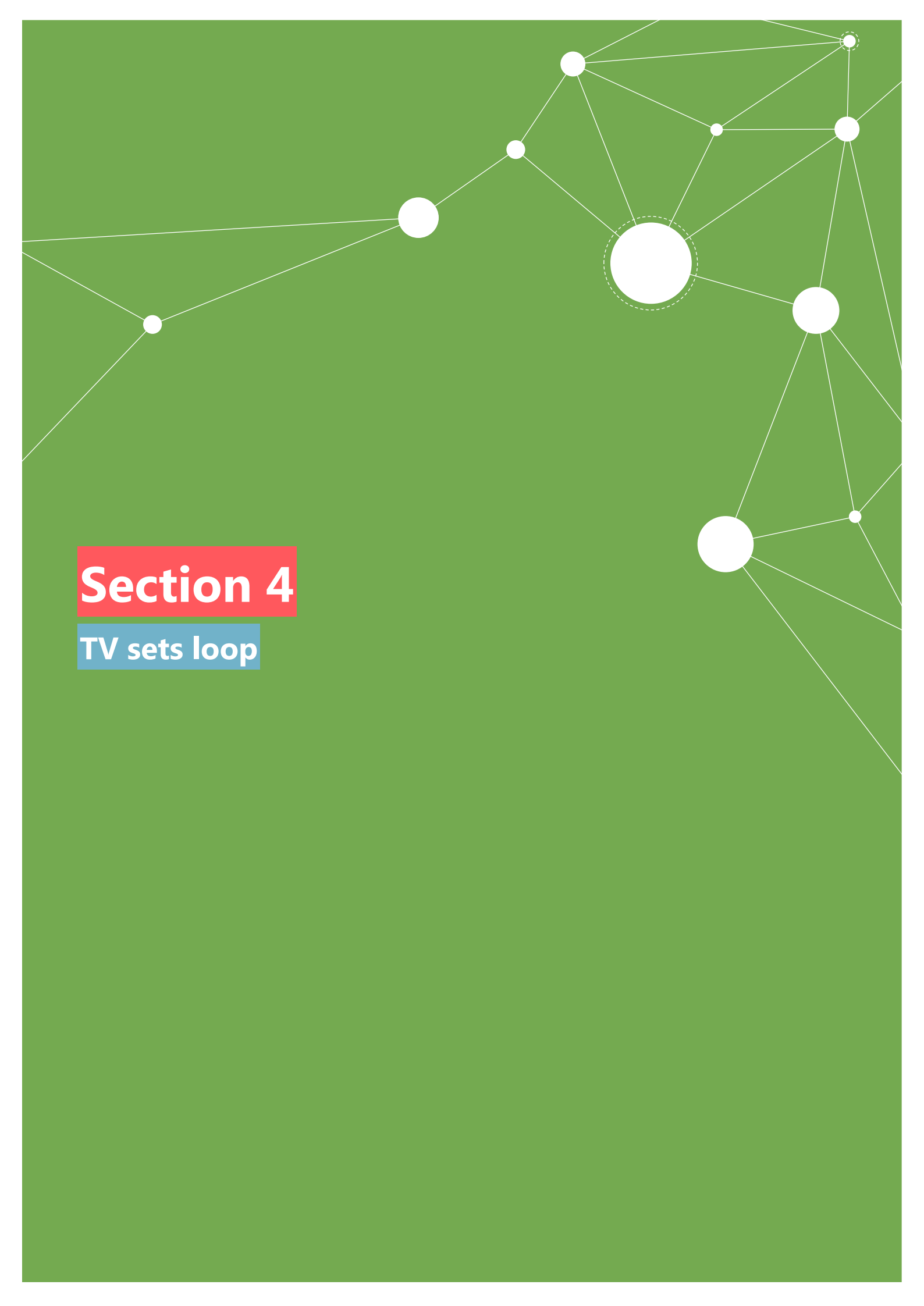
Do you receive TV programmes on any TV sets using any of the following methods?

Note: please code all that apply

NOTE: For a more detailed explanation select further information

INTERVIEWER: READ OUT OPTIONS:

A 'smart TV' with its own connection to the Internet
A box, stick or other device which allows you to connect to the Internet, e.g.
 Amazon Fire, Now TV, Apple TV
By connecting the TV set to a games console
By connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly
Other (Specify)
None of these
Further information



Section 4

TV sets loop

TV sets loop

SUMMARY TO BE PROVIDED FOR SET LOOP

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

ADD LOCATION ONCE S3 IS ASKED:

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

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

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

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

(END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

S5	What is the screen size in inches? By that I mean the diagonal measurement across the screen	NUM
	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? **SP****IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH****H112=TALKTALK (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H68= NONE OF THESE**

Does this set receive TV programmes from TalkTalk?

IF 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

ASK IF 1+ SET**H8>=1****S67a** Can you confirm that this set receives TV programmes from YouView? **SP****IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH****H112 =YOUVIEW (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE**

Does this set receive TV programmes from YouView?

IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO**PLATFORMS CLAIMED AT HH****H112 =YOUVIEW AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)**

Yes

No

ASK IF 1+ SET**H8>=1****S56a** Can you confirm that this set receives TV programmes by connecting the TV set to a games console? **SP****IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH****H68= GAMES CONSOLE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE**

Does this set receive TV programmes by connecting the TV set to a games console?

IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO**CLAIMED OR NO PLATFORMS CLAIMED AT HH****H68=GAMES CONSOLE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)**

Yes

No

ASK IF 1+ SET**H8>=1****S72a** Can you confirm that this set receives TV programmes from Plusnet? **SP****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

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? 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	SP
ASK IF 1+ SET H8>=1		
S58a	Can you confirm that this is a smart TV set which receives TV programmes using its own connection to the Internet IF SMART TV WITH ITS OWN CONNECTION TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH 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	SP
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 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	SP

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

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

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

S59a	Can you confirm that this set receives TV programmes from another supplier: <H68 Other>? IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH <i>H68= OTHER (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</i>	SP
	Does this set receive TV programmes from another supplier: <H68 Other>? IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH <i>H68=OTHER AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	Yes	
	No	

CABLE / SATELLITE / A TV AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66**ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET***[S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A = YES]*

S60	Apart from receiving TV programmes via: <u>SHOW SCREEN</u> DISPLAY AS APPROPRIATE: Cable (if S10a = Yes) Satellite (if S11a = Yes) A TV Aerial (if S9a = Yes) BT TV (if S55A = BT TV) TalkTalk (if S54A = TalkTalk) Plusnet (if S72A = Plusnet) YouView (if S67A = YouView) A 'smart TV' with its own connection to the internet (if H68 = internet) a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV (if H68=STB/other device) Connecting the TV set to a games console (if S56A/B = games console) Connecting the TV set to a computer, tablet or smartphone (if S57A/B = computer) Another TV supplier (H68 verbatim) (if S59A = other) Does this set receive TV programmes using any other method? Yes GO TO S61 No GO TO S24	SP
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S61 / S62 / S63 PERMIT EXTRA PLATFORMS TO BE CODED FOR ALL SETS

