

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

April 2019 to March 2020

**** Feb & Mar incomplete due to COVID-19**



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2019 - Mar 2020

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

This reports contains the weighted data results from the Establishment survey for the period Apr 2019 - Mar 2020

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26879	10034	3900	17692	6076	11616	25007
%H (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
AB	7044	6769	2704	1027	4382	1659	2723	6830
%V	24.9%	25.2%	26.9%	26.3%	24.8%	27.3%	23.4%	27.3%
%H (All HH)		96.1%	38.4%	14.6%	62.2%	23.6%	38.7%	97.0%
%H (TV HH)			39.9%	15.2%	64.7%	24.5%	40.2%	
C1	8183	7721	2913	1223	5022	1826	3196	7549
%V	28.9%	28.7%	29.0%	31.4%	28.4%	30.1%	27.5%	30.2%
%H (All HH)		94.4%	35.6%	14.9%	61.4%	22.3%	39.1%	92.3%
%H (TV HH)			37.7%	15.8%	65.0%	23.6%	41.4%	
C2	5567	5370	2180	796	3528	1364	2164	4967
%V	19.7%	20.0%	21.7%	20.4%	19.9%	22.4%	18.6%	19.9%
%H (All HH)		96.5%	39.2%	14.3%	63.4%	24.5%	38.9%	89.2%
%H (TV HH)			40.6%	14.8%	65.7%	25.4%	40.3%	
D	4396	4097	1441	547	2642	797	1845	3653
%V	15.5%	15.2%	14.4%	14.0%	14.9%	13.1%	15.9%	14.6%
%H (All HH)		93.2%	32.8%	12.4%	60.1%	18.1%	42.0%	83.1%
%H (TV HH)			35.2%	13.4%	64.5%	19.5%	45.0%	
E	3116	2922	796	307	2118	431	1687	2008
%V	11.0%	10.9%	7.9%	7.9%	12.0%	7.1%	14.5%	8.0%
%H (All HH)		93.8%	25.5%	9.9%	68.0%	13.8%	54.1%	64.4%
%H (TV HH)			27.2%	10.5%	72.5%	14.8%	57.7%	

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

%V = percentage of vertical total

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

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

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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	28306	26879	10034	3900	17692	6076	11616	25007
%V (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
Under 25	1028	820	193	109	439	101	338	993
%V	3.6%	3.1%	1.9%	2.8%	2.5%	1.7%	2.9%	4.0%
%H (All HH)		79.8%	18.8%	10.6%	42.7%	9.8%	32.9%	96.6%
%H (TV HH)			23.5%	13.3%	53.5%	12.3%	41.2%	
25 - 34	4317	3850	1376	515	1998	618	1380	4194
%V	15.3%	14.3%	13.7%	13.2%	11.3%	10.2%	11.9%	16.8%
%H (All HH)		89.2%	31.9%	11.9%	46.3%	14.3%	32.0%	97.2%
%H (TV HH)			35.7%	13.4%	51.9%	16.1%	35.8%	
35 - 44	4682	4377	1792	724	2419	927	1492	4573
%V	16.5%	16.3%	17.9%	18.6%	13.7%	15.3%	12.8%	18.3%
%H (All HH)		93.5%	38.3%	15.5%	51.7%	19.8%	31.9%	97.7%
%H (TV HH)			40.9%	16.5%	55.3%	21.2%	34.1%	
45 - 54	5176	4982	2163	898	3167	1378	1789	5002
%V	18.3%	18.5%	21.6%	23.0%	17.9%	22.7%	15.4%	20.0%
%H (All HH)		96.3%	41.8%	17.3%	61.2%	26.6%	34.6%	96.6%
%H (TV HH)			43.4%	18.0%	63.6%	27.7%	35.9%	
55 - 64	4988	4858	1973	789	3367	1324	2043	4633
%V	17.6%	18.1%	19.7%	20.2%	19.0%	21.8%	17.6%	18.5%
%H (All HH)		97.4%	39.6%	15.8%	67.5%	26.5%	41.0%	92.9%
%H (TV HH)			40.6%	16.2%	69.3%	27.3%	42.1%	
65 +	8115	7991	2538	865	6303	1729	4574	5611
%V	28.7%	29.7%	25.3%	22.2%	35.6%	28.5%	39.4%	22.4%
%H (All HH)		98.5%	31.3%	10.7%	77.7%	21.3%	56.4%	69.1%
%H (TV HH)			31.8%	10.8%	78.9%	21.6%	57.2%	

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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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	28306	26879	10034	3900	17692	6076	11616	25007
%H (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
1	8782	8115	2166	833	5985	1210	4775	6272
%V	31.0%	30.2%	21.6%	21.4%	33.8%	19.9%	41.1%	25.1%
%H (All HH)		92.4%	24.7%	9.5%	68.2%	13.8%	54.4%	71.4%
%H (TV HH)			26.7%	10.3%	73.8%	14.9%	58.8%	
2	9460	9098	3581	1282	6151	2320	3831	8811
%V	33.4%	33.8%	35.7%	32.9%	34.8%	38.2%	33.0%	35.2%
%H (All HH)		96.2%	37.9%	13.6%	65.0%	24.5%	40.5%	93.1%
%H (TV HH)			39.4%	14.1%	67.6%	25.5%	42.1%	
3	4386	4209	1781	782	2518	1124	1394	4299
%V	15.5%	15.7%	17.7%	20.1%	14.2%	18.5%	12.0%	17.2%
%H (All HH)		96.0%	40.6%	17.8%	57.4%	25.6%	31.8%	98.0%
%H (TV HH)			42.3%	18.6%	59.8%	26.7%	33.1%	
4	3860	3725	1685	712	2118	986	1131	3829
%V	13.6%	13.9%	16.8%	18.3%	12.0%	16.2%	9.7%	15.3%
%H (All HH)		96.5%	43.7%	18.4%	54.9%	25.5%	29.3%	99.2%
%H (TV HH)			45.2%	19.1%	56.9%	26.5%	30.4%	
5+	1818	1732	822	292	921	435	486	1796
%V	6.4%	6.4%	8.2%	7.5%	5.2%	7.2%	4.2%	7.2%
%H (All HH)		95.3%	45.2%	16.1%	50.7%	23.9%	26.7%	98.8%
%H (TV HH)			47.5%	16.9%	53.2%	25.1%	28.1%	
Average HH size	2.34	2.35	2.58	2.61	2.22	2.55	2.05	2.47

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26879	10034	3900	17692	6076	11616	25007
%H (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
Without	20995	19848	6996	2697	13787	4430	9358	17794
%V	74.2%	73.8%	69.7%	69.2%	77.9%	72.9%	80.6%	71.2%
%H (All HH)		94.5%	33.3%	12.8%	65.7%	21.1%	44.6%	84.8%
%H (TV HH)			35.2%	13.6%	69.5%	22.3%	47.1%	
With	7311	7031	3038	1203	3905	1646	2258	7213
%V	25.8%	26.2%	30.3%	30.8%	22.1%	27.1%	19.4%	28.8%
%H (All HH)		96.2%	41.6%	16.5%	53.4%	22.5%	30.9%	98.7%
%H (TV HH)			43.2%	17.1%	55.5%	23.4%	32.1%	
0 - 3	2650	2513	1021	389	1332	491	842	2600
%V	9.4%	9.3%	10.2%	10.0%	7.5%	8.1%	7.2%	10.4%
%H (All HH)		94.8%	38.5%	14.7%	50.3%	18.5%	31.8%	98.1%
%H (TV HH)			40.6%	15.5%	53.0%	19.5%	33.5%	
4 - 9	3830	3673	1612	597	1969	812	1158	3774
%V	13.5%	13.7%	16.1%	15.3%	11.1%	13.4%	10.0%	15.1%
%H (All HH)		95.9%	42.1%	15.6%	51.4%	21.2%	30.2%	98.5%
%H (TV HH)			43.9%	16.3%	53.6%	22.1%	31.5%	
10 - 15	3537	3442	1560	637	1959	907	1052	3504
%V	12.5%	12.8%	15.5%	16.3%	11.1%	14.9%	9.1%	14.0%
%H (All HH)		97.3%	44.1%	18.0%	55.4%	25.6%	29.7%	99.1%
%H (TV HH)			45.3%	18.5%	56.9%	26.4%	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

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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	28306	26879	10034	3900	17692	6076	11616	25007
%H (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
1	11701	11701	3253	1414	7049	1063	5986	9664
%V	41.3%	43.5%	32.4%	36.3%	39.8%	17.5%	51.5%	38.6%
%H (All HH)		100.0%	27.8%	12.1%	60.2%	9.1%	51.2%	82.6%
%H (TV HH)			27.8%	12.1%	60.2%	9.1%	51.2%	
2	8623	8623	3508	1348	5814	2282	3532	7763
%V	30.5%	32.1%	35.0%	34.6%	32.9%	37.6%	30.4%	31.0%
%H (All HH)		100.0%	40.7%	15.6%	67.4%	26.5%	41.0%	90.0%
%H (TV HH)			40.7%	15.6%	67.4%	26.5%	41.0%	
3	4026	4026	1910	690	2906	1522	1384	3873
%V	14.2%	15.0%	19.0%	17.7%	16.4%	25.0%	11.9%	15.5%
%H (All HH)		100.0%	47.4%	17.1%	72.2%	37.8%	34.4%	96.2%
%H (TV HH)			47.4%	17.1%	72.2%	37.8%	34.4%	
4	1681	1681	868	301	1264	759	505	1649
%V	5.9%	6.3%	8.7%	7.7%	7.1%	12.5%	4.3%	6.6%
%H (All HH)		100.0%	51.6%	17.9%	75.2%	45.2%	30.0%	98.1%
%H (TV HH)			51.6%	17.9%	75.2%	45.2%	30.0%	
5+	848	848	495	148	658	450	209	844
%V	3.0%	3.2%	4.9%	3.8%	3.7%	7.4%	1.8%	3.4%
%H (All HH)		100.0%	58.4%	17.5%	77.6%	53.1%	24.6%	99.5%
%H (TV HH)			58.4%	17.5%	77.6%	53.1%	24.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 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	28306	26879	10034	3900	17692	6076	11616	25007
%V (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
Under 20"	2207	2207	844	287	1824	777	1047	1929
%V	7.8%	8.2%	8.4%	7.4%	10.3%	12.8%	9.0%	7.7%
%H (All HH)		100.0%	38.2%	13.0%	82.6%	35.2%	47.4%	87.4%
%H (TV HH)			38.2%	13.0%	82.6%	35.2%	47.4%	
20" - 29"	6737	6737	2494	970	5221	2078	3143	5855
%V	23.8%	25.1%	24.9%	24.9%	29.5%	34.2%	27.1%	23.4%
%H (All HH)		100.0%	37.0%	14.4%	77.5%	30.8%	46.7%	86.9%
%H (TV HH)			37.0%	14.4%	77.5%	30.8%	46.7%	
30" - 39"	12726	12726	4788	1861	8887	3242	5644	11224
%V	45.0%	47.3%	47.7%	47.7%	50.2%	53.4%	48.6%	44.9%
%H (All HH)		100.0%	37.6%	14.6%	69.8%	25.5%	44.4%	88.2%
%H (TV HH)			37.6%	14.6%	69.8%	25.5%	44.4%	
40" - 49"	13178	13178	5588	2145	8445	3545	4900	12280
%V	46.6%	49.0%	55.7%	55.0%	47.7%	58.3%	42.2%	49.1%
%H (All HH)		100.0%	42.4%	16.3%	64.1%	26.9%	37.2%	93.2%
%H (TV HH)			42.4%	16.3%	64.1%	26.9%	37.2%	
50" - 59"	5607	5607	2747	933	3317	1677	1639	5438
%V	19.8%	20.9%	27.4%	23.9%	18.7%	27.6%	14.1%	21.7%
%H (All HH)		100.0%	49.0%	16.6%	59.2%	29.9%	29.2%	97.0%
%H (TV HH)			49.0%	16.6%	59.2%	29.9%	29.2%	
60"+	889	889	502	148	474	271	203	875
%V	3.1%	3.3%	5.0%	3.8%	2.7%	4.5%	1.7%	3.5%
%H (All HH)		100.0%	56.5%	16.6%	53.3%	30.5%	22.8%	98.4%
%H (TV HH)			56.5%	16.6%	53.3%	30.5%	22.8%	

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

%V = percentage of vertical total

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

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

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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	28306	26879	10034	3900	17692	6076	11616	25007
%H (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
Main living room	26525	26525	9966	3870	17478	6043	11435	23486
%V	93.7%	98.7%	99.3%	99.2%	98.8%	99.5%	98.4%	93.9%
%H (All HH)		100.0%	37.6%	14.6%	65.9%	22.8%	43.1%	88.5%
%H (TV HH)			37.6%	14.6%	65.9%	22.8%	43.1%	
Kitchen	2926	2926	1384	373	2392	1230	1162	2724
%V	10.3%	10.9%	13.8%	9.6%	13.5%	20.2%	10.0%	10.9%
%H (All HH)		100.0%	47.3%	12.7%	81.7%	42.0%	39.7%	93.1%
%H (TV HH)			47.3%	12.7%	81.7%	42.0%	39.7%	
Adult's bedroom	11572	11572	5229	1926	8119	3938	4181	10780
%V	40.9%	43.1%	52.1%	49.4%	45.9%	64.8%	36.0%	43.1%
%H (All HH)		100.0%	45.2%	16.6%	70.2%	34.0%	36.1%	93.2%
%H (TV HH)			45.2%	16.6%	70.2%	34.0%	36.1%	
Child's bedroom	2128	2128	1077	379	1312	737	575	2105
%V	7.5%	7.9%	10.7%	9.7%	7.4%	12.1%	5.0%	8.4%
%H (All HH)		100.0%	50.6%	17.8%	61.7%	34.6%	27.0%	98.9%
%H (TV HH)			50.6%	17.8%	61.7%	34.6%	27.0%	
Other bedroom	1568	1568	764	278	1204	675	529	1503
%V	5.5%	5.8%	7.6%	7.1%	6.8%	11.1%	4.6%	6.0%
%H (All HH)		100.0%	48.7%	17.7%	76.8%	43.0%	33.7%	95.9%
%H (TV HH)			48.7%	17.7%	76.8%	43.0%	33.7%	
Second living/dining room	2589	2589	1199	433	1906	960	946	2459
%V	9.1%	9.6%	11.9%	11.1%	10.8%	15.8%	8.1%	9.8%
%H (All HH)		100.0%	46.3%	16.7%	73.6%	37.1%	36.5%	95.0%
%H (TV HH)			46.3%	16.7%	73.6%	37.1%	36.5%	
Study/office	397	397	189	56	287	137	150	392
%V	1.4%	1.5%	1.9%	1.4%	1.6%	2.3%	1.3%	1.6%
%H (All HH)		100.0%	47.6%	14.1%	72.3%	34.5%	37.8%	98.7%
%H (TV HH)			47.6%	14.1%	72.3%	34.5%	37.8%	
TV room	203	203	108	25	142	75	67	200
%V	0.7%	0.8%	1.1%	0.6%	0.8%	1.2%	0.6%	0.8%
%H (All HH)		100.0%	53.2%	12.3%	70.0%	36.9%	33.0%	98.5%
%H (TV HH)			53.2%	12.3%	70.0%	36.9%	33.0%	
Conservatory	557	557	272	95	440	248	192	531
%V	2.0%	2.1%	2.7%	2.4%	2.5%	4.1%	1.7%	2.1%
%H (All HH)		100.0%	48.8%	17.1%	79.0%	44.5%	34.5%	95.3%
%H (TV HH)			48.8%	17.1%	79.0%	44.5%	34.5%	
Attic or loft room	57	57	25	15	41	26	15	56
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	43.9%	26.3%	71.9%	45.6%	26.3%	98.2%
%H (TV HH)			43.9%	26.3%	71.9%	45.6%	26.3%	
No specific location	30	30	11	5	22	8	14	28
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	36.7%	16.7%	73.3%	26.7%	46.7%	93.3%
%H (TV HH)			36.7%	16.7%	73.3%	26.7%	46.7%	
Other	280	280	145	48	205	115	90	274
%V	1.0%	1.0%	1.4%	1.2%	1.2%	1.9%	0.8%	1.1%
%H (All HH)		100.0%	51.8%	17.1%	73.2%	41.1%	32.1%	97.9%
%H (TV HH)			51.8%	17.1%	73.2%	41.1%	32.1%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	28306	26879	10034	3900	17692	6076	11616	25007
%V (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
Any DSAT provider	10034	10034	10034	179	4497	4497	0	9485
%V	35.4%	37.3%	100.0%	4.6%	25.4%	74.0%	0.0%	37.9%
%H (All HH)			100.0%	1.8%	44.8%	44.8%	0.0%	94.5%
%H (TV HH)			100.0%	1.8%	44.8%	44.8%	0.0%	
Sky with subscription	8407	8407	8407	89	3729	3729	0	8006
%V	29.7%	31.3%	83.8%	2.3%	21.1%	61.4%	0.0%	32.0%
%H (All HH)			100.0%	1.1%	44.4%	44.4%	0.0%	95.2%
%H (TV HH)			100.0%	1.1%	44.4%	44.4%	0.0%	
Sky without subscription	395	395	395	14	162	162	0	343
%V	1.4%	1.5%	3.9%	0.4%	0.9%	2.7%	0.0%	1.4%
%H (All HH)			100.0%	3.5%	41.0%	41.0%	0.0%	86.8%
%H (TV HH)			100.0%	3.5%	41.0%	41.0%	0.0%	
Freesat	1067	1067	1067	35	579	579	0	999
%V	3.8%	4.0%	10.6%	0.9%	3.3%	9.5%	0.0%	4.0%
%H (All HH)			100.0%	3.3%	54.3%	54.3%	0.0%	93.6%
%H (TV HH)			100.0%	3.3%	54.3%	54.3%	0.0%	
Other satellite provider	598	598	598	58	287	287	0	562
%V	2.1%	2.2%	6.0%	1.5%	1.6%	4.7%	0.0%	2.2%
%H (All HH)			100.0%	9.7%	48.0%	48.0%	0.0%	94.0%
%H (TV HH)			100.0%	9.7%	48.0%	48.0%	0.0%	
DCAB	3900	3900	179	3900	1665	1665	0	3754
%V	13.8%	14.5%	1.8%	100.0%	9.4%	27.4%	0.0%	15.0%
%H (All HH)			4.6%	100.0%	42.7%	42.7%	0.0%	96.3%
%H (TV HH)			4.6%	100.0%	42.7%	42.7%	0.0%	
DTT	17692	17692	4497	1665	17692	6076	11616	15060
%V	62.5%	65.8%	44.8%	42.7%	100.0%	100.0%	100.0%	60.2%
%H (All HH)		100.0%	25.4%	9.4%	100.0%	34.3%	65.7%	85.1%
%H (TV HH)			25.4%	9.4%	100.0%	34.3%	65.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 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	28306	26879	10034	3900	17692	6076	11616	25007
%V (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
PVR	15878	15878	9077	3700	8870	5629	3241	14998
%V	56.1%	59.1%	90.5%	94.9%	50.1%	92.6%	27.9%	60.0%
%H (All HH)		100.0%	57.2%	23.3%	55.9%	35.5%	20.4%	94.5%
%H (TV HH)			57.2%	23.3%	55.9%	35.5%	20.4%	
DVDR	293	293	125	45	215	87	128	257
%V	1.0%	1.1%	1.2%	1.2%	1.2%	1.4%	1.1%	1.0%
%H (All HH)		100.0%	42.7%	15.4%	73.4%	29.7%	43.7%	87.7%
%H (TV HH)			42.7%	15.4%	73.4%	29.7%	43.7%	
VCR	135	135	44	17	114	39	76	103
%V	0.5%	0.5%	0.4%	0.4%	0.6%	0.6%	0.7%	0.4%
%H (All HH)		100.0%	32.6%	12.6%	84.4%	28.9%	56.3%	76.3%
%H (TV HH)			32.6%	12.6%	84.4%	28.9%	56.3%	
Any recorder	16040	16040	9092	3704	9018	5639	3379	15125
%V	56.7%	59.7%	90.6%	95.0%	51.0%	92.8%	29.1%	60.5%
%H (All HH)		100.0%	56.7%	23.1%	56.2%	35.2%	21.1%	94.3%
%H (TV HH)			56.7%	23.1%	56.2%	35.2%	21.1%	
Receives HDTV (via STB or built-in reception)	19355	19355	8634	3451	12938	5506	7432	18023
%V	68.4%	72.0%	86.0%	88.5%	73.1%	90.6%	64.0%	72.1%
%H (All HH)		100.0%	44.6%	17.8%	66.8%	28.4%	38.4%	93.1%
%H (TV HH)			44.6%	17.8%	66.8%	28.4%	38.4%	
DVD/Blu-ray player or recorder	15184	15184	5964	2320	10262	3966	6296	13864
%V	53.6%	56.5%	59.4%	59.5%	58.0%	65.3%	54.2%	55.4%
%H (All HH)		100.0%	39.3%	15.3%	67.6%	26.1%	41.5%	91.3%
%H (TV HH)			39.3%	15.3%	67.6%	26.1%	41.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2019 - Mar 2020

