



BARB Establishment Survey

Quarterly Data Report

Total Network

Jan 2019 to Mar 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2019

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

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28583	27210	10540	3877	18077	6424	11653	25003
%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
AB	6882	6598	2863	940	4256	1678	2577	6698
%V	24.1%	24.2%	27.2%	24.2%	23.5%	26.1%	22.1%	26.8%
%H (All HH)		95.9%	41.6%	13.7%	61.8%	24.4%	37.4%	97.3%
%H (TV HH)			43.4%	14.2%	64.5%	25.4%	39.1%	
C1	8187	7775	3060	1194	5148	1950	3198	7526
%V	28.6%	28.6%	29.0%	30.8%	28.5%	30.4%	27.4%	30.1%
%H (All HH)		95.0%	37.4%	14.6%	62.9%	23.8%	39.1%	91.9%
%H (TV HH)			39.4%	15.4%	66.2%	25.1%	41.1%	
C2	5812	5613	2215	824	3761	1423	2338	5115
%V	20.3%	20.6%	21.0%	21.3%	20.8%	22.2%	20.1%	20.5%
%H (All HH)		96.6%	38.1%	14.2%	64.7%	24.5%	40.2%	88.0%
%H (TV HH)			39.5%	14.7%	67.0%	25.4%	41.7%	
D	4492	4197	1582	606	2700	923	1777	3653
%V	15.7%	15.4%	15.0%	15.6%	14.9%	14.4%	15.2%	14.6%
%H (All HH)		93.4%	35.2%	13.5%	60.1%	20.5%	39.6%	81.3%
%H (TV HH)			37.7%	14.4%	64.3%	22.0%	42.3%	
E	3210	3027	820	313	2212	449	1763	2010
%V	11.2%	11.1%	7.8%	8.1%	12.2%	7.0%	15.1%	8.0%
%H (All HH)		94.3%	25.5%	9.8%	68.9%	14.0%	54.9%	62.6%
%H (TV HH)			27.1%	10.3%	73.1%	14.8%	58.2%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28583	27210	10540	3877	18077	6424	11653	25003
%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
Under 25	1185	983	276	139	513	140	373	1166
%V	4.1%	3.6%	2.6%	3.6%	2.8%	2.2%	3.2%	4.7%
%H (All HH)		83.0%	23.3%	11.7%	43.3%	11.8%	31.5%	98.4%
%H (TV HH)			28.1%	14.1%	52.2%	14.2%	37.9%	
25 - 34	4551	4069	1552	607	2133	745	1388	4449
%V	15.9%	15.0%	14.7%	15.7%	11.8%	11.6%	11.9%	17.8%
%H (All HH)		89.4%	34.1%	13.3%	46.9%	16.4%	30.5%	97.8%
%H (TV HH)			38.1%	14.9%	52.4%	18.3%	34.1%	
35 - 44	4683	4421	1925	724	2542	1020	1522	4565
%V	16.4%	16.2%	18.3%	18.7%	14.1%	15.9%	13.1%	18.3%
%H (All HH)		94.4%	41.1%	15.5%	54.3%	21.8%	32.5%	97.5%
%H (TV HH)			43.5%	16.4%	57.5%	23.1%	34.4%	
45 - 54	5371	5197	2263	875	3376	1443	1933	5120
%V	18.8%	19.1%	21.5%	22.6%	18.7%	22.5%	16.6%	20.5%
%H (All HH)		96.8%	42.1%	16.3%	62.9%	26.9%	36.0%	95.3%
%H (TV HH)			43.5%	16.8%	65.0%	27.8%	37.2%	
55 - 64	4852	4735	2081	669	3334	1385	1949	4477
%V	17.0%	17.4%	19.7%	17.3%	18.4%	21.6%	16.7%	17.9%
%H (All HH)		97.6%	42.9%	13.8%	68.7%	28.5%	40.2%	92.3%
%H (TV HH)			43.9%	14.1%	70.4%	29.3%	41.2%	
65 +	7941	7804	2442	862	6179	1690	4489	5226
%V	27.8%	28.7%	23.2%	22.2%	34.2%	26.3%	38.5%	20.9%
%H (All HH)		98.3%	30.8%	10.9%	77.8%	21.3%	56.5%	65.8%
%H (TV HH)			31.3%	11.0%	79.2%	21.7%	57.5%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 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	27210	10540	3877	18077	6424	11653	25003
%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
1	8864	8211	2225	738	6189	1208	4981	6144
%V	31.0%	30.2%	21.1%	19.0%	34.2%	18.8%	42.7%	24.6%
%H (All HH)		92.6%	25.1%	8.3%	69.8%	13.6%	56.2%	69.3%
%H (TV HH)			27.1%	9.0%	75.4%	14.7%	60.7%	
2	10056	9693	4011	1453	6497	2636	3861	9294
%V	35.2%	35.6%	38.1%	37.5%	35.9%	41.0%	33.1%	37.2%
%H (All HH)		96.4%	39.9%	14.4%	64.6%	26.2%	38.4%	92.4%
%H (TV HH)			41.4%	15.0%	67.0%	27.2%	39.8%	
3	4181	3993	1795	702	2350	1099	1251	4107
%V	14.6%	14.7%	17.0%	18.1%	13.0%	17.1%	10.7%	16.4%
%H (All HH)		95.5%	42.9%	16.8%	56.2%	26.3%	29.9%	98.2%
%H (TV HH)			45.0%	17.6%	58.9%	27.5%	31.3%	
4	3784	3676	1754	649	2152	1046	1106	3772
%V	13.2%	13.5%	16.6%	16.7%	11.9%	16.3%	9.5%	15.1%
%H (All HH)		97.1%	46.4%	17.2%	56.9%	27.6%	29.2%	99.7%
%H (TV HH)			47.7%	17.7%	58.5%	28.5%	30.1%	
5+	1697	1637	754	334	890	435	455	1686
%V	5.9%	6.0%	7.2%	8.6%	4.9%	6.8%	3.9%	6.7%
%H (All HH)		96.5%	44.4%	19.7%	52.4%	25.6%	26.8%	99.4%
%H (TV HH)			46.1%	20.4%	54.4%	26.6%	27.8%	
Average HH size	2.30	2.32	2.54	2.62	2.19	2.54	2.00	2.45

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28583	27210	10540	3877	18077	6424	11653	25003
%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
Without	21294	20177	7331	2709	14145	4696	9449	17790
%V	74.5%	74.2%	69.6%	69.9%	78.2%	73.1%	81.1%	71.2%
%H (All HH)		94.8%	34.4%	12.7%	66.4%	22.1%	44.4%	83.5%
%H (TV HH)			36.3%	13.4%	70.1%	23.3%	46.8%	
With	7288	7033	3208	1168	3933	1728	2204	7213
%V	25.5%	25.8%	30.4%	30.1%	21.8%	26.9%	18.9%	28.8%
%H (All HH)		96.5%	44.0%	16.0%	54.0%	23.7%	30.2%	99.0%
%H (TV HH)			45.6%	16.6%	55.9%	24.6%	31.3%	
0 - 3	2588	2465	1095	338	1323	513	810	2559
%V	9.1%	9.1%	10.4%	8.7%	7.3%	8.0%	7.0%	10.2%
%H (All HH)		95.2%	42.3%	13.1%	51.1%	19.8%	31.3%	98.9%
%H (TV HH)			44.4%	13.7%	53.7%	20.8%	32.9%	
4 - 9	3845	3704	1655	659	2037	896	1141	3808
%V	13.5%	13.6%	15.7%	17.0%	11.3%	13.9%	9.8%	15.2%
%H (All HH)		96.3%	43.0%	17.1%	53.0%	23.3%	29.7%	99.0%
%H (TV HH)			44.7%	17.8%	55.0%	24.2%	30.8%	
10 - 15	3459	3377	1645	606	1923	916	1007	3434
%V	12.1%	12.4%	15.6%	15.6%	10.6%	14.3%	8.6%	13.7%
%H (All HH)		97.6%	47.6%	17.5%	55.6%	26.5%	29.1%	99.3%
%H (TV HH)			48.7%	17.9%	56.9%	27.1%	29.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
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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	27210	10540	3877	18077	6424	11653	25003
	%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
	%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
1		11852	11852	3436	1440	7195	1115	6080	9579
	%V	41.5%	43.6%	32.6%	37.1%	39.8%	17.4%	52.2%	38.3%
	%H (All HH)		100.0%	29.0%	12.1%	60.7%	9.4%	51.3%	80.8%
	%H (TV HH)			29.0%	12.1%	60.7%	9.4%	51.3%	
2		8944	8944	3759	1339	6127	2492	3635	8019
	%V	31.3%	32.9%	35.7%	34.5%	33.9%	38.8%	31.2%	32.1%
	%H (All HH)		100.0%	42.0%	15.0%	68.5%	27.9%	40.6%	89.7%
	%H (TV HH)			42.0%	15.0%	68.5%	27.9%	40.6%	
3		4025	4025	2028	699	2996	1728	1268	3878
	%V	14.1%	14.8%	19.2%	18.0%	16.6%	26.9%	10.9%	15.5%
	%H (All HH)		100.0%	50.4%	17.4%	74.4%	42.9%	31.5%	96.3%
	%H (TV HH)			50.4%	17.4%	74.4%	42.9%	31.5%	
4		1586	1586	855	262	1159	690	468	1548
	%V	5.5%	5.8%	8.1%	6.8%	6.4%	10.7%	4.0%	6.2%
	%H (All HH)		100.0%	53.9%	16.5%	73.1%	43.5%	29.5%	97.6%
	%H (TV HH)			53.9%	16.5%	73.1%	43.5%	29.5%	
5+		803	803	462	138	601	399	203	801
	%V	2.8%	3.0%	4.4%	3.6%	3.3%	6.2%	1.7%	3.2%
	%H (All HH)		100.0%	57.5%	17.2%	74.8%	49.7%	25.3%	99.8%
	%H (TV HH)			57.5%	17.2%	74.8%	49.7%	25.3%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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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	27210	10540	3877	18077	6424	11653	25003
%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
Under 20"	2186	2186	899	280	1809	828	981	1884
%V	7.6%	8.0%	8.5%	7.2%	10.0%	12.9%	8.4%	7.5%
%H (All HH)		100.0%	41.1%	12.8%	82.8%	37.9%	44.9%	86.2%
%H (TV HH)			41.1%	12.8%	82.8%	37.9%	44.9%	
20" - 29"	6506	6506	2503	858	5097	2068	3029	5626
%V	22.8%	23.9%	23.7%	22.1%	28.2%	32.2%	26.0%	22.5%
%H (All HH)		100.0%	38.5%	13.2%	78.3%	31.8%	46.6%	86.5%
%H (TV HH)			38.5%	13.2%	78.3%	31.8%	46.6%	
30" - 39"	12941	12941	4987	1840	9143	3399	5744	11312
%V	45.3%	47.6%	47.3%	47.5%	50.6%	52.9%	49.3%	45.2%
%H (All HH)		100.0%	38.5%	14.2%	70.7%	26.3%	44.4%	87.4%
%H (TV HH)			38.5%	14.2%	70.7%	26.3%	44.4%	
40" - 49"	12978	12978	5796	2146	8319	3729	4590	12083
%V	45.4%	47.7%	55.0%	55.4%	46.0%	58.0%	39.4%	48.3%
%H (All HH)		100.0%	44.7%	16.5%	64.1%	28.7%	35.4%	93.1%
%H (TV HH)			44.7%	16.5%	64.1%	28.7%	35.4%	
50" - 59"	5381	5381	2732	896	3193	1658	1536	5195
%V	18.8%	19.8%	25.9%	23.1%	17.7%	25.8%	13.2%	20.8%
%H (All HH)		100.0%	50.8%	16.7%	59.3%	30.8%	28.5%	96.5%
%H (TV HH)			50.8%	16.7%	59.3%	30.8%	28.5%	
60"+	728	728	440	112	394	249	146	712
%V	2.5%	2.7%	4.2%	2.9%	2.2%	3.9%	1.3%	2.8%
%H (All HH)		100.0%	60.4%	15.4%	54.1%	34.2%	20.1%	97.8%
%H (TV HH)			60.4%	15.4%	54.1%	34.2%	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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DATA PERIOD: QUARTERLY
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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28583	27210	10540	3877	18077	6424	11653	25003
%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
Main living room	26920	26920	10463	3839	17916	6382	11533	23580
%V	94.2%	98.9%	99.3%	99.0%	99.1%	99.3%	99.0%	94.3%
%H (All HH)		100.0%	38.9%	14.3%	66.6%	23.7%	42.8%	87.6%
%H (TV HH)			38.9%	14.3%	66.6%	23.7%	42.8%	
Kitchen	2750	2750	1325	361	2221	1145	1076	2522
%V	9.6%	10.1%	12.6%	9.3%	12.3%	17.8%	9.2%	10.1%
%H (All HH)		100.0%	48.2%	13.1%	80.8%	41.6%	39.1%	91.7%
%H (TV HH)			48.2%	13.1%	80.8%	41.6%	39.1%	
Adult's bedroom	11783	11783	5440	1956	8384	4215	4169	10939
%V	41.2%	43.3%	51.6%	50.5%	46.4%	65.6%	35.8%	43.8%
%H (All HH)		100.0%	46.2%	16.6%	71.2%	35.8%	35.4%	92.8%
%H (TV HH)			46.2%	16.6%	71.2%	35.8%	35.4%	
Child's bedroom	2160	2160	1186	377	1336	793	544	2149
%V	7.6%	7.9%	11.3%	9.7%	7.4%	12.3%	4.7%	8.6%
%H (All HH)		100.0%	54.9%	17.5%	61.9%	36.7%	25.2%	99.5%
%H (TV HH)			54.9%	17.5%	61.9%	36.7%	25.2%	
Other bedroom	1548	1548	778	255	1165	659	507	1522
%V	5.4%	5.7%	7.4%	6.6%	6.4%	10.3%	4.4%	6.1%
%H (All HH)		100.0%	50.3%	16.5%	75.3%	42.6%	32.8%	98.3%
%H (TV HH)			50.3%	16.5%	75.3%	42.6%	32.8%	
Second living/dining room	2570	2570	1304	344	1851	944	907	2403
%V	9.0%	9.4%	12.4%	8.9%	10.2%	14.7%	7.8%	9.6%
%H (All HH)		100.0%	50.7%	13.4%	72.0%	36.7%	35.3%	93.5%
%H (TV HH)			50.7%	13.4%	72.0%	36.7%	35.3%	
Study/office	441	441	241	58	339	198	141	439
%V	1.5%	1.6%	2.3%	1.5%	1.9%	3.1%	1.2%	1.8%
%H (All HH)		100.0%	54.6%	13.2%	76.9%	44.9%	32.0%	99.5%
%H (TV HH)			54.6%	13.2%	76.9%	44.9%	32.0%	
TV room	215	215	135	32	140	86	54	212
%V	0.8%	0.8%	1.3%	0.8%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	62.8%	14.9%	65.1%	40.0%	25.1%	98.6%
%H (TV HH)			62.8%	14.9%	65.1%	40.0%	25.1%	
Conservatory	508	508	256	83	417	244	173	487
%V	1.8%	1.9%	2.4%	2.1%	2.3%	3.8%	1.5%	1.9%
%H (All HH)		100.0%	50.4%	16.3%	82.1%	48.0%	34.1%	95.9%
%H (TV HH)			50.4%	16.3%	82.1%	48.0%	34.1%	
Attic or loft room	68	68	38	7	42	22	20	68
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	55.9%	10.3%	61.8%	32.4%	29.4%	100.0%
%H (TV HH)			55.9%	10.3%	61.8%	32.4%	29.4%	
No specific location	53	53	26	2	47	25	22	53
%V	0.2%	0.2%	0.2%	0.1%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	49.1%	3.8%	88.7%	47.2%	41.5%	100.0%
%H (TV HH)			49.1%	3.8%	88.7%	47.2%	41.5%	
Other	242	242	140	21	185	112	74	226
%V	0.8%	0.9%	1.3%	0.5%	1.0%	1.7%	0.6%	0.9%
%H (All HH)		100.0%	57.9%	8.7%	76.4%	46.3%	30.6%	93.4%
%H (TV HH)			57.9%	8.7%	76.4%	46.3%	30.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	27210	10540	3877	18077	6424	11653	25003
%V (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
Any DSAT provider	10540	10540	10540	115	4832	4832	0	9943
%V	36.9%	38.7%	100.0%	3.0%	26.7%	75.2%	0.0%	39.8%
%H (All HH)			100.0%	1.1%	45.8%	45.8%	0.0%	94.3%
%H (TV HH)			100.0%	1.1%	45.8%	45.8%	0.0%	
Sky with subscription	8801	8801	8801	59	3996	3996	0	8388
%V	30.8%	32.3%	83.5%	1.5%	22.1%	62.2%	0.0%	33.5%
%H (All HH)			100.0%	0.7%	45.4%	45.4%	0.0%	95.3%
%H (TV HH)			100.0%	0.7%	45.4%	45.4%	0.0%	
Sky without subscription	426	426	426	7	203	203	0	373
%V	1.5%	1.6%	4.0%	0.2%	1.1%	3.2%	0.0%	1.5%
%H (All HH)			100.0%	1.6%	47.7%	47.7%	0.0%	87.6%
%H (TV HH)			100.0%	1.6%	47.7%	47.7%	0.0%	
Freesat	1143	1143	1143	32	590	590	0	1035
%V	4.0%	4.2%	10.8%	0.8%	3.3%	9.2%	0.0%	4.1%
%H (All HH)			100.0%	2.8%	51.6%	51.6%	0.0%	90.6%
%H (TV HH)			100.0%	2.8%	51.6%	51.6%	0.0%	
Other satellite provider	673	673	673	26	315	315	0	629
%V	2.4%	2.5%	6.4%	0.7%	1.7%	4.9%	0.0%	2.5%
%H (All HH)			100.0%	3.9%	46.8%	46.8%	0.0%	93.5%
%H (TV HH)			100.0%	3.9%	46.8%	46.8%	0.0%	
DCAB	3877	3877	115	3877	1655	1655	0	3712
%V	13.6%	14.2%	1.1%	100.0%	9.2%	25.8%	0.0%	14.8%
%H (All HH)			3.0%	100.0%	42.7%	42.7%	0.0%	95.7%
%H (TV HH)			3.0%	100.0%	42.7%	42.7%	0.0%	
DTT	18077	18077	4832	1655	18077	6424	11653	15154
%V	63.2%	66.4%	45.8%	42.7%	100.0%	100.0%	100.0%	60.6%
%H (All HH)		100.0%	26.7%	9.2%	100.0%	35.5%	64.5%	83.8%
%H (TV HH)			26.7%	9.2%	100.0%	35.5%	64.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2019

