



BARB Establishment Survey

Quarterly Data Report

Total Network

Jul 2019 to Sep 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2019

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

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

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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DATA PERIOD: QUARTERLY

Jul - Sep 2019

Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%H (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
AB	6908	6701	2635	1036	4327	1596	2732	6718
%V	24.5%	25.0%	26.3%	27.2%	24.5%	26.5%	23.4%	27.2%
%H (All HH)		97.0%	38.1%	15.0%	62.6%	23.1%	39.5%	97.2%
%H (TV HH)			39.3%	15.5%	64.6%	23.8%	40.8%	
C1	7799	7326	2757	1177	4814	1728	3086	7178
%V	27.7%	27.4%	27.5%	30.9%	27.2%	28.7%	26.4%	29.0%
%H (All HH)		93.9%	35.4%	15.1%	61.7%	22.2%	39.6%	92.0%
%H (TV HH)			37.6%	16.1%	65.7%	23.6%	42.1%	
C2	5588	5396	2289	766	3514	1416	2097	4960
%V	19.8%	20.1%	22.9%	20.1%	19.9%	23.6%	18.0%	20.1%
%H (All HH)		96.6%	41.0%	13.7%	62.9%	25.3%	37.5%	88.8%
%H (TV HH)			42.4%	14.2%	65.1%	26.2%	38.9%	
D	4641	4305	1526	540	2802	845	1957	3858
%V	16.5%	16.1%	15.2%	14.2%	15.8%	14.1%	16.8%	15.6%
%H (All HH)		92.8%	32.9%	11.6%	60.4%	18.2%	42.2%	83.1%
%H (TV HH)			35.4%	12.5%	65.1%	19.6%	45.5%	
E	3243	3056	808	294	2235	427	1808	2023
%V	11.5%	11.4%	8.1%	7.7%	12.6%	7.1%	15.5%	8.2%
%H (All HH)		94.2%	24.9%	9.1%	68.9%	13.2%	55.8%	62.4%
%H (TV HH)			26.4%	9.6%	73.1%	14.0%	59.2%	

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

Jul - Sep 2019

Household level data

Table 2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%V (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
Under 25	978	778	191	92	419	89	330	948
%V	3.5%	2.9%	1.9%	2.4%	2.4%	1.5%	2.8%	3.8%
%H (All HH)		79.6%	19.5%	9.4%	42.8%	9.1%	33.7%	96.9%
%H (TV HH)			24.6%	11.8%	53.9%	11.4%	42.4%	
25 - 34	4349	3868	1379	506	2030	609	1421	4202
%V	15.4%	14.4%	13.8%	13.3%	11.5%	10.1%	12.2%	17.0%
%H (All HH)		88.9%	31.7%	11.6%	46.7%	14.0%	32.7%	96.6%
%H (TV HH)			35.7%	13.1%	52.5%	15.7%	36.7%	
35 - 44	4689	4390	1779	715	2448	944	1504	4573
%V	16.6%	16.4%	17.8%	18.8%	13.8%	15.7%	12.9%	18.5%
%H (All HH)		93.6%	37.9%	15.2%	52.2%	20.1%	32.1%	97.5%
%H (TV HH)			40.5%	16.3%	55.8%	21.5%	34.3%	
45 - 54	5203	5016	2222	907	3116	1332	1785	5002
%V	18.5%	18.7%	22.2%	23.8%	17.6%	22.2%	15.3%	20.2%
%H (All HH)		96.4%	42.7%	17.4%	59.9%	25.6%	34.3%	96.1%
%H (TV HH)			44.3%	18.1%	62.1%	26.6%	35.6%	
55 - 64	4901	4791	1981	780	3251	1278	1973	4548
%V	17.4%	17.9%	19.8%	20.5%	18.4%	21.3%	16.9%	18.4%
%H (All HH)		97.8%	40.4%	15.9%	66.3%	26.1%	40.3%	92.8%
%H (TV HH)			41.3%	16.3%	67.9%	26.7%	41.2%	
65 +	8058	7940	2463	813	6428	1760	4668	5464
%V	28.6%	29.6%	24.6%	21.3%	36.3%	29.3%	40.0%	22.1%
%H (All HH)		98.5%	30.6%	10.1%	79.8%	21.8%	57.9%	67.8%
%H (TV HH)			31.0%	10.2%	81.0%	22.2%	58.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2019

Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%H (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
1	8743	8124	2150	835	6057	1237	4821	6163
%V	31.0%	30.3%	21.5%	21.9%	34.2%	20.6%	41.3%	24.9%
%H (All HH)		92.9%	24.6%	9.6%	69.3%	14.1%	55.1%	70.5%
%H (TV HH)			26.5%	10.3%	74.6%	15.2%	59.3%	
2	9426	9051	3511	1268	6122	2255	3867	8728
%V	33.5%	33.8%	35.1%	33.3%	34.6%	37.5%	33.1%	35.3%
%H (All HH)		96.0%	37.2%	13.5%	64.9%	23.9%	41.0%	92.6%
%H (TV HH)			38.8%	14.0%	67.6%	24.9%	42.7%	
3	4276	4082	1797	710	2406	1082	1325	4165
%V	15.2%	15.2%	17.9%	18.6%	13.6%	18.0%	11.3%	16.8%
%H (All HH)		95.5%	42.0%	16.6%	56.3%	25.3%	31.0%	97.4%
%H (TV HH)			44.0%	17.4%	58.9%	26.5%	32.5%	
4	3882	3750	1707	726	2162	1014	1148	3848
%V	13.8%	14.0%	17.0%	19.0%	12.2%	16.9%	9.8%	15.6%
%H (All HH)		96.6%	44.0%	18.7%	55.7%	26.1%	29.6%	99.1%
%H (TV HH)			45.5%	19.4%	57.7%	27.0%	30.6%	
5+	1852	1778	849	274	945	425	520	1833
%V	6.6%	6.6%	8.5%	7.2%	5.3%	7.1%	4.5%	7.4%
%H (All HH)		96.0%	45.8%	14.8%	51.0%	22.9%	28.1%	99.0%
%H (TV HH)			47.8%	15.4%	53.1%	23.9%	29.2%	
Average HH size	2.34	2.36	2.59	2.60	2.22	2.55	2.05	2.48

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

Jul - Sep 2019

Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%H (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
Without	20904	19792	6955	2676	13831	4378	9454	17570
%V	74.2%	73.9%	69.4%	70.2%	78.2%	72.8%	80.9%	71.0%
%H (All HH)		94.7%	33.3%	12.8%	66.2%	20.9%	45.2%	84.1%
%H (TV HH)			35.1%	13.5%	69.9%	22.1%	47.8%	
With	7275	6993	3060	1137	3861	1634	2227	7167
%V	25.8%	26.1%	30.6%	29.8%	21.8%	27.2%	19.1%	29.0%
%H (All HH)		96.1%	42.1%	15.6%	53.1%	22.5%	30.6%	98.5%
%H (TV HH)			43.8%	16.3%	55.2%	23.4%	31.8%	
0 - 3	2614	2475	977	366	1309	466	843	2547
%V	9.3%	9.2%	9.8%	9.6%	7.4%	7.8%	7.2%	10.3%
%H (All HH)		94.7%	37.4%	14.0%	50.1%	17.8%	32.2%	97.4%
%H (TV HH)			39.5%	14.8%	52.9%	18.8%	34.1%	
4 - 9	3912	3779	1642	608	2034	824	1210	3867
%V	13.9%	14.1%	16.4%	15.9%	11.5%	13.7%	10.4%	15.6%
%H (All HH)		96.6%	42.0%	15.5%	52.0%	21.1%	30.9%	98.8%
%H (TV HH)			43.5%	16.1%	53.8%	21.8%	32.0%	
10 - 15	3495	3405	1571	595	1927	897	1029	3449
%V	12.4%	12.7%	15.7%	15.6%	10.9%	14.9%	8.8%	13.9%
%H (All HH)		97.4%	44.9%	17.0%	55.1%	25.7%	29.4%	98.7%
%H (TV HH)			46.1%	17.5%	56.6%	26.3%	30.2%	

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

Jul - Sep 2019

Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%H (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
1	11618	11618	3307	1313	6996	999	5997	9550
%V	41.2%	43.4%	33.0%	34.4%	39.5%	16.6%	51.3%	38.6%
%H (All HH)		100.0%	28.5%	11.3%	60.2%	8.6%	51.6%	82.2%
%H (TV HH)			28.5%	11.3%	60.2%	8.6%	51.6%	
2	8685	8685	3469	1347	5874	2250	3624	7752
%V	30.8%	32.4%	34.6%	35.3%	33.2%	37.4%	31.0%	31.3%
%H (All HH)		100.0%	39.9%	15.5%	67.6%	25.9%	41.7%	89.3%
%H (TV HH)			39.9%	15.5%	67.6%	25.9%	41.7%	
3	4052	4052	1916	713	2948	1552	1396	3853
%V	14.4%	15.1%	19.1%	18.7%	16.7%	25.8%	12.0%	15.6%
%H (All HH)		100.0%	47.3%	17.6%	72.8%	38.3%	34.5%	95.1%
%H (TV HH)			47.3%	17.6%	72.8%	38.3%	34.5%	
4	1599	1599	845	305	1204	767	437	1569
%V	5.7%	6.0%	8.4%	8.0%	6.8%	12.8%	3.7%	6.3%
%H (All HH)		100.0%	52.8%	19.1%	75.3%	48.0%	27.3%	98.1%
%H (TV HH)			52.8%	19.1%	75.3%	48.0%	27.3%	
5+	831	831	477	136	670	444	226	828
%V	2.9%	3.1%	4.8%	3.6%	3.8%	7.4%	1.9%	3.3%
%H (All HH)		100.0%	57.4%	16.4%	80.6%	53.4%	27.2%	99.6%
%H (TV HH)			57.4%	16.4%	80.6%	53.4%	27.2%	

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

Jul - Sep 2019

Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%V (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
Under 20"	2227	2227	858	287	1847	792	1055	1944
%V	7.9%	8.3%	8.6%	7.5%	10.4%	13.2%	9.0%	7.9%
%H (All HH)		100.0%	38.5%	12.9%	82.9%	35.6%	47.4%	87.3%
%H (TV HH)			38.5%	12.9%	82.9%	35.6%	47.4%	
20" - 29"	6627	6627	2450	970	5174	2066	3108	5707
%V	23.5%	24.7%	24.5%	25.4%	29.2%	34.4%	26.6%	23.1%
%H (All HH)		100.0%	37.0%	14.6%	78.1%	31.2%	46.9%	86.1%
%H (TV HH)			37.0%	14.6%	78.1%	31.2%	46.9%	
30" - 39"	12366	12366	4642	1760	8656	3106	5550	10813
%V	43.9%	46.2%	46.4%	46.2%	48.9%	51.7%	47.5%	43.7%
%H (All HH)		100.0%	37.5%	14.2%	70.0%	25.1%	44.9%	87.4%
%H (TV HH)			37.5%	14.2%	70.0%	25.1%	44.9%	
40" - 49"	12733	12733	5329	2093	8193	3423	4770	11816
%V	45.2%	47.5%	53.2%	54.9%	46.3%	56.9%	40.8%	47.8%
%H (All HH)		100.0%	41.9%	16.4%	64.3%	26.9%	37.5%	92.8%
%H (TV HH)			41.9%	16.4%	64.3%	26.9%	37.5%	
50" - 59"	5656	5656	2836	935	3318	1663	1655	5458
%V	20.1%	21.1%	28.3%	24.5%	18.8%	27.7%	14.2%	22.1%
%H (All HH)		100.0%	50.1%	16.5%	58.7%	29.4%	29.3%	96.5%
%H (TV HH)			50.1%	16.5%	58.7%	29.4%	29.3%	
60"+	853	853	504	139	470	283	187	822
%V	3.0%	3.2%	5.0%	3.6%	2.7%	4.7%	1.6%	3.3%
%H (All HH)		100.0%	59.1%	16.3%	55.1%	33.2%	21.9%	96.4%
%H (TV HH)			59.1%	16.3%	55.1%	33.2%	21.9%	