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	28306	26879	10034	3900	17692	6076	11616	25007
%H (All HH)		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%
%H (TV HH)			37.3%	14.5%	65.8%	22.6%	43.2%	
Has broadband internet	25007	23793	9485	3754	15060	5791	9269	25007
%V	88.3%	88.5%	94.5%	96.3%	85.1%	95.3%	79.8%	100.0%
%H (All HH)		95.1%	37.9%	15.0%	60.2%	23.2%	37.1%	100.0%
%H (TV HH)			39.9%	15.8%	63.3%	24.3%	39.0%	
Number of computers (PCs and laptops)								
0	5248	4856	1169	364	3671	583	3087	2150
%V	18.5%	18.1%	11.7%	9.3%	20.7%	9.6%	26.6%	8.6%
%H (All HH)		92.5%	22.3%	6.9%	70.0%	11.1%	58.8%	41.0%
			24.1%	7.5%	75.6%	12.0%	63.6%	
1	7891	7424	2660	1019	4818	1474	3345	7723
%V	27.9%	27.6%	26.5%	26.1%	27.2%	24.3%	28.8%	30.9%
%H (All HH)		94.1%	33.7%	12.9%	61.1%	18.7%	42.4%	97.9%
%H (TV HH)			35.8%	13.7%	64.9%	19.9%	45.1%	
2	6874	6591	2653	1050	4263	1690	2572	6848
%V	24.3%	24.5%	26.4%	26.9%	24.1%	27.8%	22.1%	27.4%
%H (All HH)		95.9%	38.6%	15.3%	62.0%	24.6%	37.4%	99.6%
%H (TV HH)			40.3%	15.9%	64.7%	25.6%	39.0%	
3	3771	3632	1557	641	2272	1012	1261	3766
%V	13.3%	13.5%	15.5%	16.4%	12.8%	16.7%	10.9%	15.1%
%H (All HH)		96.3%	41.3%	17.0%	60.2%	26.8%	33.4%	99.9%
%H (TV HH)			42.9%	17.6%	62.6%	27.9%	34.7%	
4	2212	2138	974	369	1319	620	699	2212
%V	7.8%	8.0%	9.7%	9.5%	7.5%	10.2%	6.0%	8.8%
%H (All HH)		96.7%	44.0%	16.7%	59.6%	28.0%	31.6%	100.0%
%H (TV HH)			45.6%	17.3%	61.7%	29.0%	32.7%	
5+	2309	2238	1020	456	1349	697	652	2308
%V	8.2%	8.3%	10.2%	11.7%	7.6%	11.5%	5.6%	9.2%
%H (All HH)		96.9%	44.2%	19.7%	58.4%	30.2%	28.2%	100.0%
%H (TV HH)			45.6%	20.4%	60.3%	31.1%	29.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2019 - Mar 2020

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	52345	22161	8181	36022	15675	20347	47983
%H		42.3%	15.6%	68.8%	29.9%	38.9%	91.7%
Under 20"	2637	1024	347	2191	956	1235	2331
%V	5.0%	4.6%	4.2%	6.1%	6.1%	6.1%	4.9%
%H		38.8%	13.2%	83.1%	36.3%	46.8%	88.4%
20" - 29"	8495	3243	1261	6669	2815	3855	7490
%V	16.2%	14.6%	15.4%	18.5%	18.0%	18.9%	15.6%
%H		38.2%	14.8%	78.5%	33.1%	45.4%	88.2%
30" - 39"	16168	6407	2469	11341	4535	6807	14511
%V	30.9%	28.9%	30.2%	31.5%	28.9%	33.5%	30.2%
%H		39.6%	15.3%	70.1%	28.0%	42.1%	89.8%
40" - 49"	15993	7104	2659	10301	4662	5639	15038
%V	30.6%	32.1%	32.5%	28.6%	29.7%	27.7%	31.3%
%H		44.4%	16.6%	64.4%	29.2%	35.3%	94.0%
50" - 59"	6379	3188	1075	3781	1962	1818	6198
%V	12.2%	14.4%	13.1%	10.5%	12.5%	8.9%	12.9%
%H		50.0%	16.9%	59.3%	30.8%	28.5%	97.2%
60"+	962	547	165	512	297	215	948
%V	1.8%	2.5%	2.0%	1.4%	1.9%	1.1%	2.0%
%H		56.9%	17.2%	53.2%	30.9%	22.3%	98.5%
Don't know	1710	647	205	1227	449	778	1468
%V	3.3%	2.9%	2.5%	3.4%	2.9%	3.8%	3.1%
%H		37.8%	12.0%	71.8%	26.3%	45.5%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2019 - Mar 2020
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	52345	22161	8181	36022	15675	20347	47983
%H		42.3%	15.6%	68.8%	29.9%	38.9%	91.7%
Main living room	26683	10031	3894	17583	6089	11494	23630
%V	51.0%	45.3%	47.6%	48.8%	38.8%	56.5%	49.2%
%H		37.6%	14.6%	65.9%	22.8%	43.1%	88.6%
Kitchen	2940	1391	374	2403	1237	1166	2737
%V	5.6%	6.3%	4.6%	6.7%	7.9%	5.7%	5.7%
%H		47.3%	12.7%	81.7%	42.1%	39.7%	93.1%
Adult's bedroom	13876	6395	2370	9775	4925	4850	13036
%V	26.5%	28.9%	29.0%	27.1%	31.4%	23.8%	27.2%
%H		46.1%	17.1%	70.4%	35.5%	35.0%	93.9%
Child's bedroom	2780	1422	512	1718	989	729	2753
%V	5.3%	6.4%	6.3%	4.8%	6.3%	3.6%	5.7%
%H		51.2%	18.4%	61.8%	35.6%	26.2%	99.0%
Other bedroom	1866	924	342	1433	826	607	1801
%V	3.6%	4.2%	4.2%	4.0%	5.3%	3.0%	3.8%
%H		49.5%	18.3%	76.8%	44.3%	32.5%	96.5%
Second living/dining room	2638	1224	439	1945	981	964	2507
%V	5.0%	5.5%	5.4%	5.4%	6.3%	4.7%	5.2%
%H		46.4%	16.6%	73.7%	37.2%	36.5%	95.0%
Study/office	402	193	56	291	140	151	397
%V	0.8%	0.9%	0.7%	0.8%	0.9%	0.7%	0.8%
%H		48.0%	13.9%	72.4%	34.8%	37.6%	98.8%
TV room	209	112	26	146	78	68	206
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		53.6%	12.4%	69.9%	37.3%	32.5%	98.6%
Conseervatory	559	273	95	442	248	193	532
%V	1.1%	1.2%	1.2%	1.2%	1.6%	0.9%	1.1%
%H		48.8%	17.0%	79.1%	44.4%	34.5%	95.2%
Attic or loft room	57	25	15	41	26	15	56
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		43.9%	26.3%	71.9%	45.6%	26.3%	98.2%
No specific location	31	11	5	22	8	14	28
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		35.5%	16.1%	71.0%	25.8%	45.2%	90.3%
Other	306	159	53	222	128	94	299
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.5%	0.6%
%H		52.0%	17.3%	72.5%	41.8%	30.7%	97.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2019 - Mar 2020
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	52345	22161	8181	36022	15675	20347	47983
%H		42.3%	15.6%	68.8%	29.9%	38.9%	91.7%
PVR	22940	14160	5342	11826	8125	3701	21935
%V	43.8%	63.9%	65.3%	32.8%	51.8%	18.2%	45.7%
%H		61.7%	23.3%	51.6%	35.4%	16.1%	95.6%
DVDR	312	132	50	230	92	138	274
%V	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%	0.6%
%H		42.3%	16.0%	73.7%	29.5%	44.2%	87.8%
VCR	139	45	17	117	39	78	106
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		32.4%	12.2%	84.2%	28.1%	56.1%	76.3%
Any recorder	23165	14199	5359	12029	8163	3866	22117
%V	44.3%	64.1%	65.5%	33.4%	52.1%	19.0%	46.1%
%H		61.3%	23.1%	51.9%	35.2%	16.7%	95.5%

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	52345	22161	8181	36022	15675	20347	47983
%H		42.3%	15.6%	68.8%	29.9%	38.9%	91.7%
Receives HDTV (via STB or built-in reception)	31039	15140	5508	20893	10196	10697	29366
%V	59.3%	68.3%	67.3%	58.0%	65.0%	52.6%	61.2%
%H		48.8%	17.7%	67.3%	32.8%	34.5%	94.6%
DVD/Blu-ray player or recorder	20661	8589	3341	14084	6061	8023	19153
%V	39.5%	38.8%	40.8%	39.1%	38.7%	39.4%	39.9%
%H		41.6%	16.2%	68.2%	29.3%	38.8%	92.7%

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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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	26872	10033	3900	17689	6075	11613	23787
%H		37.3%	14.5%	65.8%	22.6%	43.2%	88.5%
Under 20"	172	26	15	134	15	119	114
%V	0.6%	0.3%	0.4%	0.8%	0.2%	1.0%	0.5%
%H		15.1%	8.7%	77.9%	8.7%	69.2%	66.3%
20" - 29"	1666	316	154	1314	203	1111	1180
%V	6.2%	3.1%	3.9%	7.4%	3.3%	9.6%	5.0%
%H		19.0%	9.2%	78.9%	12.2%	66.7%	70.8%
30" - 39"	7206	2032	897	5142	1208	3934	5880
%V	26.8%	20.3%	23.0%	29.1%	19.9%	33.9%	24.7%
%H		28.2%	12.4%	71.4%	16.8%	54.6%	81.6%
40" - 49"	11070	4462	1770	7105	2770	4335	10204
%V	41.2%	44.5%	45.4%	40.2%	45.6%	37.3%	42.9%
%H		40.3%	16.0%	64.2%	25.0%	39.2%	92.2%
50" - 59"	5079	2468	833	2985	1489	1495	4919
%V	18.9%	24.6%	21.4%	16.9%	24.5%	12.9%	20.7%
%H		48.6%	16.4%	58.8%	29.3%	29.4%	96.8%
60"+	802	450	136	420	241	179	789
%V	3.0%	4.5%	3.5%	2.4%	4.0%	1.5%	3.3%
%H		56.1%	17.0%	52.4%	30.0%	22.3%	98.4%
Don't know	877	277	93	588	148	440	701
%V	3.3%	2.8%	2.4%	3.3%	2.4%	3.8%	2.9%
%H		31.6%	10.6%	67.0%	16.9%	50.2%	79.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 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	26872	10033	3900	17689	6075	11613	23787
%H		37.3%	14.5%	65.8%	22.6%	43.2%	88.5%
PVR	15585	8969	3649	8615	5510	3105	14723
%V	58.0%	89.4%	93.6%	48.7%	90.7%	26.7%	61.9%
%H		57.5%	23.4%	55.3%	35.4%	19.9%	94.5%
DVDR	251	101	39	182	67	115	219
%V	0.9%	1.0%	1.0%	1.0%	1.1%	1.0%	0.9%
%H		40.2%	15.5%	72.5%	26.7%	45.8%	87.3%
VCR	105	33	13	87	28	60	75
%V	0.4%	0.3%	0.3%	0.5%	0.5%	0.5%	0.3%
%H		31.4%	12.4%	82.9%	26.7%	57.1%	71.4%
Any recorder	15738	8986	3653	8754	5522	3232	14840
%V	58.6%	89.6%	93.7%	49.5%	90.9%	27.8%	62.4%
%H		57.1%	23.2%	55.6%	35.1%	20.5%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26872	10033	3900	17689	6075	11613	23787
%H		37.3%	14.5%	65.8%	22.6%	43.2%	88.5%
Receives HDTV (via STB or built-in reception)	18956	8459	3408	12592	5344	7248	17665
%V	70.5%	84.3%	87.4%	71.2%	88.0%	62.4%	74.3%
%H		44.6%	18.0%	66.4%	28.2%	38.2%	93.2%
DVD/Blu-ray player or recorder	13130	5005	1965	8868	3264	5604	11888
%V	48.9%	49.9%	50.4%	50.1%	53.7%	48.3%	50.0%
%H		38.1%	15.0%	67.5%	24.9%	42.7%	90.5%

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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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25473	12128	4281	18333	9600	8733	24196
%H		47.6%	16.8%	72.0%	37.7%	34.3%	95.0%
Under 20"	2465	998	332	2057	941	1116	2217
%V	9.7%	8.2%	7.8%	11.2%	9.8%	12.8%	9.2%
%H		40.5%	13.5%	83.4%	38.2%	45.3%	89.9%
20" - 29"	6829	2927	1106	5356	2612	2744	6310
%V	26.8%	24.1%	25.8%	29.2%	27.2%	31.4%	26.1%
%H		42.9%	16.2%	78.4%	38.2%	40.2%	92.4%
30" - 39"	8963	4374	1572	6199	3326	2873	8631
%V	35.2%	36.1%	36.7%	33.8%	34.6%	32.9%	35.7%
%H		48.8%	17.5%	69.2%	37.1%	32.1%	96.3%
40" - 49"	4924	2642	888	3196	1891	1304	4834
%V	19.3%	21.8%	20.7%	17.4%	19.7%	14.9%	20.0%
%H		53.7%	18.0%	64.9%	38.4%	26.5%	98.2%
50" - 59"	1300	719	242	796	473	323	1279
%V	5.1%	5.9%	5.7%	4.3%	4.9%	3.7%	5.3%
%H		55.3%	18.6%	61.2%	36.4%	24.8%	98.4%
60"+	160	97	29	92	56	36	159
%V	0.6%	0.8%	0.7%	0.5%	0.6%	0.4%	0.7%
%H		60.6%	18.1%	57.5%	35.0%	22.5%	99.4%
Don't know	833	370	112	639	300	338	766
%V	3.3%	3.1%	2.6%	3.5%	3.1%	3.9%	3.2%
%H		44.4%	13.4%	76.7%	36.0%	40.6%	92.0%

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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Set level data

Table 19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25473	12128	4281	18333	9600	8733	24196
%H		47.6%	16.8%	72.0%	37.7%	34.3%	95.0%
PVR	7354	5191	1692	3211	2614	597	7212
%V	28.9%	42.8%	39.5%	17.5%	27.2%	6.8%	29.8%
%H		70.6%	23.0%	43.7%	35.5%	8.1%	98.1%
DVDR	61	30	11	48	25	23	55
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%
%H		49.2%	18.0%	78.7%	41.0%	37.7%	90.2%
VCR	34	12	4	30	11	18	31
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		35.3%	11.8%	88.2%	32.4%	52.9%	91.2%
Any recorder	7426	5213	1706	3275	2641	634	7277
%V	29.2%	43.0%	39.9%	17.9%	27.5%	7.3%	30.1%
%H		70.2%	23.0%	44.1%	35.6%	8.5%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25473	12128	4281	18333	9600	8733	24196
%H		47.6%	16.8%	72.0%	37.7%	34.3%	95.0%
Receives HDTV (via STB or built-in reception)	12083	6681	2100	8301	4852	3449	11702
%V	47.4%	55.1%	49.1%	45.3%	50.5%	39.5%	48.4%
%H		55.3%	17.4%	68.7%	40.2%	28.5%	96.8%
DVD/Blu-ray player or recorder	7531	3584	1377	5216	2798	2419	7265
%V	29.6%	29.6%	32.2%	28.5%	29.1%	27.7%	30.0%
%H		47.6%	18.3%	69.3%	37.2%	32.1%	96.5%