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	27210	10540	3877	18077	6424	11653	25003
%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
PVR	16560	16560	9441	3692	9424	5912	3512	15608
%V	57.9%	60.9%	89.6%	95.2%	52.1%	92.0%	30.1%	62.4%
%H (All HH)		100.0%	57.0%	22.3%	56.9%	35.7%	21.2%	94.3%
%H (TV HH)			57.0%	22.3%	56.9%	35.7%	21.2%	
DVDR	205	205	99	15	174	81	93	172
%V	0.7%	0.8%	0.9%	0.4%	1.0%	1.3%	0.8%	0.7%
%H (All HH)		100.0%	48.3%	7.3%	84.9%	39.5%	45.4%	83.9%
%H (TV HH)			48.3%	7.3%	84.9%	39.5%	45.4%	
VCR	96	96	25	9	85	23	63	50
%V	0.3%	0.4%	0.2%	0.2%	0.5%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	26.0%	9.4%	88.5%	24.0%	65.6%	52.1%
%H (TV HH)			26.0%	9.4%	88.5%	24.0%	65.6%	
Any recorder	16682	16682	9457	3693	9542	5925	3617	15675
%V	58.4%	61.3%	89.7%	95.3%	52.8%	92.2%	31.0%	62.7%
%H (All HH)		100.0%	56.7%	22.1%	57.2%	35.5%	21.7%	94.0%
%H (TV HH)			56.7%	22.1%	57.2%	35.5%	21.7%	
Receives HDTV (via STB or built-in reception)	19571	19571	9051	3451	12952	5769	7183	18167
%V	68.5%	71.9%	85.9%	89.0%	71.6%	89.8%	61.6%	72.7%
%H (All HH)		100.0%	46.2%	17.6%	66.2%	29.5%	36.7%	92.8%
%H (TV HH)			46.2%	17.6%	66.2%	29.5%	36.7%	
DVD/Blu-ray player or recorder	16068	16068	6474	2412	10893	4279	6615	14526
%V	56.2%	59.1%	61.4%	62.2%	60.3%	66.6%	56.8%	58.1%
%H (All HH)		100.0%	40.3%	15.0%	67.8%	26.6%	41.2%	90.4%
%H (TV HH)			40.3%	15.0%	67.8%	26.6%	41.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	27210	10540	3877	18077	6424	11653	25003
%H (All HH)		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%
%H (TV HH)			38.7%	14.2%	66.4%	23.6%	42.8%	
Has broadband internet	25003	23826	9943	3712	15154	6084	9069	25003
%V	87.5%	87.6%	94.3%	95.7%	83.8%	94.7%	77.8%	100.0%
%H (All HH)		95.3%	39.8%	14.8%	60.6%	24.3%	36.3%	100.0%
%H (TV HH)			41.7%	15.6%	63.6%	25.5%	38.1%	
Number of computers (PCs and laptops)								
0	5249	4900	1195	381	3728	596	3132	1832
%V	18.4%	18.0%	11.3%	9.8%	20.6%	9.3%	26.9%	7.3%
%H (All HH)		93.4%	22.8%	7.3%	71.0%	11.4%	59.7%	34.9%
%H (TV HH)			24.4%	7.8%	76.1%	12.2%	63.9%	
1	7776	7311	2723	980	4849	1540	3309	7631
%V	27.2%	26.9%	25.8%	25.3%	26.8%	24.0%	28.4%	30.5%
%H (All HH)		94.0%	35.0%	12.6%	62.4%	19.8%	42.6%	98.1%
%H (TV HH)			37.2%	13.4%	66.3%	21.1%	45.3%	
2	7120	6838	2773	1083	4385	1725	2660	7107
%V	24.9%	25.1%	26.3%	27.9%	24.3%	26.9%	22.8%	28.4%
%H (All HH)		96.0%	38.9%	15.2%	61.6%	24.2%	37.4%	99.8%
%H (TV HH)			40.6%	15.8%	64.1%	25.2%	38.9%	
3	3896	3726	1718	605	2296	1085	1212	3891
%V	13.6%	13.7%	16.3%	15.6%	12.7%	16.9%	10.4%	15.6%
%H (All HH)		95.6%	44.1%	15.5%	58.9%	27.8%	31.1%	99.9%
%H (TV HH)			46.1%	16.2%	61.6%	29.1%	32.5%	
4	2210	2170	1049	376	1366	681	685	2209
%V	7.7%	8.0%	10.0%	9.7%	7.6%	10.6%	5.9%	8.8%
%H (All HH)		98.2%	47.5%	17.0%	61.8%	30.8%	31.0%	100.0%
%H (TV HH)			48.3%	17.3%	62.9%	31.4%	31.6%	
5+	2332	2266	1082	453	1452	797	656	2332
%V	8.2%	8.3%	10.3%	11.7%	8.0%	12.4%	5.6%	9.3%
%H (All HH)		97.2%	46.4%	19.4%	62.3%	34.2%	28.1%	100.0%
%H (TV HH)			47.7%	20.0%	64.1%	35.2%	28.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	52501	22978	7979	36333	16213	20120	47774
%H		43.8%	15.2%	69.2%	30.9%	38.3%	91.0%
Under 20"	2597	1073	355	2149	1007	1142	2279
%V	4.9%	4.7%	4.4%	5.9%	6.2%	5.7%	4.8%
%H		41.3%	13.7%	82.7%	38.8%	44.0%	87.8%
20" - 29"	8155	3261	1050	6455	2757	3698	7156
%V	15.5%	14.2%	13.2%	17.8%	17.0%	18.4%	15.0%
%H		40.0%	12.9%	79.2%	33.8%	45.3%	87.7%
30" - 39"	16473	6732	2440	11691	4788	6903	14686
%V	31.4%	29.3%	30.6%	32.2%	29.5%	34.3%	30.7%
%H		40.9%	14.8%	71.0%	29.1%	41.9%	89.2%
40" - 49"	15747	7335	2674	10040	4782	5258	14764
%V	30.0%	31.9%	33.5%	27.6%	29.5%	26.1%	30.9%
%H		46.6%	17.0%	63.8%	30.4%	33.4%	93.8%
50" - 59"	5998	3078	1016	3562	1893	1669	5809
%V	11.4%	13.4%	12.7%	9.8%	11.7%	8.3%	12.2%
%H		51.3%	16.9%	59.4%	31.6%	27.8%	96.8%
60"+	787	489	114	431	282	149	770
%V	1.5%	2.1%	1.4%	1.2%	1.7%	0.7%	1.6%
%H		62.1%	14.5%	54.8%	35.8%	18.9%	97.8%
Don't know	2744	1009	328	2005	704	1301	2310
%V	5.2%	4.4%	4.1%	5.5%	4.3%	6.5%	4.8%
%H		36.8%	12.0%	73.1%	25.7%	47.4%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	52501	22978	7979	36333	16213	20120	47774
%H		43.8%	15.2%	69.2%	30.9%	38.3%	91.0%
Main living room	27063	10523	3860	18024	6430	11595	23704
%V	51.5%	45.8%	48.4%	49.6%	39.7%	57.6%	49.6%
%H		38.9%	14.3%	66.6%	23.8%	42.8%	87.6%
Kitchen	2756	1326	361	2227	1145	1082	2528
%V	5.2%	5.8%	4.5%	6.1%	7.1%	5.4%	5.3%
%H		48.1%	13.1%	80.8%	41.5%	39.3%	91.7%
Adult's bedroom	13906	6483	2421	9901	5161	4741	13014
%V	26.5%	28.2%	30.3%	27.3%	31.8%	23.6%	27.2%
%H		46.6%	17.4%	71.2%	37.1%	34.1%	93.6%
Child's bedroom	2796	1543	481	1749	1041	709	2785
%V	5.3%	6.7%	6.0%	4.8%	6.4%	3.5%	5.8%
%H		55.2%	17.2%	62.6%	37.2%	25.4%	99.6%
Other bedroom	1806	907	305	1360	772	588	1780
%V	3.4%	3.9%	3.8%	3.7%	4.8%	2.9%	3.7%
%H		50.2%	16.9%	75.3%	42.7%	32.6%	98.6%
Second living/dining room	2600	1327	348	1875	962	913	2433
%V	5.0%	5.8%	4.4%	5.2%	5.9%	4.5%	5.1%
%H		51.0%	13.4%	72.1%	37.0%	35.1%	93.6%
Study/office	461	253	58	357	209	148	459
%V	0.9%	1.1%	0.7%	1.0%	1.3%	0.7%	1.0%
%H		54.9%	12.6%	77.4%	45.3%	32.1%	99.6%
TV room	221	141	32	140	86	54	218
%V	0.4%	0.6%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		63.8%	14.5%	63.3%	38.9%	24.4%	98.6%
Conservatory	508	256	83	417	244	173	487
%V	1.0%	1.1%	1.0%	1.1%	1.5%	0.9%	1.0%
%H		50.4%	16.3%	82.1%	48.0%	34.1%	95.9%
Attic or loft room	73	42	8	42	22	20	73
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		57.5%	11.0%	57.5%	30.1%	27.4%	100.0%
No specific location	56	28	2	49	27	22	56
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	3.6%	87.5%	48.2%	39.3%	100.0%
Other	254	149	21	192	116	76	238
%V	0.5%	0.6%	0.3%	0.5%	0.7%	0.4%	0.5%
%H		58.7%	8.3%	75.6%	45.7%	29.9%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	52501	22978	7979	36333	16213	20120	47774
%H		43.8%	15.2%	69.2%	30.9%	38.3%	91.0%
PVR	23673	14559	5332	12347	8403	3944	22585
%V	45.1%	63.4%	66.8%	34.0%	51.8%	19.6%	47.3%
%H		61.5%	22.5%	52.2%	35.5%	16.7%	95.4%
DVDR	223	104	17	188	84	104	186
%V	0.4%	0.5%	0.2%	0.5%	0.5%	0.5%	0.4%
%H		46.6%	7.6%	84.3%	37.7%	46.6%	83.4%
VCR	97	25	9	86	23	64	51
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		25.8%	9.3%	88.7%	23.7%	66.0%	52.6%
Any recorder	23859	14596	5342	12527	8442	4085	22704
%V	45.4%	63.5%	67.0%	34.5%	52.1%	20.3%	47.5%
%H		61.2%	22.4%	52.5%	35.4%	17.1%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	52501	22978	7979	36333	16213	20120	47774
%H		43.8%	15.2%	69.2%	30.9%	38.3%	91.0%
Receives HDTV (via STB or built-in reception)	30889	15517	5415	20536	10362	10174	29143
%V	58.8%	67.5%	67.9%	56.5%	63.9%	50.6%	61.0%
%H		50.2%	17.5%	66.5%	33.5%	32.9%	94.3%
DVD/Blu-ray player or recorder	22018	9478	3465	15027	6613	8414	20289
%V	41.9%	41.2%	43.4%	41.4%	40.8%	41.8%	42.5%
%H		43.0%	15.7%	68.2%	30.0%	38.2%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	27198	10540	3876	18073	6424	11649	23814
%H		38.8%	14.3%	66.4%	23.6%	42.8%	87.6%
Under 20"	175	22	9	148	12	136	121
%V	0.6%	0.2%	0.2%	0.8%	0.2%	1.2%	0.5%
%H		12.6%	5.1%	84.6%	6.9%	77.7%	69.1%
20" - 29"	1653	311	135	1315	180	1135	1142
%V	6.1%	3.0%	3.5%	7.3%	2.8%	9.7%	4.8%
%H		18.8%	8.2%	79.6%	10.9%	68.7%	69.1%
30" - 39"	7469	2206	907	5386	1359	4028	6012
%V	27.5%	20.9%	23.4%	29.8%	21.2%	34.6%	25.2%
%H		29.5%	12.1%	72.1%	18.2%	53.9%	80.5%
40" - 49"	10914	4681	1762	6956	2912	4044	10051
%V	40.1%	44.4%	45.5%	38.5%	45.3%	34.7%	42.2%
%H		42.9%	16.1%	63.7%	26.7%	37.1%	92.1%
50" - 59"	4937	2508	824	2904	1499	1404	4764
%V	18.2%	23.8%	21.3%	16.1%	23.3%	12.1%	20.0%
%H		50.8%	16.7%	58.8%	30.4%	28.4%	96.5%
60"+	630	374	91	345	206	139	613
%V	2.3%	3.5%	2.3%	1.9%	3.2%	1.2%	2.6%
%H		59.4%	14.4%	54.8%	32.7%	22.1%	97.3%
Don't know	1421	438	148	1019	257	763	1109
%V	5.2%	4.2%	3.8%	5.6%	4.0%	6.5%	4.7%
%H		30.8%	10.4%	71.7%	18.1%	53.7%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	27198	10540	3876	18073	6424	11649	23814
%H		38.8%	14.3%	66.4%	23.6%	42.8%	87.6%
PVR	16271	9321	3667	9177	5806	3371	15349
%V	59.8%	88.4%	94.6%	50.8%	90.4%	28.9%	64.5%
%H		57.3%	22.5%	56.4%	35.7%	20.7%	94.3%
DVDR	168	75	12	144	60	83	136
%V	0.6%	0.7%	0.3%	0.8%	0.9%	0.7%	0.6%
%H		44.6%	7.1%	85.7%	35.7%	49.4%	81.0%
VCR	78	17	7	67	13	54	41
%V	0.3%	0.2%	0.2%	0.4%	0.2%	0.5%	0.2%
%H		21.8%	9.0%	85.9%	16.7%	69.2%	52.6%
Any recorder	16384	9332	3668	9289	5816	3472	15409
%V	60.2%	88.5%	94.6%	51.4%	90.5%	29.8%	64.7%
%H		57.0%	22.4%	56.7%	35.5%	21.2%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	27198	10540	3876	18073	6424	11649	23814
%H		38.8%	14.3%	66.4%	23.6%	42.8%	87.6%
Receives HDTV (via STB or built-in reception)	19247	8880	3426	12684	5637	7048	17869
%V	70.8%	84.3%	88.4%	70.2%	87.7%	60.5%	75.0%
%H		46.1%	17.8%	65.9%	29.3%	36.6%	92.8%
DVD/Blu-ray player or recorder	14041	5464	2112	9525	3587	5938	12570
%V	51.6%	51.8%	54.5%	52.7%	55.8%	51.0%	52.8%
%H		38.9%	15.0%	67.8%	25.5%	42.3%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat HH	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25302	12439	4102	18260	9789	8471	23960
%H		49.2%	16.2%	72.2%	38.7%	33.5%	94.7%
Under 20"	2422	1051	346	2001	995	1006	2158
%V	9.6%	8.4%	8.4%	11.0%	10.2%	11.9%	9.0%
%H		43.4%	14.3%	82.6%	41.1%	41.5%	89.1%
20" - 29"	6502	2951	916	5140	2576	2563	6014
%V	25.7%	23.7%	22.3%	28.1%	26.3%	30.3%	25.1%
%H		45.4%	14.1%	79.1%	39.6%	39.4%	92.5%
30" - 39"	9005	4526	1533	6304	3430	2875	8674
%V	35.6%	36.4%	37.4%	34.5%	35.0%	33.9%	36.2%
%H		50.3%	17.0%	70.0%	38.1%	31.9%	96.3%
40" - 49"	4833	2654	912	3084	1871	1213	4712
%V	19.1%	21.3%	22.2%	16.9%	19.1%	14.3%	19.7%
%H		54.9%	18.9%	63.8%	38.7%	25.1%	97.5%
50" - 59"	1060	570	192	658	393	265	1045
%V	4.2%	4.6%	4.7%	3.6%	4.0%	3.1%	4.4%
%H		53.8%	18.1%	62.1%	37.1%	25.0%	98.6%
60"+	157	114	23	87	77	10	157
%V	0.6%	0.9%	0.6%	0.5%	0.8%	0.1%	0.7%
%H		72.6%	14.6%	55.4%	49.0%	6.4%	100.0%
Don't know	1323	571	180	986	447	539	1200
%V	5.2%	4.6%	4.4%	5.4%	4.6%	6.4%	5.0%
%H		43.2%	13.6%	74.5%	33.8%	40.7%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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 HH	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25302	12439	4102	18260	9789	8471	23960
%H		49.2%	16.2%	72.2%	38.7%	33.5%	94.7%
PVR	7401	5238	1665	3170	2597	573	7236
%V	29.3%	42.1%	40.6%	17.4%	26.5%	6.8%	30.2%
%H		70.8%	22.5%	42.8%	35.1%	7.7%	97.8%
DVDR	55	29	4	44	23	21	50
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		52.7%	7.3%	80.0%	41.8%	38.2%	90.9%
VCR	19	8	2	19	10	10	10
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		42.1%	10.5%	100.0%	52.6%	52.6%	52.6%
Any recorder	7475	5264	1673	3238	2626	612	7295
%V	29.5%	42.3%	40.8%	17.7%	26.8%	7.2%	30.4%
%H		70.4%	22.4%	43.3%	35.1%	8.2%	97.6%

