

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

Jul 2018 to Jun 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Contents	Page
Total Network (All Areas) Annual Data Tables	1
Introduction	2
Household	
Table 1: Social Grade	3
Table 2: Houseperson Age	4
Table 3: Size of Household	5
Table 4: Presence of Children	6
Table 5: Number of TV sets in household	7
Table 6: Screen size	8
Table 7: Location of ANY set in household	9
Table 8: Platform provider	10
Table 9: Recorders and other equipment	11
Table 10: Computers and Internet	12
Sets	
Table 11: Screen Size	13
Table 12: Location of set	14
Table 13: Recorders	15
Table 14: Other TV equipment	15
Table 15: Main Set Screen Size	16
Table 16: Main Set Recorders	17
Table 17: Main Set - Other TV equipment	17
Table 18: Other Sets (non-Main Set) Screen Size	18
Table 19: Other Set (non-Main Set) Recorders	19
Table 20: Other Set (non-Main Set) - Other TV equipment	19
Individuals	
Table 21: Age of Children	20
Table 22: Adults - Age	21
Table 23: Social Grade (Adults 16+)	22
Table 24: Working Status (Adults 16+)	23
Table 25: Males - Age	24
Table 26: Social Grade (Males 16+)	25
Table 27: Working Status (Males 16+)	26
Table 28: Females - Age	27
Table 29: Social Grade (Females 16+)	28
Table 30: Working Status (Females 16+)	29
Appendices	
Appendix A: Survey objectives	
Appendix B: The sample	
Appendix C: Fieldwork and results	
Appendix D: Definitions	
Appendix E: Number of televisions in the household	
Appendix F: Rounding	
Appendix G: Sample bases for the tables	
Appendix H: Multiple households at issued addresses	
Appendix I: Weighting	
Appendix J: The Questionnaire (Jun 2019)	
See also	
VOLUME 2 - BBC Areas	
VOLUME 3 - ITV Areas	

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 Jul 2018 - Jun 2019

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 3

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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	28115	26789	10230	3868	18054	6383	11671	24516
%H (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
AB	6819	6545	2673	992	4329	1680	2649	6594
%V	24.3%	24.4%	26.1%	25.6%	24.0%	26.3%	22.7%	26.9%
%H (All HH)		96.0%	39.2%	14.5%	63.5%	24.6%	38.8%	96.7%
%H (TV HH)			40.8%	15.2%	66.1%	25.7%	40.5%	
C1	8106	7705	3032	1180	5131	1947	3183	7423
%V	28.8%	28.8%	29.6%	30.5%	28.4%	30.5%	27.3%	30.3%
%H (All HH)		95.1%	37.4%	14.6%	63.3%	24.0%	39.3%	91.6%
%H (TV HH)			39.4%	15.3%	66.6%	25.3%	41.3%	
C2	5683	5474	2193	817	3715	1428	2287	4994
%V	20.2%	20.4%	21.4%	21.1%	20.6%	22.4%	19.6%	20.4%
%H (All HH)		96.3%	38.6%	14.4%	65.4%	25.1%	40.2%	87.9%
%H (TV HH)			40.1%	14.9%	67.9%	26.1%	41.8%	
D	4376	4113	1523	568	2696	877	1820	3583
%V	15.6%	15.4%	14.9%	14.7%	14.9%	13.7%	15.6%	14.6%
%H (All HH)		94.0%	34.8%	13.0%	61.6%	20.0%	41.6%	81.9%
%H (TV HH)			37.0%	13.8%	65.5%	21.3%	44.2%	
E	3132	2952	808	312	2184	453	1732	1922
%V	11.1%	11.0%	7.9%	8.1%	12.1%	7.1%	14.8%	7.8%
%H (All HH)		94.3%	25.8%	10.0%	69.7%	14.5%	55.3%	61.4%
%H (TV HH)			27.4%	10.6%	74.0%	15.3%	58.7%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 4

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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	28115	26789	10230	3868	18054	6383	11671	24516
%V (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
Under 25	1049	859	239	120	492	132	360	1005
%V	3.7%	3.2%	2.3%	3.1%	2.7%	2.1%	3.1%	4.1%
%H (All HH)		81.9%	22.8%	11.4%	46.9%	12.6%	34.3%	95.8%
%H (TV HH)			27.8%	14.0%	57.3%	15.4%	41.9%	
25 - 34	4315	3890	1476	556	2075	695	1380	4202
%V	15.3%	14.5%	14.4%	14.4%	11.5%	10.9%	11.8%	17.1%
%H (All HH)		90.2%	34.2%	12.9%	48.1%	16.1%	32.0%	97.4%
%H (TV HH)			37.9%	14.3%	53.3%	17.9%	35.5%	
35 - 44	4638	4341	1864	701	2544	1015	1529	4504
%V	16.5%	16.2%	18.2%	18.1%	14.1%	15.9%	13.1%	18.4%
%H (All HH)		93.6%	40.2%	15.1%	54.9%	21.9%	33.0%	97.1%
%H (TV HH)			42.9%	16.1%	58.6%	23.4%	35.2%	
45 - 54	5270	5092	2241	896	3312	1473	1839	5043
%V	18.7%	19.0%	21.9%	23.2%	18.3%	23.1%	15.8%	20.6%
%H (All HH)		96.6%	42.5%	17.0%	62.8%	28.0%	34.9%	95.7%
%H (TV HH)			44.0%	17.6%	65.0%	28.9%	36.1%	
55 - 64	4886	4767	1940	741	3396	1342	2054	4488
%V	17.4%	17.8%	19.0%	19.2%	18.8%	21.0%	17.6%	18.3%
%H (All HH)		97.6%	39.7%	15.2%	69.5%	27.5%	42.0%	91.9%
%H (TV HH)			40.7%	15.5%	71.2%	28.2%	43.1%	
65 +	7958	7840	2470	853	6235	1726	4509	5273
%V	28.3%	29.3%	24.1%	22.1%	34.5%	27.0%	38.6%	21.5%
%H (All HH)		98.5%	31.0%	10.7%	78.3%	21.7%	56.7%	66.3%
%H (TV HH)			31.5%	10.9%	79.5%	22.0%	57.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 5

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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	28115	26789	10230	3868	18054	6383	11671	24516
%H (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
1	8723	8071	2154	802	6095	1234	4861	6019
%V	31.0%	30.1%	21.1%	20.7%	33.8%	19.3%	41.7%	24.6%
%H (All HH)		92.5%	24.7%	9.2%	69.9%	14.1%	55.7%	69.0%
%H (TV HH)			26.7%	9.9%	75.5%	15.3%	60.2%	
2	9327	9012	3603	1292	6205	2412	3793	8591
%V	33.2%	33.6%	35.2%	33.4%	34.4%	37.8%	32.5%	35.0%
%H (All HH)		96.6%	38.6%	13.9%	66.5%	25.9%	40.7%	92.1%
%H (TV HH)			40.0%	14.3%	68.9%	26.8%	42.1%	
3	4380	4223	1872	762	2580	1186	1394	4282
%V	15.6%	15.8%	18.3%	19.7%	14.3%	18.6%	11.9%	17.5%
%H (All HH)		96.4%	42.7%	17.4%	58.9%	27.1%	31.8%	97.8%
%H (TV HH)			44.3%	18.0%	61.1%	28.1%	33.0%	
4	3847	3724	1734	697	2200	1063	1137	3814
%V	13.7%	13.9%	17.0%	18.0%	12.2%	16.7%	9.7%	15.6%
%H (All HH)		96.8%	45.1%	18.1%	57.2%	27.6%	29.6%	99.1%
%H (TV HH)			46.6%	18.7%	59.1%	28.5%	30.5%	
5+	1839	1759	867	314	975	489	486	1810
%V	6.5%	6.6%	8.5%	8.1%	5.4%	7.7%	4.2%	7.4%
%H (All HH)		95.6%	47.1%	17.1%	53.0%	26.6%	26.4%	98.4%
%H (TV HH)			49.3%	17.9%	55.4%	27.8%	27.6%	
Average HH size	2.34	2.36	2.60	2.63	2.23	2.59	2.04	2.49

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

Page 6

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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	28115	26789	10230	3868	18054	6383	11671	24516
%H (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
Without	20846	19764	7054	2696	14022	4621	9401	17363
%V	74.1%	73.8%	69.0%	69.7%	77.7%	72.4%	80.6%	70.8%
%H (All HH)		94.8%	33.8%	12.9%	67.3%	22.2%	45.1%	83.3%
%H (TV HH)			35.7%	13.6%	70.9%	23.4%	47.6%	
With	7269	7025	3175	1172	4032	1762	2270	7153
%V	25.9%	26.2%	31.0%	30.3%	22.3%	27.6%	19.4%	29.2%
%H (All HH)		96.6%	43.7%	16.1%	55.5%	24.2%	31.2%	98.4%
%H (TV HH)			45.2%	16.7%	57.4%	25.1%	32.3%	
0 - 3	2634	2518	1111	374	1374	542	832	2585
%V	9.4%	9.4%	10.9%	9.7%	7.6%	8.5%	7.1%	10.5%
%H (All HH)		95.6%	42.2%	14.2%	52.2%	20.6%	31.6%	98.1%
%H (TV HH)			44.1%	14.9%	54.6%	21.5%	33.0%	
4 - 9	3824	3683	1681	593	2059	886	1173	3757
%V	13.6%	13.7%	16.4%	15.3%	11.4%	13.9%	10.1%	15.3%
%H (All HH)		96.3%	44.0%	15.5%	53.8%	23.2%	30.7%	98.2%
%H (TV HH)			45.6%	16.1%	55.9%	24.1%	31.8%	
10 - 15	3519	3435	1627	619	2026	965	1061	3473
%V	12.5%	12.8%	15.9%	16.0%	11.2%	15.1%	9.1%	14.2%
%H (All HH)		97.6%	46.2%	17.6%	57.6%	27.4%	30.2%	98.7%
%H (TV HH)			47.4%	18.0%	59.0%	28.1%	30.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 7

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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	28115	26789	10230	3868	18054	6383	11671	24516
%H (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
1	11578	11578	3324	1393	7122	1102	6021	9389
%V	41.2%	43.2%	32.5%	36.0%	39.4%	17.3%	51.6%	38.3%
%H (All HH)		100.0%	28.7%	12.0%	61.5%	9.5%	52.0%	81.1%
%H (TV HH)			28.7%	12.0%	61.5%	9.5%	52.0%	
2	8735	8735	3643	1335	6053	2470	3583	7786
%V	31.1%	32.6%	35.6%	34.5%	33.5%	38.7%	30.7%	31.8%
%H (All HH)		100.0%	41.7%	15.3%	69.3%	28.3%	41.0%	89.1%
%H (TV HH)			41.7%	15.3%	69.3%	28.3%	41.0%	
3	3991	3991	1916	691	2981	1610	1372	3798
%V	14.2%	14.9%	18.7%	17.9%	16.5%	25.2%	11.8%	15.5%
%H (All HH)		100.0%	48.0%	17.3%	74.7%	40.3%	34.4%	95.2%
%H (TV HH)			48.0%	17.3%	74.7%	40.3%	34.4%	
4	1681	1681	865	306	1273	759	514	1632
%V	6.0%	6.3%	8.5%	7.9%	7.1%	11.9%	4.4%	6.7%
%H (All HH)		100.0%	51.5%	18.2%	75.7%	45.2%	30.6%	97.1%
%H (TV HH)			51.5%	18.2%	75.7%	45.2%	30.6%	
5+	804	804	482	143	625	443	181	795
%V	2.9%	3.0%	4.7%	3.7%	3.5%	6.9%	1.6%	3.2%
%H (All HH)		100.0%	60.0%	17.8%	77.7%	55.1%	22.5%	98.9%
%H (TV HH)			60.0%	17.8%	77.7%	55.1%	22.5%	

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

Page 8

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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	28115	26789	10230	3868	18054	6383	11671	24516
%H (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
Under 20"	2427	2427	941	322	2028	885	1143	2082
%V	8.6%	9.1%	9.2%	8.3%	11.2%	13.9%	9.8%	8.5%
%H (All HH)		100.0%	38.8%	13.3%	83.6%	36.5%	47.1%	85.8%
%H (TV HH)			38.8%	13.3%	83.6%	36.5%	47.1%	
20" - 29"	6743	6743	2545	949	5282	2136	3146	5806
%V	24.0%	25.2%	24.9%	24.5%	29.3%	33.5%	27.0%	23.7%
%H (All HH)		100.0%	37.7%	14.1%	78.3%	31.7%	46.7%	86.1%
%H (TV HH)			37.7%	14.1%	78.3%	31.7%	46.7%	
30" - 39"	12512	12512	4744	1859	8931	3349	5582	10941
%V	44.5%	46.7%	46.4%	48.1%	49.5%	52.5%	47.8%	44.6%
%H (All HH)		100.0%	37.9%	14.9%	71.4%	26.8%	44.6%	87.4%
%H (TV HH)			37.9%	14.9%	71.4%	26.8%	44.6%	
40" - 49"	13031	13031	5750	2130	8472	3739	4732	12044
%V	46.3%	48.6%	56.2%	55.1%	46.9%	58.6%	40.5%	49.1%
%H (All HH)		100.0%	44.1%	16.3%	65.0%	28.7%	36.3%	92.4%
%H (TV HH)			44.1%	16.3%	65.0%	28.7%	36.3%	
50" - 59"	5205	5205	2677	890	3162	1702	1460	5020
%V	18.5%	19.4%	26.2%	23.0%	17.5%	26.7%	12.5%	20.5%
%H (All HH)		100.0%	51.4%	17.1%	60.7%	32.7%	28.0%	96.4%
%H (TV HH)			51.4%	17.1%	60.7%	32.7%	28.0%	
60"+	678	678	404	106	368	221	147	663
%V	2.4%	2.5%	3.9%	2.7%	2.0%	3.5%	1.3%	2.7%
%H (All HH)		100.0%	59.6%	15.6%	54.3%	32.6%	21.7%	97.8%
%H (TV HH)			59.6%	15.6%	54.3%	32.6%	21.7%	

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

Page 9

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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	28115	26789	10230	3868	18054	6383	11671	24516
%H (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
Main living room	26479	26479	10166	3840	17859	6350	11509	23139
%V	94.2%	98.8%	99.4%	99.3%	98.9%	99.5%	98.6%	94.4%
%H (All HH)		100.0%	38.4%	14.5%	67.4%	24.0%	43.5%	87.4%
%H (TV HH)			38.4%	14.5%	67.4%	24.0%	43.5%	
Kitchen	2875	2875	1356	364	2352	1195	1158	2615
%V	10.2%	10.7%	13.3%	9.4%	13.0%	18.7%	9.9%	10.7%
%H (All HH)		100.0%	47.2%	12.7%	81.8%	41.6%	40.3%	91.0%
%H (TV HH)			47.2%	12.7%	81.8%	41.6%	40.3%	
Adult's bedroom	11535	11535	5265	1948	8318	4145	4174	10652
%V	41.0%	43.1%	51.5%	50.4%	46.1%	64.9%	35.8%	43.4%
%H (All HH)		100.0%	45.6%	16.9%	72.1%	35.9%	36.2%	92.3%
%H (TV HH)			45.6%	16.9%	72.1%	35.9%	36.2%	
Child's bedroom	2107	2107	1104	384	1345	778	567	2078
%V	7.5%	7.9%	10.8%	9.9%	7.4%	12.2%	4.9%	8.5%
%H (All HH)		100.0%	52.4%	18.2%	63.8%	36.9%	26.9%	98.6%
%H (TV HH)			52.4%	18.2%	63.8%	36.9%	26.9%	
Other bedroom	1557	1557	781	276	1180	683	498	1494
%V	5.5%	5.8%	7.6%	7.1%	6.5%	10.7%	4.3%	6.1%
%H (All HH)		100.0%	50.2%	17.7%	75.8%	43.9%	32.0%	96.0%
%H (TV HH)			50.2%	17.7%	75.8%	43.9%	32.0%	
Second living/dining room	2625	2625	1233	423	1948	988	960	2452
%V	9.3%	9.8%	12.1%	10.9%	10.8%	15.5%	8.2%	10.0%
%H (All HH)		100.0%	47.0%	16.1%	74.2%	37.6%	36.6%	93.4%
%H (TV HH)			47.0%	16.1%	74.2%	37.6%	36.6%	
Study/office	401	401	199	54	307	161	147	395
%V	1.4%	1.5%	1.9%	1.4%	1.7%	2.5%	1.3%	1.6%
%H (All HH)		100.0%	49.6%	13.5%	76.6%	40.1%	36.7%	98.5%
%H (TV HH)			49.6%	13.5%	76.6%	40.1%	36.7%	
TV room	206	206	124	22	145	84	60	202
%V	0.7%	0.8%	1.2%	0.6%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	60.2%	10.7%	70.4%	40.8%	29.1%	98.1%
%H (TV HH)			60.2%	10.7%	70.4%	40.8%	29.1%	
Conservatory	543	543	273	93	440	259	182	508
%V	1.9%	2.0%	2.7%	2.4%	2.4%	4.1%	1.6%	2.1%
%H (All HH)		100.0%	50.3%	17.1%	81.0%	47.7%	33.5%	93.6%
%H (TV HH)			50.3%	17.1%	81.0%	47.7%	33.5%	
Attic or loft room	55	55	26	8	41	21	19	54
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	47.3%	14.5%	74.5%	38.2%	34.5%	98.2%
%H (TV HH)			47.3%	14.5%	74.5%	38.2%	34.5%	
No specific location	35	35	14	5	27	13	13	33
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	40.0%	14.3%	77.1%	37.1%	37.1%	94.3%
%H (TV HH)			40.0%	14.3%	77.1%	37.1%	37.1%	
Other	272	272	155	26	203	114	89	261
%V	1.0%	1.0%	1.5%	0.7%	1.1%	1.8%	0.8%	1.1%
%H (All HH)		100.0%	57.0%	9.6%	74.6%	41.9%	32.7%	96.0%
%H (TV HH)			57.0%	9.6%	74.6%	41.9%	32.7%	

