

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

Apr 2018 to Mar 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006 and with the Ipsos MORI Terms and Conditions which can be found at <http://www.ipsos-mori.com/terms>

This reports contains the weighted data results from the Establishment survey for the period Apr 2018 - Mar 2019

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28583	27203	10370	3997	18393	6504	11890	24816
%V (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
AB	6911	6625	2727	1022	4386	1726	2660	6688
%V	24.2%	24.4%	26.3%	25.6%	23.8%	26.5%	22.4%	27.0%
%H (All HH)		95.9%	39.5%	14.8%	63.5%	25.0%	38.5%	96.8%
%H (TV HH)			41.2%	15.4%	66.2%	26.1%	40.2%	
C1	8212	7779	3017	1198	5243	1952	3291	7495
%V	28.7%	28.6%	29.1%	30.0%	28.5%	30.0%	27.7%	30.2%
%H (All HH)		94.7%	36.7%	14.6%	63.8%	23.8%	40.1%	91.3%
%H (TV HH)			38.8%	15.4%	67.4%	25.1%	42.3%	
C2	5780	5564	2235	863	3765	1465	2300	5071
%V	20.2%	20.5%	21.6%	21.6%	20.5%	22.5%	19.3%	20.4%
%H (All HH)		96.3%	38.7%	14.9%	65.1%	25.3%	39.8%	87.7%
%H (TV HH)			40.2%	15.5%	67.7%	26.3%	41.3%	
D	4466	4194	1548	589	2751	898	1853	3624
%V	15.6%	15.4%	14.9%	14.7%	15.0%	13.8%	15.6%	14.6%
%H (All HH)		93.9%	34.7%	13.2%	61.6%	20.1%	41.5%	81.1%
%H (TV HH)			36.9%	14.0%	65.6%	21.4%	44.2%	
E	3212	3041	843	326	2249	463	1785	1938
%V	11.2%	11.2%	8.1%	8.2%	12.2%	7.1%	15.0%	7.8%
%H (All HH)		94.7%	26.2%	10.1%	70.0%	14.4%	55.6%	60.3%
%H (TV HH)			27.7%	10.7%	74.0%	15.2%	58.7%	

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

%V = percentage of vertical total

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

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

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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	28583	27203	10370	3997	18393	6504	11890	24816
%V (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
Under 25	1187	954	266	131	546	139	407	1138
%V	4.2%	3.5%	2.6%	3.3%	3.0%	2.1%	3.4%	4.6%
%H (All HH)		80.4%	22.4%	11.0%	46.0%	11.7%	34.3%	95.9%
%H (TV HH)			27.9%	13.7%	57.2%	14.6%	42.7%	
25 - 34	4491	4052	1553	599	2189	748	1441	4368
%V	15.7%	14.9%	15.0%	15.0%	11.9%	11.5%	12.1%	17.6%
%H (All HH)		90.2%	34.6%	13.3%	48.7%	16.7%	32.1%	97.3%
%H (TV HH)			38.3%	14.8%	54.0%	18.5%	35.6%	
35 - 44	4713	4417	1940	709	2612	1056	1556	4573
%V	16.5%	16.2%	18.7%	17.7%	14.2%	16.2%	13.1%	18.4%
%H (All HH)		93.7%	41.2%	15.0%	55.4%	22.4%	33.0%	97.0%
%H (TV HH)			43.9%	16.1%	59.1%	23.9%	35.2%	
45 - 54	5345	5173	2260	916	3388	1488	1901	5095
%V	18.7%	19.0%	21.8%	22.9%	18.4%	22.9%	16.0%	20.5%
%H (All HH)		96.8%	42.3%	17.1%	63.4%	27.8%	35.6%	95.3%
%H (TV HH)			43.7%	17.7%	65.5%	28.8%	36.7%	
55 - 64	4898	4773	1931	770	3398	1357	2041	4461
%V	17.1%	17.5%	18.6%	19.3%	18.5%	20.9%	17.2%	18.0%
%H (All HH)		97.4%	39.4%	15.7%	69.4%	27.7%	41.7%	91.1%
%H (TV HH)			40.5%	16.1%	71.2%	28.4%	42.8%	
65 +	7949	7833	2420	870	6261	1717	4544	5181
%V	27.8%	28.8%	23.3%	21.8%	34.0%	26.4%	38.2%	20.9%
%H (All HH)		98.5%	30.4%	10.9%	78.8%	21.6%	57.2%	65.2%
%H (TV HH)			30.9%	11.1%	79.9%	21.9%	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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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	28583	27203	10370	3997	18393	6504	11890	24816
%H (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
1	8864	8206	2178	847	6201	1260	4941	6077
%V	31.0%	30.2%	21.0%	21.2%	33.7%	19.4%	41.6%	24.5%
%H (All HH)		92.6%	24.6%	9.6%	70.0%	14.2%	55.7%	68.6%
%H (TV HH)			26.5%	10.3%	75.6%	15.4%	60.2%	
2	9994	9646	3826	1444	6618	2574	4044	9180
%V	35.0%	35.5%	36.9%	36.1%	36.0%	39.6%	34.0%	37.0%
%H (All HH)		96.5%	38.3%	14.4%	66.2%	25.8%	40.5%	91.9%
%H (TV HH)			39.7%	15.0%	68.6%	26.7%	41.9%	
3	4285	4112	1846	764	2508	1172	1336	4182
%V	15.0%	15.1%	17.8%	19.1%	13.6%	18.0%	11.2%	16.9%
%H (All HH)		96.0%	43.1%	17.8%	58.5%	27.4%	31.2%	97.6%
%H (TV HH)			44.9%	18.6%	61.0%	28.5%	32.5%	
4	3746	3626	1739	645	2154	1050	1104	3712
%V	13.1%	13.3%	16.8%	16.1%	11.7%	16.1%	9.3%	15.0%
%H (All HH)		96.8%	46.4%	17.2%	57.5%	28.0%	29.5%	99.1%
%H (TV HH)			48.0%	17.8%	59.4%	29.0%	30.4%	
5+	1694	1613	781	296	913	449	465	1665
%V	5.9%	5.9%	7.5%	7.4%	5.0%	6.9%	3.9%	6.7%
%H (All HH)		95.2%	46.1%	17.5%	53.9%	26.5%	27.4%	98.3%
%H (TV HH)			48.4%	18.4%	56.6%	27.8%	28.8%	
Average HH size	2.30	2.32	2.56	2.55	2.20	2.54	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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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	28583	27203	10370	3997	18393	6504	11890	24816
%H (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
Without	21325	20178	7132	2818	14320	4701	9619	17682
%V	74.6%	74.2%	68.8%	70.5%	77.9%	72.3%	80.9%	71.3%
%H (All HH)		94.6%	33.4%	13.2%	67.2%	22.0%	45.1%	82.9%
%H (TV HH)			35.3%	14.0%	71.0%	23.3%	47.7%	
With	7258	7025	3238	1179	4073	1803	2270	7135
%V	25.4%	25.8%	31.2%	29.5%	22.1%	27.7%	19.1%	28.8%
%H (All HH)		96.8%	44.6%	16.2%	56.1%	24.8%	31.3%	98.3%
%H (TV HH)			46.1%	16.8%	58.0%	25.7%	32.3%	
0 - 3	2623	2511	1118	375	1401	556	845	2570
%V	9.2%	9.2%	10.8%	9.4%	7.6%	8.5%	7.1%	10.4%
%H (All HH)		95.7%	42.6%	14.3%	53.4%	21.2%	32.2%	98.0%
%H (TV HH)			44.5%	14.9%	55.8%	22.1%	33.7%	
4 - 9	3834	3705	1741	591	2102	928	1174	3768
%V	13.4%	13.6%	16.8%	14.8%	11.4%	14.3%	9.9%	15.2%
%H (All HH)		96.6%	45.4%	15.4%	54.8%	24.2%	30.6%	98.3%
%H (TV HH)			47.0%	16.0%	56.7%	25.0%	31.7%	
10 - 15	3469	3394	1634	625	2018	975	1042	3420
%V	12.1%	12.5%	15.8%	15.6%	11.0%	15.0%	8.8%	13.8%
%H (All HH)		97.8%	47.1%	18.0%	58.2%	28.1%	30.0%	98.6%
%H (TV HH)			48.1%	18.4%	59.5%	28.7%	30.7%	

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

%V = percentage of vertical total

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

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

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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	28583	27203	10370	3997	18393	6504	11890	24816
%H (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
1	11817	11817	3434	1455	7273	1132	6141	9551
%V	41.3%	43.4%	33.1%	36.4%	39.5%	17.4%	51.6%	38.5%
%H (All HH)		100.0%	29.1%	12.3%	61.5%	9.6%	52.0%	80.8%
%H (TV HH)			29.1%	12.3%	61.5%	9.6%	52.0%	
2	8883	8883	3659	1370	6197	2497	3700	7881
%V	31.1%	32.7%	35.3%	34.3%	33.7%	38.4%	31.1%	31.8%
%H (All HH)		100.0%	41.2%	15.4%	69.8%	28.1%	41.7%	88.7%
%H (TV HH)			41.2%	15.4%	69.8%	28.1%	41.7%	
3	4036	4036	1926	719	3031	1652	1378	3814
%V	14.1%	14.8%	18.6%	18.0%	16.5%	25.4%	11.6%	15.4%
%H (All HH)		100.0%	47.7%	17.8%	75.1%	40.9%	34.1%	94.5%
%H (TV HH)			47.7%	17.8%	75.1%	40.9%	34.1%	
4	1674	1674	882	304	1284	796	488	1626
%V	5.9%	6.2%	8.5%	7.6%	7.0%	12.2%	4.1%	6.6%
%H (All HH)		100.0%	52.7%	18.2%	76.7%	47.6%	29.2%	97.1%
%H (TV HH)			52.7%	18.2%	76.7%	47.6%	29.2%	
5+	792	792	470	148	609	427	181	783
%V	2.8%	2.9%	4.5%	3.7%	3.3%	6.6%	1.5%	3.2%
%H (All HH)		100.0%	59.3%	18.7%	76.9%	53.9%	22.9%	98.9%
%H (TV HH)			59.3%	18.7%	76.9%	53.9%	22.9%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28583	27203	10370	3997	18393	6504	11890	24816
%V (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
Under 20"	2572	2572	978	353	2138	921	1217	2207
%V	9.0%	9.5%	9.4%	8.8%	11.6%	14.2%	10.2%	8.9%
%H (All HH)		100.0%	38.0%	13.7%	83.1%	35.8%	47.3%	85.8%
%H (TV HH)			38.0%	13.7%	83.1%	35.8%	47.3%	
20" - 29"	6976	6976	2631	985	5467	2217	3250	5986
%V	24.4%	25.6%	25.4%	24.6%	29.7%	34.1%	27.3%	24.1%
%H (All HH)		100.0%	37.7%	14.1%	78.4%	31.8%	46.6%	85.8%
%H (TV HH)			37.7%	14.1%	78.4%	31.8%	46.6%	
30" - 39"	12725	12725	4803	1910	9132	3411	5721	11087
%V	44.5%	46.8%	46.3%	47.8%	49.6%	52.4%	48.1%	44.7%
%H (All HH)		100.0%	37.7%	15.0%	71.8%	26.8%	45.0%	87.1%
%H (TV HH)			37.7%	15.0%	71.8%	26.8%	45.0%	
40" - 49"	13206	13206	5856	2221	8614	3869	4745	12168
%V	46.2%	48.5%	56.5%	55.6%	46.8%	59.5%	39.9%	49.0%
%H (All HH)		100.0%	44.3%	16.8%	65.2%	29.3%	35.9%	92.1%
%H (TV HH)			44.3%	16.8%	65.2%	29.3%	35.9%	
50" - 59"	5052	5052	2624	875	3070	1665	1405	4858
%V	17.7%	18.6%	25.3%	21.9%	16.7%	25.6%	11.8%	19.6%
%H (All HH)		100.0%	51.9%	17.3%	60.8%	33.0%	27.8%	96.2%
%H (TV HH)			51.9%	17.3%	60.8%	33.0%	27.8%	
60"+	622	622	373	100	336	211	125	605
%V	2.2%	2.3%	3.6%	2.5%	1.8%	3.2%	1.1%	2.4%
%H (All HH)		100.0%	60.0%	16.1%	54.0%	33.9%	20.1%	97.3%
%H (TV HH)			60.0%	16.1%	54.0%	33.9%	20.1%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	28583	27203	10370	3997	18393	6504	11890	24816
%H (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
Main living room	26906	26906	10300	3967	18208	6464	11744	23404
%V	94.1%	98.9%	99.3%	99.2%	99.0%	99.4%	98.8%	94.3%
%H (All HH)		100.0%	38.3%	14.7%	67.7%	24.0%	43.6%	87.0%
%H (TV HH)			38.3%	14.7%	67.7%	24.0%	43.6%	
Kitchen	2869	2869	1338	394	2342	1197	1145	2597
%V	10.0%	10.5%	12.9%	9.9%	12.7%	18.4%	9.6%	10.5%
%H (All HH)		100.0%	46.6%	13.7%	81.6%	41.7%	39.9%	90.5%
%H (TV HH)			46.6%	13.7%	81.6%	41.7%	39.9%	
Adult's bedroom	11687	11687	5300	2016	8494	4258	4236	10736
%V	40.9%	43.0%	51.1%	50.4%	46.2%	65.5%	35.6%	43.3%
%H (All HH)		100.0%	45.3%	17.2%	72.7%	36.4%	36.2%	91.9%
%H (TV HH)			45.3%	17.2%	72.7%	36.4%	36.2%	
Child's bedroom	2176	2176	1157	397	1397	815	582	2149
%V	7.6%	8.0%	11.2%	9.9%	7.6%	12.5%	4.9%	8.7%
%H (All HH)		100.0%	53.2%	18.2%	64.2%	37.5%	26.7%	98.8%
%H (TV HH)			53.2%	18.2%	64.2%	37.5%	26.7%	
Other bedroom	1561	1561	775	276	1190	686	504	1488
%V	5.5%	5.7%	7.5%	6.9%	6.5%	10.5%	4.2%	6.0%
%H (All HH)		100.0%	49.6%	17.7%	76.2%	43.9%	32.3%	95.3%
%H (TV HH)			49.6%	17.7%	76.2%	43.9%	32.3%	
Second living/dining room	2604	2604	1235	415	1940	992	947	2418
%V	9.1%	9.6%	11.9%	10.4%	10.5%	15.3%	8.0%	9.7%
%H (All HH)		100.0%	47.4%	15.9%	74.5%	38.1%	36.4%	92.9%
%H (TV HH)			47.4%	15.9%	74.5%	38.1%	36.4%	
Study/office	404	404	201	57	306	161	145	397
%V	1.4%	1.5%	1.9%	1.4%	1.7%	2.5%	1.2%	1.6%
%H (All HH)		100.0%	49.8%	14.1%	75.7%	39.9%	35.9%	98.3%
%H (TV HH)			49.8%	14.1%	75.7%	39.9%	35.9%	
TV room	210	210	125	23	144	82	62	206
%V	0.7%	0.8%	1.2%	0.6%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	59.5%	11.0%	68.6%	39.0%	29.5%	98.1%
%H (TV HH)			59.5%	11.0%	68.6%	39.0%	29.5%	
Conservatory	553	553	284	89	441	257	184	515
%V	1.9%	2.0%	2.7%	2.2%	2.4%	4.0%	1.5%	2.1%
%H (All HH)		100.0%	51.4%	16.1%	79.7%	46.5%	33.3%	93.1%
%H (TV HH)			51.4%	16.1%	79.7%	46.5%	33.3%	
Attic or loft room	67	67	30	11	49	24	25	66
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	44.8%	16.4%	73.1%	35.8%	37.3%	98.5%
%H (TV HH)			44.8%	16.4%	73.1%	35.8%	37.3%	
No specific location	27	27	14	4	21	13	8	26
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	51.9%	14.8%	77.8%	48.1%	29.6%	96.3%
%H (TV HH)			51.9%	14.8%	77.8%	48.1%	29.6%	
Other	264	264	153	23	195	113	83	253
%V	0.9%	1.0%	1.5%	0.6%	1.1%	1.7%	0.7%	1.0%
%H (All HH)		100.0%	58.0%	8.7%	73.9%	42.8%	31.4%	95.8%
%H (TV HH)			58.0%	8.7%	73.9%	42.8%	31.4%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