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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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	66170	63208	25841	10167	39284	15518	23766	61852
%H		95.5%	39.1%	15.4%	59.4%	23.5%	35.9%	93.5%
Total Children	12826	12321	5356	2070	6717	2818	3900	12647
%V	19.4%	19.5%	20.7%	20.4%	17.1%	18.2%	16.4%	20.4%
%H		96.1%	41.8%	16.1%	52.4%	22.0%	30.4%	98.6%
0 - 3	3063	2909	1179	443	1554	570	984	3005
%V	4.6%	4.6%	4.6%	4.4%	4.0%	3.7%	4.1%	4.9%
%H		95.0%	38.5%	14.5%	50.7%	18.6%	32.1%	98.1%
4 - 15	9764	9412	4176	1627	5164	2248	2916	9642
%V	14.8%	14.9%	16.2%	16.0%	13.1%	14.5%	12.3%	15.6%
%H		96.4%	42.8%	16.7%	52.9%	23.0%	29.9%	98.8%
4 - 9	5028	4809	2112	769	2564	1062	1502	4951
%V	7.6%	7.6%	8.2%	7.6%	6.5%	6.8%	6.3%	8.0%
%H		95.6%	42.0%	15.3%	51.0%	21.1%	29.9%	98.5%
10 - 15	4735	4603	2064	857	2600	1186	1414	4690
%V	7.2%	7.3%	8.0%	8.4%	6.6%	7.6%	5.9%	7.6%
%H		97.2%	43.6%	18.1%	54.9%	25.0%	29.9%	99.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	66170	63208	25841	10167	39284	15518	23766	61852
%H		95.5%	39.1%	15.4%	59.4%	23.5%	35.9%	93.5%
Total Adults (16+)	53344	50887	20486	8097	32566	12700	19866	49205
%V	80.6%	80.5%	79.3%	79.6%	82.9%	81.8%	83.6%	79.6%
%H		95.4%	38.4%	15.2%	61.0%	23.8%	37.2%	92.2%
16 - 19	2606	2497	1114	495	1493	718	776	2577
%V	3.9%	4.0%	4.3%	4.9%	3.8%	4.6%	3.3%	4.2%
%H		95.8%	42.7%	19.0%	57.3%	27.6%	29.8%	98.9%
20 - 24	3904	3460	1301	616	2005	863	1142	3848
%V	5.9%	5.5%	5.0%	6.1%	5.1%	5.6%	4.8%	6.2%
%H		88.6%	33.3%	15.8%	51.4%	22.1%	29.3%	98.6%
25 - 34	8944	8153	3127	1235	4373	1588	2785	8745
%V	13.5%	12.9%	12.1%	12.1%	11.1%	10.2%	11.7%	14.1%
%H		91.2%	35.0%	13.8%	48.9%	17.8%	31.1%	97.8%
35 - 44	8471	7971	3392	1375	4357	1761	2597	8291
%V	12.8%	12.6%	13.1%	13.5%	11.1%	11.3%	10.9%	13.4%
%H		94.1%	40.0%	16.2%	51.4%	20.8%	30.7%	97.9%
45 - 54	8946	8671	3931	1600	5431	2505	2926	8705
%V	13.5%	13.7%	15.2%	15.7%	13.8%	16.1%	12.3%	14.1%
%H		96.9%	43.9%	17.9%	60.7%	28.0%	32.7%	97.3%
55 - 64	8305	8121	3468	1337	5576	2345	3231	7867
%V	12.6%	12.8%	13.4%	13.2%	14.2%	15.1%	13.6%	12.7%
%H		97.8%	41.8%	16.1%	67.1%	28.2%	38.9%	94.7%
65+	12167	12013	4153	1438	9332	2921	6411	9173
%V	18.4%	19.0%	16.1%	14.1%	23.8%	18.8%	27.0%	14.8%
%H		98.7%	34.1%	11.8%	76.7%	24.0%	52.7%	75.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53344	50887	20486	8097	32566	12700	19866	49205
%H		95.4%	38.4%	15.2%	61.0%	23.8%	37.2%	92.2%
AB	14106	13622	5715	2212	8707	3580	5128	13829
%V	26.4%	26.8%	27.9%	27.3%	26.7%	28.2%	25.8%	28.1%
%H		96.6%	40.5%	15.7%	61.7%	25.4%	36.4%	98.0%
C1	15709	14858	5978	2557	9381	3844	5537	14922
%V	29.4%	29.2%	29.2%	31.6%	28.8%	30.3%	27.9%	30.3%
%H		94.6%	38.1%	16.3%	59.7%	24.5%	35.2%	95.0%
C2	11072	10737	4641	1729	6931	2988	3944	10245
%V	20.8%	21.1%	22.7%	21.4%	21.3%	23.5%	19.9%	20.8%
%H		97.0%	41.9%	15.6%	62.6%	27.0%	35.6%	92.5%
D	8151	7611	2928	1119	4687	1606	3082	7209
%V	15.3%	15.0%	14.3%	13.8%	14.4%	12.6%	15.5%	14.7%
%H		93.4%	35.9%	13.7%	57.5%	19.7%	37.8%	88.4%
E	4306	4059	1224	481	2859	683	2176	3000
%V	8.1%	8.0%	6.0%	5.9%	8.8%	5.4%	11.0%	6.1%
%H		94.3%	28.4%	11.2%	66.4%	15.9%	50.5%	69.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53344	50887	20486	8097	32566	12700	19866	49205
%H		95.4%	38.4%	15.2%	61.0%	23.8%	37.2%	92.2%
Working full time	25920	24679	10657	4316	14577	6296	8281	25456
%V	48.6%	48.5%	52.0%	53.3%	44.8%	49.6%	41.7%	51.7%
%H		95.2%	41.1%	16.7%	56.2%	24.3%	31.9%	98.2%
Working part time	5286	5081	2118	852	3217	1360	1857	5142
%V	9.9%	10.0%	10.3%	10.5%	9.9%	10.7%	9.3%	10.5%
%H		96.1%	40.1%	16.1%	60.9%	25.7%	35.1%	97.3%
Not working	22137	21127	7710	2929	14772	5043	9729	18608
%V	41.5%	41.5%	37.6%	36.2%	45.4%	39.7%	49.0%	37.8%
%H		95.4%	34.8%	13.2%	66.7%	22.8%	43.9%	84.1%
Houseperson	28306	26879	10034	3900	17692	6076	11616	25007
%V	53.1%	52.8%	49.0%	48.2%	54.3%	47.8%	58.5%	50.8%
%H		95.0%	35.4%	13.8%	62.5%	21.5%	41.0%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26129	24779	10114	4009	15627	6271	9356	24265
%H		94.8%	38.7%	15.3%	59.8%	24.0%	35.8%	92.9%
16 - 19	1360	1304	605	253	779	389	389	1343
%V	5.2%	5.3%	6.0%	6.3%	5.0%	6.2%	4.2%	5.5%
%H		95.9%	44.5%	18.6%	57.3%	28.6%	28.6%	98.8%
20 - 24	1981	1779	684	315	1017	460	557	1954
%V	7.6%	7.2%	6.8%	7.9%	6.5%	7.3%	6.0%	8.1%
%H		89.8%	34.5%	15.9%	51.3%	23.2%	28.1%	98.6%
25 - 34	4491	4057	1535	630	2170	796	1374	4390
%V	17.2%	16.4%	15.2%	15.7%	13.9%	12.7%	14.7%	18.1%
%H		90.3%	34.2%	14.0%	48.3%	17.7%	30.6%	97.8%
35 - 44	4192	3888	1618	665	2103	832	1271	4081
%V	16.0%	15.7%	16.0%	16.6%	13.5%	13.3%	13.6%	16.8%
%H		92.7%	38.6%	15.9%	50.2%	19.8%	30.3%	97.4%
45 - 54	4401	4250	1914	780	2629	1190	1439	4255
%V	16.8%	17.2%	18.9%	19.5%	16.8%	19.0%	15.4%	17.5%
%H		96.6%	43.5%	17.7%	59.7%	27.0%	32.7%	96.7%
55 - 64	4071	3959	1690	650	2712	1139	1574	3824
%V	15.6%	16.0%	16.7%	16.2%	17.4%	18.2%	16.8%	15.8%
%H		97.2%	41.5%	16.0%	66.6%	28.0%	38.7%	93.9%
65+	5632	5542	2069	716	4218	1465	2753	4418
%V	21.6%	22.4%	20.5%	17.9%	27.0%	23.4%	29.4%	18.2%
%H		98.4%	36.7%	12.7%	74.9%	26.0%	48.9%	78.4%

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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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+)	26129	24779	10114	4009	15627	6271	9356	24265
%H		94.8%	38.7%	15.3%	59.8%	24.0%	35.8%	92.9%
AB	7040	6790	2857	1110	4321	1808	2513	6922
%V	26.9%	27.4%	28.2%	27.7%	27.7%	28.8%	26.9%	28.5%
%H		96.4%	40.6%	15.8%	61.4%	25.7%	35.7%	98.3%
C1	7365	6937	2882	1216	4250	1830	2421	7094
%V	28.2%	28.0%	28.5%	30.3%	27.2%	29.2%	25.9%	29.2%
%H		94.2%	39.1%	16.5%	57.7%	24.8%	32.9%	96.3%
C2	5928	5706	2446	911	3670	1563	2107	5450
%V	22.7%	23.0%	24.2%	22.7%	23.5%	24.9%	22.5%	22.5%
%H		96.3%	41.3%	15.4%	61.9%	26.4%	35.5%	91.9%
D	3936	3625	1415	550	2180	774	1407	3517
%V	15.1%	14.6%	14.0%	13.7%	14.0%	12.3%	15.0%	14.5%
%H		92.1%	36.0%	14.0%	55.4%	19.7%	35.7%	89.4%
E	1860	1721	514	221	1205	296	909	1282
%V	7.1%	6.9%	5.1%	5.5%	7.7%	4.7%	9.7%	5.3%
%H		92.5%	27.6%	11.9%	64.8%	15.9%	48.9%	68.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2019 - Mar 2020
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26129	24779	10114	4009	15627	6271	9356	24265
%H		94.8%	38.7%	15.3%	59.8%	24.0%	35.8%	92.9%
Working full time	15530	14731	6377	2544	8659	3744	4915	15233
%V	59.4%	59.4%	63.1%	63.5%	55.4%	59.7%	52.5%	62.8%
%H		94.9%	41.1%	16.4%	55.8%	24.1%	31.6%	98.1%
Working part time	1230	1143	450	176	730	294	436	1165
%V	4.7%	4.6%	4.4%	4.4%	4.7%	4.7%	4.7%	4.8%
%H		92.9%	36.6%	14.3%	59.3%	23.9%	35.4%	94.7%
Not working	9370	8905	3287	1288	6238	2233	4005	7868
%V	35.9%	35.9%	32.5%	32.1%	39.9%	35.6%	42.8%	32.4%
%H		95.0%	35.1%	13.7%	66.6%	23.8%	42.7%	84.0%
Houseperson	6482	5880	1869	808	3872	1076	2797	5285
%V	24.8%	23.7%	18.5%	20.2%	24.8%	17.2%	29.9%	21.8%
%H		90.7%	28.8%	12.5%	59.7%	16.6%	43.2%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2019 - Mar 2020

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+)	27214	26108	10372	4088	16939	6429	10510	24941
%H		95.9%	38.1%	15.0%	62.2%	23.6%	38.6%	91.6%
16 - 19	1246	1194	509	242	715	328	386	1233
%V	4.6%	4.6%	4.9%	5.9%	4.2%	5.1%	3.7%	4.9%
%H		95.8%	40.9%	19.4%	57.4%	26.3%	31.0%	99.0%
20 - 24	1923	1681	618	301	988	403	585	1894
%V	7.1%	6.4%	6.0%	7.4%	5.8%	6.3%	5.6%	7.6%
%H		87.4%	32.1%	15.7%	51.4%	21.0%	30.4%	98.5%
25 - 34	4453	4096	1593	606	2203	791	1411	4356
%V	16.4%	15.7%	15.4%	14.8%	13.0%	12.3%	13.4%	17.5%
%H		92.0%	35.8%	13.6%	49.5%	17.8%	31.7%	97.8%
35 - 44	4279	4084	1774	710	2254	929	1326	4210
%V	15.7%	15.6%	17.1%	17.4%	13.3%	14.5%	12.6%	16.9%
%H		95.4%	41.5%	16.6%	52.7%	21.7%	31.0%	98.4%
45 - 54	4545	4421	2017	820	2801	1315	1486	4450
%V	16.7%	16.9%	19.4%	20.1%	16.5%	20.5%	14.1%	17.8%
%H		97.3%	44.4%	18.0%	61.6%	28.9%	32.7%	97.9%
55 - 64	4233	4162	1778	687	2864	1207	1657	4043
%V	15.6%	15.9%	17.1%	16.8%	16.9%	18.8%	15.8%	16.2%
%H		98.3%	42.0%	16.2%	67.7%	28.5%	39.1%	95.5%
65+	6535	6471	2084	722	5114	1456	3658	4755
%V	24.0%	24.8%	20.1%	17.7%	30.2%	22.6%	34.8%	19.1%
%H		99.0%	31.9%	11.0%	78.3%	22.3%	56.0%	72.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2019 - Mar 2020

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+)		27214	26108	10372	4088	16939	6429	10510	24941
	%H		95.9%	38.1%	15.0%	62.2%	23.6%	38.6%	91.6%
AB		7066	6832	2858	1102	4386	1772	2615	6907
	%V	26.0%	26.2%	27.6%	27.0%	25.9%	27.6%	24.9%	27.7%
	%H		96.7%	40.4%	15.6%	62.1%	25.1%	37.0%	97.7%
C1		8344	7922	3095	1341	5131	2014	3116	7828
	%V	30.7%	30.3%	29.8%	32.8%	30.3%	31.3%	29.6%	31.4%
	%H		94.9%	37.1%	16.1%	61.5%	24.1%	37.3%	93.8%
C2		5145	5031	2195	817	3261	1424	1836	4795
	%V	18.9%	19.3%	21.2%	20.0%	19.3%	22.1%	17.5%	19.2%
	%H		97.8%	42.7%	15.9%	63.4%	27.7%	35.7%	93.2%
D		4214	3986	1512	569	2507	832	1675	3693
	%V	15.5%	15.3%	14.6%	13.9%	14.8%	12.9%	15.9%	14.8%
	%H		94.6%	35.9%	13.5%	59.5%	19.7%	39.7%	87.6%
E		2445	2338	710	259	1654	386	1267	1718
	%V	9.0%	9.0%	6.8%	6.3%	9.8%	6.0%	12.1%	6.9%
	%H		95.6%	29.0%	10.6%	67.6%	15.8%	51.8%	70.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2019 - Mar 2020
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27214	26108	10372	4088	16939	6429	10510	24941
%H		95.9%	38.1%	15.0%	62.2%	23.6%	38.6%	91.6%
Working full time	10391	9948	4280	1773	5918	2552	3366	10223
%V	38.2%	38.1%	41.3%	43.4%	34.9%	39.7%	32.0%	41.0%
%H		95.7%	41.2%	17.1%	57.0%	24.6%	32.4%	98.4%
Working part time	4056	3938	1668	676	2487	1067	1420	3977
%V	14.9%	15.1%	16.1%	16.5%	14.7%	16.6%	13.5%	15.9%
%H		97.1%	41.1%	16.7%	61.3%	26.3%	35.0%	98.1%
Not working	12768	12222	4424	1640	8534	2810	5724	10740
%V	46.9%	46.8%	42.7%	40.1%	50.4%	43.7%	54.5%	43.1%
%H		95.7%	34.6%	12.8%	66.8%	22.0%	44.8%	84.1%
Houseperson	21825	20999	8165	3092	13820	5000	8820	19721
%V	80.2%	80.4%	78.7%	75.6%	81.6%	77.8%	83.9%	79.1%
%H		96.2%	37.4%	14.2%	63.3%	22.9%	40.4%	90.4%

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
- Houseperson
- Ethnicity
- Geodemographic

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between Apr 2019 and Mar 2020

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, either the head of household or 'housewife', or a partner of either of these, are included in this group

Response Analysis		Apr 2019 - Mar 2020					
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	86704	20217	2417	9374	4885	2001	2341
Shop / Business	957	221	24	116	40	12	23
Demolished / Incomplete	124	44	5	18	4	2	3
Empty	6817	1071	127	740	252	103	96
Holiday Home	880	48	21	22	73	18	64
Other Non Effective	1462	217	77	157	118	36	41
Eligible Addresses	76464	18616	2163	8321	4398	1830	2114
Substitute Addresses	9695	994	455	162	222	300	485
Multiple Occupancy Addresses	881	635	32	19	8	24	20
Total Additional Households	10576	1629	487	181	230	324	505
Total Valid Households	87035	20727	2434	9334	4860	2016	2356
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6458	2301	223	557	374	120	273
	7.4%	11.1%	9.2%	6.0%	7.7%	6.0%	11.6%
No English Spoken	326	129	6	43	21	8	2
	0.4%	0.6%	0.2%	0.5%	0.4%	0.4%	0.1%
Refusals	30144	8483	877	3138	1715	638	947
	34.6%	40.9%	36.0%	33.6%	35.3%	31.6%	40.2%
Total Interviews	50108	9814	1328	5596	2750	1250	1134
	57.6%	47.3%	54.6%	60.0%	56.6%	62.0%	48.1%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	3892	5044	3807	9378	9082	6070	8585
Shop / Business	65	43	63	87	128	108	82
Demolished / Incomplete	3	2	5	10	11	4	2
Empty	173	370	286	1783	849	470	719
Holiday Home	27	22	38	28	205	70	206
Other Non Effective	75	90	54	185	140	134	145
Eligible Addresses	3549	4517	3361	7285	7749	5284	7431
Substitute Addresses	415	2054	1270	723	1074	1648	269
Multiple Occupancy Addresses	12	22	4	29	24	16	32
Total Additional Households	427	2076	1274	752	1098	1664	301
Total Valid Households	3888	5053	3780	9368	9043	6023	8537
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	370	213	310	454	420	404	833
	9.5%	4.2%	8.2%	4.8%	4.6%	6.7%	9.8%
No English Spoken	17	23	7	22	27	23	20
	0.4%	0.5%	0.2%	0.2%	0.3%	0.4%	0.2%
Refusals	1397	1492	1073	2053	2430	1708	2054
	35.9%	29.5%	28.4%	21.9%	26.9%	28.4%	24.1%
Total Interviews	2104	3325	2390	6839	6166	3888	5631
	54.1%	65.8%	63.2%	73.0%	68.2%	64.6%	66.0%