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

Page 10

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28115	26789	10230	3868	18054	6383	11671	24516
%V (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
Any DSAT provider	10230	10230	10230	148	4723	4723	0	9614
%V	36.4%	38.2%	100.0%	3.8%	26.2%	74.0%	0.0%	39.2%
%H (All HH)			100.0%	1.4%	46.2%	46.2%	0.0%	94.0%
%H (TV HH)			100.0%	1.4%	46.2%	46.2%	0.0%	
Sky with subscription	8588	8588	8588	73	3934	3934	0	8136
%V	30.5%	32.1%	83.9%	1.9%	21.8%	61.6%	0.0%	33.2%
%H (All HH)			100.0%	0.9%	45.8%	45.8%	0.0%	94.7%
%H (TV HH)			100.0%	0.9%	45.8%	45.8%	0.0%	
Sky without subscription	459	459	459	15	210	210	0	392
	1.6%	1.7%	4.5%	0.4%	1.2%	3.3%	0.0%	1.6%
%H (All HH)			100.0%	3.3%	45.8%	45.8%	0.0%	85.4%
%H (TV HH)			100.0%	3.3%	45.8%	45.8%	0.0%	
Freesat	1023	1023	1023	40	543	543	0	944
%V	3.6%	3.8%	10.0%	1.0%	3.0%	8.5%	0.0%	3.9%
%H (All HH)			100.0%	3.9%	53.1%	53.1%	0.0%	92.3%
%H (TV HH)			100.0%	3.9%	53.1%	53.1%	0.0%	
Other satellite provider	609	609	609	34	279	279	0	577
%V	2.2%	2.3%	6.0%	0.9%	1.5%	4.4%	0.0%	2.4%
%H (All HH)			100.0%	5.6%	45.8%	45.8%	0.0%	94.7%
%H (TV HH)			100.0%	5.6%	45.8%	45.8%	0.0%	
DCAB	3868	3868	148	3868	1739	1739	0	3687
%V	13.8%	14.4%	1.4%	100.0%	9.6%	27.2%	0.0%	15.0%
%H (All HH)			3.8%	100.0%	45.0%	45.0%	0.0%	95.3%
%H (TV HH)			3.8%	100.0%	45.0%	45.0%	0.0%	
DTT	18054	18054	4723	1739	18054	6383	11671	15147
%V	64.2%	67.4%	46.2%	45.0%	100.0%	100.0%	100.0%	61.8%
%H (All HH)		100.0%	26.2%	9.6%	100.0%	35.4%	64.6%	83.9%
%H (TV HH)			26.2%	9.6%	100.0%	35.4%	64.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 11

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28115	26789	10230	3868	18054	6383	11671	24516
%V (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
PVR	16303	16303	9219	3683	9417	5901	3517	15275
%V	58.0%	60.9%	90.1%	95.2%	52.2%	92.4%	30.1%	62.3%
%H (All HH)		100.0%	56.5%	22.6%	57.8%	36.2%	21.6%	93.7%
%H (TV HH)			56.5%	22.6%	57.8%	36.2%	21.6%	
DVDR	296	296	138	41	225	106	120	257
%V	1.1%	1.1%	1.3%	1.1%	1.2%	1.7%	1.0%	1.0%
%H (All HH)		100.0%	46.6%	13.9%	76.0%	35.8%	40.5%	86.8%
%H (TV HH)			46.6%	13.9%	76.0%	35.8%	40.5%	
VCR	140	140	47	13	119	39	80	94
%V	0.5%	0.5%	0.5%	0.3%	0.7%	0.6%	0.7%	0.4%
%H (All HH)		100.0%	33.6%	9.3%	85.0%	27.9%	57.1%	67.1%
%H (TV HH)			33.6%	9.3%	85.0%	27.9%	57.1%	
Any recorder	16466	16466	9241	3686	9564	5913	3651	15388
%V	58.6%	61.5%	90.3%	95.3%	53.0%	92.6%	31.3%	62.8%
%H (All HH)		100.0%	56.1%	22.4%	58.1%	35.9%	22.2%	93.5%
%H (TV HH)			56.1%	22.4%	58.1%	35.9%	22.2%	
Receives HDTV (via STB or built-in reception)	19303	19303	8705	3434	13038	5734	7304	17869
%V	68.7%	72.1%	85.1%	88.8%	72.2%	89.8%	62.6%	72.9%
%H (All HH)		100.0%	45.1%	17.8%	67.5%	29.7%	37.8%	92.6%
%H (TV HH)			45.1%	17.8%	67.5%	29.7%	37.8%	
DVD/Blu-ray player or recorder	16100	16100	6407	2421	11128	4352	6776	14542
%V	57.3%	60.1%	62.6%	62.6%	61.6%	68.2%	58.1%	59.3%
%H (All HH)		100.0%	39.8%	15.0%	69.1%	27.0%	42.1%	90.3%
%H (TV HH)			39.8%	15.0%	69.1%	27.0%	42.1%	

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

Page 12

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28115	26789	10230	3868	18054	6383	11671	24516
%H (All HH)		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%
%H (TV HH)			38.2%	14.4%	67.4%	23.8%	43.6%	
Has broadband internet	24516	23400	9614	3687	15147	6030	9117	24516
%V	87.2%	87.3%	94.0%	95.3%	83.9%	94.5%	78.1%	100.0%
%H (All HH)		95.4%	39.2%	15.0%	61.8%	24.6%	37.2%	100.0%
%H (TV HH)			41.1%	15.8%	64.7%	25.8%	39.0%	
Number of computers (PCs and laptops)								
0	5268	4917	1188	385	3815	629	3186	1898
%V	18.7%	18.4%	11.6%	10.0%	21.1%	9.9%	27.3%	7.7%
%H (All HH)		93.3%	22.6%	7.3%	72.4%	11.9%	60.5%	36.0%
			24.2%	7.8%	77.6%	12.8%	64.8%	
1	7727	7285	2642	1010	4826	1503	3323	7552
%V	27.5%	27.2%	25.8%	26.1%	26.7%	23.5%	28.5%	30.8%
%H (All HH)		94.3%	34.2%	13.1%	62.5%	19.5%	43.0%	97.7%
%H (TV HH)			36.3%	13.9%	66.2%	20.6%	45.6%	
2	6775	6502	2680	1031	4253	1720	2533	6742
%V	24.1%	24.3%	26.2%	26.7%	23.6%	26.9%	21.7%	27.5%
%H (All HH)		96.0%	39.6%	15.2%	62.8%	25.4%	37.4%	99.5%
%H (TV HH)			41.2%	15.9%	65.4%	26.5%	39.0%	
3	3837	3707	1632	621	2382	1087	1295	3827
%V	13.6%	13.8%	16.0%	16.1%	13.2%	17.0%	11.1%	15.6%
%H (All HH)		96.6%	42.5%	16.2%	62.1%	28.3%	33.8%	99.7%
%H (TV HH)			44.0%	16.8%	64.3%	29.3%	34.9%	
4	2224	2163	1036	379	1371	685	686	2221
%V	7.9%	8.1%	10.1%	9.8%	7.6%	10.7%	5.9%	9.1%
%H (All HH)		97.3%	46.6%	17.0%	61.6%	30.8%	30.8%	99.9%
%H (TV HH)			47.9%	17.5%	63.4%	31.7%	31.7%	
5+	2283	2215	1053	442	1407	759	648	2276
%V	8.1%	8.3%	10.3%	11.4%	7.8%	11.9%	5.6%	9.3%
%H (All HH)		97.0%	46.1%	19.4%	61.6%	33.2%	28.4%	99.7%
%H (TV HH)			47.5%	20.0%	63.5%	34.3%	29.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 13

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52094	22429	8124	36654	16316	20338	47182
%H		43.1%	15.6%	70.4%	31.3%	39.0%	90.6%
Under 20"	2932	1149	400	2467	1105	1362	2540
%V	5.6%	5.1%	4.9%	6.7%	6.8%	6.7%	5.4%
%H		39.2%	13.6%	84.1%	37.7%	46.5%	86.6%
20" - 29"	8483	3318	1214	6720	2883	3836	7401
%V	16.3%	14.8%	14.9%	18.3%	17.7%	18.9%	15.7%
%H		39.1%	14.3%	79.2%	34.0%	45.2%	87.2%
30" - 39"	15838	6326	2448	11380	4659	6721	14106
%V	30.4%	28.2%	30.1%	31.0%	28.6%	33.0%	29.9%
%H		39.9%	15.5%	71.9%	29.4%	42.4%	89.1%
40" - 49"	15719	7226	2648	10221	4821	5400	14652
%V	30.2%	32.2%	32.6%	27.9%	29.5%	26.6%	31.1%
%H		46.0%	16.8%	65.0%	30.7%	34.4%	93.2%
50" - 59"	5819	3033	1005	3547	1951	1596	5626
%V	11.2%	13.5%	12.4%	9.7%	12.0%	7.8%	11.9%
%H		52.1%	17.3%	61.0%	33.5%	27.4%	96.7%
60"+	726	438	114	396	242	153	711
%V	1.4%	2.0%	1.4%	1.1%	1.5%	0.8%	1.5%
%H		60.3%	15.7%	54.5%	33.3%	21.1%	97.9%
Don't know	2577	938	296	1924	655	1269	2146
%V	4.9%	4.2%	3.6%	5.2%	4.0%	6.2%	4.5%
%H		36.4%	11.5%	74.7%	25.4%	49.2%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 14

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52094	22429	8124	36654	16316	20338	47182
%H		43.1%	15.6%	70.4%	31.3%	39.0%	90.6%
Main living room	26622	10230	3860	17961	6399	11561	23264
%V	51.1%	45.6%	47.5%	49.0%	39.2%	56.8%	49.3%
%H		38.4%	14.5%	67.5%	24.0%	43.4%	87.4%
Kitchen	2882	1359	365	2359	1198	1160	2622
%V	5.5%	6.1%	4.5%	6.4%	7.3%	5.7%	5.6%
%H		47.2%	12.7%	81.9%	41.6%	40.2%	91.0%
Adult's bedroom	13820	6394	2430	10035	5193	4842	12862
%V	26.5%	28.5%	29.9%	27.4%	31.8%	23.8%	27.3%
%H		46.3%	17.6%	72.6%	37.6%	35.0%	93.1%
Child's bedroom	2724	1447	494	1738	1021	717	2690
%V	5.2%	6.5%	6.1%	4.7%	6.3%	3.5%	5.7%
%H		53.1%	18.1%	63.8%	37.5%	26.3%	98.8%
Other bedroom	1835	936	334	1393	829	564	1768
%V	3.5%	4.2%	4.1%	3.8%	5.1%	2.8%	3.7%
%H		51.0%	18.2%	75.9%	45.2%	30.7%	96.3%
Second living/dining room	2666	1256	429	1982	1009	973	2491
%V	5.1%	5.6%	5.3%	5.4%	6.2%	4.8%	5.3%
%H		47.1%	16.1%	74.3%	37.8%	36.5%	93.4%
Study/office	409	203	55	314	164	151	403
%V	0.8%	0.9%	0.7%	0.9%	1.0%	0.7%	0.9%
%H		49.6%	13.4%	76.8%	40.1%	36.9%	98.5%
TV room	209	126	22	146	85	60	205
%V	0.4%	0.6%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		60.3%	10.5%	69.9%	40.7%	28.7%	98.1%
Conseervatory	543	273	93	441	259	182	509
%V	1.0%	1.2%	1.1%	1.2%	1.6%	0.9%	1.1%
%H		50.3%	17.1%	81.2%	47.7%	33.5%	93.7%
Attic or loft room	57	27	9	41	21	19	56
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		47.4%	15.8%	71.9%	36.8%	33.3%	98.2%
No specific location	36	15	5	28	15	13	35
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		41.7%	13.9%	77.8%	41.7%	36.1%	97.2%
Other	289	164	28	216	122	95	278
%V	0.6%	0.7%	0.3%	0.6%	0.7%	0.5%	0.6%
%H		56.7%	9.7%	74.7%	42.2%	32.9%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
Set level data
Table 13: Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52094	22429	8124	36654	16316	20338	47182
%H		43.1%	15.6%	70.4%	31.3%	39.0%	90.6%
PVR	23318	14231	5328	12451	8474	3977	22122
%V	44.8%	63.4%	65.6%	34.0%	51.9%	19.6%	46.9%
%H		61.0%	22.8%	53.4%	36.3%	17.1%	94.9%
DVDR	315	145	45	239	112	128	273
%V	0.6%	0.6%	0.6%	0.7%	0.7%	0.6%	0.6%
%H		46.0%	14.3%	75.9%	35.6%	40.6%	86.7%
VCR	146	49	14	124	41	84	99
%V	0.3%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%
%H		33.6%	9.6%	84.9%	28.1%	57.5%	67.8%
Any recorder	23559	14283	5344	12665	8518	4147	22302
%V	45.2%	63.7%	65.8%	34.6%	52.2%	20.4%	47.3%
%H		60.6%	22.7%	53.8%	36.2%	17.6%	94.7%

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	52094	22429	8124	36654	16316	20338	47182
%H		43.1%	15.6%	70.4%	31.3%	39.0%	90.6%
Receives HDTV (via STB or built-in reception)	30496	14981	5481	20702	10406	10297	28690
%V	58.5%	66.8%	67.5%	56.5%	63.8%	50.6%	60.8%
%H		49.1%	18.0%	67.9%	34.1%	33.8%	94.1%
DVD/Blu-ray player or recorder	22118	9397	3529	15392	6784	8607	20336
%V	42.5%	41.9%	43.4%	42.0%	41.6%	42.3%	43.1%
%H		42.5%	16.0%	69.6%	30.7%	38.9%	91.9%

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

Page 16

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26781	10229	3868	18048	6383	11665	23392
%H		38.2%	14.4%	67.4%	23.8%	43.6%	87.3%
Under 20"	189	29	15	152	18	134	119
%V	0.7%	0.3%	0.4%	0.8%	0.3%	1.1%	0.5%
%H		15.3%	7.9%	80.4%	9.5%	70.9%	63.0%
20" - 29"	1695	305	154	1351	187	1164	1172
%V	6.3%	3.0%	4.0%	7.5%	2.9%	10.0%	5.0%
%H		18.0%	9.1%	79.7%	11.0%	68.7%	69.1%
30" - 39"	7182	2061	908	5231	1295	3935	5814
%V	26.8%	20.1%	23.5%	29.0%	20.3%	33.7%	24.9%
%H		28.7%	12.6%	72.8%	18.0%	54.8%	81.0%
40" - 49"	11065	4681	1757	7186	2964	4222	10115
%V	41.3%	45.8%	45.4%	39.8%	46.4%	36.2%	43.2%
%H		42.3%	15.9%	64.9%	26.8%	38.2%	91.4%
50" - 59"	4731	2416	806	2852	1516	1336	4557
%V	17.7%	23.6%	20.8%	15.8%	23.8%	11.5%	19.5%
%H		51.1%	17.0%	60.3%	32.0%	28.2%	96.3%
60"+	598	355	97	318	189	129	584
%V	2.2%	3.5%	2.5%	1.8%	3.0%	1.1%	2.5%
%H		59.4%	16.2%	53.2%	31.6%	21.6%	97.7%
Don't know	1321	381	132	958	214	745	1032
%V	4.9%	3.7%	3.4%	5.3%	3.4%	6.4%	4.4%
%H		28.8%	10.0%	72.5%	16.2%	56.4%	78.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 17