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Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28583	27203	10370	3997	18393	6504	11890	24816
%V (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
Any DSAT provider	10370	10370	10370	155	4778	4778	0	9714
%V	36.3%	38.1%	100.0%	3.9%	26.0%	73.5%	0.0%	39.1%
%H (All HH)			100.0%	1.5%	46.1%	46.1%	0.0%	93.7%
%H (TV HH)			100.0%	1.5%	46.1%	46.1%	0.0%	
Sky with subscription	8631	8631	8631	78	3951	3951	0	8162
%V	30.2%	31.7%	83.2%	2.0%	21.5%	60.7%	0.0%	32.9%
%H (All HH)			100.0%	0.9%	45.8%	45.8%	0.0%	94.6%
%H (TV HH)			100.0%	0.9%	45.8%	45.8%	0.0%	
Sky without subscription	498	498	498	16	224	224	0	421
%V	1.7%	1.8%	4.8%	0.4%	1.2%	3.4%	0.0%	1.7%
%H (All HH)			100.0%	3.2%	45.0%	45.0%	0.0%	84.5%
%H (TV HH)			100.0%	3.2%	45.0%	45.0%	0.0%	
Freesat	1059	1059	1059	42	564	564	0	970
%V	3.7%	3.9%	10.2%	1.1%	3.1%	8.7%	0.0%	3.9%
%H (All HH)			100.0%	4.0%	53.3%	53.3%	0.0%	91.6%
%H (TV HH)			100.0%	4.0%	53.3%	53.3%	0.0%	
Other satellite provider	628	628	628	30	280	280	0	591
%V	2.2%	2.3%	6.1%	0.8%	1.5%	4.3%	0.0%	2.4%
%H (All HH)			100.0%	4.8%	44.6%	44.6%	0.0%	94.1%
%H (TV HH)			100.0%	4.8%	44.6%	44.6%	0.0%	
DCAB	3997	3997	155	3997	1809	1809	0	3798
%V	14.0%	14.7%	1.5%	100.0%	9.8%	27.8%	0.0%	15.3%
%H (All HH)			3.9%	100.0%	45.3%	45.3%	0.0%	95.0%
%H (TV HH)			3.9%	100.0%	45.3%	45.3%	0.0%	
DTT	18393	18393	4778	1809	18393	6504	11890	15358
%V	64.3%	67.6%	46.1%	45.3%	100.0%	100.0%	100.0%	61.9%
%H (All HH)		100.0%	26.0%	9.8%	100.0%	35.4%	64.6%	83.5%
%H (TV HH)			26.0%	9.8%	100.0%	35.4%	64.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	28583	27203	10370	3997	18393	6504	11890	24816
%V		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (All HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
%H (TV HH)								
PVR	16625	16625	9287	3785	9677	6002	3675	15539
%V	58.2%	61.1%	89.6%	94.7%	52.6%	92.3%	30.9%	62.6%
%H (All HH)		100.0%	55.9%	22.8%	58.2%	36.1%	22.1%	93.5%
%H (TV HH)			55.9%	22.8%	58.2%	36.1%	22.1%	
DVDR	299	299	130	46	233	109	123	264
%V	1.0%	1.1%	1.3%	1.2%	1.3%	1.7%	1.0%	1.1%
%H (All HH)		100.0%	43.5%	15.4%	77.9%	36.5%	41.1%	88.3%
%H (TV HH)			43.5%	15.4%	77.9%	36.5%	41.1%	
VCR	166	166	49	21	139	42	96	108
%V	0.6%	0.6%	0.5%	0.5%	0.8%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	29.5%	12.7%	83.7%	25.3%	57.8%	65.1%
%H (TV HH)			29.5%	12.7%	83.7%	25.3%	57.8%	
Any recorder	16805	16805	9310	3788	9841	6016	3826	15657
%V	58.8%	61.8%	89.8%	94.8%	53.5%	92.5%	32.2%	63.1%
%H (All HH)		100.0%	55.4%	22.5%	58.6%	35.8%	22.8%	93.2%
%H (TV HH)			55.4%	22.5%	58.6%	35.8%	22.8%	
Receives HDTV (via STB or built-in reception)	19504	19504	8755	3538	13194	5837	7357	17999
%V	68.2%	71.7%	84.4%	88.5%	71.7%	89.7%	61.9%	72.5%
%H (All HH)		100.0%	44.9%	18.1%	67.6%	29.9%	37.7%	92.3%
%H (TV HH)			44.9%	18.1%	67.6%	29.9%	37.7%	
DVD/Blu-ray player or recorder	16626	16626	6647	2536	11512	4525	6986	14979
%V	58.2%	61.1%	64.1%	63.4%	62.6%	69.6%	58.8%	60.4%
%H (All HH)		100.0%	40.0%	15.3%	69.2%	27.2%	42.0%	90.1%
%H (TV HH)			40.0%	15.3%	69.2%	27.2%	42.0%	

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

DATA PERIOD: ANNUAL

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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	28583	27203	10370	3997	18393	6504	11890	24816
%H (All HH)		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%
%H (TV HH)			38.1%	14.7%	67.6%	23.9%	43.7%	
Has broadband internet	24816	23654	9714	3798	15358	6128	9230	24816
%V	86.8%	87.0%	93.7%	95.0%	83.5%	94.2%	77.6%	100.0%
%H (All HH)		95.3%	39.1%	15.3%	61.9%	24.7%	37.2%	100.0%
%H (TV HH)			41.1%	16.1%	64.9%	25.9%	39.0%	
Number of computers (PCs and laptops)								
0	5391	5046	1225	419	3911	651	3261	1877
%V	18.9%	18.5%	11.8%	10.5%	21.3%	10.0%	27.4%	7.6%
%H (All HH)		93.6%	22.7%	7.8%	72.5%	12.1%	60.5%	34.8%
			24.3%	8.3%	77.5%	12.9%	64.6%	
1	7848	7380	2655	1034	4948	1534	3415	7656
%V	27.5%	27.1%	25.6%	25.9%	26.9%	23.6%	28.7%	30.9%
%H (All HH)		94.0%	33.8%	13.2%	63.0%	19.5%	43.5%	97.6%
%H (TV HH)			36.0%	14.0%	67.0%	20.8%	46.3%	
2	6897	6613	2690	1073	4330	1733	2597	6858
%V	24.1%	24.3%	25.9%	26.8%	23.5%	26.6%	21.8%	27.6%
%H (All HH)		95.9%	39.0%	15.6%	62.8%	25.1%	37.7%	99.4%
%H (TV HH)			40.7%	16.2%	65.5%	26.2%	39.3%	
3	3932	3796	1695	647	2441	1130	1312	3921
%V	13.8%	14.0%	16.3%	16.2%	13.3%	17.4%	11.0%	15.8%
%H (All HH)		96.5%	43.1%	16.5%	62.1%	28.7%	33.4%	99.7%
%H (TV HH)			44.7%	17.0%	64.3%	29.8%	34.6%	
4	2214	2145	1022	400	1344	684	661	2210
%V	7.7%	7.9%	9.9%	10.0%	7.3%	10.5%	5.6%	8.9%
%H (All HH)		96.9%	46.2%	18.1%	60.7%	30.9%	29.9%	99.8%
%H (TV HH)			47.6%	18.6%	62.7%	31.9%	30.8%	
5+	2302	2223	1083	424	1418	773	645	2294
%V	8.1%	8.2%	10.4%	10.6%	7.7%	11.9%	5.4%	9.2%
%H (All HH)		96.6%	47.0%	18.4%	61.6%	33.6%	28.0%	99.7%
%H (TV HH)			48.7%	19.1%	63.8%	34.8%	29.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52672	22611	8363	37193	16588	20605	47492
%H		42.9%	15.9%	70.6%	31.5%	39.1%	90.2%
Under 20"	3081	1180	436	2587	1143	1444	2672
%V	5.8%	5.2%	5.2%	7.0%	6.9%	7.0%	5.6%
%H		38.3%	14.2%	84.0%	37.1%	46.9%	86.7%
20" - 29"	8781	3447	1267	6965	3017	3947	7628
%V	16.7%	15.2%	15.2%	18.7%	18.2%	19.2%	16.1%
%H		39.3%	14.4%	79.3%	34.4%	44.9%	86.9%
30" - 39"	15967	6348	2493	11514	4693	6820	14156
%V	30.3%	28.1%	29.8%	31.0%	28.3%	33.1%	29.8%
%H		39.8%	15.6%	72.1%	29.4%	42.7%	88.7%
40" - 49"	15867	7313	2737	10369	4960	5409	14742
%V	30.1%	32.3%	32.7%	27.9%	29.9%	26.3%	31.0%
%H		46.1%	17.2%	65.3%	31.3%	34.1%	92.9%
50" - 59"	5636	2977	982	3428	1897	1531	5435
%V	10.7%	13.2%	11.7%	9.2%	11.4%	7.4%	11.4%
%H		52.8%	17.4%	60.8%	33.7%	27.2%	96.4%
60"+	666	406	105	359	229	131	649
%V	1.3%	1.8%	1.3%	1.0%	1.4%	0.6%	1.4%
%H		61.0%	15.8%	53.9%	34.4%	19.7%	97.4%
Don't know	2676	940	342	1971	649	1323	2209
%V	5.1%	4.2%	4.1%	5.3%	3.9%	6.4%	4.7%
%H		35.1%	12.8%	73.7%	24.3%	49.4%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data
Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52672	22611	8363	37193	16588	20605	47492
%H		42.9%	15.9%	70.6%	31.5%	39.1%	90.2%
Main living room	27047	10360	3987	18312	6511	11802	23526
%V	51.3%	45.8%	47.7%	49.2%	39.3%	57.3%	49.5%
%H		38.3%	14.7%	67.7%	24.1%	43.6%	87.0%
Kitchen	2873	1339	394	2346	1199	1147	2601
%V	5.5%	5.9%	4.7%	6.3%	7.2%	5.6%	5.5%
%H		46.6%	13.7%	81.7%	41.7%	39.9%	90.5%
Adult's bedroom	13930	6391	2522	10193	5316	4877	12901
%V	26.4%	28.3%	30.2%	27.4%	32.0%	23.7%	27.2%
%H		45.9%	18.1%	73.2%	38.2%	35.0%	92.6%
Child's bedroom	2783	1506	498	1792	1061	731	2753
%V	5.3%	6.7%	6.0%	4.8%	6.4%	3.5%	5.8%
%H		54.1%	17.9%	64.4%	38.1%	26.3%	98.9%
Other bedroom	1840	931	330	1402	827	574	1760
%V	3.5%	4.1%	3.9%	3.8%	5.0%	2.8%	3.7%
%H		50.6%	17.9%	76.2%	44.9%	31.2%	95.7%
Second living/dining room	2642	1258	421	1969	1012	958	2455
%V	5.0%	5.6%	5.0%	5.3%	6.1%	4.6%	5.2%
%H		47.6%	15.9%	74.5%	38.3%	36.3%	92.9%
Study/office	414	207	58	314	166	148	407
%V	0.8%	0.9%	0.7%	0.8%	1.0%	0.7%	0.9%
%H		50.0%	14.0%	75.8%	40.1%	35.7%	98.3%
TV room	212	127	23	145	83	62	208
%V	0.4%	0.6%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		59.9%	10.8%	68.4%	39.2%	29.2%	98.1%
Conseervatory	553	284	89	441	257	184	515
%V	1.0%	1.3%	1.1%	1.2%	1.5%	0.9%	1.1%
%H		51.4%	16.1%	79.7%	46.5%	33.3%	93.1%
Attic or loft room	70	32	12	49	24	25	69
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		45.7%	17.1%	70.0%	34.3%	35.7%	98.6%
No specific location	28	15	4	22	14	8	27
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		53.6%	14.3%	78.6%	50.0%	28.6%	96.4%
Other	280	162	25	208	119	89	269
%V	0.5%	0.7%	0.3%	0.6%	0.7%	0.4%	0.6%
%H		57.9%	8.9%	74.3%	42.5%	31.8%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52672	22611	8363	37193	16588	20605	47492
%H		42.9%	15.9%	70.6%	31.5%	39.1%	90.2%
PVR	23529	14196	5429	12686	8557	4129	22263
%V	44.7%	62.8%	64.9%	34.1%	51.6%	20.0%	46.9%
%H		60.3%	23.1%	53.9%	36.4%	17.5%	94.6%
DVDR	318	136	51	247	116	131	282
%V	0.6%	0.6%	0.6%	0.7%	0.7%	0.6%	0.6%
%H		42.8%	16.0%	77.7%	36.5%	41.2%	88.7%
VCR	175	52	24	147	47	100	117
%V	0.3%	0.2%	0.3%	0.4%	0.3%	0.5%	0.2%
%H		29.7%	13.7%	84.0%	26.9%	57.1%	66.9%
Any recorder	23789	14251	5447	12918	8607	4311	22451
%V	45.2%	63.0%	65.1%	34.7%	51.9%	20.9%	47.3%
%H		59.9%	22.9%	54.3%	36.2%	18.1%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52672	22611	8363	37193	16588	20605	47492
%H		42.9%	15.9%	70.6%	31.5%	39.1%	90.2%
Receives HDTV (via STB or built-in reception)	30587	14917	5618	20815	10486	10329	28687
%V	58.1%	66.0%	67.2%	56.0%	63.2%	50.1%	60.4%
%H		48.8%	18.4%	68.1%	34.3%	33.8%	93.8%
DVD/Blu-ray player or recorder	22939	9849	3682	16017	7142	8875	21048
%V	43.6%	43.6%	44.0%	43.1%	43.1%	43.1%	44.3%
%H		42.9%	16.1%	69.8%	31.1%	38.7%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	27196	10370	3996	18391	6503	11887	23649
%H		38.1%	14.7%	67.6%	23.9%	43.7%	87.0%
Under 20"	214	32	17	174	20	154	141
%V	0.8%	0.3%	0.4%	0.9%	0.3%	1.3%	0.6%
%H		15.0%	7.9%	81.3%	9.3%	72.0%	65.9%
20" - 29"	1786	324	165	1413	193	1220	1234
%V	6.6%	3.1%	4.1%	7.7%	3.0%	10.3%	5.2%
%H		18.1%	9.2%	79.1%	10.8%	68.3%	69.1%
30" - 39"	7415	2129	942	5428	1341	4086	5983
%V	27.3%	20.5%	23.6%	29.5%	20.6%	34.4%	25.3%
%H		28.7%	12.7%	73.2%	18.1%	55.1%	80.7%
40" - 49"	11305	4813	1854	7358	3094	4263	10311
%V	41.6%	46.4%	46.4%	40.0%	47.6%	35.9%	43.6%
%H		42.6%	16.4%	65.1%	27.4%	37.7%	91.2%
50" - 59"	4577	2364	786	2765	1480	1285	4395
%V	16.8%	22.8%	19.7%	15.0%	22.8%	10.8%	18.6%
%H		51.6%	17.2%	60.4%	32.3%	28.1%	96.0%
60"+	550	326	90	285	174	111	535
%V	2.0%	3.1%	2.3%	1.5%	2.7%	0.9%	2.3%
%H		59.3%	16.4%	51.8%	31.6%	20.2%	97.3%
Don't know	1350	382	143	969	201	768	1050
%V	5.0%	3.7%	3.6%	5.3%	3.1%	6.5%	4.4%
%H		28.3%	10.6%	71.8%	14.9%	56.9%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	27196	10370	3996	18391	6503	11887	23649
%H		38.1%	14.7%	67.6%	23.9%	43.7%	87.0%
PVR	16301	9160	3741	9395	5877	3518	15246
%V	59.9%	88.3%	93.6%	51.1%	90.4%	29.6%	64.5%
%H		56.2%	22.9%	57.6%	36.1%	21.6%	93.5%
DVDR	240	98	36	190	83	107	209
%V	0.9%	0.9%	0.9%	1.0%	1.3%	0.9%	0.9%
%H		40.8%	15.0%	79.2%	34.6%	44.6%	87.1%
VCR	133	34	18	111	29	82	84
%V	0.5%	0.3%	0.5%	0.6%	0.4%	0.7%	0.4%
%H		25.6%	13.5%	83.5%	21.8%	61.7%	63.2%
Any recorder	16472	9181	3745	9553	5891	3662	15357
%V	60.6%	88.5%	93.7%	51.9%	90.6%	30.8%	64.9%
%H		55.7%	22.7%	58.0%	35.8%	22.2%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	27196	10370	3996	18391	6503	11887	23649
%H		38.1%	14.7%	67.6%	23.9%	43.7%	87.0%
Receives HDTV (via STB or built-in reception)	19095	8570	3489	12846	5667	7178	17624
%V	70.2%	82.6%	87.3%	69.8%	87.1%	60.4%	74.5%
%H		44.9%	18.3%	67.3%	29.7%	37.6%	92.3%
DVD/Blu-ray player or recorder	14493	5617	2168	10033	3758	6276	12950
%V	53.3%	54.2%	54.3%	54.6%	57.8%	52.8%	54.8%
%H		38.8%	15.0%	69.2%	25.9%	43.3%	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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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	25476	12241	4366	18802	10085	8717	23843
%H		48.0%	17.1%	73.8%	39.6%	34.2%	93.6%
Under 20"	2867	1148	420	2413	1123	1290	2531
%V	11.3%	9.4%	9.6%	12.8%	11.1%	14.8%	10.6%
%H		40.0%	14.6%	84.2%	39.2%	45.0%	88.3%
20" - 29"	6995	3123	1103	5552	2824	2728	6394
%V	27.5%	25.5%	25.3%	29.5%	28.0%	31.3%	26.8%
%H		44.6%	15.8%	79.4%	40.4%	39.0%	91.4%
30" - 39"	8552	4219	1550	6086	3352	2734	8173
%V	33.6%	34.5%	35.5%	32.4%	33.2%	31.4%	34.3%
%H		49.3%	18.1%	71.2%	39.2%	32.0%	95.6%
40" - 49"	4562	2499	883	3011	1865	1146	4431
%V	17.9%	20.4%	20.2%	16.0%	18.5%	13.1%	18.6%
%H		54.8%	19.4%	66.0%	40.9%	25.1%	97.1%
50" - 59"	1058	613	196	663	417	246	1041
%V	4.2%	5.0%	4.5%	3.5%	4.1%	2.8%	4.4%
%H		57.9%	18.5%	62.7%	39.4%	23.3%	98.4%
60"+	116	79	15	74	55	19	114
%V	0.5%	0.6%	0.3%	0.4%	0.5%	0.2%	0.5%
%H		68.1%	12.9%	63.8%	47.4%	16.4%	98.3%
Don't know	1326	558	199	1003	448	555	1159
%V	5.2%	4.6%	4.6%	5.3%	4.4%	6.4%	4.9%
%H		42.1%	15.0%	75.6%	33.8%	41.9%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	25476	12241	4366	18802	10085	8717	23843
%H		48.0%	17.1%	73.8%	39.6%	34.2%	93.6%
PVR	7228	5036	1688	3291	2680	611	7016
%V	28.4%	41.1%	38.7%	17.5%	26.6%	7.0%	29.4%
%H		69.7%	23.4%	45.5%	37.1%	8.5%	97.1%
DVDR	78	38	15	57	33	24	74
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		48.7%	19.2%	73.1%	42.3%	30.8%	94.9%
VCR	42	18	6	36	18	18	33
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
%H		42.9%	14.3%	85.7%	42.9%	42.9%	78.6%
Any recorder	7317	5070	1702	3365	2716	649	7094
%V	28.7%	41.4%	39.0%	17.9%	26.9%	7.4%	29.8%
%H		69.3%	23.3%	46.0%	37.1%	8.9%	97.0%