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)	
ASK IF ANOTHER METHOD ON SET CLAIMED [S60 = YES]	
S61	SHOW SCREEN MP Which other methods are used by this set? SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Cable CODE S10a=YES AND H64=YES Satellite CODE S11a=YES AND H65=YES An aerial (known as Freeview <i>(in NI only)</i> or Saorview) (ROUTE ON ANY AERIAL) CODE S9a=YES, H66=YES BT TV CODE S55a/b =YES AND H112= BT TV TalkTalk CODE S54a =YES AND H112=TALKTALK Plusnet CODE S72a =YES AND H112=PLUSNET YouView CODE S67a =YES AND H112 =YOUVIEW A 'smart TV' with its own connection to the internet CODE S58a =YES AND H68 = INTERNET a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV CODE S74a =YES AND H68=STB/DEVICE By connecting the TV set to a games console CODE S56a =YES AND H68=CONSOLE By connecting the TV set to a computer, tablet or smartphone CODE S57a =YES AND H68=COMPUTER Another TV supplier (Specify) CODE H68=OTHER. DO NOT CODE S59a None of these Don't know
POST-CAPI RECODE H66-H68 AS DETAILED	
ASK IF NO PLATFORM CLAIMED ON SET NONE OF (S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S57A OR S58A OR S59A OR S74A =YES]	
S62	ASK IF NO PLATFORM CLAIMED ON SET SP You have said this set does not receive TV programmes by any method, is this correct? Yes GO TO S51/38/52 THEN S2 No GO TO S63

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

CABLE - S24,S53

SATELLITE - S69, S68, S70, S71, S75

AERIAL -S25, S50

ASK IF CABLE CLAIM ON SET

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

S24 SHOW SCREEN

SP

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

Can the cable box be used to record TV programmes?

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

NOTE: For a more detailed explanation select further information

- Yes – V+
- Yes – TiVo
- Yes – V6
- Yes – but not sure which type of box
- No
- Don't know
- Further information

FORCE EDIT: SET DK TO NO

ASK IF CABLE CLAIM ON SET

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

S53 SHOW SCREEN

SP

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

Do you receive HD channels via cable TV?

NOTE: For a more detailed explanation select further information

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

FORCE EDIT: SET DK TO NO

ROTATE S69 and S68

ASK IF SATELLITE CLAIM ON SET

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

S69 SHOW SCREEN

SP

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

Do you receive your satellite TV services via Sky?

- Yes – via Sky with subscription
- Yes – via Sky without subscription
- No
- Don't know

ASK IF SATELLITE CLAIM ON SET

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

S68 SHOW SCREEN

MP

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

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

- Yes – via a Freesat set top box
- Yes – via Freesat integrated into the TV set
- No
- Don't know

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

SP

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

Yes - Specify

No

Don't know

FORCE EDIT: IF NO OR DK AT S68 AND S69 AND S70, SET S70 TO OTHER PROVIDER**ASK IF OTHERSATELLITE CLAIM ON SET****[S70 = Yes]****S80**

MP

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

Polish satellite

Romanian satellite

Portuguese satellite

Italian satellite

Turkish satellite

Bulgarian satellite

Hungarian satellite

Lithuanian satellite

Indian satellite

Other Foreign satellite (Specify)

Sky

Freesat

Virgin Media

Freeview

BT TV

Now TV

Netflix

Satellite service provider not known

Other (Specify)

ASK IF SKY AND FREESAT CLAIM ON SET**[S69+S68 = YES (code 1 or 2)]****S71 SHOW SCREEN**

SP

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

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

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

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

**FORCE EDIT: IF FREESAT ONLY AT S71 SET S69 TO NO
IF SKY ONLY AT S71 SET S68 TO NO**

ASK IF SKY IS SATELLITE PROVIDER**[S69 = SKY (CODE 1 OR 2)]****S75 SHOW SCREEN MP**

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

NOTE: For a more detailed explanation select further information

- SkyQ
- Sky+HD
- Sky+
- Other Sky box
- Don't know which type of box
- Further information

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

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

NOTE: For a more detailed explanation select further information

- The ability to watch TV programmes in HD
- The ability to record TV programmes
- Access to catch up TV services from BBC iPlayer, ITV Player, All 4, My 5 and Netflix
- None of these
- Don't know
- Further information

ASK IF DTT ON SET**[S9A = YES OR S61 = AERIAL OR S63 = AERIAL]****S25 SHOW SCREEN SP****(IF S10A, S11A OR ANY OF S54a-TO S59a or S67a or S72a or S74a= YES)** You have said this set is able to receive TV services via an aerial.

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

NOTE: For a more detailed explanation select further information

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

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

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

FORCE EDIT: SET DK TO NO

ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET [S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES]	
S73	<u>SHOW SCREEN</u> You have said this set is able to receive TV services via YouView (IF S67a=Yes) TalkTalk (IF S54a=Yes) BT TV (IF S55a=Yes) Plusnet (IF S72a=Yes) [If 1 of these platforms] Can this set top box be used to record TV programmes? [If 2+ of these platforms] Can any of these set top boxes be used to record TV programmes? NOTE: For a more detailed explanation select further information [only list platforms received] Yes - YouView Yes - TalkTalk Yes - BT TV Yes - Plusnet No Don't know Further information
FORCE EDIT: SET DK TO NO	
ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET [S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES]	
S76	<u>SHOW SCREEN</u> [If 1 of these platforms] Do you receive HD channels via this set top box? [If 2+ of these platforms] Do you receive HD channels via any of these set top boxes? NOTE: For a more detailed explanation select further information [only list platforms received] Yes - YouView Yes - TalkTalk Yes - BT TV Yes - Plusnet No Don't know Further information
FORCE EDIT: SET DK TO NO	

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

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

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

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

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

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

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

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

ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3)

S51 (S75 = SkyQ OR S75 = Sky+ HD OR S75 = Sky+ OR S77 = 2 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet SP

Apart from the

- (S75=1) SkyQ box
- (S75=2) Sky+ HD box
- (S75=3) Sky+ box
- (S77=2) Freesat+ box
- (S24=1) Cable, V+, TiVo or V6 box
- (S25=1) Freeview (in NI only) or Saorview recorder
- (S73= YouView) YouView box
- (S73= TalkTalk) TalkTalk box
- (S73= BT) BT TV box
- (S73= Plusnet) Plusnet box

Do you have any

other <S77=2 or S24=1 or S25=1 or S73= YouView or S73= TalkTalk or S73= BT or S73= Plusnet>

equipment connected to or integrated into this set that allows you to record TV programmes?

- Yes
- No
- Don't know

ASK IF ANOTHER RECORDER CLAIMED
[S51=YES]

S38 **SHOW SCREEN** MP

In which ways do the recorders connected or integrated into this set record and store TV programmes?

- On to a recorder integrated into the TV set
- On to a separate digital video recorder (including a separate hard drive)
- On to DVD or Blu-ray discs
- On to Video Tapes
- On to a USB / Dongle
- Other (specify)
- Don't know

FORCE EDIT: SET DK TO NONE OF THESE

ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38**[S38 NOT ONTO DVD/BLU RAY DISCS]**

S52 Do you have a DVD or Blu-ray **player** connected to or integrated into this set? Please include any SP
Games Consoles that can play back DVD or Blu-ray discs.
This player will **NOT** be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.