Response Analysis: Apr 2019 - Mar 2020							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	81,220	19503	9034	8677	4824	2773	7959
Shop / Business	1,031	264	114	81	44	59	118
Demolished / Incomplete	109	42	14	10	2	5	11
Empty	6,634	1091	763	1596	347	228	756
Holiday Home	756	45	26	20	30	16	184
Other Non Effective	1,406	246	124	177	100	19	126
Eligible Addresses	71,284	17815	7993	6793	4301	2446	6764
Substitute Addresses	9,375	1545	982	1845	508	299	458
Multiple Occupancy Addresses	925	693	17	29	14	2	22
Total Additional Households	10,300	2238	999	1874	522	301	480
Total Valid Households	81,583	20052	8992	8667	4823	2747	7921
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6,877	2614	545	435	203	233	393
	8.4%	13.0%	6.1%	5.0%	4.2%	8.5%	5.0%
No English Spoken	348	131	42	21	25	3	22
	0.4%	0.7%	0.5%	0.2%	0.5%	0.1%	0.3%
Refusals	24,494	7253	2654	1916	1431	758	2148
	30.0%	36.2%	29.5%	22.1%	29.7%	27.6%	27.1%
Total Interviews	49,864	10054	5751	6295	3164	1753	5358
	61.1%	50.1%	64.0%	72.6%	65.6%	63.8%	67.6%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	5407	4743	2074	5588	911	1811	7916
Shop / Business	85	59	17	101	4	14	71
Demolished / Incomplete	10	6	3	3	0	1	2
Empty	254	259	91	437	64	87	661
Holiday Home	51	53	50	50	29	8	194
Other Non Effective	148	121	25	126	16	37	141
Eligible Addresses	4859	4245	1888	4871	798	1664	6847
Substitute Addresses	185	661	112	143	989	1135	513
Multiple Occupancy Addresses	50	2	25	15	2	23	29
Total Additional Households	235	663	137	158	991	1158	542
Total Valid Households	5422	4705	2098	5547	912	1830	7865
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	530	364	242	367	53	115	782
	9.8%	7.7%	11.5%	6.6%	5.8%	6.3%	9.9%
No English Spoken	24	22	4	22	3	9	20
	0.4%	0.5%	0.2%	0.4%	0.3%	0.5%	0.3%
Refusals	1839	1446	807	1597	245	501	1898
	33.9%	30.7%	38.5%	28.8%	26.9%	27.4%	24.1%
Total Interviews	3029	2873	1045	3561	611	1205	5165
	55.9%	61.1%	49.8%	64.2%	67.0%	65.8%	65.7%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from Apr 2019 to Mar 2020

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

Total Network	All Households	Total TV Households
All Households	50806	48629
All Sets	97723	97723
All Individuals	123477	118748
Children 0-15	23363	22550
All Adults	100114	96198
Adult Males	48525	46457
Adult Females	51589	49741

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	10019	9251
All Sets	16677	16677
All Individuals	26146	24394
Children 0-15	5122	4808
All Adults	21024	19586
Adult Males	10191	9473
Adult Females	10833	10113

BBC South-East	All Households	Total TV Households
All Households	1354	1316
All Sets	2780	2780
All Individuals	3310	3223
Children 0-15	633	621
All Adults	2677	2602
Adult Males	1281	1241
Adult Females	1396	1361

BBC Midlands	All Households	Total TV Households
All Households	5671	5427
All Sets	10707	10707
All Individuals	14089	13512
Children 0-15	2825	2687
All Adults	11264	10825
Adult Males	5514	5272
Adult Females	5750	5553

BBC East	All Households	Total TV Households
All Households	2798	2679
All Sets	5497	5497
All Individuals	6740	6479
Children 0-15	1262	1218
All Adults	5478	5261
Adult Males	2645	2534
Adult Females	2833	2727

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1262	1205
All Sets	2438	2438
All Individuals	3062	2921
Children 0-15	540	520
All Adults	2522	2401
Adult Males	1234	1176
Adult Females	1288	1225

BBC South-West	All Households	Total TV Households
All Households	1153	1134
All Sets	2294	2294
All Individuals	2650	2617
Children 0-15	456	450
All Adults	2194	2167
Adult Males	1044	1029
Adult Females	1150	1138

BBC South	All Households	Total TV Households
All Households	1958	1899
All Sets	3768	3768
All Individuals	4660	4542
Children 0-15	850	835
All Adults	3810	3707
Adult Males	1874	1813
Adult Females	1936	1894

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3205	3097
All Sets	6317	6317
All Individuals	7728	7464
Children 0-15	1568	1525
All Adults	6160	5939
Adult Males	2970	2843
Adult Females	3190	3096

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2264	2217
All Sets	4763	4763
All Individuals	5253	5152
Children 0-15	923	909
All Adults	4330	4243
Adult Males	2049	2009
Adult Females	2281	2234

BBC North-West	All Households	Total TV Households
All Households	6473	6269
All Sets	12742	12742
All Individuals	15800	15359
Children 0-15	3167	3080
All Adults	12633	12279
Adult Males	6122	5920
Adult Females	6511	6359

BBC Scotland	All Households	Total TV Households
All Households	5693	5426
All Sets	11173	11173
All Individuals	12565	12065
Children 0-15	2060	1985
All Adults	10505	10080
Adult Males	5104	4880
Adult Females	5401	5200

BBC Ulster	All Households	Total TV Households
All Households	3795	3691
All Sets	7733	7733
All Individuals	9382	9186
Children 0-15	1766	1747
All Adults	7616	7439
Adult Males	3709	3604
Adult Females	3907	3835

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5161	5018
All Sets	10834	10834
All Individuals	12092	11834
Children 0-15	2191	2165
All Adults	9901	9669
Adult Males	4788	4663
Adult Females	5113	5006

BBC Midlands West	All Households	Total TV Households
All Households	3937	3790
All Sets	7467	7467
All Individuals	9800	9449
Children 0-15	2008	1914
All Adults	7792	7535
Adult Males	3829	3687
Adult Females	3963	3848

BBC Midlands East	All Households	Total TV Households
All Households	1734	1637
All Sets	3240	3240
All Individuals	4289	4063
Children 0-15	817	773
All Adults	3472	3290
Adult Males	1685	1585
Adult Females	1787	1705

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	10262	9482
All Sets	17155	17155
All Individuals	26788	25004
Children 0-15	5249	4927
All Adults	21539	20077
Adult Males	10457	9720
Adult Females	11082	10357

ITV Midlands	All Households	Total TV Households
All Households	5730	5488
All Sets	10775	10775
All Individuals	14195	13620
Children 0-15	2837	2700
All Adults	11358	10920
Adult Males	5560	5319
Adult Females	5798	5601

ITV North-West	All Households	Total TV Households
All Households	6493	6291
All Sets	12809	12809
All Individuals	15857	15419
Children 0-15	3179	3091
All Adults	12678	12328
Adult Males	6139	5939
Adult Females	6539	6389

ITV Yorkshire	All Households	Total TV Households
All Households	3341	3227
All Sets	6630	6630
All Individuals	8071	7796
Children 0-15	1626	1580
All Adults	6445	6216
Adult Males	3100	2969
Adult Females	3345	3247

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1797	1758
All Sets	3756	3756
All Individuals	4183	4096
Children 0-15	761	749
All Adults	3422	3347
Adult Males	1616	1583
Adult Females	1806	1764

ITV Central Scotland	All Households	Total TV Households
All Households	3625	3463
All Sets	7162	7162
All Individuals	8064	7743
Children 0-15	1331	1282
All Adults	6733	6461
Adult Males	3283	3140
Adult Females	3450	3321

ITV North Scotland	All Households	Total TV Households
All Households	1745	1651
All Sets	3377	3377
All Individuals	3828	3668
Children 0-15	621	600
All Adults	3207	3068
Adult Males	1551	1475
Adult Females	1656	1593

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	3057	2967
All Sets	6027	6027
All Individuals	7290	7099
Children 0-15	1347	1321
All Adults	5943	5778
Adult Males	2875	2784
Adult Females	3068	2994

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	2871	2754
All Sets	5691	5691
All Individuals	6920	6669
Children 0-15	1298	1258
All Adults	5622	5411
Adult Males	2710	2605
Adult Females	2912	2806

ITV South West	All Households	Total TV Households
All Households	1057	1039
All Sets	2086	2086
All Individuals	2436	2405
Children 0-15	417	412
All Adults	2019	1993
Adult Males	964	949
Adult Females	1055	1044

ITV Ulster	All Households	Total TV Households
All Households	3795	3691
All Sets	7733	7733
All Individuals	9382	9186
Children 0-15	1766	1747
All Adults	7616	7439
Adult Males	3709	3604
Adult Females	3907	3835

ITV Border	All Households	Total TV Households
All Households	671	653
All Sets	1367	1367
All Individuals	1453	1422
Children 0-15	219	214
All Adults	1234	1208
Adult Males	600	588
Adult Females	634	620

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1201	1147
All Sets	2321	2321
All Individuals	2918	2787
Children 0-15	521	504
All Adults	2397	2283
Adult Males	1173	1119
Adult Females	1224	1164

ITV HTV Wales	All Households	Total TV Households
All Households	5161	5018
All Sets	10834	10834
All Individuals	12092	11834
Children 0-15	2191	2165
All Adults	9901	9669
Adult Males	4788	4663
Adult Females	5113	5006

ITV Channel Islands	All Households	Total TV Households
All Households	96	95
All Sets	208	208
All Individuals	214	212
Children 0-15	39	38
All Adults	175	174
Adult Males	80	80
Adult Females	95	94

ITV Midlands West	All Households	Total TV Households
All Households	4043	3896
All Sets	7643	7643
All Individuals	10019	9666
Children 0-15	2038	1944
All Adults	7981	7722
Adult Males	3919	3776
Adult Females	4062	3946

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	1687	1592
All Sets	3132	3132
All Individuals	4176	3954
Children 0-15	799	756
All Adults	3377	3198
Adult Males	1641	1543
Adult Females	1736	1655

ITV Scotland	All Households	Total TV Households
All Households	5370	5114
All Sets	10539	10539
All Individuals	11892	11411
Children 0-15	1952	1882
All Adults	9940	9529
Adult Males	4834	4615
Adult Females	5106	4914

ITV Wales & West	All Households	Total TV Households
All Households	6362	6165
All Sets	13155	13155
All Individuals	15010	14621
Children 0-15	2712	2669
All Adults	12298	11952
Adult Males	5961	5782
Adult Females	6337	6170

ITV West Macro	All Households	Total TV Households
All Households	7419	7204
All Sets	15241	15241
All Individuals	17446	17026
Children 0-15	3129	3081
All Adults	14317	13945
Adult Males	6925	6731
Adult Females	7392	7214

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	13149	12692
All Sets	26016	26016
All Individuals	31641	30646
Children 0-15	5966	5781
All Adults	25675	24865
Adult Males	12485	12050
Adult Females	13190	12815

ITV South & South East	All Households	Total TV Households
All Households	2961	2872
All Sets	5819	5819
All Individuals	7076	6887
Children 0-15	1308	1283
All Adults	5768	5604
Adult Males	2795	2704
Adult Females	2973	2900

ITV South East Macro	All Households	Total TV Households
All Households	5928	5721
All Sets	11718	11718
All Individuals	14210	13768
Children 0-15	2645	2579
All Adults	11565	11189
Adult Males	5585	5389
Adult Females	5980	5800

North Macro	All Households	Total TV Households
All Households	12302	11929
All Sets	24562	24562
All Individuals	29564	28733
Children 0-15	5785	5634
All Adults	23779	23099
Adult Males	11455	11079
Adult Females	12324	12020

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5138	4985
All Sets	10386	10386
All Individuals	12254	11892
Children 0-15	2387	2329
All Adults	9867	9563
Adult Males	4716	4552
Adult Females	5151	5011

ITV North-West / Border Macro	All Households	Total TV Households
All Households	7164	6944
All Sets	14176	14176
All Individuals	17310	16841
Children 0-15	3398	3305
All Adults	13912	13536
Adult Males	6739	6527
Adult Females	7173	7009

S4C	All Households	Total TV Households
All Households	5161	5018
All Sets	10834	10834
All Individuals	12092	11834
Children 0-15	2191	2165
All Adults	9901	9669
Adult Males	4788	4663
Adult Females	5113	5006

C4/Five South Macro Region	All Households	Total TV Households
All Households	13347	12925
All Sets	26959	26959
All Individuals	31656	30794
Children 0-15	5774	5660
All Adults	25882	25134
Adult Males	12510	12120
Adult Females	13372	13014

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11631	11276
All Sets	23195	23195
All Individuals	28111	27311
Children 0-15	5566	5420
All Adults	22545	21891
Adult Males	10855	10491
Adult Females	11690	11400

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	6041	5767
All Sets	11906	11906
All Individuals	13345	12833
Children 0-15	2171	2096
All Adults	11174	10737
Adult Males	5434	5203
Adult Females	5740	5534

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

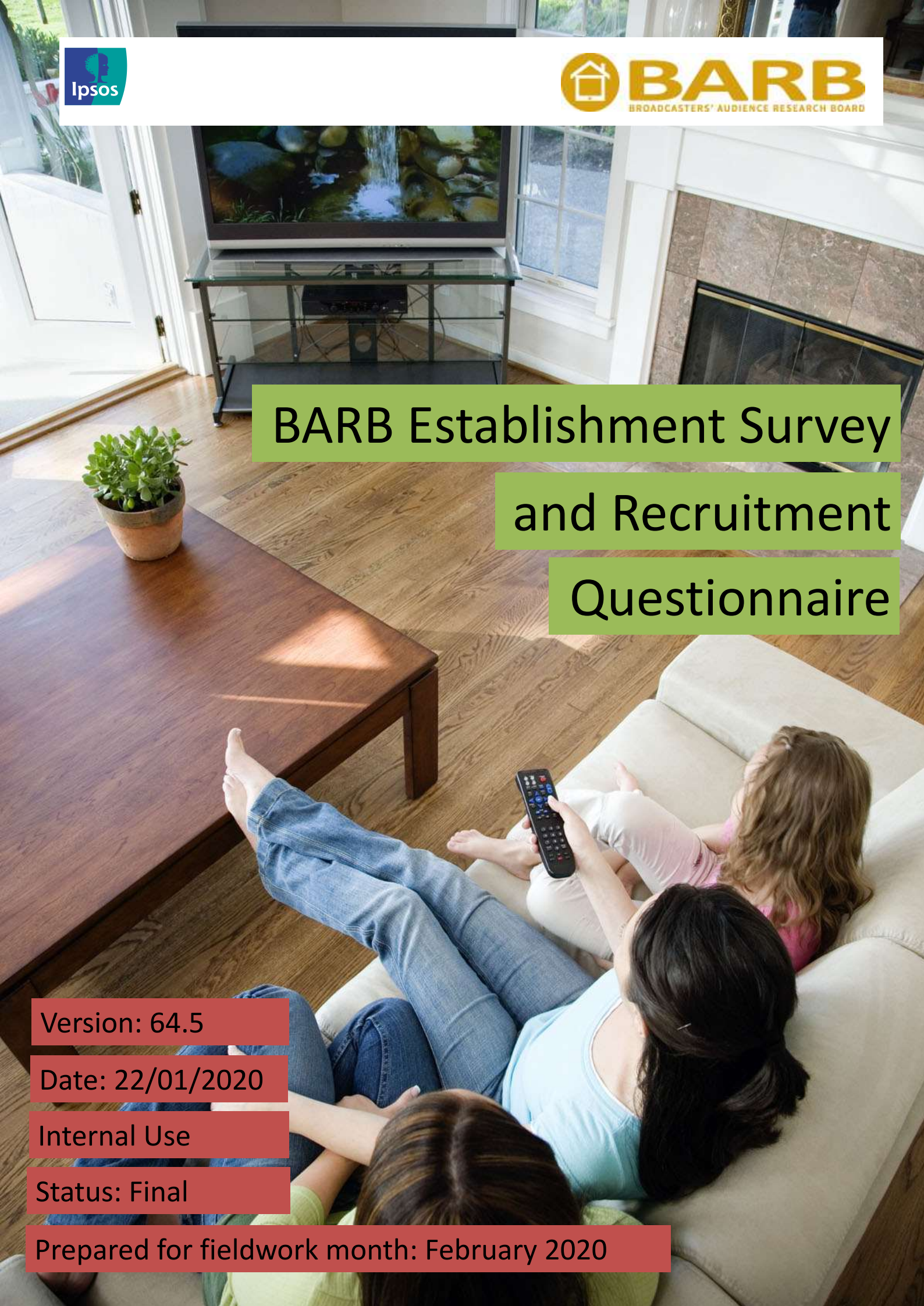
The age profiles used break down into the following groups:

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 2020)



BARB Establishment Survey and Recruitment Questionnaire

Version: 64.5

Date: 22/01/2020

Internal Use

Status: Final

Prepared for fieldwork month: February 2020

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Version Control

Changes included in this version:

Section	Question No	Description of changes to this version
	Preintro incentive intro	Added
	MHINC	Added
	Incentive Intro	Added
	Incentive E1	Added
	Incentive E2	Added
	Incentive E3	Added
	INCOMM	Added
	DONATE1	Added
	DONATE 2	Added

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		(NOT PART OF ONLINE SCRIPT)
ASK ALL		
SN6	IS THIS AN INTERVIEW AT A SINGLE HOUSEHOLD OR A MULTIHOUSEHOLD ADDRESS?	SP
	Single HH	
	Multi HH	