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

%V = percentage of vertical total

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

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

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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	28179	26785	10015	3813	17692	6012	11680	24737
%H (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
Main living room	26401	26401	9918	3779	17467	5973	11494	23218
%V	93.7%	98.6%	99.0%	99.1%	98.7%	99.4%	98.4%	93.9%
%H (All HH)		100.0%	37.6%	14.3%	66.2%	22.6%	43.5%	87.9%
%H (TV HH)			37.6%	14.3%	66.2%	22.6%	43.5%	
Kitchen	2797	2797	1260	401	2309	1183	1126	2574
%V	9.9%	10.4%	12.6%	10.5%	13.1%	19.7%	9.6%	10.4%
%H (All HH)		100.0%	45.0%	14.3%	82.6%	42.3%	40.3%	92.0%
%H (TV HH)			45.0%	14.3%	82.6%	42.3%	40.3%	
Adult's bedroom	11535	11535	5126	1936	8196	3961	4235	10666
%V	40.9%	43.1%	51.2%	50.8%	46.3%	65.9%	36.3%	43.1%
%H (All HH)		100.0%	44.4%	16.8%	71.1%	34.3%	36.7%	92.5%
%H (TV HH)			44.4%	16.8%	71.1%	34.3%	36.7%	
Child's bedroom	2171	2171	1171	359	1326	778	548	2144
%V	7.7%	8.1%	11.7%	9.4%	7.5%	12.9%	4.7%	8.7%
%H (All HH)		100.0%	53.9%	16.5%	61.1%	35.8%	25.2%	98.8%
%H (TV HH)			53.9%	16.5%	61.1%	35.8%	25.2%	
Other bedroom	1585	1585	792	276	1189	657	532	1505
%V	5.6%	5.9%	7.9%	7.2%	6.7%	10.9%	4.6%	6.1%
%H (All HH)		100.0%	50.0%	17.4%	75.0%	41.5%	33.6%	95.0%
%H (TV HH)			50.0%	17.4%	75.0%	41.5%	33.6%	
Second living/dining room	2681	2681	1223	478	1964	975	989	2510
%V	9.5%	10.0%	12.2%	12.5%	11.1%	16.2%	8.5%	10.1%
%H (All HH)		100.0%	45.6%	17.8%	73.3%	36.4%	36.9%	93.6%
%H (TV HH)			45.6%	17.8%	73.3%	36.4%	36.9%	
Study/office	392	392	187	52	272	125	147	389
%V	1.4%	1.5%	1.9%	1.4%	1.5%	2.1%	1.3%	1.6%
%H (All HH)		100.0%	47.7%	13.3%	69.4%	31.9%	37.5%	99.2%
%H (TV HH)			47.7%	13.3%	69.4%	31.9%	37.5%	
TV room	198	198	103	31	130	71	59	193
%V	0.7%	0.7%	1.0%	0.8%	0.7%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	52.0%	15.7%	65.7%	35.9%	29.8%	97.5%
%H (TV HH)			52.0%	15.7%	65.7%	35.9%	29.8%	
Conservatory	554	554	259	97	445	245	200	534
%V	2.0%	2.1%	2.6%	2.5%	2.5%	4.1%	1.7%	2.2%
%H (All HH)		100.0%	46.8%	17.5%	80.3%	44.2%	36.1%	96.4%
%H (TV HH)			46.8%	17.5%	80.3%	44.2%	36.1%	
Attic or loft room	76	76	32	29	59	41	17	76
%V	0.3%	0.3%	0.3%	0.8%	0.3%	0.7%	0.1%	0.3%
%H (All HH)		100.0%	42.1%	38.2%	77.6%	53.9%	22.4%	100.0%
%H (TV HH)			42.1%	38.2%	77.6%	53.9%	22.4%	
No specific location	26	26	13	1	24	12	11	21
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	3.8%	92.3%	46.2%	42.3%	80.8%
%H (TV HH)			50.0%	3.8%	92.3%	46.2%	42.3%	
Other	297	297	158	61	209	131	78	292
%V	1.1%	1.1%	1.6%	1.6%	1.2%	2.2%	0.7%	1.2%
%H (All HH)		100.0%	53.2%	20.5%	70.4%	44.1%	26.3%	98.3%
%H (TV HH)			53.2%	20.5%	70.4%	44.1%	26.3%	

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

Jul - Sep 2019

Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%V (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
Any DSAT provider	10015	10015	10015	197	4428	4428	0	9459
%V	35.5%	37.4%	100.0%	5.2%	25.0%	73.7%	0.0%	38.2%
%H (All HH)			100.0%	2.0%	44.2%	44.2%	0.0%	94.4%
%H (TV HH)			100.0%	2.0%	44.2%	44.2%	0.0%	
Sky with subscription	8332	8332	8332	89	3676	3676	0	7950
%V	29.6%	31.1%	83.2%	2.3%	20.8%	61.1%	0.0%	32.1%
%H (All HH)			100.0%	1.1%	44.1%	44.1%	0.0%	95.4%
%H (TV HH)			100.0%	1.1%	44.1%	44.1%	0.0%	
Sky without subscription	420	420	420	23	173	173	0	366
%V	1.5%	1.6%	4.2%	0.6%	1.0%	2.9%	0.0%	1.5%
%H (All HH)			100.0%	5.5%	41.2%	41.2%	0.0%	87.1%
%H (TV HH)			100.0%	5.5%	41.2%	41.2%	0.0%	
Freesat	1049	1049	1049	38	544	544	0	964
%V	3.7%	3.9%	10.5%	1.0%	3.1%	9.0%	0.0%	3.9%
%H (All HH)			100.0%	3.6%	51.9%	51.9%	0.0%	91.9%
%H (TV HH)			100.0%	3.6%	51.9%	51.9%	0.0%	
Other satellite provider	590	590	590	69	264	264	0	553
%V	2.1%	2.2%	5.9%	1.8%	1.5%	4.4%	0.0%	2.2%
%H (All HH)			100.0%	11.7%	44.7%	44.7%	0.0%	93.7%
%H (TV HH)			100.0%	11.7%	44.7%	44.7%	0.0%	
DCAB	3813	3813	197	3813	1692	1692	0	3676
%V	13.5%	14.2%	2.0%	100.0%	9.6%	28.1%	0.0%	14.9%
%H (All HH)			5.2%	100.0%	44.4%	44.4%	0.0%	96.4%
%H (TV HH)			5.2%	100.0%	44.4%	44.4%	0.0%	
DTT	17692	17692	4428	1692	17692	6012	11680	14893
%V	62.8%	66.1%	44.2%	44.4%	100.0%	100.0%	100.0%	60.2%
%H (All HH)		100.0%	25.0%	9.6%	100.0%	34.0%	66.0%	84.2%
%H (TV HH)			25.0%	9.6%	100.0%	34.0%	66.0%	

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

Jul - Sep 2019

Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%V (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
PVR	15724	15724	8980	3606	8815	5530	3285	14807
%V	55.8%	58.7%	89.7%	94.6%	49.8%	92.0%	28.1%	59.9%
%H (All HH)		100.0%	57.1%	22.9%	56.1%	35.2%	20.9%	94.2%
%H (TV HH)			57.1%	22.9%	56.1%	35.2%	20.9%	
DVDR	293	293	115	54	213	82	131	254
%V	1.0%	1.1%	1.1%	1.4%	1.2%	1.4%	1.1%	1.0%
%H (All HH)		100.0%	39.2%	18.4%	72.7%	28.0%	44.7%	86.7%
%H (TV HH)			39.2%	18.4%	72.7%	28.0%	44.7%	
VCR	123	123	41	20	103	37	66	77
%V	0.4%	0.5%	0.4%	0.5%	0.6%	0.6%	0.6%	0.3%
%H (All HH)		100.0%	33.3%	16.3%	83.7%	30.1%	53.7%	62.6%
%H (TV HH)			33.3%	16.3%	83.7%	30.1%	53.7%	
Any recorder	15877	15877	8990	3609	8961	5538	3423	14916
%V	56.3%	59.3%	89.8%	94.6%	50.7%	92.1%	29.3%	60.3%
%H (All HH)		100.0%	56.6%	22.7%	56.4%	34.9%	21.6%	93.9%
%H (TV HH)			56.6%	22.7%	56.4%	34.9%	21.6%	
Receives HDTV (via STB or built-in reception)	19291	19291	8488	3401	12960	5379	7581	17811
%V	68.5%	72.0%	84.8%	89.2%	73.3%	89.5%	64.9%	72.0%
%H (All HH)		100.0%	44.0%	17.6%	67.2%	27.9%	39.3%	92.3%
%H (TV HH)			44.0%	17.6%	67.2%	27.9%	39.3%	
DVD/Blu-ray player or recorder	15135	15135	5879	2316	10266	3918	6348	13691
%V	53.7%	56.5%	58.7%	60.7%	58.0%	65.2%	54.3%	55.3%
%H (All HH)		100.0%	38.8%	15.3%	67.8%	25.9%	41.9%	90.5%
%H (TV HH)			38.8%	15.3%	67.8%	25.9%	41.9%	

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

Jul - Sep 2019

Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28179	26785	10015	3813	17692	6012	11680	24737
%H (All HH)		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%
%H (TV HH)			37.4%	14.2%	66.1%	22.4%	43.6%	
Has broadband internet	24737	23554	9459	3676	14893	5711	9182	24737
%V	87.8%	87.9%	94.4%	96.4%	84.2%	95.0%	78.6%	100.0%
%H (All HH)		95.2%	38.2%	14.9%	60.2%	23.1%	37.1%	100.0%
%H (TV HH)			40.2%	15.6%	63.2%	24.2%	39.0%	
Number of computers (PCs and laptops)								
0	5353	4952	1178	343	3759	560	3199	2112
%V	19.0%	18.5%	11.8%	9.0%	21.2%	9.3%	27.4%	8.5%
%H (All HH)		92.5%	22.0%	6.4%	70.2%	10.5%	59.8%	39.5%
%H (TV HH)			23.8%	6.9%	75.9%	11.3%	64.6%	
1	7975	7572	2777	1004	4995	1617	3378	7792
%V	28.3%	28.3%	27.7%	26.3%	28.2%	26.9%	28.9%	31.5%
%H (All HH)		94.9%	34.8%	12.6%	62.6%	20.3%	42.4%	97.7%
%H (TV HH)			36.7%	13.3%	66.0%	21.4%	44.6%	
2	6797	6494	2571	1065	4242	1647	2596	6781
%V	24.1%	24.2%	25.7%	27.9%	24.0%	27.4%	22.2%	27.4%
%H (All HH)		95.5%	37.8%	15.7%	62.4%	24.2%	38.2%	99.8%
%H (TV HH)			39.6%	16.4%	65.3%	25.4%	40.0%	
3	3755	3605	1523	611	2183	901	1282	3753
%V	13.3%	13.5%	15.2%	16.0%	12.3%	15.0%	11.0%	15.2%
%H (All HH)		96.0%	40.6%	16.3%	58.1%	24.0%	34.1%	99.9%
%H (TV HH)			42.2%	16.9%	60.6%	25.0%	35.6%	
4	2072	2008	942	317	1208	557	651	2072
%V	7.4%	7.5%	9.4%	8.3%	6.8%	9.3%	5.6%	8.4%
%H (All HH)		96.9%	45.5%	15.3%	58.3%	26.9%	31.4%	100.0%
%H (TV HH)			46.9%	15.8%	60.2%	27.7%	32.4%	
5+	2227	2154	1023	473	1304	730	574	2227
%V	7.9%	8.0%	10.2%	12.4%	7.4%	12.1%	4.9%	9.0%
%H (All HH)		96.7%	45.9%	21.2%	58.6%	32.8%	25.8%	100.0%
%H (TV HH)			47.5%	22.0%	60.5%	33.9%	26.6%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2019

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52065	21991	8108	36050	15650	20401	47403
%H		42.2%	15.6%	69.2%	30.1%	39.2%	91.0%
Under 20"	2675	1039	361	2245	994	1251	2366
%V	5.1%	4.7%	4.5%	6.2%	6.4%	6.1%	5.0%
%H		38.8%	13.5%	83.9%	37.2%	46.8%	88.4%
20" - 29"	8486	3186	1310	6729	2845	3884	7409
%V	16.3%	14.5%	16.2%	18.7%	18.2%	19.0%	15.6%
%H		37.5%	15.4%	79.3%	33.5%	45.8%	87.3%
30" - 39"	15660	6222	2294	11049	4365	6685	13936
%V	30.1%	28.3%	28.3%	30.6%	27.9%	32.8%	29.4%
%H		39.7%	14.6%	70.6%	27.9%	42.7%	89.0%
40" - 49"	15373	6723	2586	9928	4453	5475	14382
%V	29.5%	30.6%	31.9%	27.5%	28.5%	26.8%	30.3%
%H		43.7%	16.8%	64.6%	29.0%	35.6%	93.6%
50" - 59"	6418	3280	1089	3777	1957	1820	6204
%V	12.3%	14.9%	13.4%	10.5%	12.5%	8.9%	13.1%
%H		51.1%	17.0%	58.9%	30.5%	28.4%	96.7%
60"+	908	545	145	500	303	196	877
%V	1.7%	2.5%	1.8%	1.4%	1.9%	1.0%	1.9%
%H		60.0%	16.0%	55.1%	33.4%	21.6%	96.6%
Don't know	2544	997	324	1823	733	1090	2229
%V	4.9%	4.5%	4.0%	5.1%	4.7%	5.3%	4.7%
%H		39.2%	12.7%	71.7%	28.8%	42.8%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2019