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26781	10229	3868	18048	6383	11665	23392
%H		38.2%	14.4%	67.4%	23.8%	43.6%	87.3%
PVR	15986	9095	3644	9148	5787	3361	14984
%V	59.7%	88.9%	94.2%	50.7%	90.7%	28.8%	64.1%
%H		56.9%	22.8%	57.2%	36.2%	21.0%	93.7%
DVDR	241	108	33	183	81	103	205
%V	0.9%	1.1%	0.9%	1.0%	1.3%	0.9%	0.9%
%H		44.8%	13.7%	75.9%	33.6%	42.7%	85.1%
VCR	111	35	11	94	28	66	72
%V	0.4%	0.3%	0.3%	0.5%	0.4%	0.6%	0.3%
%H		31.5%	9.9%	84.7%	25.2%	59.5%	64.9%
Any recorder	16138	9117	3647	9285	5799	3486	15087
%V	60.3%	89.1%	94.3%	51.4%	90.9%	29.9%	64.5%
%H		56.5%	22.6%	57.5%	35.9%	21.6%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26781	10229	3868	18048	6383	11665	23392
%H		38.2%	14.4%	67.4%	23.8%	43.6%	87.3%
Receives HDTV (via STB or built-in reception)	18901	8524	3393	12697	5579	7119	17510
%V	70.6%	83.3%	87.7%	70.4%	87.4%	61.0%	74.9%
%H		45.1%	18.0%	67.2%	29.5%	37.7%	92.6%
DVD/Blu-ray player or recorder	14022	5401	2067	9703	3617	6085	12561
%V	52.4%	52.8%	53.4%	53.8%	56.7%	52.2%	53.7%
%H		38.5%	14.7%	69.2%	25.8%	43.4%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 18

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25313	12200	4256	18606	9933	8673	23789
%H		48.2%	16.8%	73.5%	39.2%	34.3%	94.0%
Under 20"	2743	1120	385	2315	1087	1228	2421
%V	10.8%	9.2%	9.0%	12.4%	10.9%	14.2%	10.2%
%H		40.8%	14.0%	84.4%	39.6%	44.8%	88.3%
20" - 29"	6788	3013	1059	5369	2697	2672	6229
%V	26.8%	24.7%	24.9%	28.9%	27.2%	30.8%	26.2%
%H		44.4%	15.6%	79.1%	39.7%	39.4%	91.8%
30" - 39"	8656	4265	1540	6149	3363	2786	8292
%V	34.2%	35.0%	36.2%	33.0%	33.9%	32.1%	34.9%
%H		49.3%	17.8%	71.0%	38.9%	32.2%	95.8%
40" - 49"	4655	2544	891	3034	1856	1178	4537
%V	18.4%	20.9%	20.9%	16.3%	18.7%	13.6%	19.1%
%H		54.7%	19.1%	65.2%	39.9%	25.3%	97.5%
50" - 59"	1088	617	199	695	435	260	1069
%V	4.3%	5.1%	4.7%	3.7%	4.4%	3.0%	4.5%
%H		56.7%	18.3%	63.9%	40.0%	23.9%	98.3%
60"+	128	83	17	78	53	24	127
%V	0.5%	0.7%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		64.8%	13.3%	60.9%	41.4%	18.8%	99.2%
Don't know	1256	556	165	965	441	524	1114
%V	5.0%	4.6%	3.9%	5.2%	4.4%	6.0%	4.7%
%H		44.3%	13.1%	76.8%	35.1%	41.7%	88.7%

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

Page 19

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25313	12200	4256	18606	9933	8673	23789
%H		48.2%	16.8%	73.5%	39.2%	34.3%	94.0%
PVR	7332	5136	1684	3303	2687	616	7138
%V	29.0%	42.1%	39.6%	17.8%	27.1%	7.1%	30.0%
%H		70.0%	23.0%	45.0%	36.6%	8.4%	97.4%
DVDR	75	37	12	56	31	25	68
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		49.3%	16.0%	74.7%	41.3%	33.3%	90.7%
VCR	34	13	4	30	13	17	28
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		38.2%	11.8%	88.2%	38.2%	50.0%	82.4%
Any recorder	7421	5165	1697	3380	2719	661	7215
%V	29.3%	42.3%	39.9%	18.2%	27.4%	7.6%	30.3%
%H		69.6%	22.9%	45.5%	36.6%	8.9%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25313	12200	4256	18606	9933	8673	23789
%H		48.2%	16.8%	73.5%	39.2%	34.3%	94.0%
Receives HDTV (via STB or built-in reception)	11595	6457	2088	8005	4827	3178	11180
%V	45.8%	52.9%	49.1%	43.0%	48.6%	36.6%	47.0%
%H		55.7%	18.0%	69.0%	41.6%	27.4%	96.4%
DVD/Blu-ray player or recorder	8096	3996	1461	5689	3167	2522	7775
%V	32.0%	32.8%	34.3%	30.6%	31.9%	29.1%	32.7%
%H		49.4%	18.0%	70.3%	39.1%	31.2%	96.0%

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

Page 20

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65872	63176	26599	10159	40309	16504	23805	61113
%H		95.9%	40.4%	15.4%	61.2%	25.1%	36.1%	92.8%
Total Children	12754	12314	5618	2048	6957	3039	3918	12538
%V	19.4%	19.5%	21.1%	20.2%	17.3%	18.4%	16.5%	20.5%
%H		96.6%	44.0%	16.1%	54.5%	23.8%	30.7%	98.3%
0 - 3	3067	2934	1290	435	1600	622	977	3007
%V	4.7%	4.6%	4.8%	4.3%	4.0%	3.8%	4.1%	4.9%
%H		95.7%	42.1%	14.2%	52.2%	20.3%	31.9%	98.0%
4 - 15	9687	9380	4329	1613	5358	2417	2940	9532
%V	14.7%	14.8%	16.3%	15.9%	13.3%	14.6%	12.4%	15.6%
%H		96.8%	44.7%	16.7%	55.3%	25.0%	30.3%	98.4%
4 - 9	5032	4835	2191	786	2688	1151	1537	4939
%V	7.6%	7.7%	8.2%	7.7%	6.7%	7.0%	6.5%	8.1%
%H		96.1%	43.5%	15.6%	53.4%	22.9%	30.5%	98.2%
10 - 15	4655	4545	2137	827	2670	1266	1403	4593
%V	7.1%	7.2%	8.0%	8.1%	6.6%	7.7%	5.9%	7.5%
%H		97.6%	45.9%	17.8%	57.4%	27.2%	30.1%	98.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
Individual level data
Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65872	63176	26599	10159	40309	16504	23805	61113
%H		95.9%	40.4%	15.4%	61.2%	25.1%	36.1%	92.8%
Total Adults (16+)	53118	50862	20980	8112	33352	13464	19887	48575
%V	80.6%	80.5%	78.9%	79.9%	82.7%	81.6%	83.5%	79.5%
%H		95.8%	39.5%	15.3%	62.8%	25.3%	37.4%	91.4%
16 - 19	2606	2508	1180	470	1571	790	782	2573
%V	4.0%	4.0%	4.4%	4.6%	3.9%	4.8%	3.3%	4.2%
%H		96.2%	45.3%	18.0%	60.3%	30.3%	30.0%	98.7%
20 - 24	3922	3499	1383	665	2086	955	1131	3848
%V	6.0%	5.5%	5.2%	6.5%	5.2%	5.8%	4.8%	6.3%
%H		89.2%	35.3%	17.0%	53.2%	24.3%	28.8%	98.1%
25 - 34	8954	8245	3298	1333	4517	1750	2767	8761
%V	13.6%	13.1%	12.4%	13.1%	11.2%	10.6%	11.6%	14.3%
%H		92.1%	36.8%	14.9%	50.4%	19.5%	30.9%	97.8%
35 - 44	8404	7938	3518	1320	4578	1906	2672	8209
%V	12.8%	12.6%	13.2%	13.0%	11.4%	11.5%	11.2%	13.4%
%H		94.5%	41.9%	15.7%	54.5%	22.7%	31.8%	97.7%
45 - 54	9052	8801	4051	1591	5669	2678	2991	8740
%V	13.7%	13.9%	15.2%	15.7%	14.1%	16.2%	12.6%	14.3%
%H		97.2%	44.8%	17.6%	62.6%	29.6%	33.0%	96.6%
55 - 64	8150	7988	3431	1310	5614	2407	3206	7668
%V	12.4%	12.6%	12.9%	12.9%	13.9%	14.6%	13.5%	12.5%
%H		98.0%	42.1%	16.1%	68.9%	29.5%	39.3%	94.1%
65+	12029	11883	4119	1425	9317	2979	6338	8775
%V	18.3%	18.8%	15.5%	14.0%	23.1%	18.1%	26.6%	14.4%
%H		98.8%	34.2%	11.8%	77.5%	24.8%	52.7%	72.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 22

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53118	50862	20980	8112	33352	13464	19887	48575
%H		95.8%	39.5%	15.3%	62.8%	25.3%	37.4%	91.4%
AB	13697	13224	5656	2136	8625	3619	5007	13397
%V	25.8%	26.0%	27.0%	26.3%	25.9%	26.9%	25.2%	27.6%
%H		96.5%	41.3%	15.6%	63.0%	26.4%	36.6%	97.8%
C1	15647	14896	6271	2509	9688	4170	5519	14796
%V	29.5%	29.3%	29.9%	30.9%	29.0%	31.0%	27.8%	30.5%
%H		95.2%	40.1%	16.0%	61.9%	26.7%	35.3%	94.6%
C2	11318	10966	4729	1784	7253	3132	4121	10371
%V	21.3%	21.6%	22.5%	22.0%	21.7%	23.3%	20.7%	21.4%
%H		96.9%	41.8%	15.8%	64.1%	27.7%	36.4%	91.6%
D	8113	7659	3081	1177	4831	1822	3009	7092
%V	15.3%	15.1%	14.7%	14.5%	14.5%	13.5%	15.1%	14.6%
%H		94.4%	38.0%	14.5%	59.5%	22.5%	37.1%	87.4%
E	4344	4117	1243	506	2954	722	2232	2918
%V	8.2%	8.1%	5.9%	6.2%	8.9%	5.4%	11.2%	6.0%
%H		94.8%	28.6%	11.6%	68.0%	16.6%	51.4%	67.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53118	50862	20980	8112	33352	13464	19887	48575
%H		95.8%	39.5%	15.3%	62.8%	25.3%	37.4%	91.4%
Working full time	25779	24619	10859	4328	14994	6724	8270	25227
%V	48.5%	48.4%	51.8%	53.4%	45.0%	49.9%	41.6%	51.9%
%H		95.5%	42.1%	16.8%	58.2%	26.1%	32.1%	97.9%
Working part time	5325	5139	2211	848	3335	1426	1909	5167
%V	10.0%	10.1%	10.5%	10.5%	10.0%	10.6%	9.6%	10.6%
%H		96.5%	41.5%	15.9%	62.6%	26.8%	35.8%	97.0%
Not working	22015	21104	7910	2936	15022	5314	9708	18181
%V	41.4%	41.5%	37.7%	36.2%	45.0%	39.5%	48.8%	37.4%
%H		95.9%	35.9%	13.3%	68.2%	24.1%	44.1%	82.6%
Houseperson	28115	26789	10230	3868	18054	6383	11671	24516
%V	52.9%	52.7%	48.8%	47.7%	54.1%	47.4%	58.7%	50.5%
%H		95.3%	36.4%	13.8%	64.2%	22.7%	41.5%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
Individual level data
Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26007	24741	10356	4021	15999	6665	9334	23999
%H		95.1%	39.8%	15.5%	61.5%	25.6%	35.9%	92.3%
16 - 19	1351	1301	618	254	798	414	384	1333
%V	5.2%	5.3%	6.0%	6.3%	5.0%	6.2%	4.1%	5.6%
%H		96.3%	45.7%	18.8%	59.1%	30.6%	28.4%	98.7%
20 - 24	2000	1786	717	349	1038	503	535	1961
%V	7.7%	7.2%	6.9%	8.7%	6.5%	7.5%	5.7%	8.2%
%H		89.3%	35.9%	17.5%	51.9%	25.2%	26.8%	98.1%
25 - 34	4489	4089	1627	668	2224	881	1343	4382
%V	17.3%	16.5%	15.7%	16.6%	13.9%	13.2%	14.4%	18.3%
%H		91.1%	36.2%	14.9%	49.5%	19.6%	29.9%	97.6%
35 - 44	4157	3887	1695	644	2222	907	1315	4043
%V	16.0%	15.7%	16.4%	16.0%	13.9%	13.6%	14.1%	16.8%
%H		93.5%	40.8%	15.5%	53.5%	21.8%	31.6%	97.3%
45 - 54	4452	4308	1979	760	2769	1290	1480	4266
%V	17.1%	17.4%	19.1%	18.9%	17.3%	19.4%	15.9%	17.8%
%H		96.8%	44.5%	17.1%	62.2%	29.0%	33.2%	95.8%
55 - 64	3998	3902	1682	639	2732	1176	1556	3737
%V	15.4%	15.8%	16.2%	15.9%	17.1%	17.6%	16.7%	15.6%
%H		97.6%	42.1%	16.0%	68.3%	29.4%	38.9%	93.5%
65+	5560	5468	2038	707	4216	1495	2721	4277
%V	21.4%	22.1%	19.7%	17.6%	26.4%	22.4%	29.2%	17.8%
%H		98.3%	36.7%	12.7%	75.8%	26.9%	48.9%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 25

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26007	24741	10356	4021	15999	6665	9334	23999
%H		95.1%	39.8%	15.5%	61.5%	25.6%	35.9%	92.3%
AB	6895	6641	2851	1083	4292	1822	2470	6764
%V	26.5%	26.8%	27.5%	26.9%	26.8%	27.3%	26.5%	28.2%
%H		96.3%	41.3%	15.7%	62.2%	26.4%	35.8%	98.1%
C1	7329	6936	3002	1203	4389	1995	2395	7023
%V	28.2%	28.0%	29.0%	29.9%	27.4%	29.9%	25.7%	29.3%
%H		94.6%	41.0%	16.4%	59.9%	27.2%	32.7%	95.8%
C2	6084	5842	2504	955	3872	1677	2195	5525
%V	23.4%	23.6%	24.2%	23.8%	24.2%	25.2%	23.5%	23.0%
%H		96.0%	41.2%	15.7%	63.6%	27.6%	36.1%	90.8%
D	3850	3607	1478	563	2226	869	1357	3427
%V	14.8%	14.6%	14.3%	14.0%	13.9%	13.0%	14.5%	14.3%
%H		93.7%	38.4%	14.6%	57.8%	22.6%	35.2%	89.0%
E	1849	1715	521	216	1220	303	917	1260
%V	7.1%	6.9%	5.0%	5.4%	7.6%	4.5%	9.8%	5.3%
%H		92.8%	28.2%	11.7%	66.0%	16.4%	49.6%	68.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 26

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26007	24741	10356	4021	15999	6665	9334	23999
%H		95.1%	39.8%	15.5%	61.5%	25.6%	35.9%	92.3%
Working full time	15494	14742	6551	2562	8903	4017	4886	15124
%V	59.6%	59.6%	63.3%	63.7%	55.6%	60.3%	52.3%	63.0%
%H		95.1%	42.3%	16.5%	57.5%	25.9%	31.5%	97.6%
Working part time	1180	1106	450	179	732	300	432	1118
%V	4.5%	4.5%	4.3%	4.5%	4.6%	4.5%	4.6%	4.7%
%H		93.7%	38.1%	15.2%	62.0%	25.4%	36.6%	94.7%
Not working	9333	8893	3355	1280	6364	2347	4017	7757
%V	35.9%	35.9%	32.4%	31.8%	39.8%	35.2%	43.0%	32.3%
%H		95.3%	35.9%	13.7%	68.2%	25.1%	43.0%	83.1%
Houseperson	6302	5720	1868	720	3936	1130	2806	5060
%V	24.2%	23.1%	18.0%	17.9%	24.6%	17.0%	30.1%	21.1%
%H		90.8%	29.6%	11.4%	62.5%	17.9%	44.5%	80.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 27