Yes
No
Don't know

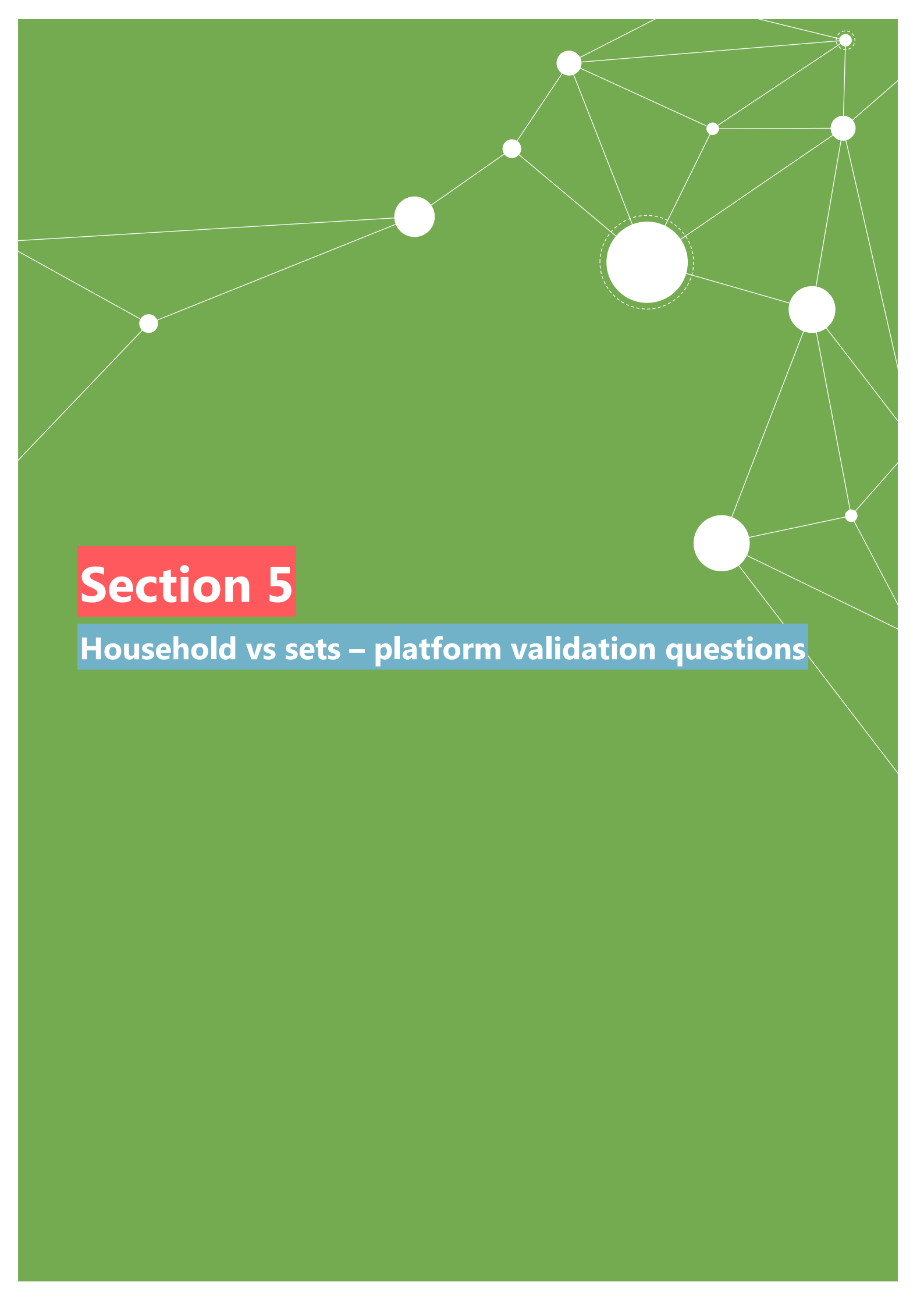
FORCE EDIT: SET DK TO NO**ASK FOR ANY SET WITH NO PLATFORM CLAIMS****[S62 = YES]**

S2 **SHOW SCREEN** SP

Which of these best describes this television set?

Temporarily out of order
Used only with a games console, computer or DVD or Blu-ray player
Working but never used
Permanently out of order

REPEAT ABOVE FOR ALL TV SETS



Section 5

Household vs sets – platform validation questions

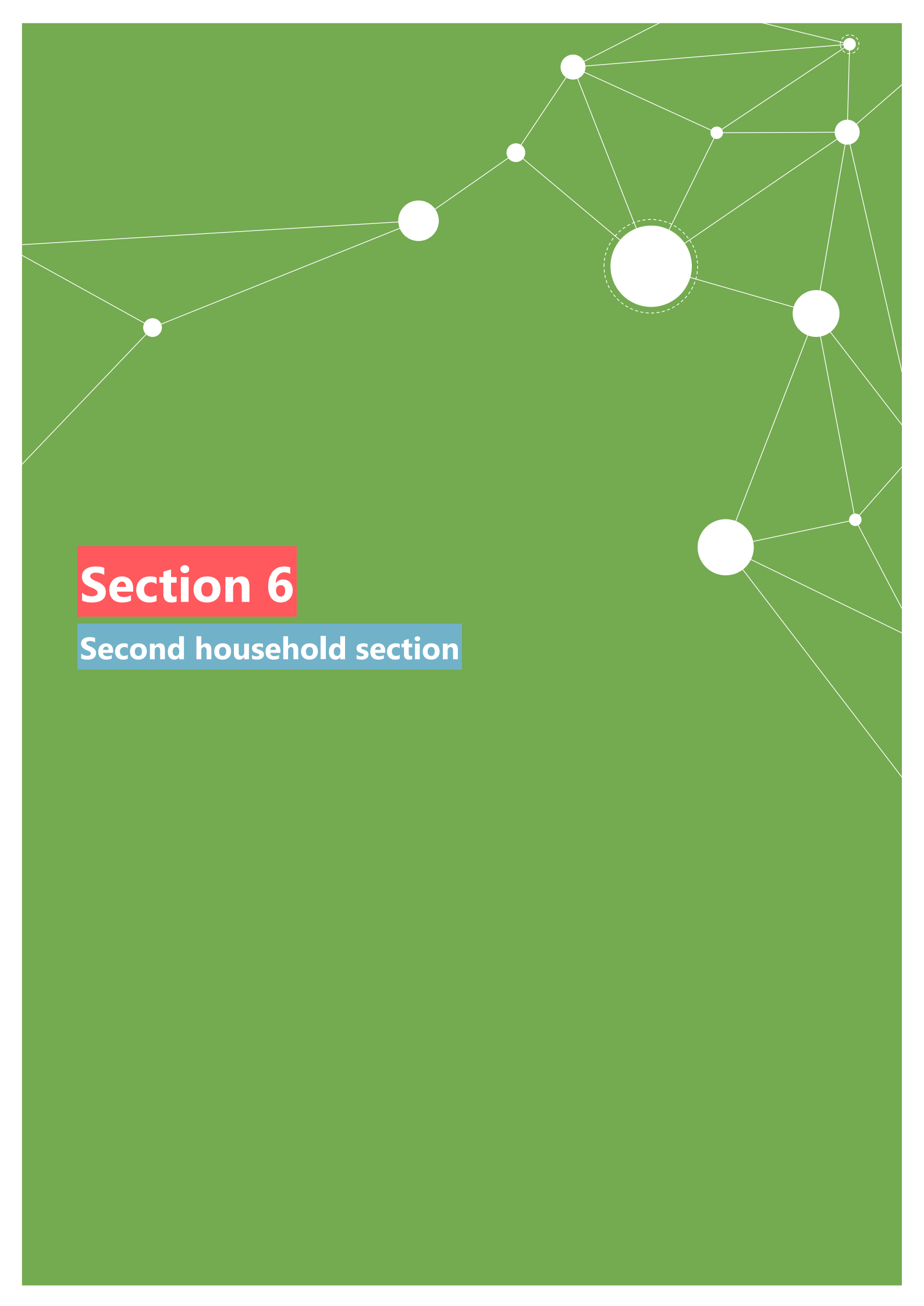
Household vs Sets – platform validation questions