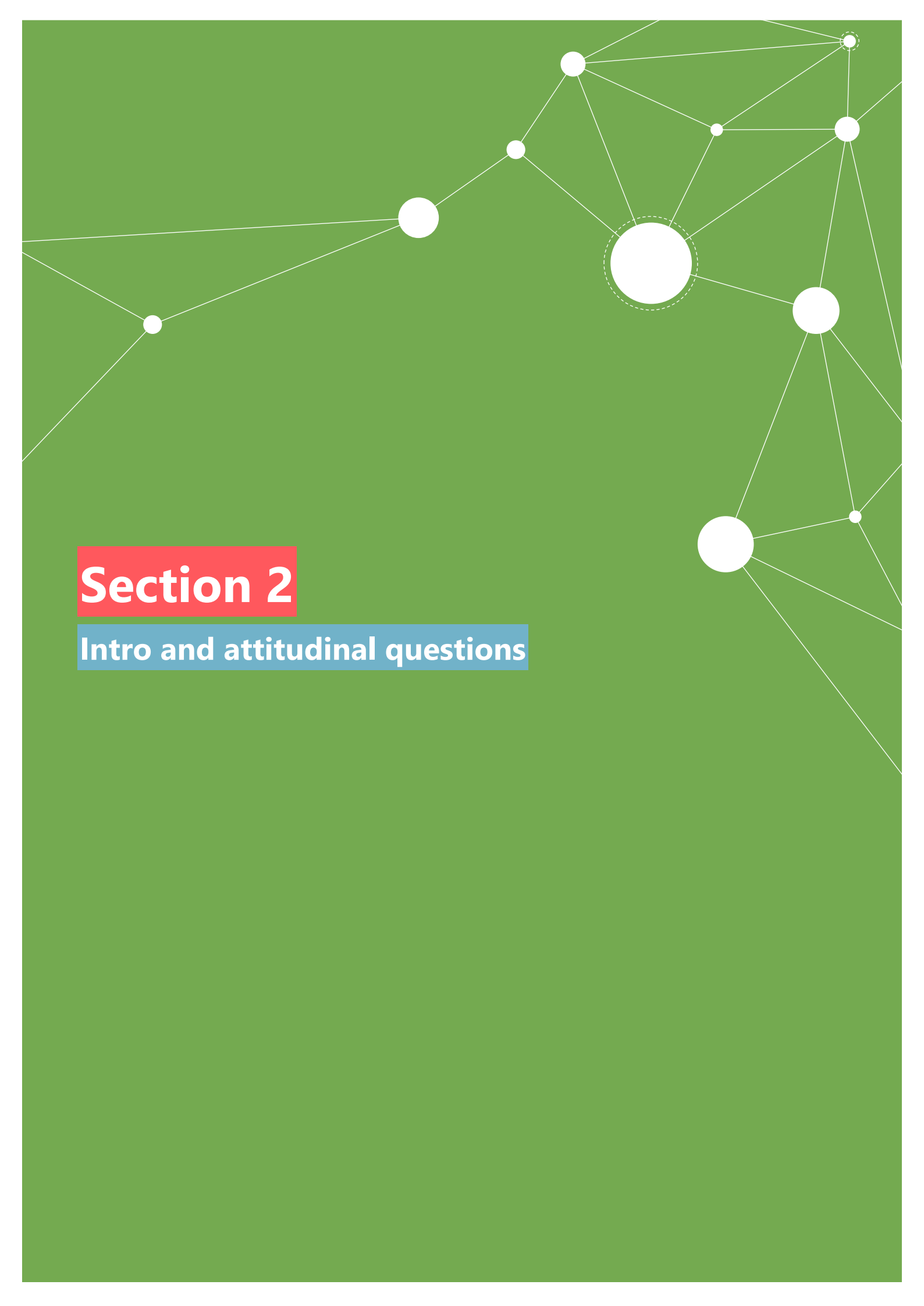
ES ONLY		(NOT PART OF ONLINE SCRIPT)
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

ES ONLY		(NOT PART OF ONLINE SCRIPT)
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		(NOT PART OF ONLINE SCRIPT)
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		(NOT PART OF ONLINE SCRIPT)
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		(NOT PART OF ONLINE SCRIPT)
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

INCENTIVE ES ONLY IN LONDON	
ASK ALL	
Pre-intro Incentive info	IF PART OF CONTROL SAMPLE (CODE 1): INTERVIEWER: this is to confirm that this address is control sample. IF PART OF CONDITIONAL SAMPLE (CODE 3) AND NOT MHH INTERVIEWER: please note that this address is part of the main conditional incentive sample and should have received a letter telling them that they will receive a Love to shop gift card for £10 if an eligible member of the household completes the ES interview. Please refer to this during your doorstep introduction. IF PART OF CONDITIONAL SAMPLE (CODE 3) AND MHH INTERVIEWER: please note that this address is part of the conditional incentive sample (£10 Love to shop gift card on completion of an ES interview). However, as a MHH address this letter may not have been received by the home. Please record any comments about this at the end of the interview.

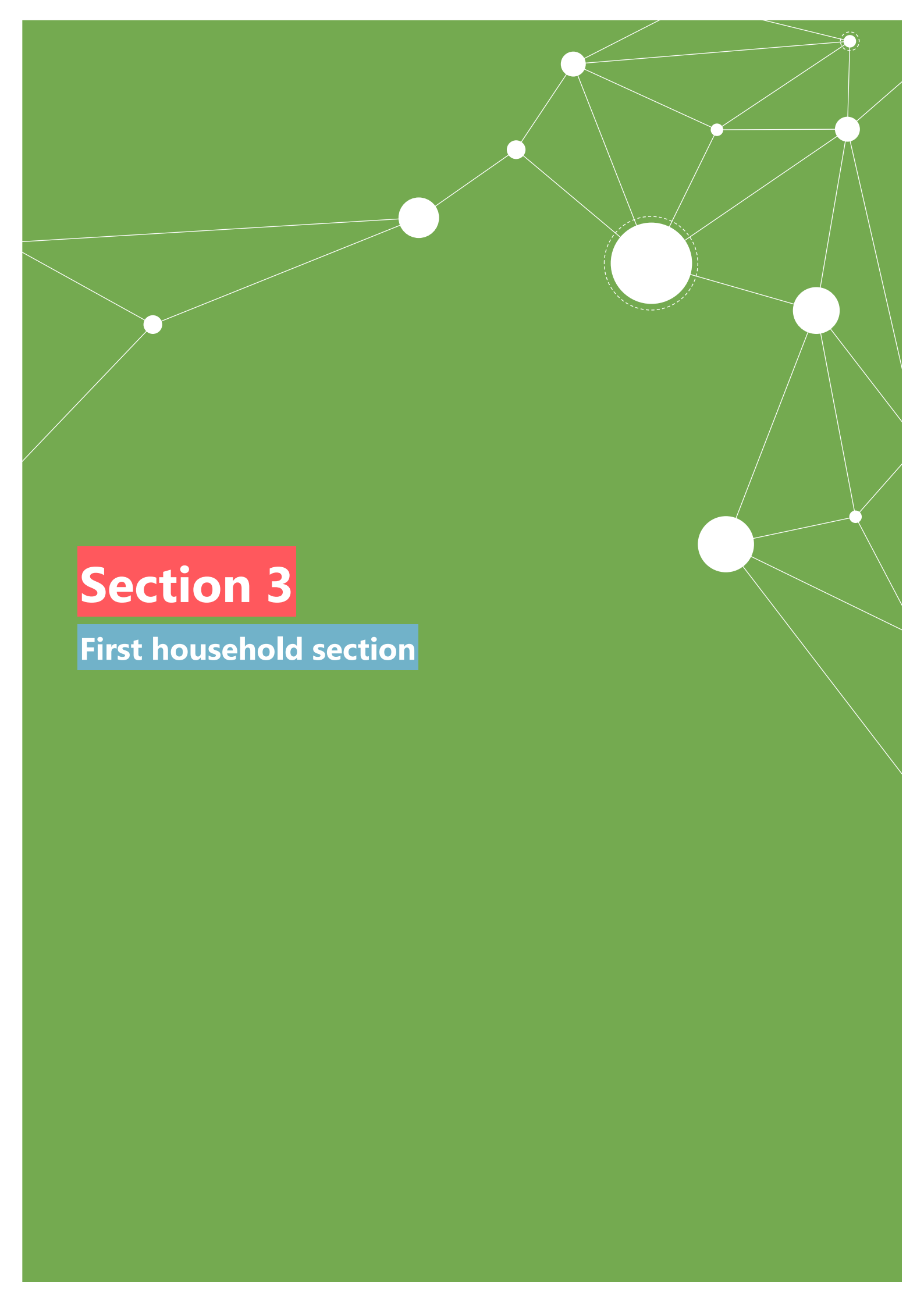
ES ONLY	
ASK ALL	
intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an 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.

INCENTIVE ES ONLY LONDON ASK IF MHH AND INCENTIVE SAMPLE (CODE = 2 OR 3)		
MHINC	Did the home receive the letter mentioning the incentive?	SP
	Yes	
	No	

TEL SAMPLE ONLY	
(NOT PART OF ONLINE SCRIPT)	
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.</i> <i>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	SP
Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)	

ESR SAMPLE ONLY		(NOT PART OF ONLINE SCRIPT)
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 Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)	SP
TEL AND ESR SAMPLE ONLY		(NOT PART OF ONLINE SCRIPT)
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		(NOT PART OF ONLINE SCRIPT)
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	SP

ASK ALL EXCEPT ESR				(NOT INCLUDED IN ONLINE SCRIPT)
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				(MOVED IN ONLINE SCRIPT TO END OF SECOND HH SECTION)
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		(ONLINE SCRIPT HAS INTRO REMOVED AND AMENDED WORDING)
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?	NUM
	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
ASK IF H8=DK/REF		(ONLINE SCRIPT IS UNCHANGED)
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?	
	SP	
	Yes – Terminate interview (go to) No – Go back to H8	
ASK IF ANY SETS IN HOME [H8>0]		(ONLINE SCRIPT HAS AMENDED INTRO AND H130 REPLACES H64-66, H112 AND H68)
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]		(NOT USED IN ONLINE SCRIPT)
H64	Do you receive TV programmes from Virgin Media or any other cable TV supplier?	
	SP	
	Note: this would mean that there is a cable running from a network in the street to a set top box connected to your TV set	
	Yes No	
ASK IF CABLE IN HOME [H64=1]		(FOLLOWS H130 IN ONLINE SCRIPT)
H127	Do you pay a monthly subscription for your Virgin Media or other cable TV service?	
	SP	
	Yes No Don't know	
ASK IF ANY SETS IN HOME [H8>0]		(NOT USED IN ONLINE SCRIPT)
H65	Do you receive TV programmes using a satellite dish on the outside of your home? For example, Freesat or Sky	
	SP	
	Note: this would include any communal systems sometimes used in flats	
	Yes No	
ASK IF ANY SETS IN HOME [H8>0]		(NOT USED IN ONLINE SCRIPT)
H66	Do you receive TV programmes using a TV aerial? This could include Freeview (in NI only) or Saorview	
	SP	
	Note: This could be fixed on the outside of your home or be an indoor or set-top aerial	
	Yes No	

ASK IF ANY SETS IN HOME [H8>0]		(NOT USED IN ONLINE SCRIPT)
H112	SHOW SCREEN 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	MP
ASK IF ANY SETS IN HOME [H8>0] (NOT USED IN ONLINE SCRIPT)		
H68	SHOW SCREEN 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	MP
ASK ALL (BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)		
H17	Do you, or does anyone in your household, have access to broadband internet at home? NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G/5G. And includes any broadband connection shared with a neighbour Yes No Don't know	SP
FORCE EDIT: SET YES IF H114 IS 3G, 4G OR 5G MOBILE PHONE / 3G, 4G OR 5G INTERNET DEVICE / TABLET OR COMPUTER WITH 3G, 4G OR 5G SIM		
ASK IF BROADBAND CLAIM [H17=Yes] (BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)		
H115	SHOW SCREEN How do you or any members of your household access the internet? Wi-Fi Broadband Router (Including Fixed Line Router or Mobile Router) 3G, 4G or 5G mobile phone Tablet or Computer with a 3G, 4G or 5G data SIM card Any Other 3G, 4G or 5G mobile broadband device (Such as a Dongle) Other (Specify) Don't know	MP
ASK IF NO BROADBAND CLAIM [H17=NO OR DK] (BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)		
H113	Do you, or does anyone in your household, have any sort of internet access at home? Yes No Don't know	SP

ASK IF OTHER INTERNET CLAIMED[H113=Yes]*(BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)***H114 SHOW SCREEN**

MP

What type of internet access is this?

- Wi-Fi Internet Router (Including Fixed Line Router or Mobile Router)
- 3G, 4G or 5G mobile phone
- Tablet or Computer with a 3G, 4G or 5G data SIM card
- Any Other 3G, 4G or 5G mobile internet device (Such as a Dongle)
- Other (Specify)
- Don't know

IF No internet in the home (H113=NO OR DK)**ASK IF BROADBAND CLAIM [H17=Yes OR H114=code 1-4]***(BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)***H129 SHOW SCREEN**

MP

Who is your current broadband [if H17=Yes] internet [if H114= code 1-4] provider?

- BT
- Sky
- Virgin Media
- TalkTalk
- Other (Specify)
- Don't know

ASK ALL*(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)***H51 IF NO COMPUTER CLAIM AT H68**

NUM

How many computers or tablets, if any, does your household have?

IF COMPUTER CLAIM AT H68

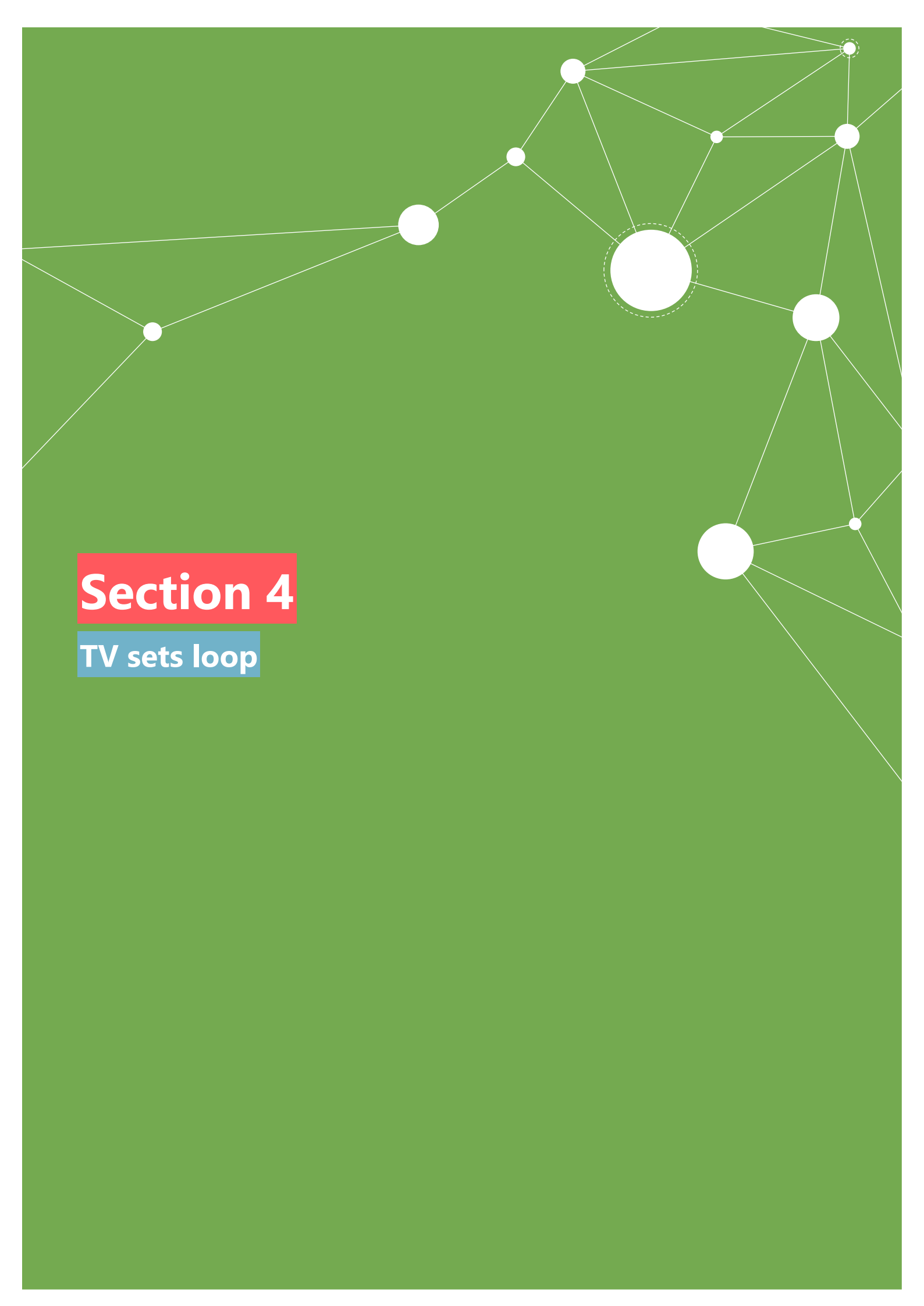
How many computers or tablets, does your household have?

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)

FORCE EDIT: SET REF AND DK TO 0

ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
H101a	IF H51=1 Is this a tablet?	SP
	Yes	Set H101 to 01
	No	Set H101 to 00
	Don't know	Set H101 to 00
H101	IF H51>1 How many of these are tablets?	NUM
	WRITE IN (0-99) (0-Max value of H51)	
	Don't know	
FORCE EDIT: SET REF AND DK TO 0		
ASK IF H115 OR H114 = WIFI BROADBAND ROUTER OR COMPUTER/TABLET WITH 3G/4G/5G AND H51 = 0		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
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
	Smartphone (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]		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
H72	IF H101=0 AND H51=1 (single device; no tablet claimed)	SP
	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	
ES ONLY NOT ESR		
ASK IF 2+ COMPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
H73	IF H101=0 AND H51>1 (multiple devices; no tablets claimed)	NUM
	And how many of these computers do you, or does anyone in your household, use to watch television programmes?	
	IF H101>1 AND H51=H101 (multiple devices; all tablets claimed)	
	And how many of these tablets do you, or does anyone in your household, use to watch television programmes?	
	IF H101>0 AND H51>H101 (multiple devices; computers and tablets claimed)	
	How many of these computers and tablets do you, or does anyone in your household, use to watch television programmes?	
	WRITE IN (0-Max value of H51)	
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		



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

(RESPONSES REDUCED IN ONLINE SCRIPT)

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

S81 What is the screen size in inches? By that I mean the diagonal measurement across the screen SP
 Under 20"
 20-29"
 30-39"
 40-49"
 50-59"
 60" and over
 Don't know

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

ASK IF 1+ SET**H8>=1****S54a** Can you confirm that this set receives TV programmes from TalkTalk? **SP****IF TALKTALK IS THE ONLY PLATFORM CLAIM AT HH****H112=TALKTALK (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H68= NONE OF THESE**

Does this set receive TV programmes from TalkTalk?