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 HH	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25302	12439	4102	18260	9789	8471	23960
%H		49.2%	16.2%	72.2%	38.7%	33.5%	94.7%
Receives HDTV (via STB or built-in reception)	11642	6637	1989	7852	4725	3126	11273
%V	46.0%	53.4%	48.5%	43.0%	48.3%	36.9%	47.0%
%H		57.0%	17.1%	67.4%	40.6%	26.9%	96.8%
DVD/Blu-ray player or recorder	7978	4014	1353	5501	3026	2475	7719
%V	31.5%	32.3%	33.0%	30.1%	30.9%	29.2%	32.2%
%H		50.3%	17.0%	69.0%	37.9%	31.0%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	63128	26731	10156	39604	16288	23316	61254
%H		95.9%	40.6%	15.4%	60.2%	24.7%	35.4%	93.1%
Total Children	12677	12276	5568	2111	6795	2965	3830	12571
%V	19.3%	19.4%	20.8%	20.8%	17.2%	18.2%	16.4%	20.5%
%H		96.8%	43.9%	16.7%	53.6%	23.4%	30.2%	99.2%
0 - 3	3020	2885	1283	370	1553	582	970	2988
%V	4.6%	4.6%	4.8%	3.6%	3.9%	3.6%	4.2%	4.9%
%H		95.5%	42.5%	12.3%	51.4%	19.3%	32.1%	98.9%
4 - 15	9658	9390	4286	1741	5242	2382	2859	9583
%V	14.7%	14.9%	16.0%	17.1%	13.2%	14.6%	12.3%	15.6%
%H		97.2%	44.4%	18.0%	54.3%	24.7%	29.6%	99.2%
4 - 9	5089	4916	2114	923	2694	1162	1532	5043
%V	7.7%	7.8%	7.9%	9.1%	6.8%	7.1%	6.6%	8.2%
%H		96.6%	41.5%	18.1%	52.9%	22.8%	30.1%	99.1%
10 - 15	4569	4474	2172	818	2548	1221	1327	4540
%V	6.9%	7.1%	8.1%	8.1%	6.4%	7.5%	5.7%	7.4%
%H		97.9%	47.5%	17.9%	55.8%	26.7%	29.0%	99.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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	63128	26731	10156	39604	16288	23316	61254
%H		95.9%	40.6%	15.4%	60.2%	24.7%	35.4%	93.1%
Total Adults (16+)	53147	50853	21163	8045	32809	13323	19486	48683
%V	80.7%	80.6%	79.2%	79.2%	82.8%	81.8%	83.6%	79.5%
%H		95.7%	39.8%	15.1%	61.7%	25.1%	36.7%	91.6%
16 - 19	2519	2439	1202	457	1499	780	719	2502
%V	3.8%	3.9%	4.5%	4.5%	3.8%	4.8%	3.1%	4.1%
%H		96.8%	47.7%	18.1%	59.5%	31.0%	28.5%	99.3%
20 - 24	4094	3645	1381	705	2037	947	1090	4061
%V	6.2%	5.8%	5.2%	6.9%	5.1%	5.8%	4.7%	6.6%
%H		89.0%	33.7%	17.2%	49.8%	23.1%	26.6%	99.2%
25 - 34	8983	8213	3228	1350	4441	1733	2709	8806
%V	13.6%	13.0%	12.1%	13.3%	11.2%	10.6%	11.6%	14.4%
%H		91.4%	35.9%	15.0%	49.4%	19.3%	30.2%	98.0%
35 - 44	8385	7948	3563	1339	4464	1865	2599	8225
%V	12.7%	12.6%	13.3%	13.2%	11.3%	11.5%	11.1%	13.4%
%H		94.8%	42.5%	16.0%	53.2%	22.2%	31.0%	98.1%
45 - 54	9075	8835	3974	1576	5665	2582	3084	8762
%V	13.8%	14.0%	14.9%	15.5%	14.3%	15.9%	13.2%	14.3%
%H		97.4%	43.8%	17.4%	62.4%	28.5%	34.0%	96.6%
55 - 64	8100	7949	3669	1178	5520	2467	3053	7642
%V	12.3%	12.6%	13.7%	11.6%	13.9%	15.1%	13.1%	12.5%
%H		98.1%	45.3%	14.5%	68.1%	30.5%	37.7%	94.3%
65+	11992	11824	4146	1440	9181	2948	6233	8685
%V	18.2%	18.7%	15.5%	14.2%	23.2%	18.1%	26.7%	14.2%
%H		98.6%	34.6%	12.0%	76.6%	24.6%	52.0%	72.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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+)		53147	50853	21163	8045	32809	13323	19486	48683
	%H		95.7%	39.8%	15.1%	61.7%	25.1%	36.7%	91.6%
AB		13684	13185	5964	1983	8387	3556	4831	13427
	%V	25.7%	25.9%	28.2%	24.6%	25.6%	26.7%	24.8%	27.6%
	%H		96.4%	43.6%	14.5%	61.3%	26.0%	35.3%	98.1%
C1		15739	14942	6193	2543	9623	4102	5521	14940
	%V	29.6%	29.4%	29.3%	31.6%	29.3%	30.8%	28.3%	30.7%
	%H		94.9%	39.3%	16.2%	61.1%	26.1%	35.1%	94.9%
C2		11220	10912	4612	1778	7088	3013	4075	10267
	%V	21.1%	21.5%	21.8%	22.1%	21.6%	22.6%	20.9%	21.1%
	%H		97.3%	41.1%	15.8%	63.2%	26.9%	36.3%	91.5%
D		8098	7630	3125	1244	4760	1940	2820	7039
	%V	15.2%	15.0%	14.8%	15.5%	14.5%	14.6%	14.5%	14.5%
	%H		94.2%	38.6%	15.4%	58.8%	24.0%	34.8%	86.9%
E		4407	4183	1268	497	2951	712	2239	3011
	%V	8.3%	8.2%	6.0%	6.2%	9.0%	5.3%	11.5%	6.2%
	%H		94.9%	28.8%	11.3%	67.0%	16.2%	50.8%	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: QUARTERLY
Jan - Mar 2019