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52065	21991	8108	36050	15650	20401	47403
%H		42.2%	15.6%	69.2%	30.1%	39.2%	91.0%
Main living room	26534	9978	3807	17546	6010	11536	23334
%V	51.0%	45.4%	47.0%	48.7%	38.4%	56.5%	49.2%
%H		37.6%	14.3%	66.1%	22.7%	43.5%	87.9%
Kitchen	2807	1266	401	2320	1189	1130	2583
%V	5.4%	5.8%	4.9%	6.4%	7.6%	5.5%	5.4%
%H		45.1%	14.3%	82.7%	42.4%	40.3%	92.0%
Adult's bedroom	13758	6261	2351	9889	4995	4894	12840
%V	26.4%	28.5%	29.0%	27.4%	31.9%	24.0%	27.1%
%H		45.5%	17.1%	71.9%	36.3%	35.6%	93.3%
Child's bedroom	2828	1542	473	1759	1056	703	2798
%V	5.4%	7.0%	5.8%	4.9%	6.7%	3.4%	5.9%
%H		54.5%	16.7%	62.2%	37.3%	24.9%	98.9%
Other bedroom	1835	927	312	1387	773	615	1755
%V	3.5%	4.2%	3.8%	3.8%	4.9%	3.0%	3.7%
%H		50.5%	17.0%	75.6%	42.1%	33.5%	95.6%
Second living/dining room	2728	1245	489	1994	988	1005	2557
%V	5.2%	5.7%	6.0%	5.5%	6.3%	4.9%	5.4%
%H		45.6%	17.9%	73.1%	36.2%	36.8%	93.7%
Study/office	395	190	52	275	128	147	392
%V	0.8%	0.9%	0.6%	0.8%	0.8%	0.7%	0.8%
%H		48.1%	13.2%	69.6%	32.4%	37.2%	99.2%
TV room	208	111	31	131	72	59	202
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.4%
%H		53.4%	14.9%	63.0%	34.6%	28.4%	97.1%
Conservatory	557	259	97	447	245	202	536
%V	1.1%	1.2%	1.2%	1.2%	1.6%	1.0%	1.1%
%H		46.5%	17.4%	80.3%	44.0%	36.3%	96.2%
Attic or loft room	76	32	29	59	41	17	76
%V	0.1%	0.1%	0.4%	0.2%	0.3%	0.1%	0.2%
%H		42.1%	38.2%	77.6%	53.9%	22.4%	100.0%
No specific location	26	13	1	24	12	11	21
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	3.8%	92.3%	46.2%	42.3%	80.8%
Other	314	168	65	220	139	80	308
%V	0.6%	0.8%	0.8%	0.6%	0.9%	0.4%	0.6%
%H		53.5%	20.7%	70.1%	44.3%	25.5%	98.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

Jul - Sep 2019

Set level data
Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52065	21991	8108	36050	15650	20401	47403
%H		42.2%	15.6%	69.2%	30.1%	39.2%	91.0%
PVR	22552	13888	5178	11690	7950	3740	21518
%V	43.3%	63.2%	63.9%	32.4%	50.8%	18.3%	45.4%
%H		61.6%	23.0%	51.8%	35.3%	16.6%	95.4%
DVDR	317	126	62	230	87	142	276
%V	0.6%	0.6%	0.8%	0.6%	0.6%	0.7%	0.6%
%H		39.7%	19.6%	72.6%	27.4%	44.8%	87.1%
VCR	130	43	20	108	37	71	82
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
%H		33.1%	15.4%	83.1%	28.5%	54.6%	63.1%
Any recorder	22763	13926	5192	11884	7985	3900	21682
%V	43.7%	63.3%	64.0%	33.0%	51.0%	19.1%	45.7%
%H		61.2%	22.8%	52.2%	35.1%	17.1%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 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	52065	21991	8108	36050	15650	20401	47403
%H		42.2%	15.6%	69.2%	30.1%	39.2%	91.0%
Receives HDTV (via STB or built-in reception)	30868	14922	5481	20942	10151	10791	29007
%V	59.3%	67.9%	67.6%	58.1%	64.9%	52.9%	61.2%
%H		48.3%	17.8%	67.8%	32.9%	35.0%	94.0%
DVD/Blu-ray player or recorder	20685	8573	3355	14178	6102	8077	19044
%V	39.7%	39.0%	41.4%	39.3%	39.0%	39.6%	40.2%
%H		41.4%	16.2%	68.5%	29.5%	39.0%	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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DATA PERIOD: QUARTERLY

Jul - Sep 2019

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26777	10011	3813	17689	6008	11680	23546
%H		37.4%	14.2%	66.1%	22.4%	43.6%	87.9%
Under 20"	156	18	15	111	4	107	116
%V	0.6%	0.2%	0.4%	0.6%	0.1%	0.9%	0.5%
%H		11.5%	9.6%	71.2%	2.6%	68.6%	74.4%
20" - 29"	1627	334	123	1318	213	1104	1124
%V	6.1%	3.3%	3.2%	7.5%	3.5%	9.5%	4.8%
%H		20.5%	7.6%	81.0%	13.1%	67.9%	69.1%
30" - 39"	7091	1994	829	5121	1163	3958	5733
%V	26.5%	19.9%	21.7%	29.0%	19.4%	33.9%	24.3%
%H		28.1%	11.7%	72.2%	16.4%	55.8%	80.8%
40" - 49"	10753	4228	1756	6922	2672	4251	9871
%V	40.2%	42.2%	46.1%	39.1%	44.5%	36.4%	41.9%
%H		39.3%	16.3%	64.4%	24.8%	39.5%	91.8%
50" - 59"	5097	2550	830	2954	1469	1485	4913
%V	19.0%	25.5%	21.8%	16.7%	24.5%	12.7%	20.9%
%H		50.0%	16.3%	58.0%	28.8%	29.1%	96.4%
60"+	773	456	121	414	242	171	742
%V	2.9%	4.6%	3.2%	2.3%	4.0%	1.5%	3.2%
%H		59.0%	15.7%	53.6%	31.3%	22.1%	96.0%
Don't know	1280	432	139	849	245	604	1048
%V	4.8%	4.3%	3.6%	4.8%	4.1%	5.2%	4.5%
%H		33.8%	10.9%	66.3%	19.1%	47.2%	81.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	26777	10011	3813	17689	6008	11680	23546
%H		37.4%	14.2%	66.1%	22.4%	43.6%	87.9%
PVR	15465	8878	3547	8591	5415	3176	14566
%V	57.8%	88.7%	93.0%	48.6%	90.1%	27.2%	61.9%
%H		57.4%	22.9%	55.6%	35.0%	20.5%	94.2%
DVDR	253	89	49	179	57	122	217
%V	0.9%	0.9%	1.3%	1.0%	0.9%	1.0%	0.9%
%H		35.2%	19.4%	70.8%	22.5%	48.2%	85.8%
VCR	93	28	17	74	22	53	51
%V	0.3%	0.3%	0.4%	0.4%	0.4%	0.5%	0.2%
%H		30.1%	18.3%	79.6%	23.7%	57.0%	54.8%
Any recorder	15610	8891	3549	8726	5422	3304	14671
%V	58.3%	88.8%	93.1%	49.3%	90.2%	28.3%	62.3%
%H		57.0%	22.7%	55.9%	34.7%	21.2%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26777	10011	3813	17689	6008	11680	23546
%H		37.4%	14.2%	66.1%	22.4%	43.6%	87.9%
Receives HDTV (via STB or built-in reception)	18944	8325	3358	12653	5215	7439	17501
%V	70.7%	83.2%	88.1%	71.5%	86.8%	63.7%	74.3%
%H		43.9%	17.7%	66.8%	27.5%	39.3%	92.4%
DVD/Blu-ray player or recorder	13157	4992	1964	8908	3253	5655	11800
%V	49.1%	49.9%	51.5%	50.4%	54.1%	48.4%	50.1%
%H		37.9%	14.9%	67.7%	24.7%	43.0%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Jul - Sep 2019
Set level data
Table 18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25288	11980	4295	18362	9641	8720	23857
%H		47.4%	17.0%	72.6%	38.1%	34.5%	94.3%
Under 20"	2519	1022	346	2134	990	1144	2251
%V	10.0%	8.5%	8.1%	11.6%	10.3%	13.1%	9.4%
%H		40.6%	13.7%	84.7%	39.3%	45.4%	89.4%
20" - 29"	6859	2851	1187	5412	2632	2780	6285
%V	27.1%	23.8%	27.6%	29.5%	27.3%	31.9%	26.3%
%H		41.6%	17.3%	78.9%	38.4%	40.5%	91.6%
30" - 39"	8569	4227	1465	5928	3202	2727	8204
%V	33.9%	35.3%	34.1%	32.3%	33.2%	31.3%	34.4%
%H		49.3%	17.1%	69.2%	37.4%	31.8%	95.7%
40" - 49"	4620	2495	829	3005	1781	1224	4511
%V	18.3%	20.8%	19.3%	16.4%	18.5%	14.0%	18.9%
%H		54.0%	17.9%	65.0%	38.5%	26.5%	97.6%
50" - 59"	1321	730	259	823	488	335	1291
%V	5.2%	6.1%	6.0%	4.5%	5.1%	3.8%	5.4%
%H		55.3%	19.6%	62.3%	36.9%	25.4%	97.7%
60"+	135	89	25	86	61	25	135
%V	0.5%	0.7%	0.6%	0.5%	0.6%	0.3%	0.6%
%H		65.9%	18.5%	63.7%	45.2%	18.5%	100.0%
Don't know	1265	565	185	974	488	485	1181
%V	5.0%	4.7%	4.3%	5.3%	5.1%	5.6%	5.0%
%H		44.7%	14.6%	77.0%	38.6%	38.3%	93.4%

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	25288	11980	4295	18362	9641	8720	23857
%H		47.4%	17.0%	72.6%	38.1%	34.5%	94.3%
PVR	7087	5010	1631	3099	2535	564	6951
%V	28.0%	41.8%	38.0%	16.9%	26.3%	6.5%	29.1%
%H		70.7%	23.0%	43.7%	35.8%	8.0%	98.1%
DVDR	65	37	13	51	30	20	59
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%
%H		56.9%	20.0%	78.5%	46.2%	30.8%	90.8%
VCR	37	15	3	33	15	18	31
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
%H		40.5%	8.1%	89.2%	40.5%	48.6%	83.8%
Any recorder	7153	5035	1643	3158	2563	595	7011
%V	28.3%	42.0%	38.3%	17.2%	26.6%	6.8%	29.4%
%H		70.4%	23.0%	44.1%	35.8%	8.3%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25288	11980	4295	18362	9641	8720	23857
%H		47.4%	17.0%	72.6%	38.1%	34.5%	94.3%
Receives HDTV (via STB or built-in reception)	11924	6597	2123	8289	4936	3353	11505
%V	47.2%	55.1%	49.4%	45.1%	51.2%	38.5%	48.2%
%H		55.3%	17.8%	69.5%	41.4%	28.1%	96.5%
DVD/Blu-ray player or recorder	7529	3581	1390	5271	2849	2422	7244
%V	29.8%	29.9%	32.4%	28.7%	29.6%	27.8%	30.4%
%H		47.6%	18.5%	70.0%	37.8%	32.2%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65971	63078	25948	9910	39271	15340	23931	61421
%H		95.6%	39.3%	15.0%	59.5%	23.3%	36.3%	93.1%
Total Children	12778	12334	5384	1985	6691	2793	3898	12582
%V	19.4%	19.6%	20.7%	20.0%	17.0%	18.2%	16.3%	20.5%
%H		96.5%	42.1%	15.5%	52.4%	21.9%	30.5%	98.5%
0 - 3	3038	2881	1121	414	1525	537	988	2956
%V	4.6%	4.6%	4.3%	4.2%	3.9%	3.5%	4.1%	4.8%
%H		94.8%	36.9%	13.6%	50.2%	17.7%	32.5%	97.3%
4 - 15	9740	9453	4263	1571	5166	2257	2910	9626
%V	14.8%	15.0%	16.4%	15.9%	13.2%	14.7%	12.2%	15.7%
%H		97.1%	43.8%	16.1%	53.0%	23.2%	29.9%	98.8%
4 - 9	5058	4887	2178	777	2581	1075	1506	5003
%V	7.7%	7.7%	8.4%	7.8%	6.6%	7.0%	6.3%	8.1%
%H		96.6%	43.1%	15.4%	51.0%	21.3%	29.8%	98.9%
10 - 15	4682	4566	2085	794	2586	1182	1404	4624
%V	7.1%	7.2%	8.0%	8.0%	6.6%	7.7%	5.9%	7.5%
%H		97.5%	44.5%	17.0%	55.2%	25.2%	30.0%	98.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	65971	63078	25948	9910	39271	15340	23931	61421
%H		95.6%	39.3%	15.0%	59.5%	23.3%	36.3%	93.1%
Total Adults (16+)	53193	50743	20563	7925	32580	12547	20033	48839
%V	80.6%	80.4%	79.2%	80.0%	83.0%	81.8%	83.7%	79.5%
%H		95.4%	38.7%	14.9%	61.2%	23.6%	37.7%	91.8%
16 - 19	2707	2572	1169	489	1560	731	829	2685
%V	4.1%	4.1%	4.5%	4.9%	4.0%	4.8%	3.5%	4.4%
%H		95.0%	43.2%	18.1%	57.6%	27.0%	30.6%	99.2%
20 - 24	3815	3381	1374	608	1996	865	1131	3763
%V	5.8%	5.4%	5.3%	6.1%	5.1%	5.6%	4.7%	6.1%
%H		88.6%	36.0%	15.9%	52.3%	22.7%	29.6%	98.6%
25 - 34	8951	8129	3051	1228	4437	1547	2891	8740
%V	13.6%	12.9%	11.8%	12.4%	11.3%	10.1%	12.1%	14.2%
%H		90.8%	34.1%	13.7%	49.6%	17.3%	32.3%	97.6%
35 - 44	8426	7952	3388	1339	4302	1732	2570	8229
%V	12.8%	12.6%	13.1%	13.5%	11.0%	11.3%	10.7%	13.4%
%H		94.4%	40.2%	15.9%	51.1%	20.6%	30.5%	97.7%
45 - 54	9017	8747	4031	1610	5362	2452	2910	8731
%V	13.7%	13.9%	15.5%	16.2%	13.7%	16.0%	12.2%	14.2%
%H		97.0%	44.7%	17.9%	59.5%	27.2%	32.3%	96.8%
55 - 64	8202	8033	3515	1318	5395	2274	3121	7739
%V	12.4%	12.7%	13.5%	13.3%	13.7%	14.8%	13.0%	12.6%
%H		97.9%	42.9%	16.1%	65.8%	27.7%	38.1%	94.4%
65+	12075	11929	4035	1334	9527	2947	6581	8952
%V	18.3%	18.9%	15.6%	13.5%	24.3%	19.2%	27.5%	14.6%
%H		98.8%	33.4%	11.0%	78.9%	24.4%	54.5%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53193	50743	20563	7925	32580	12547	20033	48839
%H		95.4%	38.7%	14.9%	61.2%	23.6%	37.7%	91.8%
AB	13882	13508	5693	2206	8622	3508	5114	13637
%V	26.1%	26.6%	27.7%	27.8%	26.5%	28.0%	25.5%	27.9%
%H		97.3%	41.0%	15.9%	62.1%	25.3%	36.8%	98.2%
C1	14985	14119	5695	2473	9031	3662	5369	14193
%V	28.2%	27.8%	27.7%	31.2%	27.7%	29.2%	26.8%	29.1%
%H		94.2%	38.0%	16.5%	60.3%	24.4%	35.8%	94.7%
C2	11207	10852	4837	1667	6965	3063	3902	10283
%V	21.1%	21.4%	23.5%	21.0%	21.4%	24.4%	19.5%	21.1%
%H		96.8%	43.2%	14.9%	62.1%	27.3%	34.8%	91.8%
D	8666	8061	3143	1101	4992	1669	3323	7689
%V	16.3%	15.9%	15.3%	13.9%	15.3%	13.3%	16.6%	15.7%
%H		93.0%	36.3%	12.7%	57.6%	19.3%	38.3%	88.7%
E	4453	4204	1196	479	2970	644	2326	3037
%V	8.4%	8.3%	5.8%	6.0%	9.1%	5.1%	11.6%	6.2%
%H		94.4%	26.9%	10.8%	66.7%	14.5%	52.2%	68.2%

