

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

Oct 2018 to Sep 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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

This reports contains the weighted data results from the Establishment survey for the period Oct 2018 - Sep 2019

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26835	10159	3821	17930	6232	11698	24637
%H (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
AB	6825	6564	2654	986	4306	1635	2671	6614
%V	24.2%	24.5%	26.1%	25.8%	24.0%	26.2%	22.8%	26.8%
%H (All HH)		96.2%	38.9%	14.4%	63.1%	24.0%	39.1%	96.9%
%H (TV HH)			40.4%	15.0%	65.6%	24.9%	40.7%	
C1	8101	7673	2977	1183	5067	1883	3185	7437
%V	28.7%	28.6%	29.3%	31.0%	28.3%	30.2%	27.2%	30.2%
%H (All HH)		94.7%	36.7%	14.6%	62.5%	23.2%	39.3%	91.8%
%H (TV HH)			38.8%	15.4%	66.0%	24.5%	41.5%	
C2	5667	5460	2197	798	3656	1397	2259	4990
%V	20.1%	20.3%	21.6%	20.9%	20.4%	22.4%	19.3%	20.3%
%H (All HH)		96.3%	38.8%	14.1%	64.5%	24.7%	39.9%	88.1%
%H (TV HH)			40.2%	14.6%	67.0%	25.6%	41.4%	
D	4446	4175	1536	561	2710	878	1832	3654
%V	15.8%	15.6%	15.1%	14.7%	15.1%	14.1%	15.7%	14.8%
%H (All HH)		93.9%	34.5%	12.6%	61.0%	19.7%	41.2%	82.2%
%H (TV HH)			36.8%	13.4%	64.9%	21.0%	43.9%	
E	3140	2962	794	294	2190	439	1751	1942
%V	11.1%	11.0%	7.8%	7.7%	12.2%	7.0%	15.0%	7.9%
%H (All HH)		94.3%	25.3%	9.4%	69.7%	14.0%	55.8%	61.8%
%H (TV HH)			26.8%	9.9%	73.9%	14.8%	59.1%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	28179	26835	10159	3821	17930	6232	11698	24637
%V (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
Under 25	1047	855	220	117	476	120	356	1015
%V	3.7%	3.2%	2.2%	3.1%	2.7%	1.9%	3.0%	4.1%
%H (All HH)		81.7%	21.0%	11.2%	45.5%	11.5%	34.0%	96.9%
%H (TV HH)			25.7%	13.7%	55.7%	14.0%	41.6%	
25 - 34	4328	3894	1453	548	2040	668	1373	4212
%V	15.4%	14.5%	14.3%	14.3%	11.4%	10.7%	11.7%	17.1%
%H (All HH)		90.0%	33.6%	12.7%	47.1%	15.4%	31.7%	97.3%
%H (TV HH)			37.3%	14.1%	52.4%	17.2%	35.3%	
35 - 44	4647	4347	1824	707	2504	987	1517	4526
%V	16.5%	16.2%	18.0%	18.5%	14.0%	15.8%	13.0%	18.4%
%H (All HH)		93.5%	39.3%	15.2%	53.9%	21.2%	32.6%	97.4%
%H (TV HH)			42.0%	16.3%	57.6%	22.7%	34.9%	
45 - 54	5228	5049	2211	889	3251	1430	1822	5010
%V	18.6%	18.8%	21.8%	23.3%	18.1%	22.9%	15.6%	20.3%
%H (All HH)		96.6%	42.3%	17.0%	62.2%	27.4%	34.9%	95.8%
%H (TV HH)			43.8%	17.6%	64.4%	28.3%	36.1%	
55 - 64	4920	4800	1972	725	3380	1315	2065	4536
%V	17.5%	17.9%	19.4%	19.0%	18.9%	21.1%	17.7%	18.4%
%H (All HH)		97.6%	40.1%	14.7%	68.7%	26.7%	42.0%	92.2%
%H (TV HH)			41.1%	15.1%	70.4%	27.4%	43.0%	
65 +	8010	7890	2478	836	6279	1713	4566	5338
%V	28.4%	29.4%	24.4%	21.9%	35.0%	27.5%	39.0%	21.7%
%H (All HH)		98.5%	30.9%	10.4%	78.4%	21.4%	57.0%	66.6%
%H (TV HH)			31.4%	10.6%	79.6%	21.7%	57.9%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	28179	26835	10159	3821	17930	6232	11698	24637
%H (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
1	8743	8095	2140	781	6075	1197	4877	6067
%V	31.0%	30.2%	21.1%	20.4%	33.9%	19.2%	41.7%	24.6%
%H (All HH)		92.6%	24.5%	8.9%	69.5%	13.7%	55.8%	69.4%
%H (TV HH)			26.4%	9.6%	75.0%	14.8%	60.2%	
2	9378	9050	3612	1290	6170	2377	3793	8665
%V	33.3%	33.7%	35.6%	33.8%	34.4%	38.1%	32.4%	35.2%
%H (All HH)		96.5%	38.5%	13.8%	65.8%	25.3%	40.4%	92.4%
%H (TV HH)			39.9%	14.3%	68.2%	26.3%	41.9%	
3	4375	4209	1841	752	2551	1157	1395	4273
%V	15.5%	15.7%	18.1%	19.7%	14.2%	18.6%	11.9%	17.3%
%H (All HH)		96.2%	42.1%	17.2%	58.3%	26.4%	31.9%	97.7%
%H (TV HH)			43.7%	17.9%	60.6%	27.5%	33.1%	
4	3852	3724	1712	695	2177	1035	1141	3824
%V	13.7%	13.9%	16.9%	18.2%	12.1%	16.6%	9.8%	15.5%
%H (All HH)		96.7%	44.4%	18.0%	56.5%	26.9%	29.6%	99.3%
%H (TV HH)			46.0%	18.7%	58.5%	27.8%	30.6%	
5+	1831	1756	853	304	958	466	492	1808
%V	6.5%	6.5%	8.4%	8.0%	5.3%	7.5%	4.2%	7.3%
%H (All HH)		95.9%	46.6%	16.6%	52.3%	25.5%	26.9%	98.7%
%H (TV HH)			48.6%	17.3%	54.6%	26.5%	28.0%	
Average HH size	2.34	2.36	2.59	2.63	2.23	2.58	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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26835	10159	3821	17930	6232	11698	24637
%H (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
Without	20897	19813	7038	2660	13958	4520	9438	17461
%V	74.2%	73.8%	69.3%	69.6%	77.8%	72.5%	80.7%	70.9%
%H (All HH)		94.8%	33.7%	12.7%	66.8%	21.6%	45.2%	83.6%
%H (TV HH)			35.5%	13.4%	70.4%	22.8%	47.6%	
With	7282	7021	3121	1162	3972	1712	2260	7176
%V	25.8%	26.2%	30.7%	30.4%	22.2%	27.5%	19.3%	29.1%
%H (All HH)		96.4%	42.9%	16.0%	54.5%	23.5%	31.0%	98.5%
%H (TV HH)			44.5%	16.6%	56.6%	24.4%	32.2%	
0 - 3	2622	2499	1057	378	1344	512	831	2573
%V	9.3%	9.3%	10.4%	9.9%	7.5%	8.2%	7.1%	10.4%
%H (All HH)		95.3%	40.3%	14.4%	51.3%	19.5%	31.7%	98.1%
%H (TV HH)			42.3%	15.1%	53.8%	20.5%	33.3%	
4 - 9	3846	3702	1647	596	2045	863	1182	3790
%V	13.6%	13.8%	16.2%	15.6%	11.4%	13.8%	10.1%	15.4%
%H (All HH)		96.3%	42.8%	15.5%	53.2%	22.4%	30.7%	98.5%
%H (TV HH)			44.5%	16.1%	55.2%	23.3%	31.9%	
10 - 15	3520	3430	1605	614	1985	935	1050	3478
%V	12.5%	12.8%	15.8%	16.1%	11.1%	15.0%	9.0%	14.1%
%H (All HH)		97.4%	45.6%	17.4%	56.4%	26.6%	29.8%	98.8%
%H (TV HH)			46.8%	17.9%	57.9%	27.3%	30.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	28179	26835	10159	3821	17930	6232	11698	24637
%H (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
1	11634	11634	3313	1376	7081	1068	6013	9456
%V	41.3%	43.4%	32.6%	36.0%	39.5%	17.1%	51.4%	38.4%
%H (All HH)		100.0%	28.5%	11.8%	60.9%	9.2%	51.7%	81.3%
%H (TV HH)			28.5%	11.8%	60.9%	9.2%	51.7%	
2	8717	8717	3597	1327	5976	2388	3588	7796
%V	30.9%	32.5%	35.4%	34.7%	33.3%	38.3%	30.7%	31.6%
%H (All HH)		100.0%	41.3%	15.2%	68.6%	27.4%	41.2%	89.4%
%H (TV HH)			41.3%	15.2%	68.6%	27.4%	41.2%	
3	4017	4017	1924	678	2990	1594	1396	3830
%V	14.3%	15.0%	18.9%	17.7%	16.7%	25.6%	11.9%	15.5%
%H (All HH)		100.0%	47.9%	16.9%	74.4%	39.7%	34.8%	95.3%
%H (TV HH)			47.9%	16.9%	74.4%	39.7%	34.8%	
4	1642	1642	837	295	1234	727	506	1599
%V	5.8%	6.1%	8.2%	7.7%	6.9%	11.7%	4.3%	6.5%
%H (All HH)		100.0%	51.0%	18.0%	75.2%	44.3%	30.8%	97.4%
%H (TV HH)			51.0%	18.0%	75.2%	44.3%	30.8%	
5+	824	824	488	144	649	454	194	819
%V	2.9%	3.1%	4.8%	3.8%	3.6%	7.3%	1.7%	3.3%
%H (All HH)		100.0%	59.2%	17.5%	78.8%	55.1%	23.5%	99.4%
%H (TV HH)			59.2%	17.5%	78.8%	55.1%	23.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26835	10159	3821	17930	6232	11698	24637
%V (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
Under 20"	2308	2308	899	297	1921	838	1082	1990
%V	8.2%	8.6%	8.8%	7.8%	10.7%	13.4%	9.2%	8.1%
%H (All HH)		100.0%	39.0%	12.9%	83.2%	36.3%	46.9%	86.2%
%H (TV HH)			39.0%	12.9%	83.2%	36.3%	46.9%	
20" - 29"	6649	6649	2498	929	5195	2081	3113	5723
%V	23.6%	24.8%	24.6%	24.3%	29.0%	33.4%	26.6%	23.2%
%H (All HH)		100.0%	37.6%	14.0%	78.1%	31.3%	46.8%	86.1%
%H (TV HH)			37.6%	14.0%	78.1%	31.3%	46.8%	
30" - 39"	12572	12572	4736	1817	8905	3265	5640	11006
%V	44.6%	46.8%	46.6%	47.6%	49.7%	52.4%	48.2%	44.7%
%H (All HH)		100.0%	37.7%	14.5%	70.8%	26.0%	44.9%	87.5%
%H (TV HH)			37.7%	14.5%	70.8%	26.0%	44.9%	
40" - 49"	12974	12974	5618	2104	8406	3621	4785	12020
%V	46.0%	48.3%	55.3%	55.1%	46.9%	58.1%	40.9%	48.8%
%H (All HH)		100.0%	43.3%	16.2%	64.8%	27.9%	36.9%	92.6%
%H (TV HH)			43.3%	16.2%	64.8%	27.9%	36.9%	
50" - 59"	5389	5389	2712	909	3237	1687	1550	5196
%V	19.1%	20.1%	26.7%	23.8%	18.1%	27.1%	13.3%	21.1%
%H (All HH)		100.0%	50.3%	16.9%	60.1%	31.3%	28.8%	96.4%
%H (TV HH)			50.3%	16.9%	60.1%	31.3%	28.8%	
60"+	752	752	447	120	411	248	164	734
%V	2.7%	2.8%	4.4%	3.1%	2.3%	4.0%	1.4%	3.0%
%H (All HH)		100.0%	59.4%	16.0%	54.7%	33.0%	21.8%	97.6%
%H (TV HH)			59.4%	16.0%	54.7%	33.0%	21.8%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26835	10159	3821	17930	6232	11698	24637
%H (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
Main living room	26508	26508	10091	3791	17737	6202	11535	23220
%V	94.1%	98.8%	99.3%	99.2%	98.9%	99.5%	98.6%	94.2%
%H (All HH)		100.0%	38.1%	14.3%	66.9%	23.4%	43.5%	87.6%
%H (TV HH)			38.1%	14.3%	66.9%	23.4%	43.5%	
Kitchen	2875	2875	1356	370	2352	1205	1147	2634
%V	10.2%	10.7%	13.3%	9.7%	13.1%	19.3%	9.8%	10.7%
%H (All HH)		100.0%	47.2%	12.9%	81.8%	41.9%	39.9%	91.6%
%H (TV HH)			47.2%	12.9%	81.8%	41.9%	39.9%	
Adult's bedroom	11561	11561	5227	1919	8283	4056	4227	10701
%V	41.0%	43.1%	51.5%	50.2%	46.2%	65.1%	36.1%	43.4%
%H (All HH)		100.0%	45.2%	16.6%	71.6%	35.1%	36.6%	92.6%
%H (TV HH)			45.2%	16.6%	71.6%	35.1%	36.6%	
Child's bedroom	2125	2125	1114	379	1326	765	561	2098
%V	7.5%	7.9%	11.0%	9.9%	7.4%	12.3%	4.8%	8.5%
%H (All HH)		100.0%	52.4%	17.8%	62.4%	36.0%	26.4%	98.7%
%H (TV HH)			52.4%	17.8%	62.4%	36.0%	26.4%	
Other bedroom	1563	1563	784	266	1188	675	514	1499
%V	5.5%	5.8%	7.7%	7.0%	6.6%	10.8%	4.4%	6.1%
%H (All HH)		100.0%	50.2%	17.0%	76.0%	43.2%	32.9%	95.9%
%H (TV HH)			50.2%	17.0%	76.0%	43.2%	32.9%	
Second living/dining room	2640	2640	1234	424	1957	981	976	2474
%V	9.4%	9.8%	12.1%	11.1%	10.9%	15.7%	8.3%	10.0%
%H (All HH)		100.0%	46.7%	16.1%	74.1%	37.2%	37.0%	93.7%
%H (TV HH)			46.7%	16.1%	74.1%	37.2%	37.0%	
Study/office	399	399	195	51	297	147	150	394
%V	1.4%	1.5%	1.9%	1.3%	1.7%	2.4%	1.3%	1.6%
%H (All HH)		100.0%	48.9%	12.8%	74.4%	36.8%	37.6%	98.7%
%H (TV HH)			48.9%	12.8%	74.4%	36.8%	37.6%	
TV room	197	197	116	22	137	79	58	192
%V	0.7%	0.7%	1.1%	0.6%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	58.9%	11.2%	69.5%	40.1%	29.4%	97.5%
%H (TV HH)			58.9%	11.2%	69.5%	40.1%	29.4%	
Conservatory	542	542	263	94	442	254	189	514
%V	1.9%	2.0%	2.6%	2.5%	2.5%	4.1%	1.6%	2.1%
%H (All HH)		100.0%	48.5%	17.3%	81.5%	46.9%	34.9%	94.8%
%H (TV HH)			48.5%	17.3%	81.5%	46.9%	34.9%	
Attic or loft room	59	59	28	12	43	25	18	59
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	47.5%	20.3%	72.9%	42.4%	30.5%	100.0%
%H (TV HH)			47.5%	20.3%	72.9%	42.4%	30.5%	
No specific location	37	37	15	4	29	14	15	34
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	40.5%	10.8%	78.4%	37.8%	40.5%	91.9%
%H (TV HH)			40.5%	10.8%	78.4%	37.8%	40.5%	
Other	284	284	156	35	214	122	92	275
%V	1.0%	1.1%	1.5%	0.9%	1.2%	2.0%	0.8%	1.1%
%H (All HH)		100.0%	54.9%	12.3%	75.4%	43.0%	32.4%	96.8%
%H (TV HH)			54.9%	12.3%	75.4%	43.0%	32.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26835	10159	3821	17930	6232	11698	24637
%V (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
Any DSAT provider	10159	10159	10159	155	4627	4627	0	9561
%V	36.1%	37.9%	100.0%	4.1%	25.8%	74.2%	0.0%	38.8%
%H (All HH)			100.0%	1.5%	45.5%	45.5%	0.0%	94.1%
%H (TV HH)			100.0%	1.5%	45.5%	45.5%	0.0%	
Sky with subscription	8512	8512	8512	75	3844	3844	0	8085
%V	30.2%	31.7%	83.8%	2.0%	21.4%	61.7%	0.0%	32.8%
%H (All HH)			100.0%	0.9%	45.2%	45.2%	0.0%	95.0%
%H (TV HH)			100.0%	0.9%	45.2%	45.2%	0.0%	
Sky without subscription	444	444	444	15	194	194	0	382
%V	1.6%	1.7%	4.4%	0.4%	1.1%	3.1%	0.0%	1.6%
%H (All HH)			100.0%	3.4%	43.7%	43.7%	0.0%	86.0%
%H (TV HH)			100.0%	3.4%	43.7%	43.7%	0.0%	
Freesat	1043	1043	1043	40	557	557	0	951
%V	3.7%	3.9%	10.3%	1.0%	3.1%	8.9%	0.0%	3.9%
%H (All HH)			100.0%	3.8%	53.4%	53.4%	0.0%	91.2%
%H (TV HH)			100.0%	3.8%	53.4%	53.4%	0.0%	
Other satellite provider	581	581	581	42	269	269	0	551
%V	2.1%	2.2%	5.7%	1.1%	1.5%	4.3%	0.0%	2.2%
%H (All HH)			100.0%	7.2%	46.3%	46.3%	0.0%	94.8%
%H (TV HH)			100.0%	7.2%	46.3%	46.3%	0.0%	
DCAB	3821	3821	155	3821	1689	1689	0	3657
%V	13.6%	14.2%	1.5%	100.0%	9.4%	27.1%	0.0%	14.8%
%H (All HH)			4.1%	100.0%	44.2%	44.2%	0.0%	95.7%
%H (TV HH)			4.1%	100.0%	44.2%	44.2%	0.0%	
DTT	17930	17930	4627	1689	17930	6232	11698	15061
%V	63.6%	66.8%	45.5%	44.2%	100.0%	100.0%	100.0%	61.1%
%H (All HH)		100.0%	25.8%	9.4%	100.0%	34.8%	65.2%	84.0%
%H (TV HH)			25.8%	9.4%	100.0%	34.8%	65.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Household level data