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

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

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

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



Section 6

Second household section

Second household section

ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home? NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G. And includes any broadband connection shared with a neighbour Yes No Don't know	SP
FORCE EDIT: SET YES IF H114 IS 3G OR 4G MOBILE PHONE / 3G OR 4G INTERNET DEVICE / TABLET OR COMPUTER WITH 3G OR 4G SIM		
ASK IF BROADBAND CLAIM [H17=Yes]		
H115	SHOW SCREEN How do you or any members of your household access the internet? Fixed line broadband (via router or Wi-Fi) 3G or 4G mobile phone 3G or 4G mobile broadband device (Such as a Dongle) Tablet or Computer with a 3G or 4G data SIM card Other (Specify) Don't know	MP
ASK IF NO BROADBAND CLAIM [H17=NO OR DK]		
H113	Do you, or does anyone in your household, have any sort of internet access at home? Yes No Don't know	SP
ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	SHOW SCREEN What type of internet access is this? Fixed line internet access via a router or Wi-Fi 3G or 4G mobile phone 3G or 4G mobile internet device (such as a dongle) Tablet or Computer with a 3G or 4G data SIM card Dial-up using the home phone line Other (Specify) Don't know	MP
ASK IF BROADBAND CLAIM [H17=Yes OR H114=code 1-4]		
H129	SHOW SCREEN Who is your current broadband [if H17=Yes] internet [if H114= code 1-4] provider? BT Sky Virgin Media TalkTalk Plusnet Now TV EE Vodafone Three Post Office Other (Specify) Don't know	MP

ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads, but not mobile phones. WRITE IN (0-99)	NUM
FORCE EDIT: SET REF AND DK TO 0		

ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP
	Set H101 to 01 Set H101 to 00 Set H101 to 00	
H101	IF H51>1 How many of these are tablets? WRITE IN (0-99) (0-Max value of H51) Don't know	NUM
FORCE EDIT: SET REF AND DK TO 0		

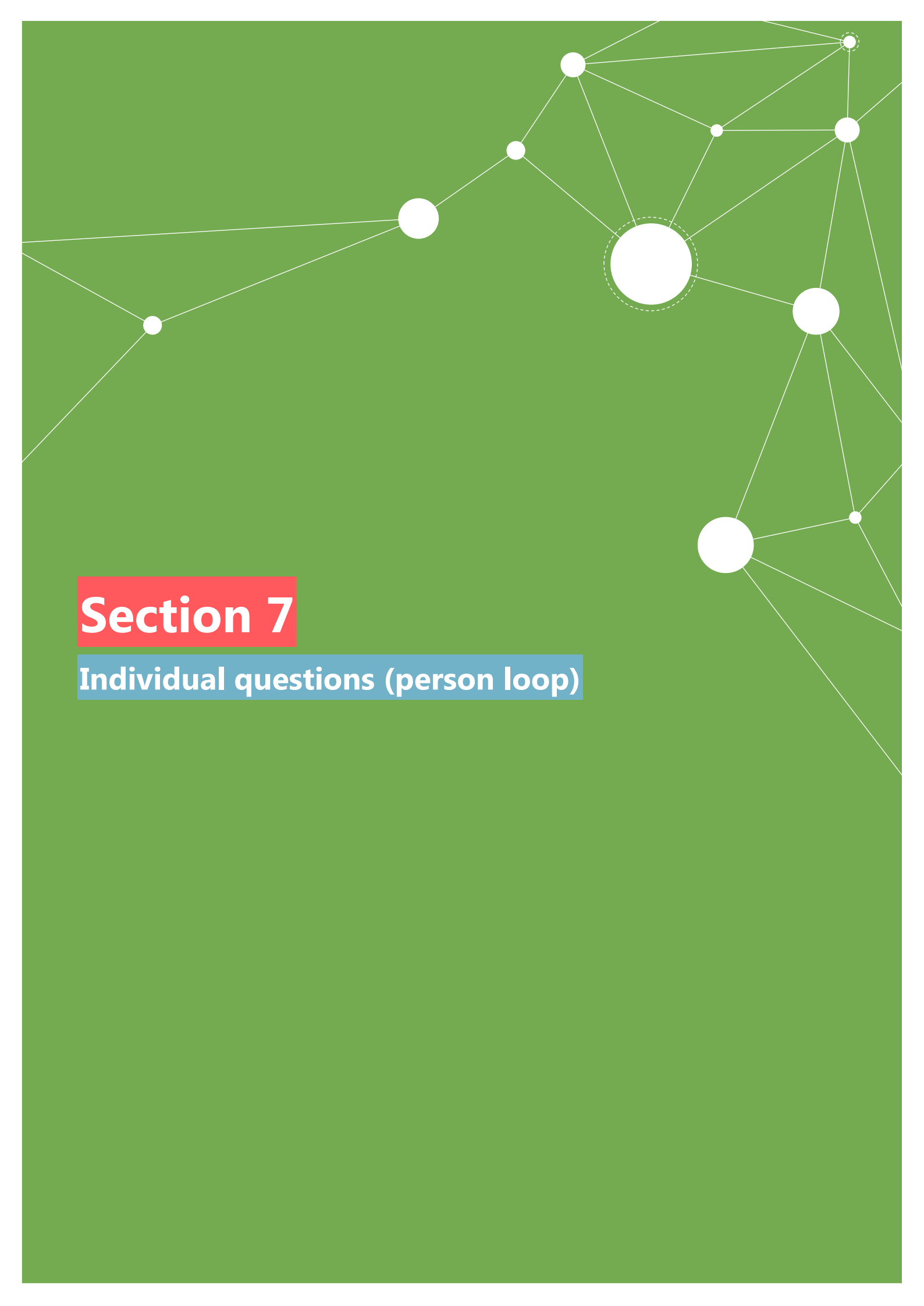
ES ONLY NOT ESR		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer; do you, or does anyone in your household,ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet; do you, or does anyone in your household,ever use this tablet to watch TV programmes? IF H101=0 AND H51>1 (multiple devices; no tablets claimed) Thinking about all the computers in your household; do you, or does anyone in your household,ever use any of these computers to watch TV programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) Thinking about all the tablets in your household; do you, or does anyone in your household,ever use any of these tablets to watch TV programmes? IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed) Thinking about all the computers and tablets in your household; do you, or does anyone in your household,ever use any of these computers or tablets to watch TV programmes? Yes No	SP