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	25476	12241	4366	18802	10085	8717	23843
%H		48.0%	17.1%	73.8%	39.6%	34.2%	93.6%
Receives HDTV (via STB or built-in reception)	11492	6347	2129	7970	4818	3151	11062
%V	45.1%	51.9%	48.8%	42.4%	47.8%	36.1%	46.4%
%H		55.2%	18.5%	69.4%	41.9%	27.4%	96.3%
DVD/Blu-ray player or recorder	8446	4233	1514	5983	3384	2599	8098
%V	33.2%	34.6%	34.7%	31.8%	33.6%	29.8%	34.0%
%H		50.1%	17.9%	70.8%	40.1%	30.8%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65825	63027	26529	10204	40485	16526	23959	60811
%H		95.7%	40.3%	15.5%	61.5%	25.1%	36.4%	92.4%
Total Children	12652	12250	5701	2038	7031	3109	3922	12433
%V	19.2%	19.4%	21.5%	20.0%	17.4%	18.8%	16.4%	20.4%
%H		96.8%	45.1%	16.1%	55.6%	24.6%	31.0%	98.3%
0 - 3	3068	2936	1292	442	1635	633	1002	3001
%V	4.7%	4.7%	4.9%	4.3%	4.0%	3.8%	4.2%	4.9%
%H		95.7%	42.1%	14.4%	53.3%	20.6%	32.7%	97.8%
4 - 15	9585	9313	4410	1597	5396	2476	2920	9432
%V	14.6%	14.8%	16.6%	15.7%	13.3%	15.0%	12.2%	15.5%
%H		97.2%	46.0%	16.7%	56.3%	25.8%	30.5%	98.4%
4 - 9	5041	4863	2268	782	2754	1205	1549	4952
%V	7.7%	7.7%	8.5%	7.7%	6.8%	7.3%	6.5%	8.1%
%H		96.5%	45.0%	15.5%	54.6%	23.9%	30.7%	98.2%
10 - 15	4544	4451	2142	815	2642	1271	1371	4481
%V	6.9%	7.1%	8.1%	8.0%	6.5%	7.7%	5.7%	7.4%
%H		98.0%	47.1%	17.9%	58.1%	28.0%	30.2%	98.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	65825	63027	26529	10204	40485	16526	23959	60811
%H		95.7%	40.3%	15.5%	61.5%	25.1%	36.4%	92.4%
Total Adults (16+)	53172	50778	20827	8165	33454	13417	20037	48378
%V	80.8%	80.6%	78.5%	80.0%	82.6%	81.2%	83.6%	79.6%
%H		95.5%	39.2%	15.4%	62.9%	25.2%	37.7%	91.0%
16 - 19	2543	2428	1150	465	1514	764	749	2510
%V	3.9%	3.9%	4.3%	4.6%	3.7%	4.6%	3.1%	4.1%
%H		95.5%	45.2%	18.3%	59.5%	30.0%	29.5%	98.7%
20 - 24	4095	3569	1362	658	2152	937	1214	4006
%V	6.2%	5.7%	5.1%	6.4%	5.3%	5.7%	5.1%	6.6%
%H		87.2%	33.3%	16.1%	52.6%	22.9%	29.6%	97.8%
25 - 34	8983	8231	3261	1347	4540	1739	2801	8771
%V	13.6%	13.1%	12.3%	13.2%	11.2%	10.5%	11.7%	14.4%
%H		91.6%	36.3%	15.0%	50.5%	19.4%	31.2%	97.6%
35 - 44	8385	7930	3596	1316	4596	1953	2643	8181
%V	12.7%	12.6%	13.6%	12.9%	11.4%	11.8%	11.0%	13.5%
%H		94.6%	42.9%	15.7%	54.8%	23.3%	31.5%	97.6%
45 - 54	9075	8833	4028	1612	5728	2662	3066	8732
%V	13.8%	14.0%	15.2%	15.8%	14.1%	16.1%	12.8%	14.4%
%H		97.3%	44.4%	17.8%	63.1%	29.3%	33.8%	96.2%
55 - 64	8100	7939	3365	1348	5603	2411	3193	7554
%V	12.3%	12.6%	12.7%	13.2%	13.8%	14.6%	13.3%	12.4%
%H		98.0%	41.5%	16.6%	69.2%	29.8%	39.4%	93.3%
65+	11992	11848	4066	1420	9320	2950	6370	8624
%V	18.2%	18.8%	15.3%	13.9%	23.0%	17.9%	26.6%	14.2%
%H		98.8%	33.9%	11.8%	77.7%	24.6%	53.1%	71.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53172	50778	20827	8165	33454	13417	20037	48378
%H		95.5%	39.2%	15.4%	62.9%	25.2%	37.7%	91.0%
AB	13686	13193	5687	2152	8611	3647	4964	13383
%V	25.7%	26.0%	27.3%	26.4%	25.7%	27.2%	24.8%	27.7%
%H		96.4%	41.6%	15.7%	62.9%	26.6%	36.3%	97.8%
C1	15663	14810	6112	2483	9759	4088	5671	14763
%V	29.5%	29.2%	29.3%	30.4%	29.2%	30.5%	28.3%	30.5%
%H		94.6%	39.0%	15.9%	62.3%	26.1%	36.2%	94.3%
C2	11314	10943	4713	1837	7232	3155	4077	10315
%V	21.3%	21.6%	22.6%	22.5%	21.6%	23.5%	20.3%	21.3%
%H		96.7%	41.7%	16.2%	63.9%	27.9%	36.0%	91.2%
D	8112	7645	3053	1183	4847	1816	3030	7024
%V	15.3%	15.1%	14.7%	14.5%	14.5%	13.5%	15.1%	14.5%
%H		94.2%	37.6%	14.6%	59.8%	22.4%	37.4%	86.6%
E	4397	4187	1262	510	3005	710	2295	2892
%V	8.3%	8.2%	6.1%	6.2%	9.0%	5.3%	11.5%	6.0%
%H		95.2%	28.7%	11.6%	68.3%	16.1%	52.2%	65.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53172	50778	20827	8165	33454	13417	20037	48378
%H		95.5%	39.2%	15.4%	62.9%	25.2%	37.7%	91.0%
Working full time	25831	24595	10816	4381	14989	6708	8281	25226
%V	48.6%	48.4%	51.9%	53.7%	44.8%	50.0%	41.3%	52.1%
%H		95.2%	41.9%	17.0%	58.0%	26.0%	32.1%	97.7%
Working part time	5314	5132	2209	854	3380	1457	1923	5139
%V	10.0%	10.1%	10.6%	10.5%	10.1%	10.9%	9.6%	10.6%
%H		96.6%	41.6%	16.1%	63.6%	27.4%	36.2%	96.7%
Not working	22027	21051	7802	2930	15085	5252	9833	18013
%V	41.4%	41.5%	37.5%	35.9%	45.1%	39.1%	49.1%	37.2%
%H		95.6%	35.4%	13.3%	68.5%	23.8%	44.6%	81.8%
Houseperson	28583	27203	10370	3997	18393	6504	11890	24816
%V	53.8%	53.6%	49.8%	49.0%	55.0%	48.5%	59.3%	51.3%
%H		95.2%	36.3%	14.0%	64.3%	22.8%	41.6%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26029	24666	10278	4039	16016	6626	9390	23897
%H		94.8%	39.5%	15.5%	61.5%	25.5%	36.1%	91.8%
16 - 19	1339	1283	609	256	796	414	382	1319
%V	5.1%	5.2%	5.9%	6.3%	5.0%	6.2%	4.1%	5.5%
%H		95.8%	45.5%	19.1%	59.4%	30.9%	28.5%	98.5%
20 - 24	2054	1773	702	349	1043	496	547	2005
%V	7.9%	7.2%	6.8%	8.6%	6.5%	7.5%	5.8%	8.4%
%H		86.3%	34.2%	17.0%	50.8%	24.1%	26.6%	97.6%
25 - 34	4510	4079	1585	664	2236	857	1379	4389
%V	17.3%	16.5%	15.4%	16.4%	14.0%	12.9%	14.7%	18.4%
%H		90.4%	35.1%	14.7%	49.6%	19.0%	30.6%	97.3%
35 - 44	4148	3882	1736	646	2219	930	1289	4031
%V	15.9%	15.7%	16.9%	16.0%	13.9%	14.0%	13.7%	16.9%
%H		93.6%	41.9%	15.6%	53.5%	22.4%	31.1%	97.2%
45 - 54	4464	4318	1958	770	2784	1264	1520	4266
%V	17.2%	17.5%	19.1%	19.1%	17.4%	19.1%	16.2%	17.9%
%H		96.7%	43.9%	17.2%	62.4%	28.3%	34.1%	95.6%
55 - 64	3975	3882	1647	659	2731	1180	1551	3671
%V	15.3%	15.7%	16.0%	16.3%	17.1%	17.8%	16.5%	15.4%
%H		97.7%	41.4%	16.6%	68.7%	29.7%	39.0%	92.4%
65+	5540	5450	2039	695	4207	1486	2721	4216
%V	21.3%	22.1%	19.8%	17.2%	26.3%	22.4%	29.0%	17.6%
%H		98.4%	36.8%	12.5%	75.9%	26.8%	49.1%	76.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	26029	24666	10278	4039	16016	6626	9390	23897
%H		94.8%	39.5%	15.5%	61.5%	25.5%	36.1%	91.8%
AB	6907	6630	2879	1084	4281	1839	2442	6770
%V	26.5%	26.9%	28.0%	26.8%	26.7%	27.8%	26.0%	28.3%
%H		96.0%	41.7%	15.7%	62.0%	26.6%	35.4%	98.0%
C1	7314	6862	2915	1186	4404	1944	2460	6989
%V	28.1%	27.8%	28.4%	29.4%	27.5%	29.3%	26.2%	29.2%
%H		93.8%	39.9%	16.2%	60.2%	26.6%	33.6%	95.6%
C2	6074	5821	2494	987	3849	1688	2161	5492
%V	23.3%	23.6%	24.3%	24.4%	24.0%	25.5%	23.0%	23.0%
%H		95.8%	41.1%	16.2%	63.4%	27.8%	35.6%	90.4%
D	3871	3619	1465	569	2249	863	1386	3408
%V	14.9%	14.7%	14.3%	14.1%	14.0%	13.0%	14.8%	14.3%
%H		93.5%	37.8%	14.7%	58.1%	22.3%	35.8%	88.0%
E	1864	1734	524	212	1233	292	941	1239
%V	7.2%	7.0%	5.1%	5.2%	7.7%	4.4%	10.0%	5.2%
%H		93.0%	28.1%	11.4%	66.1%	15.7%	50.5%	66.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019
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+)	26029	24666	10278	4039	16016	6626	9390	23897
%H		94.8%	39.5%	15.5%	61.5%	25.5%	36.1%	91.8%
Working full time	15533	14729	6520	2597	8902	4005	4897	15126
%V	59.7%	59.7%	63.4%	64.3%	55.6%	60.4%	52.2%	63.3%
%H		94.8%	42.0%	16.7%	57.3%	25.8%	31.5%	97.4%
Working part time	1153	1082	424	168	742	291	451	1087
%V	4.4%	4.4%	4.1%	4.2%	4.6%	4.4%	4.8%	4.5%
%H		93.8%	36.8%	14.6%	64.4%	25.2%	39.1%	94.3%
Not working	9343	8855	3333	1274	6372	2330	4042	7684
%V	35.9%	35.9%	32.4%	31.5%	39.8%	35.2%	43.0%	32.2%
%H		94.8%	35.7%	13.6%	68.2%	24.9%	43.3%	82.2%
Houseperson	6450	5840	1889	753	4025	1142	2883	5158
%V	24.8%	23.7%	18.4%	18.6%	25.1%	17.2%	30.7%	21.6%
%H		90.5%	29.3%	11.7%	62.4%	17.7%	44.7%	80.0%

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

Apr 2018 - Mar 2019

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+)	27143	26111	10550	4126	17438	6791	10647	24481
%H		96.2%	38.9%	15.2%	64.2%	25.0%	39.2%	90.2%
16 - 19	1204	1145	540	209	718	350	367	1190
%V	4.4%	4.4%	5.1%	5.1%	4.1%	5.2%	3.4%	4.9%
%H		95.1%	44.9%	17.4%	59.6%	29.1%	30.5%	98.8%
20 - 24	2041	1796	659	309	1108	441	667	2001
%V	7.5%	6.9%	6.2%	7.5%	6.4%	6.5%	6.3%	8.2%
%H		88.0%	32.3%	15.1%	54.3%	21.6%	32.7%	98.0%
25 - 34	4473	4152	1675	682	2305	883	1422	4382
%V	16.5%	15.9%	15.9%	16.5%	13.2%	13.0%	13.4%	17.9%
%H		92.8%	37.4%	15.2%	51.5%	19.7%	31.8%	98.0%
35 - 44	4237	4048	1860	670	2378	1024	1354	4151
%V	15.6%	15.5%	17.6%	16.2%	13.6%	15.1%	12.7%	17.0%
%H		95.5%	43.9%	15.8%	56.1%	24.2%	32.0%	98.0%
45 - 54	4611	4516	2070	843	2944	1399	1545	4466
%V	17.0%	17.3%	19.6%	20.4%	16.9%	20.6%	14.5%	18.2%
%H		97.9%	44.9%	18.3%	63.8%	30.3%	33.5%	96.9%
55 - 64	4125	4057	1717	689	2872	1230	1642	3883
%V	15.2%	15.5%	16.3%	16.7%	16.5%	18.1%	15.4%	15.9%
%H		98.4%	41.6%	16.7%	69.6%	29.8%	39.8%	94.1%
65+	6452	6398	2027	725	5113	1464	3649	4408
%V	23.8%	24.5%	19.2%	17.6%	29.3%	21.6%	34.3%	18.0%
%H		99.2%	31.4%	11.2%	79.2%	22.7%	56.6%	68.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