Table 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	28179	26835	10159	3821	17930	6232	11698	24637
%V (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
PVR	16072	16072	9150	3630	9159	5753	3406	15077
%V	57.0%	59.9%	90.1%	95.0%	51.1%	92.3%	29.1%	61.2%
%H (All HH)		100.0%	56.9%	22.6%	57.0%	35.8%	21.2%	93.8%
%H (TV HH)			56.9%	22.6%	57.0%	35.8%	21.2%	
DVDR	293	293	135	41	220	100	120	255
%V	1.0%	1.1%	1.3%	1.1%	1.2%	1.6%	1.0%	1.0%
%H (All HH)		100.0%	46.1%	14.0%	75.1%	34.1%	41.0%	87.0%
%H (TV HH)			46.1%	14.0%	75.1%	34.1%	41.0%	
VCR	130	130	45	13	111	38	73	87
%V	0.5%	0.5%	0.4%	0.3%	0.6%	0.6%	0.6%	0.4%
%H (All HH)		100.0%	34.6%	10.0%	85.4%	29.2%	56.2%	66.9%
%H (TV HH)			34.6%	10.0%	85.4%	29.2%	56.2%	
Any recorder	16228	16228	9171	3634	9299	5765	3534	15189
%V	57.6%	60.5%	90.3%	95.1%	51.9%	92.5%	30.2%	61.7%
%H (All HH)		100.0%	56.5%	22.4%	57.3%	35.5%	21.8%	93.6%
%H (TV HH)			56.5%	22.4%	57.3%	35.5%	21.8%	
Receives HDTV (via STB or built-in reception)	19329	19329	8675	3402	12999	5603	7396	17888
%V	68.6%	72.0%	85.4%	89.0%	72.5%	89.9%	63.2%	72.6%
%H (All HH)		100.0%	44.9%	17.6%	67.3%	29.0%	38.3%	92.5%
%H (TV HH)			44.9%	17.6%	67.3%	29.0%	38.3%	
DVD/Blu-ray player or recorder	15707	15707	6190	2347	10757	4146	6611	14203
%V	55.7%	58.5%	60.9%	61.4%	60.0%	66.5%	56.5%	57.6%
%H (All HH)		100.0%	39.4%	14.9%	68.5%	26.4%	42.1%	90.4%
%H (TV HH)			39.4%	14.9%	68.5%	26.4%	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