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27112	26121	10624	4091	17353	6800	10553	24576
%H		96.3%	39.2%	15.1%	64.0%	25.1%	38.9%	90.6%
16 - 19	1255	1206	562	216	773	376	397	1240
%V	4.6%	4.6%	5.3%	5.3%	4.5%	5.5%	3.8%	5.0%
%H		96.1%	44.8%	17.2%	61.6%	30.0%	31.6%	98.8%
20 - 24	1922	1713	667	316	1048	452	596	1888
%V	7.1%	6.6%	6.3%	7.7%	6.0%	6.6%	5.6%	7.7%
%H		89.1%	34.7%	16.4%	54.5%	23.5%	31.0%	98.2%
25 - 34	4466	4156	1671	665	2293	868	1424	4379
%V	16.5%	15.9%	15.7%	16.3%	13.2%	12.8%	13.5%	17.8%
%H		93.1%	37.4%	14.9%	51.3%	19.4%	31.9%	98.1%
35 - 44	4247	4051	1823	676	2356	999	1357	4166
%V	15.7%	15.5%	17.2%	16.5%	13.6%	14.7%	12.9%	17.0%
%H		95.4%	42.9%	15.9%	55.5%	23.5%	32.0%	98.1%
45 - 54	4600	4493	2071	831	2900	1389	1511	4474
%V	17.0%	17.2%	19.5%	20.3%	16.7%	20.4%	14.3%	18.2%
%H		97.7%	45.0%	18.1%	63.0%	30.2%	32.8%	97.3%
55 - 64	4152	4087	1749	670	2882	1232	1651	3932
%V	15.3%	15.6%	16.5%	16.4%	16.6%	18.1%	15.6%	16.0%
%H		98.4%	42.1%	16.1%	69.4%	29.7%	39.8%	94.7%
65+	6469	6415	2080	718	5101	1484	3617	4498
%V	23.9%	24.6%	19.6%	17.6%	29.4%	21.8%	34.3%	18.3%
%H		99.2%	32.2%	11.1%	78.9%	22.9%	55.9%	69.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 28

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27112	26121	10624	4091	17353	6800	10553	24576
%H		96.3%	39.2%	15.1%	64.0%	25.1%	38.9%	90.6%
AB	6802	6583	2806	1053	4334	1797	2537	6633
%V	25.1%	25.2%	26.4%	25.7%	25.0%	26.4%	24.0%	27.0%
%H		96.8%	41.3%	15.5%	63.7%	26.4%	37.3%	97.5%
C1	8318	7960	3269	1305	5299	2175	3124	7773
%V	30.7%	30.5%	30.8%	31.9%	30.5%	32.0%	29.6%	31.6%
%H		95.7%	39.3%	15.7%	63.7%	26.1%	37.6%	93.4%
C2	5234	5124	2224	829	3380	1455	1926	4846
%V	19.3%	19.6%	20.9%	20.3%	19.5%	21.4%	18.3%	19.7%
%H		97.9%	42.5%	15.8%	64.6%	27.8%	36.8%	92.6%
D	4263	4052	1603	615	2605	954	1652	3665
%V	15.7%	15.5%	15.1%	15.0%	15.0%	14.0%	15.7%	14.9%
%H		95.1%	37.6%	14.4%	61.1%	22.4%	38.8%	86.0%
E	2495	2401	722	290	1735	419	1315	1659
%V	9.2%	9.2%	6.8%	7.1%	10.0%	6.2%	12.5%	6.8%
%H		96.2%	28.9%	11.6%	69.5%	16.8%	52.7%	66.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
Individual level data
Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27112	26121	10624	4091	17353	6800	10553	24576
%H		96.3%	39.2%	15.1%	64.0%	25.1%	38.9%	90.6%
Working full time	10285	9878	4308	1767	6091	2707	3385	10103
%V	37.9%	37.8%	40.5%	43.2%	35.1%	39.8%	32.1%	41.1%
%H		96.0%	41.9%	17.2%	59.2%	26.3%	32.9%	98.2%
Working part time	4145	4032	1761	668	2603	1126	1477	4049
%V	15.3%	15.4%	16.6%	16.3%	15.0%	16.6%	14.0%	16.5%
%H		97.3%	42.5%	16.1%	62.8%	27.2%	35.6%	97.7%
Not working	12682	12211	4555	1656	8658	2967	5691	10424
%V	46.8%	46.7%	42.9%	40.5%	49.9%	43.6%	53.9%	42.4%
%H		96.3%	35.9%	13.1%	68.3%	23.4%	44.9%	82.2%
Houseperson	21814	21070	8362	3148	14118	5253	8865	19456
%V	80.5%	80.7%	78.7%	76.9%	81.4%	77.3%	84.0%	79.2%
%H		96.6%	38.3%	14.4%	64.7%	24.1%	40.6%	89.2%

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 Jul 2018 and Jun 2019

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis Jul 2018 - Jun 2019							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	88635	20930	2566	10036	4918	2177	2650
Shop / Business	1195	309	48	102	63	16	27
Demolished / Incomplete	109	35	6	13	8	3	6
Empty	6958	1198	146	788	245	105	123
Holiday Home	778	35	20	33	45	21	91
Other Non Effective	1451	249	67	135	119	28	37
Eligible Addresses	78144	19104	2279	8965	4438	2004	2366
Substitute Addresses	9992	1021	452	167	274	412	546
Multiple Occupancy Addresses	1007	762	30	17	2	31	20
Total Additional Households	10999	1783	482	184	276	443	566
Total Valid Households	89156	21575	2574	10004	4892	2202	2661
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7357	2701	201	643	361	131	271
	8.3%	12.5%	7.8%	6.4%	7.4%	5.9%	10.2%
No English Spoken	422	156	14	53	29	5	4
	0.5%	0.7%	0.5%	0.5%	0.6%	0.2%	0.2%
Refusals	26938	7721	878	2869	1580	524	1063
	30.2%	35.8%	34.1%	28.7%	32.3%	23.8%	39.9%
Total Interviews	54439	10997	1481	6439	2922	1542	1323
	61.1%	51.0%	57.5%	64.4%	59.7%	70.0%	49.7%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4330	4973	3817	9361	8740	5943	8194
Shop / Business	54	73	66	103	146	89	99
Demolished / Incomplete	5	2	9	5	12	3	2
Empty	227	369	316	1504	798	421	718
Holiday Home	36	22	56	33	192	28	166
Other Non Effective	104	96	62	196	133	93	132
Eligible Addresses	3904	4411	3308	7520	7459	5309	7077
Substitute Addresses	483	1809	1221	601	1038	1704	264
Multiple Occupancy Addresses	19	9	9	26	26	11	43
Total Additional Households	502	1818	1230	627	1064	1715	307
Total Valid Households	4338	4966	3800	9356	8706	5921	8159
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	423	167	270	561	409	397	821
	9.8%	3.4%	7.1%	6.0%	4.7%	6.7%	10.1%
No English Spoken	14	45	11	21	22	23	25
	0.3%	0.9%	0.3%	0.2%	0.3%	0.4%	0.3%
Refusals	1542	1618	1061	2224	2268	1749	1840
	35.5%	32.6%	27.9%	23.8%	26.1%	29.5%	22.6%
Total Interviews	2359	3136	2458	6550	6007	3752	5473
	54.4%	63.1%	64.7%	70.0%	69.0%	63.4%	67.1%

Response Analysis: Jul 2018 - Jun 2019							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	88,635	21421	10118	9416	5184	2933	8244
Shop / Business	1,195	312	102	103	78	54	141
Demolished / Incomplete	109	38	13	5	2	8	11
Empty	6,958	1219	788	1508	377	233	745
Holiday Home	778	38	31	24	31	34	176
Other Non Effective	1,451	259	136	194	122	24	125
Eligible Addresses	78,144	19555	9048	7582	4574	2580	7046
Substitute Addresses	9,992	1746	1024	1802	588	331	462
Multiple Occupancy Addresses	1,007	765	17	26	15	3	24
Total Additional Households	10,999	2511	1041	1828	603	334	486
Total Valid Households	89,156	22071	10090	9411	5177	2914	8210
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,357	2733	659	552	177	211	385
	8.3%	12.4%	6.5%	5.9%	3.4%	7.2%	4.7%
No English Spoken	422	158	51	21	47	8	22
	0.5%	0.7%	0.5%	0.2%	0.9%	0.3%	0.3%
Refusals	26,938	7910	2877	2227	1680	803	2128
	30.2%	35.8%	28.5%	23.7%	32.5%	27.6%	25.9%
Total Interviews	54,439	11270	6503	6611	3273	1892	5675
	61.1%	51.1%	64.4%	70.2%	63.2%	64.9%	69.1%

	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	6435	4999	2479	5943	1178	2091	8194
Shop / Business	91	74	23	89	13	16	99
Demolished / Incomplete	8	9	5	3	2	3	2
Empty	350	249	115	421	130	105	718
Holiday Home	60	45	90	28	40	15	166
Other Non Effective	163	114	28	93	27	34	132
Eligible Addresses	5763	4508	2218	5309	966	1918	7077
Substitute Addresses	251	601	208	170	1038	1140	631
Multiple Occupancy Addresses	56	2	10	11	2	31	43
Total Additional Households	307	603	218	181	1040	1171	674
Total Valid Households	6454	4972	2480	5921	1176	2119	8159
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	617	358	243	397	77	126	821
	9.6%	7.2%	9.8%	6.7%	6.5%	5.9%	10.1%
No English Spoken	26	29	4	23	3	5	25
	0.4%	0.6%	0.2%	0.4%	0.3%	0.2%	0.3%
Refusals	2263	1578	1012	1749	349	521	1840
	35.1%	31.7%	40.8%	29.5%	29.7%	24.6%	22.6%
Total Interviews	3548	3007	1221	3752	747	1467	5473
	55.0%	60.5%	49.2%	63.4%	63.5%	69.2%	67.1%

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 Jul 2018 to Jun 2019

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

Total Network	All Households	Total TV Households
All Households	54437	52260
All Sets	104457	104457
All Individuals	132470	127742
Children 0-15	25157	24360
All Adults	107313	103382
Adult Males	51910	49792
Adult Females	55403	53590

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	10997	10287
All Sets	18553	18553
All Individuals	28993	27350
Children 0-15	5813	5530
All Adults	23180	21820
Adult Males	11273	10599
Adult Females	11907	11221

BBC South-East	All Households	Total TV Households
All Households	1481	1435
All Sets	3041	3041
All Individuals	3679	3581
Children 0-15	725	711
All Adults	2954	2870
Adult Males	1410	1358
Adult Females	1544	1512

BBC Midlands	All Households	Total TV Households
All Households	6439	6219
All Sets	12565	12565
All Individuals	15972	15460
Children 0-15	3163	3046
All Adults	12809	12414
Adult Males	6181	5962
Adult Females	6628	6452

BBC East	All Households	Total TV Households
All Households	2922	2828
All Sets	5957	5957
All Individuals	7315	7124
Children 0-15	1426	1403
All Adults	5889	5721
Adult Males	2881	2785
Adult Females	3008	2936

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1542	1472
All Sets	2920	2920
All Individuals	3662	3515
Children 0-15	640	615
All Adults	3022	2900
Adult Males	1477	1412
Adult Females	1545	1488

BBC South-West	All Households	Total TV Households
All Households	1323	1297
All Sets	2550	2550
All Individuals	3000	2950
Children 0-15	494	487
All Adults	2506	2463
Adult Males	1187	1158
Adult Females	1319	1305

BBC South	All Households	Total TV Households
All Households	2357	2266
All Sets	4373	4373
All Individuals	5766	5550
Children 0-15	1097	1067
All Adults	4669	4483
Adult Males	2262	2160
Adult Females	2407	2323

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3136	3019
All Sets	6038	6038
All Individuals	7472	7227
Children 0-15	1499	1457
All Adults	5973	5770
Adult Males	2863	2752
Adult Females	3110	3018

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2458	2410
All Sets	5108	5108
All Individuals	5745	5645
Children 0-15	1080	1066
All Adults	4665	4579
Adult Males	2211	2161
Adult Females	2454	2418

BBC North-West	All Households	Total TV Households
All Households	6550	6321
All Sets	12952	12952
All Individuals	15686	15168
Children 0-15	2976	2873
All Adults	12710	12295
Adult Males	6179	5938
Adult Females	6531	6357

BBC Scotland	All Households	Total TV Households
All Households	6007	5714
All Sets	11603	11603
All Individuals	13299	12736
Children 0-15	2169	2098
All Adults	11130	10638
Adult Males	5390	5121
Adult Females	5740	5517

BBC Ulster	All Households	Total TV Households
All Households	3752	3669
All Sets	7605	7605
All Individuals	9254	9087
Children 0-15	1858	1827
All Adults	7396	7260
Adult Males	3576	3493
Adult Females	3820	3767

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5473	5323
All Sets	11192	11192
All Individuals	12627	12349
Children 0-15	2217	2180
All Adults	10410	10169
Adult Males	5020	4893
Adult Females	5390	5276

BBC Midlands West	All Households	Total TV Households
All Households	4418	4288
All Sets	8756	8756
All Individuals	10980	10674
Children 0-15	2225	2137
All Adults	8755	8537
Adult Males	4230	4113
Adult Females	4525	4424

BBC Midlands East	All Households	Total TV Households
All Households	2021	1931
All Sets	3809	3809
All Individuals	4992	4786
Children 0-15	938	909
All Adults	4054	3877
Adult Males	1951	1849
Adult Females	2103	2028

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11270	10540
All Sets	19066	19066
All Individuals	29764	28065
Children 0-15	5969	5676
All Adults	23795	22389
Adult Males	11573	10872
Adult Females	12222	11517

ITV Midlands	All Households	Total TV Households
All Households	6503	6282
All Sets	12646	12646
All Individuals	16124	15606
Children 0-15	3188	3068
All Adults	12936	12538
Adult Males	6244	6025
Adult Females	6692	6513

ITV North-West	All Households	Total TV Households
All Households	6611	6380
All Sets	13096	13096
All Individuals	15819	15299
Children 0-15	3000	2897
All Adults	12819	12402
Adult Males	6224	5983
Adult Females	6595	6419

ITV Yorkshire	All Households	Total TV Households
All Households	3273	3152
All Sets	6323	6323
All Individuals	7785	7534
Children 0-15	1548	1506
All Adults	6237	6028
Adult Males	2995	2877
Adult Females	3242	3151

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1892	1857
All Sets	3931	3931
All Individuals	4440	4362
Children 0-15	843	830
All Adults	3597	3532
Adult Males	1699	1664
Adult Females	1898	1868

ITV Central Scotland	All Households	Total TV Households
All Households	3854	3661
All Sets	7524	7524
All Individuals	8656	8263
Children 0-15	1438	1387
All Adults	7218	6876
Adult Males	3480	3306
Adult Females	3738	3570

ITV North Scotland	All Households	Total TV Households
All Households	1821	1735
All Sets	3447	3447
All Individuals	3969	3823
Children 0-15	641	624
All Adults	3328	3199
Adult Males	1645	1561
Adult Females	1683	1638

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	3546	3421
All Sets	6866	6866
All Individuals	8639	8363
Children 0-15	1668	1629
All Adults	6971	6734
Adult Males	3345	3206
Adult Females	3626	3528

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	3007	2916
All Sets	6164	6164
All Individuals	7505	7323
Children 0-15	1464	1444
All Adults	6041	5879
Adult Males	2960	2871
Adult Females	3081	3008

ITV South West	All Households	Total TV Households
All Households	1221	1197
All Sets	2322	2322
All Individuals	2752	2704
Children 0-15	443	436
All Adults	2309	2268
Adult Males	1098	1071
Adult Females	1211	1197

ITV Ulster	All Households	Total TV Households
All Households	3752	3669
All Sets	7605	7605
All Individuals	9254	9087
Children 0-15	1858	1827
All Adults	7396	7260
Adult Males	3576	3493
Adult Females	3820	3767

ITV Border	All Households	Total TV Households
All Households	747	725
All Sets	1490	1490
All Individuals	1626	1590
Children 0-15	265	262
All Adults	1361	1328
Adult Males	637	618
Adult Females	724	710

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1467	1402
All Sets	2785	2785
All Individuals	3510	3374
Children 0-15	615	594
All Adults	2895	2780
Adult Males	1414	1352
Adult Females	1481	1428

ITV HTV Wales	All Households	Total TV Households
All Households	5473	5323
All Sets	11192	11192
All Individuals	12627	12349
Children 0-15	2217	2180
All Adults	10410	10169
Adult Males	5020	4893
Adult Females	5390	5276

ITV Channel Islands	All Households	Total TV Households
All Households	102	100
All Sets	228	228
All Individuals	248	246
Children 0-15	51	51
All Adults	197	195
Adult Males	89	87
Adult Females	108	108