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+)	27143	26111	10550	4126	17438	6791	10647	24481
%H		96.2%	38.9%	15.2%	64.2%	25.0%	39.2%	90.2%
AB	6779	6563	2808	1067	4330	1808	2522	6613
%V	25.0%	25.1%	26.6%	25.9%	24.8%	26.6%	23.7%	27.0%
%H		96.8%	41.4%	15.7%	63.9%	26.7%	37.2%	97.6%
C1	8349	7948	3198	1297	5355	2144	3211	7775
%V	30.8%	30.4%	30.3%	31.4%	30.7%	31.6%	30.2%	31.8%
%H		95.2%	38.3%	15.5%	64.1%	25.7%	38.5%	93.1%
C2	5240	5122	2219	850	3383	1467	1916	4824
%V	19.3%	19.6%	21.0%	20.6%	19.4%	21.6%	18.0%	19.7%
%H		97.7%	42.3%	16.2%	64.6%	28.0%	36.6%	92.1%
D	4241	4026	1587	614	2598	954	1644	3617
%V	15.6%	15.4%	15.0%	14.9%	14.9%	14.0%	15.4%	14.8%
%H		94.9%	37.4%	14.5%	61.3%	22.5%	38.8%	85.3%
E	2534	2453	738	298	1772	418	1354	1653
%V	9.3%	9.4%	7.0%	7.2%	10.2%	6.2%	12.7%	6.8%
%H		96.8%	29.1%	11.8%	69.9%	16.5%	53.4%	65.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019
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+)	27143	26111	10550	4126	17438	6791	10647	24481
%H		96.2%	38.9%	15.2%	64.2%	25.0%	39.2%	90.2%
Working full time	10298	9866	4296	1784	6087	2703	3384	10100
%V	37.9%	37.8%	40.7%	43.2%	34.9%	39.8%	31.8%	41.3%
%H		95.8%	41.7%	17.3%	59.1%	26.2%	32.9%	98.1%
Working part time	4162	4050	1785	686	2638	1167	1471	4052
%V	15.3%	15.5%	16.9%	16.6%	15.1%	17.2%	13.8%	16.6%
%H		97.3%	42.9%	16.5%	63.4%	28.0%	35.3%	97.4%
Not working	12683	12196	4469	1657	8713	2921	5791	10329
%V	46.7%	46.7%	42.4%	40.2%	50.0%	43.0%	54.4%	42.2%
%H		96.2%	35.2%	13.1%	68.7%	23.0%	45.7%	81.4%
Houseperson	22133	21363	8482	3243	14369	5362	9006	19658
%V	81.5%	81.8%	80.4%	78.6%	82.4%	79.0%	84.6%	80.3%
%H		96.5%	38.3%	14.7%	64.9%	24.2%	40.7%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

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

House Ownership of TV related equipment

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

Houseperson

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between Apr 2018 and Mar 2019

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		Apr 2018 - Mar 2019					
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South-West
Addresses Issued	87908	20655	2584	10077	4815	2245	2745
Shop / Business	1241	360	53	124	66	25	33
Demolished / Incomplete	108	36	3	11	12	2	5
Empty	6768	1228	132	770	248	109	132
Holiday Home	689	30	23	30	36	16	84
Other Non Effective	1452	245	58	141	108	28	39
Eligible Addresses	77650	18756	2315	9001	4345	2065	2452
Substitute Addresses	9808	1026	448	178	285	411	494
Multiple Occupancy Addresses	991	738	24	21	1	25	22
Total Additional Households	10799	1764	472	199	286	436	516
Total Valid Households	88461	21288	2591	10049	4794	2268	2760
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6863	2366	189	616	357	147	262
	7.8%	11.1%	7.3%	6.1%	7.4%	6.5%	9.5%
No English Spoken	440	162	13	51	31	3	3
	0.5%	0.8%	0.5%	0.5%	0.6%	0.1%	0.1%
Refusals	26686	7623	834	2842	1603	529	1081
	30.2%	35.8%	32.2%	28.3%	33.4%	23.3%	39.2%
Total Interviews	54472	11137	1555	6540	2803	1589	1414
	61.6%	52.3%	60.0%	65.1%	58.5%	70.1%	51.2%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4449	4951	3801	9273	8548	5825	7940
Shop / Business	44	63	64	99	135	81	94
Demolished / Incomplete	7	1	7	6	11	5	2
Empty	233	330	332	1357	772	371	754
Holiday Home	33	22	48	33	155	29	150
Other Non Effective	110	94	53	204	116	111	145
Eligible Addresses	4022	4441	3297	7574	7359	5228	6795
Substitute Addresses	485	1669	1140	571	1061	1789	251
Multiple Occupancy Addresses	22	10	11	29	30	12	46
Total Additional Households	507	1679	1151	600	1091	1801	297
Total Valid Households	4458	4944	3793	9273	8529	5811	7903
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	407	161	234	572	393	380	779
	9.1%	3.3%	6.2%	6.2%	4.6%	6.5%	9.9%
No English Spoken	13	44	13	27	24	32	24
	0.3%	0.9%	0.3%	0.3%	0.3%	0.6%	0.3%
Refusals	1565	1590	1123	2207	2272	1732	1685
	35.1%	32.2%	29.6%	23.8%	26.6%	29.8%	21.3%
Total Interviews	2473	3149	2423	6467	5840	3667	5415
	55.5%	63.7%	63.9%	69.7%	68.5%	63.1%	68.5%

Response Analysis: Apr 2018 - Mar 2019							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	87,908	21144	10159	9330	5158	2884	8016
Shop / Business	1,241	361	124	99	69	49	130
Demolished / Incomplete	108	40	11	6	1	5	10
Empty	6,768	1247	765	1371	330	226	712
Holiday Home	689	36	28	27	27	27	138
Other Non Effective	1,452	256	148	204	112	21	107
Eligible Addresses	77,650	19204	9083	7623	4619	2556	6919
Substitute Addresses	9,808	1828	1030	1677	518	313	463
Multiple Occupancy Addresses	991	741	21	29	20	1	30
Total Additional Households	10,799	2569	1051	1706	538	314	493
Total Valid Households	88,461	21778	10135	9330	5156	2870	8000
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6,863	2412	629	567	171	175	372
	7.8%	11.1%	6.2%	6.1%	3.3%	6.1%	4.7%
No English Spoken	440	165	51	27	44	9	23
	0.5%	0.8%	0.5%	0.3%	0.9%	0.3%	0.3%
Refusals	26,686	7799	2856	2206	1655	863	2122
	30.2%	35.8%	28.2%	23.6%	32.1%	30.1%	26.5%
Total Interviews	54,472	11402	6599	6530	3286	1823	5483
	61.6%	52.4%	65.1%	70.0%	63.7%	63.5%	68.5%

	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	6600	4888	2574	5825	1250	2140	7940
Shop / Business	88	77	29	81	15	25	94
Demolished / Incomplete	5	13	4	5	3	3	2
Empty	339	259	124	371	161	109	754
Holiday Home	51	36	83	29	41	16	150
40" - 49"	161	101	30	111	23	33	145
Eligible Addresses	5956	77	29	81	15	25	94
Substitute Addresses	262	13	4	5	3	3	2
Multiple Occupancy Addresses	52	259	124	371	161	109	754
Total Additional Households	314	572	250	196	1061	1076	659
50" - 59"		101	30	111	23	33	145
Shop / Business	88	77	29	81	15	25	94
Demolished / Incomplete	5	13	4	5	3	3	2
Empty	339	259	124	371	161	109	754
Holiday Home	51	36	83	29	41	16	150
60"+		101	30	111	23	33	145
Eligible Addresses	5956	77	29	81	15	25	94
Substitute Addresses	262	13	4	5	3	3	2
Multiple Occupancy Addresses	52	259	124	371	161	109	754
Total Additional Households	314	572	250	196	1061	1076	659
Total Valid Households	6625	4866	2580	5811	1244	2163	7903
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	578	346	240	380	73	141	779
	8.7%	7.1%	9.3%	6.5%	5.9%	6.5%	9.9%
No English Spoken	24	30	3	32	5	3	24
	0.4%	0.6%	0.1%	0.6%	0.4%	0.1%	0.3%
Refusals	2259	1595	1033	1732	362	519	1685
	34.1%	32.8%	40.0%	29.8%	29.1%	24.0%	21.3%
Total Interviews	3764	2895	1304	3667	804	1500	5415
	56.8%	59.5%	50.5%	63.1%	64.6%	69.3%	68.5%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from Apr 2018 to Mar 2019

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	54472	52273
All Sets	104714	104714
All Individuals	132571	127777
Children 0-15	25255	24485
All Adults	107316	103292
Adult Males	51887	49695
Adult Females	55429	53597

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	11137	10387
All Sets	18773	18773
All Individuals	29343	27569
Children 0-15	5902	5599
All Adults	23441	21970
Adult Males	11405	10650
Adult Females	12036	11320

BBC South-East	All Households	Total TV Households
All Households	1555	1507
All Sets	3153	3153
All Individuals	3855	3762
Children 0-15	761	752
All Adults	3094	3010
Adult Males	1461	1413
Adult Females	1633	1597

BBC Midlands	All Households	Total TV Households
All Households	6540	6316
All Sets	12798	12798
All Individuals	16194	15673
Children 0-15	3190	3081
All Adults	13004	12592
Adult Males	6237	6006
Adult Females	6767	6586

BBC East	All Households	Total TV Households
All Households	2803	2727
All Sets	5706	5706
All Individuals	7007	6856
Children 0-15	1375	1355
All Adults	5632	5501
Adult Males	2765	2688
Adult Females	2867	2813

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1589	1530
All Sets	3118	3118
All Individuals	3888	3760
Children 0-15	716	694
All Adults	3172	3066
Adult Males	1567	1512
Adult Females	1605	1554

BBC South-West	All Households	Total TV Households
All Households	1414	1376
All Sets	2741	2741
All Individuals	3229	3162
Children 0-15	552	542
All Adults	2677	2620
Adult Males	1271	1236
Adult Females	1406	1384

BBC South	All Households	Total TV Households
All Households	2473	2373
All Sets	4553	4553
All Individuals	6007	5768
Children 0-15	1113	1085
All Adults	4894	4683
Adult Males	2369	2256
Adult Females	2525	2427

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3149	3037
All Sets	6065	6065
All Individuals	7398	7183
Children 0-15	1440	1417
All Adults	5958	5766
Adult Males	2860	2747
Adult Females	3098	3019

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2423	2380
All Sets	5079	5079
All Individuals	5696	5603
Children 0-15	1118	1109
All Adults	4578	4494
Adult Males	2165	2113
Adult Females	2413	2381

BBC North-West	All Households	Total TV Households
All Households	6467	6224
All Sets	12831	12831
All Individuals	15522	14970
Children 0-15	2932	2825
All Adults	12590	12145
Adult Males	6160	5899
Adult Females	6430	6246

BBC Scotland	All Households	Total TV Households
All Households	5840	5569
All Sets	11461	11461
All Individuals	12975	12467
Children 0-15	2163	2107
All Adults	10812	10360
Adult Males	5193	4948
Adult Females	5619	5412

BBC Ulster	All Households	Total TV Households
All Households	3667	3581
All Sets	7407	7407
All Individuals	9055	8881
Children 0-15	1809	1780
All Adults	7246	7101
Adult Males	3508	3422
Adult Females	3738	3679

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5415	5266
All Sets	11029	11029
All Individuals	12402	12123
Children 0-15	2184	2139
All Adults	10218	9984
Adult Males	4926	4805
Adult Females	5292	5179

BBC Midlands West	All Households	Total TV Households
All Households	4464	4337
All Sets	8852	8852
All Individuals	10980	10695
Children 0-15	2191	2119
All Adults	8789	8576
Adult Males	4220	4107
Adult Females	4569	4469

BBC Midlands East	All Households	Total TV Households
All Households	2076	1979
All Sets	3946	3946
All Individuals	5214	4978
Children 0-15	999	962
All Adults	4215	4016
Adult Males	2017	1899
Adult Females	2198	2117

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11402	10633
All Sets	19295	19295
All Individuals	30103	28281
Children 0-15	6067	5757
All Adults	24036	22524
Adult Males	11684	10908
Adult Females	12352	11616

ITV Midlands	All Households	Total TV Households
All Households	6599	6373
All Sets	12893	12893
All Individuals	16373	15843
Children 0-15	3232	3120
All Adults	13141	12723
Adult Males	6307	6075
Adult Females	6834	6648

ITV North-West	All Households	Total TV Households
All Households	6530	6287
All Sets	12983	12983
All Individuals	15646	15098
Children 0-15	2949	2842
All Adults	12697	12256
Adult Males	6200	5942
Adult Females	6497	6314

ITV Yorkshire	All Households	Total TV Households
All Households	3286	3171
All Sets	6344	6344
All Individuals	7713	7491
Children 0-15	1498	1475
All Adults	6215	6016
Adult Males	2993	2871
Adult Females	3222	3145

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1823	1794
All Sets	3873	3873
All Individuals	4331	4266
Children 0-15	874	866
All Adults	3457	3400
Adult Males	1624	1593
Adult Females	1833	1807

ITV Central Scotland	All Households	Total TV Households
All Households	3798	3615
All Sets	7495	7495
All Individuals	8558	8195
Children 0-15	1465	1421
All Adults	7093	6774
Adult Males	3403	3238
Adult Females	3690	3536

ITV North Scotland	All Households	Total TV Households
All Households	1685	1616
All Sets	3288	3288
All Individuals	3668	3556
Children 0-15	599	591
All Adults	3069	2965
Adult Males	1496	1431
Adult Females	1573	1534

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	3764	3630
All Sets	7236	7236
All Individuals	9153	8858
Children 0-15	1716	1681
All Adults	7437	7177
Adult Males	3568	3422
Adult Females	3869	3755

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2895	2823
All Sets	5881	5881
All Individuals	7173	7032
Children 0-15	1409	1392
All Adults	5764	5640
Adult Males	2833	2760
Adult Females	2931	2880

ITV South West	All Households	Total TV Households
All Households	1304	1268
All Sets	2499	2499
All Individuals	2975	2910
Children 0-15	515	505
All Adults	2460	2405
Adult Males	1170	1137
Adult Females	1290	1268

ITV Ulster	All Households	Total TV Households
All Households	3667	3581
All Sets	7407	7407
All Individuals	9055	8881
Children 0-15	1809	1780
All Adults	7246	7101
Adult Males	3508	3422
Adult Females	3738	3679

ITV Border	All Households	Total TV Households
All Households	804	773
All Sets	1559	1559
All Individuals	1757	1701
Children 0-15	271	267
All Adults	1486	1434
Adult Males	697	667
Adult Females	789	767

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1500	1443
All Sets	2932	2932
All Individuals	3664	3542
Children 0-15	667	649
All Adults	2997	2893
Adult Males	1478	1424
Adult Females	1519	1469

ITV HTV Wales	All Households	Total TV Households
All Households	5415	5266
All Sets	11029	11029
All Individuals	12402	12123
Children 0-15	2184	2139
All Adults	10218	9984
Adult Males	4926	4805
Adult Females	5292	5179

ITV Channel Islands	All Households	Total TV Households
All Households	110	108
All Sets	242	242
All Individuals	254	252
Children 0-15	37	37
All Adults	217	215
Adult Males	101	99
Adult Females	116	116

ITV Midlands West	All Households	Total TV Households
All Households	4562	4431
All Sets	9021	9021
All Individuals	11239	10943
Children 0-15	2245	2170
All Adults	8994	8773
Adult Males	4319	4203
Adult Females	4675	4570

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	2037	1942
All Sets	3872	3872
All Individuals	5134	4900
Children 0-15	987	950
All Adults	4147	3950
Adult Males	1988	1872
Adult Females	2159	2078

ITV Scotland	All Households	Total TV Households
All Households	5483	5231
All Sets	10783	10783
All Individuals	12226	11751
Children 0-15	2064	2012
All Adults	10162	9739
Adult Males	4899	4669
Adult Females	5263	5070