ES ONLY NOT ESR	
ASK IF 2+ COMPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]	
H73	IF H101=0 AND H51>1 (multiple devices; no tablets claimed) NUM And how many of these computers do you, or does anyone in your household, use to watch television programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) And how many of these tablets do you, or does anyone in your household, use to watch television programmes? IF H101>0 AND H51>H101 (multiple devices; computers and tablets claimed) How many of these computers and tablets do you, or does anyone in your household, use to watch television programmes? WRITE IN (0-Max value of H51)
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]	
ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]	
H58	SHOW SCREEN SP How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know
ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]	
H59	SHOW SCREEN SP How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know
ES ONLY NOT ESR	
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]	
H60	SHOW SCREEN SP How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know

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

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

ES ONLY NOT ESR		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO		
H22a	Thinking about your household in general and other ways that TV sets can be used...	
Intro1		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES		
[S56A=YES (FOR ANY SET)]		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you, or does anyone in your household, ever connect a games console to your TV set(s)	SP
	Yes ASK H23	
	No	
	Don't know	
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET		
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H23	SHOW SCREEN	MP
	Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets?	
	Nintendo Wii	
	Nintendo Wii U	
	Nintendo Switch	
	Other Nintendo	
	PS2	
	PS3	
	PS4	
	Other PlayStation	
	Xbox	
	Xbox 360	
	Xbox One / One S / One X	
	Any other games console	
	Don't know	
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H54	SHOW SCREEN	MP
	Which of the following do you, or does anyone in your household, use your games console(s) for?	
	To play games	
	To connect to the internet	
	To watch TV programmes	
	To play DVD or Blu-ray discs	
	Other (specify)	
	None of these	
	Don't know	
ES ONLY NOT ESR		
ASK IF ANY SET IN HOME		
H124	SHOW SCREEN	SP
	(Single Set HH) Is your TV set capable of showing TV programmes in Ultra High Definition or 4K?	
	(Multi Set HH) Are any of your TV sets capable of showing TV programmes in Ultra High Definition or 4K?	
	NOTE: For a more detailed explanation select further information	
	Yes	
	No	
	Don't know	
	Further Information	



Section 7

Individual questions (person loop)

Individual questions (person loop)

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

Start of person loop

ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55		
IF PERSON 1 GO TO P2 INTRO1, THEN P2		
IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2		
P2	(Single person HH (H55=1)) I'm now going to ask some questions about you	
Intro1	(Multi person HH (H55>1)) I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order: - you - your spouse or partner - any children starting with the eldest - anyone else	
P2	Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc...) household member	
Intro2		
FOR PERSON 1 SHOW HEADER 'RESPONDENT'		
FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'		
ASK ALL		
P2	Record sex of <u>respondent</u> (IF RESPONDENT)	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 IS 1962-1971 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS B/C1 THEN SET TAED TO 17-18 YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS A THEN SET TAED TO 19+ YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 15 YEARS

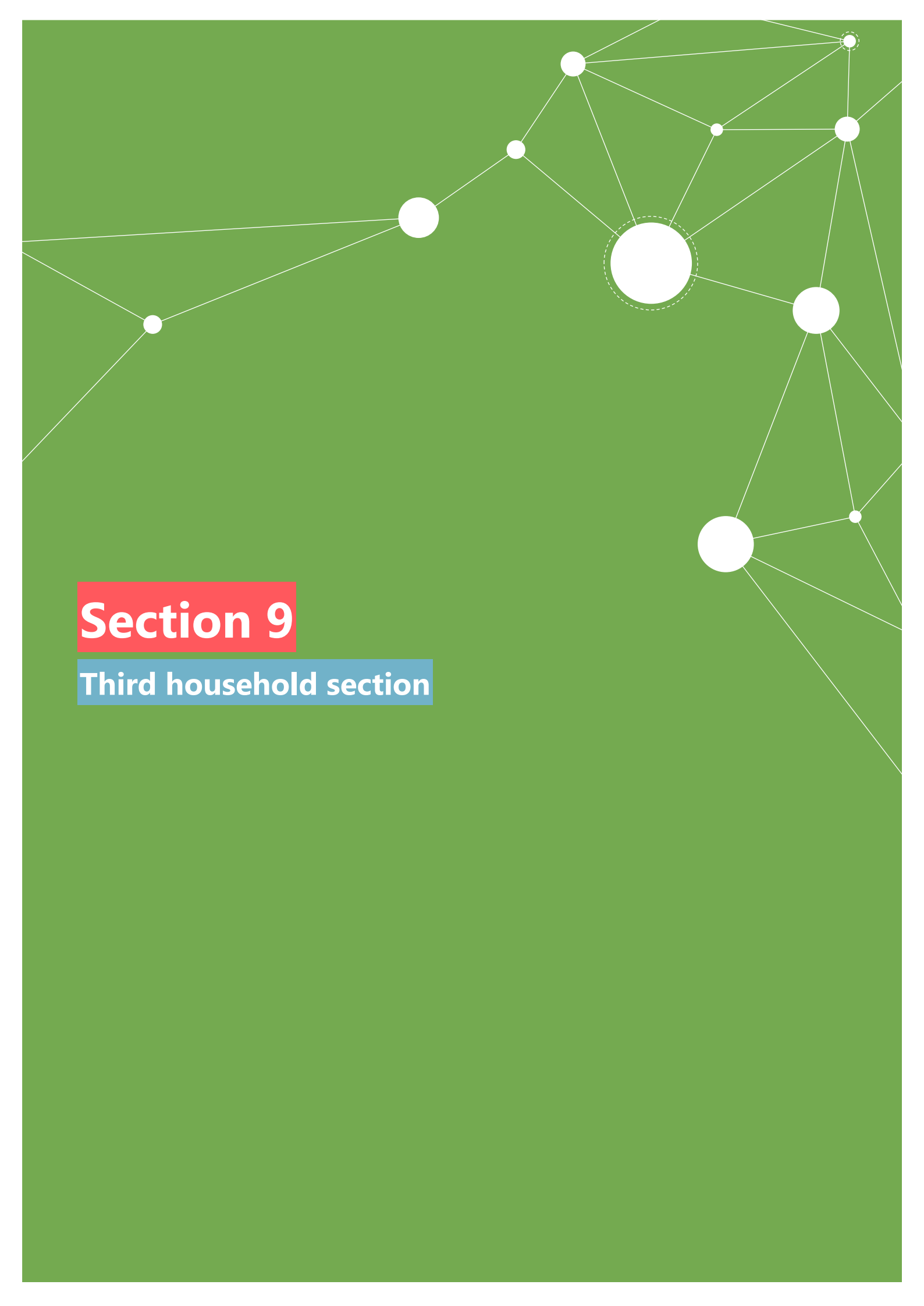
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS

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

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



Section 9

Third household section

Third household section

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

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

Which is the main language Spoken in your household?

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

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

Do you work in any of the following occupations?

IF 2+ PERSON HOUSEHOLD

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

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

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

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

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

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

This person must be aged 16 or over.