ITV Midlands West	All Households	Total TV Households
All Households	4520	4387
All Sets	8916	8916
All Individuals	11212	10898
Children 0-15	2262	2171
All Adults	8950	8727
Adult Males	4324	4205
Adult Females	4626	4522

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	1983	1895
All Sets	3730	3730
All Individuals	4912	4708
Children 0-15	926	897
All Adults	3986	3811
Adult Males	1920	1820
Adult Females	2066	1991

ITV Scotland	All Households	Total TV Households
All Households	5675	5396
All Sets	10971	10971
All Individuals	12625	12086
Children 0-15	2079	2011
All Adults	10546	10075
Adult Males	5125	4867
Adult Females	5421	5208

ITV Wales & West	All Households	Total TV Households
All Households	6940	6725
All Sets	13977	13977
All Individuals	16137	15723
Children 0-15	2832	2774
All Adults	13305	12949
Adult Males	6434	6245
Adult Females	6871	6704

ITV West Macro	All Households	Total TV Households
All Households	8161	7922
All Sets	16299	16299
All Individuals	18889	18427
Children 0-15	3275	3210
All Adults	15614	15217
Adult Males	7532	7316
Adult Females	8082	7901

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	14664	14204
All Sets	28945	28945
All Individuals	35013	34033
Children 0-15	6463	6278
All Adults	28550	27755
Adult Males	13776	13341
Adult Females	14774	14414

ITV South & South East	All Households	Total TV Households
All Households	3444	3321
All Sets	6638	6638
All Individuals	8391	8117
Children 0-15	1617	1578
All Adults	6774	6539
Adult Males	3256	3119
Adult Females	3518	3420

ITV South East Macro	All Households	Total TV Households
All Households	6553	6337
All Sets	13030	13030
All Individuals	16144	15686
Children 0-15	3132	3073
All Adults	13012	12613
Adult Males	6305	6077
Adult Females	6707	6536

North Macro	All Households	Total TV Households
All Households	12523	12114
All Sets	24840	24840
All Individuals	29670	28785
Children 0-15	5656	5495
All Adults	24014	23290
Adult Males	11555	11142
Adult Females	12459	12148

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5165	5009
All Sets	10254	10254
All Individuals	12225	11896
Children 0-15	2391	2336
All Adults	9834	9560
Adult Males	4694	4541
Adult Females	5140	5019

ITV North-West / Border Macro	All Households	Total TV Households
All Households	7358	7105
All Sets	14586	14586
All Individuals	17445	16889
Children 0-15	3265	3159
All Adults	14180	13730
Adult Males	6861	6601
Adult Females	7319	7129

S4C	All Households	Total TV Households
All Households	5473	5323
All Sets	11192	11192
All Individuals	12627	12349
Children 0-15	2217	2180
All Adults	10410	10169
Adult Males	5020	4893
Adult Females	5390	5276

C4/Five South Macro Region	All Households	Total TV Households
All Households	14714	14259
All Sets	29329	29329
All Individuals	35033	34113
Children 0-15	6407	6283
All Adults	28626	27830
Adult Males	13837	13393
Adult Females	14789	14437

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	11776	11389
All Sets	23350	23350
All Individuals	28044	27195
Children 0-15	5391	5233
All Adults	22653	21962
Adult Males	10918	10524
Adult Females	11735	11438

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	6422	6121
All Sets	12461	12461
All Individuals	14251	13676
Children 0-15	2344	2273
All Adults	11907	11403
Adult Males	5762	5485
Adult Females	6145	5918

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 (Jun 2019)



BARB Establishment Survey and Recruitment Questionnaire

Version: 58.4

Date: 01/06/2019

Internal Use

Status: FINAL

Prepared for fieldwork month: Jun 2019

Contents

Version Control	3
Notes	3
Set up questions.....	5
Intro and attitudinal questions	7
First household section	10
TV sets loop	16
Household vs Sets – platform validation questions	30
Second household section	35
Individual questions (person loop).....	40
Third household section.....	46
First recruitment section (main).....	58
Second recruitment section (revisit).....	71
Supplementary / close out questions	74

Version Control

Changes included in this version:

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

Notes

Colours used in this version indicate the following

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



Section 1

Set-up questions

Set up questions

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

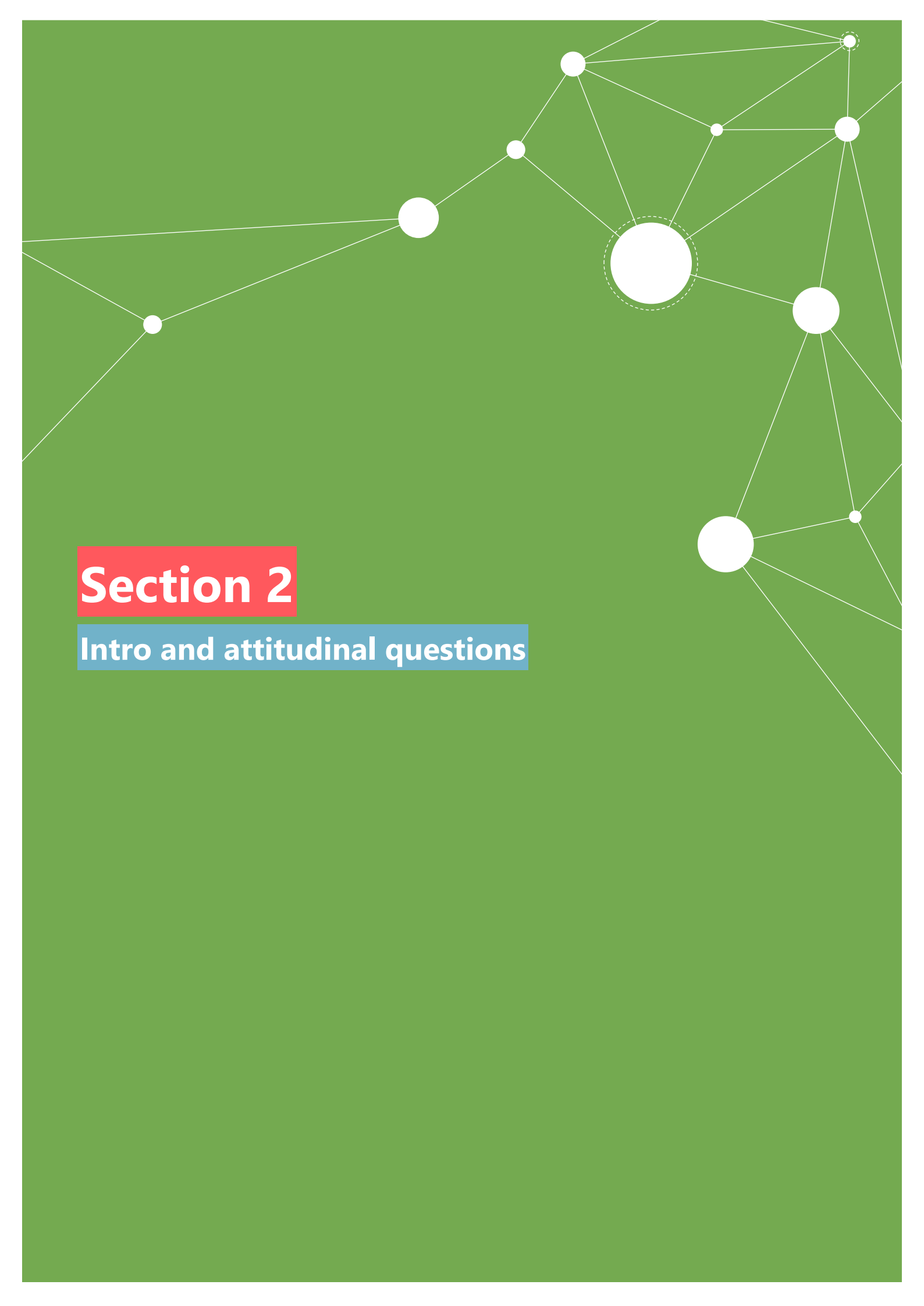
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

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

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

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



Section 2

Intro and attitudinal questions

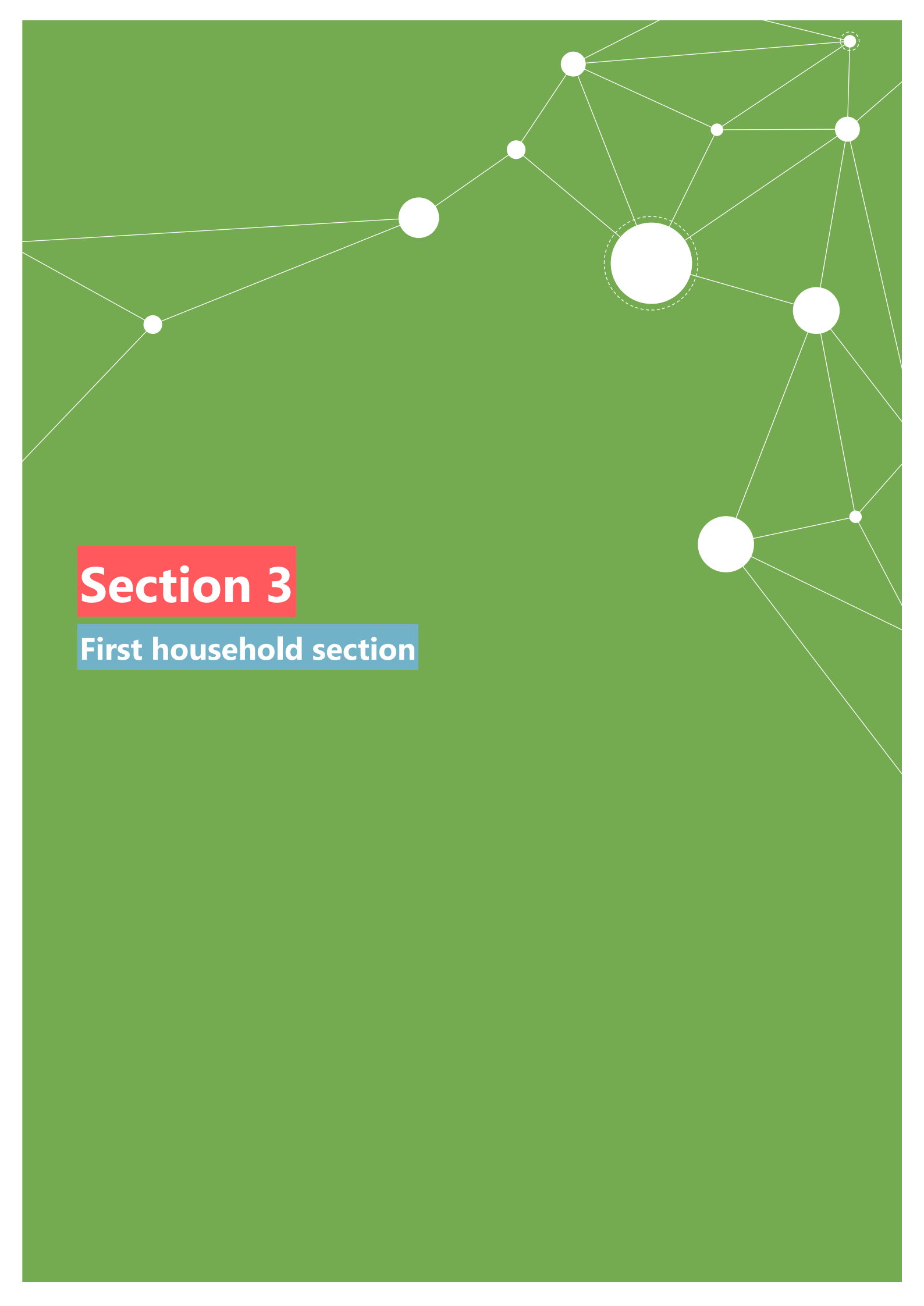
Intro and attitudinal questions

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

SP

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

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



Section 3

First household section

First household section

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

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

ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	SHOW SCREEN What type of internet access is this? Fixed line internet access via a router or Wi-Fi 3G or 4G mobile phone 3G or 4G mobile internet device (such as a dongle) Tablet or Computer with a 3G or 4G data SIM card Dial-up using the home phone line Other (Specify) Don't know	MP
ASK IF BROADBAND CLAIM [H17=Yes OR H114=code 1-4]		
H129	SHOW SCREEN Who is your current broadband [if H17=Yes] internet [if H114= code 1-4] provider? BT Sky Virgin Media TalkTalk Plusnet Now TV EE Vodafone Three Post Office Other (Specify) Don't know	MP
ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads, but not mobile phones. WRITE IN (0-99)	NUM
FORCE EDIT: SET REF AND DK TO 0		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP
	Set H101 to 01 Set H101 to 00 Set H101 to 00	
H101	IF H51>1 How many of these are tablets? WRITE IN (0-99) (0-Max value of H51) Don't know	NUM
FORCE EDIT: SET REF AND DK TO 0		

ASK IF H115 OR H114 = FIXED LINE OR COMPUTER/TABLET WITH 3G/4G AND H51 = 0

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

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

[H51>0]

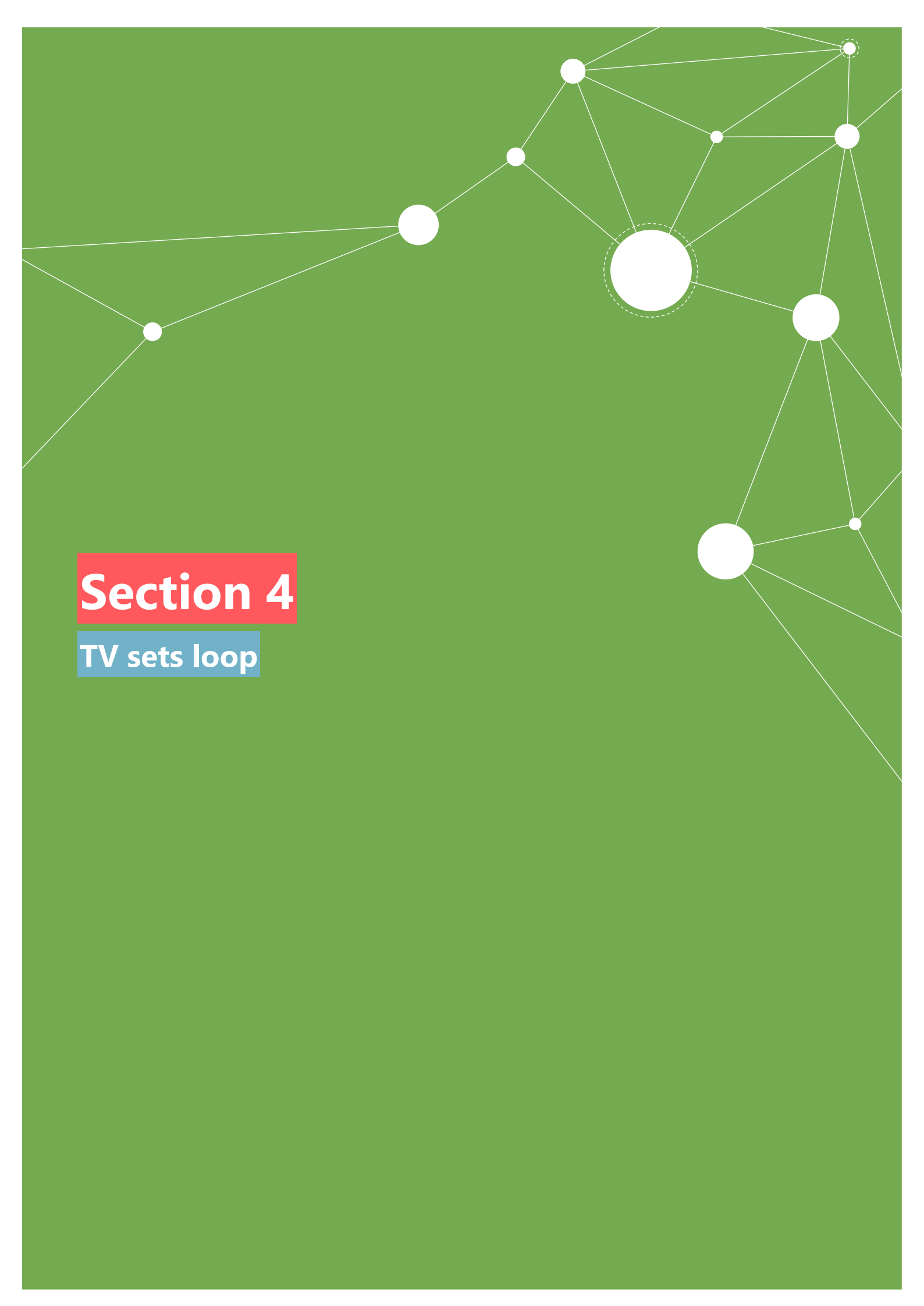
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer; do you, or does anyone in your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet; do you, or does anyone in your household, ever use this tablet to watch TV programmes? IF H101=0 AND H51>1 (multiple devices; no tablets claimed) Thinking about all the computers in your household; do you, or does anyone in your household, ever use any of these computers to watch TV programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) Thinking about all the tablets in your household; do you, or does anyone in your household, ever use any of these tablets to watch TV programmes? IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed) Thinking about all the computers and tablets in your household; do you, or does anyone in your household, ever use any of these computers or tablets to watch TV programmes? Yes No	SP
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ES ONLY NOT ESR**ASK IF 2+ COMPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV**

[H51>1 AND H72 = YES]

H73	IF H101=0 AND H51>1 (multiple devices; no tablets claimed) And how many of these computers do you, or does anyone in your household, use to watch television programmes? IF H101>1 AND H51=H101 (multiple devices; all tablets claimed) And how many of these tablets do you, or does anyone in your household, use to watch television programmes? IF H101>0 AND H51>H101 (multiple devices; computers and tablets claimed) How many of these computers and tablets do you, or does anyone in your household, use to watch television programmes? WRITE IN (0-Max value of H51)	NUM
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IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES
 [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]



Section 4

TV sets loop

TV sets loop

SUMMARY TO BE PROVIDED FOR SET LOOP

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

ADD LOCATION ONCE S3 IS ASKED:

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

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

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

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

(END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

S5	What is the screen size in inches? By that I mean the diagonal measurement across the screen	NUM
	WRITE IN (2 digits required from 05 – 99)	
	Don't know	

ASK IF SCREEN SIZE IS <10 INCHES

[S5 = 5–9]

S5a	You have said that the TV screen size is <<insert size at S5>> inches. Is this correct?	SP
	Yes	
	No	

IF NO, ROUTE BACK TO S5

CONFIRM EACH SET IN HH

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

ASK IF 1+ SET**H8>=1****S54a** Can you confirm that this set receives TV programmes from TalkTalk? **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? **SP**

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

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

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

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

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

Yes

No

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

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

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

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

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

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

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

Yes

No

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

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

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

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

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

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

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

Yes

No

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

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

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

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

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

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

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

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

CABLE - S24,S53

SATELLITE - S69, S68, S70, S71, S75

AERIAL -S25, S50

ASK IF CABLE CLAIM ON SET

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

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

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

Can the cable box be used to record TV programmes?

