



BARB Establishment Survey

Quarterly Data Report

Total Network

Jan 2020 to Mar 2020

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



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

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

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

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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DATA PERIOD: QUARTERLY

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%H (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
AB	7451	7150	3043	1042	4593	1861	2732	7218
%V	26.3%	26.7%	30.0%	26.3%	26.5%	30.0%	24.5%	28.6%
%H (All HH)		96.0%	40.8%	14.0%	61.6%	25.0%	36.7%	96.9%
%H (TV HH)			42.6%	14.6%	64.2%	26.0%	38.2%	
C1	8404	7911	3069	1220	5073	1924	3149	7764
%V	29.7%	29.6%	30.2%	30.7%	29.2%	31.0%	28.2%	30.8%
%H (All HH)		94.1%	36.5%	14.5%	60.4%	22.9%	37.5%	92.4%
%H (TV HH)			38.8%	15.4%	64.1%	24.3%	39.8%	
C2	5453	5262	2033	814	3453	1288	2164	4887
%V	19.3%	19.7%	20.0%	20.5%	19.9%	20.8%	19.4%	19.4%
%H (All HH)		96.5%	37.3%	14.9%	63.3%	23.6%	39.7%	89.6%
%H (TV HH)			38.6%	15.5%	65.6%	24.5%	41.1%	
D	4117	3748	1260	578	2346	691	1655	3408
%V	14.5%	14.0%	12.4%	14.6%	13.5%	11.1%	14.8%	13.5%
%H (All HH)		91.0%	30.6%	14.0%	57.0%	16.8%	40.2%	82.8%
%H (TV HH)			33.6%	15.4%	62.6%	18.4%	44.2%	
E	2880	2663	748	315	1894	437	1457	1939
%V	10.2%	10.0%	7.4%	7.9%	10.9%	7.0%	13.1%	7.7%
%H (All HH)		92.5%	26.0%	10.9%	65.8%	15.2%	50.6%	67.3%
%H (TV HH)			28.1%	11.8%	71.1%	16.4%	54.7%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

Household level data

Table 2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%V (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
Under 25	961	742	169	102	382	116	266	917
%V	3.4%	2.8%	1.7%	2.6%	2.2%	1.9%	2.4%	3.6%
%H (All HH)		77.2%	17.6%	10.6%	39.8%	12.1%	27.7%	95.4%
%H (TV HH)			22.8%	13.7%	51.5%	15.6%	35.8%	
25 - 34	4316	3822	1376	522	1927	609	1318	4191
%V	15.2%	14.3%	13.6%	13.2%	11.1%	9.8%	11.8%	16.6%
%H (All HH)		88.6%	31.9%	12.1%	44.6%	14.1%	30.5%	97.1%
%H (TV HH)			36.0%	13.7%	50.4%	15.9%	34.5%	
35 - 44	4743	4429	1784	741	2397	909	1488	4642
%V	16.8%	16.6%	17.6%	18.7%	13.8%	14.7%	13.3%	18.4%
%H (All HH)		93.4%	37.6%	15.6%	50.5%	19.2%	31.4%	97.9%
%H (TV HH)			40.3%	16.7%	54.1%	20.5%	33.6%	
45 - 54	5179	4941	2244	861	3099	1395	1704	5015
%V	18.3%	18.5%	22.1%	21.7%	17.9%	22.5%	15.3%	19.9%
%H (All HH)		95.4%	43.3%	16.6%	59.8%	26.9%	32.9%	96.8%
%H (TV HH)			45.4%	17.4%	62.7%	28.2%	34.5%	
55 - 64	4993	4834	1998	861	3353	1450	1903	4680
%V	17.6%	18.1%	19.7%	21.7%	19.3%	23.4%	17.1%	18.6%
%H (All HH)		96.8%	40.0%	17.2%	67.2%	29.0%	38.1%	93.7%
%H (TV HH)			41.3%	17.8%	69.4%	30.0%	39.4%	
65 +	8114	7966	2582	881	6200	1723	4477	5773
%V	28.7%	29.8%	25.4%	22.2%	35.7%	27.8%	40.1%	22.9%
%H (All HH)		98.2%	31.8%	10.9%	76.4%	21.2%	55.2%	71.1%
%H (TV HH)			32.4%	11.1%	77.8%	21.6%	56.2%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

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Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%H (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
1	8761	7998	2298	900	5833	1345	4488	6387
%V	31.0%	29.9%	22.6%	22.7%	33.6%	21.7%	40.2%	25.3%
%H (All HH)		91.3%	26.2%	10.3%	66.6%	15.4%	51.2%	72.9%
%H (TV HH)			28.7%	11.3%	72.9%	16.8%	56.1%	
2	9427	9020	3589	1251	6052	2321	3731	8846
%V	33.3%	33.7%	35.3%	31.5%	34.9%	37.4%	33.4%	35.1%
%H (All HH)		95.7%	38.1%	13.3%	64.2%	24.6%	39.6%	93.8%
%H (TV HH)			39.8%	13.9%	67.1%	25.7%	41.4%	
3	4474	4297	1768	896	2575	1210	1366	4397
%V	15.8%	16.1%	17.4%	22.6%	14.8%	19.5%	12.2%	17.4%
%H (All HH)		96.0%	39.5%	20.0%	57.6%	27.0%	30.5%	98.3%
%H (TV HH)			41.1%	20.9%	59.9%	28.2%	31.8%	
4	3856	3723	1726	640	2065	953	1112	3823
%V	13.6%	13.9%	17.0%	16.1%	11.9%	15.4%	10.0%	15.2%
%H (All HH)		96.6%	44.8%	16.6%	53.6%	24.7%	28.8%	99.1%
%H (TV HH)			46.4%	17.2%	55.5%	25.6%	29.9%	
5+	1789	1695	772	282	833	374	460	1765
%V	6.3%	6.3%	7.6%	7.1%	4.8%	6.0%	4.1%	7.0%
%H (All HH)		94.7%	43.2%	15.8%	46.6%	20.9%	25.7%	98.7%
%H (TV HH)			45.5%	16.6%	49.1%	22.1%	27.1%	
Average HH size	2.34	2.36	2.55	2.57	2.21	2.49	2.06	2.46

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%H (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
Without	20929	19614	7156	2709	13482	4600	8882	17933
%V	73.9%	73.4%	70.5%	68.3%	77.7%	74.2%	79.6%	71.1%
%H (All HH)		93.7%	34.2%	12.9%	64.4%	22.0%	42.4%	85.7%
%H (TV HH)			36.5%	13.8%	68.7%	23.5%	45.3%	
With	7377	7119	2996	1259	3877	1603	2275	7284
%V	26.1%	26.6%	29.5%	31.7%	22.3%	25.8%	20.4%	28.9%
%H (All HH)		96.5%	40.6%	17.1%	52.6%	21.7%	30.8%	98.7%
%H (TV HH)			42.1%	17.7%	54.5%	22.5%	32.0%	
0 - 3	2661	2544	980	377	1385	488	896	2622
%V	9.4%	9.5%	9.7%	9.5%	8.0%	7.9%	8.0%	10.4%
%H (All HH)		95.6%	36.8%	14.2%	52.0%	18.3%	33.7%	98.5%
%H (TV HH)			38.5%	14.8%	54.4%	19.2%	35.2%	
4 - 9	3815	3647	1594	620	1886	801	1086	3758
%V	13.5%	13.6%	15.7%	15.6%	10.9%	12.9%	9.7%	14.9%
%H (All HH)		95.6%	41.8%	16.3%	49.4%	21.0%	28.5%	98.5%
%H (TV HH)			43.7%	17.0%	51.7%	22.0%	29.8%	
10 - 15	3577	3476	1510	693	1931	849	1083	3543
%V	12.6%	13.0%	14.9%	17.5%	11.1%	13.7%	9.7%	14.1%
%H (All HH)		97.2%	42.2%	19.4%	54.0%	23.7%	30.3%	99.0%
%H (TV HH)			43.4%	19.9%	55.6%	24.4%	31.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%H (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
1	11382	11382	3249	1407	6893	1238	5655	9408
%V	40.2%	42.6%	32.0%	35.4%	39.7%	20.0%	50.7%	37.3%
%H (All HH)		100.0%	28.5%	12.4%	60.6%	10.9%	49.7%	82.7%
%H (TV HH)			28.5%	12.4%	60.6%	10.9%	49.7%	
2	8737	8737	3563	1451	5798	2336	3462	8049
%V	30.9%	32.7%	35.1%	36.6%	33.4%	37.7%	31.0%	31.9%
%H (All HH)		100.0%	40.8%	16.6%	66.4%	26.7%	39.6%	92.1%
%H (TV HH)			40.8%	16.6%	66.4%	26.7%	39.6%	
3	4000	4000	1871	696	2785	1461	1324	3885
%V	14.1%	15.0%	18.4%	17.5%	16.0%	23.6%	11.9%	15.4%
%H (All HH)		100.0%	46.8%	17.4%	69.6%	36.5%	33.1%	97.1%
%H (TV HH)			46.8%	17.4%	69.6%	36.5%	33.1%	
4	1746	1746	953	275	1267	755	513	1718
%V	6.2%	6.5%	9.4%	6.9%	7.3%	12.2%	4.6%	6.8%
%H (All HH)		100.0%	54.6%	15.8%	72.6%	43.2%	29.4%	98.4%
%H (TV HH)			54.6%	15.8%	72.6%	43.2%	29.4%	
5+	867	867	517	140	615	412	203	867
%V	3.1%	3.2%	5.1%	3.5%	3.5%	6.6%	1.8%	3.4%
%H (All HH)		100.0%	59.6%	16.1%	70.9%	47.5%	23.4%	100.0%
%H (TV HH)			59.6%	16.1%	70.9%	47.5%	23.4%	

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: QUARTERLY

Jan - Mar 2020

Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%V (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
Under 20"	2109	2109	807	234	1730	695	1035	1899
%V	7.5%	7.9%	7.9%	5.9%	10.0%	11.2%	9.3%	7.5%
%H (All HH)		100.0%	38.3%	11.1%	82.0%	33.0%	49.1%	90.0%
%H (TV HH)			38.3%	11.1%	82.0%	33.0%	49.1%	
20" - 29"	7083	7083	2613	983	5388	2076	3313	6205
%V	25.0%	26.5%	25.7%	24.8%	31.0%	33.5%	29.7%	24.6%
%H (All HH)		100.0%	36.9%	13.9%	76.1%	29.3%	46.8%	87.6%
%H (TV HH)			36.9%	13.9%	76.1%	29.3%	46.8%	
30" - 39"	12731	12731	4944	1847	8771	3299	5472	11345
%V	45.0%	47.6%	48.7%	46.5%	50.5%	53.2%	49.0%	45.0%
%H (All HH)		100.0%	38.8%	14.5%	68.9%	25.9%	43.0%	89.1%
%H (TV HH)			38.8%	14.5%	68.9%	25.9%	43.0%	
40" - 49"	13630	13630	5835	2266	8575	3702	4872	12837
%V	48.2%	51.0%	57.5%	57.1%	49.4%	59.7%	43.7%	50.9%
%H (All HH)		100.0%	42.8%	16.6%	62.9%	27.2%	35.7%	94.2%
%H (TV HH)			42.8%	16.6%	62.9%	27.2%	35.7%	
50" - 59"	5780	5780	2804	973	3399	1736	1663	5623
%V	20.4%	21.6%	27.6%	24.5%	19.6%	28.0%	14.9%	22.3%
%H (All HH)		100.0%	48.5%	16.8%	58.8%	30.0%	28.8%	97.3%
%H (TV HH)			48.5%	16.8%	58.8%	30.0%	28.8%	
60"+	1016	1016	571	181	553	326	227	1010
%V	3.6%	3.8%	5.6%	4.6%	3.2%	5.3%	2.0%	4.0%
%H (All HH)		100.0%	56.2%	17.8%	54.4%	32.1%	22.3%	99.4%
%H (TV HH)			56.2%	17.8%	54.4%	32.1%	22.3%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY
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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%H (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
Main living room	26409	26409	10071	3930	17171	6165	11005	23637
%V	93.3%	98.8%	99.2%	99.0%	98.9%	99.4%	98.6%	93.7%
%H (All HH)		100.0%	38.1%	14.9%	65.0%	23.3%	41.7%	89.5%
%H (TV HH)			38.1%	14.9%	65.0%	23.3%	41.7%	
Kitchen	3087	3087	1517	363	2452	1253	1199	2934
%V	10.9%	11.5%	14.9%	9.1%	14.1%	20.2%	10.7%	11.6%
%H (All HH)		100.0%	49.1%	11.8%	79.4%	40.6%	38.8%	95.0%
%H (TV HH)			49.1%	11.8%	79.4%	40.6%	38.8%	
Adult's bedroom	11683	11683	5367	1961	7910	3881	4029	11039
%V	41.3%	43.7%	52.9%	49.4%	45.6%	62.6%	36.1%	43.8%
%H (All HH)		100.0%	45.9%	16.8%	67.7%	33.2%	34.5%	94.5%
%H (TV HH)			45.9%	16.8%	67.7%	33.2%	34.5%	
Child's bedroom	2156	2156	1047	402	1284	682	603	2134
%V	7.6%	8.1%	10.3%	10.1%	7.4%	11.0%	5.4%	8.5%
%H (All HH)		100.0%	48.6%	18.6%	59.6%	31.6%	28.0%	99.0%
%H (TV HH)			48.6%	18.6%	59.6%	31.6%	28.0%	
Other bedroom	1569	1569	729	249	1197	640	557	1504
%V	5.5%	5.9%	7.2%	6.3%	6.9%	10.3%	5.0%	6.0%
%H (All HH)		100.0%	46.5%	15.9%	76.3%	40.8%	35.5%	95.9%
%H (TV HH)			46.5%	15.9%	76.3%	40.8%	35.5%	
Second living/dining room	2511	2511	1226	393	1784	917	867	2441
%V	8.9%	9.4%	12.1%	9.9%	10.3%	14.8%	7.8%	9.7%
%H (All HH)		100.0%	48.8%	15.7%	71.0%	36.5%	34.5%	97.2%
%H (TV HH)			48.8%	15.7%	71.0%	36.5%	34.5%	
Study/office	425	425	192	60	303	134	169	417
%V	1.5%	1.6%	1.9%	1.5%	1.7%	2.2%	1.5%	1.7%
%H (All HH)		100.0%	45.2%	14.1%	71.3%	31.5%	39.8%	98.1%
%H (TV HH)			45.2%	14.1%	71.3%	31.5%	39.8%	
TV room	249	249	129	25	164	80	85	245
%V	0.9%	0.9%	1.3%	0.6%	0.9%	1.3%	0.8%	1.0%
%H (All HH)		100.0%	51.8%	10.0%	65.9%	32.1%	34.1%	98.4%
%H (TV HH)			51.8%	10.0%	65.9%	32.1%	34.1%	
Conservatory	560	560	247	92	442	218	224	535
%V	2.0%	2.1%	2.4%	2.3%	2.5%	3.5%	2.0%	2.1%
%H (All HH)		100.0%	44.1%	16.4%	78.9%	38.9%	40.0%	95.5%
%H (TV HH)			44.1%	16.4%	78.9%	38.9%	40.0%	
Attic or loft room	53	53	24	14	33	25	7	53
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	45.3%	26.4%	62.3%	47.2%	13.2%	100.0%
%H (TV HH)			45.3%	26.4%	62.3%	47.2%	13.2%	
No specific location	18	18	10	4	14	6	8	18
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	55.6%	22.2%	77.8%	33.3%	44.4%	100.0%
%H (TV HH)			55.6%	22.2%	77.8%	33.3%	44.4%	
Other	275	275	126	48	195	94	102	272
%V	1.0%	1.0%	1.2%	1.2%	1.1%	1.5%	0.9%	1.1%
%H (All HH)		100.0%	45.8%	17.5%	70.9%	34.2%	37.1%	98.9%
%H (TV HH)			45.8%	17.5%	70.9%	34.2%	37.1%	