ITV Wales & West	All Households	Total TV Households
All Households	6915	6709
All Sets	13961	13961
All Individuals	16066	15665
Children 0-15	2851	2788
All Adults	13215	12877
Adult Males	6404	6229
Adult Females	6811	6648

ITV West Macro	All Households	Total TV Households
All Households	8219	7977
All Sets	16460	16460
All Individuals	19041	18575
Children 0-15	3366	3293
All Adults	15675	15282
Adult Males	7574	7366
Adult Females	8101	7916

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	14818	14350
All Sets	29353	29353
All Individuals	35414	34418
Children 0-15	6598	6413
All Adults	28816	28005
Adult Males	13881	13441
Adult Females	14935	14564

ITV South & South East	All Households	Total TV Households
All Households	3654	3522
All Sets	6994	6994
All Individuals	8899	8606
Children 0-15	1679	1644
All Adults	7220	6962
Adult Males	3467	3323
Adult Females	3753	3639

ITV South East Macro	All Households	Total TV Households
All Households	6659	6453
All Sets	13117	13117
All Individuals	16326	15890
Children 0-15	3125	3073
All Adults	13201	12817
Adult Males	6401	6182
Adult Females	6800	6635

North Macro	All Households	Total TV Households
All Households	12443	12025
All Sets	24759	24759
All Individuals	29447	28556
Children 0-15	5592	5450
All Adults	23855	23106
Adult Males	11514	11073
Adult Females	12341	12033

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5109	4965
All Sets	10217	10217
All Individuals	12044	11757
Children 0-15	2372	2341
All Adults	9672	9416
Adult Males	4617	4464
Adult Females	5055	4952

ITV North-West / Border Macro	All Households	Total TV Households
All Households	7334	7060
All Sets	14542	14542
All Individuals	17403	16799
Children 0-15	3220	3109
All Adults	14183	13690
Adult Males	6897	6609
Adult Females	7286	7081

S4C	All Households	Total TV Households
All Households	5415	5266
All Sets	11029	11029
All Individuals	12402	12123
Children 0-15	2184	2139
All Adults	10218	9984
Adult Males	4926	4805
Adult Females	5292	5179

C4/Five South Macro Region	All Households	Total TV Households
All Households	14878	14430
All Sets	29577	29577
All Individuals	35367	34465
Children 0-15	6491	6366
All Adults	28876	28099
Adult Males	13975	13548
Adult Females	14901	14551

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11639	11252
All Sets	23200	23200
All Individuals	27690	26855
Children 0-15	5321	5183
All Adults	22369	21672
Adult Males	10817	10406
Adult Females	11552	11266

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	6287	6004
All Sets	12342	12342
All Individuals	13983	13452
Children 0-15	2335	2279
All Adults	11648	11173
Adult Males	5596	5336
Adult Females	6052	5837

Appendix H

Multiple households at issued addresses

Establishment Survey interviewers are issued with a set of pre-selected addresses to which all interviewing is restricted. It is possible for more than one household to exist resident at a single address, however, therefore after checking the address with a responsible adult, the interviewer first determines the number of households living at the address.

In the small proportion where the answer is two or more, special procedures apply.

If the number of households is two or three, the interviewer attempts to interview each of the households.

If there are four or more households at the address the interviewer lists the details of the households in a Kish grid. This procedure provides random selections determining the three households that the interviewer should attempt to interview.

The procedure at the additional households is as for any other interview. The total of these additional households by area and overall are shown in the fieldwork response analysis given in Appendix C.

Appendix I

Weighting

Quarterly Establishment Survey data are weighted using a rim weighting technique to control for the following:

Household size (1 and 2+) by geographical segment (48 in total)

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

0-4, 5-9, 10-14, 15-24, 25-34, 35-44, 45-54, 55-64, 65+

Population targets for these rims are derived from census data, ONS and Department of Environment projections

Appendix J

The Questionnaire (Mar 2019)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 58.3

Date: 14/01/2019

Internal Use

Status: FINAL

Prepared for fieldwork month: Mar 2019

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Version Control

Changes included in this version:

Section	Question No	Description of changes to this version
TV Sets Loop	S51	Text Changes
Second HH	H110	Option Text Changes

Notes

Colours used in this version indicate the following

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



Section 1

Set-up questions

Set up questions

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

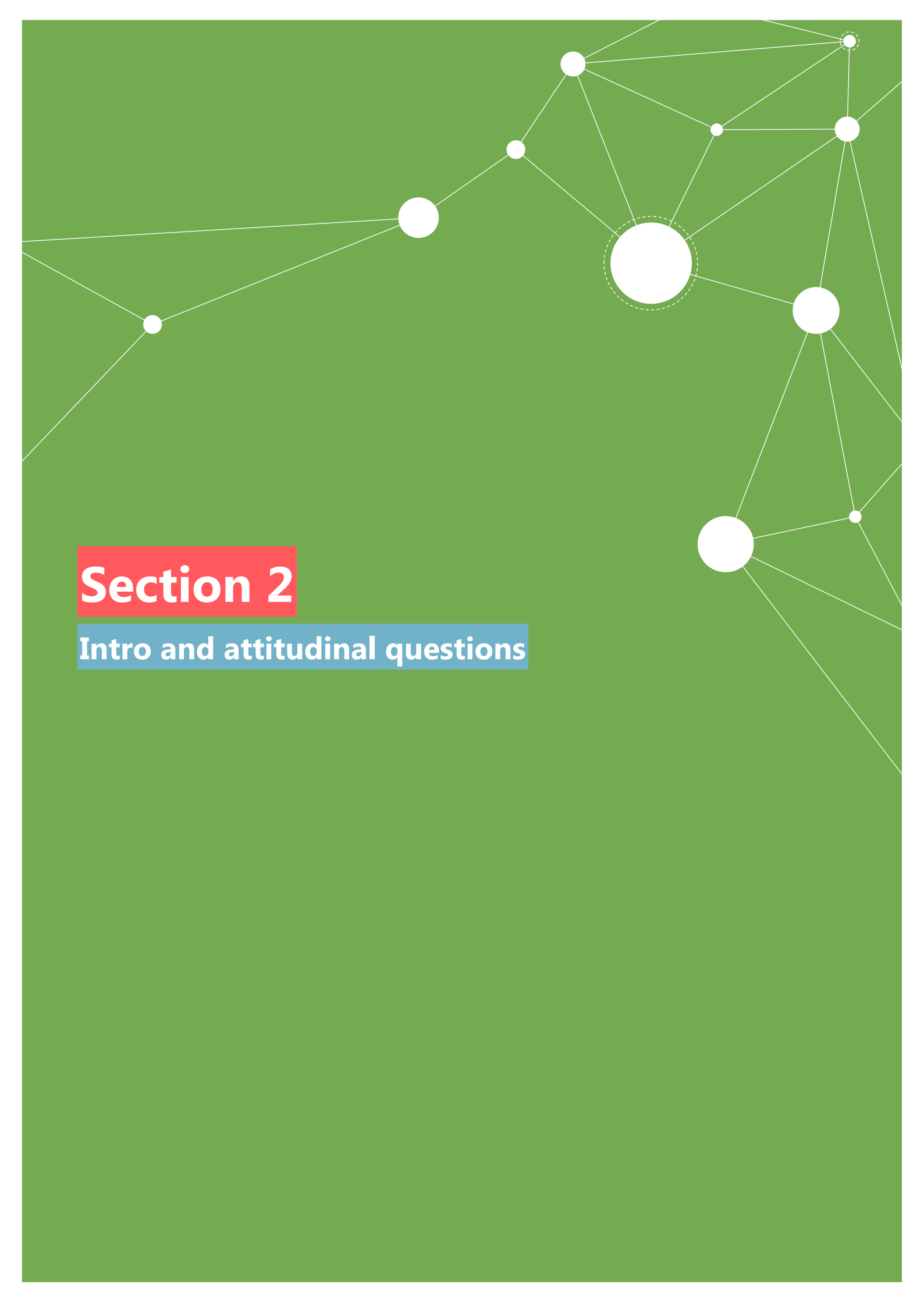
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

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

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

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



Section 2

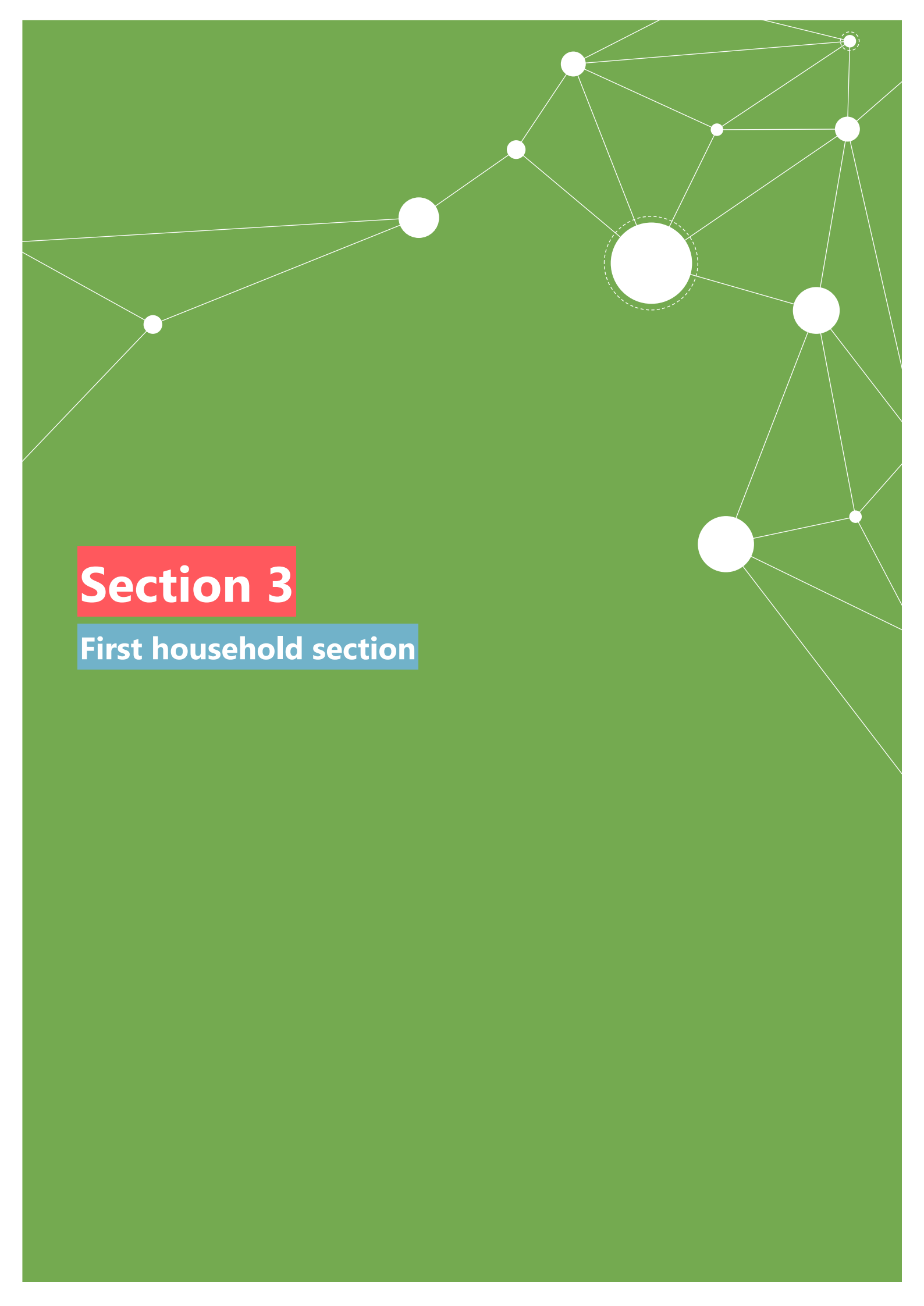
Intro and attitudinal questions

Intro and attitudinal questions

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

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

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



Section 3

First household section

First household section

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

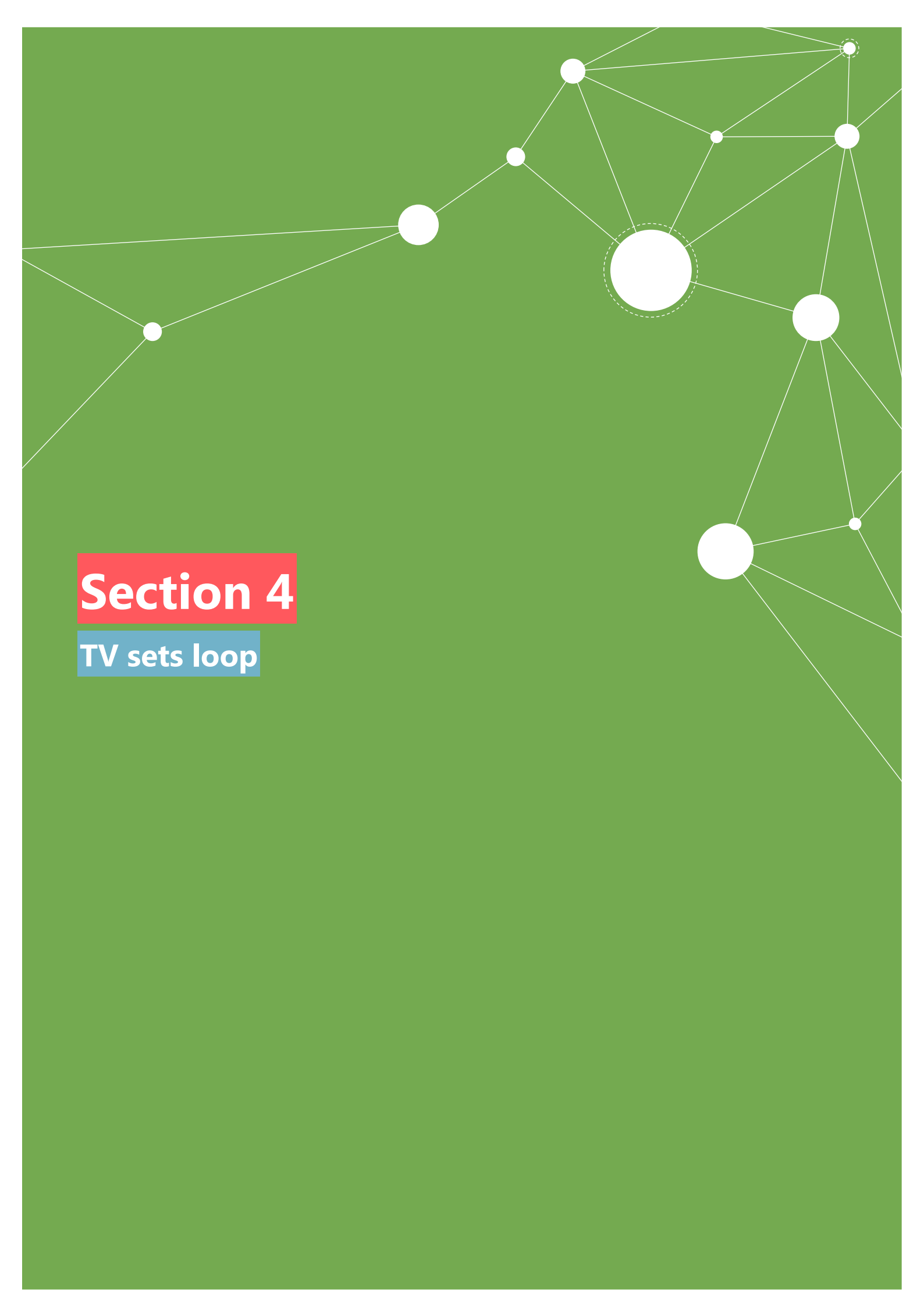
ASK IF ANY SETS IN HOME [H8>0]		
H112	SHOW SCREEN	MP
Do you receive TV programmes on any TV sets using a YouView, TalkTalk, BT TV, or Plusnet set top box? Note: please code all that apply Note: For a more detailed explanation of these set top boxes select further information YouView TalkTalk BT TV Plusnet None of these (SP) Further Information		
ASK IF ANY SETS IN HOME [H8>0]		
H68	SHOW SCREEN	MP
Do you receive TV programmes on any TV sets using any of the following methods? Note: please code all that apply NOTE: For a more detailed explanation select further information INTERVIEWER: READ OUT OPTIONS: A 'smart TV' with its own connection to the Internet A box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV By connecting the TV set to a games console By connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly Other (Specify) None of these Further information		
ASK ALL		
H17	Do you, or does anyone in your household, have access to broadband internet at home?	SP
NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G. And includes any broadband connection shared with a neighbour Yes No Don't know		
FORCE EDIT: SET YES IF H114 IS 3G OR 4G MOBILE PHONE / 3G OR 4G INTERNET DEVICE / TABLET OR COMPUTER WITH 3G OR 4G SIM		
ASK IF BROADBAND CLAIM [H17=Yes]		
H115	SHOW SCREEN	MP
How do you or any members of your household access the internet? Fixed line broadband (via router or Wi-Fi) 3G or 4G mobile phone 3G or 4G mobile broadband device (Such as a Dongle) Tablet or Computer with a 3G or 4G data SIM card Other (Specify) Don't know		
ASK IF NO BROADBAND CLAIM [H17=NO OR DK]		
H113	Do you, or does anyone in your household, have any sort of internet access at home?	SP
Yes No Don't know		

ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	SHOW SCREEN 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		

ASK IF H115 OR H114 = FIXED LINE OR COMPUTER/TABLET WITH 3G/4G AND H51 = 0		
H128	You mentioned that you have a broadband [if H17 = Yes] an internet [if H113 = Yes] connection in the home, but do not have any computers or tablets. What do you use your broadband [if H17 = Yes] internet [if H113 = Yes] connection for? Mobile phone(s) TV that connects to the internet Games console (e.g. PlayStation, Xbox, etc) For guests or visiting family use For future tablet/computer purchase I don't use it – It came as part of a phone/TV package There is a computer or tablet in the household [Loop back to H51] [SP] Other (specify)	MP

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

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



Section 4

TV sets loop

TV sets loop

SUMMARY TO BE PROVIDED FOR SET LOOP

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

ADD LOCATION ONCE S3 IS ASKED:

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

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

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

S3 IF 1 set: Going back to ask about the television set in your home

intro **If 2+ valid sets:** Going back to ask about the television sets in your home.