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	Sat HH	HH
Total Adults (16+)	53147	50853	21163	8045	32809	13323	19486	48683
%H		95.7%	39.8%	15.1%	61.7%	25.1%	36.7%	91.6%
Working full time	25805	24631	10938	4247	14675	6548	8127	25324
%V	48.6%	48.4%	51.7%	52.8%	44.7%	49.1%	41.7%	52.0%
%H		95.5%	42.4%	16.5%	56.9%	25.4%	31.5%	98.1%
Working part time	5334	5153	2180	879	3343	1427	1916	5163
%V	10.0%	10.1%	10.3%	10.9%	10.2%	10.7%	9.8%	10.6%
%H		96.6%	40.9%	16.5%	62.7%	26.8%	35.9%	96.8%
Not working	22008	21069	8045	2919	14791	5348	9443	18196
%V	41.4%	41.4%	38.0%	36.3%	45.1%	40.1%	48.5%	37.4%
%H		95.7%	36.6%	13.3%	67.2%	24.3%	42.9%	82.7%
Houseperson	28583	27210	10540	3877	18077	6424	11653	25003
%V	53.8%	53.5%	49.8%	48.2%	55.1%	48.2%	59.8%	51.4%
%H		95.2%	36.9%	13.6%	63.2%	22.5%	40.8%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

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+)	26013	24755	10411	4010	15688	6558	9130	24099
%H		95.2%	40.0%	15.4%	60.3%	25.2%	35.1%	92.6%
16 - 19	1350	1286	612	246	785	401	384	1339
%V	5.2%	5.2%	5.9%	6.1%	5.0%	6.1%	4.2%	5.6%
%H		95.3%	45.3%	18.2%	58.1%	29.7%	28.4%	99.2%
20 - 24	2026	1810	678	383	956	478	478	2010
%V	7.8%	7.3%	6.5%	9.6%	6.1%	7.3%	5.2%	8.3%
%H		89.3%	33.5%	18.9%	47.2%	23.6%	23.6%	99.2%
25 - 34	4510	4107	1598	676	2230	895	1335	4398
%V	17.3%	16.6%	15.3%	16.9%	14.2%	13.6%	14.6%	18.2%
%H		91.1%	35.4%	15.0%	49.4%	19.8%	29.6%	97.5%
35 - 44	4148	3896	1695	648	2161	857	1304	4049
%V	15.9%	15.7%	16.3%	16.2%	13.8%	13.1%	14.3%	16.8%
%H		93.9%	40.9%	15.6%	52.1%	20.7%	31.4%	97.6%
45 - 54	4464	4337	1918	772	2761	1228	1533	4284
%V	17.2%	17.5%	18.4%	19.3%	17.6%	18.7%	16.8%	17.8%
%H		97.2%	43.0%	17.3%	61.9%	27.5%	34.3%	96.0%
55 - 64	3975	3885	1815	560	2673	1193	1480	3727
%V	15.3%	15.7%	17.4%	14.0%	17.0%	18.2%	16.2%	15.5%
%H		97.7%	45.7%	14.1%	67.2%	30.0%	37.2%	93.8%
65+	5540	5434	2096	727	4122	1506	2616	4291
%V	21.3%	22.0%	20.1%	18.1%	26.3%	23.0%	28.7%	17.8%
%H		98.1%	37.8%	13.1%	74.4%	27.2%	47.2%	77.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - Mar 2019

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		26013	24755	10411	4010	15688	6558	9130	24099
	%H		95.2%	40.0%	15.4%	60.3%	25.2%	35.1%	92.6%
AB		6952	6693	3049	1016	4184	1786	2398	6832
	%V	26.7%	27.0%	29.3%	25.3%	26.7%	27.2%	26.3%	28.3%
	%H		96.3%	43.9%	14.6%	60.2%	25.7%	34.5%	98.3%
C1		7425	7024	2952	1220	4416	1977	2439	7178
	%V	28.5%	28.4%	28.4%	30.4%	28.1%	30.1%	26.7%	29.8%
	%H		94.6%	39.8%	16.4%	59.5%	26.6%	32.8%	96.7%
C2		6014	5808	2450	968	3765	1616	2149	5460
	%V	23.1%	23.5%	23.5%	24.1%	24.0%	24.6%	23.5%	22.7%
	%H		96.6%	40.7%	16.1%	62.6%	26.9%	35.7%	90.8%
D		3753	3493	1437	580	2120	885	1235	3321
	%V	14.4%	14.1%	13.8%	14.5%	13.5%	13.5%	13.5%	13.8%
	%H		93.1%	38.3%	15.5%	56.5%	23.6%	32.9%	88.5%
E		1868	1738	524	226	1203	293	910	1309
	%V	7.2%	7.0%	5.0%	5.6%	7.7%	4.5%	10.0%	5.4%
	%H		93.0%	28.1%	12.1%	64.4%	15.7%	48.7%	70.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY
Jan - 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	Sat HH	HH
Total Males (16+)	26013	24755	10411	4010	15688	6558	9130	24099
%H		95.2%	40.0%	15.4%	60.3%	25.2%	35.1%	92.6%
Working full time	15493	14748	6556	2557	8692	3924	4768	15153
%V	59.6%	59.6%	63.0%	63.8%	55.4%	59.8%	52.2%	62.9%
%H		95.2%	42.3%	16.5%	56.1%	25.3%	30.8%	97.8%
Working part time	1117	1069	428	148	719	262	457	1065
%V	4.3%	4.3%	4.1%	3.7%	4.6%	4.0%	5.0%	4.4%
%H		95.7%	38.3%	13.2%	64.4%	23.5%	40.9%	95.3%
Not working	9403	8939	3428	1305	6277	2372	3905	7881
%V	36.1%	36.1%	32.9%	32.5%	40.0%	36.2%	42.8%	32.7%
%H		95.1%	36.5%	13.9%	66.8%	25.2%	41.5%	83.8%
Houseperson	6420	5813	1948	661	3942	1107	2834	5256
%V	24.7%	23.5%	18.7%	16.5%	25.1%	16.9%	31.0%	21.8%
%H		90.5%	30.3%	10.3%	61.4%	17.2%	44.1%	81.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 27

DATA PERIOD: QUARTERLY
Jan - 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+)	27135	26097	10752	4035	17121	6765	10356	24584
%H		96.2%	39.6%	14.9%	63.1%	24.9%	38.2%	90.6%
16 - 19	1169	1153	590	211	714	380	335	1163
%V	4.3%	4.4%	5.5%	5.2%	4.2%	5.6%	3.2%	4.7%
%H		98.6%	50.5%	18.0%	61.1%	32.5%	28.7%	99.5%
20 - 24	2068	1835	703	322	1081	470	612	2051
%V	7.6%	7.0%	6.5%	8.0%	6.3%	6.9%	5.9%	8.3%
%H		88.7%	34.0%	15.6%	52.3%	22.7%	29.6%	99.2%
25 - 34	4473	4105	1630	674	2211	837	1374	4407
%V	16.5%	15.7%	15.2%	16.7%	12.9%	12.4%	13.3%	17.9%
%H		91.8%	36.4%	15.1%	49.4%	18.7%	30.7%	98.5%
35 - 44	4237	4052	1868	690	2303	1008	1295	4176
%V	15.6%	15.5%	17.4%	17.1%	13.5%	14.9%	12.5%	17.0%
%H		95.6%	44.1%	16.3%	54.4%	23.8%	30.6%	98.6%
45 - 54	4611	4499	2057	805	2904	1353	1551	4478
%V	17.0%	17.2%	19.1%	20.0%	17.0%	20.0%	15.0%	18.2%
%H		97.6%	44.6%	17.5%	63.0%	29.3%	33.6%	97.1%
55 - 64	4125	4063	1854	618	2847	1274	1572	3915
%V	15.2%	15.6%	17.2%	15.3%	16.6%	18.8%	15.2%	15.9%
%H		98.5%	44.9%	15.0%	69.0%	30.9%	38.1%	94.9%
65+	6452	6390	2049	713	5060	1443	3617	4394
%V	23.8%	24.5%	19.1%	17.7%	29.6%	21.3%	34.9%	17.9%
%H		99.0%	31.8%	11.1%	78.4%	22.4%	56.1%	68.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 28

DATA PERIOD: QUARTERLY
Jan - 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+)		27135	26097	10752	4035	17121	6765	10356	24584
	%H		96.2%	39.6%	14.9%	63.1%	24.9%	38.2%	90.6%
AB		6732	6492	2915	968	4203	1770	2433	6595
	%V	24.8%	24.9%	27.1%	24.0%	24.5%	26.2%	23.5%	26.8%
	%H		96.4%	43.3%	14.4%	62.4%	26.3%	36.1%	98.0%
C1		8314	7919	3241	1323	5207	2125	3082	7763
	%V	30.6%	30.3%	30.1%	32.8%	30.4%	31.4%	29.8%	31.6%
	%H		95.2%	39.0%	15.9%	62.6%	25.6%	37.1%	93.4%
C2		5205	5105	2162	810	3323	1397	1926	4807
	%V	19.2%	19.6%	20.1%	20.1%	19.4%	20.7%	18.6%	19.6%
	%H		98.1%	41.5%	15.6%	63.8%	26.8%	37.0%	92.4%
D		4345	4136	1689	664	2640	1055	1585	3718
	%V	16.0%	15.8%	15.7%	16.5%	15.4%	15.6%	15.3%	15.1%
	%H		95.2%	38.9%	15.3%	60.8%	24.3%	36.5%	85.6%
E		2539	2446	744	271	1748	419	1329	1701
	%V	9.4%	9.4%	6.9%	6.7%	10.2%	6.2%	12.8%	6.9%
	%H		96.3%	29.3%	10.7%	68.8%	16.5%	52.3%	67.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 29

DATA PERIOD: QUARTERLY
Jan - 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	Sat HH	HH
Total Females (16+)	27135	26097	10752	4035	17121	6765	10356	24584
%H		96.2%	39.6%	14.9%	63.1%	24.9%	38.2%	90.6%
Working full time	10312	9883	4382	1689	5983	2624	3359	10172
%V	38.0%	37.9%	40.8%	41.9%	34.9%	38.8%	32.4%	41.4%
%H		95.8%	42.5%	16.4%	58.0%	25.4%	32.6%	98.6%
Working part time	4217	4084	1752	732	2624	1166	1458	4098
%V	15.5%	15.6%	16.3%	18.1%	15.3%	17.2%	14.1%	16.7%
%H		96.8%	41.5%	17.4%	62.2%	27.6%	34.6%	97.2%
Not working	12605	12130	4617	1613	8513	2975	5538	10315
%V	46.5%	46.5%	42.9%	40.0%	49.7%	44.0%	53.5%	42.0%
%H		96.2%	36.6%	12.8%	67.5%	23.6%	43.9%	81.8%
Houseperson	22162	21396	8592	3216	14136	5317	8819	19747
%V	81.7%	82.0%	79.9%	79.7%	82.6%	78.6%	85.2%	80.3%
%H		96.5%	38.8%	14.5%	63.8%	24.0%	39.8%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