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: QUARTERLY

Jan - Mar 2020

Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%V (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
Any DSAT provider	10153	10153	10153	199	4600	4600	0	9675
%V	35.9%	38.0%	100.0%	5.0%	26.5%	74.2%	0.0%	38.4%
%H (All HH)			100.0%	2.0%	45.3%	45.3%	0.0%	95.3%
%H (TV HH)			100.0%	2.0%	45.3%	45.3%	0.0%	
Sky with subscription	8482	8482	8482	86	3785	3785	0	8126
%V	30.0%	31.7%	83.5%	2.2%	21.8%	61.0%	0.0%	32.2%
%H (All HH)			100.0%	1.0%	44.6%	44.6%	0.0%	95.8%
%H (TV HH)			100.0%	1.0%	44.6%	44.6%	0.0%	
Sky without subscription	334	334	334	12	133	133	0	298
%V	1.2%	1.2%	3.3%	0.3%	0.8%	2.1%	0.0%	1.2%
%H (All HH)			100.0%	3.6%	39.8%	39.8%	0.0%	89.2%
%H (TV HH)			100.0%	3.6%	39.8%	39.8%	0.0%	
Freesat	1186	1186	1186	37	645	645	0	1129
%V	4.2%	4.4%	11.7%	0.9%	3.7%	10.4%	0.0%	4.5%
%H (All HH)			100.0%	3.1%	54.4%	54.4%	0.0%	95.2%
%H (TV HH)			100.0%	3.1%	54.4%	54.4%	0.0%	
Other satellite provider	709	709	709	77	403	403	0	667
%V	2.5%	2.7%	7.0%	1.9%	2.3%	6.5%	0.0%	2.6%
%H (All HH)			100.0%	10.9%	56.8%	56.8%	0.0%	94.1%
%H (TV HH)			100.0%	10.9%	56.8%	56.8%	0.0%	
DCAB	3969	3969	199	3969	1693	1693	0	3829
%V	14.0%	14.8%	2.0%	100.0%	9.8%	27.3%	0.0%	15.2%
%H (All HH)			5.0%	100.0%	42.7%	42.7%	0.0%	96.5%
%H (TV HH)			5.0%	100.0%	42.7%	42.7%	0.0%	
DTT	17359	17359	4600	1693	17359	6202	11157	14993
%V	61.3%	64.9%	45.3%	42.7%	100.0%	100.0%	100.0%	59.5%
%H (All HH)		100.0%	26.5%	9.8%	100.0%	35.7%	64.3%	86.4%
%H (TV HH)			26.5%	9.8%	100.0%	35.7%	64.3%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%V (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
PVR	15907	15907	9191	3735	8882	5741	3141	15126
%V	56.2%	59.5%	90.5%	94.1%	51.2%	92.6%	28.2%	60.0%
%H (All HH)		100.0%	57.8%	23.5%	55.8%	36.1%	19.7%	95.1%
%H (TV HH)			57.8%	23.5%	55.8%	36.1%	19.7%	
DVDR	253	253	117	33	203	100	103	235
%V	0.9%	0.9%	1.2%	0.8%	1.2%	1.6%	0.9%	0.9%
%H (All HH)		100.0%	46.2%	13.0%	80.2%	39.5%	40.7%	92.9%
%H (TV HH)			46.2%	13.0%	80.2%	39.5%	40.7%	
VCR	117	117	23	22	100	29	72	105
%V	0.4%	0.4%	0.2%	0.6%	0.6%	0.5%	0.6%	0.4%
%H (All HH)		100.0%	19.7%	18.8%	85.5%	24.8%	61.5%	89.7%
%H (TV HH)			19.7%	18.8%	85.5%	24.8%	61.5%	
Any recorder	16094	16094	9198	3745	9044	5750	3294	15285
%V	56.9%	60.2%	90.6%	94.4%	52.1%	92.7%	29.5%	60.6%
%H (All HH)		100.0%	57.2%	23.3%	56.2%	35.7%	20.5%	95.0%
%H (TV HH)			57.2%	23.3%	56.2%	35.7%	20.5%	
Receives HDTV (via STB or built-in reception)	19327	19327	8902	3544	12746	5675	7070	18049
%V	68.3%	72.3%	87.7%	89.3%	73.4%	91.5%	63.4%	71.6%
%H (All HH)		100.0%	46.1%	18.3%	65.9%	29.4%	36.6%	93.4%
%H (TV HH)			46.1%	18.3%	65.9%	29.4%	36.6%	
DVD/Blu-ray player or recorder	15002	15002	6042	2312	9997	4004	5993	13940
%V	53.0%	56.1%	59.5%	58.3%	57.6%	64.6%	53.7%	55.3%
%H (All HH)		100.0%	40.3%	15.4%	66.6%	26.7%	39.9%	92.9%
%H (TV HH)			40.3%	15.4%	66.6%	26.7%	39.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28306	26733	10153	3969	17359	6202	11157	25217
%H (All HH)		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%
%H (TV HH)			38.0%	14.8%	64.9%	23.2%	41.7%	
Has broadband internet	25217	23927	9675	3829	14993	5977	9016	25217
%V	89.1%	89.5%	95.3%	96.5%	86.4%	96.4%	80.8%	100.0%
%H (All HH)		94.9%	38.4%	15.2%	59.5%	23.7%	35.8%	100.0%
%H (TV HH)			40.4%	16.0%	62.7%	25.0%	37.7%	
Number of computers (PCs and laptops)								
0	5053	4607	1091	358	3453	551	2902	2167
%V	17.9%	17.2%	10.7%	9.0%	19.9%	8.9%	26.0%	8.6%
%H (All HH)		91.2%	21.6%	7.1%	68.3%	10.9%	57.4%	42.9%
%H (TV HH)			23.7%	7.8%	75.0%	12.0%	63.0%	
1	7768	7226	2600	1024	4647	1469	3177	7608
%V	27.4%	27.0%	25.6%	25.8%	26.8%	23.7%	28.5%	30.2%
%H (All HH)		93.0%	33.5%	13.2%	59.8%	18.9%	40.9%	97.9%
%H (TV HH)			36.0%	14.2%	64.3%	20.3%	44.0%	
2	6925	6680	2648	1128	4287	1755	2532	6891
%V	24.5%	25.0%	26.1%	28.4%	24.7%	28.3%	22.7%	27.3%
%H (All HH)		96.5%	38.2%	16.3%	61.9%	25.3%	36.6%	99.5%
%H (TV HH)			39.6%	16.9%	64.2%	26.3%	37.9%	
3	3943	3773	1670	621	2349	1060	1289	3936
%V	13.9%	14.1%	16.4%	15.6%	13.5%	17.1%	11.6%	15.6%
%H (All HH)		95.7%	42.4%	15.7%	59.6%	26.9%	32.7%	99.8%
%H (TV HH)			44.3%	16.5%	62.3%	28.1%	34.2%	
4	2230	2137	1020	377	1280	612	668	2230
%V	7.9%	8.0%	10.0%	9.5%	7.4%	9.9%	6.0%	8.8%
%H (All HH)		95.8%	45.7%	16.9%	57.4%	27.4%	30.0%	100.0%
%H (TV HH)			47.7%	17.6%	59.9%	28.6%	31.3%	
5+	2387	2310	1125	463	1343	755	589	2384
%V	8.4%	8.6%	11.1%	11.7%	7.7%	12.2%	5.3%	9.5%
%H (All HH)		96.8%	47.1%	19.4%	56.3%	31.6%	24.7%	99.9%
%H (TV HH)			48.7%	20.0%	58.1%	32.7%	25.5%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52565	22586	8273	35268	15558	19710	48755
%H		43.0%	15.7%	67.1%	29.6%	37.5%	92.8%
Under 20"	2455	941	267	2025	817	1208	2227
%V	4.7%	4.2%	3.2%	5.7%	5.3%	6.1%	4.6%
%H		38.3%	10.9%	82.5%	33.3%	49.2%	90.7%
20" - 29"	8892	3445	1250	6817	2810	4006	7896
%V	16.9%	15.3%	15.1%	19.3%	18.1%	20.3%	16.2%
%H		38.7%	14.1%	76.7%	31.6%	45.1%	88.8%
30" - 39"	16257	6630	2526	11176	4657	6519	14738
%V	30.9%	29.4%	30.5%	31.7%	29.9%	33.1%	30.2%
%H		40.8%	15.5%	68.7%	28.6%	40.1%	90.7%
40" - 49"	16546	7350	2780	10419	4752	5666	15727
%V	31.5%	32.5%	33.6%	29.5%	30.5%	28.7%	32.3%
%H		44.4%	16.8%	63.0%	28.7%	34.2%	95.1%
50" - 59"	6664	3320	1140	3913	2072	1842	6493
%V	12.7%	14.7%	13.8%	11.1%	13.3%	9.3%	13.3%
%H		49.8%	17.1%	58.7%	31.1%	27.6%	97.4%
60"+	1128	657	206	599	363	236	1122
%V	2.1%	2.9%	2.5%	1.7%	2.3%	1.2%	2.3%
%H		58.2%	18.3%	53.1%	32.2%	20.9%	99.5%
Don't know	623	244	103	320	87	233	551
%V	1.2%	1.1%	1.2%	0.9%	0.6%	1.2%	1.1%
%H		39.2%	16.5%	51.4%	14.0%	37.4%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

Jan - Mar 2020

Set level data
Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52565	22586	8273	35268	15558	19710	48755
%H		43.0%	15.7%	67.1%	29.6%	37.5%	92.8%
Main living room	26588	10132	3967	17285	6214	11071	23811
%V	50.6%	44.9%	48.0%	49.0%	39.9%	56.2%	48.8%
%H		38.1%	14.9%	65.0%	23.4%	41.6%	89.6%
Kitchen	3100	1528	363	2456	1255	1201	2947
%V	5.9%	6.8%	4.4%	7.0%	8.1%	6.1%	6.0%
%H		49.3%	11.7%	79.2%	40.5%	38.7%	95.1%
Adult's bedroom	14035	6663	2418	9457	4877	4581	13351
%V	26.7%	29.5%	29.2%	26.8%	31.3%	23.2%	27.4%
%H		47.5%	17.2%	67.4%	34.7%	32.6%	95.1%
Child's bedroom	2771	1373	525	1636	893	743	2749
%V	5.3%	6.1%	6.3%	4.6%	5.7%	3.8%	5.6%
%H		49.5%	18.9%	59.0%	32.2%	26.8%	99.2%
Other bedroom	1893	884	350	1439	806	633	1829
%V	3.6%	3.9%	4.2%	4.1%	5.2%	3.2%	3.8%
%H		46.7%	18.5%	76.0%	42.6%	33.4%	96.6%
Second living/dining room	2563	1259	395	1821	937	884	2493
%V	4.9%	5.6%	4.8%	5.2%	6.0%	4.5%	5.1%
%H		49.1%	15.4%	71.0%	36.6%	34.5%	97.3%
Study/office	425	192	60	303	134	169	417
%V	0.8%	0.9%	0.7%	0.9%	0.9%	0.9%	0.9%
%H		45.2%	14.1%	71.3%	31.5%	39.8%	98.1%
TV room	257	137	25	172	87	86	253
%V	0.5%	0.6%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		53.3%	9.7%	66.9%	33.9%	33.5%	98.4%
Conservatory	563	250	92	444	221	224	539
%V	1.1%	1.1%	1.1%	1.3%	1.4%	1.1%	1.1%
%H		44.4%	16.3%	78.9%	39.3%	39.8%	95.7%
Attic or loft room	53	24	14	33	25	7	53
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		45.3%	26.4%	62.3%	47.2%	13.2%	100.0%
No specific location	18	10	4	14	6	8	18
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		55.6%	22.2%	77.8%	33.3%	44.4%	100.0%
Other	298	134	61	207	103	104	296
%V	0.6%	0.6%	0.7%	0.6%	0.7%	0.5%	0.6%
%H		45.0%	20.5%	69.5%	34.6%	34.9%	99.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52565	22586	8273	35268	15558	19710	48755
%H		43.0%	15.7%	67.1%	29.6%	37.5%	92.8%
PVR	23105	14355	5436	11764	8172	3592	22234
%V	44.0%	63.6%	65.7%	33.4%	52.5%	18.2%	45.6%
%H		62.1%	23.5%	50.9%	35.4%	15.5%	96.2%
DVDR	271	122	43	221	113	109	253
%V	0.5%	0.5%	0.5%	0.6%	0.7%	0.6%	0.5%
%H		45.0%	15.9%	81.5%	41.7%	40.2%	93.4%
VCR	117	23	22	100	29	72	105
%V	0.2%	0.1%	0.3%	0.3%	0.2%	0.4%	0.2%
%H		19.7%	18.8%	85.5%	24.8%	61.5%	89.7%
Any recorder	23358	14387	5462	11991	8219	3773	22460
%V	44.4%	63.7%	66.0%	34.0%	52.8%	19.1%	46.1%
%H		61.6%	23.4%	51.3%	35.2%	16.2%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52565	22586	8273	35268	15558	19710	48755
%H		43.0%	15.7%	67.1%	29.6%	37.5%	92.8%
Receives HDTV (via STB or built-in reception)	31237	15517	5606	20676	10246	10430	29629
%V	59.4%	68.7%	67.8%	58.6%	65.9%	52.9%	60.8%
%H		49.7%	17.9%	66.2%	32.8%	33.4%	94.9%
DVD/Blu-ray player or recorder	20424	8681	3247	13643	5961	7682	19219
%V	38.9%	38.4%	39.2%	38.7%	38.3%	39.0%	39.4%
%H		42.5%	15.9%	66.8%	29.2%	37.6%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	26730	10151	3969	17359	6202	11157	23923
%H		38.0%	14.8%	64.9%	23.2%	41.7%	89.5%
Under 20"	156	40	2	122	19	103	105
%V	0.6%	0.4%	0.1%	0.7%	0.3%	0.9%	0.4%
%H		25.6%	1.3%	78.2%	12.2%	66.0%	67.3%
20" - 29"	1872	333	181	1504	242	1261	1337
%V	7.0%	3.3%	4.6%	8.7%	3.9%	11.3%	5.6%
%H		17.8%	9.7%	80.3%	12.9%	67.4%	71.4%
30" - 39"	6922	2060	866	4861	1221	3639	5689
%V	25.9%	20.3%	21.8%	28.0%	19.7%	32.6%	23.8%
%H		29.8%	12.5%	70.2%	17.6%	52.6%	82.2%
40" - 49"	11298	4598	1844	7127	2865	4261	10531
%V	42.3%	45.3%	46.5%	41.1%	46.2%	38.2%	44.0%
%H		40.7%	16.3%	63.1%	25.4%	37.7%	93.2%
50" - 59"	5198	2481	854	3070	1531	1539	5043
%V	19.4%	24.4%	21.5%	17.7%	24.7%	13.8%	21.1%
%H		47.7%	16.4%	59.1%	29.5%	29.6%	97.0%
60"+	929	524	168	500	300	200	925
%V	3.5%	5.2%	4.2%	2.9%	4.8%	1.8%	3.9%
%H		56.4%	18.1%	53.8%	32.3%	21.5%	99.6%
Don't know	355	116	55	176	24	152	293
%V	1.3%	1.1%	1.4%	1.0%	0.4%	1.4%	1.2%
%H		32.7%	15.5%	49.6%	6.8%	42.8%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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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	26730	10151	3969	17359	6202	11157	23923
%H		38.0%	14.8%	64.9%	23.2%	41.7%	89.5%
PVR	15598	9066	3672	8621	5603	3019	14831
%V	58.4%	89.3%	92.5%	49.7%	90.3%	27.1%	62.0%
%H		58.1%	23.5%	55.3%	35.9%	19.4%	95.1%
DVDR	209	83	29	166	71	95	191
%V	0.8%	0.8%	0.7%	1.0%	1.1%	0.9%	0.8%
%H		39.7%	13.9%	79.4%	34.0%	45.5%	91.4%
VCR	96	20	22	79	26	54	86
%V	0.4%	0.2%	0.6%	0.5%	0.4%	0.5%	0.4%
%H		20.8%	22.9%	82.3%	27.1%	56.3%	89.6%
Any recorder	15775	9076	3682	8776	5615	3162	14982
%V	59.0%	89.4%	92.8%	50.6%	90.5%	28.3%	62.6%
%H		57.5%	23.3%	55.6%	35.6%	20.0%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26730	10151	3969	17359	6202	11157	23923
%H		38.0%	14.8%	64.9%	23.2%	41.7%	89.5%
Receives HDTV (via STB or built-in reception)	18931	8726	3492	12410	5515	6895	17661
%V	70.8%	86.0%	88.0%	71.5%	88.9%	61.8%	73.8%
%H		46.1%	18.4%	65.6%	29.1%	36.4%	93.3%
DVD/Blu-ray player or recorder	12870	5059	1972	8557	3278	5279	11854
%V	48.1%	49.8%	49.7%	49.3%	52.9%	47.3%	49.6%
%H		39.3%	15.3%	66.5%	25.5%	41.0%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	25835	12435	4304	17909	9355	8553	24832
%H		48.1%	16.7%	69.3%	36.2%	33.1%	96.1%
Under 20"	2299	901	264	1903	797	1105	2122
%V	8.9%	7.2%	6.1%	10.6%	8.5%	12.9%	8.5%
%H		39.2%	11.5%	82.8%	34.7%	48.1%	92.3%
20" - 29"	7019	3112	1069	5313	2568	2745	6560
%V	27.2%	25.0%	24.8%	29.7%	27.5%	32.1%	26.4%
%H		44.3%	15.2%	75.7%	36.6%	39.1%	93.5%
30" - 39"	9335	4570	1660	6315	3436	2879	9049
%V	36.1%	36.8%	38.6%	35.3%	36.7%	33.7%	36.4%
%H		49.0%	17.8%	67.6%	36.8%	30.8%	96.9%
40" - 49"	5248	2752	936	3292	1887	1405	5196
%V	20.3%	22.1%	21.7%	18.4%	20.2%	16.4%	20.9%
%H		52.4%	17.8%	62.7%	36.0%	26.8%	99.0%
50" - 59"	1466	838	287	843	541	302	1450
%V	5.7%	6.7%	6.7%	4.7%	5.8%	3.5%	5.8%
%H		57.2%	19.6%	57.5%	36.9%	20.6%	98.9%
60"+	200	133	38	99	63	36	196
%V	0.8%	1.1%	0.9%	0.6%	0.7%	0.4%	0.8%
%H		66.5%	19.0%	49.5%	31.5%	18.0%	98.0%
Don't know	268	128	49	143	63	80	258
%V	1.0%	1.0%	1.1%	0.8%	0.7%	0.9%	1.0%
%H		47.8%	18.3%	53.4%	23.5%	29.9%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	25835	12435	4304	17909	9355	8553	24832
%H		48.1%	16.7%	69.3%	36.2%	33.1%	96.1%
PVR	7506	5289	1764	3143	2570	573	7404
%V	29.1%	42.5%	41.0%	17.5%	27.5%	6.7%	29.8%
%H		70.5%	23.5%	41.9%	34.2%	7.6%	98.6%
DVDR	62	39	14	55	42	14	62
%V	0.2%	0.3%	0.3%	0.3%	0.4%	0.2%	0.2%
%H		62.9%	22.6%	88.7%	67.7%	22.6%	100.0%
VCR	21	3	0	21	3	18	19
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		14.3%	0.0%	100.0%	14.3%	85.7%	90.5%
Any recorder	7583	5311	1781	3215	2604	611	7478
%V	29.4%	42.7%	41.4%	18.0%	27.8%	7.1%	30.1%
%H		70.0%	23.5%	42.4%	34.3%	8.1%	98.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25835	12435	4304	17909	9355	8553	24832
%H		48.1%	16.7%	69.3%	36.2%	33.1%	96.1%
Receives HDTV (via STB or built-in reception)	12307	6791	2114	8267	4731	3536	11968
%V	47.6%	54.6%	49.1%	46.2%	50.6%	41.3%	48.2%
%H		55.2%	17.2%	67.2%	38.4%	28.7%	97.2%
DVD/Blu-ray player or recorder	7554	3622	1275	5086	2683	2403	7365
%V	29.2%	29.1%	29.6%	28.4%	28.7%	28.1%	29.7%
%H		47.9%	16.9%	67.3%	35.5%	31.8%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	66170	63014	25833	10187	38426	15445	22981	62122
%H		95.2%	39.0%	15.4%	58.1%	23.3%	34.7%	93.9%
Total Children	12826	12344	5161	2118	6634	2685	3949	12648
%V	19.4%	19.6%	20.0%	20.8%	17.3%	17.4%	17.2%	20.4%
%H		96.2%	40.2%	16.5%	51.7%	20.9%	30.8%	98.6%
0 - 3	3002	2880	1079	409	1569	526	1043	2961
%V	4.5%	4.6%	4.2%	4.0%	4.1%	3.4%	4.5%	4.8%
%H		95.9%	35.9%	13.6%	52.3%	17.5%	34.7%	98.6%
4 - 15	9824	9464	4082	1709	5065	2158	2907	9686
%V	14.8%	15.0%	15.8%	16.8%	13.2%	14.0%	12.6%	15.6%
%H		96.3%	41.6%	17.4%	51.6%	22.0%	29.6%	98.6%
4 - 9	5088	4876	2122	815	2513	1075	1438	5004
%V	7.7%	7.7%	8.2%	8.0%	6.5%	7.0%	6.3%	8.1%
%H		95.8%	41.7%	16.0%	49.4%	21.1%	28.3%	98.3%
10 - 15	4735	4588	1960	894	2552	1083	1469	4683
%V	7.2%	7.3%	7.6%	8.8%	6.6%	7.0%	6.4%	7.5%
%H		96.9%	41.4%	18.9%	53.9%	22.9%	31.0%	98.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	66170	63014	25833	10187	38426	15445	22981	62122
%H		95.2%	39.0%	15.4%	58.1%	23.3%	34.7%	93.9%
Total Adults (16+)	53344	50670	20672	8069	31791	12760	19031	49475
%V	80.6%	80.4%	80.0%	79.2%	82.7%	82.6%	82.8%	79.6%
%H		95.0%	38.8%	15.1%	59.6%	23.9%	35.7%	92.7%
16 - 19	2672	2591	1166	482	1469	706	763	2643
%V	4.0%	4.1%	4.5%	4.7%	3.8%	4.6%	3.3%	4.3%
%H		97.0%	43.6%	18.0%	55.0%	26.4%	28.6%	98.9%
20 - 24	3839	3359	1309	594	1880	887	993	3769
%V	5.8%	5.3%	5.1%	5.8%	4.9%	5.7%	4.3%	6.1%
%H		87.5%	34.1%	15.5%	49.0%	23.1%	25.9%	98.2%
25 - 34	8944	8079	3162	1202	4166	1555	2610	8754
%V	13.5%	12.8%	12.2%	11.8%	10.8%	10.1%	11.4%	14.1%
%H		90.3%	35.4%	13.4%	46.6%	17.4%	29.2%	97.9%
35 - 44	8471	7974	3336	1402	4219	1724	2494	8284
%V	12.8%	12.7%	12.9%	13.8%	11.0%	11.2%	10.9%	13.3%
%H		94.1%	39.4%	16.6%	49.8%	20.4%	29.4%	97.8%
45 - 54	8946	8615	4019	1548	5302	2485	2817	8724
%V	13.5%	13.7%	15.6%	15.2%	13.8%	16.1%	12.3%	14.0%
%H		96.3%	44.9%	17.3%	59.3%	27.8%	31.5%	97.5%
55 - 64	8305	8068	3425	1434	5549	2469	3080	7896
%V	12.6%	12.8%	13.3%	14.1%	14.4%	16.0%	13.4%	12.7%
%H		97.1%	41.2%	17.3%	66.8%	29.7%	37.1%	95.1%
65+	12167	11983	4255	1407	9207	2933	6273	9404
%V	18.4%	19.0%	16.5%	13.8%	24.0%	19.0%	27.3%	15.1%
%H		98.5%	35.0%	11.6%	75.7%	24.1%	51.6%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53344	50670	20672	8069	31791	12760	19031	49475
%H		95.0%	38.8%	15.1%	59.6%	23.9%	35.7%	92.7%
AB	14877	14381	6441	2267	9036	3979	5057	14568
%V	27.9%	28.4%	31.2%	28.1%	28.4%	31.2%	26.6%	29.4%
%H		96.7%	43.3%	15.2%	60.7%	26.7%	34.0%	97.9%
C1	16221	15267	6252	2476	9415	3941	5473	15449
%V	30.4%	30.1%	30.2%	30.7%	29.6%	30.9%	28.8%	31.2%
%H		94.1%	38.5%	15.3%	58.0%	24.3%	33.7%	95.2%
C2	10797	10500	4336	1739	6754	2832	3922	10032
%V	20.2%	20.7%	21.0%	21.6%	21.2%	22.2%	20.6%	20.3%
%H		97.2%	40.2%	16.1%	62.6%	26.2%	36.3%	92.9%
D	7543	6863	2486	1121	4097	1352	2745	6627
%V	14.1%	13.5%	12.0%	13.9%	12.9%	10.6%	14.4%	13.4%
%H		91.0%	33.0%	14.9%	54.3%	17.9%	36.4%	87.9%
E	3906	3658	1157	467	2490	656	1834	2800
%V	7.3%	7.2%	5.6%	5.8%	7.8%	5.1%	9.6%	5.7%
%H		93.7%	29.6%	12.0%	63.7%	16.8%	47.0%	71.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
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Individual level data
Table 24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53344	50670	20672	8069	31791	12760	19031	49475
%H		95.0%	38.8%	15.1%	59.6%	23.9%	35.7%	92.7%
Working full time	25707	24407	10743	4284	14031	6239	7792	25247
%V	48.2%	48.2%	52.0%	53.1%	44.1%	48.9%	40.9%	51.0%
%H		94.9%	41.8%	16.7%	54.6%	24.3%	30.3%	98.2%
Working part time	5643	5389	2207	888	3405	1465	1940	5490
%V	10.6%	10.6%	10.7%	11.0%	10.7%	11.5%	10.2%	11.1%
%H		95.5%	39.1%	15.7%	60.3%	26.0%	34.4%	97.3%
Not working	21994	20873	7722	2897	14356	5056	9299	18738
%V	41.2%	41.2%	37.4%	35.9%	45.2%	39.6%	48.9%	37.9%
%H		94.9%	35.1%	13.2%	65.3%	23.0%	42.3%	85.2%
Houseperson	28306	26733	10153	3969	17359	6202	11157	25217
%V	53.1%	52.8%	49.1%	49.2%	54.6%	48.6%	58.6%	51.0%
%H		94.4%	35.9%	14.0%	61.3%	21.9%	39.4%	89.1%