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

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

ASK ALL

H39 What jobs 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) If Yes at H104 In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their <i>[[if widowed at P5]</i> or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Prefer not to say	SP
ASK IF CIE IS RETIRED [P9= RETIRED]		
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Prefer not to say	SP
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Prefer not to say	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Prefer not to say	SP

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

H34 Is that 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
 Other
 Don't know
 Prefer not to say

(SP)

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

H49 What is the Telephone number, including the area code, of the household's main phone or mobile? MP

NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number

WRITE IN
 Prefer not to say

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

INFN RECORD: RESPONDENTS NAME (IN FULL)
 PLEASE TYPE TITLE (MR/MRS/MISS) FIRST NAME SURNAME
 FOR EXAMPLE: mr john practice

WRITE IN
 Don't know
 Prefer not to say

ASK ALL

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

ES ONLY NOT ESR**ASK ALL**

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

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

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

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 ES 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	<u>SHOW SCREEN</u>	SP
	How many hours of TV would you say you watch per day, on average?	
	None	
	Less than 1 hour	
	1 - 3 hours	
	3 - 6 hours	
	6 - 9 hours	
	More than 9 hours	
	Prefer not to say	
	Don't Know	
ASK ALL SELECTED FOR RECRUITMENT WITH WORKING TV [H8>0] AND FOR ANY SET [S3 NOT = STORED AWAY] OR [S2 NOT = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] OR WATCH TV VIA COMPUTER/TABLET [H72=1]		
W3	What is your favourite programme?	SP
	WRITE IN	
	Prefer not to say	
	Don't Know	

ASK ALL SELECTED FOR RECRUITMENT

W5 Do you know how programme makers and TV channels can tell how many people watch their programmes? SP

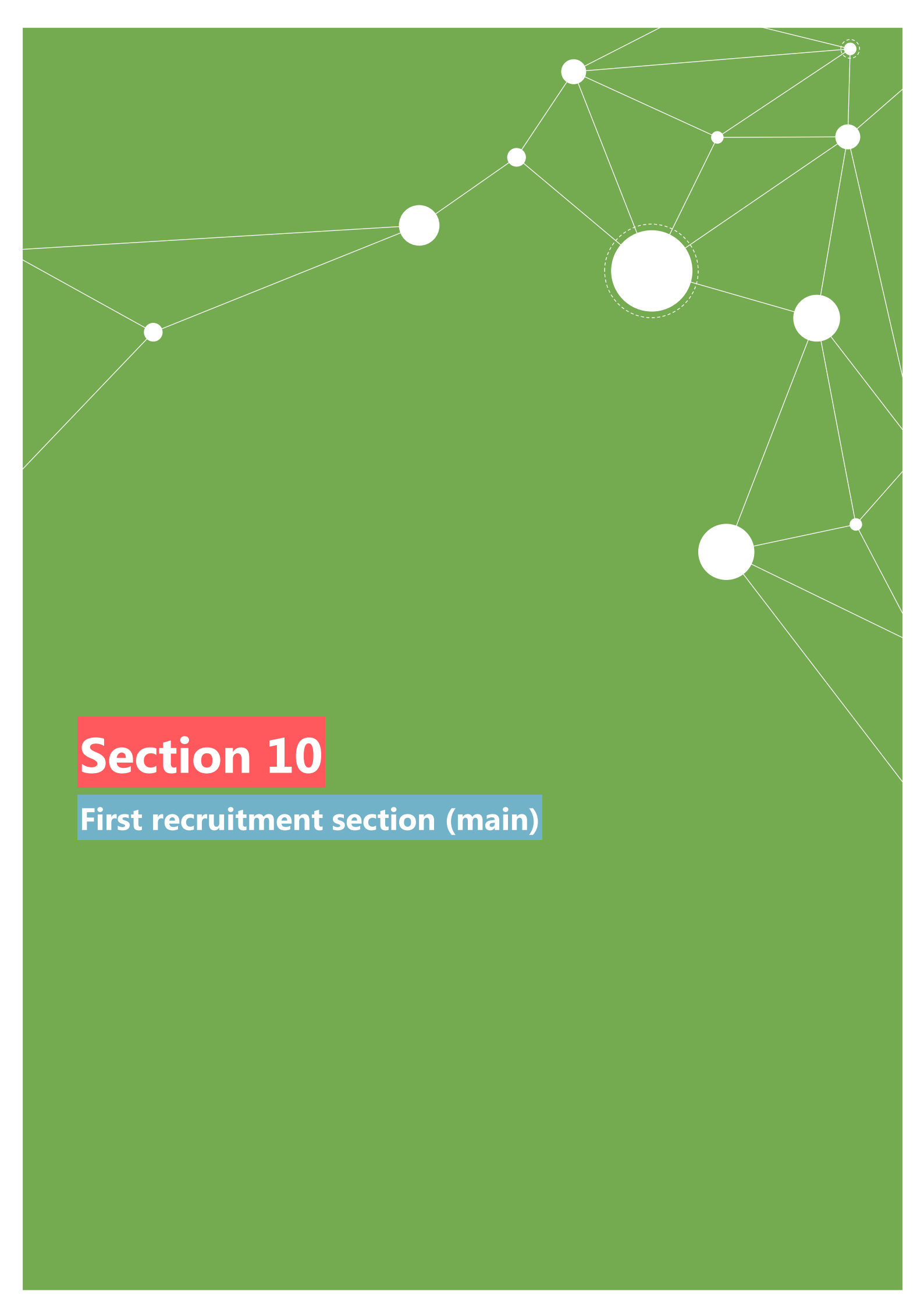
Yes

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 areas and backgrounds are represented.
- Programmes watched by these homes determine the official UK TV viewing ratings.
FOR RECRUITS WITH NO WORKING TV [H8=0] OR FOR ALL SETS [S3= STORED AWAY] OR [S2 = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] AND DON'T WATCH TV VIA COMPUTER/TABLET [H72=2].
- It's important that the panel represents people who don't have a TV set and even don't watch TV content on their tablets/computers.
- The study is commissioned by BARB who have been delivering the UK's official viewing figures since 1981



Section 10

First recruitment section (main)

First recruitment section (main)

ASK STANDALONE ONLY	
R2 intr o_1	Thank you very much for answering all of my questions so far.
ASK ALL IF SELECTED FOR RECRUITMENT	
R3	I'm going to show you a short video about the National TV Viewing Panel as we'd like to ask your household to take part. INTERVIEWER NOTE: IF REQUIRED EXPLAIN THAT IT IS BEST FOR ALL HH MEMBERS PRESENT TO HEAR THE EXPLANATION OF THE PANEL REQUIREMENTS SHOW VIDEO Show video Don't play video (exit recruitment)
ES ONLY NOT STANDALONE	
R2 intr o_2	We need to make sure the panel represents people from all ages and backgrounds [including people that watch little or no TV (IF NON_TV HH)]. By taking part, you will help to ensure that the viewing habits of people like you are taken into account. The task is simple and each household member would receive regular rewards for taking part. Routing: Route to appropriate image based on answer given at P16. Codes 1,2,3,4,5,6,7,8,15,16,17,18,19 are shown non-ethnic other. Welsh Postcode respondents are shown Welsh version, unless they are coded as one of the other ethnic backgrounds, in which case they take preference over S4C These are just some of the broadcasters involved
ASK STANDALONE ONLY	
R2 intr o_3	BARB, the Broadcasters' Audience Research Board, provides audience figures primarily for television channels and programmes, and video and TV-related content available online. BARB is jointly owned by the BBC, ITV, Channel 4, UKTV, Channel 5, Sky and the IPA, and provides audience figures to the other major broadcasters in order to give you the programmes that you want to watch. Routing: Route to appropriate image based on answer given at P16. Codes 1,2,3,4,5,6,7,8,15,16,17,18,19 are shown non-ethnic other. Welsh Postcode respondents are shown Welsh version, unless they are coded as one of the other ethnic backgrounds, in which case they take preference over S4C These are just some of the broadcasters involved