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

Yes

No

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

Does this set receive TV programmes from YouView?

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

Yes

No

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

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

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

Yes

No

ASK IF 1+ SET**H8>=1****S72a** Can you confirm that this set receives TV programmes from Plusnet? **SP****IF PLUSNET IS THE ONLY PLATFORM CLAIM AT HH****H112 =PLUSNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE**

Does this set receive TV programmes from Plusnet?

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

Yes

No

ASK IF 1+ SET H8>=1		
S57a	Can you confirm that this set receives TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly? IF CONNECTION TO A COMPUTER OR TABLET/SMARTPHONE IS THE ONLY PLATFORM CLAIM AT HH H68= COMPUTER/TABLET/SMARTPHONE (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H112 = NONE OF THESE Does this set receive TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly? IF CONNECTION TO A COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H68=COMPUTER/TABLET /SMARTPHONEAND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP
ASK IF 1+ SET H8>=1		
S58a	Can you confirm that this is a smart TV set which receives TV programmes using its own connection to the Internet IF SMART TV WITH ITS OWN CONNECTION TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH H68= DC TO INTERNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE Is this a smart TV set which receives TV programmes using its own connection to the internet? IF SMART TV WITH ITS OWN CONNECTION TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H68=DC TO INTERNET AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP
ASK IF 1+ SET H8>=1		
S74a	Can you confirm that this set receives TV programmes using a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH H68= STB OR DEVICE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE Does this set receive TV programmes using a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV? IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H68= STB OR DEVICE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP

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

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

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

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

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

S60	Apart from receiving TV programmes via: SHOW SCREEN DISPLAY AS APPROPRIATE: Virgin Media or another Cable TV service (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?	SP
	Yes GO TO S61	
	No GO TO S24	

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 Virgin Media or another Cable TV service 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		
Virgin Media or another Cable TV service	CODE S10a=YES AND H64=YES	
Satellite	CODE S11a=YES AND H65=YES	
An aerial (known as Freeview <i>(in NI only)</i> or Saorview) (ROUTE ON ANY AERIAL)		
CODE S9a=YES, H66=YES		
BT TV	CODE S55a =YES AND H112= BT TV	
TalkTalk	CODE S54a=YES AND H112=TALKTALK	
Plusnet	CODE S72a =YES AND H112=PLUSNET	
YouView	CODE S67a =YES AND H112 =YOUVIEW	
A 'smart TV' with its own connection to the internet	CODE S58a=YES, AND H68 = INTERNET	
a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV	CODE S74a=YES AND H68=STB/DEVICE	
By connecting the TV set to a games console	CODE S56a=YES AND H68=CONSOLE	
By connecting the TV set to a computer, tablet or smartphone	CODE S57a =YES AND H68=COMPUTER	
Another TV supplier (Specify)		
Don't know	CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN	
POST-CAPI RECODE H66-H68 AS DETAILED		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

CABLE - S24,S53

SATELLITE - S69, S68, S70, S71, S75

AERIAL -S25, S50

ASK IF CABLE CLAIM ON SET

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

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

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

Can the cable box be used to record TV programmes?

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

NOTE: For a more detailed explanation select further information

Yes – V6, V+ or TiVo box)

Yes (Other / not sure of box type)

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 Virgin Media?

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** SPIn 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 OTHER SATELLITE CLAIM ON SET***[S70 = Yes]***S80** INTERVIEWER PLEASE CODE FROM LIST BELOW BASED ON VERBATIM GIVEN FOR OTHER SATELLITE MP

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

TalkTalk

Plusnet

YouView

Amazon Prime / Amazon Prime Video

Now TV

Netflix

Satellite service provider not known

Other (Specify)

S80 ROUTING AND EDITS:**POLISH SAT THROUGH TO OTHER FOREIGN SAT, AND SAT UNKNOWN AND OTHER (SPECIFY) – LEAVE S70 = YES****SKY - S70 = NO, IF SKY NOT ALREADY ON SET GO TO S80A THEN S69A****Freesat - S70 = NO, IF FREESAT NOT ALREADY ON SET GO TO S80A THEN S68A****VIRGIN MEDIA - S70 = NO, IF VIRGIN MEDIA NOT ALREADY ON SET GO TO S80A THEN S24 AND S53****ADD CABLE TO SET (S10A = YES)****FREEVIEW - S70 = NO, IF FREEVIEW NOT ALREADY ON SET GO TO S80A THEN S25 AND S50****ADD FREEVIEW TO SET (S9A = YES)****BT TV - S70 = NO, IF BT TV NOT ALREADY ON SET GO TO S80A THEN S73 AND S76****ADD BT TV TO SET (S55A = YES)****TALKTALK - S70 = NO, IF TALKTALK NOT ALREADY ON SET GO TO S80A THEN S73 AND S76****ADD TALKTALK TO SET (S54A = YES)****PLUSNET - S70 = NO, IF PLUSNET NOT ALREADY ON SET GO TO S80A THEN S73 AND S76****ADD PLUSNET TO SET (S72A = YES)****YOUVIEW - S70 = NO, IF YOUVIEW NOT ALREADY ON SET GO TO S80A THEN S73 AND S76****ADD YOUVIEW TO SET (S67A = YES)**

SHOW IF S80 = SKY / FREESAT / CABLE VIA VIRGIN MEDIA / FREEVIEW / BT TV / TALKTALK / PLUSNET / YOUVIEW AND THE PLATFORM NOT ALREADY ON SET

S80a INTERVIEWER PLEASE NOTE SP

You have coded that the Other Satellite claim is in fact:

[S80 platforms in list]

As a result we now need to ask some additional questions about this [if 1] these [if 2+] platforms.

Are you sure this home has this [if 1] these [if 2+] platforms?

Yes – Continue

No – Return to S80

ASK IF S80 = SKY AND SKY NOT ALREADY ON SET

S69a SHOW SCREEN SP

Do you pay a monthly subscription for Sky TV on this set?

Sky with subscription

Sky without subscription

Don't know

ASK IF S80 = FREESAT AND FREESAT NOT ALREADY ON SET

S68a SHOW SCREEN MP

Does this TV receive it's Freesat connection via a separate set top box or is it integrated into the TV?

Via a Freesat set top box

Via Freesat integrated into the TV set

Don't know

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]****(INTRO NOT USED IN ONLINE SCRIPT)****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]

(GRID USED IN ONLINE SCRIPT)

S73 **SHOW SCREEN** MP

You have said this set is able to receive TV services via

YouView (IF S67a=Yes)

TalkTalk (IF S54a=Yes)

BT TV (IF S55a=Yes)

Plusnet (IF S72a=Yes)

[If 1 of these platforms]

Can this set top box be used to record TV programmes?

[If 2+ of these platforms]

Can any of these set top boxes be used to record TV programmes?

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT TV

Yes - Plusnet

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ASK IF YOUVIEW OR TALKTALK OR BT OR PLUSNET ON SET [S67A = YES OR S54A = YES OR S55A = YES OR S72A=YES]

(GRID USED IN ONLINE SCRIPT)

S76 **SHOW SCREEN** MP

[If 1 of these platforms]

Do you receive HD channels via this set top box?

[If 2+ of these platforms]

Do you receive HD channels via any of these set top boxes?

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT TV

Yes - Plusnet

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

**ASK IF SET RECEIVES TV BY USING A SET TOP BOX OR OTHER DEVICE
H74A=1 OR S61= BOX,STICK OR OTHER DEVICE OR S63= BOX,STICK OR OTHER DEVICE**
S79 (IF S9a, S10a, S11a, S55a,S54a,S67a, S56a, S72a, S57a, S58a, S59a = YES) You have said this set is able to receive TV services via a box, stick or other device. MP

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

Amazon Fire / Fire Stick

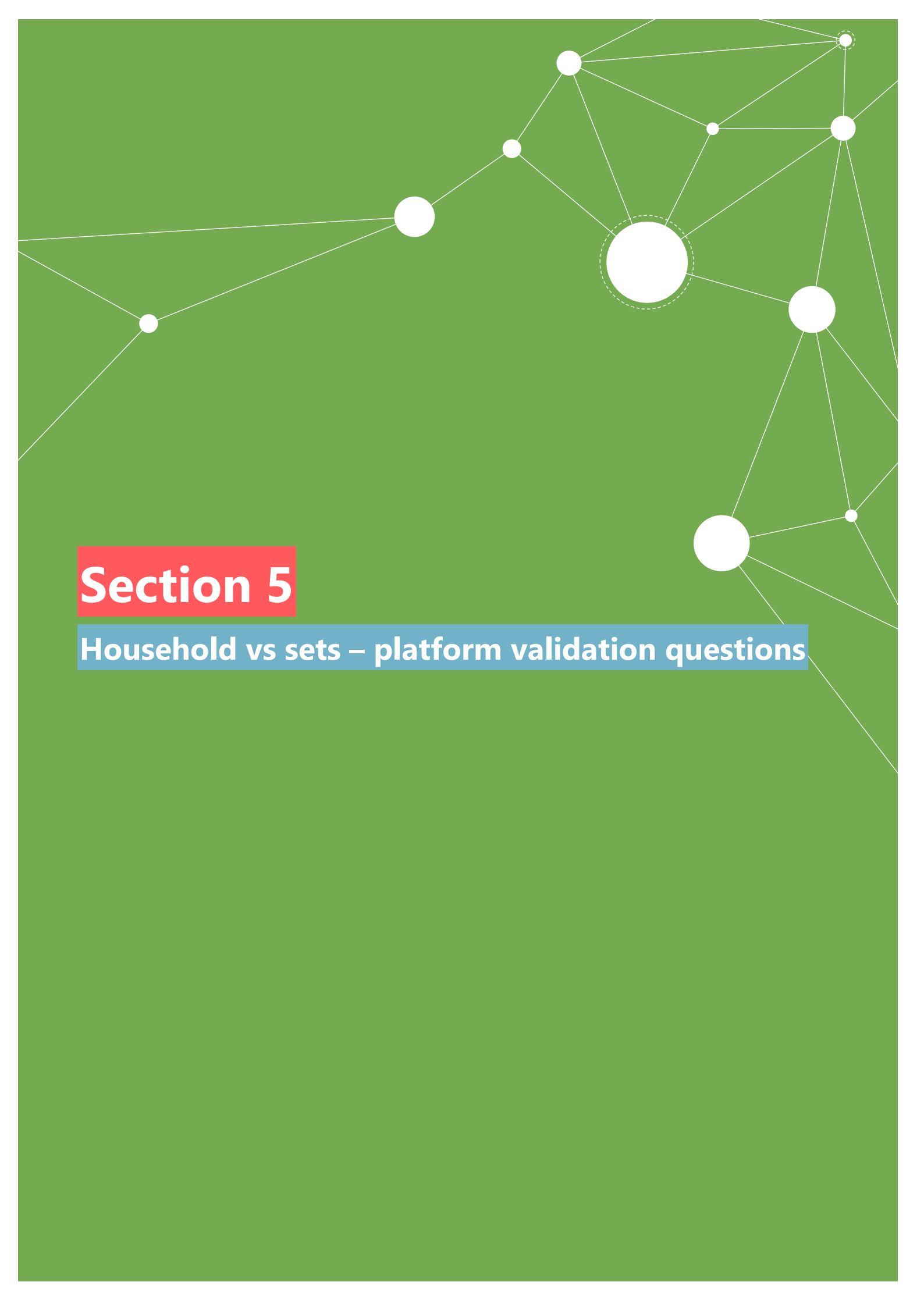
Now TV / Now TV Stick / Roku

Apple TV

Other (Specify)

Don't know

ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3)		
S51	(S75 = SkyQ OR S75 = Sky+ HD OR S75 = Sky+ OR S77 = 2 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet Apart from the (S75=1) SkyQ box (S75=2) Sky+ HD box (S75=3) Sky+ box (S77=2) Freesat+ box (S24=1, 2 or 3) V6,V+ or TiVo box (S24=4) Cable box (S25=1) Freeview <i>(in NI only)</i> 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	SP
ASK IF ANOTHER RECORDER CLAIMED [S51=YES]		
S38	SHOW SCREEN 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	MP
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. 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	SP
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS [S62 = YES]		
S2	SHOW SCREEN 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	SP
REPEAT ABOVE FOR ALL TV SETS		



Section 5

Household vs sets – platform validation questions

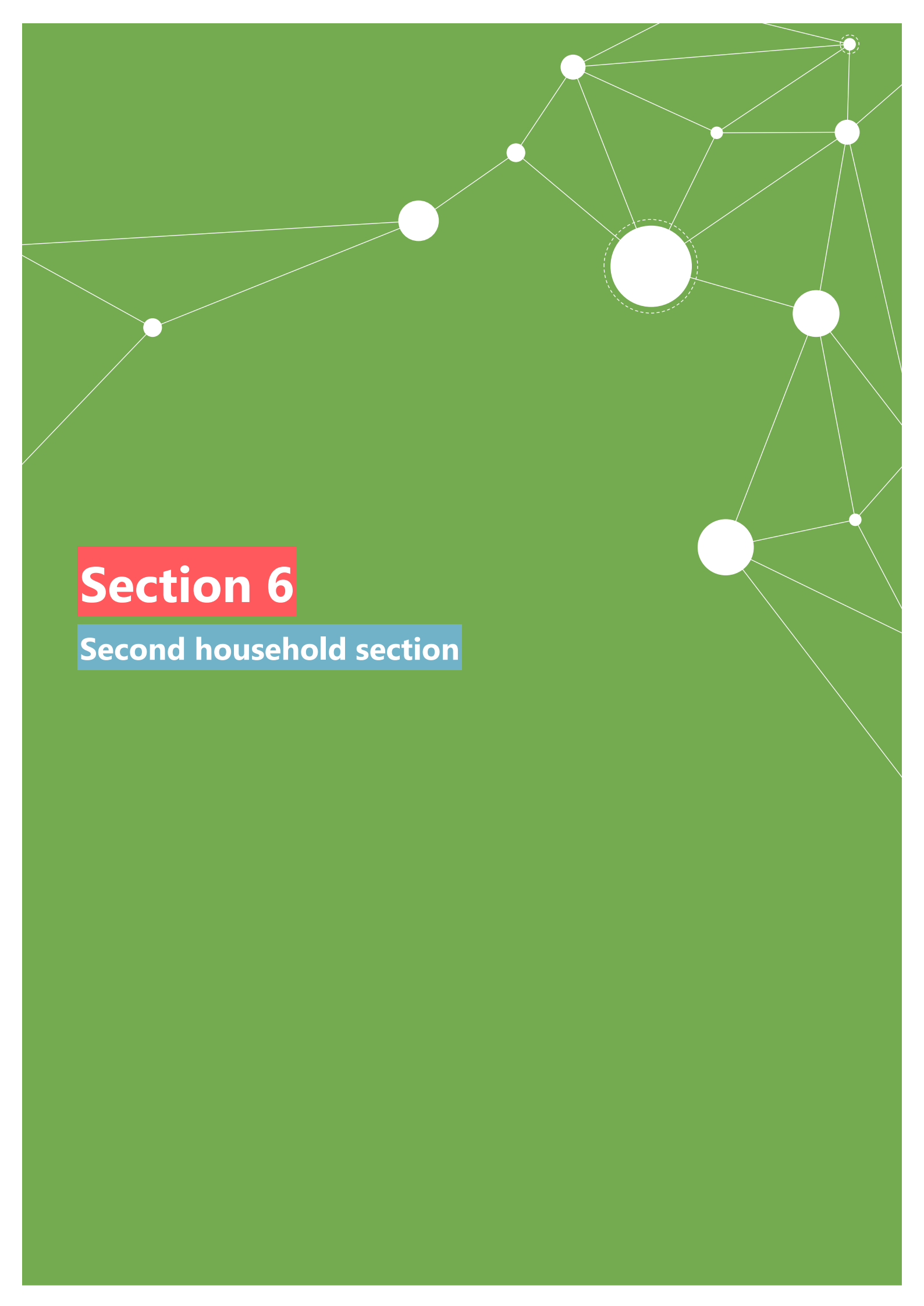
Household vs Sets – platform validation questions

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 Virgin Media but no set has Virgin Media claimed. Are you able to access TV programmes via Virgin Media? 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 Virgin Media? 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]		
<i>(AMENDED INTRO IN ONLINE SCRIPT)</i>		
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	<u>SHOW SCREEN</u> 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	SP
ES ONLY NOT ESR		
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H59	<u>SHOW SCREEN</u> 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	SP
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	<u>SHOW SCREEN</u> 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	SP
ES ONLY NOT ESR		
ASK ALL		
<i>(REPOSITIONED IN FIRST HH SECTION IN ONLINE SCRIPT)</i>		
H102	<u>SHOW SCREEN</u> 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 –smartphone Yes – other (specify) No Don't know	MP

ES AND ESR	
ASK IF SKY – WITH SUBSCRIPTION	
<i>[S69 = CODE 1]</i>	
H108	<u>SHOW SCREEN</u>
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 [S10 = CODE 1]	
<i>(REDUCED NOTE IN ONLINE SCRIPT)</i>	
H109	<u>SHOW SCREEN</u>
Does your Virgin Media 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	
<i>[S67a OR S54a OR S55a OR S72a = CODE 1]</i>	
H125	<u>SHOW SCREEN</u>
Does your	
[Only Include Platforms received]	
YouView	
TalkTalk	
BT TV	
Plusnet	
connection include any premium Sky Cinema or Sky Sports channels?	
	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	