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+)	53193	50743	20563	7925	32580	12547	20033	48839
%H		95.4%	38.7%	14.9%	61.2%	23.6%	37.7%	91.8%
Working full time	26004	24714	10791	4319	14466	6222	8244	25515
%V	48.9%	48.7%	52.5%	54.5%	44.4%	49.6%	41.2%	52.2%
%H		95.0%	41.5%	16.6%	55.6%	23.9%	31.7%	98.1%
Working part time	5141	4958	2116	791	3161	1332	1830	4996
%V	9.7%	9.8%	10.3%	10.0%	9.7%	10.6%	9.1%	10.2%
%H		96.4%	41.2%	15.4%	61.5%	25.9%	35.6%	97.2%
Not working	22048	21072	7657	2815	14952	4992	9959	18328
%V	41.4%	41.5%	37.2%	35.5%	45.9%	39.8%	49.7%	37.5%
%H		95.6%	34.7%	12.8%	67.8%	22.6%	45.2%	83.1%
Houseperson	28179	26785	10015	3813	17692	6012	11680	24737
%V	53.0%	52.8%	48.7%	48.1%	54.3%	47.9%	58.3%	50.7%
%H		95.1%	35.5%	13.5%	62.8%	21.3%	41.4%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26048	24653	10190	3984	15550	6189	9361	24128
%H		94.6%	39.1%	15.3%	59.7%	23.8%	35.9%	92.6%
16 - 19	1424	1365	650	250	826	401	425	1413
%V	5.5%	5.5%	6.4%	6.3%	5.3%	6.5%	4.5%	5.9%
%H		95.9%	45.6%	17.6%	58.0%	28.2%	29.8%	99.2%
20 - 24	1924	1715	758	301	1014	466	548	1902
%V	7.4%	7.0%	7.4%	7.6%	6.5%	7.5%	5.9%	7.9%
%H		89.1%	39.4%	15.6%	52.7%	24.2%	28.5%	98.9%
25 - 34	4490	4029	1443	675	2201	770	1430	4390
%V	17.2%	16.3%	14.2%	16.9%	14.2%	12.4%	15.3%	18.2%
%H		89.7%	32.1%	15.0%	49.0%	17.1%	31.8%	97.8%
35 - 44	4168	3854	1622	645	2033	805	1229	4052
%V	16.0%	15.6%	15.9%	16.2%	13.1%	13.0%	13.1%	16.8%
%H		92.5%	38.9%	15.5%	48.8%	19.3%	29.5%	97.2%
45 - 54	4435	4276	1914	808	2603	1154	1450	4279
%V	17.0%	17.3%	18.8%	20.3%	16.7%	18.6%	15.5%	17.7%
%H		96.4%	43.2%	18.2%	58.7%	26.0%	32.7%	96.5%
55 - 64	4023	3909	1751	654	2590	1123	1467	3769
%V	15.4%	15.9%	17.2%	16.4%	16.7%	18.1%	15.7%	15.6%
%H		97.2%	43.5%	16.3%	64.4%	27.9%	36.5%	93.7%
65+	5584	5504	2050	651	4283	1470	2813	4323
%V	21.4%	22.3%	20.1%	16.3%	27.5%	23.8%	30.1%	17.9%
%H		98.6%	36.7%	11.7%	76.7%	26.3%	50.4%	77.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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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+)	26048	24653	10190	3984	15550	6189	9361	24128
%H		94.6%	39.1%	15.3%	59.7%	23.8%	35.9%	92.6%
AB	6986	6787	2894	1111	4290	1790	2500	6873
%V	26.8%	27.5%	28.4%	27.9%	27.6%	28.9%	26.7%	28.5%
%H		97.2%	41.4%	15.9%	61.4%	25.6%	35.8%	98.4%
C1	6957	6531	2740	1192	4060	1732	2328	6700
%V	26.7%	26.5%	26.9%	29.9%	26.1%	28.0%	24.9%	27.8%
%H		93.9%	39.4%	17.1%	58.4%	24.9%	33.5%	96.3%
C2	5934	5697	2567	891	3603	1607	1996	5439
%V	22.8%	23.1%	25.2%	22.4%	23.2%	26.0%	21.3%	22.5%
%H		96.0%	43.3%	15.0%	60.7%	27.1%	33.6%	91.7%
D	4226	3847	1511	559	2353	810	1544	3785
%V	16.2%	15.6%	14.8%	14.0%	15.1%	13.1%	16.5%	15.7%
%H		91.0%	35.8%	13.2%	55.7%	19.2%	36.5%	89.6%
E	1946	1790	478	231	1244	250	994	1332
%V	7.5%	7.3%	4.7%	5.8%	8.0%	4.0%	10.6%	5.5%
%H		92.0%	24.6%	11.9%	63.9%	12.8%	51.1%	68.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
Jul - Sep 2019
Individual level data
Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26048	24653	10190	3984	15550	6189	9361	24128
%H		94.6%	39.1%	15.3%	59.7%	23.8%	35.9%	92.6%
Working full time	15498	14643	6423	2575	8472	3658	4814	15210
%V	59.5%	59.4%	63.0%	64.6%	54.5%	59.1%	51.4%	63.0%
%H		94.5%	41.4%	16.6%	54.7%	23.6%	31.1%	98.1%
Working part time	1231	1153	439	156	777	290	487	1162
%V	4.7%	4.7%	4.3%	3.9%	5.0%	4.7%	5.2%	4.8%
%H		93.7%	35.7%	12.7%	63.1%	23.6%	39.6%	94.4%
Not working	9318	8856	3328	1253	6301	2240	4061	7756
%V	35.8%	35.9%	32.7%	31.5%	40.5%	36.2%	43.4%	32.1%
%H		95.0%	35.7%	13.4%	67.6%	24.0%	43.6%	83.2%
Houseperson	6405	5776	1904	838	3771	1066	2704	5184
%V	24.6%	23.4%	18.7%	21.0%	24.3%	17.2%	28.9%	21.5%
%H		90.2%	29.7%	13.1%	58.9%	16.6%	42.2%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 27

DATA PERIOD: QUARTERLY

Jul - Sep 2019

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27146	26091	10374	3941	17030	6358	10672	24711
%H		96.1%	38.2%	14.5%	62.7%	23.4%	39.3%	91.0%
16 - 19	1283	1207	519	239	733	329	404	1272
%V	4.7%	4.6%	5.0%	6.1%	4.3%	5.2%	3.8%	5.1%
%H		94.1%	40.5%	18.6%	57.1%	25.6%	31.5%	99.1%
20 - 24	1892	1667	616	307	982	398	583	1861
%V	7.0%	6.4%	5.9%	7.8%	5.8%	6.3%	5.5%	7.5%
%H		88.1%	32.6%	16.2%	51.9%	21.0%	30.8%	98.4%
25 - 34	4461	4100	1608	553	2237	776	1461	4350
%V	16.4%	15.7%	15.5%	14.0%	13.1%	12.2%	13.7%	17.6%
%H		91.9%	36.0%	12.4%	50.1%	17.4%	32.8%	97.5%
35 - 44	4258	4098	1765	694	2268	927	1341	4177
%V	15.7%	15.7%	17.0%	17.6%	13.3%	14.6%	12.6%	16.9%
%H		96.2%	41.5%	16.3%	53.3%	21.8%	31.5%	98.1%
45 - 54	4581	4471	2117	802	2759	1298	1461	4452
%V	16.9%	17.1%	20.4%	20.4%	16.2%	20.4%	13.7%	18.0%
%H		97.6%	46.2%	17.5%	60.2%	28.3%	31.9%	97.2%
55 - 64	4179	4124	1764	664	2806	1151	1654	3970
%V	15.4%	15.8%	17.0%	16.8%	16.5%	18.1%	15.5%	16.1%
%H		98.7%	42.2%	15.9%	67.1%	27.5%	39.6%	95.0%
65+	6491	6425	1985	683	5244	1477	3768	4629
%V	23.9%	24.6%	19.1%	17.3%	30.8%	23.2%	35.3%	18.7%
%H		99.0%	30.6%	10.5%	80.8%	22.8%	58.0%	71.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

Jul - Sep 2019

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27146	26091	10374	3941	17030	6358	10672	24711
%H		96.1%	38.2%	14.5%	62.7%	23.4%	39.3%	91.0%
AB	6897	6721	2799	1094	4331	1718	2614	6763
%V	25.4%	25.8%	27.0%	27.8%	25.4%	27.0%	24.5%	27.4%
%H		97.4%	40.6%	15.9%	62.8%	24.9%	37.9%	98.1%
C1	8028	7588	2955	1280	4971	1930	3041	7493
%V	29.6%	29.1%	28.5%	32.5%	29.2%	30.4%	28.5%	30.3%
%H		94.5%	36.8%	15.9%	61.9%	24.0%	37.9%	93.3%
C2	5273	5155	2270	776	3362	1457	1906	4845
%V	19.4%	19.8%	21.9%	19.7%	19.7%	22.9%	17.9%	19.6%
%H		97.8%	43.0%	14.7%	63.8%	27.6%	36.1%	91.9%
D	4440	4214	1631	542	2639	860	1779	3904
%V	16.4%	16.2%	15.7%	13.8%	15.5%	13.5%	16.7%	15.8%
%H		94.9%	36.7%	12.2%	59.4%	19.4%	40.1%	87.9%
E	2508	2414	719	249	1727	394	1332	1705
%V	9.2%	9.3%	6.9%	6.3%	10.1%	6.2%	12.5%	6.9%
%H		96.3%	28.7%	9.9%	68.9%	15.7%	53.1%	68.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