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	28179	26835	10159	3821	17930	6232	11698	24637
%H (All HH)		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%
%H (TV HH)			37.9%	14.2%	66.8%	23.2%	43.6%	
Has broadband internet	24637	23499	9561	3657	15061	5898	9163	24637
%V	87.4%	87.6%	94.1%	95.7%	84.0%	94.6%	78.3%	100.0%
%H (All HH)		95.4%	38.8%	14.8%	61.1%	23.9%	37.2%	100.0%
%H (TV HH)			40.7%	15.6%	64.1%	25.1%	39.0%	
Number of computers (PCs and laptops)								
0	5248	4893	1172	359	3769	596	3173	1916
%V	18.6%	18.2%	11.5%	9.4%	21.0%	9.6%	27.1%	7.8%
%H (All HH)		93.2%	22.3%	6.8%	71.8%	11.4%	60.5%	36.5%
			24.0%	7.3%	77.0%	12.2%	64.8%	
1	7845	7403	2690	997	4860	1507	3353	7672
%V	27.8%	27.6%	26.5%	26.1%	27.1%	24.2%	28.7%	31.1%
%H (All HH)		94.4%	34.3%	12.7%	62.0%	19.2%	42.7%	97.8%
%H (TV HH)			36.3%	13.5%	65.6%	20.4%	45.3%	
2	6830	6550	2665	1039	4282	1714	2567	6805
%V	24.2%	24.4%	26.2%	27.2%	23.9%	27.5%	21.9%	27.6%
%H (All HH)		95.9%	39.0%	15.2%	62.7%	25.1%	37.6%	99.6%
%H (TV HH)			40.7%	15.9%	65.4%	26.2%	39.2%	
3	3822	3681	1604	619	2316	1034	1282	3814
%V	13.6%	13.7%	15.8%	16.2%	12.9%	16.6%	11.0%	15.5%
%H (All HH)		96.3%	42.0%	16.2%	60.6%	27.1%	33.5%	99.8%
%H (TV HH)			43.6%	16.8%	62.9%	28.1%	34.8%	
4	2173	2113	986	361	1323	634	689	2172
%V	7.7%	7.9%	9.7%	9.4%	7.4%	10.2%	5.9%	8.8%
%H (All HH)		97.2%	45.4%	16.6%	60.9%	29.2%	31.7%	100.0%
%H (TV HH)			46.7%	17.1%	62.6%	30.0%	32.6%	
5+	2262	2195	1042	445	1379	746	634	2258
%V	8.0%	8.2%	10.3%	11.6%	7.7%	12.0%	5.4%	9.2%
%H (All HH)		97.0%	46.1%	19.7%	61.0%	33.0%	28.0%	99.8%
%H (TV HH)			47.5%	20.3%	62.8%	34.0%	28.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	52145	22277	8018	36460	16009	20451	47361
%H		42.7%	15.4%	69.9%	30.7%	39.2%	90.8%
Under 20"	2787	1102	369	2337	1052	1286	2433
%V	5.3%	4.9%	4.6%	6.4%	6.6%	6.3%	5.1%
%H		39.5%	13.2%	83.9%	37.7%	46.1%	87.3%
20" - 29"	8407	3255	1197	6652	2822	3831	7341
%V	16.1%	14.6%	14.9%	18.2%	17.6%	18.7%	15.5%
%H		38.7%	14.2%	79.1%	33.6%	45.6%	87.3%
30" - 39"	15957	6339	2394	11383	4565	6818	14225
%V	30.6%	28.5%	29.9%	31.2%	28.5%	33.3%	30.0%
%H		39.7%	15.0%	71.3%	28.6%	42.7%	89.1%
40" - 49"	15646	7071	2609	10162	4694	5468	14614
%V	30.0%	31.7%	32.5%	27.9%	29.3%	26.7%	30.9%
%H		45.2%	16.7%	64.9%	30.0%	34.9%	93.4%
50" - 59"	6043	3087	1035	3643	1947	1696	5842
%V	11.6%	13.9%	12.9%	10.0%	12.2%	8.3%	12.3%
%H		51.1%	17.1%	60.3%	32.2%	28.1%	96.7%
60"+	804	485	127	441	271	170	787
%V	1.5%	2.2%	1.6%	1.2%	1.7%	0.8%	1.7%
%H		60.3%	15.8%	54.9%	33.7%	21.1%	97.9%
Don't know	2502	939	287	1842	659	1183	2120
%V	4.8%	4.2%	3.6%	5.1%	4.1%	5.8%	4.5%
%H		37.5%	11.5%	73.6%	26.3%	47.3%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	52145	22277	8018	36460	16009	20451	47361
%H		42.7%	15.4%	69.9%	30.7%	39.2%	90.8%
Main living room	26649	10155	3811	17833	6247	11585	23345
%V	51.1%	45.6%	47.5%	48.9%	39.0%	56.6%	49.3%
%H		38.1%	14.3%	66.9%	23.4%	43.5%	87.6%
Kitchen	2884	1361	371	2361	1210	1150	2643
%V	5.5%	6.1%	4.6%	6.5%	7.6%	5.6%	5.6%
%H		47.2%	12.9%	81.9%	42.0%	39.9%	91.6%
Adult's bedroom	13786	6324	2364	9961	5066	4895	12863
%V	26.4%	28.4%	29.5%	27.3%	31.6%	23.9%	27.2%
%H		45.9%	17.1%	72.3%	36.7%	35.5%	93.3%
Child's bedroom	2755	1457	497	1726	1013	713	2723
%V	5.3%	6.5%	6.2%	4.7%	6.3%	3.5%	5.7%
%H		52.9%	18.0%	62.6%	36.8%	25.9%	98.8%
Other bedroom	1837	931	321	1403	814	589	1772
%V	3.5%	4.2%	4.0%	3.8%	5.1%	2.9%	3.7%
%H		50.7%	17.5%	76.4%	44.3%	32.1%	96.5%
Second living/dining room	2681	1257	431	1990	1001	989	2513
%V	5.1%	5.6%	5.4%	5.5%	6.3%	4.8%	5.3%
%H		46.9%	16.1%	74.2%	37.3%	36.9%	93.7%
Study/office	406	200	52	304	151	152	401
%V	0.8%	0.9%	0.6%	0.8%	0.9%	0.7%	0.8%
%H		49.3%	12.8%	74.9%	37.2%	37.4%	98.8%
TV room	201	119	23	138	80	58	196
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		59.2%	11.4%	68.7%	39.8%	28.9%	97.5%
Conseervatory	543	263	94	443	254	190	515
%V	1.0%	1.2%	1.2%	1.2%	1.6%	0.9%	1.1%
%H		48.4%	17.3%	81.6%	46.8%	35.0%	94.8%
Attic or loft room	61	29	13	43	25	18	60
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		47.5%	21.3%	70.5%	41.0%	29.5%	98.4%
No specific location	39	15	5	30	15	15	36
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		38.5%	12.8%	76.9%	38.5%	38.5%	92.3%
Other	304	167	37	227	130	97	294
%V	0.6%	0.7%	0.5%	0.6%	0.8%	0.5%	0.6%
%H		54.9%	12.2%	74.7%	42.8%	31.9%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	52145	22277	8018	36460	16009	20451	47361
%H		42.7%	15.4%	69.9%	30.7%	39.2%	90.8%
PVR	23056	14182	5232	12138	8277	3860	21912
%V	44.2%	63.7%	65.3%	33.3%	51.7%	18.9%	46.3%
%H		61.5%	22.7%	52.6%	35.9%	16.7%	95.0%
DVDR	316	144	46	237	107	131	275
%V	0.6%	0.6%	0.6%	0.7%	0.7%	0.6%	0.6%
%H		45.6%	14.6%	75.0%	33.9%	41.5%	87.0%
VCR	136	47	14	117	39	78	92
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		34.6%	10.3%	86.0%	28.7%	57.4%	67.6%
Any recorder	23285	14231	5248	12342	8320	4022	22087
%V	44.7%	63.9%	65.5%	33.9%	52.0%	19.7%	46.6%
%H		61.1%	22.5%	53.0%	35.7%	17.3%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	52145	22277	8018	36460	16009	20451	47361
%H		42.7%	15.4%	69.9%	30.7%	39.2%	90.8%
Receives HDTV (via STB or built-in reception)	30601	15031	5406	20700	10257	10443	28798
%V	58.7%	67.5%	67.4%	56.8%	64.1%	51.1%	60.8%
%H		49.1%	17.7%	67.6%	33.5%	34.1%	94.1%
DVD/Blu-ray player or recorder	21485	9019	3408	14853	6450	8404	19776
%V	41.2%	40.5%	42.5%	40.7%	40.3%	41.1%	41.8%
%H		42.0%	15.9%	69.1%	30.0%	39.1%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data
Table 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	26827	10158	3821	17926	6231	11695	23493
%H		37.9%	14.2%	66.8%	23.2%	43.6%	87.6%
Under 20"	175	26	14	135	13	122	113
%V	0.7%	0.3%	0.4%	0.8%	0.2%	1.0%	0.5%
%H		14.9%	8.0%	77.1%	7.4%	69.7%	64.6%
20" - 29"	1655	317	139	1320	195	1125	1138
%V	6.2%	3.1%	3.6%	7.4%	3.1%	9.6%	4.8%
%H		19.2%	8.4%	79.8%	11.8%	68.0%	68.8%
30" - 39"	7192	2046	875	5199	1238	3961	5821
%V	26.8%	20.1%	22.9%	29.0%	19.9%	33.9%	24.8%
%H		28.4%	12.2%	72.3%	17.2%	55.1%	80.9%
40" - 49"	10960	4531	1733	7097	2848	4248	10042
%V	40.9%	44.6%	45.4%	39.6%	45.7%	36.3%	42.7%
%H		41.3%	15.8%	64.8%	26.0%	38.8%	91.6%
50" - 59"	4903	2449	827	2920	1505	1415	4721
%V	18.3%	24.1%	21.6%	16.3%	24.2%	12.1%	20.1%
%H		49.9%	16.9%	59.6%	30.7%	28.9%	96.3%
60"+	667	395	106	359	212	147	650
%V	2.5%	3.9%	2.8%	2.0%	3.4%	1.3%	2.8%
%H		59.2%	15.9%	53.8%	31.8%	22.0%	97.5%
Don't know	1274	394	127	898	220	678	1009
%V	4.7%	3.9%	3.3%	5.0%	3.5%	5.8%	4.3%
%H		30.9%	10.0%	70.5%	17.3%	53.2%	79.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	26827	10158	3821	17926	6231	11695	23493
%H		37.9%	14.2%	66.8%	23.2%	43.6%	87.6%
PVR	15781	9035	3591	8908	5641	3267	14812
%V	58.8%	88.9%	94.0%	49.7%	90.5%	27.9%	63.0%
%H		57.3%	22.8%	56.4%	35.7%	20.7%	93.9%
DVDR	242	106	34	180	74	106	208
%V	0.9%	1.0%	0.9%	1.0%	1.2%	0.9%	0.9%
%H		43.8%	14.0%	74.4%	30.6%	43.8%	86.0%
VCR	101	34	11	84	26	58	64
%V	0.4%	0.3%	0.3%	0.5%	0.4%	0.5%	0.3%
%H		33.7%	10.9%	83.2%	25.7%	57.4%	63.4%
Any recorder	15924	9056	3594	9036	5653	3384	14912
%V	59.4%	89.2%	94.1%	50.4%	90.7%	28.9%	63.5%
%H		56.9%	22.6%	56.7%	35.5%	21.3%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26827	10158	3821	17926	6231	11695	23493
%H		37.9%	14.2%	66.8%	23.2%	43.6%	87.6%
Receives HDTV (via STB or built-in reception)	18943	8502	3361	12666	5446	7219	17545
%V	70.6%	83.7%	88.0%	70.7%	87.4%	61.7%	74.7%
%H		44.9%	17.7%	66.9%	28.7%	38.1%	92.6%
DVD/Blu-ray player or recorder	13676	5216	2007	9364	3435	5929	12265
%V	51.0%	51.3%	52.5%	52.2%	55.1%	50.7%	52.2%
%H		38.1%	14.7%	68.5%	25.1%	43.4%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 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	25318	12119	4197	18535	9778	8756	23868
%H		47.9%	16.6%	73.2%	38.6%	34.6%	94.3%
Under 20"	2612	1075	355	2203	1039	1164	2320
%V	10.3%	8.9%	8.5%	11.9%	10.6%	13.3%	9.7%
%H		41.2%	13.6%	84.3%	39.8%	44.6%	88.8%
20" - 29"	6752	2937	1058	5333	2627	2706	6203
%V	26.7%	24.2%	25.2%	28.8%	26.9%	30.9%	26.0%
%H		43.5%	15.7%	79.0%	38.9%	40.1%	91.9%
30" - 39"	8765	4293	1518	6184	3327	2857	8404
%V	34.6%	35.4%	36.2%	33.4%	34.0%	32.6%	35.2%
%H		49.0%	17.3%	70.6%	38.0%	32.6%	95.9%
40" - 49"	4686	2540	876	3066	1846	1220	4572
%V	18.5%	21.0%	20.9%	16.5%	18.9%	13.9%	19.2%
%H		54.2%	18.7%	65.4%	39.4%	26.0%	97.6%
50" - 59"	1140	638	209	724	442	281	1121
%V	4.5%	5.3%	5.0%	3.9%	4.5%	3.2%	4.7%
%H		56.0%	18.3%	63.5%	38.8%	24.6%	98.3%
60"+	137	90	21	81	58	23	136
%V	0.5%	0.7%	0.5%	0.4%	0.6%	0.3%	0.6%
%H		65.7%	15.3%	59.1%	42.3%	16.8%	99.3%
Don't know	1228	545	160	945	439	505	1111
%V	4.9%	4.5%	3.8%	5.1%	4.5%	5.8%	4.7%
%H		44.4%	13.0%	77.0%	35.7%	41.1%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 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	25318	12119	4197	18535	9778	8756	23868
%H		47.9%	16.6%	73.2%	38.6%	34.6%	94.3%
PVR	7275	5147	1642	3230	2636	593	7101
%V	28.7%	42.5%	39.1%	17.4%	27.0%	6.8%	29.8%
%H		70.7%	22.6%	44.4%	36.2%	8.2%	97.6%
DVDR	74	39	11	57	33	24	67
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		52.7%	14.9%	77.0%	44.6%	32.4%	90.5%
VCR	35	13	3	32	13	20	29
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		37.1%	8.6%	91.4%	37.1%	57.1%	82.9%
Any recorder	7361	5175	1654	3305	2667	638	7175
%V	29.1%	42.7%	39.4%	17.8%	27.3%	7.3%	30.1%
%H		70.3%	22.5%	44.9%	36.2%	8.7%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	25318	12119	4197	18535	9778	8756	23868
%H		47.9%	16.6%	73.2%	38.6%	34.6%	94.3%
Receives HDTV (via STB or built-in reception)	11659	6529	2044	8034	4811	3223	11253
%V	46.1%	53.9%	48.7%	43.3%	49.2%	36.8%	47.1%
%H		56.0%	17.5%	68.9%	41.3%	27.6%	96.5%
DVD/Blu-ray player or recorder	7808	3803	1401	5489	3015	2474	7511
%V	30.8%	31.4%	33.4%	29.6%	30.8%	28.3%	31.5%
%H		48.7%	17.9%	70.3%	38.6%	31.7%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65971	63233	26345	10045	39956	16078	23877	61323
%H		95.8%	39.9%	15.2%	60.6%	24.4%	36.2%	93.0%
Total Children	12778	12330	5492	2048	6854	2942	3912	12585
%V	19.4%	19.5%	20.8%	20.4%	17.2%	18.3%	16.4%	20.5%
%H		96.5%	43.0%	16.0%	53.6%	23.0%	30.6%	98.5%
0 - 3	3049	2911	1228	436	1566	590	976	2991
%V	4.6%	4.6%	4.7%	4.3%	3.9%	3.7%	4.1%	4.9%
%H		95.5%	40.3%	14.3%	51.4%	19.4%	32.0%	98.1%
4 - 15	9729	9418	4264	1613	5288	2352	2936	9594
%V	14.7%	14.9%	16.2%	16.1%	13.2%	14.6%	12.3%	15.6%
%H		96.8%	43.8%	16.6%	54.4%	24.2%	30.2%	98.6%
4 - 9	5048	4855	2150	786	2655	1119	1536	4968
%V	7.7%	7.7%	8.2%	7.8%	6.6%	7.0%	6.4%	8.1%
%H		96.2%	42.6%	15.6%	52.6%	22.2%	30.4%	98.4%
10 - 15	4682	4564	2114	827	2633	1233	1400	4626
%V	7.1%	7.2%	8.0%	8.2%	6.6%	7.7%	5.9%	7.5%
%H		97.5%	45.2%	17.7%	56.2%	26.3%	29.9%	98.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 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	65971	63233	26345	10045	39956	16078	23877	61323
%H		95.8%	39.9%	15.2%	60.6%	24.4%	36.2%	93.0%
Total Adults (16+)	53193	50904	20854	7996	33101	13136	19965	48738
%V	80.6%	80.5%	79.2%	79.6%	82.8%	81.7%	83.6%	79.5%
%H		95.7%	39.2%	15.0%	62.2%	24.7%	37.5%	91.6%
16 - 19	2628	2522	1180	463	1570	772	798	2600
%V	4.0%	4.0%	4.5%	4.6%	3.9%	4.8%	3.3%	4.2%
%H		96.0%	44.9%	17.6%	59.7%	29.4%	30.4%	98.9%
20 - 24	3894	3471	1360	644	2048	922	1126	3838
%V	5.9%	5.5%	5.2%	6.4%	5.1%	5.7%	4.7%	6.3%
%H		89.1%	34.9%	16.5%	52.6%	23.7%	28.9%	98.6%
25 - 34	8951	8231	3223	1311	4466	1677	2789	8764
%V	13.6%	13.0%	12.2%	13.1%	11.2%	10.4%	11.7%	14.3%
%H		92.0%	36.0%	14.6%	49.9%	18.7%	31.2%	97.9%
35 - 44	8426	7950	3479	1332	4483	1854	2629	8244
%V	12.8%	12.6%	13.2%	13.3%	11.2%	11.5%	11.0%	13.4%
%H		94.4%	41.3%	15.8%	53.2%	22.0%	31.2%	97.8%
45 - 54	9017	8761	4004	1579	5584	2602	2982	8716
%V	13.7%	13.9%	15.2%	15.7%	14.0%	16.2%	12.5%	14.2%
%H		97.2%	44.4%	17.5%	61.9%	28.9%	33.1%	96.7%
55 - 64	8202	8040	3486	1268	5590	2356	3234	7732
%V	12.4%	12.7%	13.2%	12.6%	14.0%	14.7%	13.5%	12.6%
%H		98.0%	42.5%	15.5%	68.2%	28.7%	39.4%	94.3%
65+	12075	11928	4121	1399	9359	2953	6407	8844
%V	18.3%	18.9%	15.6%	13.9%	23.4%	18.4%	26.8%	14.4%
%H		98.8%	34.1%	11.6%	77.5%	24.5%	53.1%	73.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53193	50904	20854	7996	33101	13136	19965	48738
%H		95.7%	39.2%	15.0%	62.2%	24.7%	37.5%	91.6%
AB	13666	13223	5632	2118	8579	3551	5028	13388
%V	25.7%	26.0%	27.0%	26.5%	25.9%	27.0%	25.2%	27.5%
%H		96.8%	41.2%	15.5%	62.8%	26.0%	36.8%	98.0%
C1	15601	14809	6141	2501	9553	4018	5535	14769
%V	29.3%	29.1%	29.4%	31.3%	28.9%	30.6%	27.7%	30.3%
%H		94.9%	39.4%	16.0%	61.2%	25.8%	35.5%	94.7%
C2	11286	10940	4715	1746	7146	3050	4096	10354
%V	21.2%	21.5%	22.6%	21.8%	21.6%	23.2%	20.5%	21.2%
%H		96.9%	41.8%	15.5%	63.3%	27.0%	36.3%	91.7%
D	8284	7802	3139	1157	4866	1819	3047	7277
%V	15.6%	15.3%	15.1%	14.5%	14.7%	13.8%	15.3%	14.9%
%H		94.2%	37.9%	14.0%	58.7%	22.0%	36.8%	87.8%
E	4356	4130	1227	474	2959	698	2260	2949
%V	8.2%	8.1%	5.9%	5.9%	8.9%	5.3%	11.3%	6.1%
%H		94.8%	28.2%	10.9%	67.9%	16.0%	51.9%	67.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53193	50904	20854	7996	33101	13136	19965	48738
%H		95.7%	39.2%	15.0%	62.2%	24.7%	37.5%	91.6%
Working full time	25789	24608	10788	4287	14792	6521	8271	25269
%V	48.5%	48.3%	51.7%	53.6%	44.7%	49.6%	41.4%	51.8%
%H		95.4%	41.8%	16.6%	57.4%	25.3%	32.1%	98.0%
Working part time	5321	5135	2207	831	3299	1402	1898	5167
%V	10.0%	10.1%	10.6%	10.4%	10.0%	10.7%	9.5%	10.6%
%H		96.5%	41.5%	15.6%	62.0%	26.3%	35.7%	97.1%
Not working	22083	21161	7859	2878	15010	5214	9796	18302
%V	41.5%	41.6%	37.7%	36.0%	45.3%	39.7%	49.1%	37.6%
%H		95.8%	35.6%	13.0%	68.0%	23.6%	44.4%	82.9%
Houseperson	28179	26835	10159	3821	17930	6232	11698	24637
%V	53.0%	52.7%	48.7%	47.8%	54.2%	47.4%	58.6%	50.5%
%H		95.2%	36.1%	13.6%	63.6%	22.1%	41.5%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 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+)	26048	24750	10308	3969	15850	6496	9354	24076
%H		95.0%	39.6%	15.2%	60.8%	24.9%	35.9%	92.4%
16 - 19	1367	1314	627	248	801	409	392	1350
%V	5.2%	5.3%	6.1%	6.2%	5.1%	6.3%	4.2%	5.6%
%H		96.1%	45.9%	18.1%	58.6%	29.9%	28.7%	98.8%
20 - 24	1981	1762	715	331	1012	482	530	1950
%V	7.6%	7.1%	6.9%	8.3%	6.4%	7.4%	5.7%	8.1%
%H		88.9%	36.1%	16.7%	51.1%	24.3%	26.8%	98.4%
25 - 34	4490	4090	1574	675	2217	853	1364	4393
%V	17.2%	16.5%	15.3%	17.0%	14.0%	13.1%	14.6%	18.2%
%H		91.1%	35.1%	15.0%	49.4%	19.0%	30.4%	97.8%
35 - 44	4168	3884	1670	648	2164	876	1289	4061
%V	16.0%	15.7%	16.2%	16.3%	13.7%	13.5%	13.8%	16.9%
%H		93.2%	40.1%	15.5%	51.9%	21.0%	30.9%	97.4%
45 - 54	4435	4288	1950	762	2712	1241	1471	4261
%V	17.0%	17.3%	18.9%	19.2%	17.1%	19.1%	15.7%	17.7%
%H		96.7%	44.0%	17.2%	61.1%	28.0%	33.2%	96.1%
55 - 64	4023	3922	1717	611	2715	1148	1567	3762
%V	15.4%	15.8%	16.7%	15.4%	17.1%	17.7%	16.8%	15.6%
%H		97.5%	42.7%	15.2%	67.5%	28.5%	39.0%	93.5%
65+	5584	5490	2055	693	4228	1487	2740	4299
%V	21.4%	22.2%	19.9%	17.5%	26.7%	22.9%	29.3%	17.9%
%H		98.3%	36.8%	12.4%	75.7%	26.6%	49.1%	77.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	26048	24750	10308	3969	15850	6496	9354	24076
%H		95.0%	39.6%	15.2%	60.8%	24.9%	35.9%	92.4%
AB	6849	6610	2837	1065	4251	1790	2461	6729
%V	26.3%	26.7%	27.5%	26.8%	26.8%	27.6%	26.3%	27.9%
%H		96.5%	41.4%	15.5%	62.1%	26.1%	35.9%	98.2%
C1	7335	6920	2952	1198	4344	1922	2423	7040
%V	28.2%	28.0%	28.6%	30.2%	27.4%	29.6%	25.9%	29.2%
%H		94.3%	40.2%	16.3%	59.2%	26.2%	33.0%	96.0%
C2	6049	5808	2501	930	3790	1622	2167	5506
%V	23.2%	23.5%	24.3%	23.4%	23.9%	25.0%	23.2%	22.9%
%H		96.0%	41.3%	15.4%	62.7%	26.8%	35.8%	91.0%
D	3940	3669	1506	562	2240	874	1366	3518
%V	15.1%	14.8%	14.6%	14.2%	14.1%	13.5%	14.6%	14.6%
%H		93.1%	38.2%	14.3%	56.9%	22.2%	34.7%	89.3%
E	1874	1742	512	214	1225	288	937	1284
%V	7.2%	7.0%	5.0%	5.4%	7.7%	4.4%	10.0%	5.3%
%H		93.0%	27.3%	11.4%	65.4%	15.4%	50.0%	68.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	26048	24750	10308	3969	15850	6496	9354	24076
%H		95.0%	39.6%	15.2%	60.8%	24.9%	35.9%	92.4%
Working full time	15482	14706	6494	2544	8757	3886	4871	15139
%V	59.4%	59.4%	63.0%	64.1%	55.2%	59.8%	52.1%	62.9%
%H		95.0%	41.9%	16.4%	56.6%	25.1%	31.5%	97.8%
Working part time	1197	1125	456	169	744	296	448	1135
%V	4.6%	4.5%	4.4%	4.3%	4.7%	4.6%	4.8%	4.7%
%H		94.0%	38.1%	14.1%	62.2%	24.7%	37.4%	94.8%
Not working	9369	8919	3359	1256	6349	2314	4036	7802
%V	36.0%	36.0%	32.6%	31.6%	40.1%	35.6%	43.1%	32.4%
%H		95.2%	35.9%	13.4%	67.8%	24.7%	43.1%	83.3%
Houseperson	6352	5754	1884	723	3885	1094	2792	5113
%V	24.4%	23.2%	18.3%	18.2%	24.5%	16.8%	29.8%	21.2%
%H		90.6%	29.7%	11.4%	61.2%	17.2%	44.0%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	27146	26154	10546	4027	17252	6641	10611	24662
%H		96.3%	38.8%	14.8%	63.6%	24.5%	39.1%	90.8%
16 - 19	1261	1208	553	215	769	363	406	1250
%V	4.6%	4.6%	5.2%	5.3%	4.5%	5.5%	3.8%	5.1%
%H		95.8%	43.9%	17.0%	61.0%	28.8%	32.2%	99.1%
20 - 24	1913	1709	645	313	1036	441	595	1888
%V	7.0%	6.5%	6.1%	7.8%	6.0%	6.6%	5.6%	7.7%
%H		89.3%	33.7%	16.4%	54.2%	23.1%	31.1%	98.7%
25 - 34	4461	4141	1649	636	2250	824	1425	4371
%V	16.4%	15.8%	15.6%	15.8%	13.0%	12.4%	13.4%	17.7%
%H		92.8%	37.0%	14.3%	50.4%	18.5%	31.9%	98.0%
35 - 44	4258	4067	1810	683	2318	978	1340	4183
%V	15.7%	15.6%	17.2%	17.0%	13.4%	14.7%	12.6%	17.0%
%H		95.5%	42.5%	16.0%	54.4%	23.0%	31.5%	98.2%
45 - 54	4581	4473	2054	816	2872	1361	1511	4455
%V	16.9%	17.1%	19.5%	20.3%	16.6%	20.5%	14.2%	18.1%
%H		97.6%	44.8%	17.8%	62.7%	29.7%	33.0%	97.2%
55 - 64	4179	4118	1770	658	2875	1208	1667	3970
%V	15.4%	15.7%	16.8%	16.3%	16.7%	18.2%	15.7%	16.1%
%H		98.5%	42.4%	15.7%	68.8%	28.9%	39.9%	95.0%
65+	6491	6438	2066	706	5132	1465	3666	4545
%V	23.9%	24.6%	19.6%	17.5%	29.7%	22.1%	34.5%	18.4%
%H		99.2%	31.8%	10.9%	79.1%	22.6%	56.5%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	27146	26154	10546	4027	17252	6641	10611	24662
%H		96.3%	38.8%	14.8%	63.6%	24.5%	39.1%	90.8%
AB	6816	6613	2795	1053	4328	1761	2567	6659
%V	25.1%	25.3%	26.5%	26.1%	25.1%	26.5%	24.2%	27.0%
%H		97.0%	41.0%	15.4%	63.5%	25.8%	37.7%	97.7%
C1	8266	7889	3189	1304	5209	2096	3112	7729
%V	30.5%	30.2%	30.2%	32.4%	30.2%	31.6%	29.3%	31.3%
%H		95.4%	38.6%	15.8%	63.0%	25.4%	37.6%	93.5%
C2	5237	5131	2214	816	3356	1427	1928	4849
%V	19.3%	19.6%	21.0%	20.3%	19.5%	21.5%	18.2%	19.7%
%H		98.0%	42.3%	15.6%	64.1%	27.2%	36.8%	92.6%
D	4345	4132	1633	595	2626	945	1681	3760
%V	16.0%	15.8%	15.5%	14.8%	15.2%	14.2%	15.8%	15.2%
%H		95.1%	37.6%	13.7%	60.4%	21.7%	38.7%	86.5%
E	2482	2388	715	260	1733	410	1323	1666
%V	9.1%	9.1%	6.8%	6.5%	10.0%	6.2%	12.5%	6.8%
%H		96.2%	28.8%	10.5%	69.8%	16.5%	53.3%	67.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	27146	26154	10546	4027	17252	6641	10611	24662
%H		96.3%	38.8%	14.8%	63.6%	24.5%	39.1%	90.8%
Working full time	10307	9902	4294	1743	6035	2634	3401	10131
%V	38.0%	37.9%	40.7%	43.3%	35.0%	39.7%	32.1%	41.1%
%H		96.1%	41.7%	16.9%	58.6%	25.6%	33.0%	98.3%
Working part time	4124	4010	1752	663	2555	1106	1450	4032
%V	15.2%	15.3%	16.6%	16.5%	14.8%	16.7%	13.7%	16.3%
%H		97.2%	42.5%	16.1%	62.0%	26.8%	35.2%	97.8%
Not working	12715	12242	4500	1622	8661	2901	5761	10500
%V	46.8%	46.8%	42.7%	40.3%	50.2%	43.7%	54.3%	42.6%
%H		96.3%	35.4%	12.8%	68.1%	22.8%	45.3%	82.6%
Houseperson	21827	21081	8274	3098	14045	5138	8906	19524
%V	80.4%	80.6%	78.5%	76.9%	81.4%	77.4%	83.9%	79.2%
%H		96.6%	37.9%	14.2%	64.3%	23.5%	40.8%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between Oct 2018 and Sep 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		Oct 2018 - Sep 2019					
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	88474	20928	2523	9840	4994	2128	2558
Shop / Business	1169	295	43	109	64	18	24
Demolished / Incomplete	113	38	6	18	7	3	4
Empty	7114	1192	150	779	241	108	122
Holiday Home	831	50	12	32	39	17	92
Other Non Effective	1515	263	91	140	132	36	33
Eligible Addresses	77732	19090	2221	8762	4511	1946	2283
Substitute Addresses	10205	1028	453	174	272	368	525
Multiple Occupancy Addresses	975	721	34	16	3	35	28
Total Additional Households	11180	1749	487	190	275	403	553
Total Valid Households	88925	21521	2536	9807	4967	2155	2584
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7378	2780	209	597	377	120	270
	8.3%	12.9%	8.2%	6.1%	7.6%	5.6%	10.4%
No English Spoken	400	152	14	50	29	6	4
	0.4%	0.7%	0.6%	0.5%	0.6%	0.3%	0.2%
Refusals	26885	7821	885	2896	1601	546	989
	30.2%	36.3%	34.9%	29.5%	32.2%	25.3%	38.3%
Total Interviews	54263	10768	1428	6264	2960	1483	1321
	61.0%	50.0%	56.3%	63.9%	59.6%	68.8%	51.1%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4150	4995	3808	9324	8888	5979	8359
Shop / Business	61	58	72	99	140	89	97
Demolished / Incomplete	1	2	6	12	11	3	2
Empty	187	370	308	1723	799	432	703
Holiday Home	40	20	51	28	178	59	213
Other Non Effective	94	91	67	177	139	114	138
Eligible Addresses	3767	4454	3304	7285	7621	5282	7206
Substitute Addresses	471	2001	1206	654	1068	1705	280
Multiple Occupancy Addresses	15	21	6	24	25	11	34
Total Additional Households	486	2022	1212	678	1093	1716	314
Total Valid Households	4153	5000	3781	9311	8852	5947	8309
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	431	194	293	460	414	414	818
	10.4%	3.9%	7.7%	4.9%	4.7%	7.0%	9.8%
No English Spoken	13	38	11	18	26	19	20
	0.3%	0.8%	0.3%	0.2%	0.3%	0.3%	0.2%
Refusals	1471	1522	1055	2126	2369	1676	1927
	35.4%	30.4%	27.9%	22.8%	26.8%	28.2%	23.2%
Total Interviews	2238	3246	2422	6707	6043	3838	5545
	53.9%	64.9%	64.1%	72.0%	68.3%	64.5%	66.7%