Base: Total Network (All Areas) - Individuals (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26129	24673	10255	3936	15331	6351	8980	24288
%H		94.4%	39.2%	15.1%	58.7%	24.3%	34.4%	93.0%
16 - 19	1406	1364	657	245	794	402	392	1399
%V	5.4%	5.5%	6.4%	6.2%	5.2%	6.3%	4.4%	5.8%
%H		97.0%	46.7%	17.4%	56.5%	28.6%	27.9%	99.5%
20 - 24	1936	1747	695	309	949	469	481	1886
%V	7.4%	7.1%	6.8%	7.9%	6.2%	7.4%	5.4%	7.8%
%H		90.2%	35.9%	16.0%	49.0%	24.2%	24.8%	97.4%
25 - 34	4491	4003	1553	590	2102	788	1314	4398
%V	17.2%	16.2%	15.1%	15.0%	13.7%	12.4%	14.6%	18.1%
%H		89.1%	34.6%	13.1%	46.8%	17.5%	29.3%	97.9%
35 - 44	4192	3879	1619	682	2020	844	1176	4056
%V	16.0%	15.7%	15.8%	17.3%	13.2%	13.3%	13.1%	16.7%
%H		92.5%	38.6%	16.3%	48.2%	20.1%	28.1%	96.8%
45 - 54	4401	4250	1948	764	2587	1182	1405	4259
%V	16.8%	17.2%	19.0%	19.4%	16.9%	18.6%	15.6%	17.5%
%H		96.6%	44.3%	17.4%	58.8%	26.9%	31.9%	96.8%
55 - 64	4071	3919	1648	678	2696	1180	1516	3819
%V	15.6%	15.9%	16.1%	17.2%	17.6%	18.6%	16.9%	15.7%
%H		96.3%	40.5%	16.7%	66.2%	29.0%	37.2%	93.8%
65+	5632	5510	2136	669	4183	1487	2697	4472
%V	21.6%	22.3%	20.8%	17.0%	27.3%	23.4%	30.0%	18.4%
%H		97.8%	37.9%	11.9%	74.3%	26.4%	47.9%	79.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
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Individual level data
Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26129	24673	10255	3936	15331	6351	8980	24288
%H		94.4%	39.2%	15.1%	58.7%	24.3%	34.4%	93.0%
AB	7427	7170	3206	1144	4521	2022	2499	7282
%V	28.4%	29.1%	31.3%	29.1%	29.5%	31.8%	27.8%	30.0%
%H		96.5%	43.2%	15.4%	60.9%	27.2%	33.6%	98.0%
C1	7600	7159	3029	1183	4266	1889	2376	7323
%V	29.1%	29.0%	29.5%	30.1%	27.8%	29.7%	26.5%	30.2%
%H		94.2%	39.9%	15.6%	56.1%	24.9%	31.3%	96.4%
C2	5750	5573	2274	871	3615	1473	2143	5320
%V	22.0%	22.6%	22.2%	22.1%	23.6%	23.2%	23.9%	21.9%
%H		96.9%	39.5%	15.1%	62.9%	25.6%	37.3%	92.5%
D	3693	3263	1246	540	1910	669	1240	3200
%V	14.1%	13.2%	12.2%	13.7%	12.5%	10.5%	13.8%	13.2%
%H		88.4%	33.7%	14.6%	51.7%	18.1%	33.6%	86.7%
E	1659	1508	499	198	1020	297	722	1164
%V	6.3%	6.1%	4.9%	5.0%	6.7%	4.7%	8.0%	4.8%
%H		90.9%	30.1%	11.9%	61.5%	17.9%	43.5%	70.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

Jan - Mar 2020

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26129	24673	10255	3936	15331	6351	8980	24288
%H		94.4%	39.2%	15.1%	58.7%	24.3%	34.4%	93.0%
Working full time	15360	14559	6381	2521	8409	3765	4644	15045
%V	58.8%	59.0%	62.2%	64.0%	54.8%	59.3%	51.7%	61.9%
%H		94.8%	41.5%	16.4%	54.7%	24.5%	30.2%	97.9%
Working part time	1361	1226	500	160	748	308	439	1291
%V	5.2%	5.0%	4.9%	4.1%	4.9%	4.8%	4.9%	5.3%
%H		90.1%	36.7%	11.8%	55.0%	22.6%	32.3%	94.9%
Not working	9409	8888	3374	1255	6175	2278	3897	7953
%V	36.0%	36.0%	32.9%	31.9%	40.3%	35.9%	43.4%	32.7%
%H		94.5%	35.9%	13.3%	65.6%	24.2%	41.4%	84.5%
Houseperson	6537	5845	1913	807	3838	1115	2723	5324
%V	25.0%	23.7%	18.7%	20.5%	25.0%	17.6%	30.3%	21.9%
%H		89.4%	29.3%	12.3%	58.7%	17.1%	41.7%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 27

DATA PERIOD: QUARTERLY

Jan - Mar 2020

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27214	25996	10417	4134	16460	6409	10051	25186
%H		95.5%	38.3%	15.2%	60.5%	23.6%	36.9%	92.5%
16 - 19	1266	1227	509	237	675	304	371	1245
%V	4.7%	4.7%	4.9%	5.7%	4.1%	4.7%	3.7%	4.9%
%H		96.9%	40.2%	18.7%	53.3%	24.0%	29.3%	98.3%
20 - 24	1903	1612	615	286	930	418	513	1883
%V	7.0%	6.2%	5.9%	6.9%	5.7%	6.5%	5.1%	7.5%
%H		84.7%	32.3%	15.0%	48.9%	22.0%	27.0%	98.9%
25 - 34	4453	4076	1609	612	2063	767	1296	4356
%V	16.4%	15.7%	15.4%	14.8%	12.5%	12.0%	12.9%	17.3%
%H		91.5%	36.1%	13.7%	46.3%	17.2%	29.1%	97.8%
35 - 44	4279	4095	1718	720	2199	881	1318	4228
%V	15.7%	15.8%	16.5%	17.4%	13.4%	13.7%	13.1%	16.8%
%H		95.7%	40.1%	16.8%	51.4%	20.6%	30.8%	98.8%
45 - 54	4545	4365	2070	784	2715	1303	1412	4465
%V	16.7%	16.8%	19.9%	19.0%	16.5%	20.3%	14.0%	17.7%
%H		96.0%	45.5%	17.2%	59.7%	28.7%	31.1%	98.2%
55 - 64	4233	4149	1778	757	2853	1289	1564	4077
%V	15.6%	16.0%	17.1%	18.3%	17.3%	20.1%	15.6%	16.2%
%H		98.0%	42.0%	17.9%	67.4%	30.5%	36.9%	96.3%
65+	6535	6473	2119	738	5023	1447	3577	4933
%V	24.0%	24.9%	20.3%	17.9%	30.5%	22.6%	35.6%	19.6%
%H		99.1%	32.4%	11.3%	76.9%	22.1%	54.7%	75.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jan - Mar 2020

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27214	25996	10417	4134	16460	6409	10051	25186
%H		95.5%	38.3%	15.2%	60.5%	23.6%	36.9%	92.5%
AB	7450	7211	3235	1123	4515	1957	2558	7286
%V	27.4%	27.7%	31.1%	27.2%	27.4%	30.5%	25.5%	28.9%
%H		96.8%	43.4%	15.1%	60.6%	26.3%	34.3%	97.8%
C1	8622	8108	3223	1293	5149	2052	3097	8126
%V	31.7%	31.2%	30.9%	31.3%	31.3%	32.0%	30.8%	32.3%
%H		94.0%	37.4%	15.0%	59.7%	23.8%	35.9%	94.2%
C2	5047	4927	2062	868	3138	1359	1779	4712
%V	18.5%	19.0%	19.8%	21.0%	19.1%	21.2%	17.7%	18.7%
%H		97.6%	40.9%	17.2%	62.2%	26.9%	35.2%	93.4%
D	3849	3600	1239	581	2187	683	1505	3426
%V	14.1%	13.8%	11.9%	14.1%	13.3%	10.7%	15.0%	13.6%
%H		93.5%	32.2%	15.1%	56.8%	17.7%	39.1%	89.0%
E	2247	2150	658	269	1470	359	1112	1636
%V	8.3%	8.3%	6.3%	6.5%	8.9%	5.6%	11.1%	6.5%
%H		95.7%	29.3%	12.0%	65.4%	16.0%	49.5%	72.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
Jan - Mar 2020
Individual level data
Table 30: Working Status (Females 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27214	25996	10417	4134	16460	6409	10051	25186
%H		95.5%	38.3%	15.2%	60.5%	23.6%	36.9%	92.5%
Working full time	10347	9849	4362	1763	5622	2474	3148	10203
%V	38.0%	37.9%	41.9%	42.6%	34.2%	38.6%	31.3%	40.5%
%H		95.2%	42.2%	17.0%	54.3%	23.9%	30.4%	98.6%
Working part time	4282	4163	1708	728	2657	1157	1500	4199
%V	15.7%	16.0%	16.4%	17.6%	16.1%	18.1%	14.9%	16.7%
%H		97.2%	39.9%	17.0%	62.1%	27.0%	35.0%	98.1%
Not working	12585	11985	4348	1642	8181	2778	5402	10784
%V	46.2%	46.1%	41.7%	39.7%	49.7%	43.3%	53.7%	42.8%
%H		95.2%	34.5%	13.0%	65.0%	22.1%	42.9%	85.7%
Houseperson	21769	20889	8240	3162	13521	5088	8433	19894
%V	80.0%	80.4%	79.1%	76.5%	82.1%	79.4%	83.9%	79.0%
%H		96.0%	37.9%	14.5%	62.1%	23.4%	38.7%	91.4%