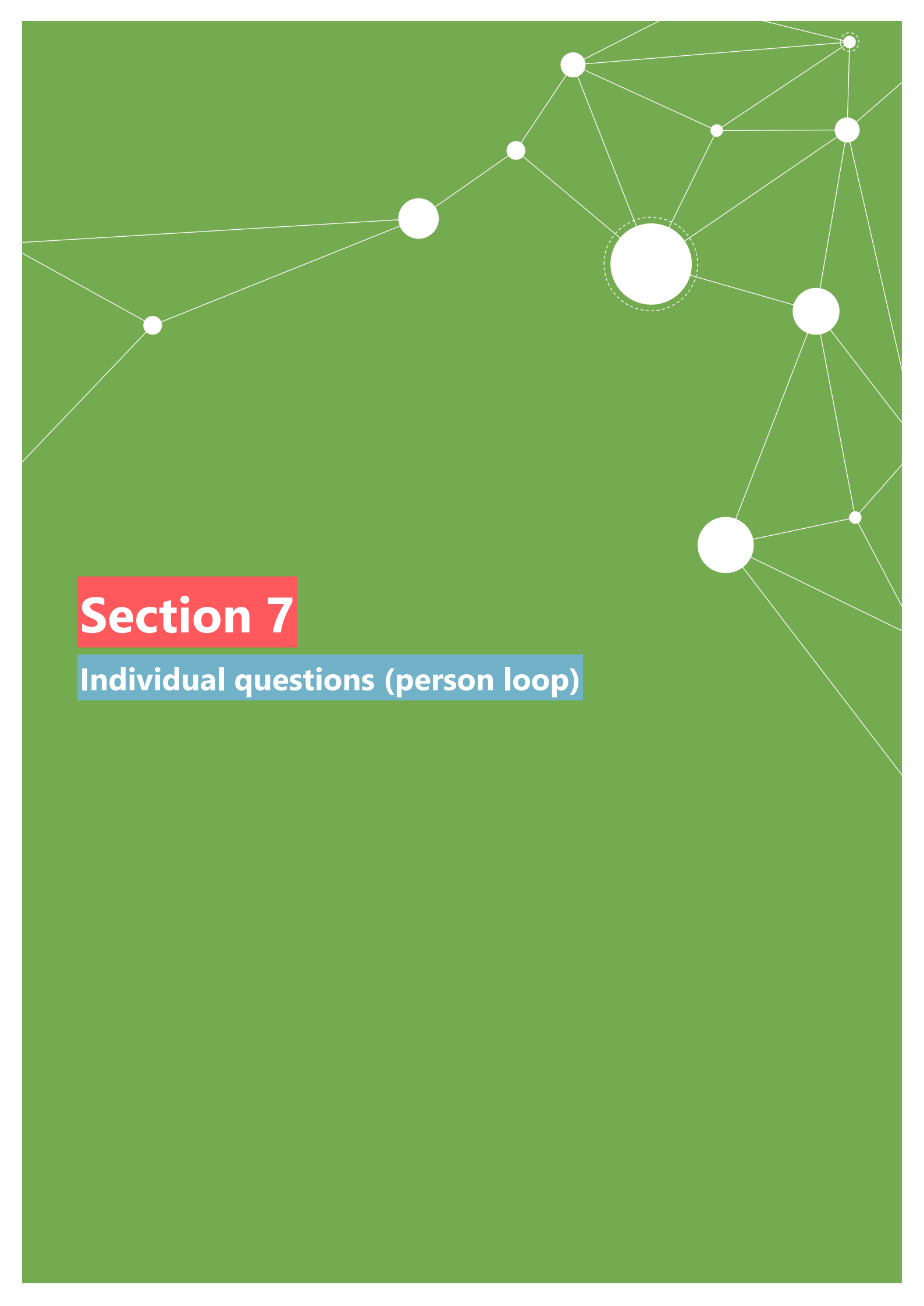
ES ONLY NOT ESR	
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]	
H126	SHOW SCREEN SP
Does your	
[Only Include Platforms received]	
Sky	
Virgin Media	
YouView	
BT TV	
Plusnet	
connection include access to the premium BT Sports channels via your TV set ?	
NOTE: 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	
<i>(REPOSITIONED IN FIRST HH SECTION IN ONLINE SCRIPT)</i>	
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	
DisneyLife	
Netflix	
NowTV	
Xbox Live	
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	MP
Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets? ☐ Nintendo Wii ☐ Nintendo Wii U ☐ Nintendo Switch ☐ Other Nintendo ☐ PS2 ☐ PS3 ☐ PS4 ☐ Other PlayStation ☐ Xbox ☐ Xbox 360 ☐ Xbox One / One S / One X ☐ Any other games console ☐ Don't know		
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES] (OTHER NOT INCLUDED IN ONLINE SCRIPT)		
H54	SHOW SCREEN	MP
Which of the following do you, or does anyone in your household, use your games console(s) for? ☐ To play games ☐ To connect to the internet ☐ To watch TV programmes ☐ To play DVD or Blu-ray discs ☐ Other (specify) ☐ None of these ☐ Don't know		



Section 7

Individual questions (person loop)

Individual questions (person loop)

ASK ALL		(INTRO AMENDED IN ONLINE SCRIPT)
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)

(ONLINE SCRIPT INCLUDES 'PREFER NOT TO SAY' OPTION FOR PERSON LOOP AND FOR SOME QUESTIONS IN THIRD HH SECTION WHICH ARE REVEALED ONCE AN ATTEMPT IS MADE TO PROCEED WITHOUT USING ONE OF THE STANDARD CODES)

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	
(ORDERING DIFFERENT IN ONLINE SCRIPT)	
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) (1st 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
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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
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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
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ASK ONLY FOR THOSE AGED 16+**[P3>15 OR P4 NOT = UNDER 16]**

P9	<u>SHOW SCREEN</u> 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
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**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 17+ THEN SET TAED TO 17-18 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 IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS B/C1 THEN SET TAED TO 17-18 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS A THEN SET TAED TO 19+ YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 15 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS		
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP
ASK IF WELSH SPEAKER		
[P11=YES]		
P12	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	SP
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP
ASK IF GAELIC SPEAKER		
[P13=YES]		
P14	SHOW SCREEN How well do you (IF RESPONDENT) / does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know	SP

ASK ALL**(NOTE REMOVED IN ONLINE SCRIPT)****P15 SHOW SCREEN**

SP

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

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

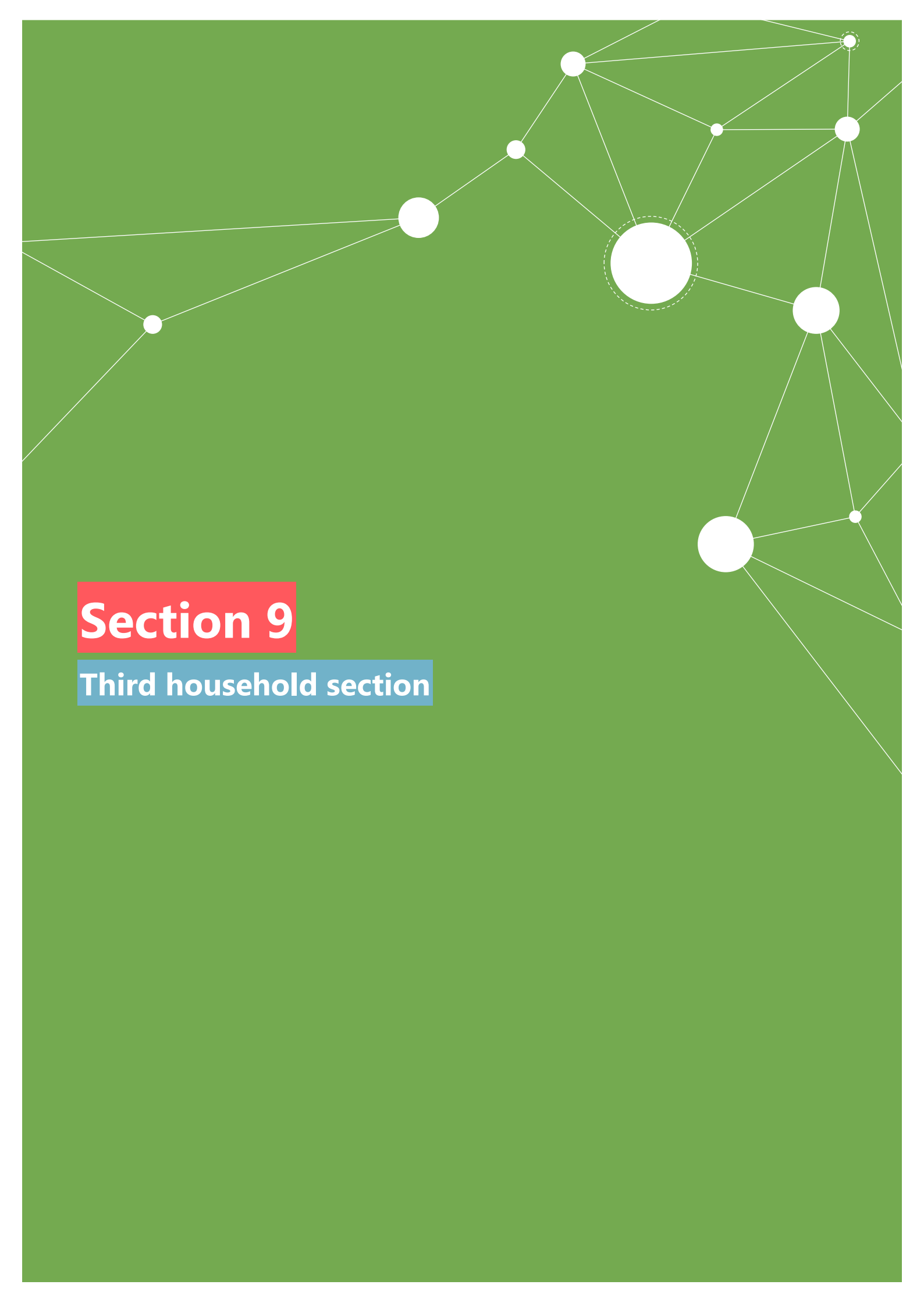
Albanian	German	Russian
American	Greek	Serbian
Australian	Hungarian	Slovakian
Brazilian	Italian	South African
Bulgarian	Latvian	Spanish
Canadian	Lithuanian	Swedish
Czech	New Zealander	Turkish
Estonian	Polish	Other
European	Portuguese	
French	Romanian	

ASK IF ANY OTHER ASIAN BACKGROUND AT P16**P16b INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16**

SP

Afghan	Japanese	Thai
Bengali	Korean	Turkish
Filipino	Malaysian	Vietnamese
Indonesian	Mauritian	Other
Irani	Nepalese	
Iraqi	Sri Lankan	

ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3] <i>(P17/18 ASKED AS A SINGLE GRID QUESTIONS AFTER PERSON LOOP IN ONLINE SCRIPT)</i>		
P17 Intro1	(RESPONDENT [LOOP 1] ONLY) 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 Intro2	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15) (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> (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	SP
ES ONLY		
ASK IF OWN A MOBILE PHONE <i>[P17=YES]</i>		
P18	<u>SHOW SCREEN</u> (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	SP
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]*(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)***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]***(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)***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]		(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)
H29	Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME [P3 >15 OR P4 NOT CODE 1]		(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services)? NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME [P3 >15 OR P4 NOT CODE 1]		(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS – - RESPONDENT IF THEY CLAIM TO BE CIE - ELDEST IF RESPONDENT DOES NOT CLAIM TO BE CIE, IF THE SAME AGE LOWEST PERSON NUMBER IS THE CIE IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE (THE ONLINE SCRIPT HAS SIGNIFICANT CHANGES TO THE ORDER AND PRESENTATION OF QUESTIONS IN THE FOLLOWING SOCIAL GRADING SECTION)		
IF MULTI PERSON HH [H55>1]		
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member <<INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED>> (IF NOT RESPONDENT).	
ASK ALL		
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Prefer not to say	

ASK ALL

H35 What type of firm or organisation do *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)* does *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)* did *(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7))* you *(IF RESPONDENT)* they *(IF NOT RESPONDENT)* work in?

WRITE IN
Don't know
Prefer not to say

ASK ALL

H36 What is *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3))* was *(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))* the position held or job title?

NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.

WRITE IN
Don't know
Prefer not to say

ASK ALL

H37 Are *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)* Is *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)* Were *(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)* Was *(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT)* you *(IF RESPONDENT)* they *(IF NOT RESPONDENT)* self-employed?

SP

Yes
No
Don't know
Prefer not to say

ASK IF SELF EMPLOYED

[H37=YES]

H38 How many staff do *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)* does *(IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)* did *(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3))* you *(IF RESPONDENT)* they *(IF NOT RESPONDENT)* employ?

NUM

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

H39 What jobs do *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)* does *(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)* did *(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME 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?

SP

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

ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H41	How many people work at the place? 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 <i>they</i> (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' THOUGHOUT 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' THOUGHOUT) If Yes at H104 In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their <i>[[if widowed at P5]</i> or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Prefer not to say	SP

ASK IF CIE IS RETIRED [P9= RETIRED]	
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) 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 EMPLOYEMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]	
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Prefer not to say
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]	
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). SP In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Prefer not to say
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS [H32 = MORE THAN 6 MONTHS]	
H34	Is that SP Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Prefer not to say

CODE FOR ALL		
H44	SHOW SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP
PROBABILITY MATRIX		
<i>(FOLLOWING SECTIONS NOT INCLUDED IN ONLINE SCRIPT)</i>		
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) IF NOT SELECTED FOR RECRUITMENT GO TO H47 IF SELECTED FOR RECRUITMENT CONTINUE TO W1_ Intro	
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> How many hours of TV would you say you watch per day, on average? None Less than 1 hour 1 - 3 hours 3 - 6 hours 6 - 9 hours More than 9 hours Prefer not to say Don't Know	SP
ASK ALL SELECTED FOR RECRUITMENT WITH WORKING TV [H8>0] AND FOR ANY SET [S3 NOT = STORED AWAY] OR [S2 NOT = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] OR WATCH TV VIA COMPUTER/TABLET [H72=1]		
W3	What is your favourite programme? WRITE IN Prefer not to say Don't Know	SP

ASK ALL SELECTED FOR RECRUITMENT

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

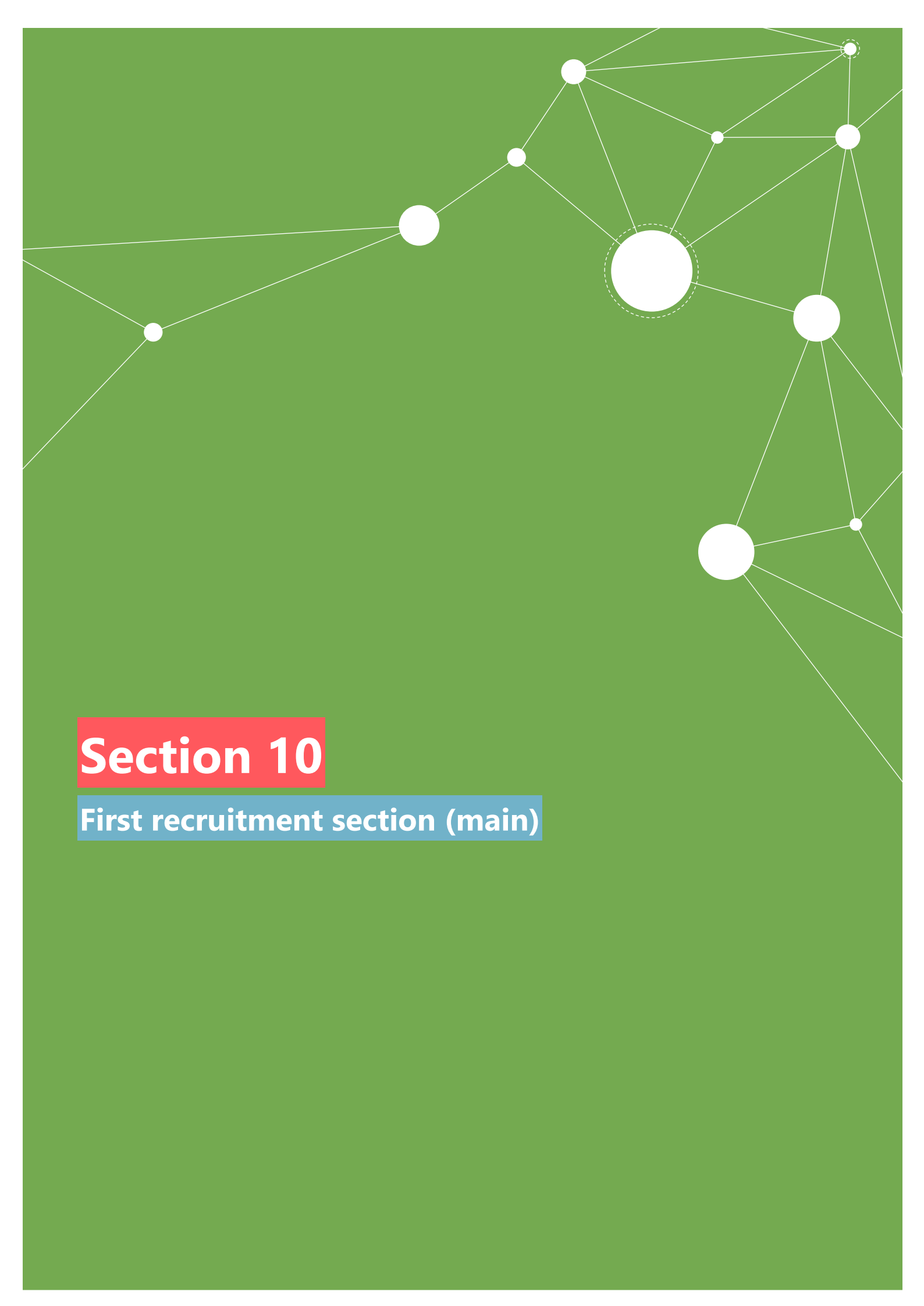
Yes

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/smartphones
- 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