Jul - Sep 2019

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/ Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27146	26091	10374	3941	17030	6358	10672	24711
%H		96.1%	38.2%	14.5%	62.7%	23.4%	39.3%	91.0%
Working full time	10506	10071	4368	1744	5994	2564	3430	10305
%V	38.7%	38.6%	42.1%	44.3%	35.2%	40.3%	32.1%	41.7%
%H		95.9%	41.6%	16.6%	57.1%	24.4%	32.6%	98.1%
Working part time	3910	3804	1676	636	2385	1042	1343	3834
%V	14.4%	14.6%	16.2%	16.1%	14.0%	16.4%	12.6%	15.5%
%H		97.3%	42.9%	16.3%	61.0%	26.6%	34.3%	98.1%
Not working	12730	12216	4329	1562	8651	2752	5898	10572
%V	46.9%	46.8%	41.7%	39.6%	50.8%	43.3%	55.3%	42.8%
%H		96.0%	34.0%	12.3%	68.0%	21.6%	46.3%	83.0%
Houseperson	21774	21009	8111	2975	13921	4945	8976	19552
%V	80.2%	80.5%	78.2%	75.5%	81.7%	77.8%	84.1%	79.1%
%H		96.5%	37.3%	13.7%	63.9%	22.7%	41.2%	89.8%

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 Jul and Sep 2019

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: Jul - Sep 2019	
	Total Network
Addresses Issued	21,346
Shop / Business	248
Demolished / Incomplete	30
Empty	1,858
Holiday Home	234
Other Non Effective	382
Eligible Addresses	18,594
Substitute Addresses	2,625
Multiple Occupancy Addresses	196
Total Additional Households	2,821
Total Valid Households	21,415
	100.0%
Non Contacts	1,613
	7.5%
No English Spoken	74
	0.3%
Refusals	6,200
	29.0%
Total Interviews	13,529
	63.2%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

	All Households	Total TV Households
All Households	13766	13189
All Sets	26460	26460
All Individuals	33352	32090
Children 0-15	6269	6071
All Adults	27083	26019
Adult Males	13113	12530
Adult Females	13970	13489

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (Sep 2019)



Ipsos Connect



BARB Establishment Survey and Recruitment Questionnaire

Version: 60.0

Date: 12/08/2019

Internal Use

Status: FINAL

Prepared for fieldwork month: September 2019

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Version Control

Changes included in this version:

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

Notes

Colours used in this version indicate the following

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



Section 1

Set-up questions

Set up questions

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

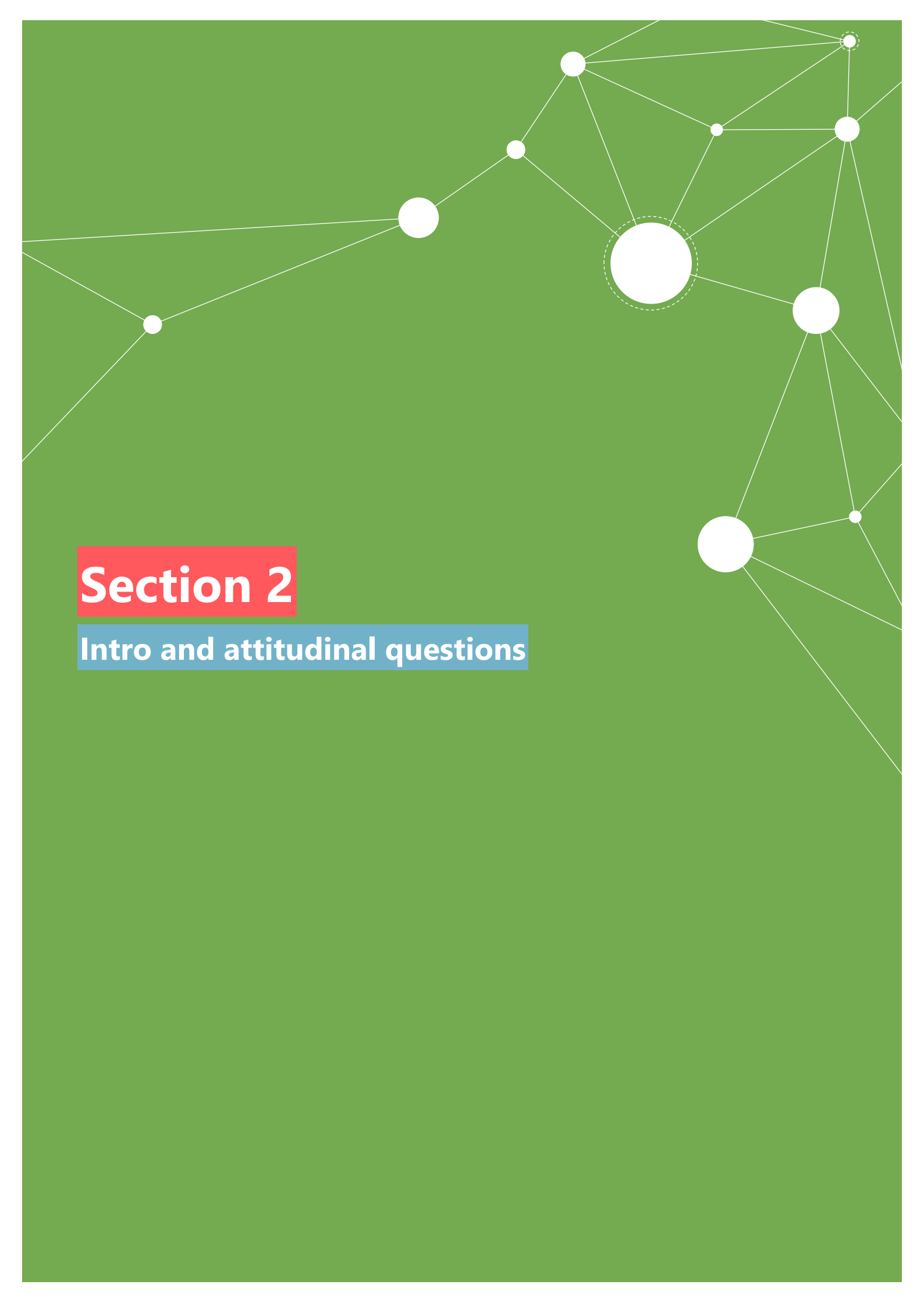
ES ONLY		
ASK IF MULTI HH ADDRESS		
<i>[SN6= Multi HH]</i>		
XMH0	Is this multi household a...?	SP
	Fully self-contained dwelling	GO TO XMH1
	Dwelling with shared amenities but no shared living or dining spaces	GO TO XMH2
	Other	GO TO XMH3

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

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

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

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



Section 2

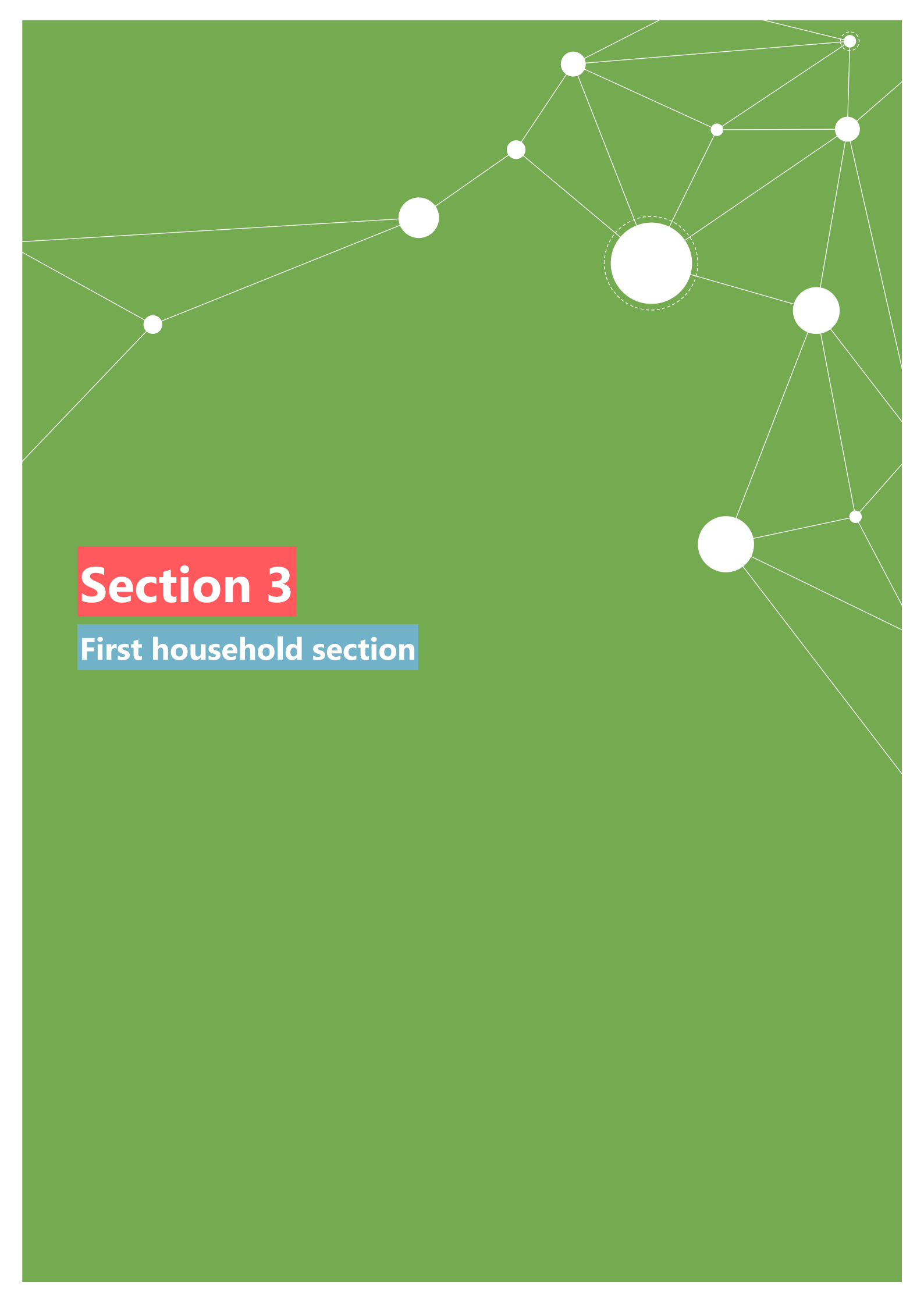
Intro and attitudinal questions

Intro and attitudinal questions

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

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

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



Section 3

First household section

First household section

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

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

ASK IF OTHER INTERNET CLAIMED [H113=Yes]		
H114	SHOW SCREEN What type of internet access is this? Fixed line internet access via a router or Wi-Fi 3G, 4G or 5G mobile phone 3G, 4G or 5G mobile internet device (such as a dongle) Tablet or Computer with a 3G, 4G or 5G data SIM card Other (Specify) Don't know	MP
ASK IF BROADBAND CLAIM [H17=Yes OR H114=code 1-4]		
H129	SHOW SCREEN Who is your current broadband [if H17=Yes] internet [if H114= code 1-4] provider? BT Sky Virgin Media TalkTalk Plusnet Now TV EE Vodafone Three Post Office Other (Specify) Don't know	MP
ASK ALL		
H51	IF NO COMPUTER CLAIM AT H68 How many computers or tablets, if any, does your household have? IF COMPUTER CLAIM AT H68 How many computers or tablets, does your household have? By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, e.g. iPads, but not mobile phones. WRITE IN (0-99)	NUM
FORCE EDIT: SET REF AND DK TO 0		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
H101a	IF H51=1 Is this a tablet? Yes No Don't know	SP
	Set H101 to 01 Set H101 to 00 Set H101 to 00	
H101	IF H51>1 How many of these are tablets? WRITE IN (0-99) (0-Max value of H51) Don't know	NUM
FORCE EDIT: SET REF AND DK TO 0		

ASK IF H115 OR H114 = FIXED LINE OR COMPUTER/TABLET WITH 3G/4G/5G AND H51 = 0

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

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

[H51>0]