Response Analysis: Oct 2018 - Sep 2019							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	81,498	19819	9159	8607	4771	2727	7732
Shop / Business	1,107	288	101	93	63	62	128
Demolished / Incomplete	108	35	16	12	2	6	11
Empty	6,483	1102	732	1539	345	234	694
Holiday Home	760	43	29	20	30	30	155
Other Non Effective	1,405	258	123	168	106	24	120
Eligible Addresses	71,635	18093	8158	6775	4225	2371	6624
Substitute Addresses	9,348	1605	955	1794	526	327	435
Multiple Occupancy Addresses	921	695	12	24	14	3	23
Total Additional Households	10,269	2300	967	1818	540	330	458
Total Valid Households	81,917	20398	9126	8594	4765	2701	7699
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	6,873	2637	549	430	182	218	382
	8.4%	12.9%	6.0%	5.0%	3.8%	8.1%	5.0%
No English Spoken	368	140	42	17	40	7	21
	0.4%	0.7%	0.5%	0.2%	0.8%	0.3%	0.3%
Refusals	24,839	7420	2701	1973	1460	728	2044
	30.3%	36.4%	29.6%	23.0%	30.6%	27.0%	26.5%
Total Interviews	49,837	10201	5834	6174	3083	1748	5252
	60.8%	50.0%	63.9%	71.8%	64.7%	64.7%	68.2%

	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	5737	4668	2194	5497	1012	1885	7690
Shop / Business	91	70	18	82	9	16	86
Demolished / Incomplete	8	8	3	2	0	3	2
Empty	277	231	104	399	88	93	645
Holiday Home	56	40	79	39	30	8	201
Other Non Effective	161	117	25	106	26	37	134
Eligible Addresses	5144	4202	1965	4869	859	1728	6622
Substitute Addresses	226	592	149	153	983	1052	551
Multiple Occupancy Addresses	53	2	21	10	2	29	31
Total Additional Households	279	594	170	163	985	1081	582
Total Valid Households	5752	4639	2213	5471	1010	1910	7637
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	578	344	233	377	65	110	767
	10.0%	7.4%	10.5%	6.9%	6.4%	5.8%	10.0%
No English Spoken	24	27	4	18	3	5	20
	0.4%	0.6%	0.2%	0.3%	0.3%	0.3%	0.3%
Refusals	2004	1488	872	1565	320	492	1771
	34.8%	32.1%	39.4%	28.6%	31.7%	25.8%	23.2%
Total Interviews	3146	2780	1104	3511	622	1303	5079
	54.7%	59.9%	49.9%	64.2%	61.6%	68.2%	66.5%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from Oct 2018 to Sep 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	54498	52300
All Sets	104638	104638
All Individuals	132290	127509
Children 0-15	24903	24093
All Adults	107387	103416
Adult Males	51974	49822
Adult Females	55413	53594

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	10856	10121
All Sets	18215	18215
All Individuals	28516	26829
Children 0-15	5617	5333
All Adults	22899	21496
Adult Males	11116	10404
Adult Females	11783	11092

BBC South-East	All Households	Total TV Households
All Households	1430	1376
All Sets	2933	2933
All Individuals	3538	3420
Children 0-15	697	681
All Adults	2841	2739
Adult Males	1361	1304
Adult Females	1480	1435

BBC Midlands	All Households	Total TV Households
All Households	6281	6064
All Sets	12224	12224
All Individuals	15644	15134
Children 0-15	3134	3007
All Adults	12510	12127
Adult Males	6045	5830
Adult Females	6465	6297

BBC East	All Households	Total TV Households
All Households	2982	2877
All Sets	6019	6019
All Individuals	7301	7071
Children 0-15	1400	1366
All Adults	5901	5705
Adult Males	2872	2763
Adult Females	3029	2942

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	1485	1419
All Sets	2777	2777
All Individuals	3509	3363
Children 0-15	599	570
All Adults	2910	2793
Adult Males	1410	1347
Adult Females	1500	1446