Age of Houseperson
Size of household
Presence of children
Social grade
Age
Sex
Working status (adults)
Terminal age of education
Number of sets
Set characteristics
Ownership of TV related equipment

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

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

Response Analysis: Jan - Mar 2019	
	Total Network
Addresses Issued	22,366
Shop / Business	297
Demolished / Incomplete	18
Empty	1,687
Holiday Home	170
Other Non Effective	383
Eligible Addresses	19,811
Substitute Addresses	2,433
Multiple Occupancy Addresses	258
Total Additional Households	2,691
Total Valid Households	22,502
	100.0%
Non Contacts	1,968
	8.7%
No English Spoken	113
	0.5%
Refusals	6,883
	30.6%
Total Interviews	13,538
	60.2%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

	All Households	Total TV Households
All Households	13538	12998
All Sets	26108	26108
All Individuals	32937	31798
Children 0-15	6185	6003
All Adults	26752	25795
Adult Males	12976	12461
Adult Females	13776	13334

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	

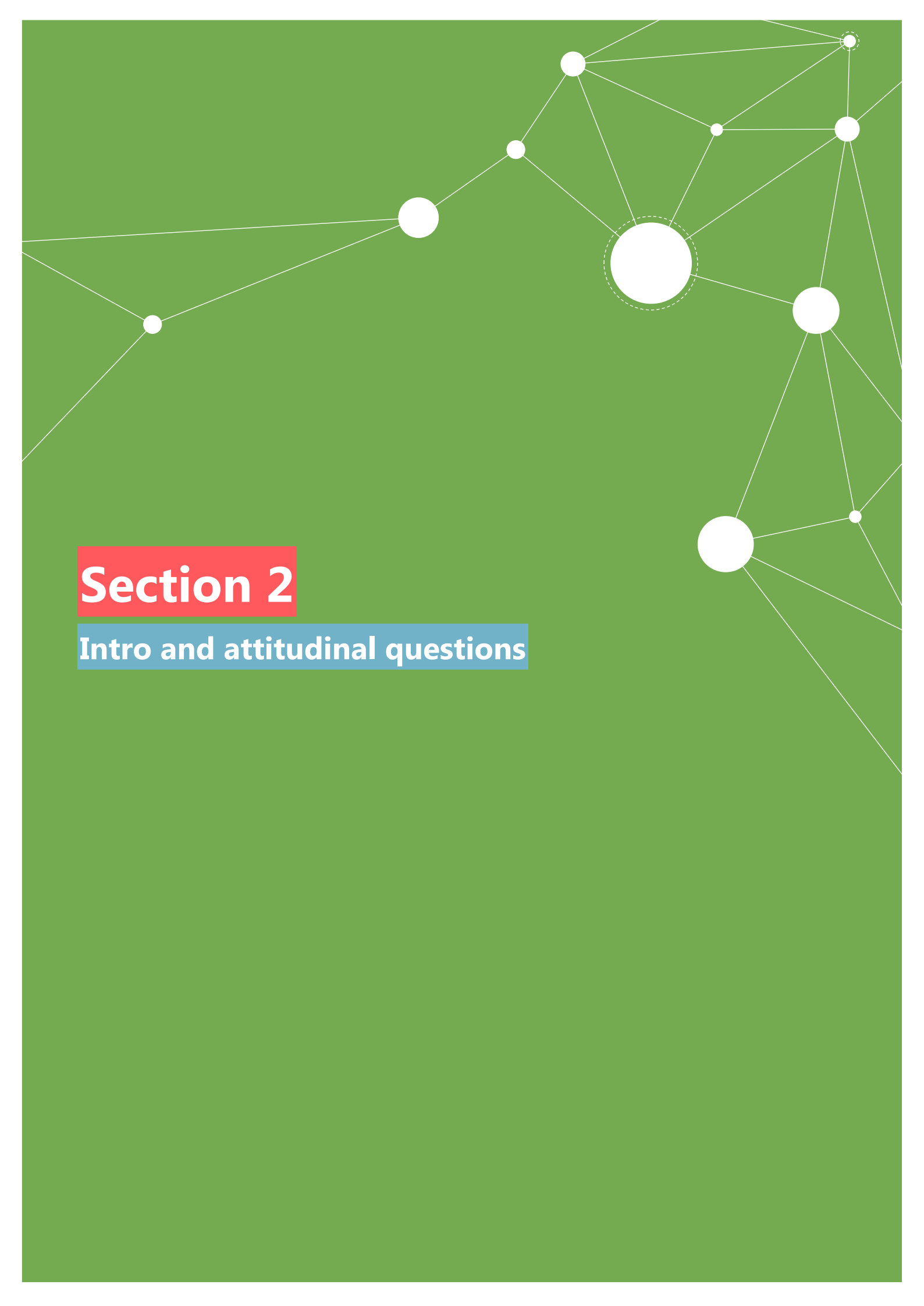
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

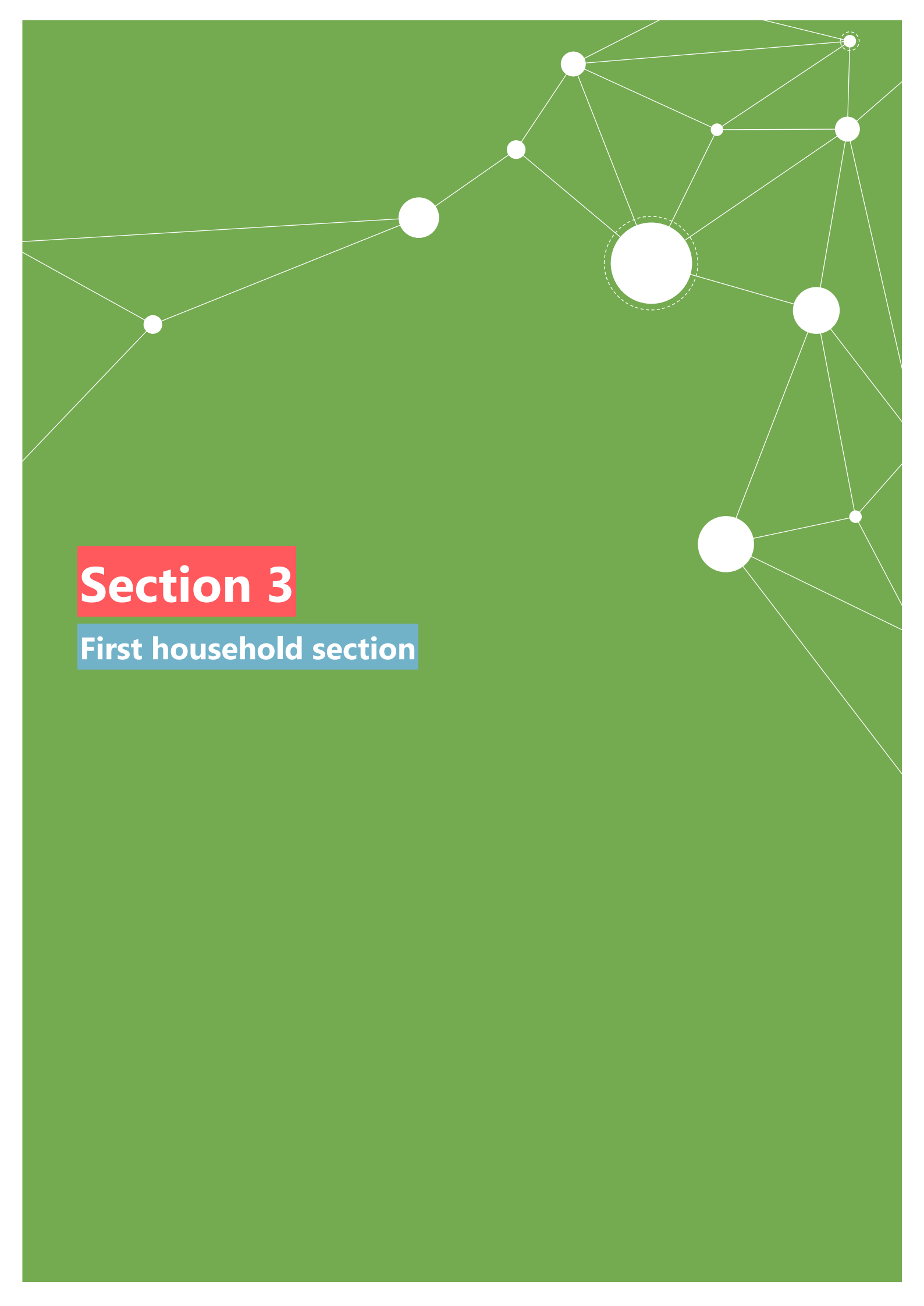
Intro and attitudinal questions

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?	MP
	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)	

ES ONLY NOT ESR**ASK IF ANY COMPUTER OR TABLET CLAIMED**

[H51>0]

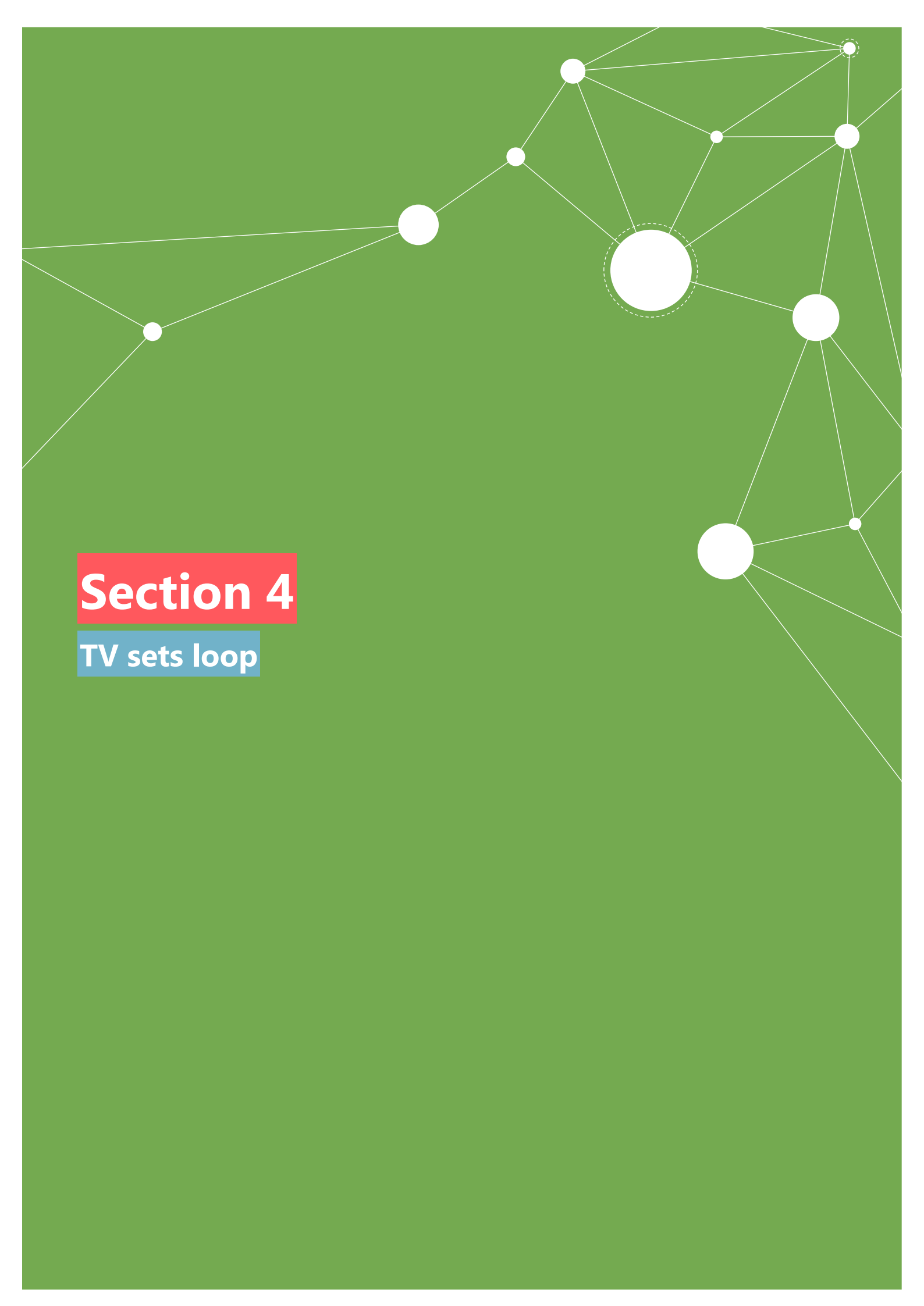
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer; do you, or does anyone in your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet; do you, or does anyone in your household, ever 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
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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
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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: SHOW SCREEN DISPLAY AS APPROPRIATE: Cable (if S10a = Yes) Satellite (if S11a = Yes) A TV Aerial (if S9a = Yes) BT TV (if S55A = BT TV) TalkTalk (if S54A = TalkTalk) Plusnet (if S72A = Plusnet) YouView (if S67A = YouView) A 'smart TV' with its own connection to the internet (if H68 = internet) a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV (if H68=STB/other device) Connecting the TV set to a games console (if S56A/B = games console) Connecting the TV set to a computer, tablet or smartphone (if S57A/B = computer) Another TV supplier (H68 verbatim) (if S59A = other) Does this set receive TV programmes using any other method? Yes GO TO S61 No GO TO S24	SP
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S61 / S62 / S63 PERMIT EXTRA PLATFORMS TO BE CODED FOR ALL SETS

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

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H56, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)		
ASK IF NO PLATFORMS CLAIMED ON SET [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)	CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN	
Don't know		
POST-CAPI RECODE H66-H68 AS DETAILED		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

CABLE - S24,S53

SATELLITE - S69, S68, S70, S71, S75

AERIAL -S25, S50

ASK IF CABLE CLAIM ON SET

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

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

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

Can the cable box be used to record TV programmes?