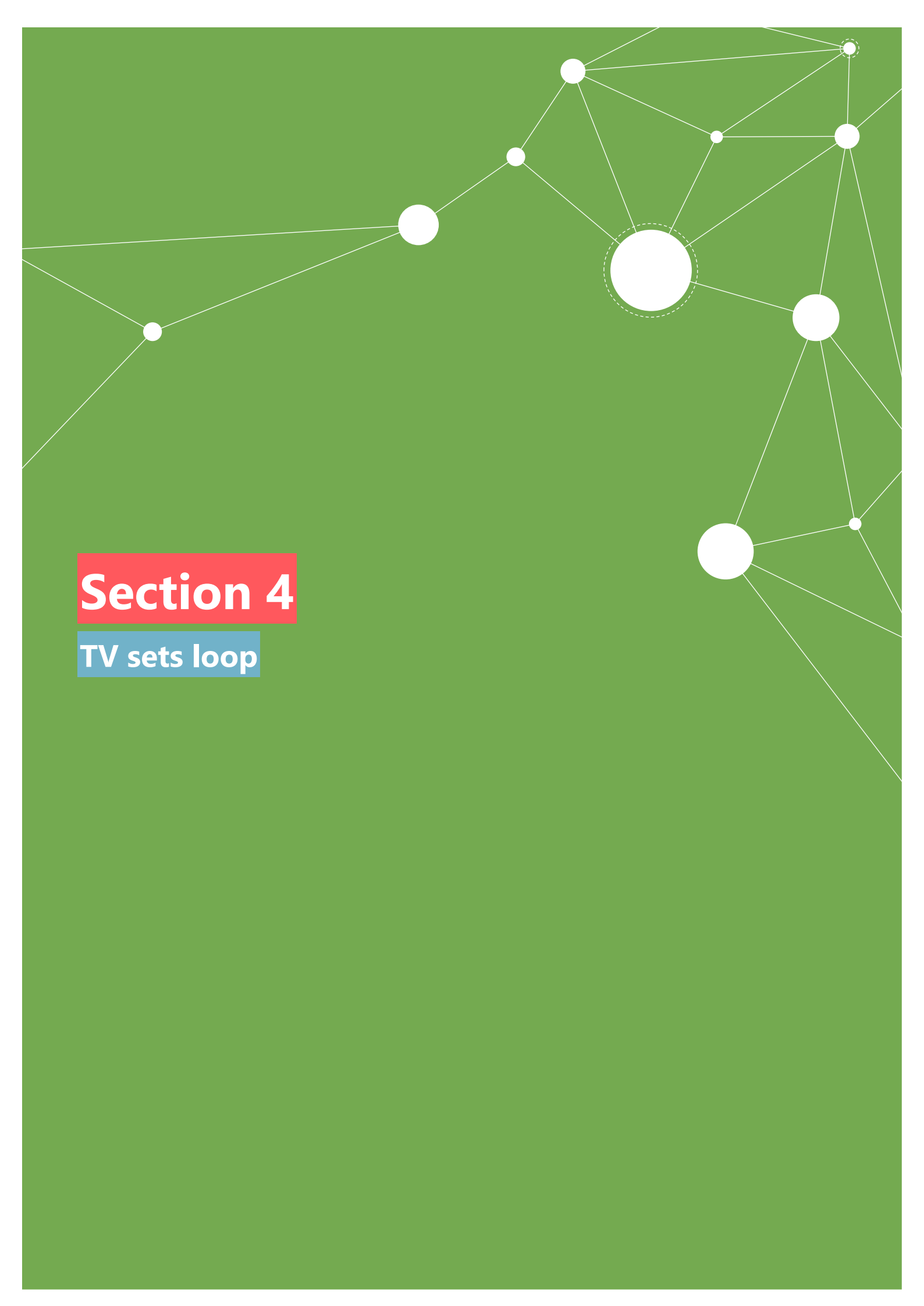
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) Thinking about your computer; do you, or does anyone in your household, ever use this computer to watch TV programmes? IF H101=1 AND H51=1 (single device; tablet claimed) Thinking about your tablet; do you, or does anyone in your household, ever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

[H51>1 AND H72 = YES]

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



Section 4

TV sets loop

TV sets loop

SUMMARY TO BE PROVIDED FOR SET LOOP

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

ADD LOCATION ONCE S3 IS ASKED:

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

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

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

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

S3 **SHOW SCREEN** SP
 In which room in your house is this TV set?
 Main living room
 Kitchen (which is not the main living room)
 Adult's bedroom (which is not the main living room)
 Child's bedroom (0-15) (which is not the main living room)
 Other bedroom
 Second living/dining room
 Study/office
 TV room
 Conservatory
 Attic or loft room
 No specific location/frequently moved
 Stored away
 Other (WRITE IN) (END SET LOOP)

ASK FOR ALL SETS (EXCLUDING STORED AWAY)

[S3 NOT = STORED AWAY]

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

ASK IF SCREEN SIZE IS <10 INCHES

[S5 = 5–9]

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

IF NO, ROUTE BACK TO S5

CONFIRM EACH SET IN HH

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

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

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

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

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

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

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

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

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

Yes

No

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

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

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

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

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

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

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

Yes

No

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

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

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

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

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

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

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

Yes

No

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

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

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

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

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

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

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

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

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

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

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

CABLE - S24,S53

SATELLITE - S69, S68, S70, S71, S75

AERIAL -S25, S50

ASK IF CABLE CLAIM ON SET

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

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

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

Can the cable box be used to record TV programmes?

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

NOTE: For a more detailed explanation select further information

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

FORCE EDIT: SET DK TO NO

ASK IF CABLE CLAIM ON SET

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

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

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

Do you receive HD channels via Virgin Media?

NOTE: For a more detailed explanation select further information

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

FORCE EDIT: SET DK TO NO

ROTATE S69 and S68

ASK IF SATELLITE CLAIM ON SET

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

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

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

Do you receive your satellite TV services via Sky?

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

ASK IF SATELLITE CLAIM ON SET

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

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

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

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

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

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

SP

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

Yes - Specify

No

Don't know

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

MP

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

Polish satellite

Romanian satellite

Portuguese satellite

Italian satellite

Turkish satellite

Bulgarian satellite

Hungarian satellite

Lithuanian satellite

Indian satellite

Other Foreign satellite (Specify)

Sky

Freesat

Virgin Media

Freeview

BT TV

TalkTalk

Plusnet

YouView

Now TV

Netflix

Amazon Prime / Amazon Prime Video

Satellite service provider not known

Other (Specify)

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

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

S80a **INTERVIEWER PLEASE NOTE** SP

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

[S80 platforms in list]

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

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

Yes – Continue

No – Return to S80

ASK IF S80 = SKY AND SKY NOT ALREADY ON SET

S69a **SHOW SCREEN** SP

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

Sky with subscription

Sky without subscription

Don't know

ASK IF S80 = FREESAT AND FREESAT NOT ALREADY ON SET

S68a **SHOW SCREEN** MP

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

Via a Freesat set top box

Via Freesat integrated into the TV set

Don't know

ASK IF SKY AND FREESAT CLAIM ON SET

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

S71 **SHOW SCREEN** SP

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

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

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

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

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

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

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

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

NOTE: For a more detailed explanation select further information

Yes
 No
 Don't know
 Further information

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

Yes
 No
 Don't know
 Further information

FORCE EDIT: SET DK TO NO

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

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

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

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

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

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

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

Apart from the

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

Do you have any

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

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

Yes
No
Don't know

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

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

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

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

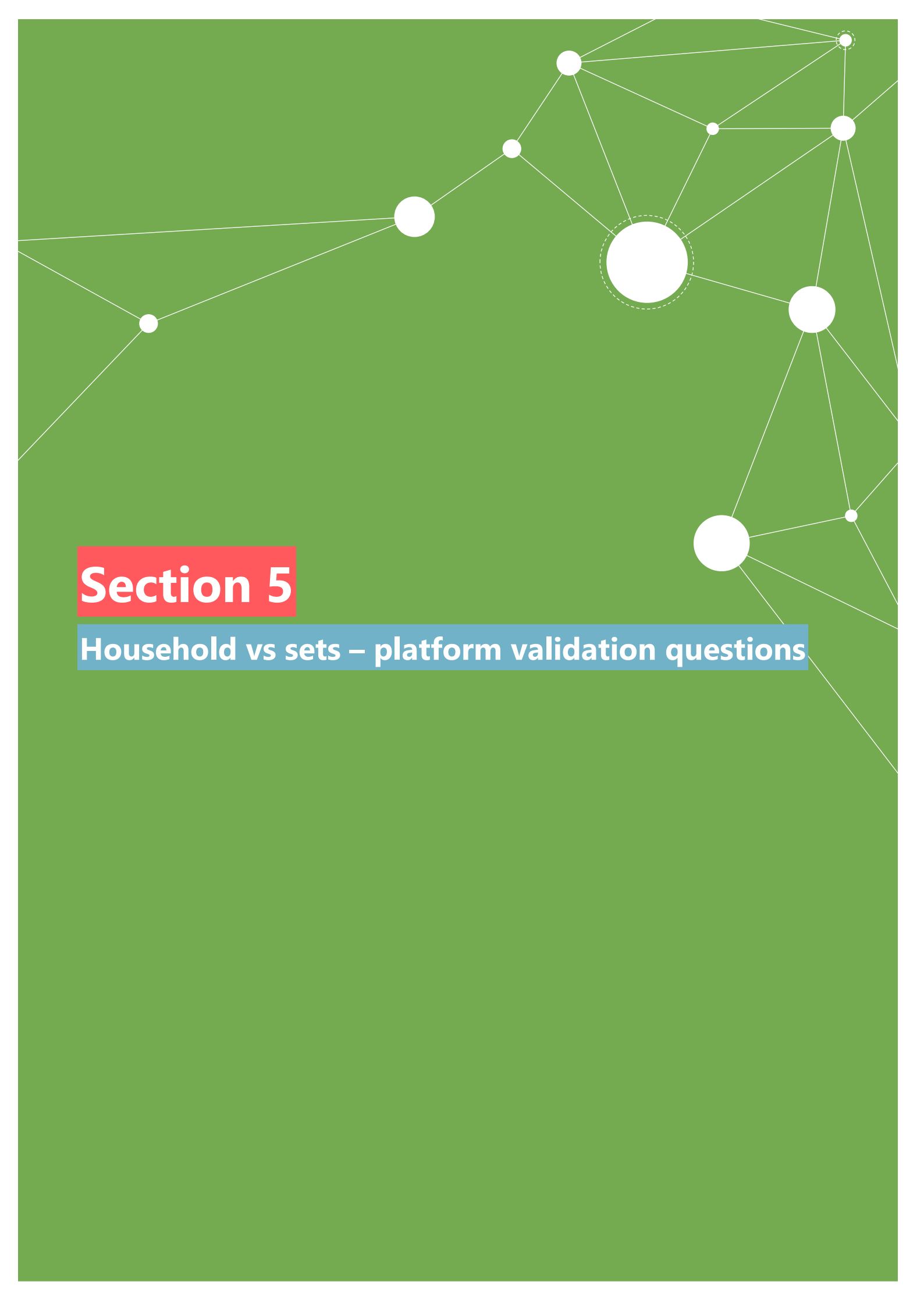
- Yes
- No
- Don't know

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

Which of these best describes this television set?

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

REPEAT ABOVE FOR ALL TV SETS



Section 5

Household vs sets – platform validation questions

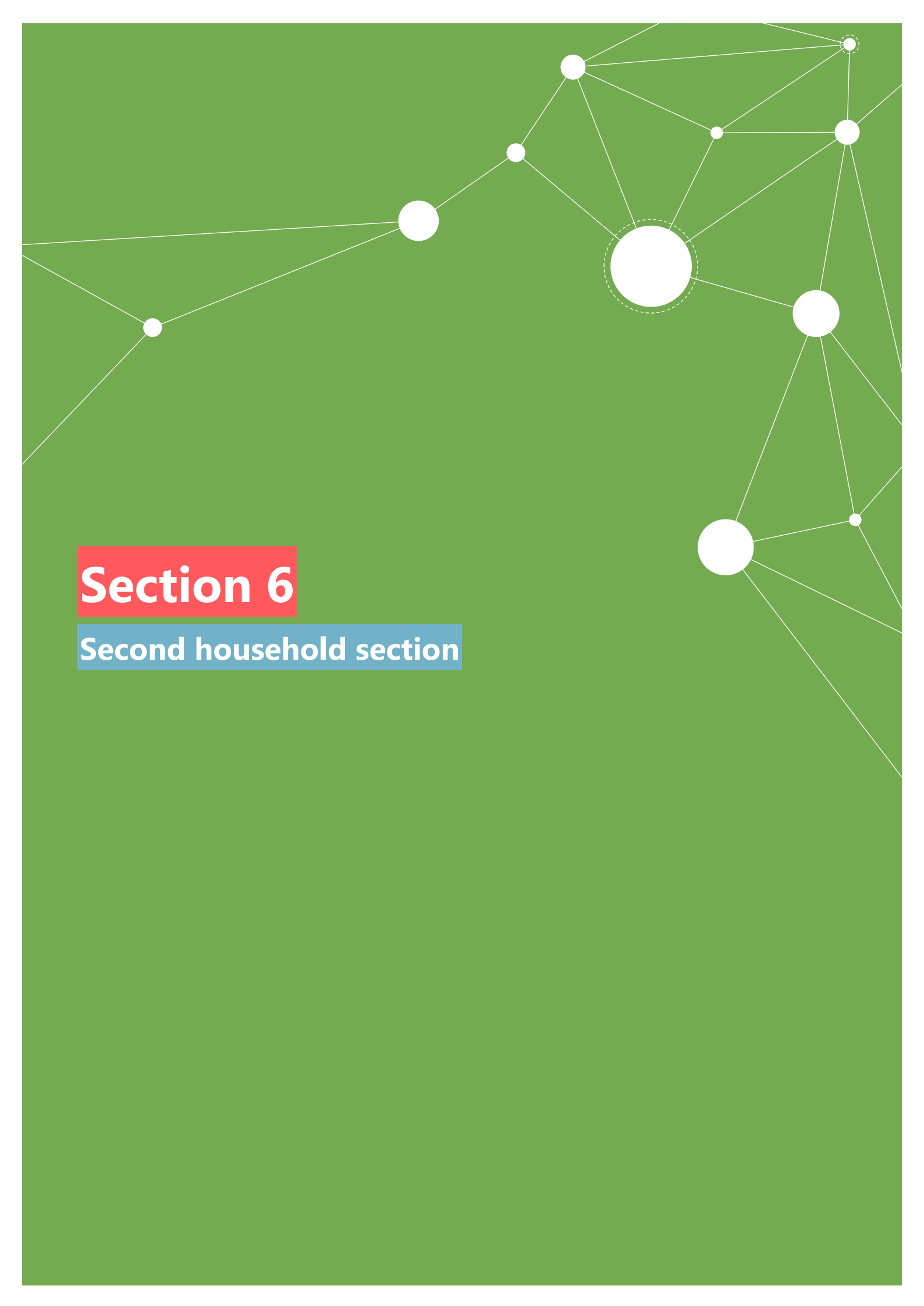
Household vs Sets – platform validation questions