Thinking of each television set in turn and starting with the one that you, and your household, watch most often...

2+ SET: Now thinking of your <second, third, fourth etc...> TV set

S3 SHOW SCREEN

SP

In which room in your house is this TV set?

Main living room

Kitchen (which is not the main living room)

Adult's bedroom (which is not the main living room)

Child's bedroom (0-15) (which is not the main living room)

Other bedroom

Second living/dining room

Study/office

TV room

Conservatory

Attic or loft room

No specific location/frequently moved

Stored away

Other (WRITE IN)

(END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

S5 What is the screen size in inches? By that I mean the diagonal measurement across the screen

NUM

WRITE IN (2 digits required from 05 – 99)

Don't know

ASK IF SCREEN SIZE IS <10 INCHES

[S5 = 5-9]

S5a You have said that the TV screen size is <<insert size at S5>> inches. Is this correct?

SP

Yes

No

IF NO, ROUTE BACK TO S5

CONFIRM EACH SET IN HH

S10A / S11A / S9A / - ROTATE TO MATCH ORDER OF H64, H65 AND H66 (KEEP S9A TOGETHER)	
ASK IF 1+ SET	
H8>=1	
S10a	Can you confirm that this set is connected to cable TV services? SP IF CABLE IS THE ONLY PLATFORM CLAIM AT HH H64=YES AND H65 = NO AND H66 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE Is this set connected to cable TV services? IF CABLE AND 1+ OTHER PLATFORM CLAIMED AT HH OR NO PLATFORMS CLAIMED AT HH H64=YES AND (H65 = YES OR H66 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE) Yes No
ASK IF 1+ SET	
H8>=1	
S11a	Can you confirm that this set is connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set SP IF SATELLITE IS THE ONLY PLATFORM CLAIM AT HH H65=YES AND H64 = NO AND H66 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE Is this set connected to satellite TV services? This can be either via a separate set top box or integrated within your TV set IF SATELLITE AND 1+ OTHER PLATFORM CLAIMED AT HH OR NO PLATFORMS CLAIMED AT HH H65=YES AND (H64 = YES OR H66 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE) Yes No
ASK IF 1+ SET	
H8>=1	
S9a	Can you confirm that this set receives TV programmes via an aerial? SP IF DTT IS THE ONLY PLATFORM CLAIM AT HH H66=YES AND H64 = NO AND H65 = NO AND H112 = NONE OF THESE AND H68 = NONE OF THESE Does this set receive TV programmes via an aerial? IF DTT CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H66=YES AND (H64 = YES OR H65 = YES OR H112 NOT = NONE OF THESE OR H68 NOT = NONE OF THESE) Yes No
ASK IF 1+ SET	
H8>=1	
S55a	Can you confirm that this set receives TV programmes from BT TV? SP IF BT TV IS THE ONLY PLATFORM CLAIM AT HH H112= BT TV(ONLY) AND H64 = NO AND H65 = NO AND H66 = NO AND H68= NONE OF THESE Does this set receive TV programmes from BT TV? IF BT TV CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112= BT TV AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM) Yes No

ASK IF 1+ SET H8>=1		
S54a	Can you confirm that this set receives TV programmes from TalkTalk? IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH H112=TALKTALK (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H68= NONE OF THESE Does this set receive TV programmes from TalkTalk? IF TAKLTALK CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112=TALKTALK AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM) Yes No	SP
ASK IF 1+ SET H8>=1		
S67a	Can you confirm that this set receives TV programmes from YouView? IF YOUVIEW IS THE ONLY PLATFORM CLAIM AT HH H112 =YOUVIEW (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE Does this set receive TV programmes from YouView? IF YOUVIEW CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112 =YOUVIEW AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP
ASK IF 1+ SET H8>=1		
S56a	Can you confirm that this set receives TV programmes by connecting the TV set to a games console? IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH H68= GAMES CONSOLE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE Does this set receive TV programmes by connecting the TV set to a games console? IF CONNECTION TO A CONSOLE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H68=GAMES CONSOLE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP
ASK IF 1+ SET H8>=1		
S72a	Can you confirm that this set receives TV programmes from Plusnet? IF PLUSNET IS THE ONLY PLATFORM CLAIM AT HH H112 =PLUSNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE Does this set receive TV programmes from Plusnet? IF PLUSNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H112 =PLUSNET AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP

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

S57a Can you confirm that this set receives TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly? SP

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

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

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

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

H68=COMPUTER/TABLET /SMARTPHONEAND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)

Yes

No

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

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

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

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

Is this a smart TV set which receives TV programmes using its own connection to the internet?

IF SMART TV WITH ITS OWN CONNECTION TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH

H68=DC TO INTERNET AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)

Yes

No

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

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

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

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

Does this set receive TV programmes using a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV?

IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH

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

Yes

No

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

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

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

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

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

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

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

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

CABLE - S24,S53

SATELLITE - S69, S68, S70, S71, S75

AERIAL -S25, S50

ASK IF CABLE CLAIM ON SET

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

S24 **SHOW SCREEN** **SP**

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

Can the cable box be used to record TV programmes?

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

NOTE: For a more detailed explanation select further information

Yes – V+

Yes – TiVo

Yes – V6

Yes – but not sure which type of box

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ASK IF CABLE CLAIM ON SET

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

S53 **SHOW SCREEN** **SP**

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

Do you receive HD channels via cable TV?

NOTE: For a more detailed explanation select further information

Yes

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ROTATE S69 and S68

ASK IF SATELLITE CLAIM ON SET

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

S69 **SHOW SCREEN** **SP**

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

Do you receive your satellite TV services via Sky?

Yes – via Sky with subscription

Yes – via Sky without subscription

No

Don't know

ASK IF SATELLITE CLAIM ON SET

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

S68 **SHOW SCREEN** **MP**

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

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

Yes – via a Freesat set top box

Yes – via Freesat integrated into the TV set

No

Don't know

ASK IF SATELLITE CLAIM ON SET**[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]****S70 SHOW SCREEN SP**In addition to Sky, **(If S69=code1 or 2)**In addition to Freesat, **(If S68=code1 or 2)**In addition to Sky and Freesat, **(If S69=code 1 or 2 AND S68=Yes 1 or 2)**Do you receive your satellite TV services via a set top box that is **not** from Sky or Freesat?

Yes - Specify

No

Don't know

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

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

Polish satellite

Romanian satellite

Portuguese satellite

Italian satellite

Turkish satellite

Bulgarian satellite

Hungarian satellite

Lithuanian satellite

Indian satellite

Other Foreign satellite (Specify)

Sky

Freesat

Virgin Media

Freeview

BT TV

Now TV

Netflix

Satellite service provider not known

Other (Specify)

ASK IF SKY AND FREESAT CLAIM ON SET**[S69+S68 = YES (code 1 or 2)]****S71 SHOW SCREEN SP**[IF S70 is YES] In addition to the set top box that is **not** from Sky or Freesat you have said that this set also receives satellite TV from **BOTH** Sky and Freesat.[IF S70 is No or DK] You have said that this set receives satellite TV from **BOTH** Sky and Freesat.

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

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

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

FORCE EDIT: SET DK TO NO

ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET [S67A = YES OR S54A = YES OR S55A =YES OR S72A=YES]		
S73	<u>SHOW SCREEN</u>	MP
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>	MP
[If 1 of these platforms] Do you receive HD channels via this set top box? [If 2+ of these platforms] Do you receive HD channels via any of these set top boxes? NOTE: For a more detailed explanation select further information [only list platforms received] Yes - YouView Yes - TalkTalk Yes - BT 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 MP
said this set is able to receive TV services via computer, tablet or smartphone.

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 MP
this set is able to receive TV services via a box, stick or other device.

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= SP
YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet

Apart from the

- (S75=1) SkyQ box
- (S75=2) Sky+ HD box
- (S75=3) Sky+ box
- (S77=2) Freesat+ box
- (S24=1) V+ box
- (S24=2) TiVo box
- (S24=3) V6 box
- (S24=4) Cable 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 Games Consoles that can play back DVD or Blu-ray discs. SPThis player will **NOT** be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.

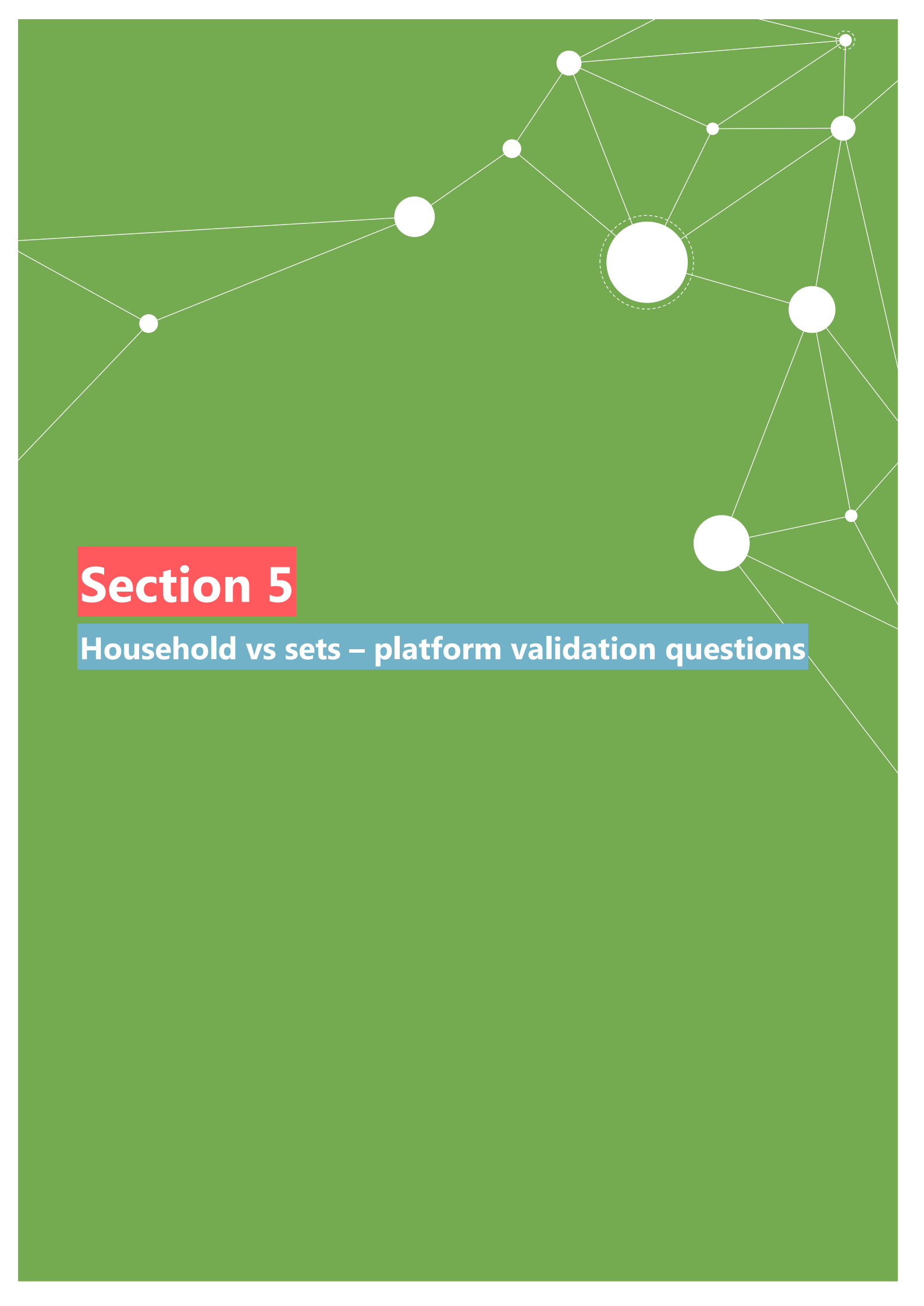
- Yes
- No
- Don't know

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

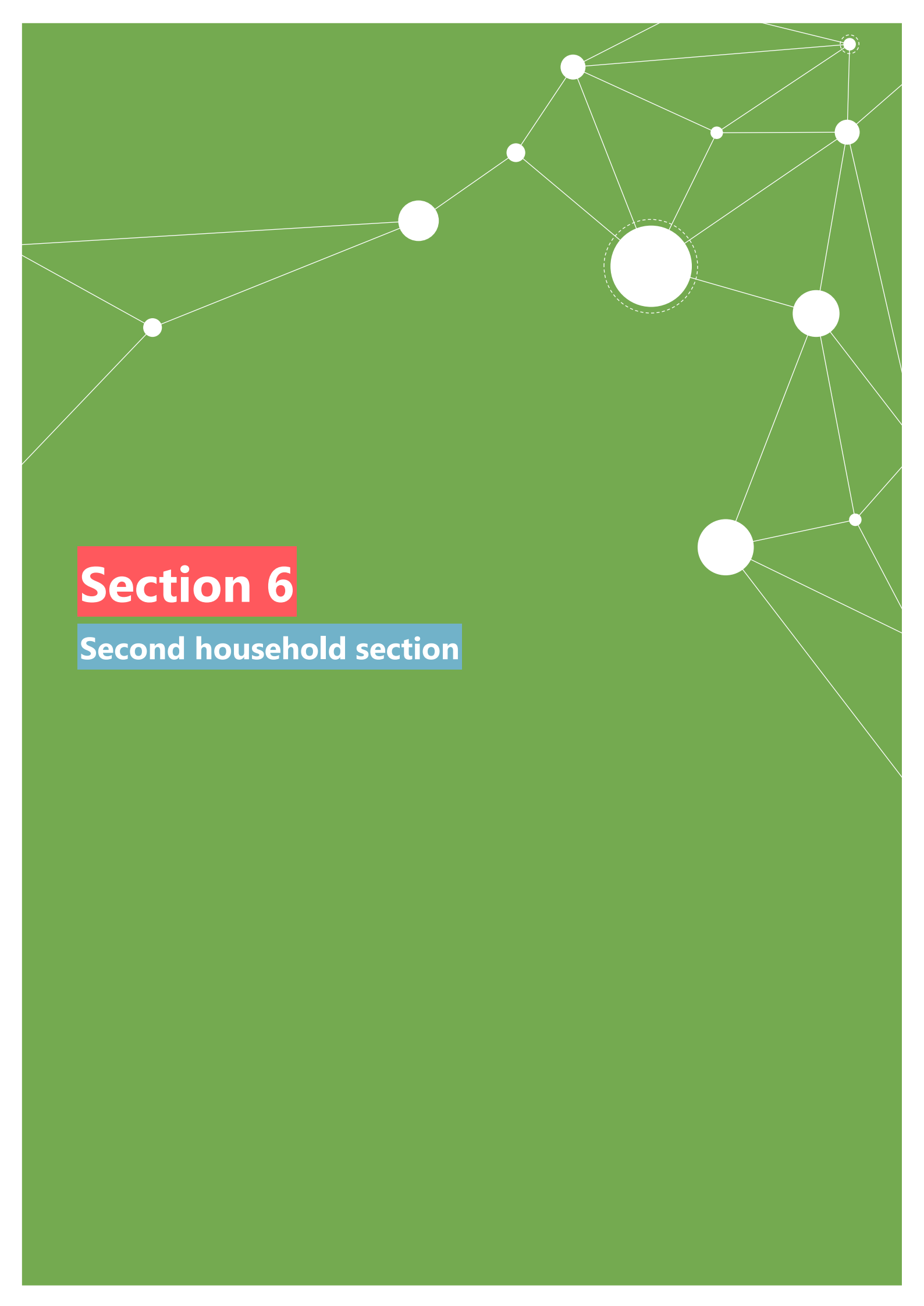
Household vs Sets – platform validation questions