BBC South-West	All Households	Total TV Households
All Households	1329	1304
All Sets	2561	2561
All Individuals	3045	2996
Children 0-15	506	497
All Adults	2539	2499
Adult Males	1210	1186
Adult Females	1329	1313

BBC South	All Households	Total TV Households
All Households	2248	2162
All Sets	4151	4151
All Individuals	5403	5219
Children 0-15	956	932
All Adults	4447	4287
Adult Males	2170	2081
Adult Females	2277	2206

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	3246	3131
All Sets	6321	6321
All Individuals	7726	7482
Children 0-15	1523	1492
All Adults	6203	5990
Adult Males	2975	2860
Adult Females	3228	3130

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	2424	2377
All Sets	4985	4985
All Individuals	5634	5531
Children 0-15	1044	1031
All Adults	4590	4500
Adult Males	2187	2141
Adult Females	2403	2359

BBC North-West	All Households	Total TV Households
All Households	6720	6487
All Sets	13227	13227
All Individuals	16078	15554
Children 0-15	3047	2942
All Adults	13031	12612
Adult Males	6328	6079
Adult Females	6703	6533

BBC Scotland	All Households	Total TV Households
All Households	6047	5764
All Sets	11789	11789
All Individuals	13282	12749
Children 0-15	2129	2056
All Adults	11153	10693
Adult Males	5404	5151
Adult Females	5749	5542

BBC Ulster	All Households	Total TV Households
All Households	3869	3776
All Sets	7905	7905
All Individuals	9566	9385
Children 0-15	1903	1875
All Adults	7663	7510
Adult Males	3717	3623
Adult Females	3946	3887

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	5581	5442
All Sets	11531	11531
All Individuals	13048	12776
Children 0-15	2348	2311
All Adults	10700	10465
Adult Males	5179	5053
Adult Females	5521	5412

BBC Midlands West	All Households	Total TV Households
All Households	4347	4216
All Sets	8584	8584
All Individuals	10883	10573
Children 0-15	2234	2141
All Adults	8649	8432
Adult Males	4194	4076
Adult Females	4455	4356

BBC Midlands East	All Households	Total TV Households
All Households	1934	1848
All Sets	3640	3640
All Individuals	4761	4561
Children 0-15	900	866
All Adults	3861	3695
Adult Males	1851	1754
Adult Females	2010	1941

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	11127	10371
All Sets	18704	18704
All Individuals	29239	27493
Children 0-15	5754	5460
All Adults	23485	22033
Adult Males	11415	10675
Adult Females	12070	11358

ITV Midlands	All Households	Total TV Households
All Households	6350	6133
All Sets	12320	12320
All Individuals	15791	15274
Children 0-15	3148	3018
All Adults	12643	12256
Adult Males	6109	5893
Adult Females	6534	6363

ITV North-West	All Households	Total TV Households
All Households	6775	6541
All Sets	13366	13366
All Individuals	16195	15670
Children 0-15	3069	2963
All Adults	13126	12707
Adult Males	6367	6119
Adult Females	6759	6588

ITV Yorkshire	All Households	Total TV Households
All Households	3370	3254
All Sets	6590	6590
All Individuals	8022	7779
Children 0-15	1571	1540
All Adults	6451	6239
Adult Males	3102	2987
Adult Females	3349	3252

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1921	1882
All Sets	3937	3937
All Individuals	4487	4397
Children 0-15	852	840
All Adults	3635	3557
Adult Males	1728	1689
Adult Females	1907	1868

ITV Central Scotland	All Households	Total TV Households
All Households	3863	3681
All Sets	7573	7573
All Individuals	8588	8226
Children 0-15	1395	1344
All Adults	7193	6882
Adult Males	3468	3307
Adult Females	3725	3575

ITV North Scotland	All Households	Total TV Households
All Households	1874	1782
All Sets	3607	3607
All Individuals	4080	3926
Children 0-15	657	639
All Adults	3423	3287
Adult Males	1690	1605
Adult Females	1733	1682

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	3408	3280
All Sets	6597	6597
All Individuals	8211	7942
Children 0-15	1529	1491
All Adults	6682	6451
Adult Males	3223	3091
Adult Females	3459	3360

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	3050	2948
All Sets	6197	6197
All Individuals	7473	7254
Children 0-15	1435	1404
All Adults	6038	5850
Adult Males	2937	2835
Adult Females	3101	3015

ITV South West	All Households	Total TV Households
All Households	1222	1199
All Sets	2318	2318
All Individuals	2799	2753
Children 0-15	456	448
All Adults	2343	2305
Adult Males	1118	1095
Adult Females	1225	1210

ITV Ulster	All Households	Total TV Households
All Households	3869	3776
All Sets	7905	7905
All Individuals	9566	9385
Children 0-15	1903	1875
All Adults	7663	7510
Adult Males	3717	3623
Adult Females	3946	3887

ITV Border	All Households	Total TV Households
All Households	678	661
All Sets	1355	1355
All Individuals	1443	1413
Children 0-15	217	213
All Adults	1226	1200
Adult Males	577	562
Adult Females	649	638

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	1410	1350
All Sets	2638	2638
All Individuals	3348	3221
Children 0-15	569	547
All Adults	2779	2674
Adult Males	1344	1288
Adult Females	1435	1386

ITV HTV Wales	All Households	Total TV Households
All Households	5581	5442
All Sets	11531	11531
All Individuals	13048	12776
Children 0-15	2348	2311
All Adults	10700	10465
Adult Males	5179	5053
Adult Females	5521	5412

ITV Channel Islands	All Households	Total TV Households
All Households	107	105
All Sets	243	243
All Individuals	246	243
Children 0-15	50	49
All Adults	196	194
Adult Males	92	91
Adult Females	104	103

ITV Midlands West	All Households	Total TV Households
All Households	4459	4326
All Sets	8775	8775
All Individuals	11124	10805
Children 0-15	2263	2167
All Adults	8861	8638
Adult Males	4297	4176
Adult Females	4564	4462

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	1891	1807
All Sets	3545	3545
All Individuals	4667	4469
Children 0-15	885	851
All Adults	3782	3618
Adult Males	1812	1717
Adult Females	1970	1901

ITV Scotland	All Households	Total TV Households
All Households	5737	5463
All Sets	11180	11180
All Individuals	12668	12152
Children 0-15	2052	1983
All Adults	10616	10169
Adult Males	5158	4912
Adult Females	5458	5257

ITV Wales & West	All Households	Total TV Households
All Households	6991	6792
All Sets	14169	14169
All Individuals	16396	15997
Children 0-15	2917	2858
All Adults	13479	13139
Adult Males	6523	6341
Adult Females	6956	6798

ITV West Macro	All Households	Total TV Households
All Households	8213	7991
All Sets	16487	16487
All Individuals	19195	18750
Children 0-15	3373	3306
All Adults	15822	15444
Adult Males	7641	7436
Adult Females	8181	8008

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	14563	14124
All Sets	28807	28807
All Individuals	34986	34024
Children 0-15	6521	6324
All Adults	28465	27700
Adult Males	13750	13329
Adult Females	14715	14371

ITV South & South East	All Households	Total TV Households
All Households	3301	3175
All Sets	6354	6354
All Individuals	7965	7699
Children 0-15	1479	1442
All Adults	6486	6257
Adult Males	3131	3000
Adult Females	3355	3257

ITV South East Macro	All Households	Total TV Households
All Households	6458	6228
All Sets	12794	12794
All Individuals	15684	15196
Children 0-15	2964	2895
All Adults	12720	12301
Adult Males	6160	5926
Adult Females	6560	6375

North Macro	All Households	Total TV Households
All Households	12744	12338
All Sets	25248	25248
All Individuals	30147	29259
Children 0-15	5709	5556
All Adults	24438	23703
Adult Males	11774	11357
Adult Females	12664	12346

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	5291	5136
All Sets	10527	10527
All Individuals	12509	12176
Children 0-15	2423	2380
All Adults	10086	9796
Adult Males	4830	4676
Adult Females	5256	5120

ITV North-West / Border Macro	All Households	Total TV Households
All Households	7453	7202
All Sets	14721	14721
All Individuals	17638	17083
Children 0-15	3286	3176
All Adults	14352	13907
Adult Males	6944	6681
Adult Females	7408	7226

S4C	All Households	Total TV Households
All Households	5581	5442
All Sets	11531	11531
All Individuals	13048	12776
Children 0-15	2348	2311
All Adults	10700	10465
Adult Males	5179	5053
Adult Females	5521	5412

C4/Five South Macro Region	All Households	Total TV Households
All Households	14671	14219
All Sets	29281	29281
All Individuals	34879	33946
Children 0-15	6337	6201
All Adults	28542	27745
Adult Males	13801	13362
Adult Females	14741	14383

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	12066	11677
All Sets	23893	23893
All Individuals	28704	27846
Children 0-15	5492	5343
All Adults	23212	22503
Adult Males	11197	10795
Adult Females	12015	11708

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	6415	6124
All Sets	12535	12535
All Individuals	14111	13565
Children 0-15	2269	2196
All Adults	11842	11369
Adult Males	5735	5474
Adult Females	6107	5895

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 (Sep 2019)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 60.0

Date: 12/08/2019

Internal Use

Status: FINAL

Prepared for fieldwork month: September 2019

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Version Control

Changes included in this version:

Section	Question No	Description of changes to this version
9. Third HH	H130	New tenure question for recycled sample

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	

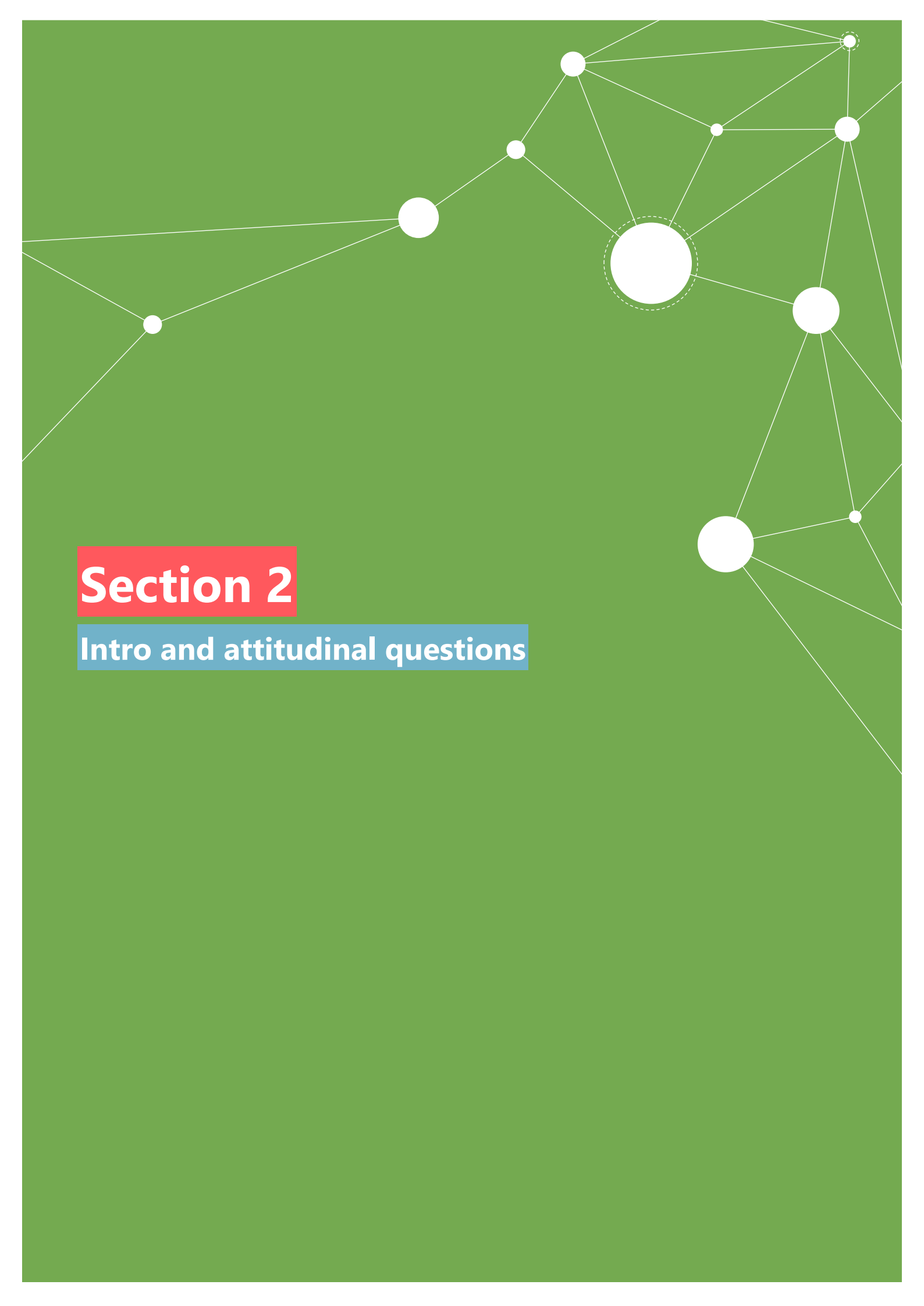
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