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
- DTT area stratifier (low/medium/high)
- Ethnicity
- Geodemographic

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: Jan - Mar 2020	
	Total Network
Addresses Issued	20,874
Shop / Business	161
Demolished / Incomplete	28
Empty	1,239
Holiday Home	223
Other Non Effective	329
Eligible Addresses	18,894
Substitute Addresses	1,896
Multiple Occupancy Addresses	160
Total Additional Households	2,056
Total Valid Households	20,946
	100.0%
Non Contacts	1,044
	5.0%
No English Spoken	59
	0.3%
Refusals	10,487
	50.1%
Total Interviews	9,356
	44.7%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

	All Households	Total TV Households
All Households	9819	9366
All Sets	19022	19022
All Individuals	24001	23065
Children 0-15	4485	4355
All Adults	19516	18710
Adult Males	9468	9055
Adult Females	10048	9655

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

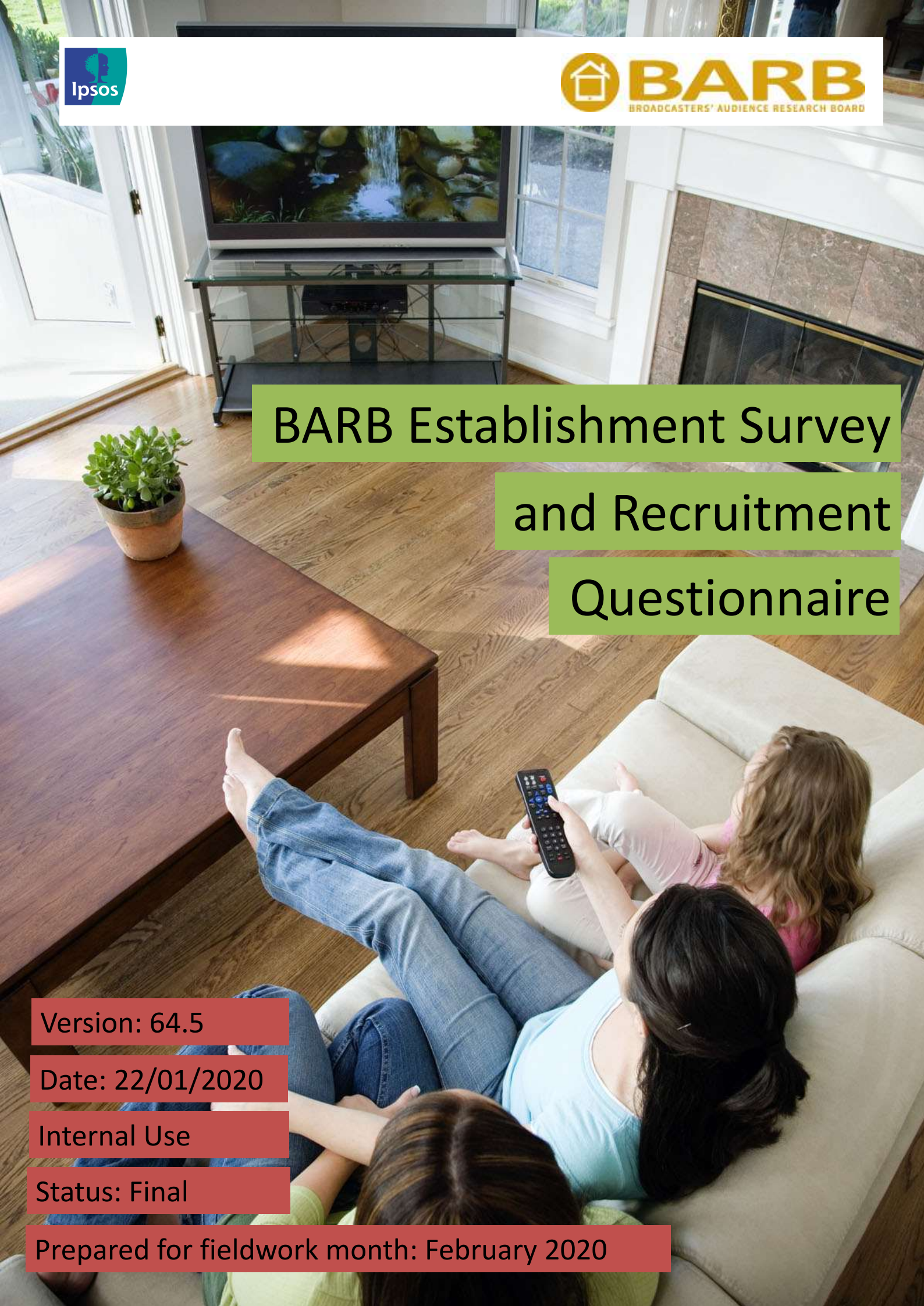
The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (Mar 2020)



BARB Establishment Survey and Recruitment Questionnaire

Version: 64.5

Date: 22/01/2020

Internal Use

Status: Final

Prepared for fieldwork month: February 2020

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Version Control

Changes included in this version:

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

Notes

Colours used in this version indicate the following

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



Section 1

Set-up questions

Set up questions

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

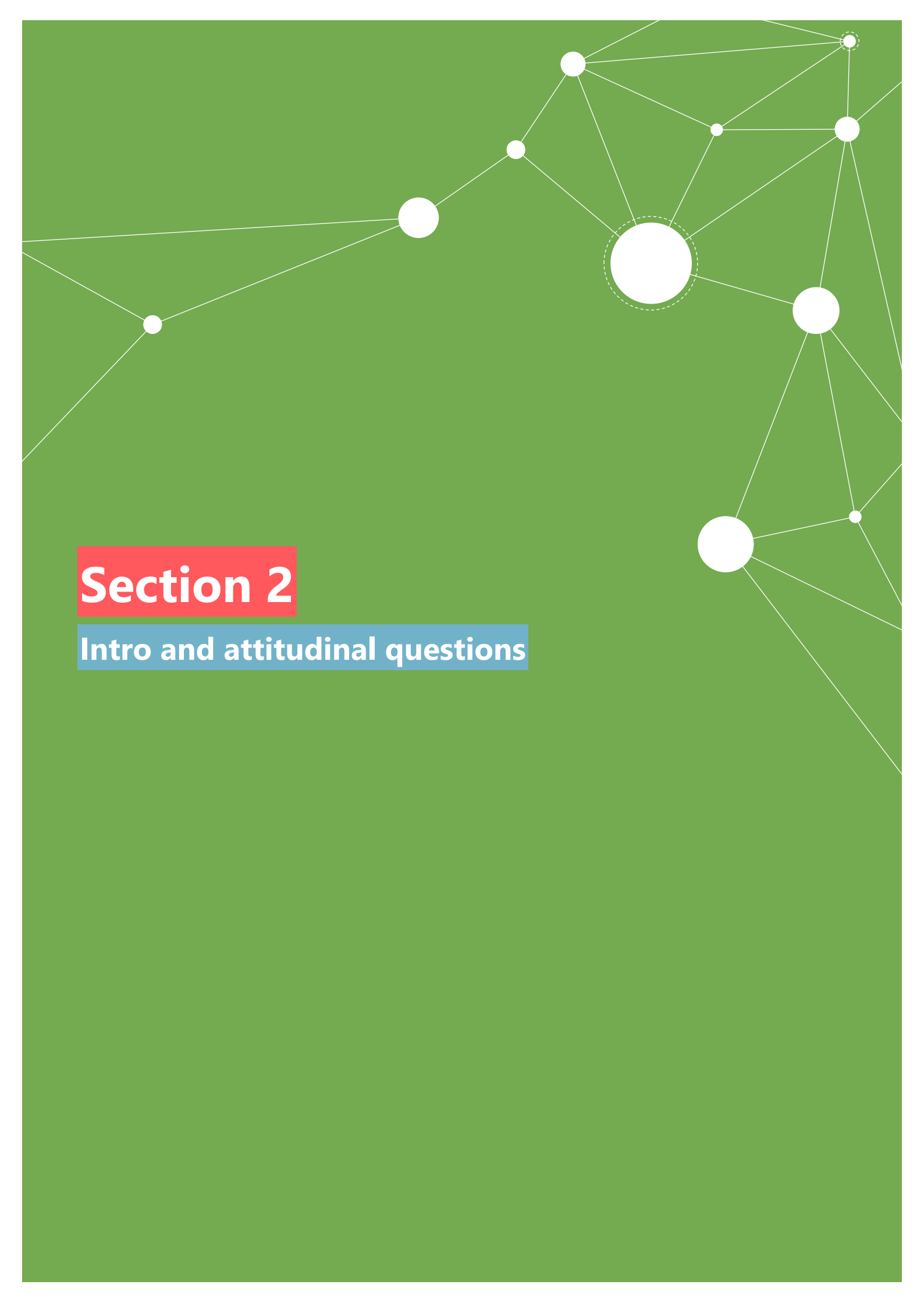
ES ONLY		(NOT PART OF ONLINE SCRIPT)
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

ES ONLY		(NOT PART OF ONLINE SCRIPT)
ASK IF SELF CONTAINED DWELLING		
<i>[XMH0=CODE 1]</i>		
XMH1	Please give a reason as to why this address has been coded as a multi household.	SP
	The address is split into two or more self-contained flats/dwellings; each with their own entrance on to the street	
	The address is split into two or more self-contained flats/dwellings. They have a joint entrance onto the street but each have a separate entrance internally with all washing and cooking facilities within this	
	Other- please provide details	GO TO XMH3

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

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

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



Section 2

Intro and attitudinal questions

Intro and attitudinal questions

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

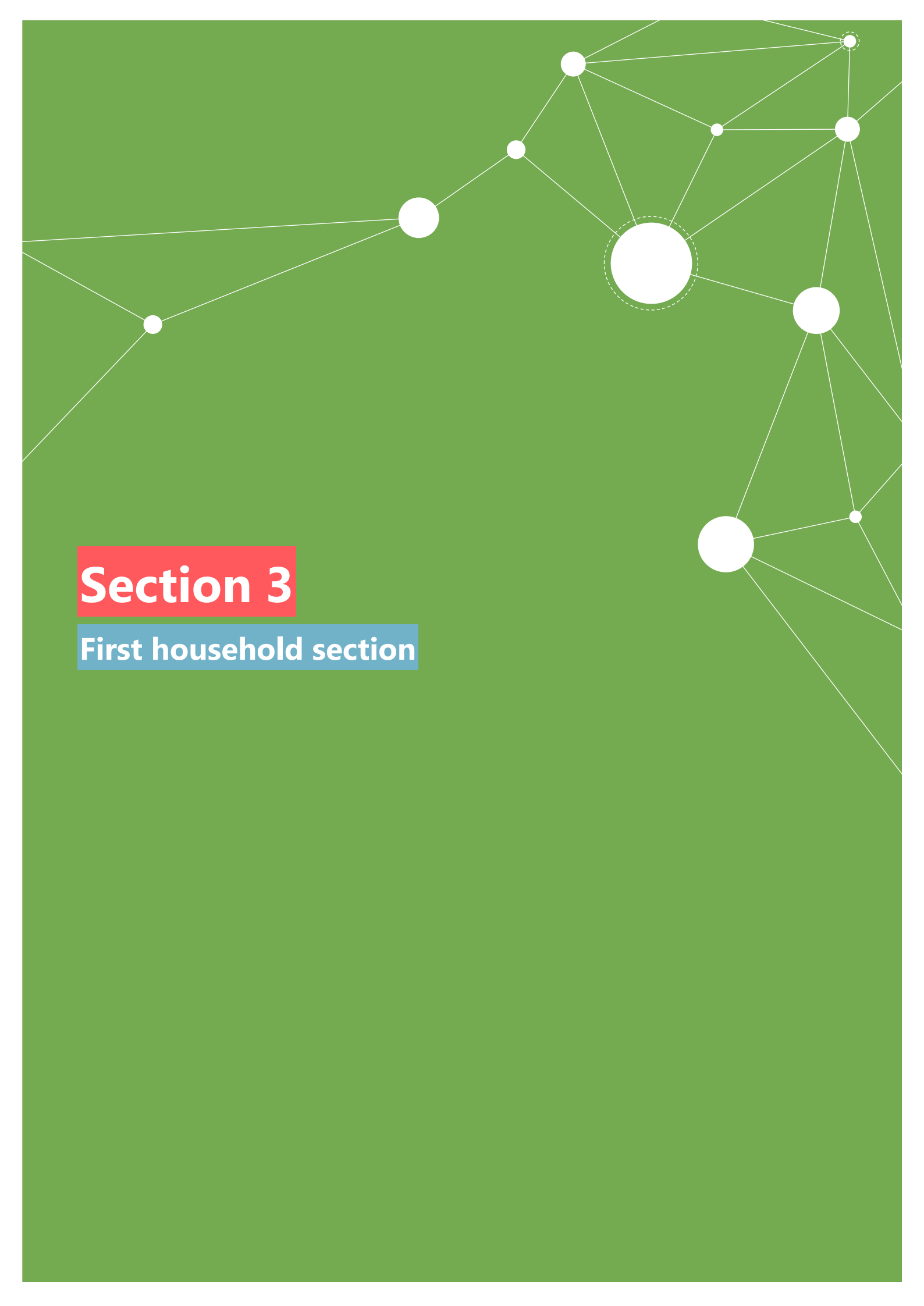
ES ONLY	
ASK ALL	
intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i> PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER: [JOINT] HEAD OF HOUSEHOLD [JOINT] HOUSEPERSON THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.

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

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

ESR SAMPLE ONLY		(NOT PART OF ONLINE SCRIPT)
ESR INTRO		
ESR Intro	NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents: <i>“Good morning/afternoon/evening. My name is.... from Ipsos MORI, an independent market research company.</i> <i>We have previously completed an interview with <NAME> (on <DATE>) about TV programmes and the equipment in your home.</i> <i>This survey was for BARB; the main source of television audience information in the UK.</i> <i>Following that survey, you said that you wouldn’t mind being contacted again and I’d like to talk to you about the BARB viewing panel. The interview length will depend on your answers but should take about 10-12 minutes. All information you give will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i> PLEASE ASK IF THE NAMED HOUSEHOLD MEMBER IS AVAILABLE TO SPEAK TO. IF THEY ARE AVAILABLE PLEASE CONFIRM THAT THEY ARE AGED 16+ AND FITS THE DEFINITION OF EITHER: [JOINT] HEAD OF HOUSEHOLD [JOINT] HOUSEPERSON THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. IF THEY ARE NOT AVAILABLE AND YOU ARE NOT ABLE TO MAKE AN APPOINTMENT THEN YOU CAN COMPLETE THE INTERVIEW WITH ANOTHER MEMBER OF THE HOUSEHOLD PROVIDED THEY ARE AGED 16+ AND FIT ONE OF THE DEFINITIONS ABOVE. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD. IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.	
	Please confirm who you are speaking to Named individual Other household member (named individual is not available) Other household member (named individual is not known) – (exit interview)	SP
TEL AND ESR SAMPLE ONLY		(NOT PART OF ONLINE SCRIPT)
Tel and ESR intro 2	I’m going to ask you about your home, including all the people who live here and the TV equipment you have, and give you some more details about the BARB panel.	
ASK ALL		(NOT PART OF ONLINE SCRIPT)
ADD 2016	Can I ask you to confirm that I have your correct address details? DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION Yes No – amend address	SP

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



Section 3

First household section

First household section

ASK ALL		(ONLINE SCRIPT HAS INTRO REMOVED AND AMENDED WORDING)
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...	
H8	First of all how many TV sets are there in your household?	NUM
	Note: Please think of all the rooms in the household and include all TV sets	
	WRITE IN (0-99) IF 0 GO TO H17 DK/Prefer not to say	THANK AND CLOSE
ASK IF H8=DK/REF		(ONLINE SCRIPT IS UNCHANGED)
H8 TERM	INTERVIEWER NOTE: YOU HAVE CHOSEN DON'T KNOW (IF H8=DK)/ PREFER NOT TO SAY (IF H8=REF) – THIS WILL TERMINATE THE INTERVIEW, DO YOU WISH TO TERMINATE THE INTERVIEW?	
	SP	
	Yes – Terminate interview (go to) No – Go back to H8	
ASK IF ANY SETS IN HOME [H8>0]		(ONLINE SCRIPT HAS AMENDED INTRO AND H130 REPLACES H64-66, H112 AND H68)
H64 intro	SINGLE SET: I'd now like to ask about the ways that your household is able to receive TV programmes...	
	2+ SETS: I'd now like to ask about the ways that your household is able to receive TV programmes on any TV set...	
ROTATE QUESTIONS: H64, H65, H66 (CREATE VARIABLE TO REPORT ORDER)		
ASK IF ANY SETS IN HOME [H8>0]		(NOT USED IN ONLINE SCRIPT)
H64	Do you receive TV programmes from Virgin Media or any other cable TV supplier?	
	SP	
	Note: this would mean that there is a cable running from a network in the street to a set top box connected to your TV set	
	Yes No	
ASK IF CABLE IN HOME [H64=1]		(FOLLOWS H130 IN ONLINE SCRIPT)
H127	Do you pay a monthly subscription for your Virgin Media or other cable TV service?	
	SP	
	Yes No Don't know	
ASK IF ANY SETS IN HOME [H8>0]		(NOT USED IN ONLINE SCRIPT)
H65	Do you receive TV programmes using a satellite dish on the outside of your home? For example, Freesat or Sky	
	SP	
	Note: this would include any communal systems sometimes used in flats	
	Yes No	
ASK IF ANY SETS IN HOME [H8>0]		(NOT USED IN ONLINE SCRIPT)
H66	Do you receive TV programmes using a TV aerial? This could include Freeview (in NI only) or Saorview	
	SP	
	Note: This could be fixed on the outside of your home or be an indoor or set-top aerial	
	Yes No	