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

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

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

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



Section 6

Second household section

Second household section

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

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

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

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

ES AND ESR**ASK IF SKY – WITH SUBSCRIPTION****[S69 = CODE 1]****H108 SHOW SCREEN**

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

Yes - Sky Cinema (MP)

Yes - Sky Sports (MP)

Yes - both Sky Cinema and Sky Sports (SP)

No (SP)

Don't know (SP)

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

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

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

Yes - Sky Cinema (MP)

Yes - Sky Sports (MP)

Yes - both Sky Cinema and Sky Sports (SP)

No (SP)

Don't know (SP)

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

Does your

[Only Include Platforms received]

YouView

TalkTalk

BT TV

Plusnet

connection include any premium Sky Cinema or Sky Sports channels?

Yes - Sky Cinema (MP)

Yes - Sky Sports (MP)

Yes - both Sky Cinema and Sky Sports (SP)

No (SP)

Don't know (SP)

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

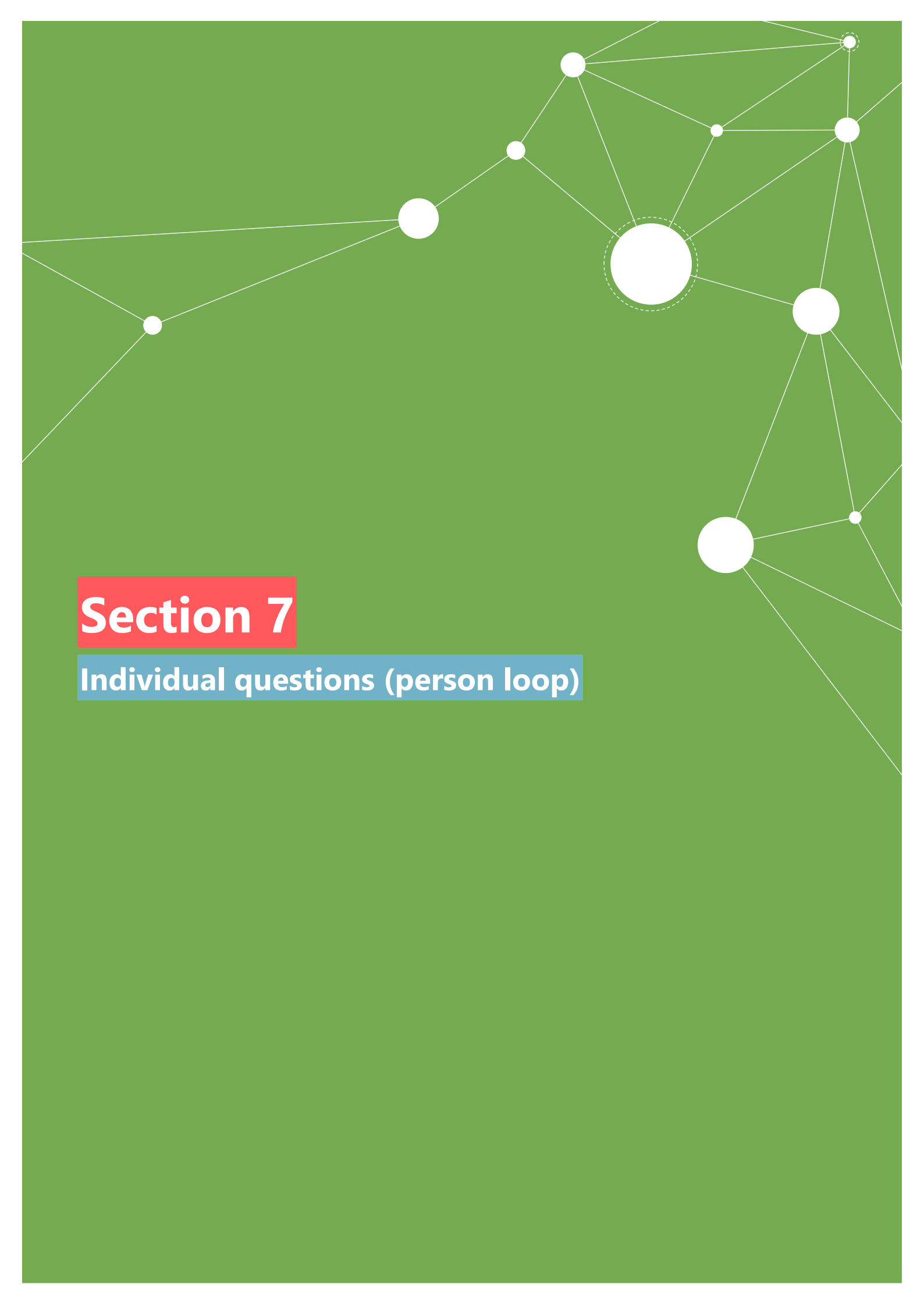
ES ONLY NOT ESR	
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]	
H126	SHOW SCREEN SP
Does your	
[Only Include Platforms received]	
Sky	
Virgin Media	
YouView	
BT TV	
Plusnet	
connection include access to the premium BT Sports channels via your TV set ?	
NOTE: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

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

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

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

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



Section 7

Individual questions (person loop)

Individual questions (person loop)

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

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

Start of person loop

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

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

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

FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED**ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3] AND P4=Under 16**

P4a	INTERVIEWER NOTE: Are you able to determine which of these is applicable to the 0-16 year-old?	SP
	0-3	
	4-9	
	10-15	
	Unable to determine	

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

P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK)	SP
	Married/living as married/civil partnership	
	Single	
	Widowed	
	Divorced/separated	

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

P9	SHOW SCREEN	SP
	What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK)	
	Full time paid work (30+ hours per week)	
	Part time paid work (8-29 hours per week)	
	Part time paid work (under 8 hours per week)	
	Full time education	
	Unemployed (seeking work)	
	Retired	
	Not in paid employment (and not seeking work)	

**FORCE EDIT: SET TO FULL TIME EDUCATION IF TAE (P10) IS 'STILL IN FULL TIME EDUCATION'
SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED****ASK IF NOT IN FULL TIME EDUCATION****[P9 NOT = CODE4]**

P10	SHOW SCREEN	SP
	At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?	
	15 years and under	
	16 years	
	17-18 years	
	19 years and over	
	Still in full time education	
	Don't know	
	Prefer not to say	

FORCE EDIT:

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

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

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

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

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

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

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

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

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

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

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

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

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

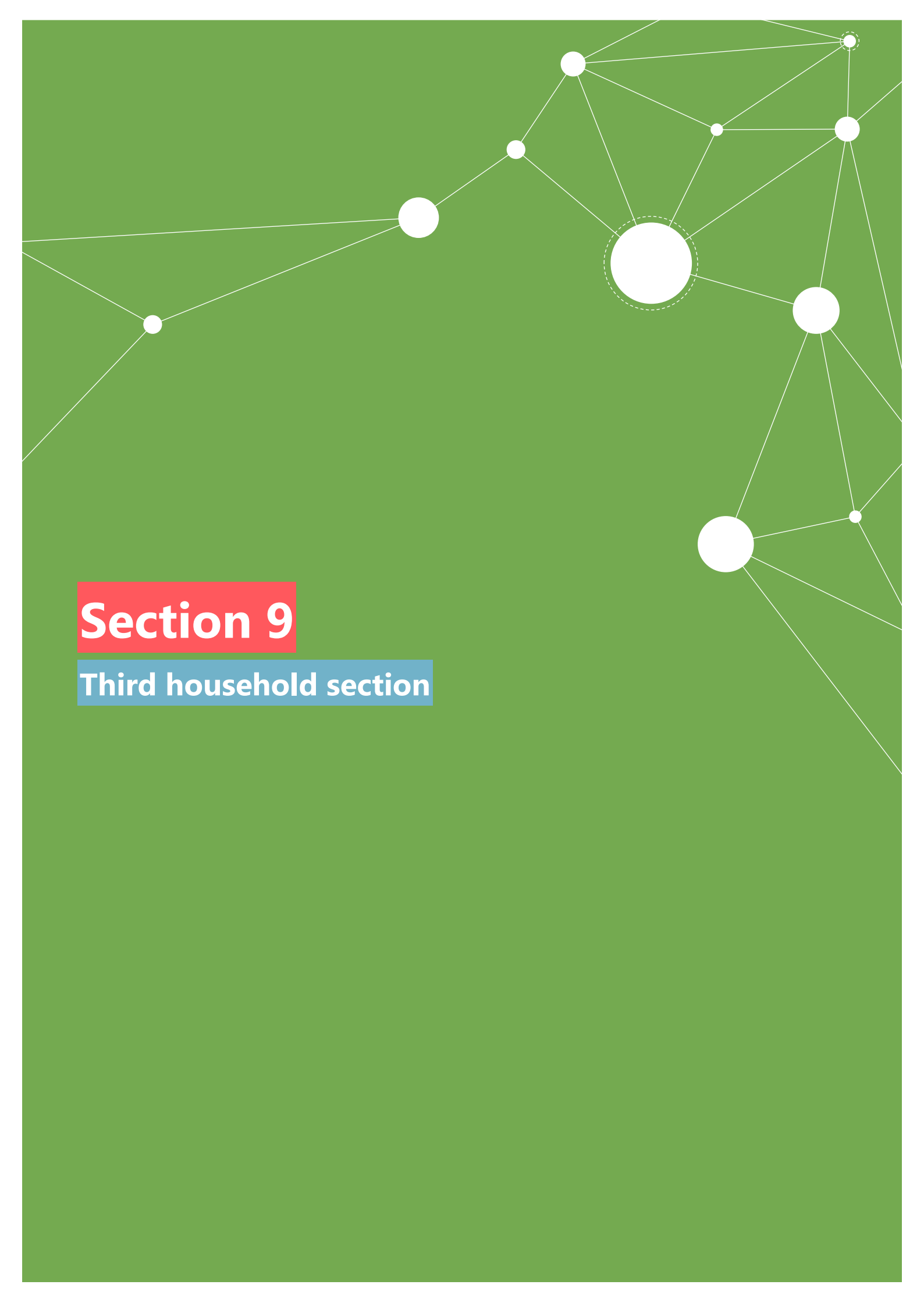
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS

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

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

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



Section 9

Third household section

Third household section

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

ES ONLY NOT ESR		
ASK IF more than one option chosen at H116		
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED		
H117	<u>SHOW SCREEN</u>	SP
Which is the main language Spoken in your household?		
English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Hindi Other (Specify)		
ASK ALL		
H27	<u>SHOW SCREEN</u>	MP
IF 1 PERSON HOUSEHOLD		
Do you work in any of the following occupations?		
IF 2+ PERSON HOUSEHOLD		
Do you or does any member of your household work in any of the following occupations?		
TV programme production TV broadcasting, planning or scheduling Advertising or media sales for a broadcaster, publisher or online company Journalism for a broadcaster, newspaper, magazine or online publisher For an advertising or media agency For a market research company None of these		
ASK IF 2+ ADULTS IN HOME		
P3 >15 OR P4 NOT CODE 1		
H56	Which of the household members you have mentioned is the Head of Household?	MP
By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over.		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		
ASK IF 2+ ADULTS IN HOME		
P3 >15 OR P4 NOT CODE 1		
H28	Which of the household members you have mentioned is mainly responsible for the household duties, such as grocery shopping, cooking and cleaning?	MP
This person must be aged 16 or over.		
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		
<i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>		

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

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

ASK ALL

H39 What jobs 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 EDUCATION AT 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 EDUCATION AT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT 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?

NUM

ENTER NUMERICAL RESPONSE
Don't know

**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?

NUM

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

H43 Have you (IF RESPONDENT) Has they (IF NOT RESPONDENT) any qualifications?