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

NOTE: For a more detailed explanation select further information

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

FORCE EDIT: SET DK TO NO

ASK IF CABLE CLAIM ON SET

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

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

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

Do you receive HD channels via cable TV?

NOTE: For a more detailed explanation select further information

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

FORCE EDIT: SET DK TO NO

ROTATE S69 and S68

ASK IF SATELLITE CLAIM ON SET

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

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

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

Do you receive your satellite TV services via Sky?

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

ASK IF SATELLITE CLAIM ON SET

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

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

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

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

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

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

SP

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

Yes - Specify

No

Don't know

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

MP

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

Polish satellite

Romanian satellite

Portuguese satellite

Italian satellite

Turkish satellite

Bulgarian satellite

Hungarian satellite

Lithuanian satellite

Indian satellite

Other Foreign satellite (Specify)

Sky

Freesat

Virgin Media

Freeview

BT TV

Now TV

Netflix

Satellite service provider not known

Other (Specify)

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

SP

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

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

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

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

FORCE EDIT: SET DK TO NO

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

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

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

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

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

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

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

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

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

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

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

- (S75=1) SkyQ box
- (S75=2) Sky+ HD box
- (S75=3) Sky+ box
- (S77=2) Freesat+ box
- (S24=1) V+ box
- (S24=2) TiVo box
- (S24=3) V6 box
- (S24=4) Cable box
- (S25=1) Freeview (*in NI only*) or Saorview recorder
- (S73= YouView) YouView box
- (S73= TalkTalk) TalkTalk box
- (S73= BT) BT TV box
- (S73= Plusnet) Plusnet box

Do you have any

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

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

- Yes
- No
- Don't know

ASK IF ANOTHER RECORDER CLAIMED*[S51=YES]***S38** **SHOW SCREEN** MP

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

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

FORCE EDIT: SET DK TO NONE OF THESE**ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38***[S38 NOT ONTO DVD/BLU RAY DISCS]***S52** Do you have a DVD or Blu-ray **player** connected to or integrated into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. SPThis player will **NOT** be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.

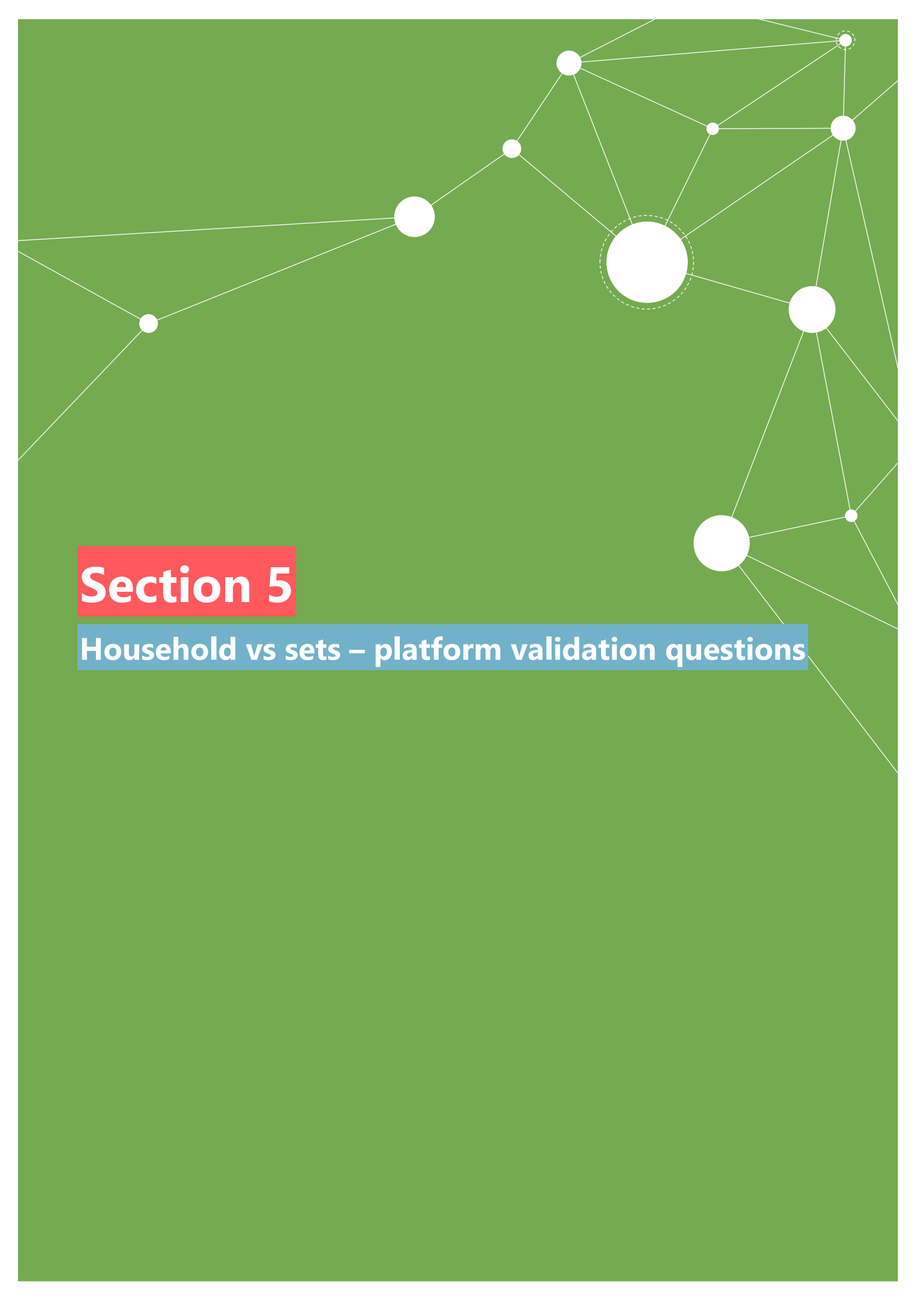
- Yes
- No
- Don't know

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

Which of these best describes this television set?

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

REPEAT ABOVE FOR ALL TV SETS



Section 5

Household vs sets – platform validation questions

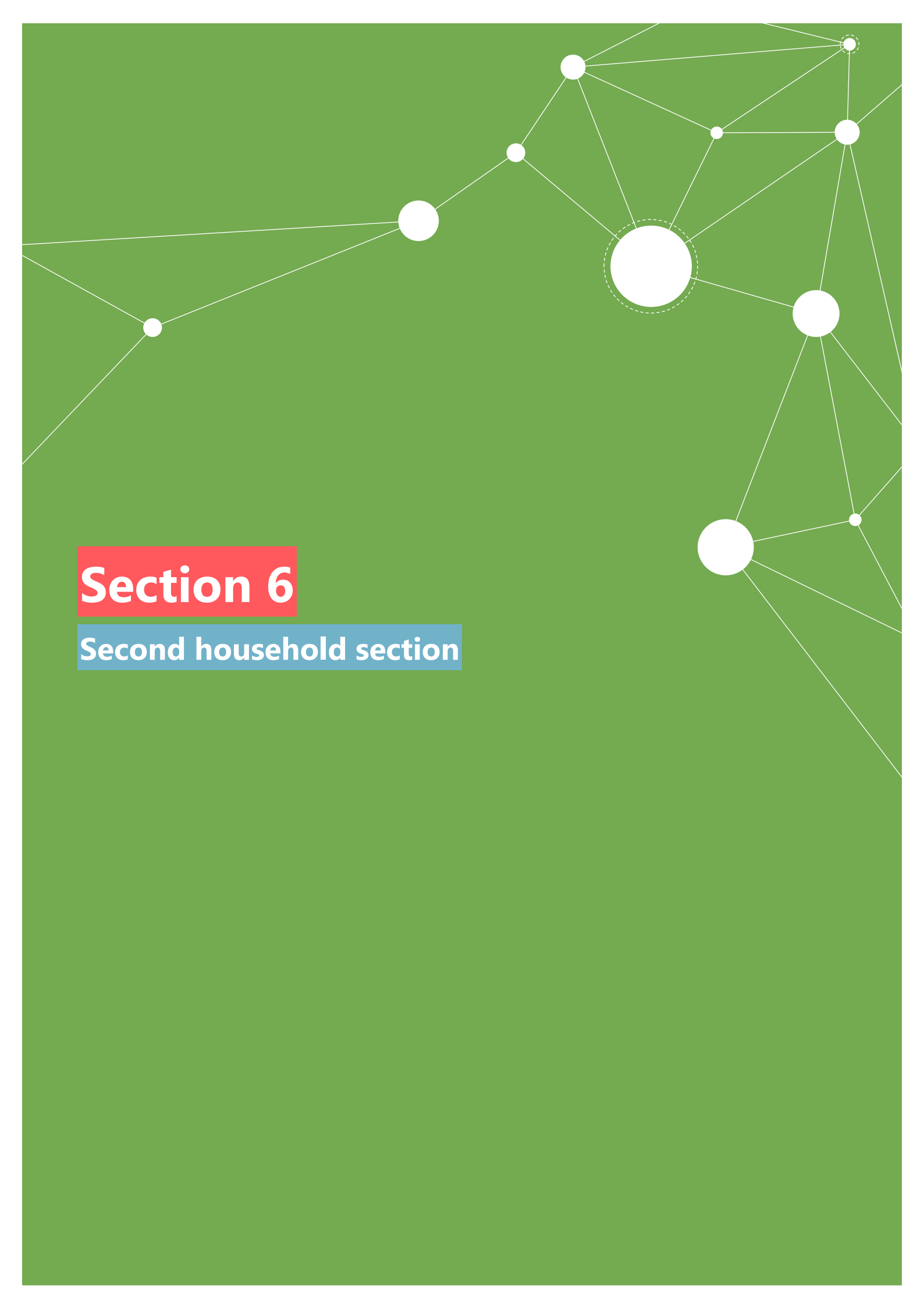
Household vs Sets – platform validation questions

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

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

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

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



Section 6

Second household section

Second household section

ES ONLY NOT ESR		
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 > 0]		
H58	DO NOT INCLUDE INTRO IF COME DIRECTLY FROM H73 Earlier you said that you had <insert number of devices from H73> devices that you use to watch TV via the internet	
H58	SHOW SCREEN 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	SHOW SCREEN 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	SHOW SCREEN 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		
H102	SHOW SCREEN Thinking about your TV viewing in general (IF H73=0) Now thinking about other ways of watching TV programmes (IF H73>0) (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet Are there any other devices you use to watch TV programmes in your household (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES]) Are there any devices you use to watch TV programmes in your household Yes – projector Yes – mobile phone Yes – other (specify) No Don't know	MP

ES ONLY NOT ESR**ASK IF SKY – WITH SUBSCRIPTION****[S69 = CODE 1]****H108 SHOW SCREEN**

Does your Sky TV subscription include any premium Sky Cinema or Sky Sports channels?

Yes - Sky Cinema (MP)

Yes - Sky Sports (MP)

Yes - both Sky Cinema and Sky Sports (SP)

No (SP)

Don't know (SP)

FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH**ES ONLY NOT ESR****ASK IF CABLE****[S10a/b = CODE 1]****H109 SHOW SCREEN**

Does your Cable TV subscription include any premium Sky Cinema or Sky Sports channels?

NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable

Yes - Sky Cinema (MP)

Yes - Sky Sports (MP)

Yes - both Sky Cinema and Sky Sports (SP)

No (SP)

Don't know (SP)

FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH**ES ONLY NOT ESR****ASK IF YOUVIEW / TALKTALK / BT / PLUSNET****[S67a OR S54a OR S55a OR S72a = CODE 1]****H125 SHOW SCREEN**

Does your

[Only Include Platforms received]

YouView

TalkTalk

BT TV

Plusnet

connection include any premium Sky Cinema or Sky Sports channels?