ASK ALL IF SELECTED FOR RECRUITMENT		
R2	Ask if H44=CODE (1,2 or 3) I'd like to explain a bit more about the panel and what's involved and then ask if those in your household [If multi person HH] you [If single person HH] would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it. Is it okay to continue? Yes No - not interested (exit recruitment)	SP
	Ask if H44=CODE (4,5 or 6). I'd like to explain a bit more about the panel and what's involved, explain about the rewards for taking part and then ask if those in your household [If multi person HH] you [If single person HH] would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it. INTERVIEWER NOTE: Please give to the respondent the Panel Reward Scheme leaflet to review and answer any questions they might have. Is it okay to continue? Yes No - not interested (exit recruitment)	
ASK ALL IF SELECTED FOR RECRUITMENT		
R4 intro	INTERVIEWER: MAKE SURE YOU GO THROUGH THE BOOKLET IN DETAIL AND THAT THE RESPONDENT UNDERSTANDS THE POINTS BELOW AND CODE ACCORDINGLY: There are a few points that I would like to highlight from the video and booklet: Your home will be part of the National TV Viewing Panel Information collected will be used by broadcasters to understand it's audience All household members must be committed to taking part (registering themselves when in the room) All television sets in your home and all computers (including laptops and tablets) that are capable of connecting to the internet will be measured. It is important to remember that it doesn't matter how much or how little television you watch. It is just as important for us to know how little people watch as well as how much There are monthly rewards for taking part in the form of points that can be exchanged for goods/vouchers or can be donated to charities. Is there anything else that you would like me to explain in more detail?	MP
R4_intro_video	INTERVIEWER: WOULD YOU LIKE TO SHOW THIS HOUSEHOLD A SECOND VIDEO WITH CURRENT PANEL HOMES GIVING THEIR EXPERIENCE OF BEING ON THE PANEL? Yes, play video now No (continue to R4)	SP
R4	Would you be willing to help us by becoming a BARB panel home? Yes No (exit recruitment)	SP

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

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

IF 2+ PERSON HH

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

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

SP

PERSON 1 (RESPONDENT)

Could you give me your title?

PERSON 2-9

Could you give me their title?

Miss

Ms

Mrs

Mr

Dr

Sir

Lord

Lady

Reverend

Pastor

Vicar

Other (please specify)

ASK IF YES AT R4		
R6	PERSON 1 (RESPONDENT)	VERB
a/b	The name you gave me earlier is <NAME>. Is this correct? IF NAME NOT GIVEN EARLIER Can you give me your name? IF CORRECT ENTER FIRST AND SURNAMES SEPARATELY IF NOT CORRECT, QUERY THE CORRECT DETAILS. PERSON 2-9 Could you give me their name? ENTER INTO THE BOXES BELOW R6a First name R6b Surname	
DISPLAY RESPONSE AND CHECK BY READING BACK		
ASK IF YES AT R4		
R7a	PERSON 1 (RESPONDENT)	
	Could you tell me the month and year you were born?	
	PERSON 2-9	
	Could you tell me the month and year they were born?	
	WRITE IN: ENTER IN FORMAT MM / YYYY	
	Don't know (person 2-9 only)	
DISPLAY RESPONSE AND CHECK BY READING BACK		
R7a	If DK at R7a (only to be routed in once per HH):	
exit	That's fine. We do need to get the year and month of birth for all household members before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions	
CHECK DOB AGAINST RESPONSE TO P3		
ASK IF R7A NOT EQUAL TO AGE (P3) SKIP IF P3= REF/DK AND AGE DERIVED FROM AGE BAND		
R7b	The year of birth does not agree with the age you gave me earlier.	
	Which of these is correct?	
	Age: <display P3 response.	
	Month and Year of birth <display R8a response>	
	Age	
	Month and Year of birth	
IF AGE IS CORRECT RE ENTER R7a		
IF MONTH AND YEAR OF BIRTH IS CORRECT FORCE P3 BASED ON R7a		
ASK FOR ALL UNDER 16 IN 1 ADULT HH		
R38a	As this person is under 16, we require consent from a parent or guardian for them to join the BARB panel	
	INTERVIEWER:	
	PLEASE INDICATE IF CONSENT HAS BEEN PROVIDED FOR THIS CHILD BY A PARENT OR GUARDIAN WHO IS AVAILABLE AT THE TIME OF THE INTERVIEW	
	Yes – Consent provided	
	No – Parent or guardian not available, revisit needed to obtain consent	
	No – Consent not given (Exit Recruitment)	
ASK IF R38a = YES		
R38b	Who is the person in this HH available at the time of the interview who is giving this consent for this child to join the BARB panel?	
	LIST ALL ADULTS IN HOME	
	(PERSON NUMBER, NAME IF WE HAVE IT, GENDER, AGE)	

ASK IF R38a = REVISIT

R38c	INTERVIEWER EXPLAIN:	SP
	We do need to obtain parental or guardian consent for all children under 16 before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions	

ASK IF 2+ PERSON HH AND AGE P3>16 years

R8	PERSON 1 (RESPONDENT)	SP
	Are you the parent or guardian of anyone in the household?	
	PERSON 2-9	
	Are they the parent or guardian of anyone in the household?	
	Yes	
	No	

ASK IF 2+ PERSON HH AND AGE P3>16 years

R9	PERSON 1 (RESPONDENT)	SP
	Are you the child or dependent of anyone in the household?	
	PERSON 2-9	
	Are they the child or dependent of anyone in the household?	
	Yes	
	No	