ASK IF ANY SETS IN HOME [H8>0]		(NOT USED IN ONLINE SCRIPT)
H112	SHOW SCREEN Do you receive TV programmes on any TV sets using a YouView, TalkTalk, BT TV, or Plusnet set top box? Note: please code all that apply Note: For a more detailed explanation of these set top boxes select further information YouView TalkTalk BT TV Plusnet None of these (SP) Further Information	MP
ASK IF ANY SETS IN HOME [H8>0] (NOT USED IN ONLINE SCRIPT)		
H68	SHOW SCREEN Do you receive TV programmes on any TV sets using any of the following methods? Note: please code all that apply NOTE: For a more detailed explanation select further information INTERVIEWER: READ OUT OPTIONS: A 'smart TV' with its own connection to the Internet A box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV By connecting the TV set to a games console By connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly Other (Specify) None of these Further information	MP
ASK ALL (BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)		
H17	Do you, or does anyone in your household, have access to broadband internet at home? NOTE: This includes both fixed line broadband and mobile broadband via 3G/4G/5G. And includes any broadband connection shared with a neighbour Yes No Don't know	SP
FORCE EDIT: SET YES IF H114 IS 3G, 4G OR 5G MOBILE PHONE / 3G, 4G OR 5G INTERNET DEVICE / TABLET OR COMPUTER WITH 3G, 4G OR 5G SIM		
ASK IF BROADBAND CLAIM [H17=Yes] (BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)		
H115	SHOW SCREEN How do you or any members of your household access the internet? Wi-Fi Broadband Router (Including Fixed Line Router or Mobile Router) 3G, 4G or 5G mobile phone Tablet or Computer with a 3G, 4G or 5G data SIM card Any Other 3G, 4G or 5G mobile broadband device (Such as a Dongle) Other (Specify) Don't know	MP
ASK IF NO BROADBAND CLAIM [H17=NO OR DK] (BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)		
H113	Do you, or does anyone in your household, have any sort of internet access at home? Yes No Don't know	SP

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

MP

What type of internet access is this?

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

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

MP

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

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

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

NUM

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

IF COMPUTER CLAIM AT H68

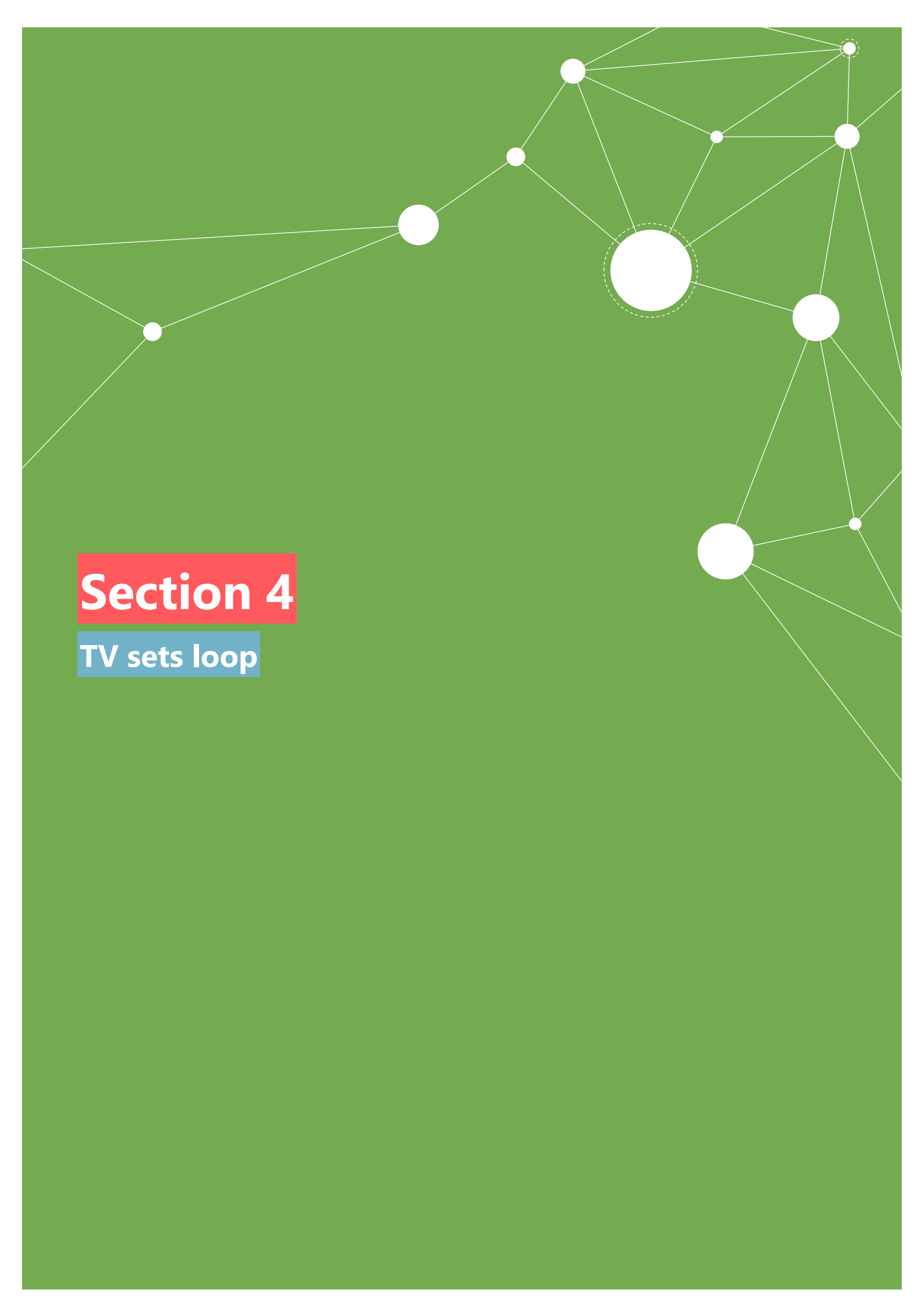
How many computers or tablets, does your household have?

By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads, but **not** mobile phones.

WRITE IN (0-99)

FORCE EDIT: SET REF AND DK TO 0

ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
H101a	IF H51=1 Is this a tablet?	SP
	Yes	Set H101 to 01
	No	Set H101 to 00
	Don't know	Set H101 to 00
H101	IF H51>1 How many of these are tablets?	NUM
	WRITE IN (0-99) (0-Max value of H51)	
	Don't know	
FORCE EDIT: SET REF AND DK TO 0		
ASK IF H115 OR H114 = WIFI BROADBAND ROUTER OR COMPUTER/TABLET WITH 3G/4G/5G AND H51 = 0		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
H128	You mentioned that you have a broadband [if H17 = Yes] an internet [if H113 = Yes] connection in the home, but do not have any computers or tablets. What do you use your broadband [if H17 = Yes] internet [if H113 = Yes] connection for?	MP
	Smartphone (s)	
	TV that connects to the internet	
	Games console (e.g. PlayStation, Xbox, etc)	
	For guests or visiting family use	
	For future tablet/computer purchase	
	I don't use it – It came as part of a phone/TV package	
	There is a computer or tablet in the household [Loop back to H51]	[SP]
	Other (specify)	
ES ONLY NOT ESR		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
H72	IF H101=0 AND H51=1 (single device; no tablet claimed)	SP
	Thinking about your computer; do you, or does anyone in your household, ever use this computer to watch TV programmes?	
	IF H101=1 AND H51=1 (single device; tablet claimed)	
	Thinking about your tablet; do you, or does anyone in your household, ever use this tablet to watch TV programmes?	
	IF H101=0 AND H51>1 (multiple devices; no tablets claimed)	
	Thinking about all the computers in your household; do you, or does anyone in your household, ever use any of these computers to watch TV programmes?	
	IF H101>1 AND H51=H101 (multiple devices; all tablets claimed)	
	Thinking about all the tablets in your household; do you, or does anyone in your household, ever use any of these tablets to watch TV programmes?	
	IF H101>1 AND H51>H101 (multiple devices; computers and tablets claimed)	
	Thinking about all the computers and tablets in your household; do you, or does anyone in your household, ever use any of these computers or tablets to watch TV programmes?	
	Yes	
	No	
ES ONLY NOT ESR		
ASK IF 2+ COMPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
H73	IF H101=0 AND H51>1 (multiple devices; no tablets claimed)	NUM
	And how many of these computers do you, or does anyone in your household, use to watch television programmes?	
	IF H101>1 AND H51=H101 (multiple devices; all tablets claimed)	
	And how many of these tablets do you, or does anyone in your household, use to watch television programmes?	
	IF H101>0 AND H51>H101 (multiple devices; computers and tablets claimed)	
	How many of these computers and tablets do you, or does anyone in your household, use to watch television programmes?	
	WRITE IN (0-Max value of H51)	
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		



Section 4

TV sets loop

TV sets loop

SUMMARY TO BE PROVIDED FOR SET LOOP

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

ADD LOCATION ONCE S3 IS ASKED:

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

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

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

(RESPONSES REDUCED IN ONLINE SCRIPT)

S3 intro	IF 1 set: Going back to ask about the television set in your home If 2+ valid sets: Going back to ask about the television sets in your home. Thinking of each television set in turn and starting with the one that you, and your household, watch most often... 2+ SET: Now thinking of your <second, third, fourth etc...> TV set	
S3	<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) (END SET LOOP)	SP

ASK FOR ALL SETS (EXCLUDING STORED AWAY) [S3 NOT = STORED AWAY]

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

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

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

Does this set receive TV programmes from TalkTalk?

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

Yes

No

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

Does this set receive TV programmes from YouView?

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

Yes

No

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

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

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

Yes

No

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

Does this set receive TV programmes from Plusnet?

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

Yes

No

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

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

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

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

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

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

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

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

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

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H56, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)		
ASK IF NO PLATFORMS CLAIMED ON SET [S62=NO]		
S63	<u>SHOW SCREEN</u>	MP
Which methods are used to receive TV programmes on this set?		
NOTE: INTERVIEWER TO PROBE FULLY		
NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE		
Virgin Media or another Cable TV service		
Satellite		
An aerial (known as Freeview <i>(in NI only)</i> or Saorview) (ROUTE ON ANY AERIAL)		
BT TV		
TalkTalk		
Plusnet		
YouView		
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		
Another TV supplier (Specify)		
Don't know		
CODE S10a=YES AND H64=YES CODE S11a=YES AND H65=YES CODE S9a=YES, H66=YES CODE S55a =YES AND H112= BT TV CODE S54a=YES AND H112=TALKTALK CODE S72a =YES AND H112=PLUSNET CODE S67a =YES AND H112 =YOUVIEW CODE S58a=YES, AND H68 = INTERNET CODE S74a=YES AND H68=STB/DEVICE CODE S56a=YES AND H68=CONSOLE CODE S57a =YES AND H68=COMPUTER CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN		
POST-CAPI RECODE H66-H68 AS DETAILED		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ROTATE THESE QUESTION SECTIONS TO MATCH ORDER OF H64, H65 AND H66 CABLE - S24,S53 SATELLITE - S69, S68, S70, S71, S75 AERIAL -S25, S50		
ASK IF CABLE CLAIM ON SET <i>[S10A = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S24	<u>SHOW SCREEN</u> (IF S9a, S11a, S55a, S54a,S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have said this set is able to receive TV services via Virgin Media or another Cable TV service. Can the cable box be used to record TV programmes? Virgin Media boxes that can record TV programmes include V+, TiVo and V6. NOTE: For a more detailed explanation select further information Yes – V6, V+ or TiVo box) Yes (Other / not sure of box type) No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF CABLE CLAIM ON SET <i>[S10A = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S53	<u>SHOW SCREEN</u> 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	SP
FORCE EDIT: SET DK TO NO		
ROTATE S69 and S68		
ASK IF SATELLITE CLAIM ON SET <i>[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]</i>		
S69	<u>SHOW SCREEN</u> (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	SP
ASK IF SATELLITE CLAIM ON SET <i>[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]</i>		
S68	<u>SHOW SCREEN</u> 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	MP

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

Polish satellite

Romanian satellite

Portuguese satellite

Italian satellite

Turkish satellite

Bulgarian satellite

Hungarian satellite

Lithuanian satellite

Indian satellite

Other Foreign satellite (Specify)

Sky

Freesat

Virgin Media

Freeview

BT TV

TalkTalk

Plusnet

YouView

Amazon Prime / Amazon Prime Video

Now TV

Netflix

Satellite service provider not known

Other (Specify)

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

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

S80a **INTERVIEWER PLEASE NOTE** SP

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

[S80 platforms in list]

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

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

Yes – Continue

No – Return to S80

ASK IF S80 = SKY AND SKY NOT ALREADY ON SET

S69a **SHOW SCREEN** SP

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

Sky with subscription

Sky without subscription

Don't know

ASK IF S80 = FREESAT AND FREESAT NOT ALREADY ON SET

S68a **SHOW SCREEN** MP

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

Via a Freesat set top box

Via Freesat integrated into the TV set

Don't know

ASK IF SKY AND FREESAT CLAIM ON SET

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

S71 **SHOW SCREEN** SP

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

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

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

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

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

FORCE EDIT: SET DK TO NO

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

(GRID USED IN ONLINE SCRIPT)

S73 **SHOW SCREEN** MP

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

YouView (IF S67a=Yes)

TalkTalk (IF S54a=Yes)

BT TV (IF S55a=Yes)

Plusnet (IF S72a=Yes)

[If 1 of these platforms]

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

[If 2+ of these platforms]

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

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT TV

Yes - Plusnet

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

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

(GRID USED IN ONLINE SCRIPT)

S76 **SHOW SCREEN** MP

[If 1 of these platforms]

Do you receive HD channels via this set top box?

[If 2+ of these platforms]

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

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT TV

Yes - Plusnet

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

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

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

Amazon Fire / Fire Stick

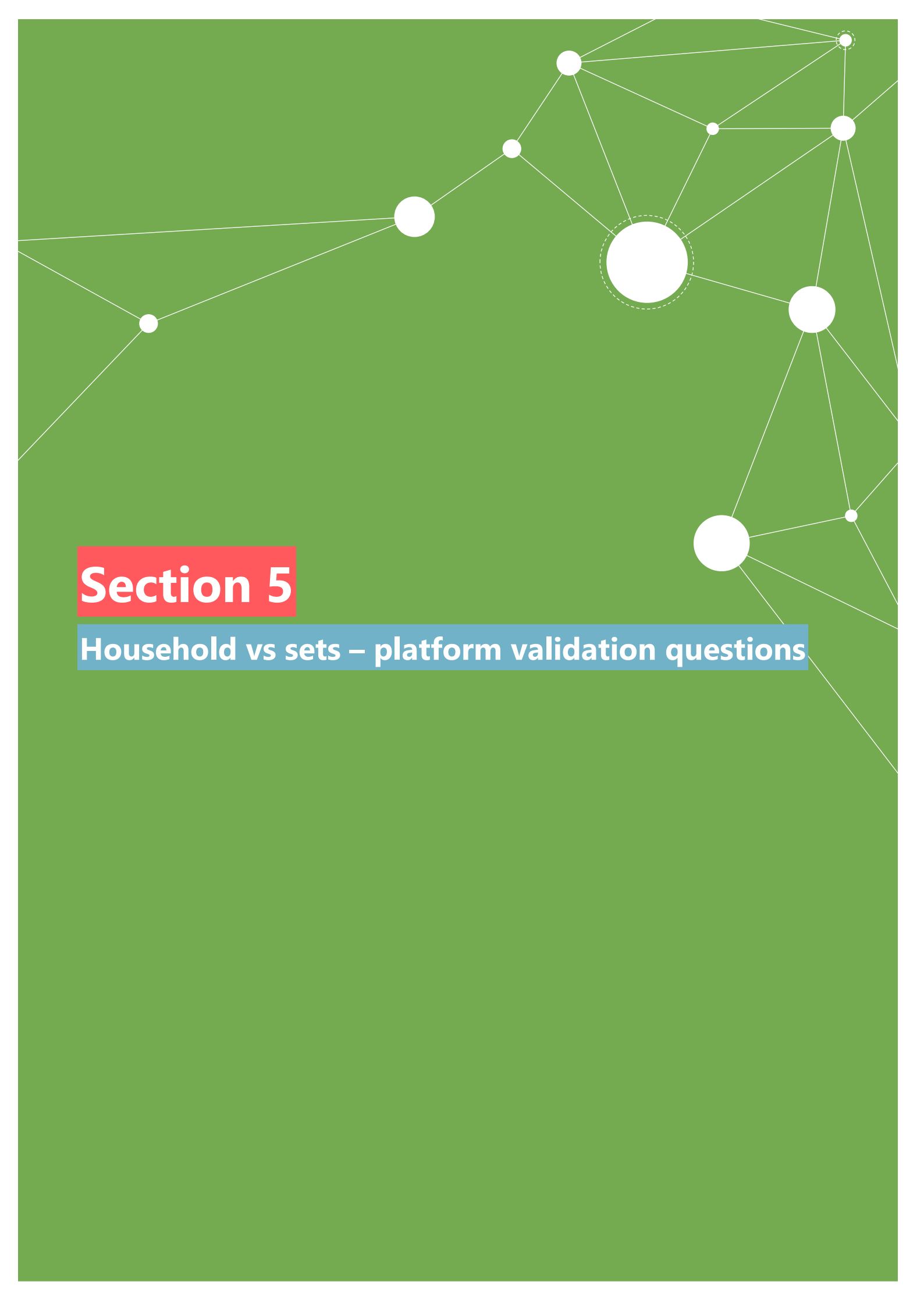
Now TV / Now TV Stick / Roku

Apple TV

Other (Specify)