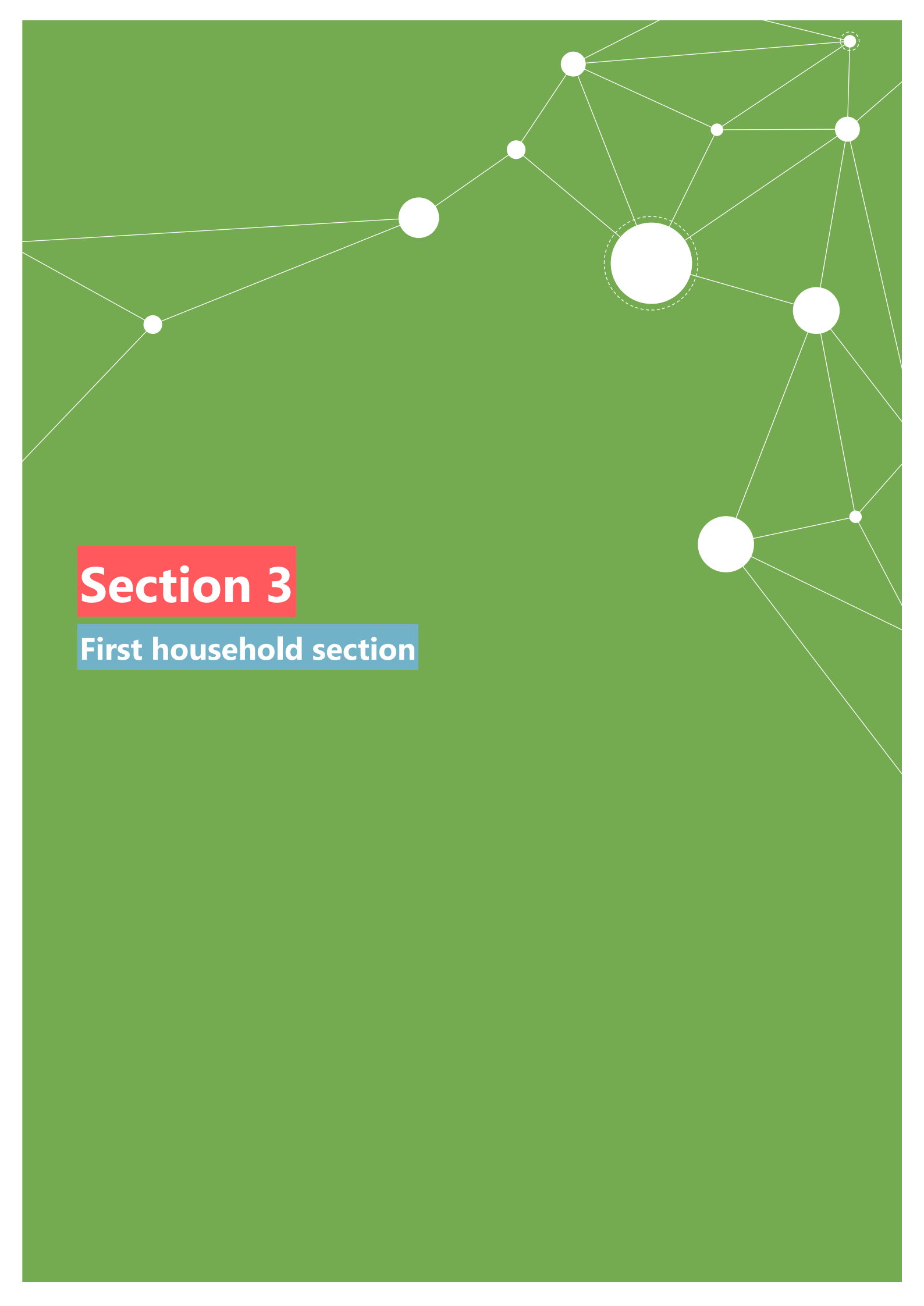
Intro and attitudinal questions

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 from Virgin Media or any other cable TV supplier? Note: this would mean that there is a cable running from a network in the street to a set top box connected to your TV set Yes No	SP
ASK IF CABLE IN HOME [H64=1]		
H127	Do you pay a monthly subscription for your Virgin Media or other cable TV service? SP Yes No Don't know	
ASK IF ANY SETS IN HOME [H8>0]		
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 (<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? NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G/5G. And includes any broadband connection shared with a neighbour Yes No Don't know	SP
FORCE EDIT: SET YES IF H114 IS 3G, 4G OR 5G MOBILE PHONE / 3G, 4G OR 5G INTERNET DEVICE / TABLET OR COMPUTER WITH 3G, 4G OR 5G SIM		
ASK IF BROADBAND CLAIM [H17=Yes]		
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, 4G or 5G mobile phone 3G, 4G or 5G mobile broadband device (Such as a Dongle) Tablet or Computer with a 3G, 4G or 5G 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? Yes No Don't know	SP

ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	SHOW SCREEN What type of internet access is this? Fixed line internet access via a router or Wi-Fi 3G, 4G or 5G mobile phone 3G, 4G or 5G mobile internet device (such as a dongle) Tablet or Computer with a 3G, 4G or 5G data SIM card 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/5G 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]

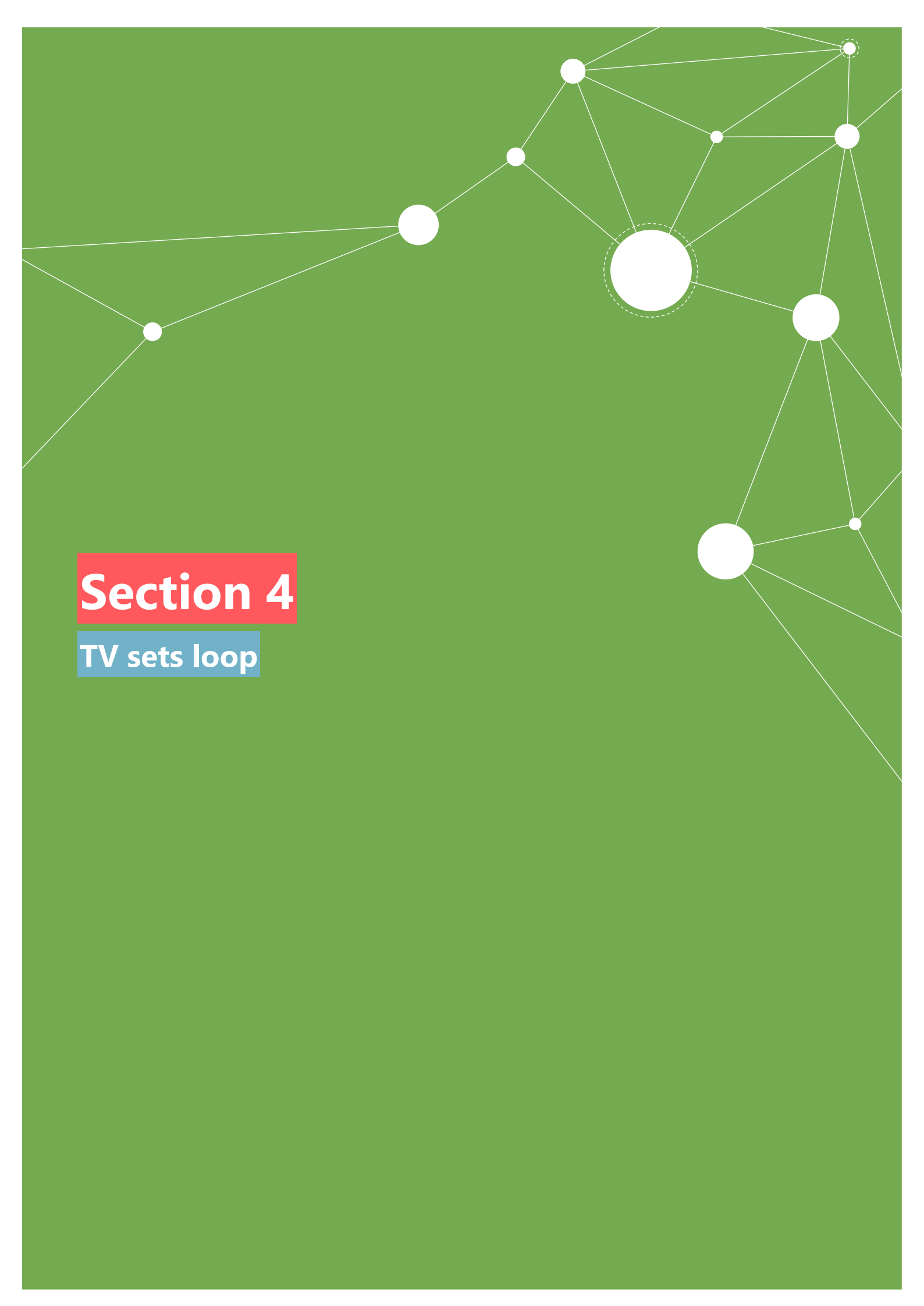
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer; do you, or does anyone in your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet; do you, or does anyone in your household, ever 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
------------	---	-----

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

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

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

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

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

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

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

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

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

Yes

No

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

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

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

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

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

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

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

Yes

No

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

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

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

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

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

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

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

Yes

No

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

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

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

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

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

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

S61 / S62 / S63 PERMIT EXTRA PLATFORMS TO BE CODED FOR ALL SETS

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

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H56, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)	
ASK IF NO PLATFORMS CLAIMED ON SET [S62=NO]	
S63	SHOW SCREEN MP Which methods are used to receive TV programmes on this set? NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE Virgin Media or another Cable TV service CODE S10a=YES AND H64=YES Satellite CODE S11a=YES AND H65=YES An aerial (known as Freeview <i>(in NI only)</i> or Saorview) (ROUTE ON ANY AERIAL) CODE S9a=YES, H66=YES BT TV CODE S55a =YES AND H112= BT TV TalkTalk CODE S54a=YES AND H112=TALKTALK Plusnet CODE S72a =YES AND H112=PLUSNET YouView CODE S67a =YES AND H112 =YOUVIEW A 'smart TV' with its own connection to the internet CODE S58a=YES, AND H68 = INTERNET a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV CODE S74a=YES AND H68=STB/DEVICE By connecting the TV set to a games console CODE S56a=YES AND H68=CONSOLE By connecting the TV set to a computer, tablet or smartphone CODE S57a =YES AND H68=COMPUTER Another TV supplier (Specify) 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 Virgin Media or another Cable TV service.

Can the cable box be used to record TV programmes?

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

NOTE: For a more detailed explanation select further information

- Yes – 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 Virgin Media?

NOTE: For a more detailed explanation select further information

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

FORCE EDIT: SET DK TO NO

ROTATE S69 and S68

ASK IF SATELLITE CLAIM ON SET

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

S69 SHOW SCREEN

SP

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

Do you receive your satellite TV services via Sky?

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

ASK IF SATELLITE CLAIM ON SET

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

S68 SHOW SCREEN

MP

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

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

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

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

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

TalkTalk

Plusnet

YouView

Now TV

Netflix

Amazon Prime / Amazon Prime Video

Satellite service provider not known

Other (Specify)

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

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

S80a INTERVIEWER PLEASE NOTE SP

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

[S80 platforms in list]

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

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

Yes – Continue

No – Return to S80

ASK IF S80 = SKY AND SKY NOT ALREADY ON SET

S69a SHOW SCREEN SP

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

Sky with subscription

Sky without subscription

Don't know

ASK IF S80 = FREESAT AND FREESAT NOT ALREADY ON SET

S68a SHOW SCREEN MP

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

Via a Freesat set top box

Via Freesat integrated into the TV set

Don't know

ASK IF SKY AND FREESAT CLAIM ON SET

[S69+S68 = YES (code 1 or 2)]

S71 SHOW SCREEN SP

[IF S70 is YES] In addition to the set top box that is **not** from Sky or Freesat you have said that this set also receives satellite TV from **BOTH** Sky and Freesat.

[IF S70 is No or DK] You have said that this set receives satellite TV from **BOTH** Sky and Freesat.

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

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

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

Yes
 No
 Don't know
 Further information

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

Yes
 No
 Don't know
 Further information

FORCE EDIT: SET DK TO NO

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

ASK IF SET RECEIVES TV BY 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.