Yes - Sky Cinema (MP)

Yes - Sky Sports (MP)

Yes - both Sky Cinema and Sky Sports (SP)

No (SP)

Don't know (SP)

FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH

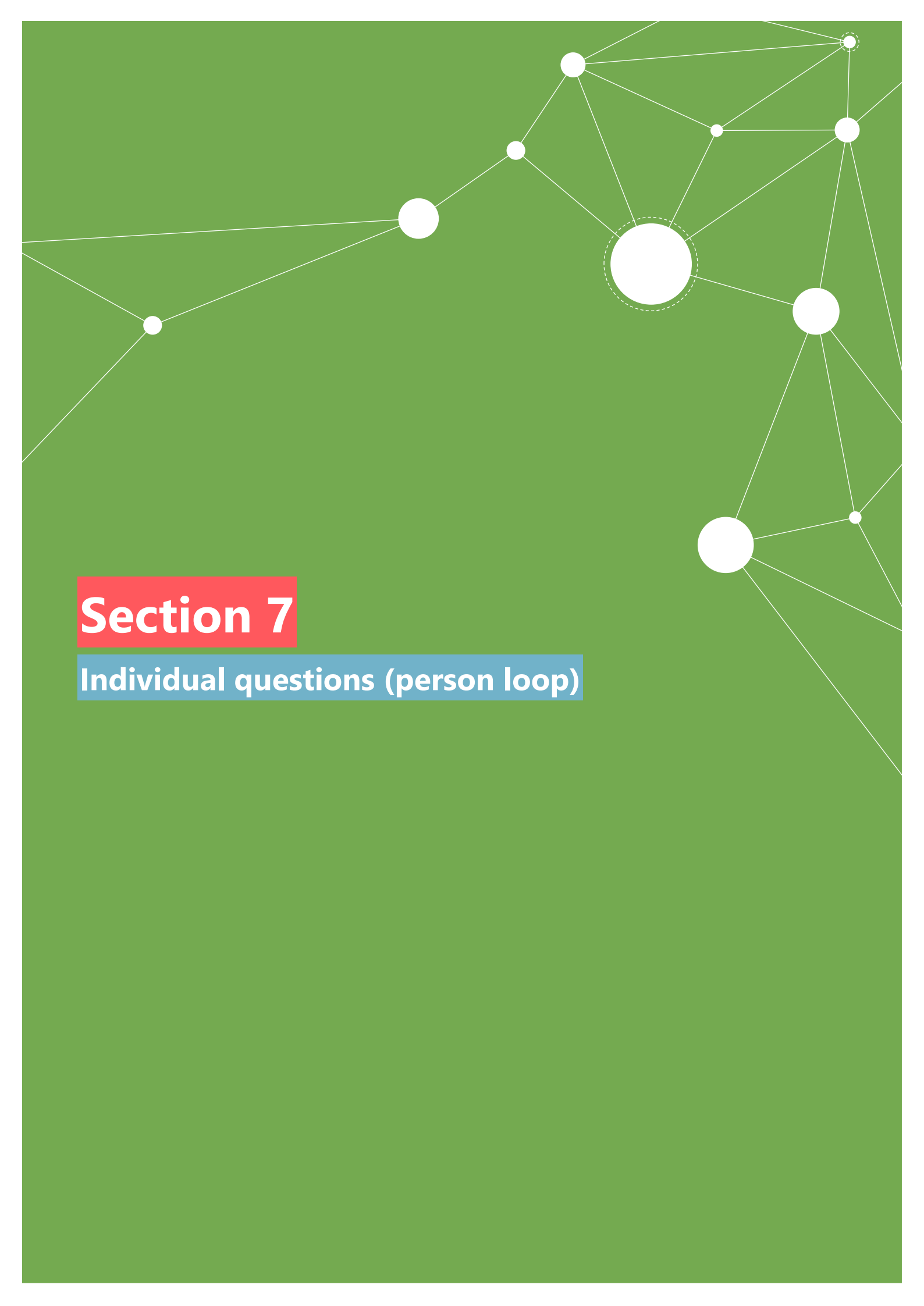
ES ONLY NOT ESR	
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]	
H126	SHOW SCREEN SP
Does your	
[Only Include Platforms received]	
Sky	
Cable	
YouView	
BT TV	
Plusnet	
connection include access to the premium BT Sports channels via your TV set ?	
NOTE: This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

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

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

ES ONLY NOT ESR	
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES [S56A=YES (FOR ANY SET)] ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED	
H22b	Do you, or does anyone in your household, ever connect a games console to your TV set(s) SP
Yes ASK H23	
No	
Don't know	
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET	

ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
<i>[H22b = YES]</i>		
H23	SHOW SCREEN Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets? Nintendo Wii Nintendo Wii U Nintendo Switch Other Nintendo PS2 PS3 PS4 Other PlayStation Xbox Xbox 360 Xbox One / One S / One X Any other games console Don't know	MP
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
<i>[H22b = YES]</i>		
H54	SHOW SCREEN Which of the following do you, or does anyone in your household, use your games console(s) for? To play games To connect to the internet To watch TV programmes To play DVD or Blu-ray discs Other (specify) None of these Don't know	MP
ES ONLY NOT ESR		
ASK IF ANY SET IN HOME		
H124	SHOW SCREEN (Single Set HH) Is your TV set capable of showing TV programmes in Ultra High Definition or 4K? (Multi Set HH) Are any of your TV sets capable of showing TV programmes in Ultra High Definition or 4K? NOTE: For a more detailed explanation select further information Yes No Don't know Further Information	SP



Section 7

Individual questions (person loop)

Individual questions (person loop)

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

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

Start of person loop

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

ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3]

P4	Record age group household member falls into (MAY NOT BE BLANK) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age	SP
	Under 16	
	16-19	
	20-24	
	25-34	
	35-44	
	45-54	
	55-64	
	65-74	
	75+	

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?	SP
	0-3	
	4-9	
	10-15	
	Unable to determine	

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)	SP
	Married/living as married/civil partnership	
	Single	
	Widowed	
	Divorced/separated	

ASK ONLY FOR THOSE AGED 16+**[P3>15 OR P4 NOT = UNDER 16]**

P9	SHOW SCREEN	SP
	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)	

**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	SP
	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	

FORCE EDIT:

SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION'

IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 16 THEN SET TAED TO 16 YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 17+ THEN SET TAED TO 17-18 YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS D/E THEN SET TAED TO 16 YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS C2 THEN SET TAED TO 17-18 YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS A/B/C1 THEN SET TAED TO 19+ YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS

IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C1 THEN SET TAED TO 17-18 YEARS

I IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS

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

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

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

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

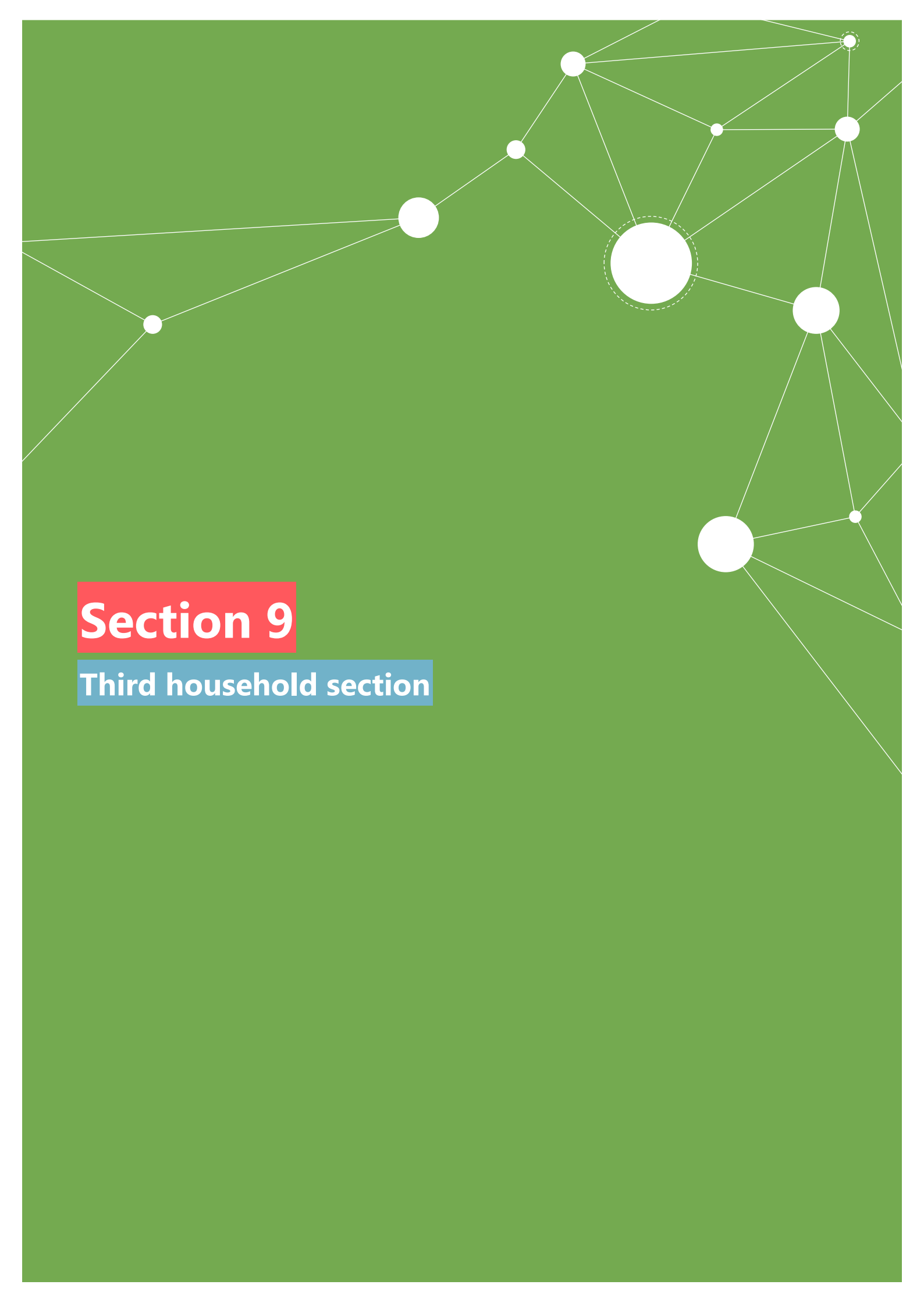
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS

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

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
	Yes No Don't know	
ASK IF WELSH SPEAKER [P11=YES]		
P12	SHOW SCREEN	SP
	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	
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
	Yes No Don't know	
ASK IF GAELIC SPEAKER [P13=YES]		
P14	SHOW SCREEN	SP
	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	
ASK ALL		
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																														
<table border="0"> <tbody> <tr> <td>Albanian</td> <td>German</td> <td>Russian</td> </tr> <tr> <td>American</td> <td>Greek</td> <td>Serbian</td> </tr> <tr> <td>Australian</td> <td>Hungarian</td> <td>Slovakian</td> </tr> <tr> <td>Brazilian</td> <td>Italian</td> <td>South African</td> </tr> <tr> <td>Bulgarian</td> <td>Latvian</td> <td>Spanish</td> </tr> <tr> <td>Canadian</td> <td>Lithuanian</td> <td>Swedish</td> </tr> <tr> <td>Czech</td> <td>New Zealander</td> <td>Turkish</td> </tr> <tr> <td>Estonian</td> <td>Polish</td> <td>Other</td> </tr> <tr> <td>European</td> <td>Portuguese</td> <td></td> </tr> <tr> <td>French</td> <td>Romanian</td> <td></td> </tr> </tbody> </table>			Albanian	German	Russian	American	Greek	Serbian	Australian	Hungarian	Slovakian	Brazilian	Italian	South African	Bulgarian	Latvian	Spanish	Canadian	Lithuanian	Swedish	Czech	New Zealander	Turkish	Estonian	Polish	Other	European	Portuguese		French	Romanian	
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French	Romanian																															
ASK IF ANY OTHER ASIAN BACKGROUND AT P16																																
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16	SP																														
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ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
P17	(RESPONDENT [LOOP 1] ONLY)	
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.	
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16)	
	Again, I'm going to ask about ownership of a mobile phone.	
	Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Prefer not to say'.	
P17	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Do you have your own mobile phone?	
	(IF NOT RESPONDENT) Does this person have their own mobile phone?	
	Yes	
	No	
	Don't know	
	Prefer not to say	
ES ONLY		
ASK IF OWN A MOBILE PHONE		
	[P17=YES]	
P18	<u>SHOW SCREEN</u>	SP
	(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes?	
	(IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes?	
	INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE.	
	Yes	
	No	
	Don't know	
	Prefer not to say	
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		



Section 9

Third household section

Third household section

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

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

Which is the main language Spoken in your household?

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

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

Do you work in any of the following occupations?

IF 2+ PERSON HOUSEHOLD

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

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

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

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

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

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

This person must be aged 16 or over.

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

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

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

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

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

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

CODE FOR ALL

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

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

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

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

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

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

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

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

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

ASK ALL

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

ES ONLY NOT ESR**ASK ALL**

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

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

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

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

Recruitment re-engagement questions

ASK ALL ES IF SELECTED FOR RECRUITMENT		
W1_		
Intro	I'd like to ask you a few questions about your TV viewing behaviour	
ASK ALL SELECTED FOR RECRUITMENT WITH WORKING TV [H8>0] AND FOR ANY SET [S3 NOT = STORED AWAY] OR [S2 NOT = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] OR WATCH TV VIA COMPUTER/TABLET [H72=1]		
W1	<u>SHOW SCREEN</u>	SP
	How many hours of TV would you say you watch per day, on average?	
	None	
	Less than 1 hour	
	1 - 3 hours	
	3 - 6 hours	
	6 - 9 hours	
	More than 9 hours	
	Prefer not to say	
	Don't Know	
ASK ALL SELECTED FOR RECRUITMENT WITH WORKING TV [H8>0] AND FOR ANY SET [S3 NOT = STORED AWAY] OR [S2 NOT = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] OR WATCH TV VIA COMPUTER/TABLET [H72=1]		
W3	What is your favourite programme?	SP
	WRITE IN	
	Prefer not to say	
	Don't Know	

ASK ALL SELECTED FOR RECRUITMENT

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

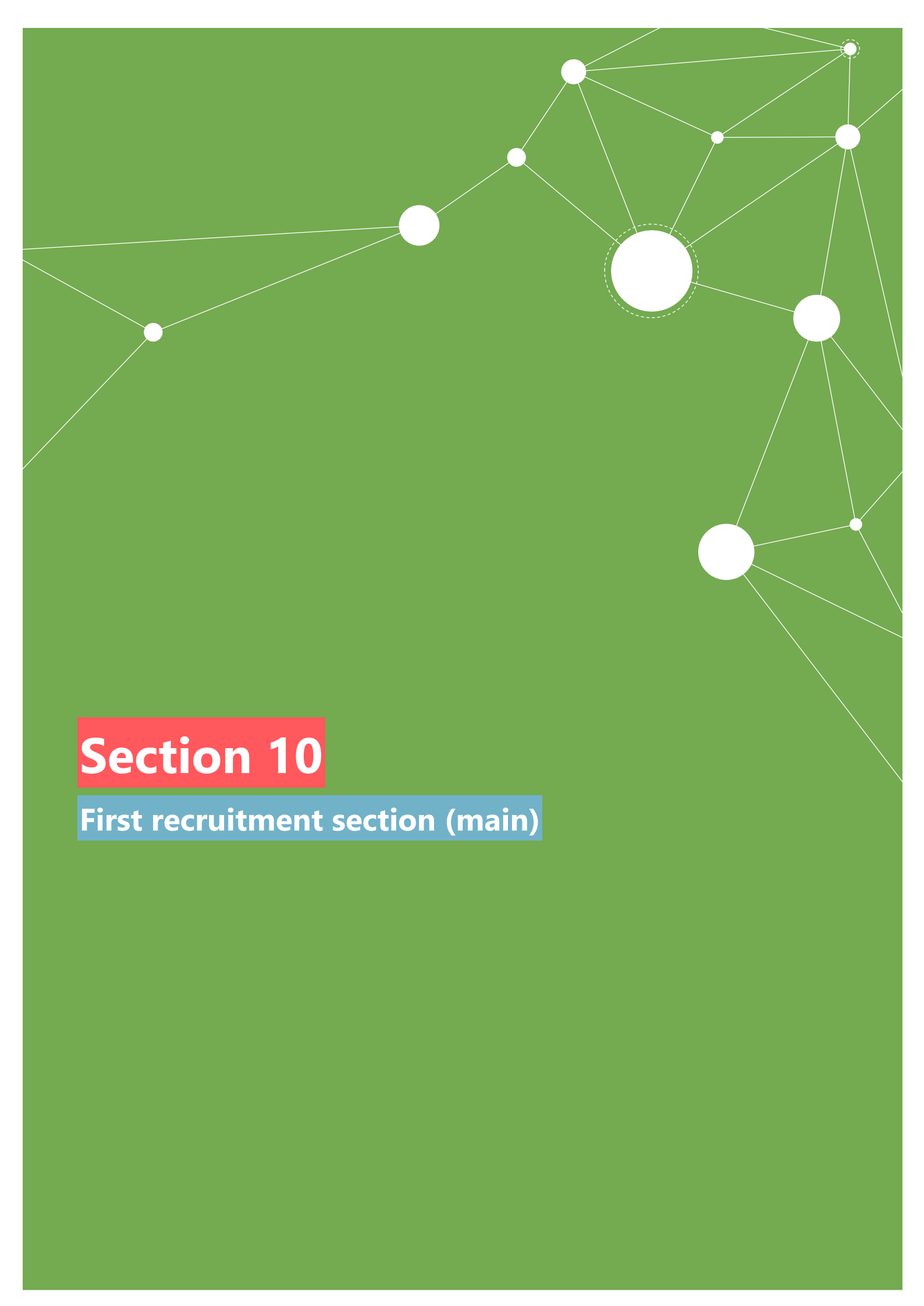
Yes

No

Don't Know

FOR ALL ANSWERS INTERVIEWER READ OUT

- Data is collected from around 5,100 homes who agree to be part of the National TV Viewing Panel.
- These homes are specially selected so that people from all areas and backgrounds are represented.
- Programmes watched by these homes determine the official UK TV viewing ratings.
FOR RECRUITS WITH NO WORKING TV [H8=0] OR FOR ALL SETS [S3= STORED AWAY] OR [S2 = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] AND DON'T WATCH TV VIA COMPUTER/TABLET [H72=2].
- It's important that the panel represents people who don't have a TV set and even don't watch TV content on their tablets/computers.
- The study is commissioned by BARB who have been delivering the UK's official viewing figures since 1981



Section 10

First recruitment section (main)

First recruitment section (main)

ASK STANDALONE ONLY

R2 Thank you very much for answering all of my questions so far.
intr
o_1

ASK ALL IF SELECTED FOR RECRUITMENT

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

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

SHOW VIDEO

Show video

Don't play video (exit recruitment)

ES ONLY NOT STANDALONE

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

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

These are just some of the broadcasters involved

ASK STANDALONE ONLY

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

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

These are just some of the broadcasters involved

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

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

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

IF 2+ PERSON HH

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

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

SP

PERSON 1 (RESPONDENT)

Could you give me your title?