IF-REC_PROPOSITION_FLAG=1 OR 3 THEN SHOW VIDEO 1 FOCAL METER

IF REC_PROPOSITION_FLAG=2 THEN SHOW VIDEO 2 VIRTUAL METER

Show video

Don't play video (exit recruitment) GO TO R34

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) GO TO R34	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) GO TO R34	
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, tablets and smartphones) that are capable of connecting to the internet will be measured. {-REC_PROPOSITION_FLAG=1 OR 3} All television sets in your home and all computers (including laptops, tablets and smartphones) that are capable of connecting to the internet will be measured. {-REC_PROPOSITION_FLAG=2} 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_in tro_video	INTERVIEWER: WOULD YOU LIKE TO SHOW THIS HOUSEHOLD A SECOND VIDEO WITH CURRENT PANEL HOMES GIVING THEIR EXPERIENCE OF BEING ON THE PANEL? Yes, play video now No (continue to R4)	SP
R4	Would you be willing to help us by becoming a BARB panel home? Yes No (exit recruitment) GO TO R34	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	IF NAME NOT GIVEN EARLIER Can you give me your name?	VERB
a/b	PERSON 2-9 Could you give me their name? ENTER INTO THE BOXES BELOW R6a First name R6b Surname	
DISPLAY RESPONSE AND CHECK BY READING BACK		
ASK IF YES AT R4		
R7a	PERSON 1 (RESPONDENT) Could you tell me the month and year you were born? PERSON 2-9 Could you tell me the month and year they were born? WRITE IN: ENTER IN FORMAT MM / YYYY Don't know (person 2-9 only)	
DISPLAY RESPONSE AND CHECK BY READING BACK		
R7a	If DK at R7a (only to be routed in once per HH):	
Exit	That's fine. We do need to get the year and month of birth for all household members before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions	
CHECK DOB AGAINST RESPONSE TO P3		
ASK IF R7A NOT EQUAL TO AGE (P3) SKIP IF P3= REF/DK AND AGE DERIVED FROM AGE BAND		
R7b	The year of birth does not agree with the age you gave me earlier. Which of these is correct? Age: <display P3 response. Month and Year of birth <display R8a response> Age Month and Year of birth	SP
IF AGE IS CORRECT RE ENTER R7a		
IF MONTH AND YEAR OF BIRTH IS CORRECT FORCE P3 BASED ON R7a		
ASK FOR ALL UNDER 16 IN 1 ADULT HH		
R38a	As this person is under 16, we require consent from a parent or guardian for them to join the BARB panel INTERVIEWER: PLEASE INDICATE IF CONSENT HAS BEEN PROVIDED FOR THIS CHILD BY A PARENT OR GUARDIAN WHO IS AVAILABLE AT THE TIME OF THE INTERVIEW Yes – Consent provided No – Parent or guardian not available, revisit needed to obtain consent No – Consent not given (Exit Recruitment) GO TO R34	SP
ASK IF R38a = YES		
R38b	Who is the person in this HH available at the time of the interview who is giving this consent for this child to join the BARB panel? LIST ALL ADULTS IN HOME (PERSON NUMBER, NAME IF WE HAVE IT, GENDER, AGE)	SP
ASK IF R38a = REVISIT		
R38c	INTERVIEWER EXPLAIN: 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	SP

ASK IF 2+ PERSON HH AND AGE P3>16 years		
R8	PERSON 1 (RESPONDENT) 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	SP
ASK IF 2+ PERSON HH AND AGE P3>16 years		
R9	PERSON 1 (RESPONDENT) 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	SP
ASK IF 2+ ADULT HH		
R10	FOR ADULTS 2-9 ONLY 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	SP

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 a question about the computer / tablet in your household	
	HH WITH 2+ COMPUTERS/TABLETS:	
	COMPUTER 1:	
	I'd now like to ask a question 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 FOR ALL COMPUTERS AT H51		
R16	SHOW SCREEN	SP
	Which of the following best describes this computer/tablet?	
	In use	
	Normally in use but temporarily out of order	
	Not in use but in working order	
	Permanently out of order	

End of recruitment computer loop / Start of contact section

ASK ALL		
R18	Thank you for your answers so far – I just have few more questions for you today.	
intro	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 ALL		
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 R18a = YES or R18b = YES or R18e=Neither	
R19a	What is the Telephone number, including the area code? NOTE: Enter area code or mobile prefix and do not leave a space between any numbers WRITE IN (go to R18c2)
NUM	
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? 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)
NUM	
ES ONLY and ESR Sample	
ASK IF R18c2 DOES NOT MATCH R19a	
R19d1	SHOW SCREEN 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)
SP	

Tel No 1 TEL SAMPLE

TEL SAMPLE ONLY	
R18d	SHOW SCREEN 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)
SP	
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. 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)
NUM	
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? Yes (go to R19b) No (exit recruitment) - (go to R32)
SP	

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? 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)	NUM
TEL SAMPLE ONLY		
ASK IF R18c3 DOES NOT MATCH R19b		
R19d2	SHOW SCREEN 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)	SP

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? Yes (go to R20b) No (go to R36)	SP
ASK IF R20a = YES		
R20b	What is this Telephone number, including the area code? NOTE: Enter area code or mobile prefix and do not leave a space between any numbers WRITE IN	NUM
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? 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)	NUM
ASK IF R20b DOES NOT MATCH R20c		
R20d	SHOW SCREEN 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)	MP

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? Number 1/2 Number 2/3/4	SP
ASK IF R20d = BOTH		
R35b	Which is the best number to call you on? Number 1/2 Number 3 Number 4	SP
ASK ALL		
R36	What is the best time to call you? WRITE IN	VERB

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) GO TO R34 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 020 3602 0717” - 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 number 020 3602 0717 - 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 and smartphones in the home will need to be monitored by connecting a meter to each TV set, and installing a focal meter to the broadband router-[REC_PROPOSITION_FLAG=1 OR 3] Explained that all TVs, computers and tablets and smartphones in the home will need to be monitored by connecting a meter to each TV set, and loading an application onto each tablet, computer and smartphone [REC_PROPOSITION_FLAG=2] 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 or smartphone is done automatically by the focal meter {REC_PROPOSITION_FLAG=1 OR 3] Explained that registering viewing on a tablet or ,computer is or smartphone is done by- the app [REC_PROPOSITION_FLAG=2] Explained telephone call from Ipsos MORI to confirm participation Ipsos MORI Validation Team Freephone number saved on participant’s phone	MP
ASK IF R18b / R19c= 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 Or R38a = consent not given		
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)	

CONTINUATION OF SECTION 9

ASK IF DROPPED OUT OF RECRUITMENT AT R3 / R2 / R4 / S38 / R18b / R19c / R22		
H47_intro	That's fine, we won't continue with joining the BARB panel, but before I finish, can I just take a final few details which will may be used if we need to contact you for quality control purposes.	

ES AND ESR ONLY - TEL SAMPLE: DO NOT ASK, FORCE H47=YES.		
DO NOT ASK IF DROPPED OUT OF RECRUITMENT AT R18b / R19c / R22		
H47	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over?	SP
	Yes No Don't know	

ES AND ESR ONLY		
ASK IF TELEPHONE CLAIMED [H47 = YES]		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?	MP
	Landline Mobile phone Both Other Don't know Prefer not to say	(SP)

ES AND ESR ONLY - TEL SAMPLE: PULL THROUGH FROM ECS		
WITH ANY TELEPHONE [AT H48]		
H49	What is the Telephone number, including the area code, of the household's main phone or mobile?	
	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 ALL UNLESS EXEPTIONS BELOW		
TEL AND ESR SAMPLE: DO NOT ASK IF "Named individual" WAS SELECTED IN TEL INTRO (P.7)		
DO NOT ASK IF DROPPED OUT OF RECRUITMENT AT S38 / R18b / R19c / R22		
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 RECYCLED SAMPLE ONLY

H130	How long have you lived at this address?	SP
	Less than 3 months	
	3 to 6 months	
	6 to 12 months	
	Over 12 months	

ES ONLY NOT ESR**ASK ALL**

H50	Would you be willing to be re-contacted on behalf of BARB or Ipsos MORI in the next 12 months? This would be regarding your TV viewing or use of other types of media and there would be no obligation for you to take part. Contact maybe from another research company working on behalf of BARB.	SP
	Yes	
	No	

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

H118	Thank you. 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.	SP
	Yes	
	No	
	Not Asked <i>[Extra code for interviewers who don't ask this question based on a very definite No at H50]</i>	

ES ONLY

DON	ASK IF INCENTIVE SAMPLE CODE 3	SP
ATE1	INTERVIEWER: As I mentioned earlier you have qualified for a £10 voucher for completing this interview. Alternatively you can donate this to one of our chosen charities. INTERVIEWER: Please note respondent preference Receive Voucher (Go to Incentive 1) Donate Voucher (Go to Donate 2)	

ES ONLY – ASK IF DONATE1= YES

DON	ASK IF INCENTIVE SAMPLE CODE 3	SP
ATE2	INTERVIEWER: And which charity would you like to donate to? Age UK Cancer Research British Red Cross	

ES ONLY, INCENTIVE SAMPLE

INCE	IF PART OF CONDITIONAL SAMPLE (CODE 3)	
NTIV	INTERVIEWER:: please confirm that you have an available gift card to issue	
E1	Yes	
	No	

ES ONLY – ASK IF INCENTIVE1 = YES AND DONATE 1=NO

INCE NTIV E2	INTERVIEWER: Please enter the serial number of the gift card for activation. ENTER THE LAST 8 DIGITS ON THE BACK OF THE GIFT CARD YOU'RE GIVING TO PARTICIPANT <scripter – use gift card activation process> HAND GIFT CARD TO RESPONDENT AND SHOW THEM THE CODE READ OUT: Please can I check and confirm I have entered this number correctly? READ OUT NUMBER Yes – this is correct No – this is wrong INTERVIEWER: Please remind the participant to treat the love2shop gift card as they would any form of cash because we cannot replace the credit stored on it if it is lost or stolen Also please inform the participant that the voucher should be activated within three working days. If respondents have any problems using the gift card they should call Dawn Viveiros using the number on the thank you leaflet.
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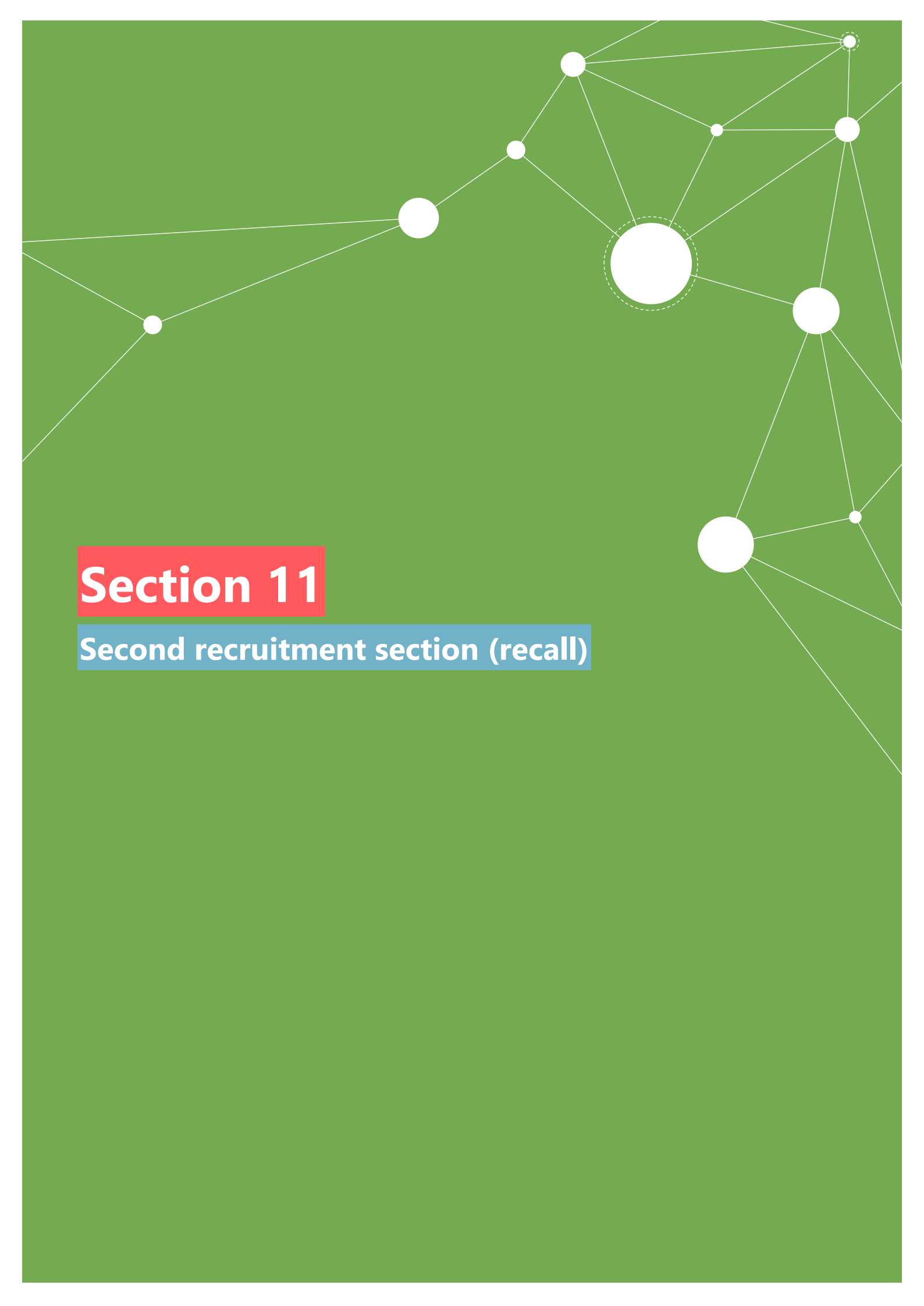
ES ONLY – ASK IF INCENTIVE1 = NO

INCE NTIV E3	INTERVIEWER: please inform the participant that the voucher will be sent from the office once the interview has been returned.
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ES ONLY

INCO MM	ASK IF INCENTIVE SAMPLE CODE 3 INTERVIEWER: Do you have any comments relevant to the advance letter or incentive pilot that the field office or validation team should be made aware of? Yes (enter verbatim) No	SP
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THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 11

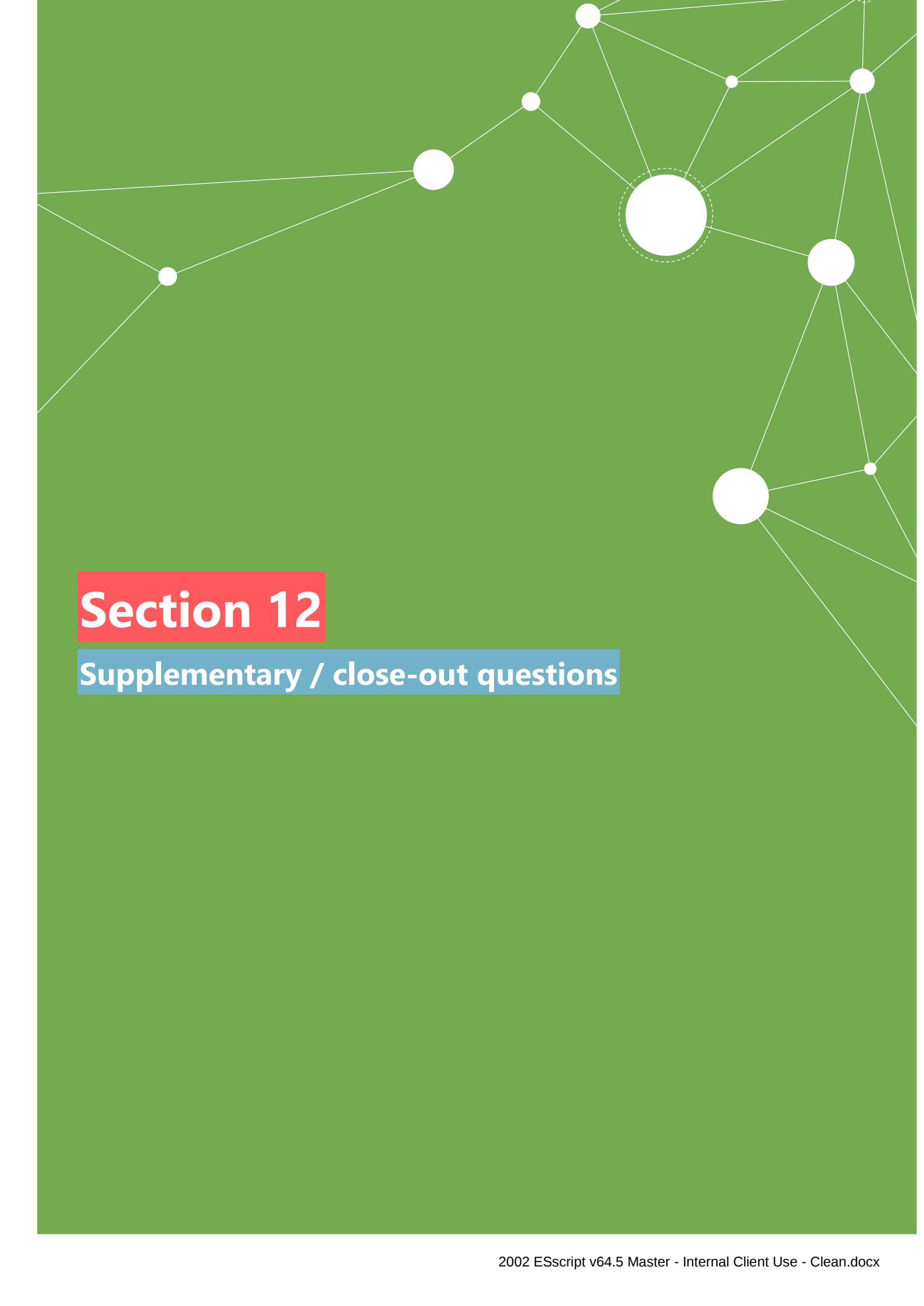
Second recruitment section (recall)

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 <u>020 3602 0717</u>– 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 number <u>020 3602 0717</u> - 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