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

ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 > 0]	
H58 intro	DO NOT INCLUDE INTRO IF COME DIRECTLY FROM H73 Earlier you said that you had <insert number of devices from H73> devices that you use to watch TV via the internet
H58	SHOW SCREEN SP How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know

ES ONLY NOT ESR	
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 > 0]	
H59	SHOW SCREEN SP How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know

ES ONLY NOT ESR	
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 > 0]	
H60	SHOW SCREEN SP How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know

ES ONLY NOT ESR	
ASK ALL	
H102	SHOW SCREEN MP Thinking about your TV viewing in general (IF H73=0) Now thinking about other ways of watching TV programmes (IF H73>0) (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet Are there any other devices you use to watch TV programmes in your household (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES]) Are there any devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know

ES ONLY NOT ESR**ASK IF SKY – WITH SUBSCRIPTION****[S69 = CODE 1]****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****[S10a/b = CODE 1]****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 SHOW SCREEN**

Does your

[Only Include Platforms received]

YouView

TalkTalk

BT TV

Plusnet

connection 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

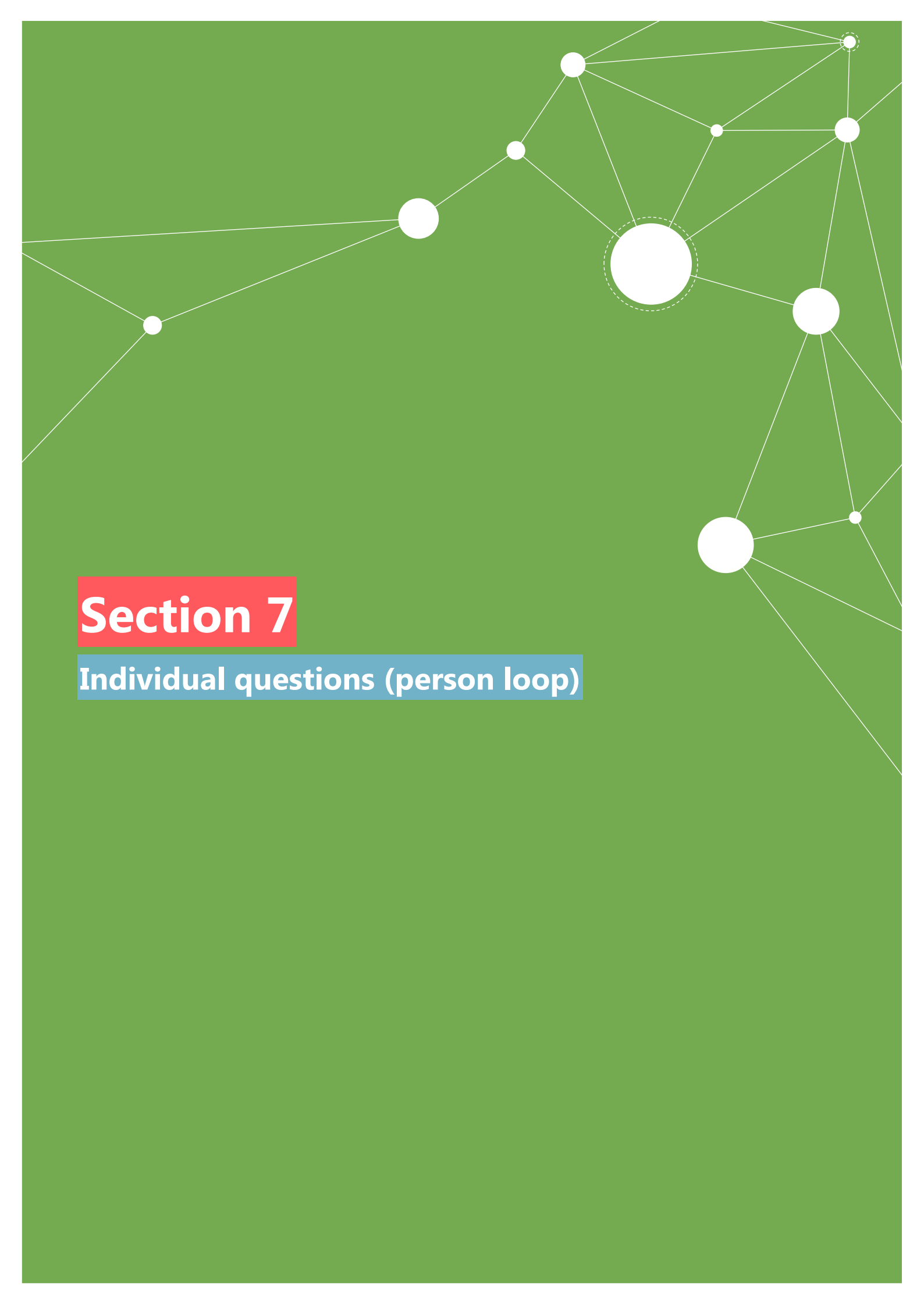
ES ONLY NOT ESR	
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]	
H126	SHOW SCREEN SP
Does your	
[Only Include Platforms received]	
Sky	
Cable	
YouView	
BT TV	
Plusnet	
connection include access to the premium BT Sports channels via your TV set ?	
NOTE: This does not include BT Sport channels that are only available via an app on a tablet or smartphone	
Yes	
No	
Don't know	
FORCE EDIT: IF DK SET TO NO	

ES ONLY NOT ESR	
ASK ALL	
H110	SHOW SCREEN OR READ OUT ALL OPTIONS MP
Do you, or does anyone in your household subscribe to any of the following services?	
Amazon Prime/ Amazon Prime video	
Netflix	
NowTV	
Xbox Live	
DisneyLife	
None of these	
Don't know	

ES ONLY NOT ESR	
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED	
OTHERWISE SKIP TO H55 INTRO	
H22a	Thinking about your household in general and other ways that TV sets can be used...
Intro1	

ES ONLY NOT ESR	
IF VIA A CONNECTION TO A 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 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	MP
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
H54	SHOW SCREEN Which of the following do you, or does anyone in your household, use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP
ES ONLY NOT ESR		
ASK IF ANY SET IN HOME		
H124	SHOW SCREEN (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	SP



Section 7

Individual questions (person loop)

Individual questions (person loop)

ASK ALL		
H55	HOUSEHOLD COMPOSITION	
Intro	Now I would like you to tell me about the people usually living in your household; by this I mean household members who share a communal living space.	

ASK ALL		
H55	How many individuals are there in your household altogether, including any children and yourself?	NUM
	WRITE IN	(00-99)

Start of person loop

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

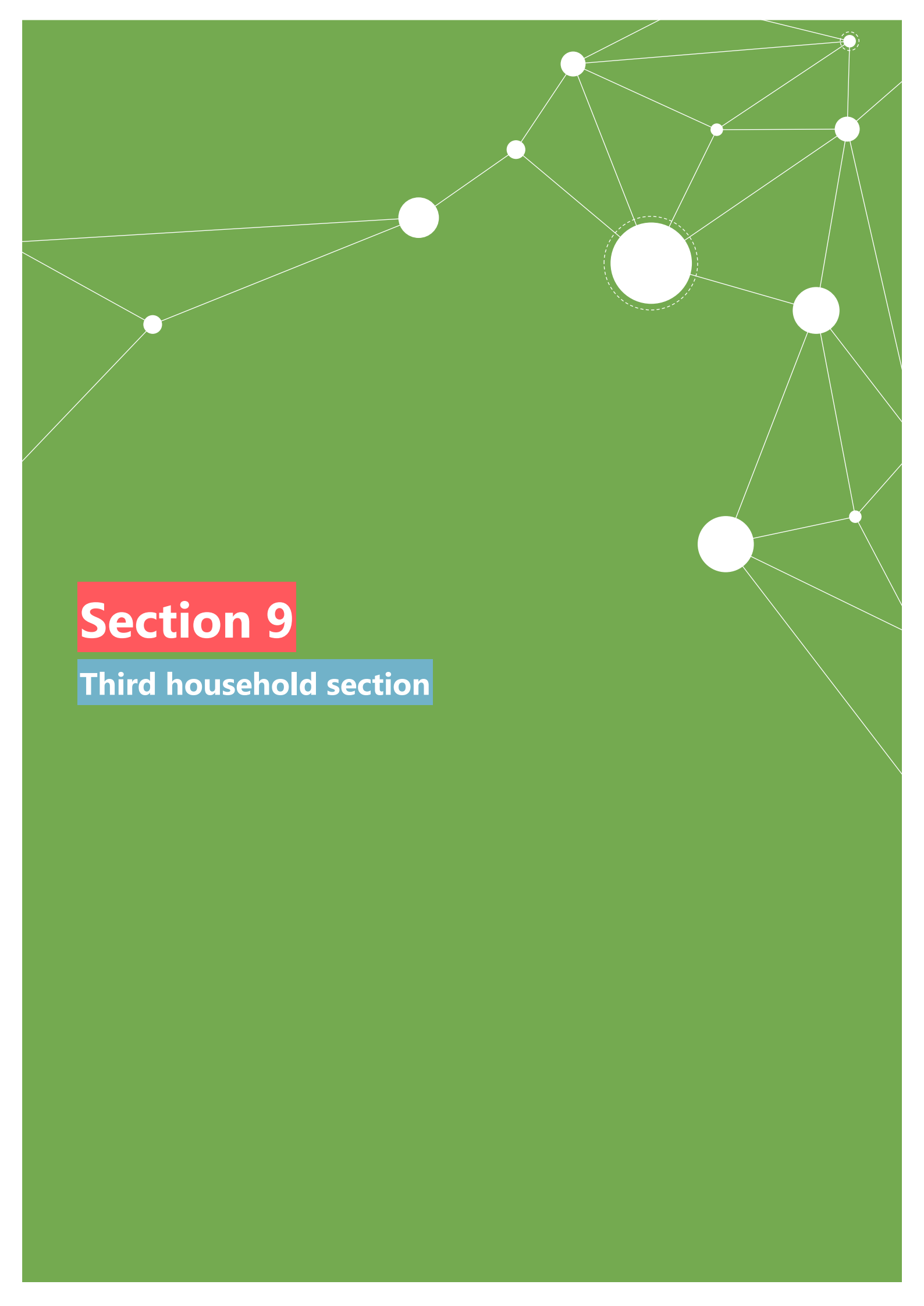
ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3]		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
FORCE EDIT: SET BAND BASED ON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

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

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

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



Section 9

Third household section

Third household section

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

ES ONLY NOT ESR**ASK IF more than one option chosen at H116****ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED****H117 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 – - RESPONDENT IF THEY CLAIM TO BE CIE - ELDEST IF RESPONDENT DOES NOT CLAIM TO BE CIE, IF THE SAME AGE LOWEST PERSON NUMBER IS THE CIE IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE		

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

ASK ALL	
H39	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) they (IF NOT RESPONDENT) actually do? WRITE IN Don't know Prefer not to say
ASK ALL	
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) they (IF NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]	
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]	
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know
ASK ALL	
H43	Have you (IF RESPONDENT) Has they (IF NOT RESPONDENT) any qualifications? NOTE: (e.g. apprenticeships, degrees, diplomas, etc. If professional qualification, please give details) WRITE IN Don't know Prefer not to say
ASK IF CIE IS RETIRED [P9= RETIRED]	
H104	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT You said that you/they are retired. Thinking about your/their sources of income: Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.? Yes No Don't know Prefer not to say

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

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

H34	Is that	SP
	Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits?	
	Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc.	
	Don't know	
	Prefer not to say	

CODE FOR ALL

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

ES AND ESR ONLY - TEL SAMPLE: DO NOT ASK, FORCE H47=YES.

H47	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over?	SP
	Yes	
	No	
	Don't know	

ES AND ESR ONLY
ASK IF TELEPHONE CLAIMED [H47 = YES]

H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?	MP
	Landline	
	Mobile phone	
	Both	(SP)
	Other	
	Don't know	
	Prefer not to say	

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

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

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

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

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

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

Recruitment re-engagement questions

ASK ALL 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

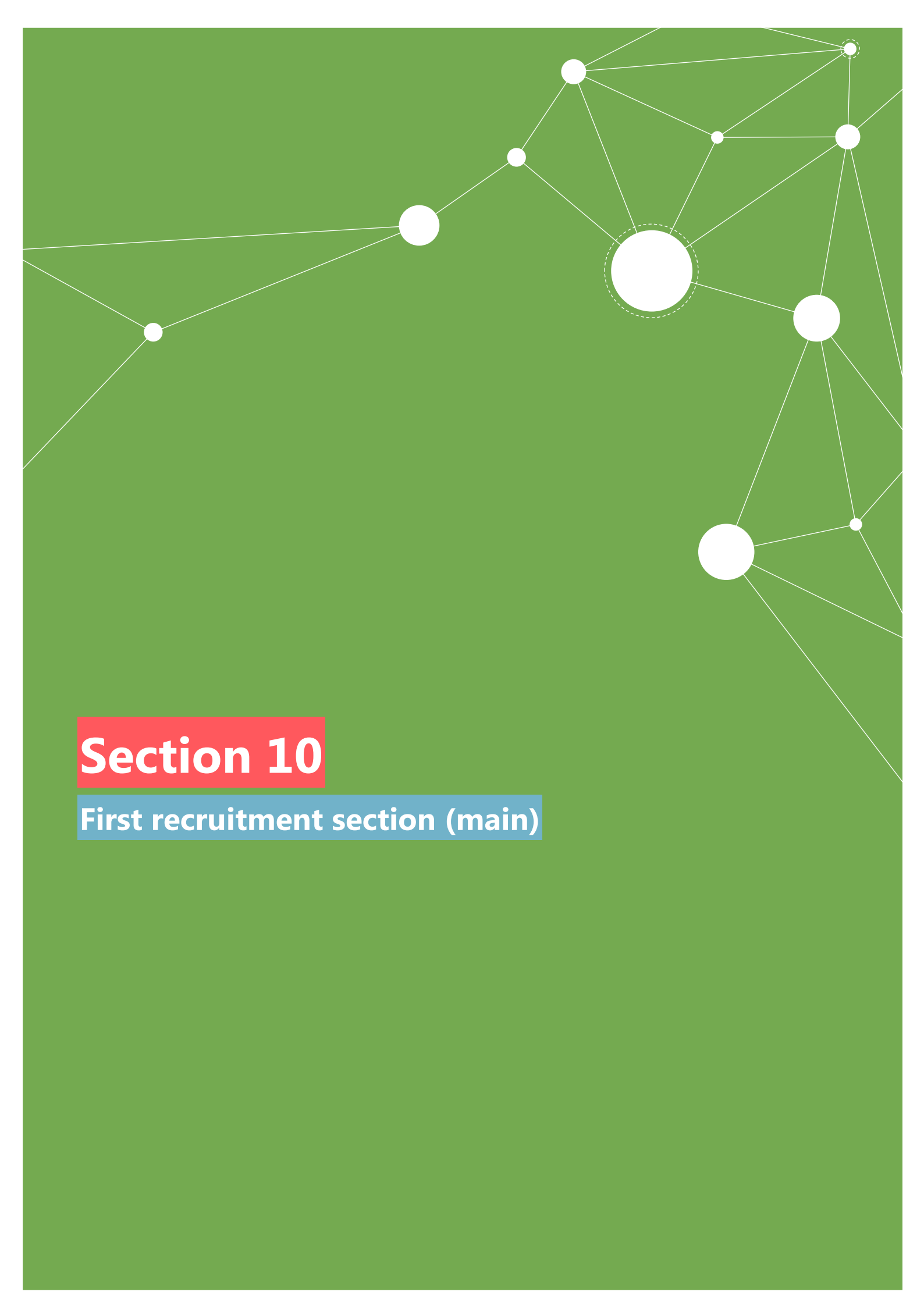
Yes

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.	SP
INTERVIEWER NOTE: IF REQUIRED EXPLAIN THAT IT IS BEST FOR ALL HH MEMBERS PRESENT TO HEAR THE EXPLANATION OF THE PANEL REQUIREMENTS		
SHOW VIDEO		
Show video Don't play video (exit recruitment)		
ES ONLY NOT STANDALONE		
R2 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.	
<i>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</i>		
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.	
<i>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</i>		
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_vide	INTERVIEWER: WOULD YOU LIKE TO SHOW THIS HOUSEHOLD A SECOND VIDEO WITH CURRENT PANEL HOMES GIVING THEIR EXPERIENCE OF BEING ON THE PANEL? Yes, play video now No (continue to R4)	SP
R4	Would you be willing to help us by becoming a BARB panel home? Yes No (exit recruitment)	SP

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

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

IF 2+ PERSON HH

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

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

SP

PERSON 1 (RESPONDENT)

Could you give me your title?