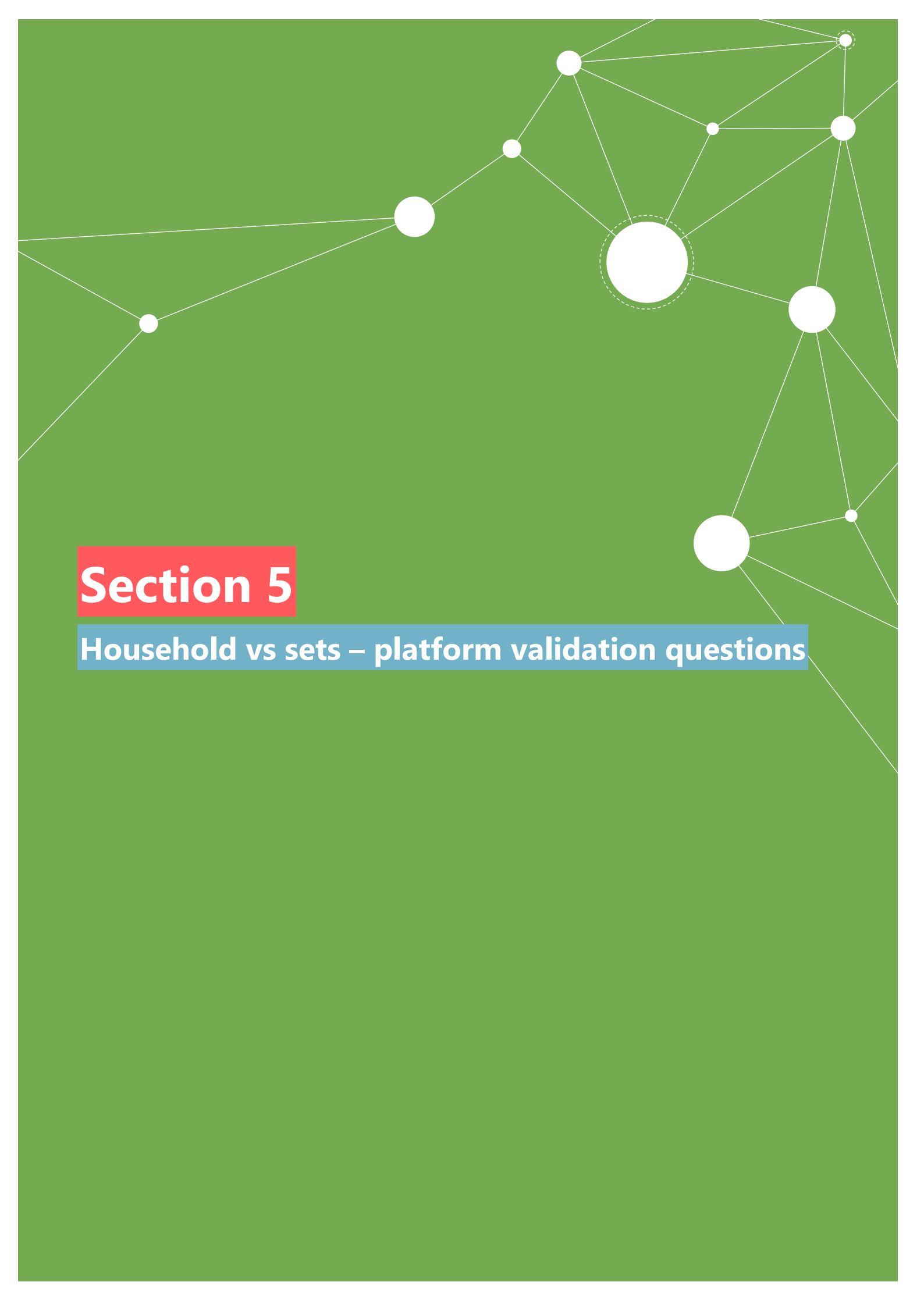
- Yes
- No
- Don't know

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

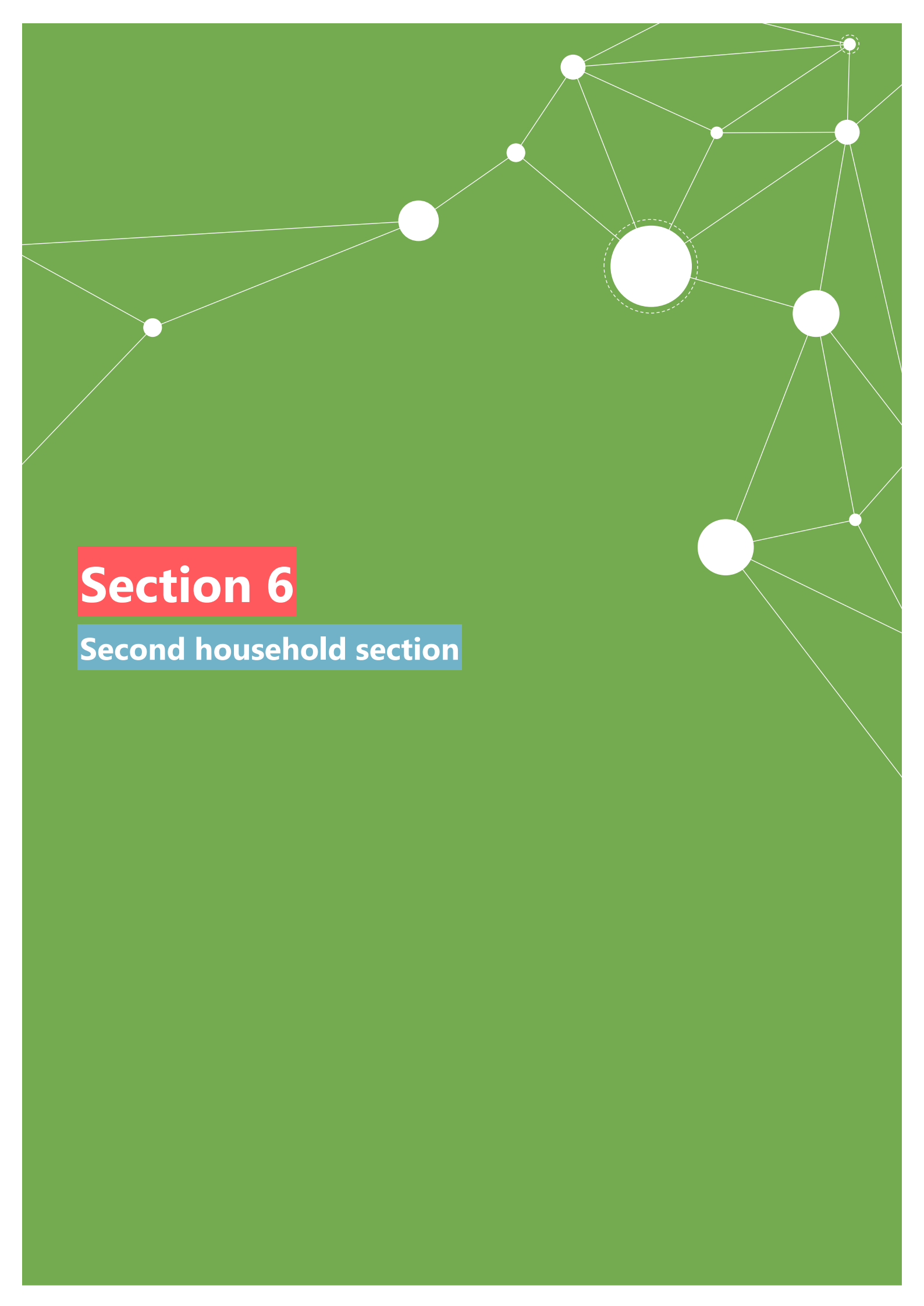
Household vs Sets – platform validation questions

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

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

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

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



Section 6

Second household section

Second household section

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

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

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

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

ES AND 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 Virgin Media subscription include any premium Sky Cinema or Sky Sports channels?

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

Yes - Sky Cinema (MP)

Yes - Sky Sports (MP)

Yes - both Sky Cinema and Sky Sports (SP)

No (SP)

Don't know (SP)

FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH**ES ONLY NOT ESR****ASK IF YOUVIEW / TALKTALK / BT / PLUSNET****[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

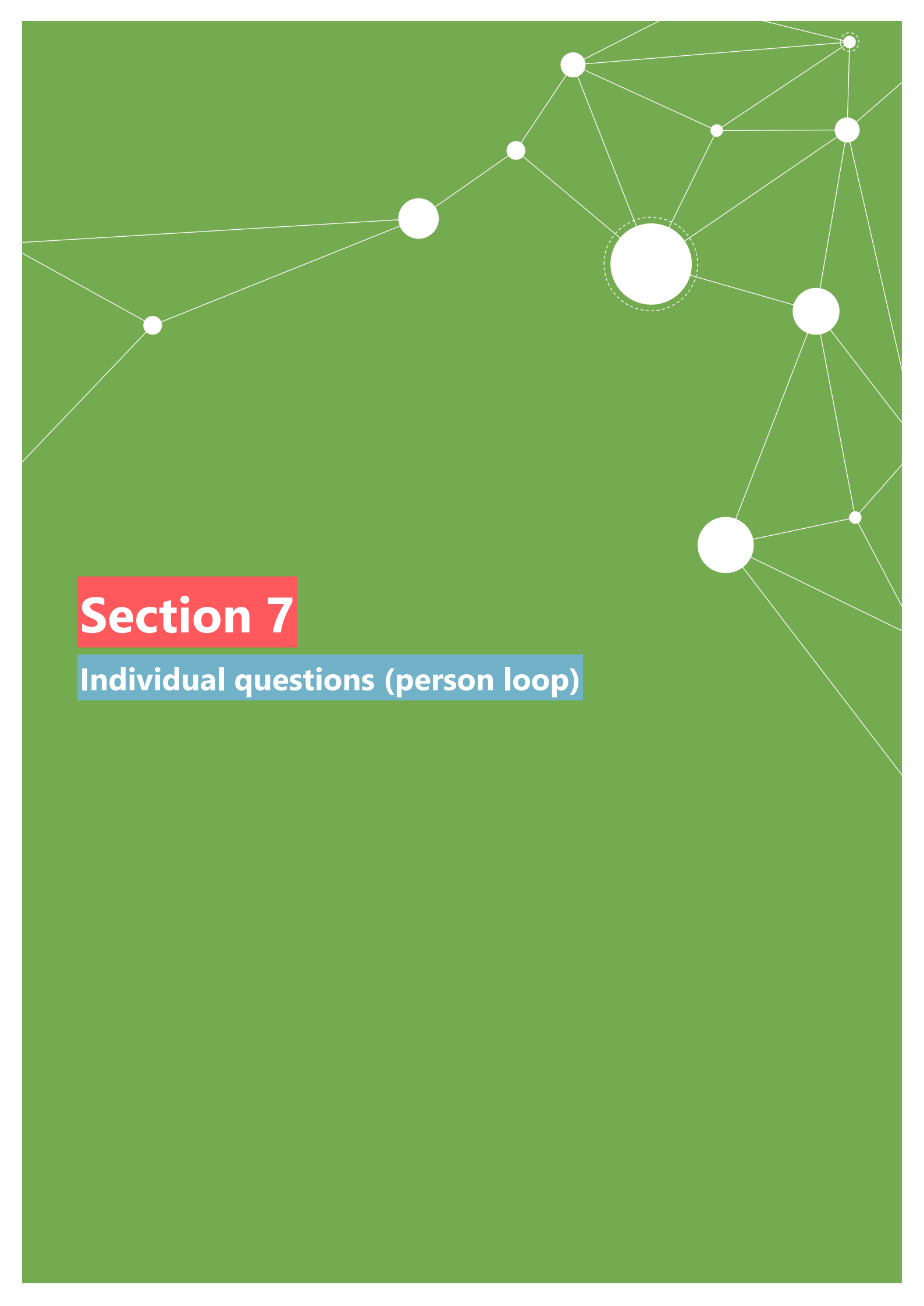
ES ONLY NOT ESR	
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]	
H126	SHOW SCREEN SP
Does your	
[Only Include Platforms received]	
Sky	
Virgin Media	
YouView	
BT TV	
Plusnet	
connection include access to the premium BT Sports channels via your TV set ?	
NOTE: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

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

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

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

ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H23	SHOW SCREEN	MP
Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets?		
- Nintendo Wii - Nintendo Wii U - Nintendo Switch - Other Nintendo - PS2 - PS3 - PS4 - Other PlayStation - Xbox - Xbox 360 - Xbox One / One S / One X - Any other games console - Don't know		
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H54	SHOW SCREEN	MP
Which of the following do you, or does anyone in your household, use your games console(s) for?		
- To play games - To connect to the internet - To watch TV programmes - To play DVD or Blu-ray discs - Other (specify) - None of these - Don't know		



Section 7

Individual questions (person loop)

Individual questions (person loop)

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

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

Start of person loop

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

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

P4	Record age group household member falls into (MAY NOT BE BLANK) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age	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 What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK)	SP
	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 At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?	SP
	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

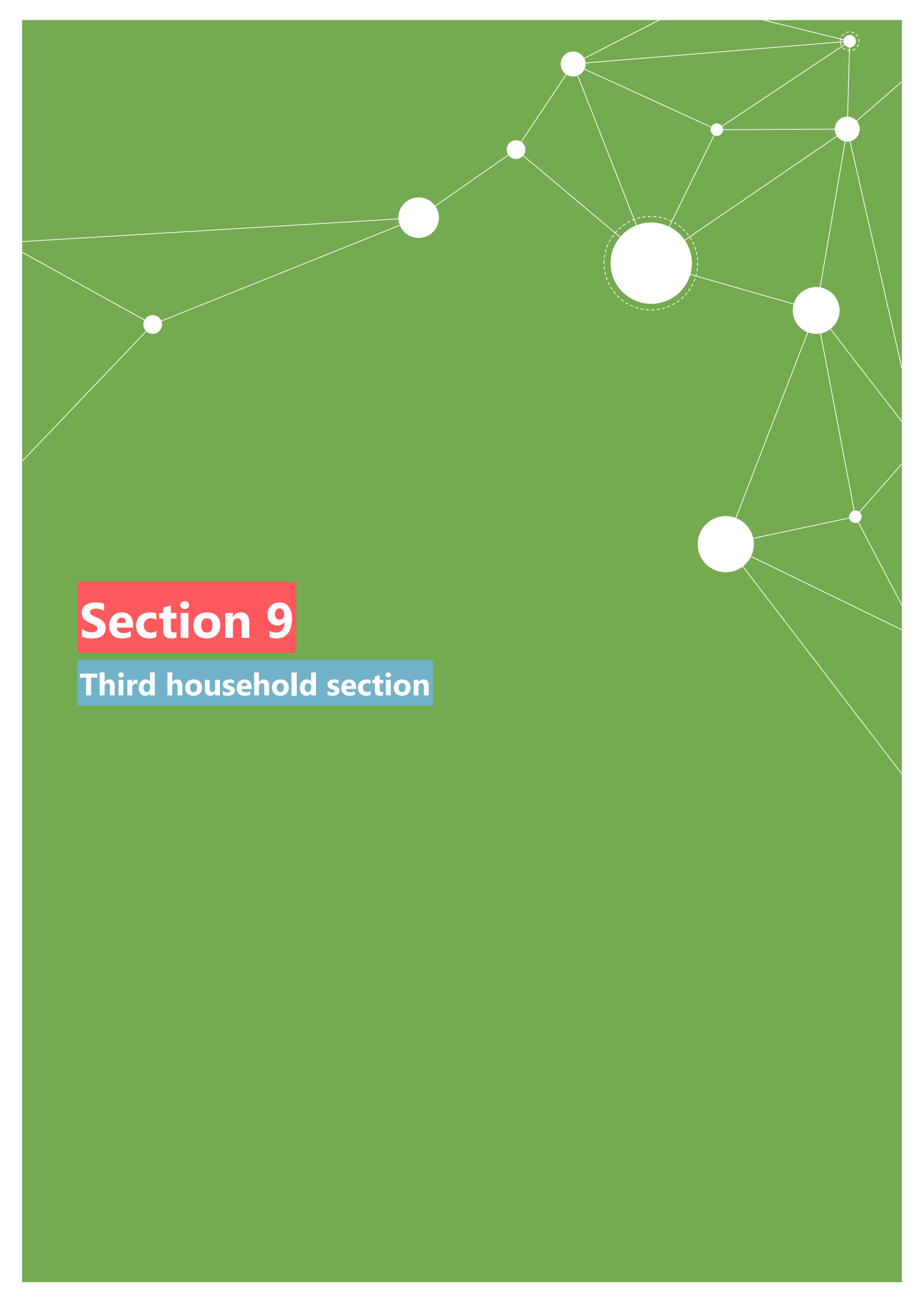
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS

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

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



Section 9

Third household section

Third household section

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

ES ONLY NOT ESR		
ASK IF more than one option chosen at H116		
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED		
H117	<u>SHOW SCREEN</u>	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	<u>SHOW SCREEN</u>	MP
IF 1 PERSON HOUSEHOLD		
Do you work in any of the following occupations?		
IF 2+ PERSON HOUSEHOLD		
Do you or does any member of your household work in any of the following occupations?		
TV programme production TV broadcasting, planning or scheduling Advertising or media sales for a broadcaster, publisher or online company Journalism for a broadcaster, newspaper, magazine or online publisher For an advertising or media agency For a market research company None of these		
ASK IF 2+ ADULTS IN HOME		
P3 >15 OR P4 NOT CODE 1		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over.		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME		
P3 >15 OR P4 NOT CODE 1		
H28	Which of the household members you have mentioned is mainly responsible for the household duties, such as grocery shopping, cooking and cleaning?	MP
This person must be aged 16 or over.		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		

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

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

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

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

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

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

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

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

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

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS –
- RESPONDENT IF THEY CLAIM TO BE CIE
- ELDEST IF RESPONDENT DOES NOT CLAIM TO BE CIE, IF THE SAME AGE LOWEST PERSON NUMBER IS THE CIE
IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE

IF MULTI PERSON HH [H55>1]	
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member <<INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED>> (IF NOT RESPONDENT).
ASK ALL	
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u> WRITE IN Don't know Prefer not to say
ASK ALL	
H35	What type of firm or organisation do (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7)) you (IF RESPONDENT) they (IF NOT RESPONDENT) work in? WRITE IN Don't know Prefer not to say
ASK ALL	
H36	What <u>is</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)) <u>was</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) the position held or job title? NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary. WRITE IN Don't know Prefer not to say
ASK ALL	
H37	Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT) you (IF RESPONDENT they (IF NOT RESPONDENT) self-employed? Yes No Don't know Prefer not to say
ASK IF SELF EMPLOYED [H37=YES]	
H38	How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)) you (IF RESPONDENT) they (IF NOT RESPONDENT) 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) If Yes at H104 In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their <i>[[if widowed at P5]</i> or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Prefer not to say	SP
ASK IF CIE IS RETIRED [P9= RETIRED]		
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Prefer not to say	SP
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]		
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN	
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Prefer not to say	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Prefer not to say	SP