Don't know

ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3)		
S51	(S75 = SkyQ OR S75 = Sky+ HD OR S75 = Sky+ OR S77 = 2 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet Apart from the (S75=1) SkyQ box (S75=2) Sky+ HD box (S75=3) Sky+ box (S77=2) Freesat+ box (S24=1, 2 or 3) V6,V+ or TiVo box (S24=4) Cable box (S25=1) Freeview <i>(in NI only)</i> or Saorview recorder (S73= YouView) YouView box (S73= TalkTalk) TalkTalk box (S73= BT) BT TV box (S73= Plusnet) Plusnet box Do you have any other <S77=2 or S24=1 or S25=1 or S73=YouView or S73= TalkTalk or S73= BT or S73= Plusnet> equipment connected to or integrated into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED [S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or integrated into this set record and store TV programmes? On to a recorder integrated into the TV set On to a separate digital video recorder (including a separate hard drive) On to DVD or Blu-ray discs On to Video Tapes On to a USB / Dongle Other (specify) Don't know	MP
FORCE EDIT: SET DK TO NONE OF THESE		
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38 [S38 NOT ONTO DVD/BLU RAY DISCS]		
S52	Do you have a DVD or Blu-ray player connected to or integrated into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS [S62 = YES]		
S2	SHOW SCREEN Which of these best describes this television set? Temporarily out of order Used only with a games console, computer or DVD or Blu-ray player Working but never used Permanently out of order	SP
REPEAT ABOVE FOR ALL TV SETS		



Section 5

Household vs sets – platform validation questions

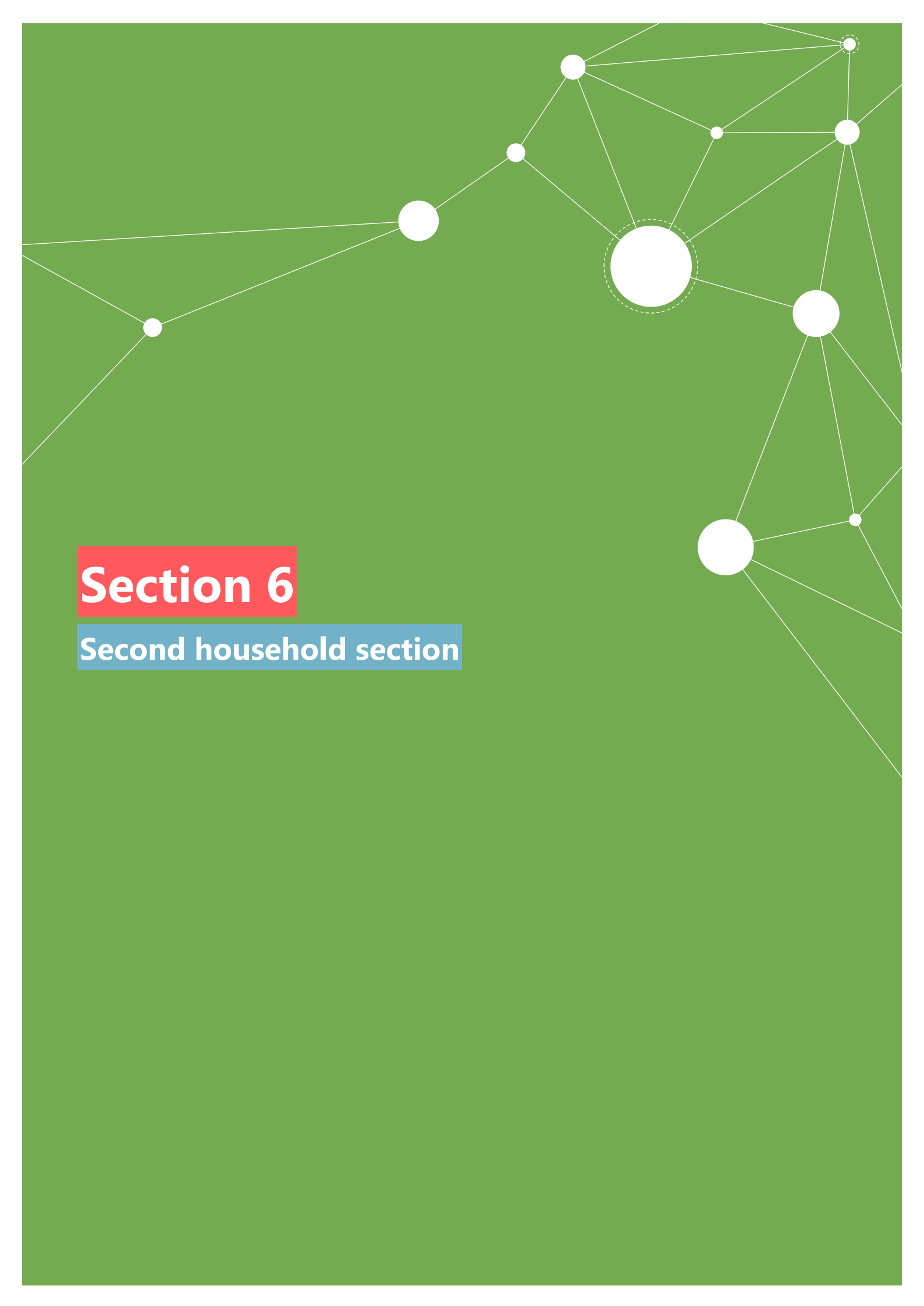
Household vs Sets – platform validation questions

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

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

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

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



Section 6

Second household section

Second household section

ES ONLY NOT ESR		
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
<i>(AMENDED INTRO IN ONLINE SCRIPT)</i>		
H58 intro	DO NOT INCLUDE INTRO IF COME DIRECTLY FROM H73 Earlier you said that you had <insert number of devices from H73> devices that you use to watch TV via the internet	
H58	<u>SHOW SCREEN</u> How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know	SP
ES ONLY NOT ESR		
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H59	<u>SHOW SCREEN</u> How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ES ONLY NOT ESR		
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]		
H60	<u>SHOW SCREEN</u> How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ES ONLY NOT ESR		
ASK ALL		
<i>(REPOSITIONED IN FIRST HH SECTION IN ONLINE SCRIPT)</i>		
H102	<u>SHOW SCREEN</u> Thinking about your TV viewing in general (IF H73=0) Now thinking about other ways of watching TV programmes (IF H73>0) (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet Are there any other devices you use to watch TV programmes in your household (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES]) Are there any devices you use to watch TV programmes in your household Yes – projector Yes –smartphone Yes – other (specify) No Don't know	MP

ES AND ESR	
ASK IF SKY – WITH SUBSCRIPTION	
<i>[S69 = CODE 1]</i>	
H108	<u>SHOW SCREEN</u>
Does your Sky TV subscription include any premium Sky Cinema or Sky Sports channels?	
	Yes - Sky Cinema (MP)
	Yes - Sky Sports (MP)
	Yes - both Sky Cinema and Sky Sports (SP)
	No (SP)
	Don't know (SP)
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	
ES ONLY NOT ESR	
ASK IF CABLE [S10 = CODE 1]	
<i>(REDUCED NOTE IN ONLINE SCRIPT)</i>	
H109	<u>SHOW SCREEN</u>
Does your Virgin Media subscription include any premium Sky Cinema or Sky Sports channels?	
NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable	
	Yes - Sky Cinema (MP)
	Yes - Sky Sports (MP)
	Yes - both Sky Cinema and Sky Sports (SP)
	No (SP)
	Don't know (SP)
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	
ES ONLY NOT ESR	
ASK IF YOUVIEW / TALKTALK / BT / PLUSNET	
<i>[S67a OR S54a OR S55a OR S72a = CODE 1]</i>	
H125	<u>SHOW SCREEN</u>
Does your	
[Only Include Platforms received]	
YouView	
TalkTalk	
BT TV	
Plusnet	
connection include any premium Sky Cinema or Sky Sports channels?	
	Yes - Sky Cinema (MP)
	Yes - Sky Sports (MP)
	Yes - both Sky Cinema and Sky Sports (SP)
	No (SP)
	Don't know (SP)
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	

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

ES ONLY NOT ESR	
ASK ALL	
<i>(REPOSITIONED IN FIRST HH SECTION IN ONLINE SCRIPT)</i>	
H110	SHOW SCREEN OR READ OUT ALL OPTIONS MP
Do you, or does anyone in your household subscribe to any of the following services?	
Amazon Prime/ Amazon Prime video	
DisneyLife	
Netflix	
NowTV	
Xbox Live	
None of these	
Don't know	

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

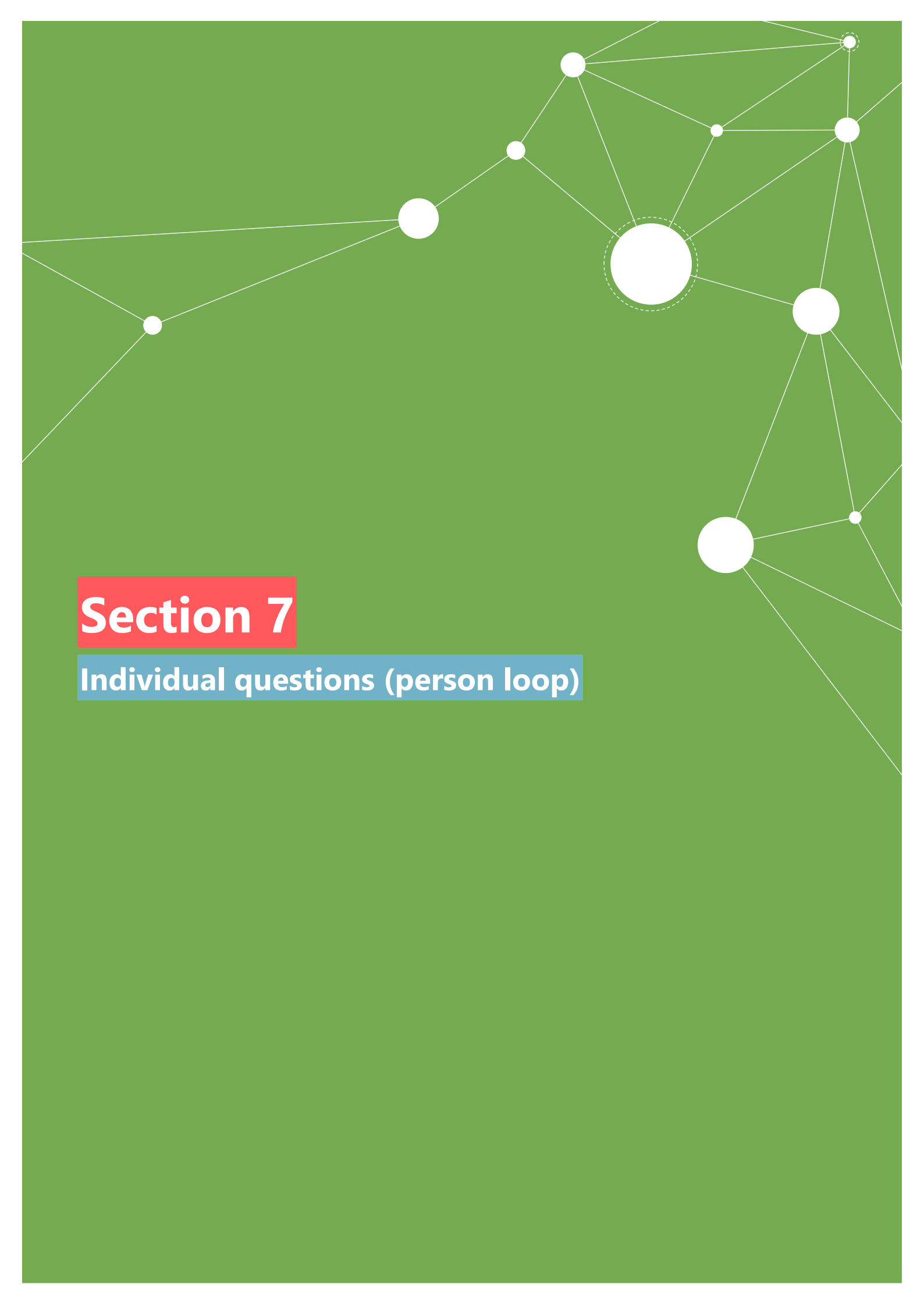
ES ONLY NOT ESR	
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES	
[S56A=YES (FOR ANY SET)]	
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED	
H22b	Do you, or does anyone in your household, ever connect a games console to your TV set(s) SP
Yes ASK H23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

ES ONLY NOT ESR**ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET****[H22b = YES]**

H23	SHOW SCREEN	MP
	Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets?	
	Nintendo Wii	
	Nintendo Wii U	
	Nintendo Switch	
	Other Nintendo	
	PS2	
	PS3	
	PS4	
	Other PlayStation	
	Xbox	
	Xbox 360	
	Xbox One / One S / One X	
	Any other games console	
	Don't know	

ES ONLY NOT ESR**ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]****(OTHER NOT INCLUDED IN ONLINE SCRIPT)**

H54	SHOW SCREEN	MP
	Which of the following do you, or does anyone in your household, use your games console(s) for?	
	To play games	
	To connect to the internet	
	To watch TV programmes	
	To play DVD or Blu-ray discs	
	Other (specify)	
	None of these	
	Don't know	



Section 7

Individual questions (person loop)

Individual questions (person loop)

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

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

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

Start of person loop

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

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

P4	Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
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FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED**ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3] AND P4=Under 16**

P4a	INTERVIEWER NOTE: Are you able to determine which of these is applicable to the 0-16 year-old? 0-3 4-9 10-15 Unable to determine	SP
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ASK ONLY FOR THOSE AGED 16+**[P3>15 OR P4 NOT = UNDER 16]**

P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
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ASK ONLY FOR THOSE AGED 16+**[P3>15 OR P4 NOT = UNDER 16]**

P9	<u>SHOW SCREEN</u> What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
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**FORCE EDIT: SET TO FULL TIME EDUCATION IF TAE (P10) IS 'STILL IN FULL TIME EDUCATION'
SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED**

ASK IF NOT IN FULL TIME EDUCATION**[P9 NOT = CODE4]****P10 SHOW SCREEN SP**At what age did you **(IF RESPONDENT)** they **(IF NOT RESPONDENT)** complete full time education?

- 15 years and under
- 16 years
- 17-18 years
- 19 years and over
- Still in full time education
- Don't know
- Prefer not to say

FORCE EDIT:

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

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13**P11 Can you **(IF RESPONDENT)** this person **(IF NOT RESPONDENT)** speak Welsh? SP**

- Yes
- No
- Don't know

ASK IF WELSH SPEAKER**[P11=YES]****P12 SHOW SCREEN SP**How well do you **(IF RESPONDENT)** does this person **(IF NOT RESPONDENT)** speak Welsh?

- Understand, speak, write and read Welsh EXTREMELY WELL
- Understand, speak, write and read Welsh QUITE WELL
- Understand, speak, write and read A LITTLE Welsh
- Can understand and speak SOME Welsh
- Can understand A LITTLE Welsh
- Don't know

ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15**P13 Can you **(IF RESPONDENT)** this person **(IF NOT RESPONDENT)** speak Gaelic? SP**

- Yes
- No
- Don't know

ASK IF GAELIC SPEAKER**[P13=YES]****P14 SHOW SCREEN SP**How well do you **(IF RESPONDENT)** / does this person **(IF NOT RESPONDENT)** speak Gaelic?

- Understand, speak, write and read Gaelic EXTREMELY WELL
- Understand, speak, write and read Gaelic QUITE WELL
- Understand, speak, write and read A LITTLE Gaelic
- Can understand and speak SOME Gaelic
- Can understand A LITTLE Gaelic
- Don't know

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

SP

Are your **(IF RESPONDENT)** their **(IF NOT RESPONDENT)** day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Note: Please include any health problems related to old age

- Yes – limited a lot
- Yes – limited a little
- No
- Prefer not to say

ASK ALL**P16 SHOW SCREEN**

SP

Which of these ethnic backgrounds do you consider **yourself (IF RESPONDENT)** **this person (IF NOT RESPONDENT)** to belong to?