PERSON 2-9

Could you give me their title?

Miss

Ms

Mrs

Mr

Dr

Sir

Lord

Lady

Reverend

Pastor

Vicar

Other (please specify)

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

ASK IF R38a = REVISIT

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

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

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

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

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

ASK IF 2+ ADULT HH

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

End of recruitment person loop

start of recruitment computer loop

ASK FOR ALL COMPUTERS IDENTIFIED AT H51																										
FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4																										
ASK IF H51>0																										
R13	HH WITH 1 COMPUTER/TABLET: intro I'd now like to ask some more questions about the computer / tablet in your household HH WITH 2+ COMPUTERS/TABLETS: COMPUTER 1: I'd now like to ask some more questions about each of the computers / tablets in your household. Starting with the first one... COMPUTER/TABLET 2, 3, 4 ETC. Now thinking about your second, third, fourth computer/tablet...																									
ASK IF ANY COPUTER CLAIMED AT H51 AND NOT ALL COMPUTERS ARE TABLETS [H51>0 AND H101 NOT = H51]																										
R13	SHOW SCREEN Which of the following best describes this computer? Tablet Laptop or Notebook computer Desktop computer Other (please specify) Don't know	SP																								
ASK FOR ALL COMPUTERS AT H51																										
R14	SHOW SCREEN Which of the following best describes ownership of this computer/tablet? Provided by an employer for the purpose of work Owned by an individual in the household Other (please specify) Don't know	SP																								
ASK FOR ALL COMPUTERS AT H51																										
R15	SHOW SCREEN What is the make of this computer/tablet? <table border="0"> <tr> <td>Acer</td> <td>Hudl</td> </tr> <tr> <td>Advent</td> <td>Lenovo</td> </tr> <tr> <td>Amazon</td> <td>LG</td> </tr> <tr> <td>Apple</td> <td>Microsoft</td> </tr> <tr> <td>Archus</td> <td>Packard Bell</td> </tr> <tr> <td>Asus</td> <td>Samsung</td> </tr> <tr> <td>Compaq</td> <td>Sony</td> </tr> <tr> <td>Dell</td> <td>Toshiba</td> </tr> <tr> <td>Google</td> <td>Self built</td> </tr> <tr> <td>Hewlett Packard (HP)</td> <td>Fujitsu</td> </tr> <tr> <td>HTC</td> <td>Other (please specify)</td> </tr> <tr> <td></td> <td>Don't know</td> </tr> </table>	Acer	Hudl	Advent	Lenovo	Amazon	LG	Apple	Microsoft	Archus	Packard Bell	Asus	Samsung	Compaq	Sony	Dell	Toshiba	Google	Self built	Hewlett Packard (HP)	Fujitsu	HTC	Other (please specify)		Don't know	SP
Acer	Hudl																									
Advent	Lenovo																									
Amazon	LG																									
Apple	Microsoft																									
Archus	Packard Bell																									
Asus	Samsung																									
Compaq	Sony																									
Dell	Toshiba																									
Google	Self built																									
Hewlett Packard (HP)	Fujitsu																									
HTC	Other (please specify)																									
	Don't know																									
ASK FOR ALL COMPUTERS AT H51																										
R16	SHOW SCREEN Which of the following best describes this computer/tablet? In use Normally in use but temporarily out of order Not in use but in working order Permanently out of order	SP																								
ASK FOR ALL COMPUTERS AT H51																										
R17	When in use is this computer/tablet able to access the internet? Yes No Don't know	SP																								

End of recruitment computer loop / Start of contact section

ASK ALL

R18 intro Thank you for your answers so far – I just have few more questions for you today.
 The next section is on telephone contact details.
 As I mentioned earlier; once this interview is complete we will call you by telephone to confirm your details and to answer any questions you may have thought of before we then agree a time for a technician to visit your home. For this we need a telephone number that we can easily reach you on.

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

R18a Are you able to provide us with a telephone number? SP
NOTE: where available a personal mobile phone number is preferable to a landline
 Yes (go to R19a)
 No (go to R18b)

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

R18b Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us? SP
 Yes (go to R19a)
 No (exit recruitment) (go to R32)

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

R18c1 To make sure I correctly entered the number you provided earlier, can I ask you give it to me again? NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers
 WRITE IN (if different from H49 go to R18e, else go to R20a)

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

Tel No 1 TEL SAMPLE

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

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

Tel No 2

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

BEST NUMBER/TIME

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

EMAIL

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

CONFIRMATION

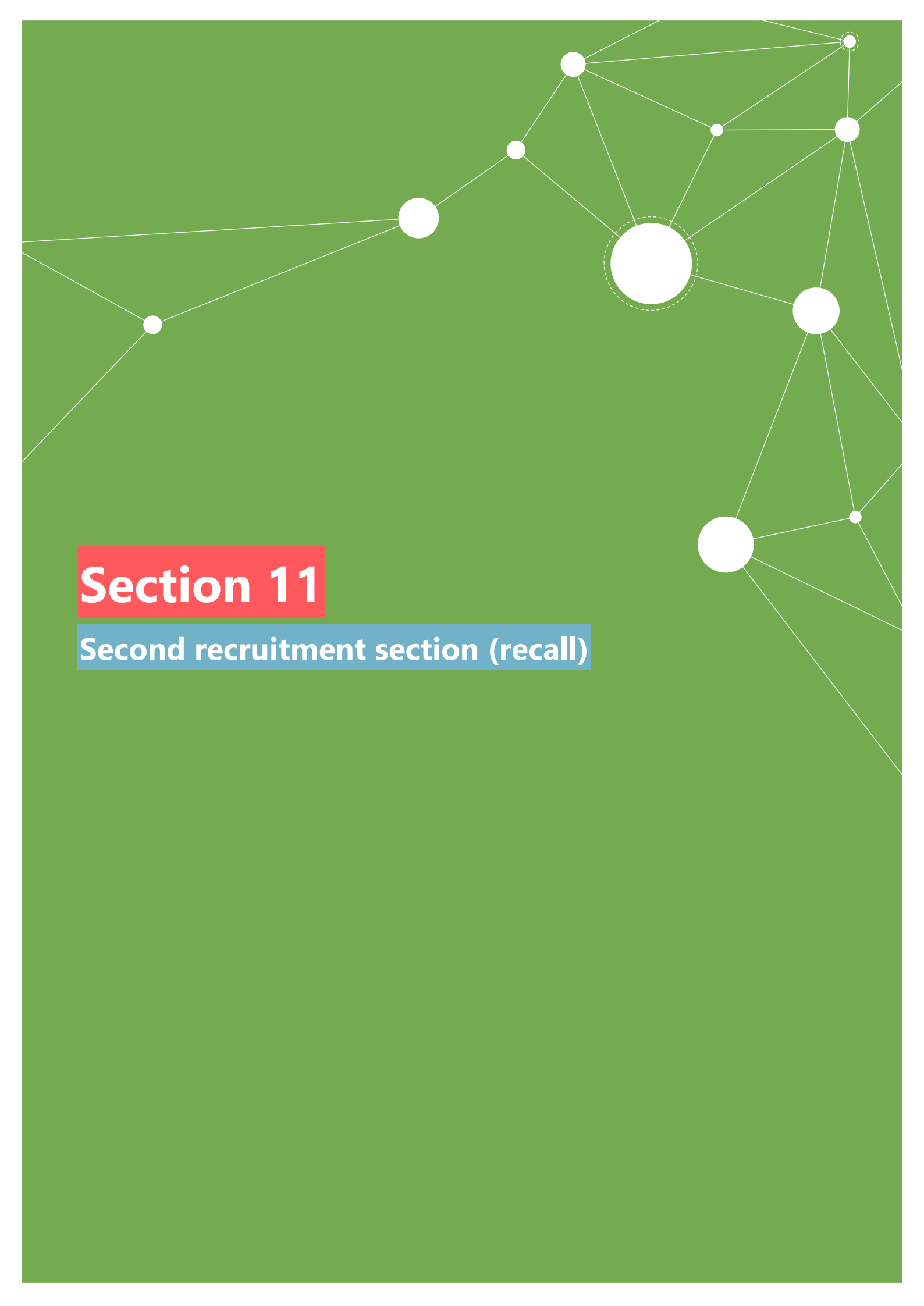
ASK ALL		
R22	Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation in the BARB service is not disclosed to any other person or organisation. Please confirm you are willing for your details to be passed on to BARB commissioned agencies including Kantar Media and RSMB for the purpose of joining the BARB panel? NOTE: this confirms agreement to participate from all HH members Yes: agree to join the BARB panel No: do not agree - (exit recruitment) Revisit necessary	SP
ASK IF R10 = NO FOR ANY ADULT HH MEMBER AND R22 NOT 'REVISIT NECESSARY'		
R23	INTERVIEWER: NOT ALL ADULT HH MEMBERS WERE CODED AS PRESENT AND PARTICIPATED AT R10. PLEASE CONFIRM THAT THIS IS A PROPER RECRUITMENT AND DOES NOT NEED A REVISIT All household members now present and agree (LOOP BACK TO R7 AND/OR R38 HERE IF REQUIRED) Revisit necessary (SP)	MP
ASK IF R22 = YES OR REVISIT NECESSARY		
R37	INTERVIEWER: ALL RECRUITED HOUSEHOLDS AS WELL AS HOUSEHOLDS WHERE A REVISIT IS NEEDED MUST BE LEFT WITH A 'RECRUITMENT INFORMATION NOTICE (HOW WE USE YOUR PERSONAL DATA). PLEASE HAND THIS OVER AND CONFIRM THAT YOU HAVE DONE SO. Yes, notice provided No, notice not provided (Specify reason)	SP

ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME IF ANY PERSON CODED REVISIT AT R38a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS - REVISIT/RECALL from you to confirm all HH adult members are happy to proceed (IF REVISIT NECESSARY CODED AT R22 OR R23) - RECALL/REVISIT from you to confirm missing DOB for HH members (IF ANY PERSON CODED DK AT R7a) - RECALL/REVISIT from you to confirm missing consent for children (IF ANY PERSON CODED REVISIT AT R38a) - WELCOME EMAIL – You will receive an email in the next day or so sent to the email address provided with further details of the next steps in the process (IF EMAIL PROVIDED AT R21b) - VALIDATION PROCESS: You will be contacted by telephone by Ipsos MORI in the next few days to confirm the details provided and that you have agreed to participate on the panel. Your phone may not recognise this number but we will need to speak to you to confirm that you want to proceed before we can pass your details on. IF NO RECALL/REVISIT REQUIRED ADD “NOTE: If not already done so please ask the participant if they are willing to <u>save</u> ‘Ipsos MORI Validation Team’ as a contact on their mobile phone. The number is 0800 819 9032” If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on the same freephone number 0800 819 9032 - INSTALLATION DATE ARRANGED: once we have spoken to you and confirmed that you are happy to proceed the details you have provided will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
R24	INTERVIEWER: PLEASE CODE ALL THAT APPLY IN THE CHECKLIST BELOW Shown video of panel task Explained the incentives offered for taking part Left recruitment materials Explained that all TVs computers and tablets in the home will need to be monitored by connecting a meter to each TV set, and loading an application onto each tablet and computer Explained that all members of the household need to take part Explained that taking part involves registering your TV viewing by pressing a button on a remote each time you enter or leave a room where a TV is on Explained that registering viewing on a tablet or computer is done by clicking/pressing a button on screen Explained telephone call from Ipsos MORI to confirm participation Ipsos MORI Validation Team Freephone number saved on participant's phone	MP
ASK IF R18b = NO		
R32	INTERVIEWER: PLEASE CODE MAIN REASON FOR REFUSAL IF STATED No telephone in home Doesn't want to give out number No reason given Other (specify)	SP

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

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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 11

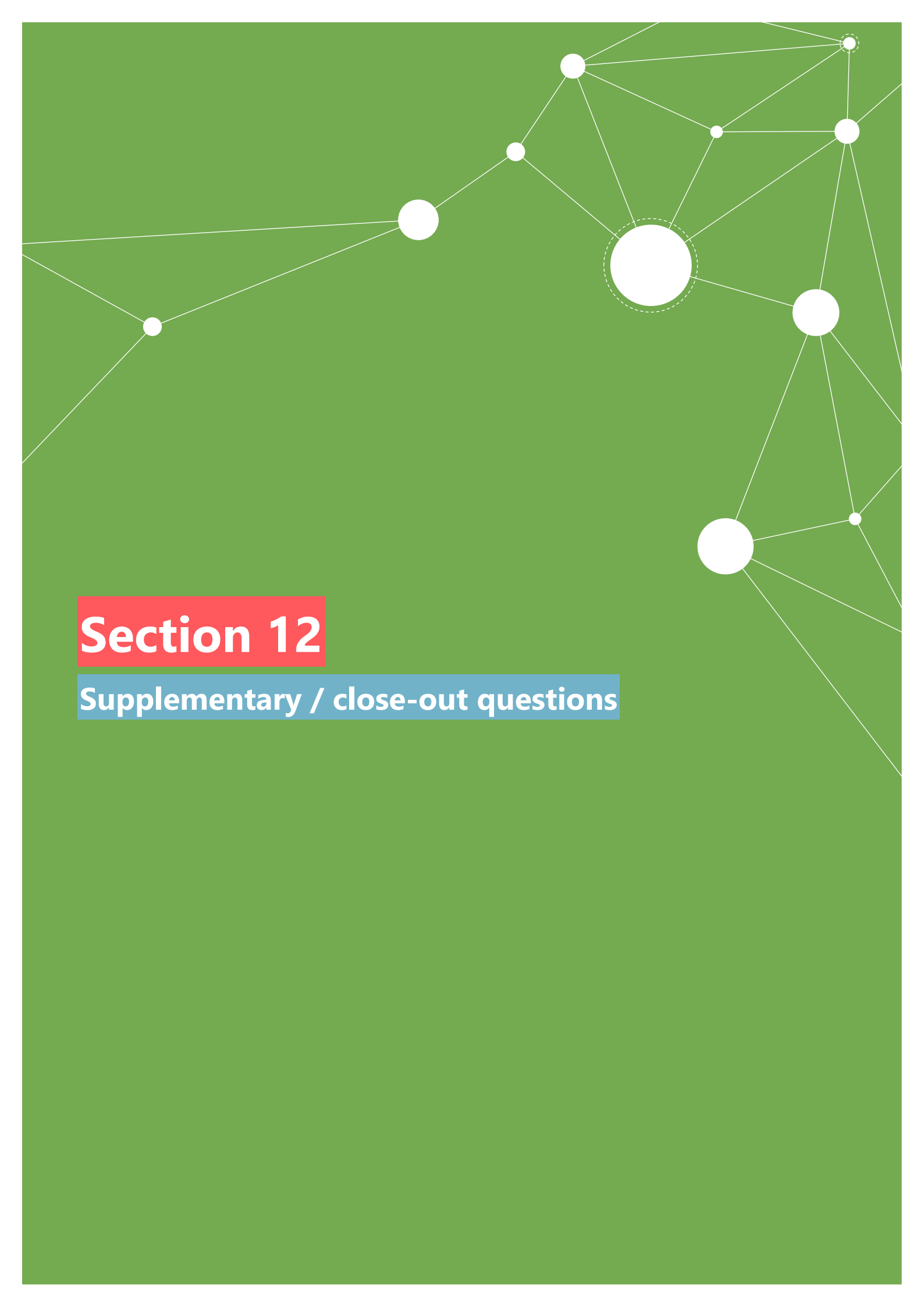
Second recruitment section (recall)

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

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

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

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



Section 12

Supplementary / close-out questions

Supplementary / close out questions

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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

ASK ALL		
ACCOMP	Were you accompanied by supervisor for this interview? Yes (Write in name of accompanier) No	SP
ASK ALL		
LANGXA	Was this interview carried out in any language other than English? Yes No	SP
IF YES AT LANGXA		
LANGXB	In which language was this interview conducted? Arabic Bengali Chinese French German Greek Guajarati Polish Punjabi Russian Hindi Igbo Italian Spanish Sylethi Turkish Urdu Welsh Other (WRITE IN)	SP
ASK ALL		
COM MSYN	Do you have any comments relevant to this interview (not the survey itself) that the field office or validation team should be made aware of? Yes (enter verbatim) No	SP
ASK ALL		
INTLOC	Where was this interview conducted? At the doorstep Inside the home Other (Please state)	SP

END OF CLOSE OUT QUESTIONS