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

NOTE: For a more detailed explanation select further information

Yes – V+

Yes – TiVo

Yes – V6

Yes – but not sure which type of box

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ASK IF CABLE CLAIM ON SET

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

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

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

Do you receive HD channels via cable TV?

NOTE: For a more detailed explanation select further information

Yes

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ROTATE S69 and S68

ASK IF SATELLITE CLAIM ON SET

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

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

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

Do you receive your satellite TV services via Sky?

Yes – via Sky with subscription

Yes – via Sky without subscription

No

Don't know

ASK IF SATELLITE CLAIM ON SET

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

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

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

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

Yes – via a Freesat set top box

Yes – via Freesat integrated into the TV set

No

Don't know

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

Yes - Specify

No

Don't know

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

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

Polish satellite

Romanian satellite

Portuguese satellite

Italian satellite

Turkish satellite

Bulgarian satellite

Hungarian satellite

Lithuanian satellite

Indian satellite

Other Foreign satellite (Specify)

Sky

Freesat

Virgin Media

Freeview

BT TV

Now TV

Netflix

Satellite service provider not known

Other (Specify)

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

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

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

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

FORCE EDIT: SET DK TO NO

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

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

S78 (IF S9a ,S10a, S11a, S55a,S54a,S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have 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. SP

This player will **NOT** be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.

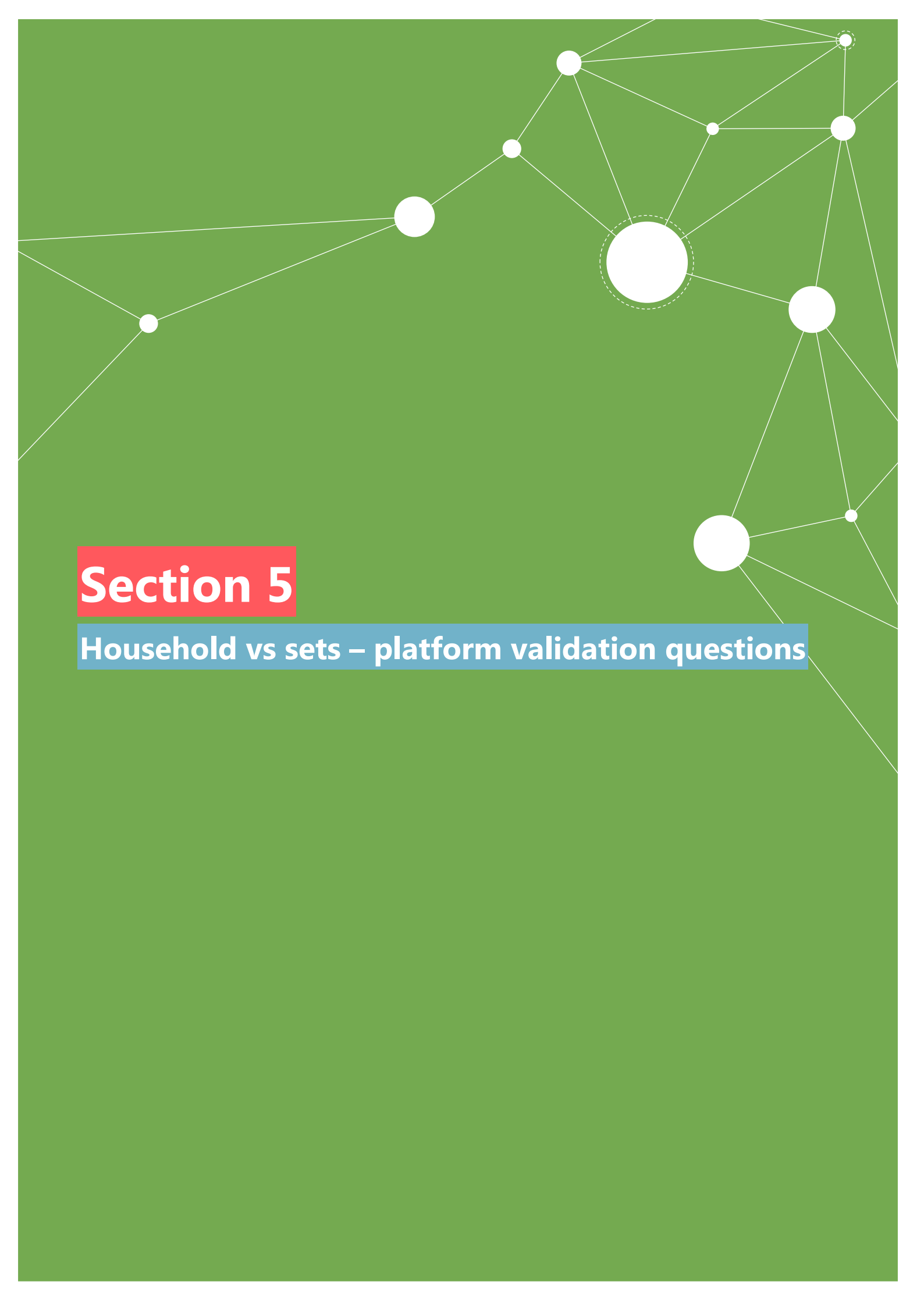
- Yes
- No
- Don't know

FORCE EDIT: SET DK TO NO**ASK FOR ANY SET WITH NO PLATFORM CLAIMS***[S62 = YES]***S2** **SHOW SCREEN** SP

Which of these best describes this television set?

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

REPEAT ABOVE FOR ALL TV SETS



Section 5

Household vs sets – platform validation questions

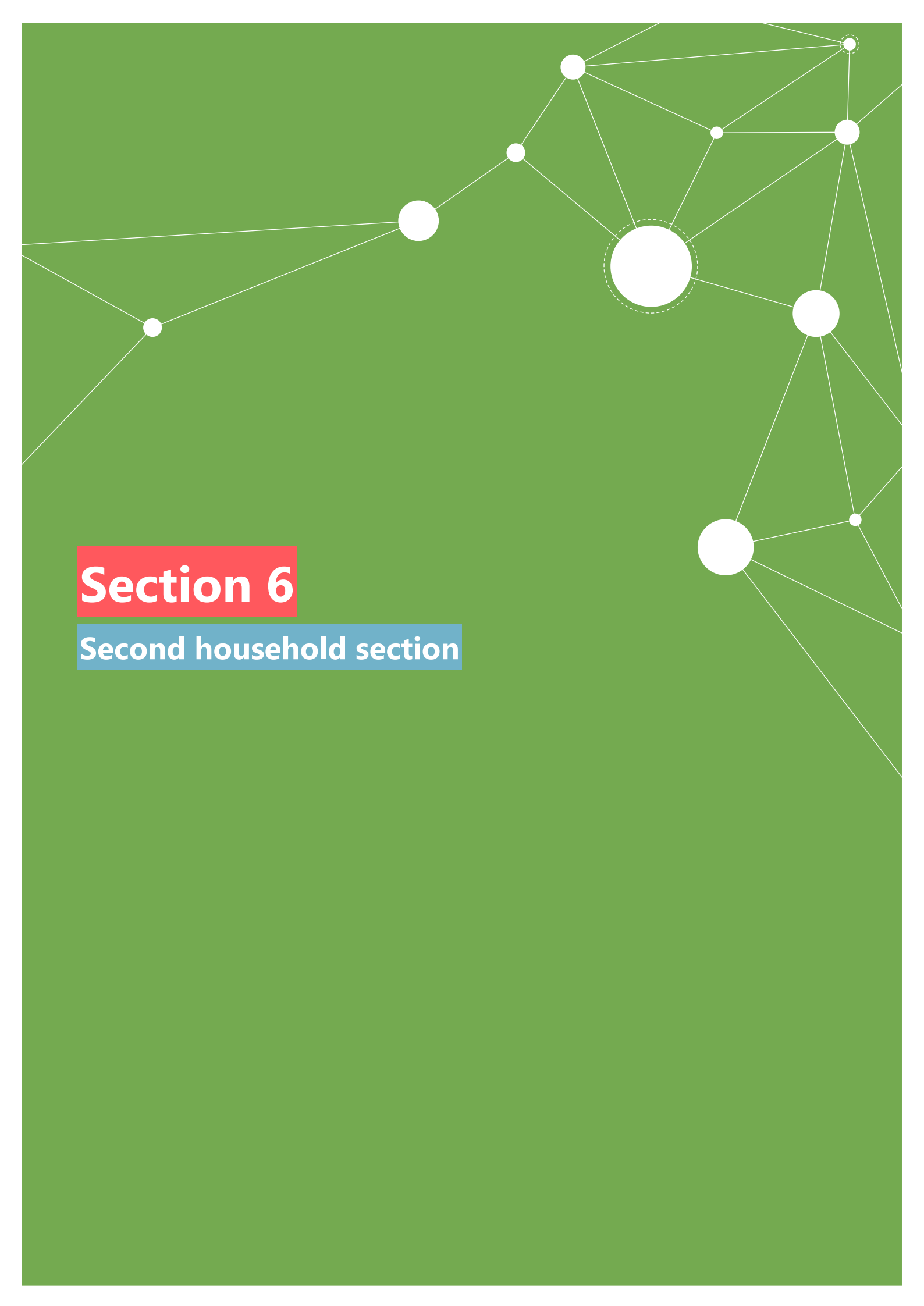
Household vs Sets – platform validation questions

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

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

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

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



Section 6

Second household section

Second household section

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

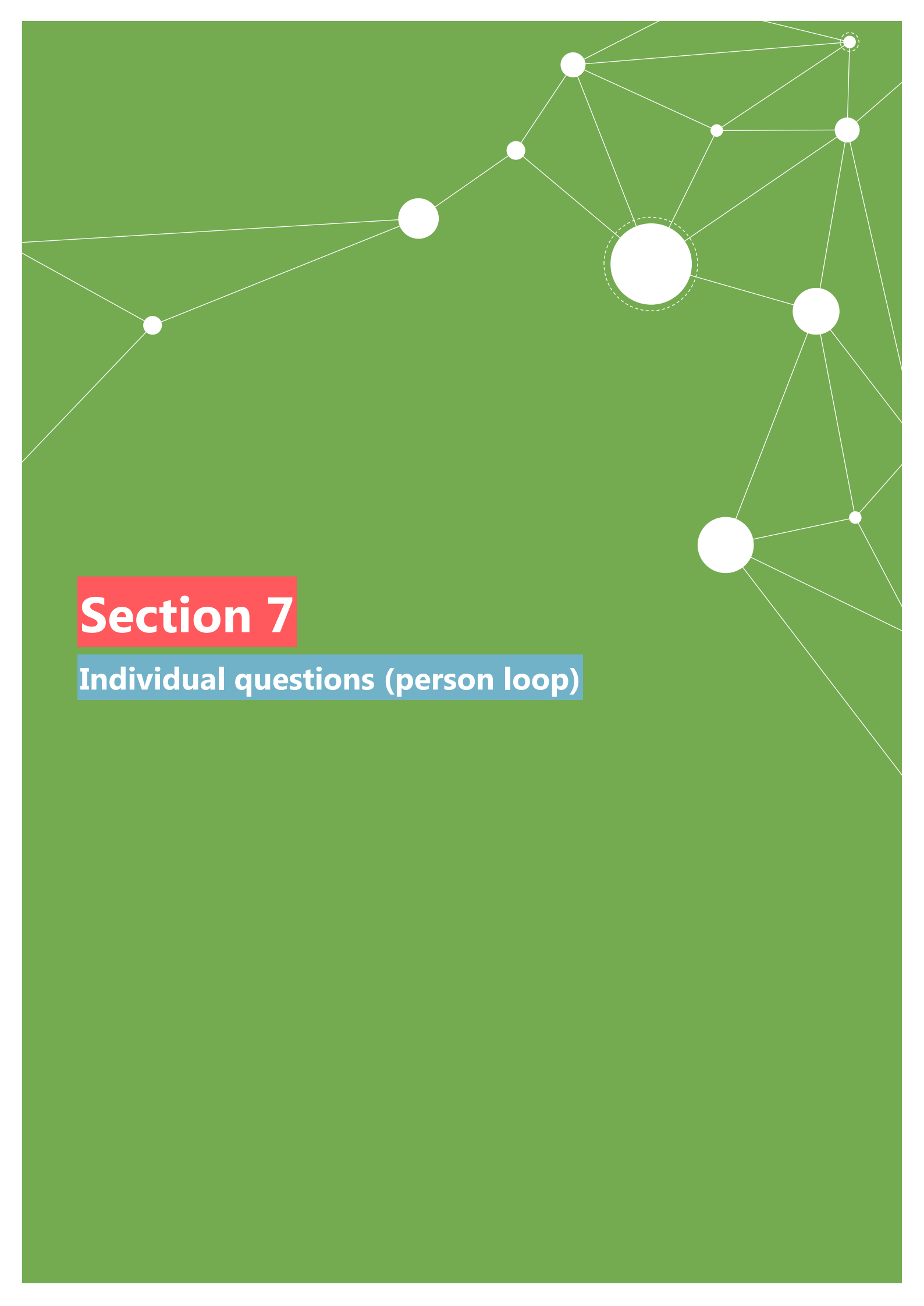
ES ONLY NOT ESR	
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]	
H126	SHOW SCREEN SP
Does your	
[Only Include Platforms received]	
Sky	
Cable	
YouView	
BT TV	
Plusnet	
connection include access to the premium BT Sports channels via your TV set ?	
NOTE: This 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)	SP
	What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)	
	(MAY NOT BE BLANK)	
	Male	
	Female	
	Other (Optional specify)	
ASK ALL		
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?	SP
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
	WRITE IN >	
	(ALLOW REF)	
FORCE EDIT: IF REF SET FROM AGE BAND		
SET WORKING VARIABLE FOR USE IN RECRUITMENT IF AGE BAND = 1 (UNDER 16): RANDOMLY ASSIGN TO SUB-BAND 0-3 OR 4-15		