ASK IF 2+ ADULT HH

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

End of recruitment person loop

start of recruitment computer loop

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

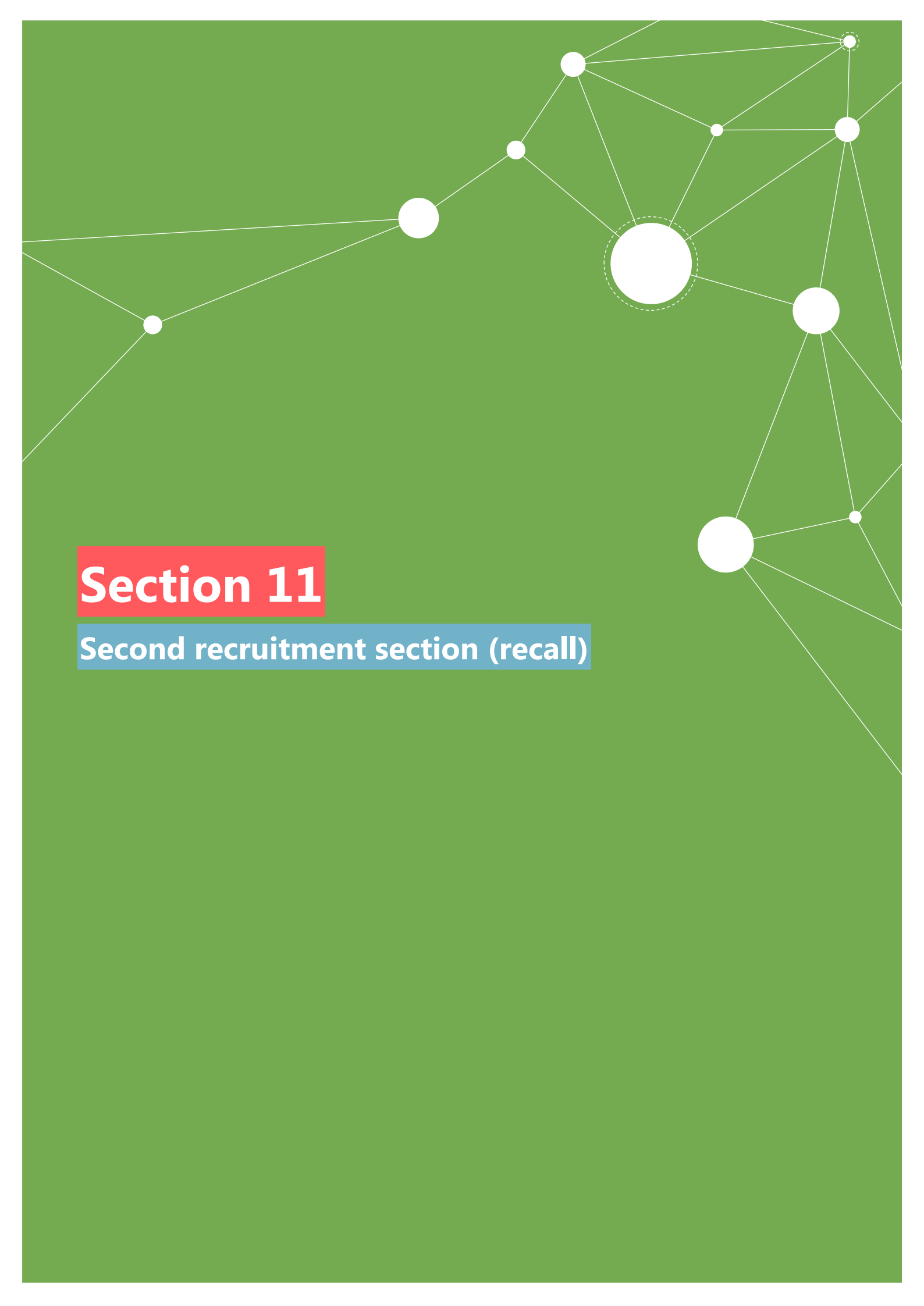
ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME IF ANY PERSON CODED REVISIT AT R38a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS - REVISIT/RECALL from you to confirm all HH adult members 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	

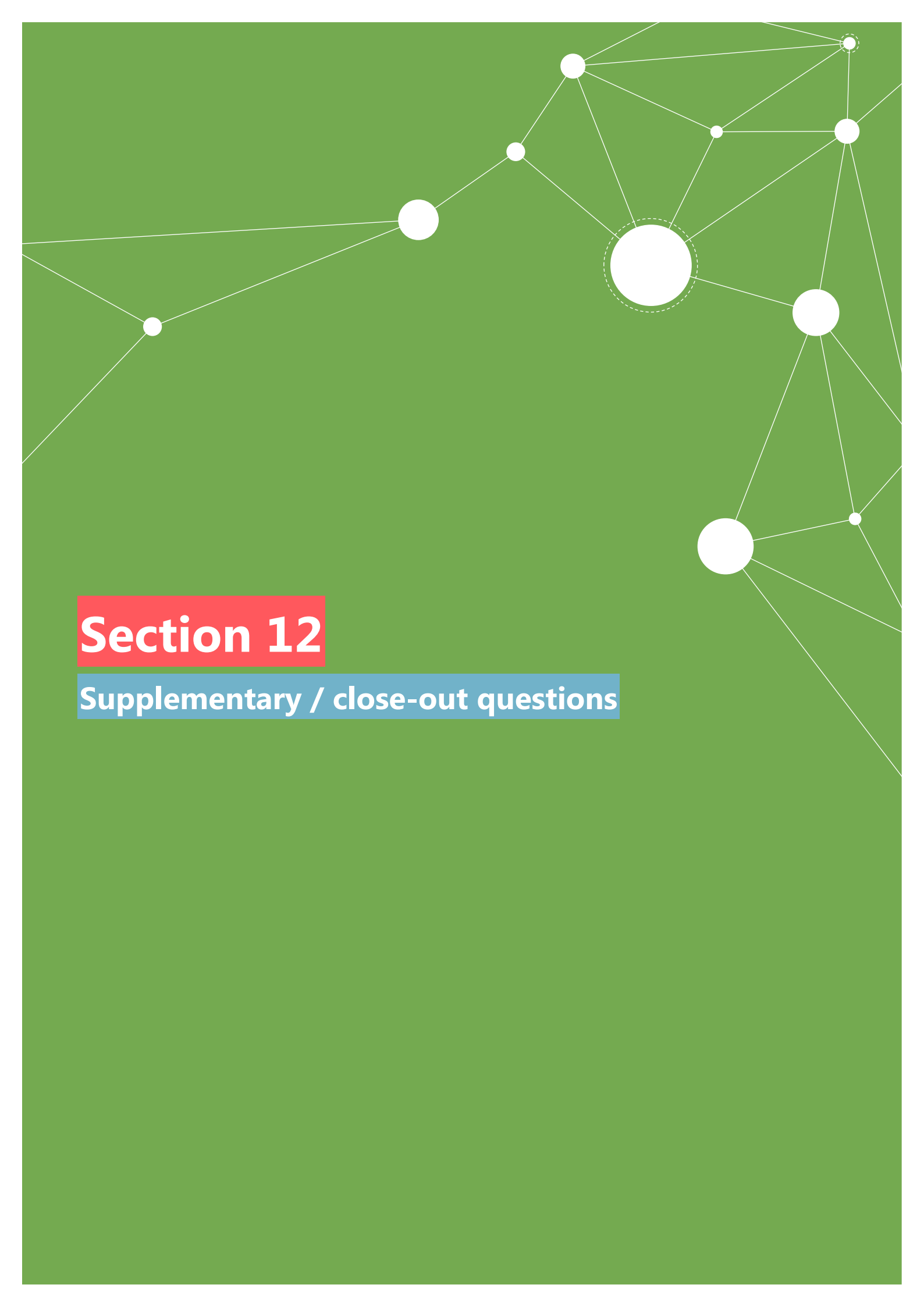
IF R30 = DK

REVREF	RECRUITMENT REFUSED – INTERVIEW WILL END AND CANNOT BE RESUMED	SP
---------------	--	----

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