White

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy or Irish Traveller
- Any other White background (specify)

Mixed/multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed/multiple ethnic background (specify)

Asian/Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background (specify)

Black/African/Caribbean/Black British

- African
- Caribbean
- Any other African/Caribbean background (specify)

Any other ethnic background

- Arab
- Any other ethnic group (specify)

Prefer not to say (Code from list to continue)

ASK IF ANY OTHER WHITE BACKGROUND AT P16**P16a INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16**

SP

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

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

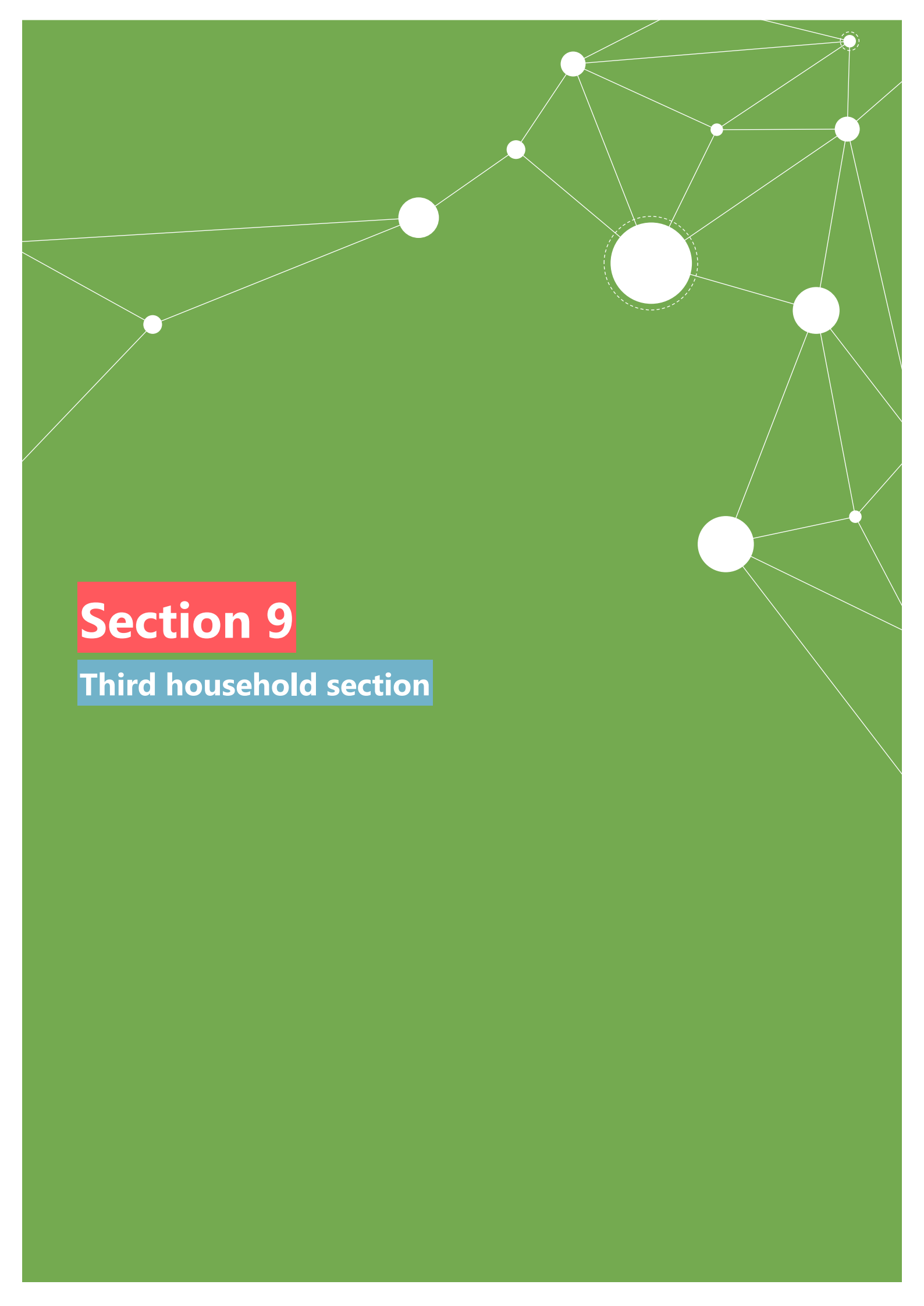
SP

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

ES ONLY NOT ESR		
ASK IF NOT AGED 1, 2 or 3 [AT P3]		
<i>(P17/18 ASKED AS A SINGLE GRID QUESTIONS AFTER PERSON LOOP IN ONLINE SCRIPT)</i>		
P17	(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		
<i>[P17=YES]</i>		
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		
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Section 9

Third household section

Third household section

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

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

SP

Which is the main language Spoken in your household?

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

ASK ALL**H27 SHOW SCREEN**

MP

IF 1 PERSON HOUSEHOLD

Do you work in any of the following occupations?

IF 2+ PERSON HOUSEHOLD

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

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

ASK IF 2+ ADULTS IN HOME [P3 >15 OR P4 NOT CODE 1]*(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)***H56**

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

MP

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

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

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

MP

This person must be aged 16 or over.

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

IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)

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

ASK ALL

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

WRITE IN
Don't know
Prefer not to say

ASK ALL

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

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

WRITE IN
Don't know
Prefer not to say

ASK ALL

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

SP

Yes
No
Don't know
Prefer not to say

ASK IF SELF EMPLOYED

[H37=YES]

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

NUM

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

H39 What jobs do **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** does **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** did **(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))** you **(IF RESPONDENT)** they **(IF NOT RESPONDENT)** actually do?

WRITE IN
Don't know
Prefer not to say

ASK ALL

H40 Are **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)** Is **(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)** Were **(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)** Was **(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))** you **(IF RESPONDENT)** they **(IF NOT RESPONDENT)** a manager or a foreman/supervisor?

SP

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

ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H43	Have you (IF RESPONDENT) Has <i>they</i> (IF NOT RESPONDENT) any qualifications? NOTE: (e.g. apprenticeships, degrees, diplomas, etc. If professional qualification, please give details) WRITE IN Don't know Prefer not to say	
ASK IF CIE IS RETIRED [P9= RETIRED]		
H104	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' 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 EMPLOYEMENT [P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Prefer not to say	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 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	SP

CODE FOR ALL		
H44	SHOW SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP
PROBABILITY MATRIX		
<i>(FOLLOWING SECTIONS NOT INCLUDED IN ONLINE SCRIPT)</i>		
PM3	Write out subcluster recruitment status (another recruit in subcluster or not). Yes (exit recruitment) No (proceed)	SP
PM1	Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison	
PM2	HH eligible for recruitment based on probability matrix / screens to recruitment (Y/N) IF NOT SELECTED FOR RECRUITMENT GO TO H47 IF SELECTED FOR RECRUITMENT CONTINUE TO W1_ Intro	
INTERVIEWER TEST SCRIPT ONLY – ROUTE ALL INTERVIEWS TO RECRUITMENT SECTION		

Recruitment re-engagement questions

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

ASK ALL SELECTED FOR RECRUITMENT

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

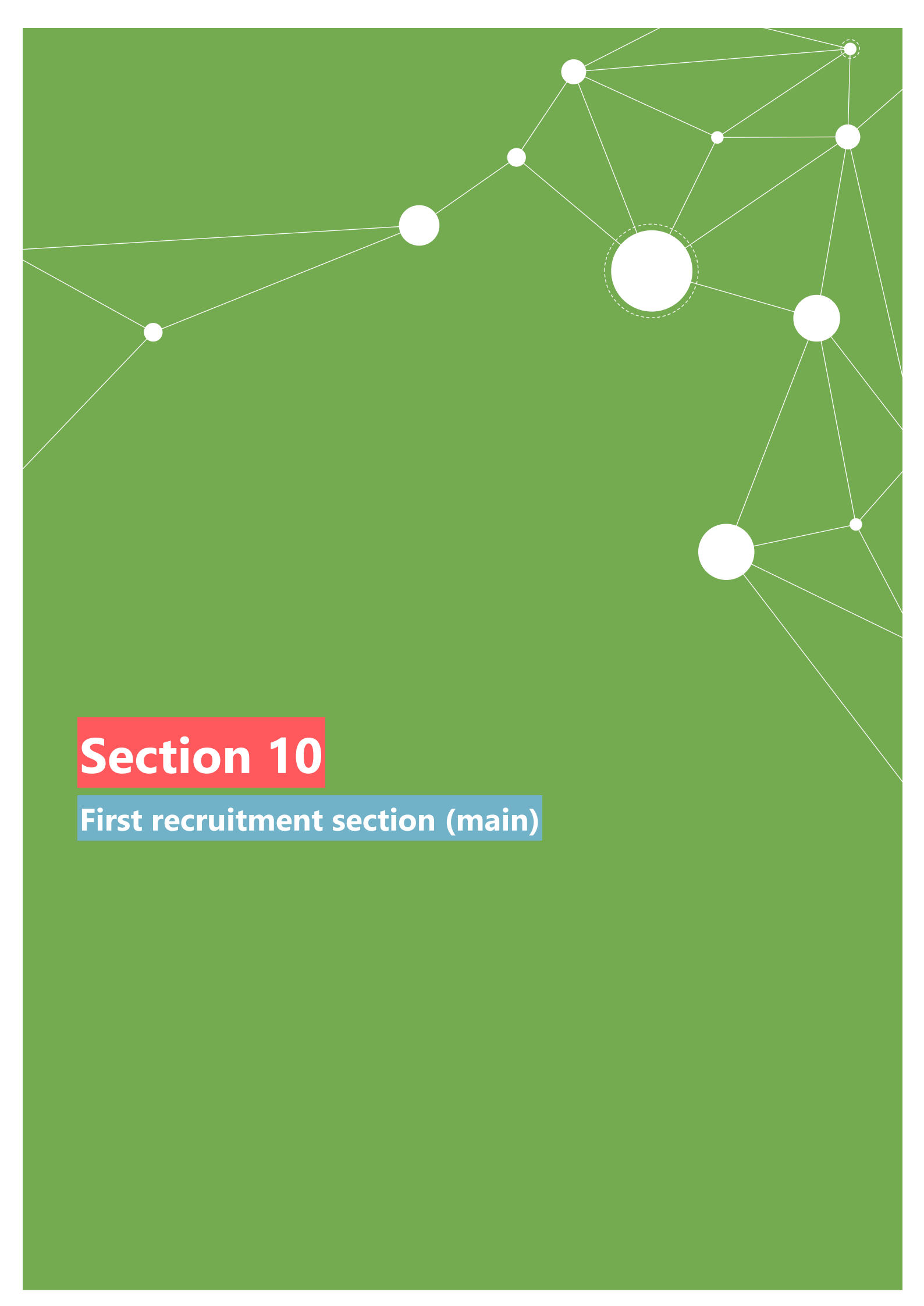
Yes

No

Don't Know

FOR ALL ANSWERS INTERVIEWER READ OUT

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



Section 10

First recruitment section (main)

First recruitment section (main)

ASK STANDALONE ONLY

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

ASK ALL IF SELECTED FOR RECRUITMENT

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

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

SHOW VIDEO

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

IF REC_PROPOSITION_FLAG=2 THEN SHOW VIDEO 2 VIRTUAL METER

Show video

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

ES ONLY NOT STANDALONE

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

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

These are just some of the broadcasters involved

ASK STANDALONE ONLY

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

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

These are just some of the broadcasters involved

ASK ALL IF SELECTED FOR RECRUITMENT		
R2	Ask if H44=CODE (1,2 or 3) I'd like to explain a bit more about the panel and what's involved and then ask if those in your household [If multi person HH] you [If single person HH] would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it. Is it okay to continue? Yes No - not interested (exit recruitment) GO TO R34	SP
	Ask if H44=CODE (4,5 or 6). I'd like to explain a bit more about the panel and what's involved, explain about the rewards for taking part and then ask if those in your household [If multi person HH] you [If single person HH] would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it. INTERVIEWER NOTE: Please give to the respondent the Panel Reward Scheme leaflet to review and answer any questions they might have. Is it okay to continue? Yes No - not interested (exit recruitment) GO TO R34	
ASK ALL IF SELECTED FOR RECRUITMENT		
R4 intro	INTERVIEWER: MAKE SURE YOU GO THROUGH THE BOOKLET IN DETAIL AND THAT THE RESPONDENT UNDERSTANDS THE POINTS BELOW AND CODE ACCORDINGLY: There are a few points that I would like to highlight from the video and booklet: Your home will be part of the National TV Viewing Panel Information collected will be used by broadcasters to understand it's audience All household members must be committed to taking part (registering themselves when in the room) All television sets in your home and all computers (including laptops, tablets and smartphones) that are capable of connecting to the internet will be measured. {-REC_PROPOSITION_FLAG=1 OR 3} All television sets in your home and all computers (including laptops, tablets and smartphones) that are capable of connecting to the internet will be measured. {-REC_PROPOSITION_FLAG=2} It is important to remember that it doesn't matter how much or how little television you watch. It is just as important for us to know how little people watch as well as how much There are monthly rewards for taking part in the form of points that can be exchanged for goods/vouchers or can be donated to charities. Is there anything else that you would like me to explain in more detail?	MP
R4_in tro_video	INTERVIEWER: WOULD YOU LIKE TO SHOW THIS HOUSEHOLD A SECOND VIDEO WITH CURRENT PANEL HOMES GIVING THEIR EXPERIENCE OF BEING ON THE PANEL? Yes, play video now No (continue to R4)	SP
R4	Would you be willing to help us by becoming a BARB panel home? Yes No (exit recruitment) GO TO R34	SP

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

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

IF 2+ PERSON HH

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

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

SP

PERSON 1 (RESPONDENT)

Could you give me your title?

PERSON 2-9

Could you give me their title?

Miss

Ms

Mrs

Mr

Dr

Sir

Lord

Lady

Reverend

Pastor

Vicar

Other (please specify)

ASK IF YES AT R4		
R6	IF NAME NOT GIVEN EARLIER Can you give me your name?	VERB
a/b	PERSON 2-9 Could you give me their name? ENTER INTO THE BOXES BELOW R6a First name R6b Surname	
DISPLAY RESPONSE AND CHECK BY READING BACK		
ASK IF YES AT R4		
R7a	PERSON 1 (RESPONDENT) Could you tell me the month and year you were born? PERSON 2-9 Could you tell me the month and year they were born? WRITE IN: ENTER IN FORMAT MM / YYYY Don't know (person 2-9 only)	
DISPLAY RESPONSE AND CHECK BY READING BACK		
R7a	If DK at R7a (only to be routed in once per HH):	
Exit	That's fine. We do need to get the year and month of birth for all household members before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions	
CHECK DOB AGAINST RESPONSE TO P3		
ASK IF R7A NOT EQUAL TO AGE (P3) SKIP IF P3= REF/DK AND AGE DERIVED FROM AGE BAND		
R7b	The year of birth does not agree with the age you gave me earlier. Which of these is correct? Age: <display P3 response. Month and Year of birth <display R8a response> Age Month and Year of birth	SP
IF AGE IS CORRECT RE ENTER R7a		
IF MONTH AND YEAR OF BIRTH IS CORRECT FORCE P3 BASED ON R7a		
ASK FOR ALL UNDER 16 IN 1 ADULT HH		
R38a	As this person is under 16, we require consent from a parent or guardian for them to join the BARB panel INTERVIEWER: PLEASE INDICATE IF CONSENT HAS BEEN PROVIDED FOR THIS CHILD BY A PARENT OR GUARDIAN WHO IS AVAILABLE AT THE TIME OF THE INTERVIEW Yes – Consent provided No – Parent or guardian not available, revisit needed to obtain consent No – Consent not given (Exit Recruitment) GO TO R34	SP
ASK IF R38a = YES		
R38b	Who is the person in this HH available at the time of the interview who is giving this consent for this child to join the BARB panel? LIST ALL ADULTS IN HOME (PERSON NUMBER, NAME IF WE HAVE IT, GENDER, AGE)	SP
ASK IF R38a = REVISIT		
R38c	INTERVIEWER EXPLAIN: We do need to obtain parental or guardian consent for all children under 16 before we can get your household installed to the panel and I'll talk about this a bit more once I've finished with the rest of the questions	SP

ASK IF 2+ PERSON HH AND AGE P3>16 years		
R8	PERSON 1 (RESPONDENT) Are you the parent or guardian of anyone in the household? PERSON 2-9 Are they the parent or guardian of anyone in the household? Yes No	SP
ASK IF 2+ PERSON HH AND AGE P3>16 years		
R9	PERSON 1 (RESPONDENT) Are you the child or dependent of anyone in the household? PERSON 2-9 Are they the child or dependent of anyone in the household? Yes No	SP
ASK IF 2+ ADULT HH		
R10	FOR ADULTS 2-9 ONLY INTERVIEWER PLEASE CODE: Is this person present in the room and have they been participating in the questionnaire and recruitment? By this we mean has the person: • Been listening to the questions? • Watched the video / looked at the printed materials? • Commented on any aspect of the interview? • Given answers to any of the questions Yes No	SP

End of recruitment person loop

start of recruitment computer loop

ASK FOR ALL COMPUTERS IDENTIFIED AT H51		
FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4		
ASK IF H51>0		
R13	HH WITH 1 COMPUTER/TABLET:	
intro	I'd now like to ask a question about the computer / tablet in your household	
	HH WITH 2+ COMPUTERS/TABLETS:	
	COMPUTER 1:	
	I'd now like to ask a question about each of the computers / tablets in your household. Starting with the first one...	
	COMPUTER/TABLET 2, 3, 4 ETC.	
	Now thinking about your second, third, fourth computer/tablet...	
ASK FOR ALL COMPUTERS AT H51		
R16	SHOW SCREEN	SP
	Which of the following best describes this computer/tablet?	
	In use	
	Normally in use but temporarily out of order	
	Not in use but in working order	
	Permanently out of order	