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

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

CODE FOR ALL

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

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

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

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

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

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

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

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

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

ASK ALL		
ADD 2016	Can I ask you to confirm that I have your correct address details? DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION Yes No – amend address	SP
ASK RECYCLED SAMPLE ONLY		
H130	How long have you lived at this address? Less than 3 months 3 to 6 months 6 to 12 months Over 12 months	SP
ES ONLY NOT ESR		
ASK ALL		
H50	Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. The contact would be from a research company working on behalf of BARB. Yes No	SP
ES ONLY NOT ESR		
ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT		
H118	Thank you. BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK. We understand that you would prefer not to be recontacted on behalf of BARB generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part. Yes No Not Asked <i>[Extra code for interviewers who don't ask this question based on a very definite No at H50]</i>	SP

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

Recruitment re-engagement questions

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

ASK ALL SELECTED FOR RECRUITMENT

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

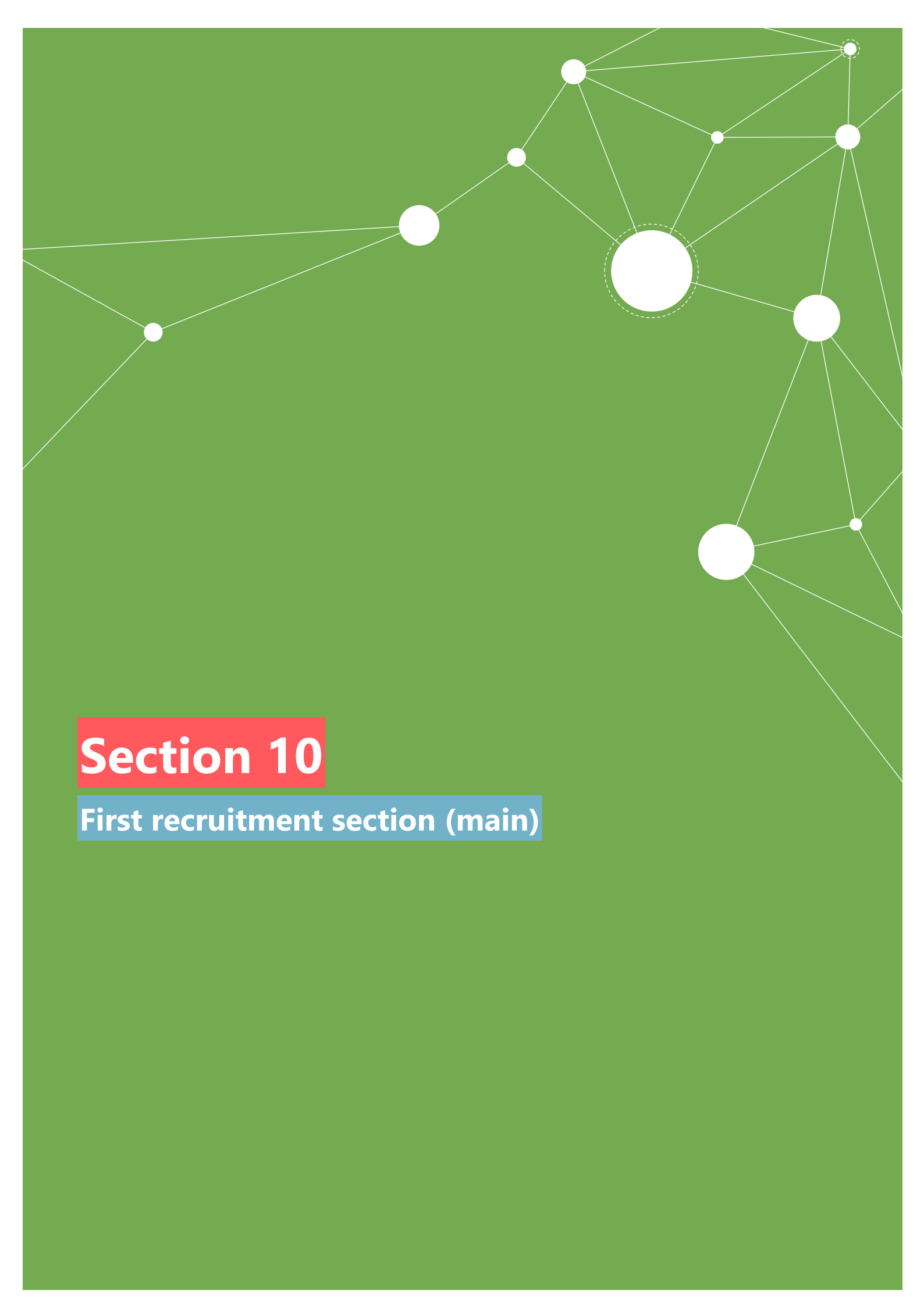
Yes

No

Don't Know

FOR ALL ANSWERS INTERVIEWER READ OUT

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



Section 10

First recruitment section (main)

First recruitment section (main)

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

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

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

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

IF 2+ PERSON HH

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

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

SP

PERSON 1 (RESPONDENT)

Could you give me your title?

PERSON 2-9

Could you give me their title?

Miss

Ms

Mrs

Mr

Dr

Sir

Lord

Lady

Reverend

Pastor

Vicar

Other (please specify)

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

ASK IF R38a = REVISIT

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

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

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

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

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

ASK IF 2+ ADULT HH

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

End of recruitment person loop

start of recruitment computer loop

ASK FOR ALL COMPUTERS IDENTIFIED AT H51																										
FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4																										
ASK IF H51>0																										
R13	HH WITH 1 COMPUTER/TABLET: intro I'd now like to ask some more questions about the computer / tablet in your household HH WITH 2+ COMPUTERS/TABLETS: COMPUTER 1: I'd now like to ask some more questions about each of the computers / tablets in your household. Starting with the first one... COMPUTER/TABLET 2, 3, 4 ETC. Now thinking about your second, third, fourth computer/tablet...																									
ASK IF ANY COPUTER CLAIMED AT H51 AND NOT ALL COMPUTERS ARE TABLETS [H51>0 AND H101 NOT = H51]																										
R13	SHOW SCREEN 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

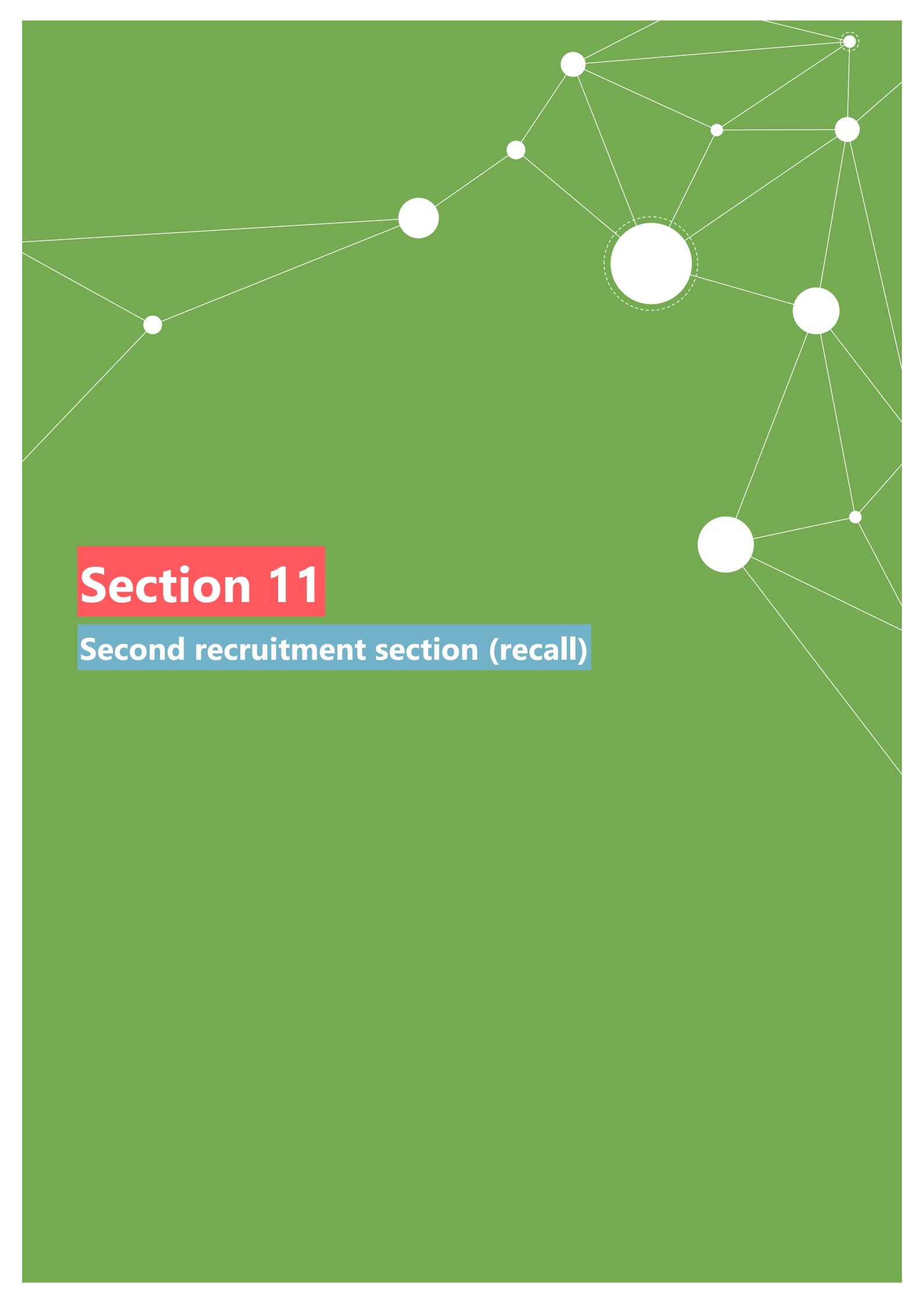
ASK ALL		
R22	Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation 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 020 3602 0717” - If you don’t hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on the same number 020 3602 0717 - INSALLATION DATE ARRANGED: once we have spoken to you and confirmed that you are happy to proceed the details you have provided will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
R24	INTERVIEWER: PLEASE CODE ALL THAT APPLY IN THE CHECKLIST BELOW Shown video of panel task Explained the incentives offered for taking part Left recruitment materials Explained that all TVs computers and tablets 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

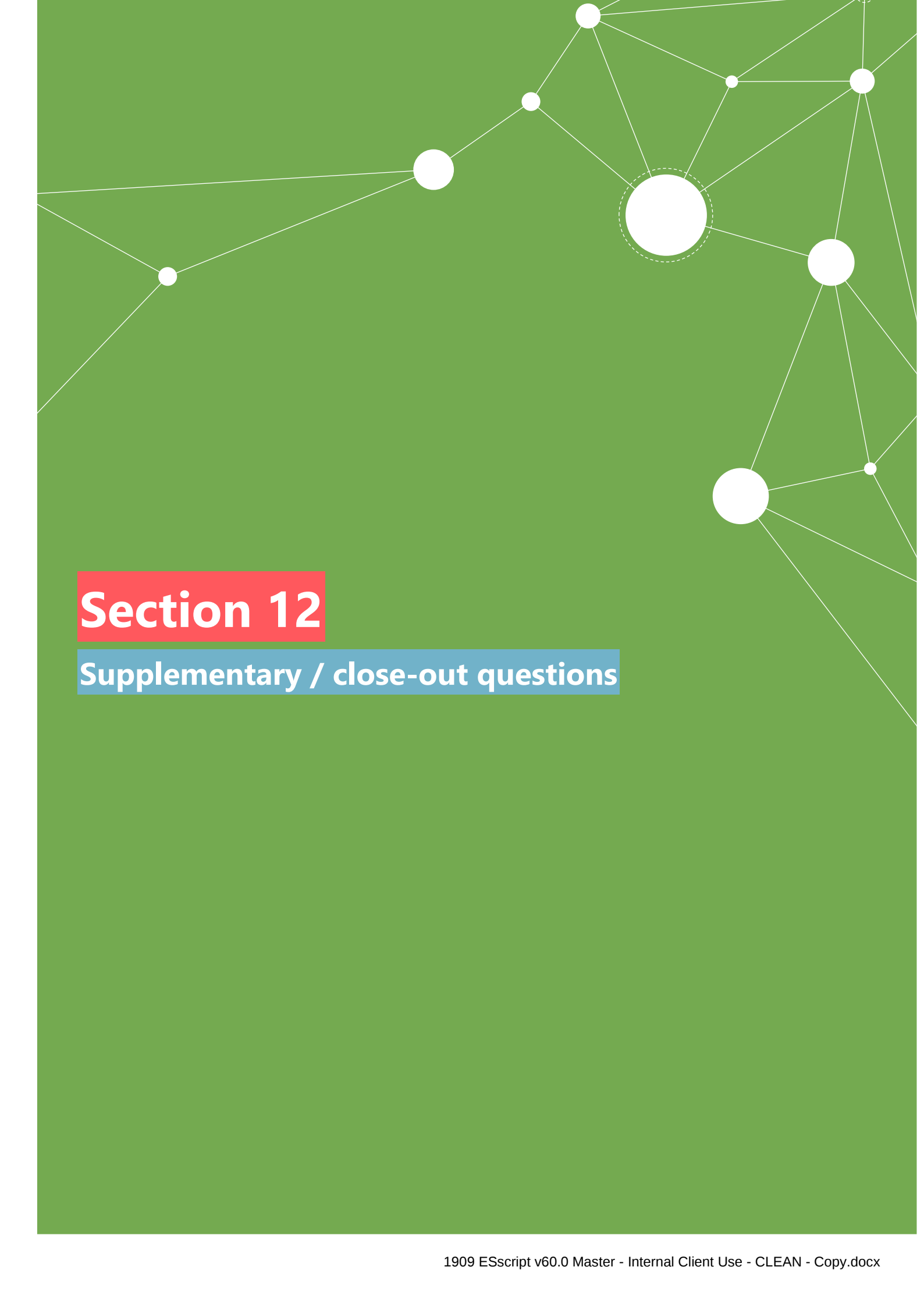
Second recruitment section (recall)

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 020 3602 0717– Display contact numbers held - If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on the same number 020 3602 0717 - 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