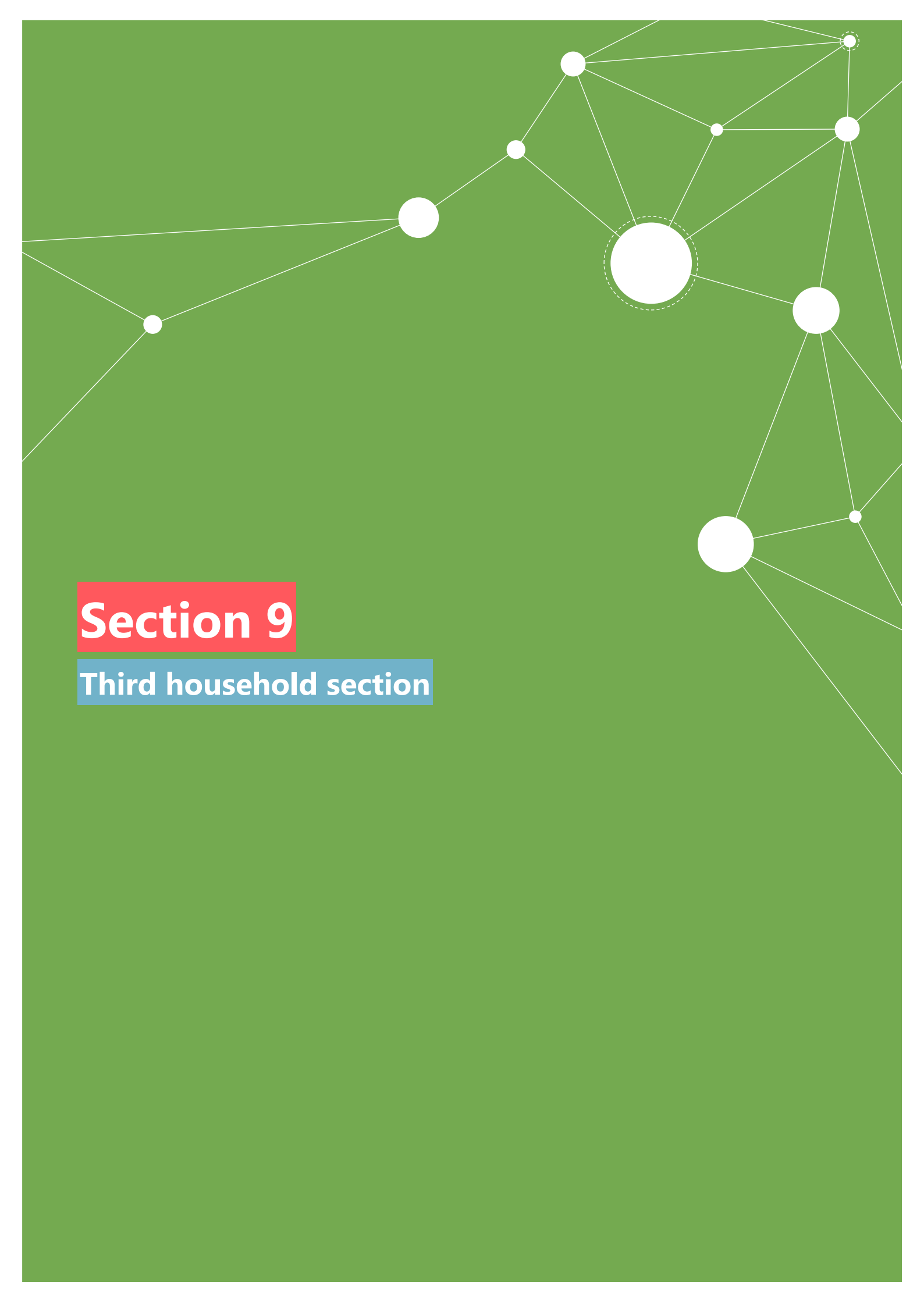
ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3]		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
FORCE EDIT: SET BAND BASED ON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

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

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

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



Section 9

Third household section

Third household section

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

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

SP

Which is the main language Spoken in your household?

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

ASK ALL**H27 SHOW SCREEN**

MP

IF 1 PERSON HOUSEHOLD

Do you work in any of the following occupations?

IF 2+ PERSON HOUSEHOLD

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

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

ASK IF 2+ ADULTS IN HOME**P3 >15 OR P4 NOT CODE 1****H56**

Which of the household members you have mentioned is the Head of Household?

MP

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

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

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

MP

This person must be aged 16 or over.

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

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

In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper.

LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

H103 Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services? MP

NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO

LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

H30 And which of the household members you have mentioned is the chief income earner in your household? MP

By that I mean the person with the largest income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older.

LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS –
- 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	SP
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H43	Have you (IF RESPONDENT) Has they (IF NOT RESPONDENT) any qualifications? NOTE: (e.g. apprenticeships, degrees, diplomas, etc. If professional qualification, please give details) WRITE IN Don't know Prefer not to say	
ASK IF CIE IS RETIRED [P9= RETIRED]		
H104	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT You said that you/they are retired. Thinking about your/their sources of income: Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.? Yes No Don't know Prefer not to say	SP

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

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

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

CODE FOR ALL

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

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

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

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

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

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

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

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

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

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

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

Recruitment re-engagement questions

ASK ALL 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

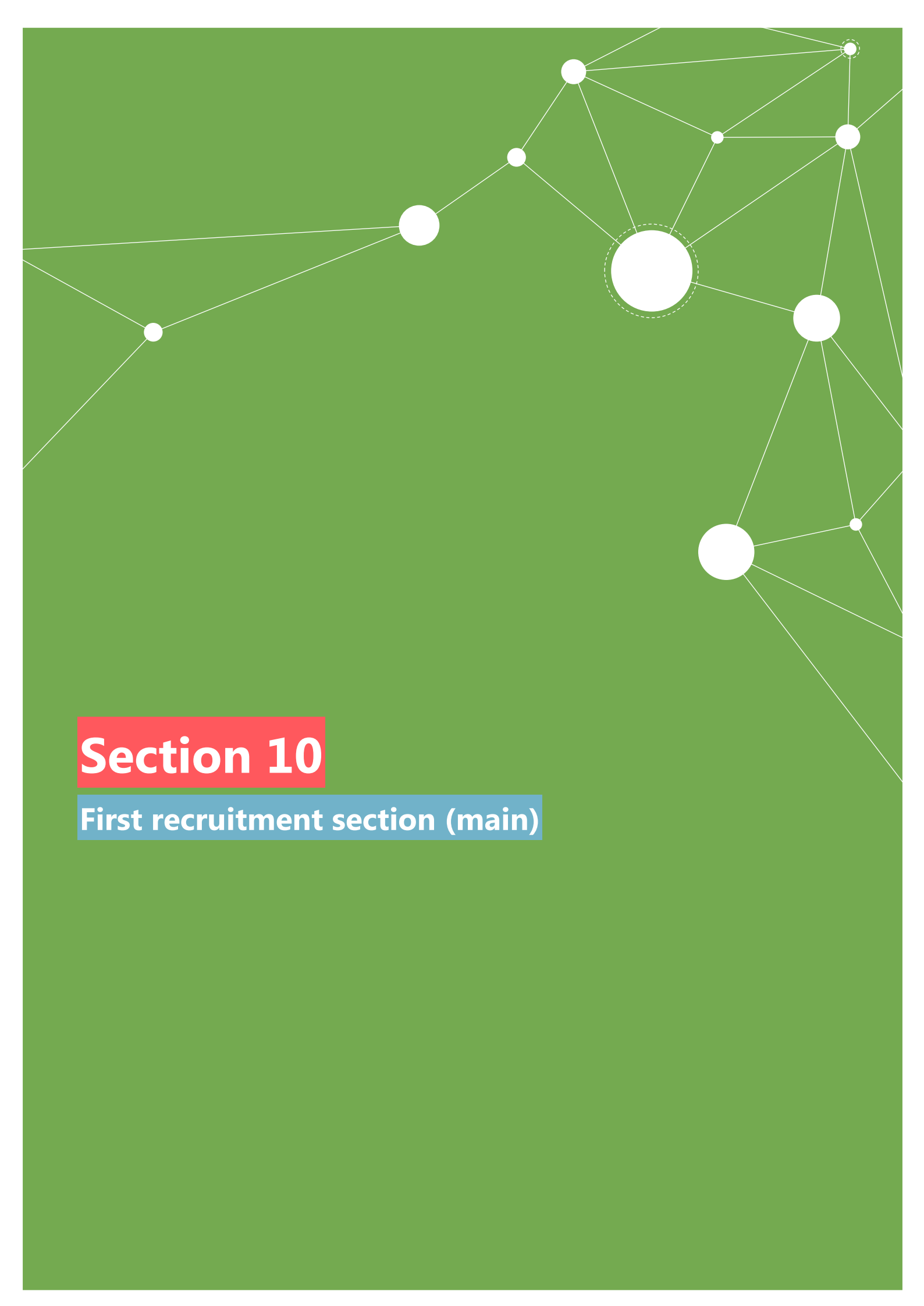
Yes

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 Thank you very much for answering all of my questions so far.
intr
o_1

ASK ALL IF SELECTED FOR RECRUITMENT

R3 I'm going to show you a short video about the National TV Viewing Panel as we'd like to ask your household to take part. **SP**

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

SHOW VIDEO

Show video

Don't play video (exit recruitment)

ES ONLY NOT STANDALONE

R2 We need to make sure the panel represents people from all ages and backgrounds [including
intr people that watch little or no TV (IF NON_TV HH)]. By taking part, you will help to ensure that the
o_2 viewing habits of people like you are taken into account. The task is simple and each household member would receive regular rewards for taking part.

Routing: Route to appropriate image based on answer given at P16. Codes 1,2,3,4,5,6,7,8,15,16,17,18,19 are shown non-ethnic other. Welsh Postcode respondents are shown Welsh version, unless they are coded as one of the other ethnic backgrounds, in which case they take preference over S4C

These are just some of the broadcasters involved

ASK STANDALONE ONLY

R2 BARB, the Broadcasters' Audience Research Board, provides audience figures primarily for television
intr channels and programmes, and video and TV-related content available online.
o_3 BARB is jointly owned by the BBC, ITV, Channel 4, UKTV, Channel 5, Sky and the IPA, and provides audience figures to the other major broadcasters in order to give you the programmes that you want to watch.