End of recruitment computer loop / Start of contact section

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

Tel No 1 ES and ES Recontact

ES and ESR Sample		
ASK ALL		
R18a	Are you able to provide us with a telephone number?	SP
	NOTE: where available a personal mobile phone number is preferable to a landline	
	Yes (go to R19a)	
	No (go to R18b)	
ES and ESR Sample		
ASK IF R18a = NO		
R18b	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?	SP
	Yes (go to R19a)	
	No (exit recruitment) (go to R32)	

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

Tel No 1 TEL SAMPLE

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

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

Tel No 2

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

BEST NUMBER/TIME

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

EMAIL

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

CONFIRMATION

ASK ALL		
R22	Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation in the BARB service is not disclosed to any other person or organisation. Please confirm you are willing for your details to be passed on to BARB commissioned agencies including Kantar Media and RSMB for the purpose of joining the BARB panel? NOTE: this confirms agreement to participate from all HH members Yes: agree to join the BARB panel No: do not agree - (exit recruitment) GO TO R34 Revisit necessary	SP
ASK IF R10 = NO FOR ANY ADULT HH MEMBER AND R22 NOT 'REVISIT NECESSARY'		
R23	INTERVIEWER: NOT ALL ADULT HH MEMBERS WERE CODED AS PRESENT AND PARTICIPATED AT R10. PLEASE CONFIRM THAT THIS IS A PROPER RECRUITMENT AND DOES NOT NEED A REVISIT All household members now present and agree (LOOP BACK TO R7 AND/OR R38 HERE IF REQUIRED) Revisit necessary (SP)	MP
ASK IF R22 = YES OR REVISIT NECESSARY		
R37	INTERVIEWER: ALL RECRUITED HOUSEHOLDS AS WELL AS HOUSEHOLDS WHERE A REVISIT IS NEEDED MUST BE LEFT WITH A 'RECRUITMENT INFORMATION NOTICE (HOW WE USE YOUR PERSONAL DATA)'. PLEASE HAND THIS OVER AND CONFIRM THAT YOU HAVE DONE SO. Yes, notice provided No, notice not provided (Specify reason)	SP

ASK ALL		
IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME IF ANY PERSON CODED REVISIT AT R38a DISPLAY DETAILS: PERSON NO, TITLE, FORENAME, SURNAME		
R24 intro	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS - REVISIT/RECALL from you to confirm all HH adult members are happy to proceed (IF REVISIT NECESSARY CODED AT R22 OR R23) - RECALL/REVISIT from you to confirm missing DOB for HH members (IF ANY PERSON CODED DK AT R7a) - RECALL/REVISIT from you to confirm missing consent for children (IF ANY PERSON CODED REVISIT AT R38a) - WELCOME EMAIL – You will receive an email in the next day or so sent to the email address provided with further details of the next steps in the process (IF EMAIL PROVIDED AT R21b) - VALIDATION PROCESS: You will be contacted by telephone by Ipsos MORI in the next few days to confirm the details provided and that you have agreed to participate on the panel. Your phone may not recognise this number but we will need to speak to you to confirm that you want to proceed before we can pass your details on. IF NO RECALL/REVISIT REQUIRED ADD “NOTE: If not already done so please ask the participant if they are willing to <u>save</u> ‘Ipsos MORI Validation Team’ as a contact on their mobile phone. The number is 020 3602 0717” - If you don’t hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on the same number 020 3602 0717 - INSALLATION DATE ARRANGED: once we have spoken to you and confirmed that you are happy to proceed the details you have provided will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
R24	INTERVIEWER: PLEASE CODE ALL THAT APPLY IN THE CHECKLIST BELOW Shown video of panel task Explained the incentives offered for taking part Left recruitment materials Explained that all TVs, computers, and tablets and smartphones in the home will need to be monitored by connecting a meter to each TV set, and installing a focal meter to the broadband router-[REC_PROPOSITION_FLAG=1 OR 3] Explained that all TVs, computers and tablets and smartphones in the home will need to be monitored by connecting a meter to each TV set, and loading an application onto each tablet, computer and smartphone [REC_PROPOSITION_FLAG=2] Explained that all members of the household need to take part Explained that taking part involves registering your TV viewing by pressing a button on a remote each time you enter or leave a room where a TV is on Explained that registering viewing on a tablet or ,computer or smartphone is done automatically by the focal meter {REC_PROPOSITION_FLAG=1 OR 3} Explained that registering viewing on a tablet or ,computer is or smartphone is done by- the app [REC_PROPOSITION_FLAG=2] Explained telephone call from Ipsos MORI to confirm participation Ipsos MORI Validation Team Freephone number saved on participant’s phone	MP
ASK IF R18b / R19c= NO		
R32	INTERVIEWER: PLEASE CODE MAIN REASON FOR REFUSAL IF STATED No telephone in home Doesn't want to give out number No reason given Other (specify)	SP

ASK IF R2=NO OR R3=NO OR R4=NO OR R22=NO Or R38a = consent not given		
R34	INTERVIEWER: PLEASE CODE ANY REASONS FOR REFUSAL IF STATED	MP
	Not interested in subject matter Interview too long Too many questions Doesn't want to give personal information (date of birth) Doesn't want computers monitored Incentive too small Other family member/partner objection No reason given Other (specify)	

CONTINUATION OF SECTION 9

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

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

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

ES AND ESR ONLY - TEL SAMPLE: PULL THROUGH FROM ECS		
WITH ANY TELEPHONE [AT H48]		
H49	What is the Telephone number, including the area code, of the household's main phone or mobile?	
	NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number	
	WRITE IN Prefer not to say	

ASK ALL ALL UNLESS EXEPTIONS BELOW		
TEL AND ESR SAMPLE: DO NOT ASK IF "Named individual" WAS SELECTED IN TEL INTRO (P.7)		
DO NOT ASK IF DROPPED OUT OF RECRUITMENT AT S38 / R18b / R19c / R22		
INFN	RECORD: RESPONDENTS NAME (IN FULL) PLEASE TYPE TITLE (MR/MRS/MISS) FIRST NAME SURNAME FOR EXAMPLE: mr john practice WRITE IN Don't know Prefer not to say	

ASK RECYCLED SAMPLE ONLY

H130 How long have you lived at this address? **SP**

Less than 3 months
 3 to 6 months
 6 to 12 months
 Over 12 months

ES ONLY NOT ESR**ASK ALL**

H50 Would you be willing to be re-contacted on behalf of BARB or Ipsos MORI in the next 12 months? **SP**

This would be regarding your TV viewing or use of other types of media and there would be no obligation for you to take part. Contact maybe from another research company working on behalf of BARB.

Yes
 No

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

H118 Thank you. **SP**

BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK.

We understand that you would prefer not to be recontacted on behalf of BARB generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part.

Yes
 No

Not Asked *[Extra code for interviewers who don't ask this question based on a very definite No at H50]*

ES ONLY

DON **ASK IF INCENTIVE SAMPLE CODE 3** **SP**

ATE1 INTERVIEWER: As I mentioned earlier you have qualified for a £10 voucher for completing this interview. Alternatively you can donate this to one of our chosen charities.
 INTERVIEWER: Please note respondent preference

Receive Voucher (Go to Incentive 1)
 Donate Voucher (Go to Donate 2)

ES ONLY – ASK IF DONATE1= YES

DON **ASK IF INCENTIVE SAMPLE CODE 3** **SP**

ATE2 INTERVIEWER: And which charity would you like to donate to?

Age UK
 Cancer Research
 British Red Cross

ES ONLY, INCENTIVE SAMPLE

INCE IF PART OF CONDITIONAL SAMPLE (CODE 3)

NTIV INTERVIEWER:: please confirm that you have an available gift card to issue

E1

Yes
 No

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

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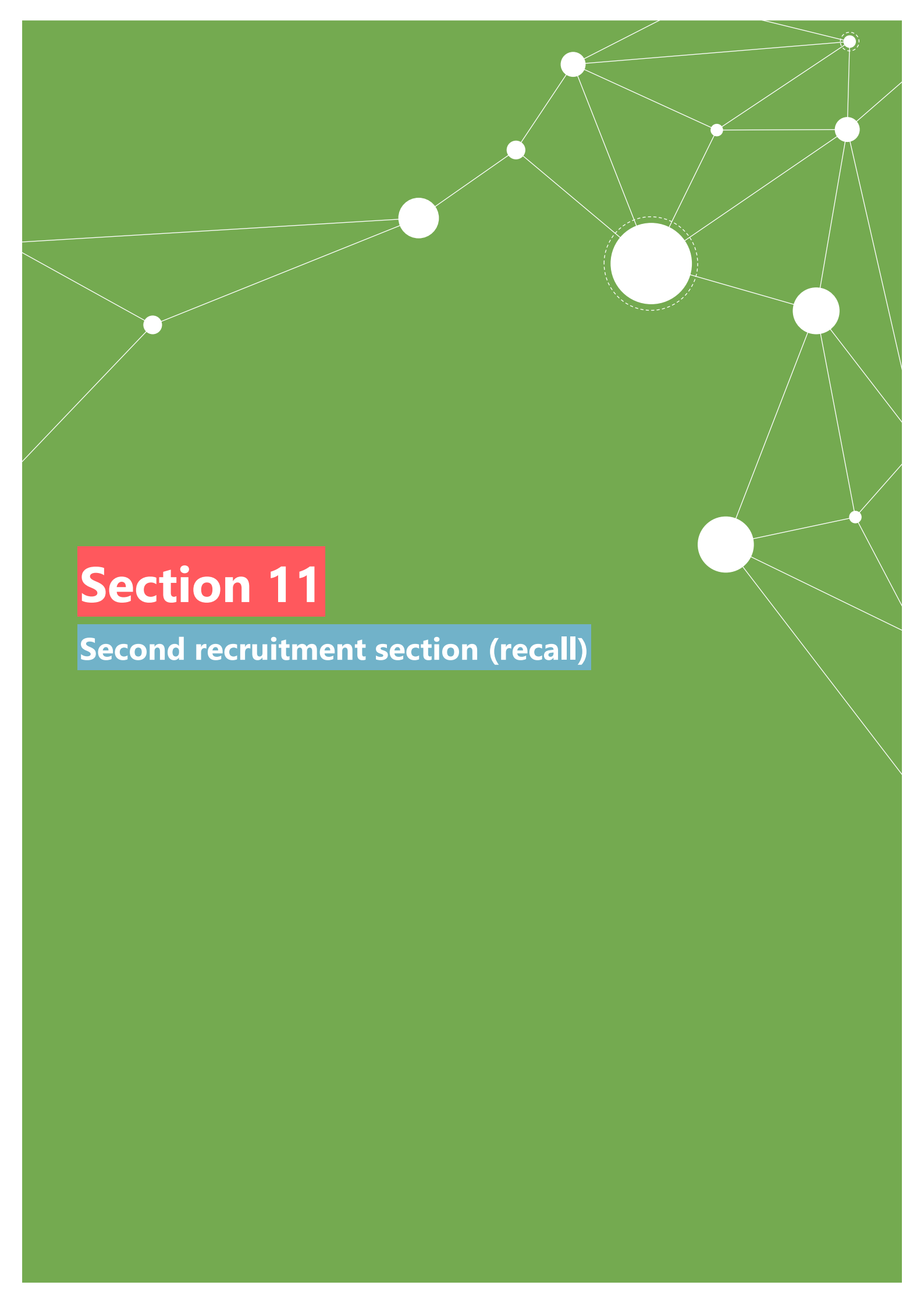
ES ONLY – ASK IF INCENTIVE1 = NO

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

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



Section 11

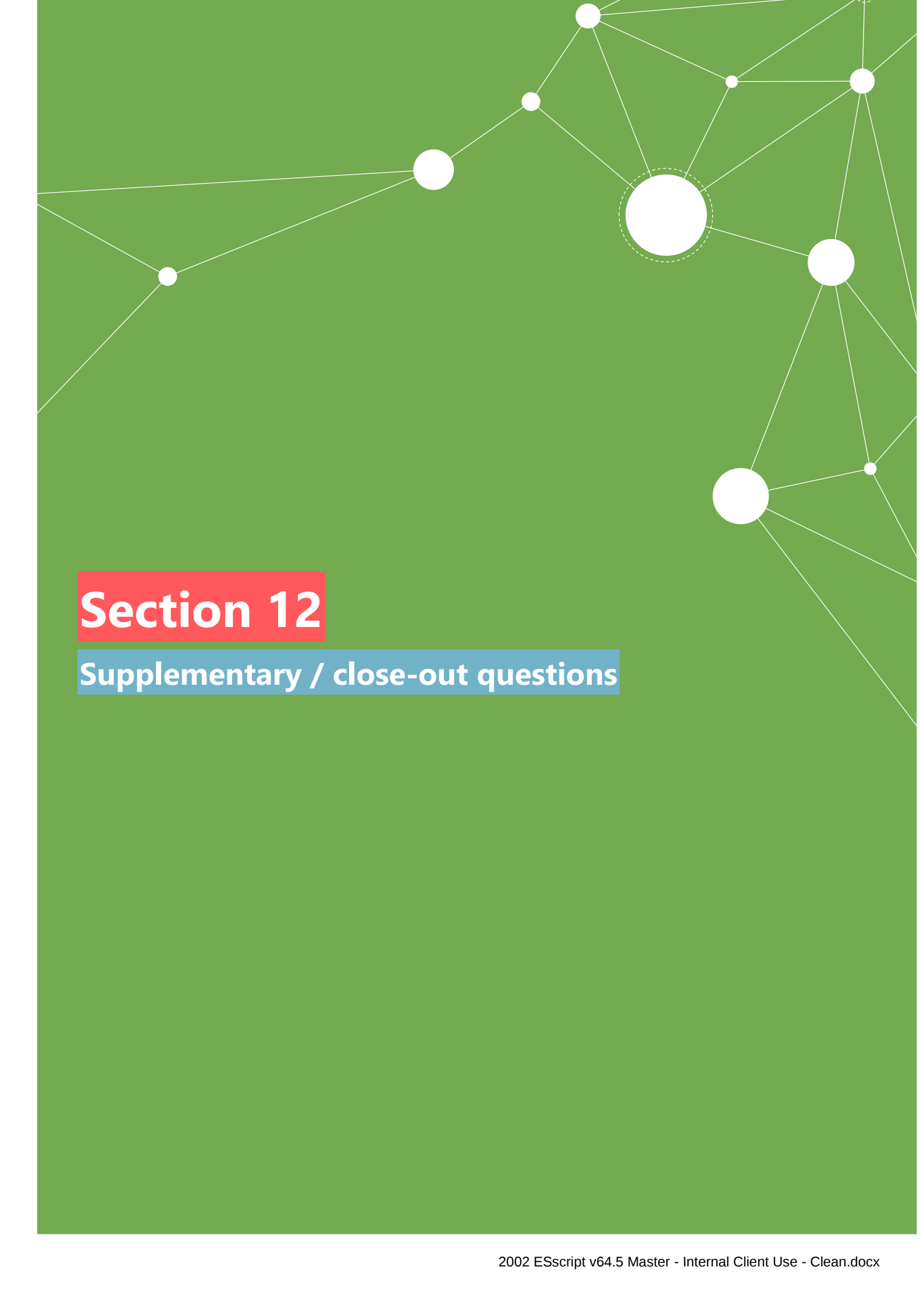
Second recruitment section (recall)

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

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

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

ASK IF R38a was a Revisit needed during main interview		
R39_i nro	During the main interview we weren't able to confirm the consent for all children in the household to join the BARB panel: IF ONE CHIL WITH MISSING CONSENT There is 1 child who we still need consent for IF 2+ PEOPLE WITH MISSING DOB DETAILS There are <no of people with REVISIT at R38a> children who we still need consent for DISPLAY FOR ALL: TITLE FORENAME SURNAME (from P3 or P4) As a potential BARB panel home, we require adult or guardian consent on behalf of all children in the household.	
LOOP FOR EACH CHILD		
ASK IF R38a was a Revisit needed during main interview		
R39a	Has a parent or guardian given consent for [CHILD DETAILS] to join the BARB panel? Yes No (exit recruitment) - (go to R34)	SP
LOOP FOR EACH CHILD		
ASK IF R38a was a Revisit needed during main interview		
R39b	Who is the person in this HH who has given consent for [CHILD DETAILS] to join the BARB panel? LIST ADULTS IN HOME	SP
ASK ALL REQUIRING REVISIT/RECALL		
R29	CHECK RESPONDENT ADDRESS: Can you confirm your address for me please? OUTPUT ADDRESS FROM ECS CORRECT ADDRESS INCORRECT ADDRESS (WRITE IN)	SP VERB
R29 exit (from R24 intro)	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS VALIDATION PROCESS: You will be contacted by telephone by Ipsos MORI in the next few days to confirm the details provided and that you have agreed to participate on the panel NOTE: If not already done so please ask the participant if they are willing to save 'Ipsos MORI Validation Team' as a contact on their mobile phone. The number is 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 Polish Spanish Bengali Punjabi Sylethi Chinese Russian Turkish French Hindi Urdu German Igbo Welsh Greek Italian Other (WRITE IN) Guajarati	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