PERSON 2-9

Could you give me their title?

Miss

Ms

Mrs

Mr

Dr

Sir

Lord

Lady

Reverend

Pastor

Vicar

Other (please specify)

ASK IF YES AT R4		
R6	PERSON 1 (RESPONDENT)	VERB
a/b	The name you gave me earlier is <NAME>. Is this correct? IF NAME NOT GIVEN EARLIER Can you give me your name? IF CORRECT ENTER FIRST AND SURNAMES SEPARATELY IF NOT CORRECT, QUERY THE CORRECT DETAILS. PERSON 2-9 Could you give me their name? ENTER INTO THE BOXES BELOW	
R6a	First name	
R6b	Surname	
DISPLAY RESPONSE AND CHECK BY READING BACK		
ASK IF YES AT R4		
R7a	PERSON 1 (RESPONDENT)	
	Could you tell me the month and year you were born?	
	PERSON 2-9	
	Could you tell me the month and year they were born?	
	WRITE IN: ENTER IN FORMAT MM / YYYY	
	Don't know (person 2-9 only)	
DISPLAY RESPONSE AND CHECK BY READING BACK		
R7a	If DK at R7a (only to be routed in once per HH):	
exit	That's fine. We do need to get the year and month of birth for all household members before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions	
CHECK DOB AGAINST RESPONSE TO P3		
ASK IF R7A NOT EQUAL TO AGE (P3) SKIP IF P3= REF/DK AND AGE DERIVED FROM AGE BAND		
R7b	The year of birth does not agree with the age you gave me earlier.	SP
	Which of these is correct?	
	Age: <display P3 response.	
	Month and Year of birth <display R8a response>	
	Age	
	Month and Year of birth	
IF AGE IS CORRECT RE ENTER R7a		
IF MONTH AND YEAR OF BIRTH IS CORRECT FORCE P3 BASED ON R7a		
ASK 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	SP
	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?	SP
	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 Which of the following best describes this computer? Tablet Laptop or Notebook computer Desktop computer Other (please specify) Don't know	SP																								
ASK FOR ALL COMPUTERS AT H51																										
R14	SHOW SCREEN 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	SP																								
ASK FOR ALL COMPUTERS AT H51																										
R15	SHOW SCREEN What is the make of this computer/tablet? <table border="0"> <tr> <td>Acer</td> <td>Hudl</td> </tr> <tr> <td>Advent</td> <td>Lenovo</td> </tr> <tr> <td>Amazon</td> <td>LG</td> </tr> <tr> <td>Apple</td> <td>Microsoft</td> </tr> <tr> <td>Archus</td> <td>Packard Bell</td> </tr> <tr> <td>Asus</td> <td>Samsung</td> </tr> <tr> <td>Compaq</td> <td>Sony</td> </tr> <tr> <td>Dell</td> <td>Toshiba</td> </tr> <tr> <td>Google</td> <td>Self built</td> </tr> <tr> <td>Hewlett Packard (HP)</td> <td>Fujitsu</td> </tr> <tr> <td>HTC</td> <td>Other (please specify)</td> </tr> <tr> <td></td> <td>Don't know</td> </tr> </table>	Acer	Hudl	Advent	Lenovo	Amazon	LG	Apple	Microsoft	Archus	Packard Bell	Asus	Samsung	Compaq	Sony	Dell	Toshiba	Google	Self built	Hewlett Packard (HP)	Fujitsu	HTC	Other (please specify)		Don't know	SP
Acer	Hudl																									
Advent	Lenovo																									
Amazon	LG																									
Apple	Microsoft																									
Archus	Packard Bell																									
Asus	Samsung																									
Compaq	Sony																									
Dell	Toshiba																									
Google	Self built																									
Hewlett Packard (HP)	Fujitsu																									
HTC	Other (please specify)																									
	Don't know																									
ASK FOR ALL COMPUTERS AT H51																										
R16	SHOW SCREEN 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	SP																								
ASK FOR ALL COMPUTERS AT H51																										
R17	When in use is this computer/tablet able to access the internet? Yes No Don't know	SP																								

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		

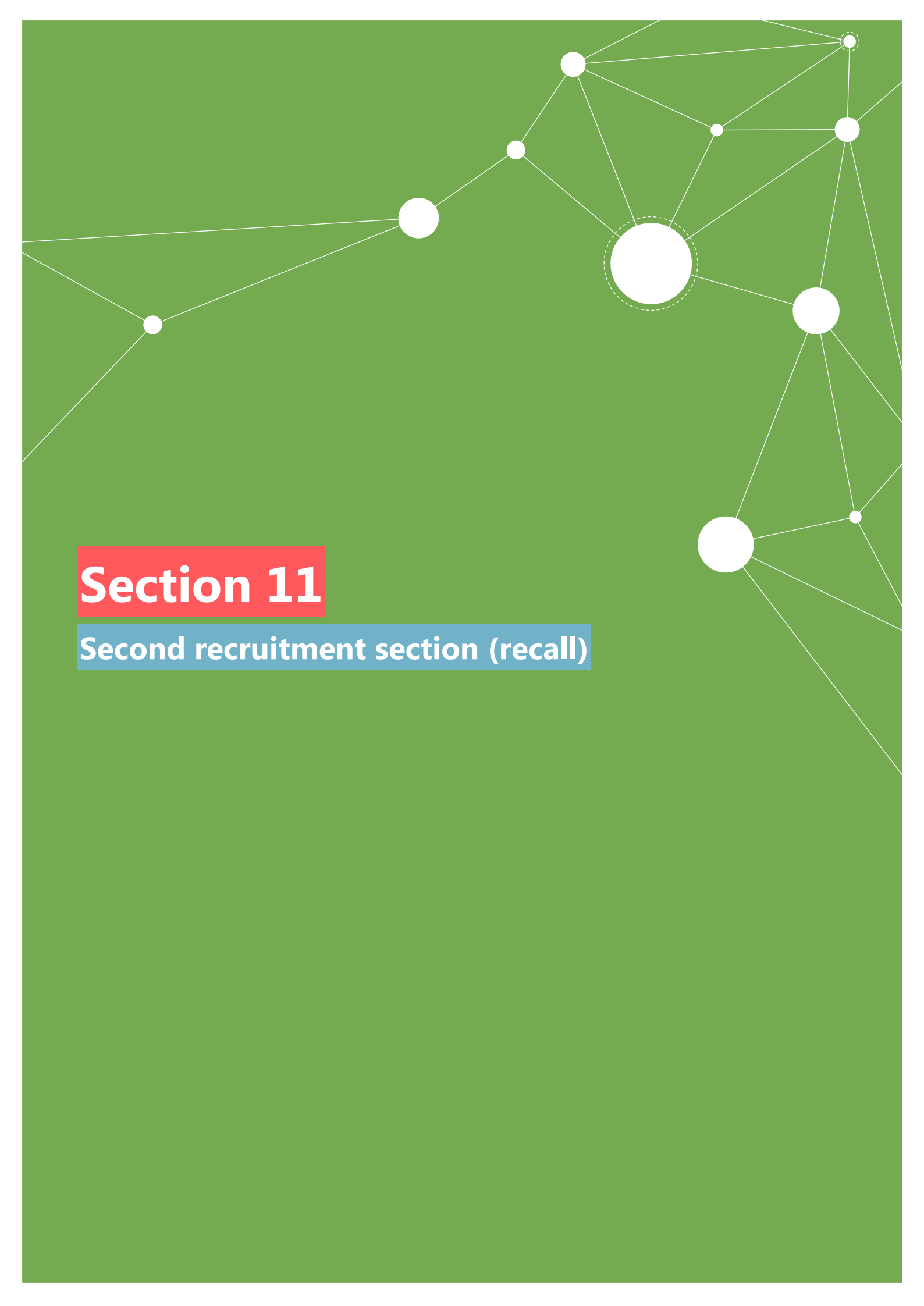
CONFIRMATION

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 <u>0800 819 9032</u>” If you don’t hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on the same freephone number 0800 819 9032 - INSTALLATION DATE ARRANGED: once we have spoken to you and confirmed that you are happy to proceed the details you have provided will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
R24	INTERVIEWER: PLEASE CODE ALL THAT APPLY IN THE CHECKLIST BELOW Shown video of panel task Explained the incentives offered for taking part Left recruitment materials Explained that all TVs computers and tablets in the home will need to be monitored by connecting a meter to each TV set, and loading an application onto each tablet and computer Explained that all members of the household need to take part Explained that taking part involves registering your TV viewing by pressing a button on a remote each time you enter or leave a room where a TV is on Explained that registering viewing on a tablet or computer is done by clicking/pressing a button on screen Explained telephone call from Ipsos MORI to confirm participation Ipsos MORI Validation Team Freephone number saved on participant’s phone	MP
ASK IF R18b = NO		
R32	INTERVIEWER: PLEASE CODE MAIN REASON FOR REFUSAL IF STATED No telephone in home Doesn’t want to give out number No reason given Other (specify)	SP

ASK IF R2=NO OR R3=NO OR R4=NO OR R22=NO		
R34	INTERVIEWER: PLEASE CODE ANY REASONS FOR REFUSAL IF STATED	MP
	Not interested in subject matter	
	Interview too long	
	Too many questions	
	Doesn't want to give personal information (date of birth)	
	Doesn't want computers monitored	
	Incentive too small	
	Other family member/partner objection	
	No reason given	
	Other (specify)	

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 11

Second recruitment section (recall)

Second recruitment section (revisit) (recall permitted if agreed by RC)
To be used for those requiring a revisit at R22/R23

ACCESS VIA ECS – INTERVIEWER TO CONFIRM:

- **SAMPLE POINT NUMBER**
- **SUBCLUSTER NUMBER**
- **ADDRESS NUMBER**
- **MULTI HH NUMBER (IF APPROPRIATE)**

SCRIPT TO DISPLAY TELEPHONE NUMBERS OBTAINED AT H49/R19 AND R20B AND NAME FIELDS OF RESPONDENT R5/6A/6B FOR MAIN PARTICIPANT

ASK ALL REQUIRING REVISIT/RECALL

R28	CONFIRM RESPONDENT NAME	SP
	DISPLAY RESPONDENT NAME (FROM R6A/B)	
	Yes	
	No (WRITE IN)	VERB

ASK IF R7a exit routed in during main interview

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

intro IF ONE PERSON WITH MISSING DOB DETAILS

There is 1 person that we still need details for

IF 2+ PEOPLE WITH MISSING DOB DETAILS

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

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

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

Yes

No (exit recruitment) - (go to R34)

~~IF NO AT R30b EXIT RECRUITMENT~~

ASK IF YES AT R30b

R30	LOOP FOR PERSON 2-9 (RECORD PERSON NO)	SP
	Can you tell me the month and year they were born?	
	Jan May Sep Feb Jun Oct Mar Jul Nov Apr Aug Dec	
	Don't Know	
	YYYY	NUM
	Don't know	

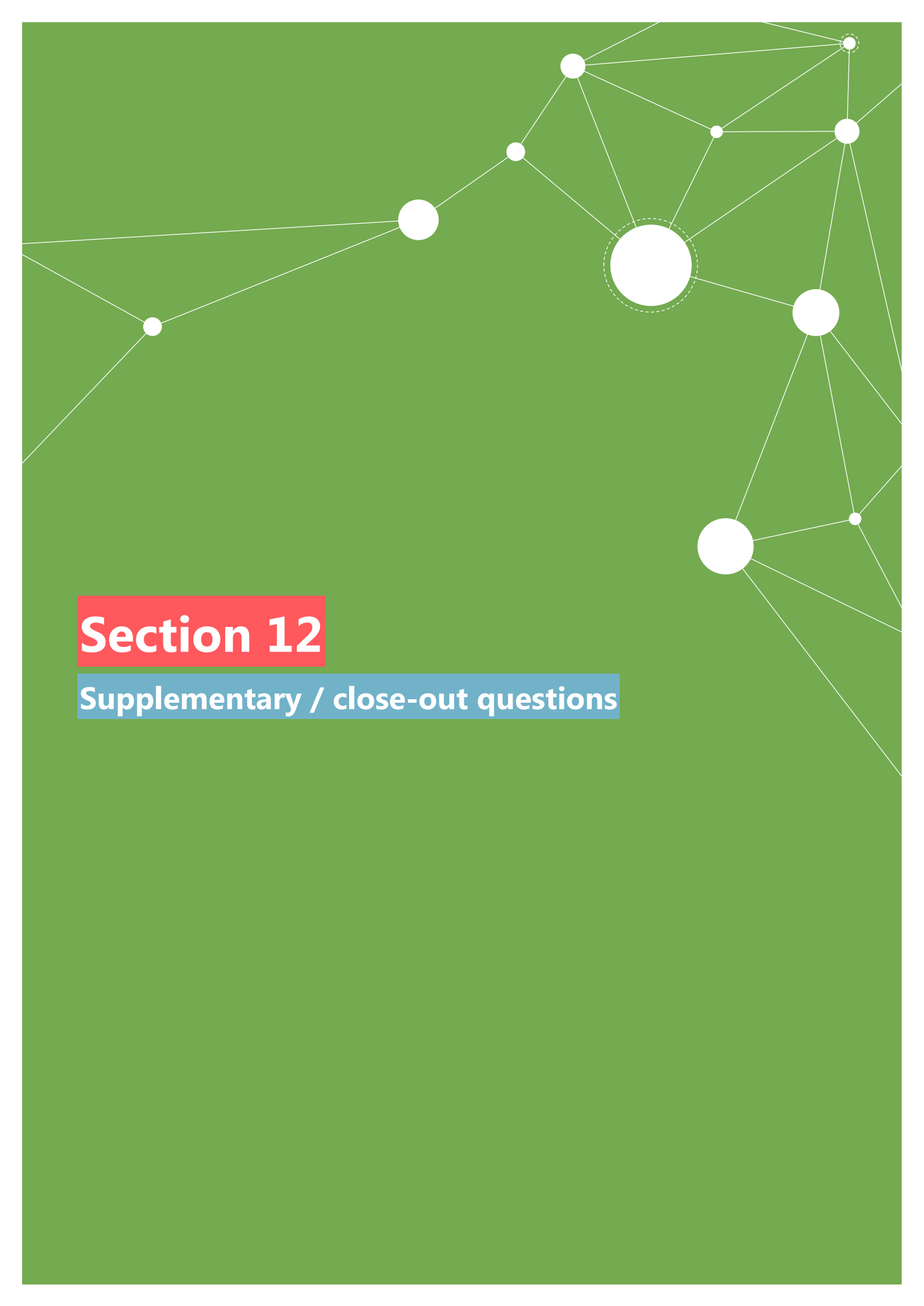
IF R30 = DK

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

R27	INTERVIEWER NOTE: PLEASE CONFIRM THAT ALL ADULT HOUSEHOLD MEMBERS HAVE:	SP
	1. SEEN THE RECRUITMENT BOOKLET (HELP SHAPE THE FUTURE OF TV) AND 2. SEEN THE RECRUITMENT INFORMATION NOTICE (HOW WE USE YOUR PERSONAL DATA), AND 3. HAVE AGREED TO PARTICIPATE ON THE BARB TV VIEWING PANEL	
	Yes	
	No (exit recruitment) - (go to R34)	

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



Section 12

Supplementary / close-out questions

Supplementary / close out questions

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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

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

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

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

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

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

END OF CLOSE OUT QUESTIONS