Routing: Route to appropriate image based on answer given at P16. Codes 1,2,3,4,5,6,7,8,15,16,17,18,19 are shown non-ethnic other. Welsh Postcode respondents are shown Welsh version, unless they are coded as one of the other ethnic backgrounds, in which case they take preference over S4C

These are just some of the broadcasters involved

ASK ALL IF SELECTED FOR RECRUITMENT		
R2	Ask if H44=CODE (1,2 or 3) I'd like to explain a bit more about the panel and what's involved and then ask if those in your household [If multi person HH] you [If single person HH] would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it. Is it okay to continue? Yes No - not interested (exit recruitment)	SP
	Ask if H44=CODE (4,5 or 6). I'd like to explain a bit more about the panel and what's involved, explain about the rewards for taking part and then ask if those in your household [If multi person HH] you [If single person HH] would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it. INTERVIEWER NOTE: Please give to the respondent the Panel Reward Scheme leaflet to review and answer any questions they might have. Is it okay to continue? Yes No - not interested (exit recruitment)	
ASK ALL IF SELECTED FOR RECRUITMENT		
R4 intro	INTERVIEWER: MAKE SURE YOU GO THROUGH THE BOOKLET IN DETAIL AND THAT THE RESPONDENT UNDERSTANDS THE POINTS BELOW AND CODE ACCORDINGLY: There are a few points that I would like to highlight from the video and booklet: Your home will be part of the National TV Viewing Panel Information collected will be used by broadcasters to understand it's audience All household members must be committed to taking part (registering themselves when in the room) All television sets in your home and all computers (including laptops and tablets) that are capable of connecting to the internet will be measured. It is important to remember that it doesn't matter how much or how little television you watch. It is just as important for us to know how little people watch as well as how much There are monthly rewards for taking part in the form of points that can be exchanged for goods/vouchers or can be donated to charities. Is there anything else that you would like me to explain in more detail?	MP
R4_intro_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? Acer Advent Amazon Apple Archus Asus Compaq Dell Google Hewlett Packard (HP) HTC Hudl Lenovo LG Microsoft Packard Bell Samsung Sony Toshiba Self built Fujitsu Other (please specify) Don't know	SP
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

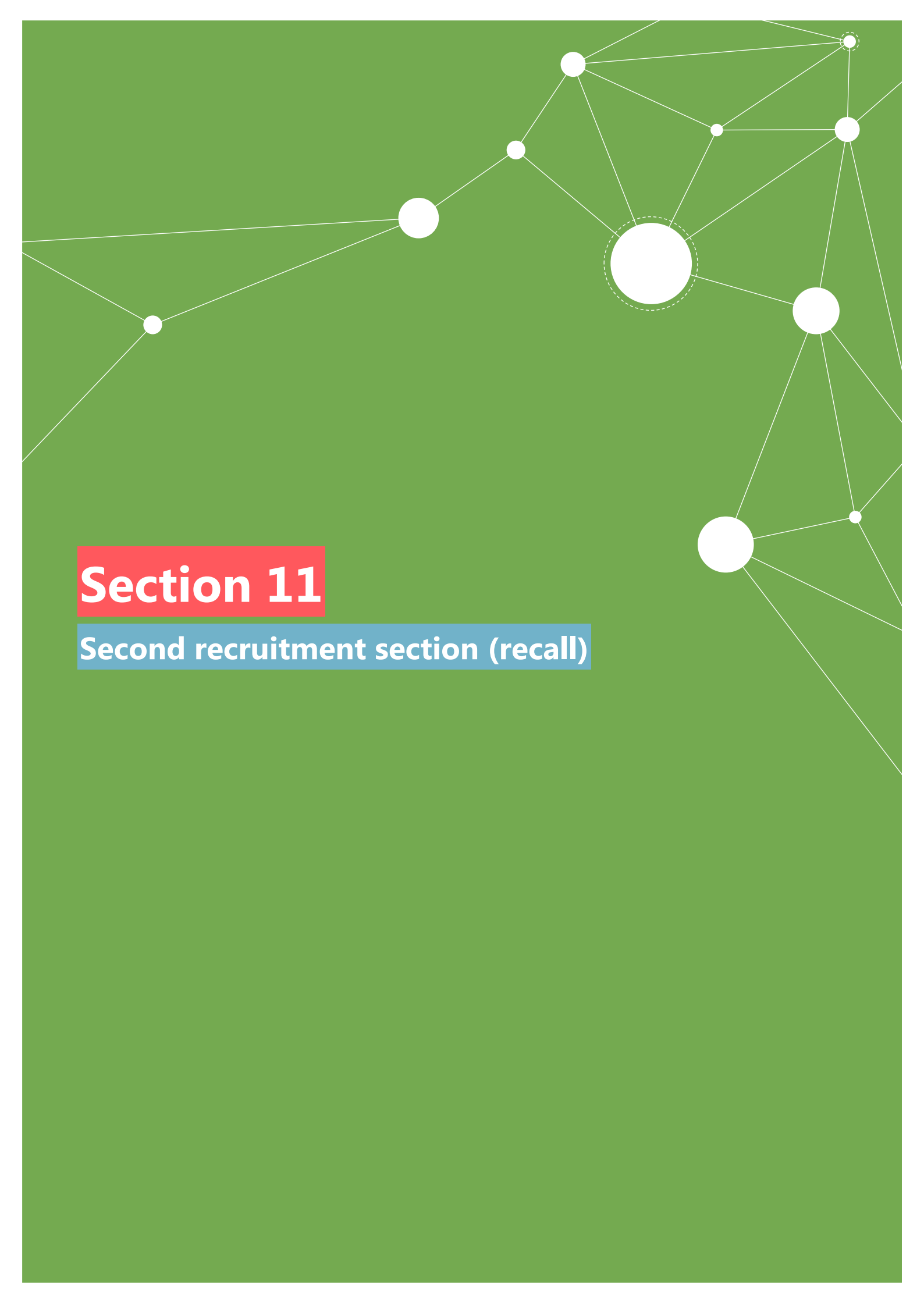
ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME IF ANY PERSON CODED REVISIT AT R38a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS - REVISIT/RECALL from you to confirm all HH adult members 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 - INSALLATION DATE ARRANGED: once we have spoken to you and confirmed that you are happy to proceed the details you have provided will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
R24	INTERVIEWER: PLEASE CODE ALL THAT APPLY IN THE CHECKLIST BELOW Shown video of panel task Explained the incentives offered for taking part Left recruitment materials Explained that all TVs computers and tablets in the home will need to be monitored by connecting a meter to each TV set, and loading an application onto each tablet and computer Explained that all members of the household need to take part Explained that taking part involves registering your TV viewing by pressing a button on a remote each time you enter or leave a room where a TV is on Explained that registering viewing on a tablet or computer is done by clicking/pressing a button on screen Explained telephone call from Ipsos MORI to confirm participation Ipsos MORI Validation Team Freephone number saved on participant’s phone	MP
ASK IF R18b = NO		
R32	INTERVIEWER: PLEASE CODE MAIN REASON FOR REFUSAL IF STATED No telephone in home Doesn’t want to give out number No reason given Other (specify)	SP

ASK IF R2=NO OR R3=NO OR R4=NO OR R22=NO**R34 INTERVIEWER: PLEASE CODE ANY REASONS FOR REFUSAL IF STATED**

MP

Not interested in subject matter
Interview too long
Too many questions
Doesn't want to give personal information (date of birth)
Doesn't want computers monitored
Incentive too small
Other family member/partner objection
No reason given
Other (specify)

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 11

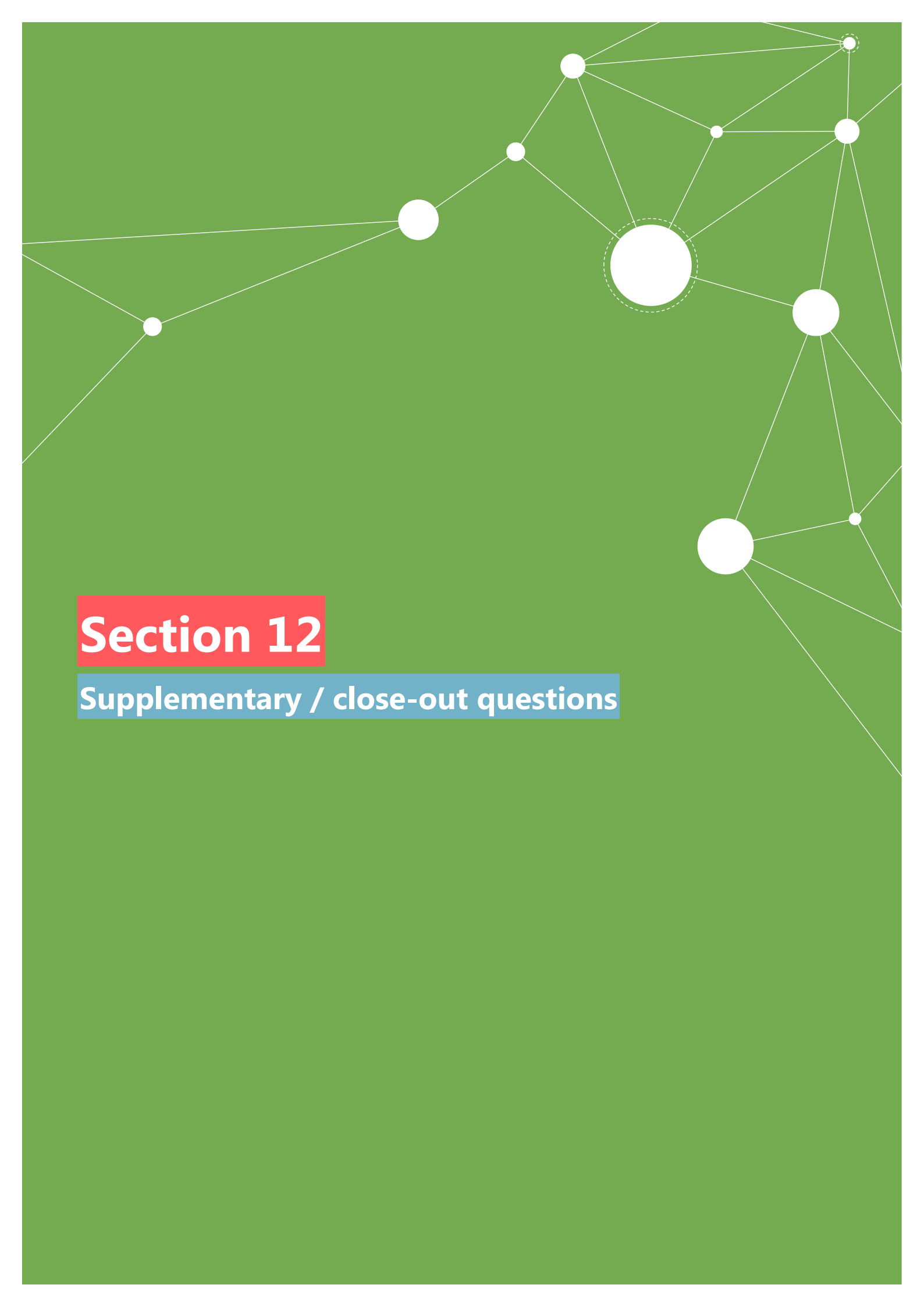
Second recruitment section (recall)

Second recruitment section (revisit) (recall permitted if agreed by RC)

To be used for those requiring a revisit at R22/R23

ACCESS VIA ECS – INTERVIEWER TO CONFIRM: • SAMPLE POINT NUMBER • SUBCLUSTER NUMBER • ADDRESS NUMBER • MULTI HH NUMBER (IF APPROPRIATE)] SCRIPT TO DISPLAY TELEPHONE NUMBERS OBTAINED AT H49/R19 AND R20B AND NAME FIELDS OF RESPONDENT R5/6A/6B FOR MAIN PARTICIPANT		
ASK ALL REQUIRING REVISIT/RECALL		
R28	CONFIRM RESPONDENT NAME DISPLAY RESPONDENT NAME (FROM R6A/B) Yes No (WRITE IN)	SP VERB
ASK IF R7a exit routed in during main interview		
R30b intro	During the main interview we weren't able to confirm the date of birth for all household members: IF ONE PERSON WITH MISSING DOB DETAILS There is 1 person that we still need details for IF 2+ PEOPLE WITH MISSING DOB DETAILS There are <no of people with DK at R7a> people that we still need details for DISPLAY FOR ALL: TITLE FORENAME SURNAME AGE (from P3 or P4) As a potential BARB panel member we require a date of birth for everyone in the household. Are you able to provide a date of birth to us? Yes No (exit recruitment) - (go to R34)	
IF NO AT R30b EXIT RECRUITMENT		
ASK IF YES AT R30b		
R30	LOOP FOR PERSON 2-9 (RECORD PERSON NO) Can you tell me the month and year they were born? Jan May Sep Feb Jun Oct Mar Jul Nov Apr Aug Dec Don't Know YYYY Don't know	SP NUM
IF R30 = DK		
REVREF	RECRUITMENT REFUSED – INTERVIEW WILL END AND CANNOT BE RESUMED	SP
ASK IF R22=REVISIT NECESSARY OR R23=REVISIT NECESSARY		
R27	INTERVIEWER NOTE: PLEASE CONFIRM THAT ALL ADULT HOUSEHOLD MEMBERS HAVE: 1. SEEN THE RECRUITMENT BOOKLET (HELP SHAPE THE FUTURE OF TV) AND 2. SEEN THE RECRUITMENT INFORMATION NOTICE (HOW WE USE YOUR PERSONAL DATA), AND 3. HAVE AGREED TO PARTICIPATE ON THE BARB TV VIEWING PANEL Yes No (exit recruitment) - (go to R34)	SP

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



Section 12

Supplementary / close-out questions

Supplementary / close out questions

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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

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

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

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

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

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

END OF CLOSE OUT QUESTIONS