NOTE: (e.g. apprenticeships, degrees, diplomas, etc. If professional qualification, please give details)

WRITE IN
Don't know
Prefer not to say

**ASK IF CIE IS RETIRED
[P9= RETIRED]**

H104 IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT

SP

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

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

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

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

CODE FOR ALL

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

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

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

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

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

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

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

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

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

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

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

Recruitment re-engagement questions

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

ASK ALL SELECTED FOR RECRUITMENT

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

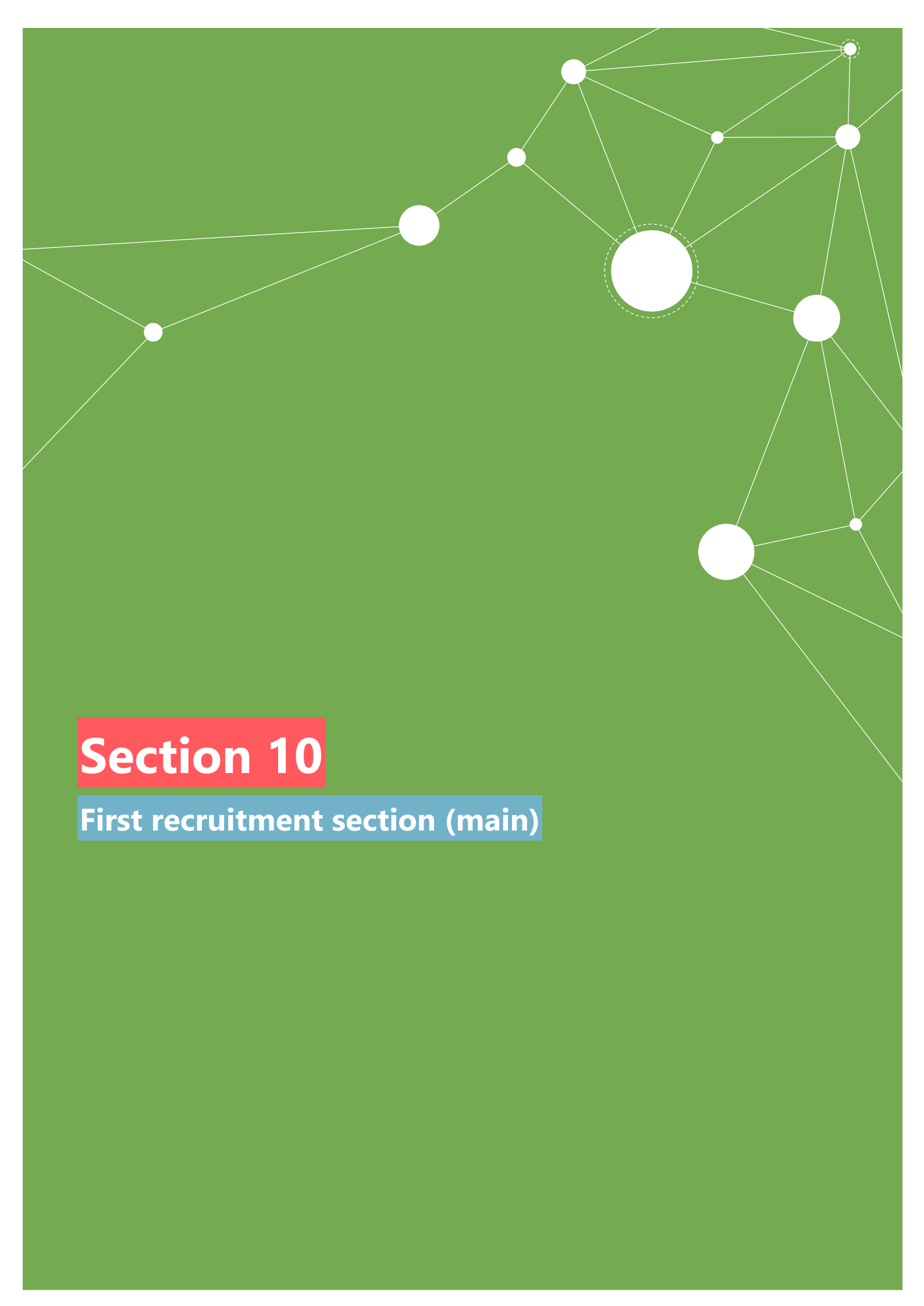
Yes

No

Don't Know

FOR ALL ANSWERS INTERVIEWER READ OUT

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



Section 10

First recruitment section (main)

First recruitment section (main)

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

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

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

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

IF 2+ PERSON HH

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

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

SP

PERSON 1 (RESPONDENT)

Could you give me your title?

PERSON 2-9

Could you give me their title?

Miss

Ms

Mrs

Mr

Dr

Sir

Lord

Lady

Reverend

Pastor

Vicar

Other (please specify)

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

ASK IF R38a = REVISIT

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

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

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

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

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

ASK IF 2+ ADULT HH

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

End of recruitment person loop

start of recruitment computer loop

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

End of recruitment computer loop / Start of contact section

ASK ALL**R18 intro**

Thank you for your answers so far – I just have few more questions for you today.

The next section is on telephone contact details.

As I mentioned earlier; once this interview is complete we will call you by telephone to confirm your details and to answer any questions you may have thought of before we then agree a time for a technician to visit your home. For this we need a telephone number that we can easily reach you on.

Tel No 1 ES and ES Recontact**ES and ESR Sample****ASK IF H47 = NO/REF OR H49 = PREFER NOT TO SAY****R18a**

Are you able to provide us with a telephone number?

SP

NOTE: where available a personal mobile phone number is preferable to a landline

Yes (go to R19a)

No (go to R18b)

ES and ESR Sample**ASK IF R18a = NO****R18b**

Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?

SP

Yes (go to R19a)

No (exit recruitment) (go to R32)

ES and ESR Sample**ASK IF H47 NOT = NO/REF AND H49 NOT PREFER NOT TO SAY****R18c1**

To make sure I correctly entered the number you provided earlier, can I ask you give it to me again?

NUM

NOTE: Enter area code or mobile prefix and do not leave a space between any numbers

WRITE IN (if different from H49 go to R18e, else go to R20a)

ES and ESR Sample	
ASK IF R18c DOES NOT MATCH H49	
R18e	SHOW SCREEN MP
The number I just entered is different from the one I entered earlier. Can I check which of these is the correct number?	
No 1 – from H49	(go to R20a)
No 2 – from R18c1	(go to R20a)
Neither	(return to R19a)
Both	(go to R35a)

ES and ESR Sample	
ASK IF R18a = YES or R18b = YES or R18e=Neither	
R19a	What is the Telephone number, including the area code? NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
WRITE IN	(go to R18c2)

ES and ESR Sample	
ASK IF TELEPHONE NUMBER PROVIDED AT R19a	
R18c2	To make sure that I've correctly entered the number, can I ask you give it to me again? NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
WRITE IN (if different from R19a go to R19d1, else go to R20a)	

ES ONLY and ESR Sample	
ASK IF R18c2 DOES NOT MATCH R19a	
R19d1	SHOW SCREEN SP
The two numbers I entered are different. Can I check which of these is the correct number?	
No 1 – from R19a	(go to R20a)
No 2 – from R18c2	(go to R20a)
Neither	(return to R19a)
Both	(go to R35a)

Tel No 1 TEL SAMPLE

TEL SAMPLE ONLY	
R18d	SHOW SCREEN SP
Can I check that the telephone number we previously called you on is still valid for this household?	
Display number	
Yes (go to R20a)	
No (re-enter number at R19b)	

TEL SAMPLE ONLY	
ASK IF R18d = NO	
R19b	In that case can you give me a telephone number that can be used to contact you? Please include the area code. NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
WRITE IN	
Prefer not to say – (go to R19c)	

TEL SAMPLE ONLY	
ASK IF R19b = PREFER NOT TO SAY	
R19c	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us? SP
Yes (go to R19b)	
No (exit recruitment) - (go to R32)	

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

Tel No 2

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

BEST NUMBER/TIME

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

EMAIL

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

CONFIRMATION

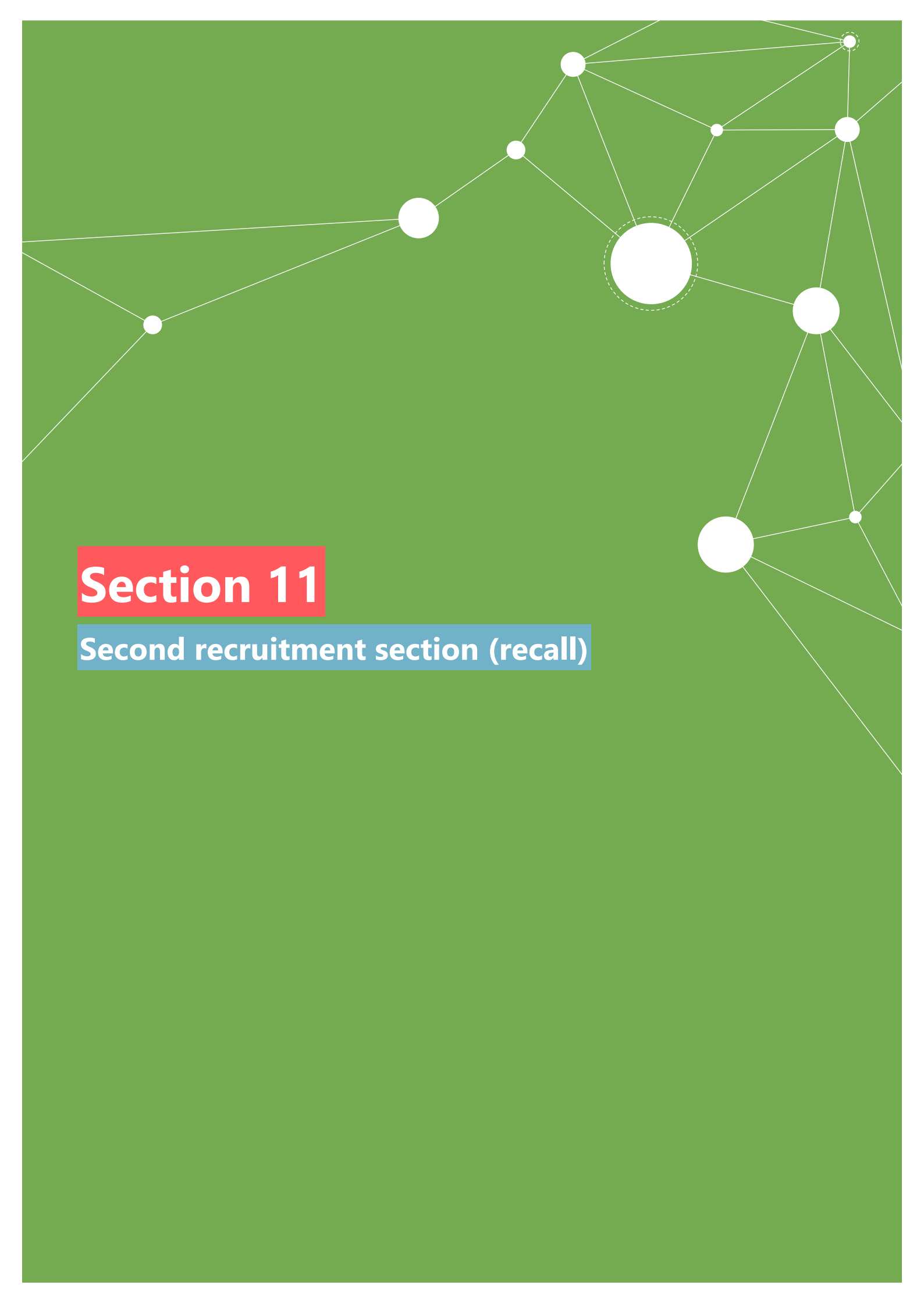
ASK ALL		
R22	Information collected about you and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation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

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

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

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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW



Section 11

Second recruitment section (recall)

Second recruitment section (revisit) (recall permitted if agreed by RC)
To be used for those requiring a revisit at R22/R23

ACCESS VIA ECS – INTERVIEWER TO CONFIRM:

- **SAMPLE POINT NUMBER**
- **SUBCLUSTER NUMBER**
- **ADDRESS NUMBER**
- **MULTI HH NUMBER (IF APPROPRIATE)**

SCRIPT TO DISPLAY TELEPHONE NUMBERS OBTAINED AT H49/R19 AND R20B AND NAME FIELDS OF RESPONDENT R5/6A/6B FOR MAIN PARTICIPANT

ASK ALL REQUIRING REVISIT/RECALL

R28	CONFIRM RESPONDENT NAME	SP
	DISPLAY RESPONDENT NAME (FROM R6A/B)	
	Yes	
	No (WRITE IN)	VERB

ASK IF R7a exit routed in during main interview

R30b During the main interview we weren't able to confirm the date of birth for all household members:

intro 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)	SP
	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	NUM
	Don't know	

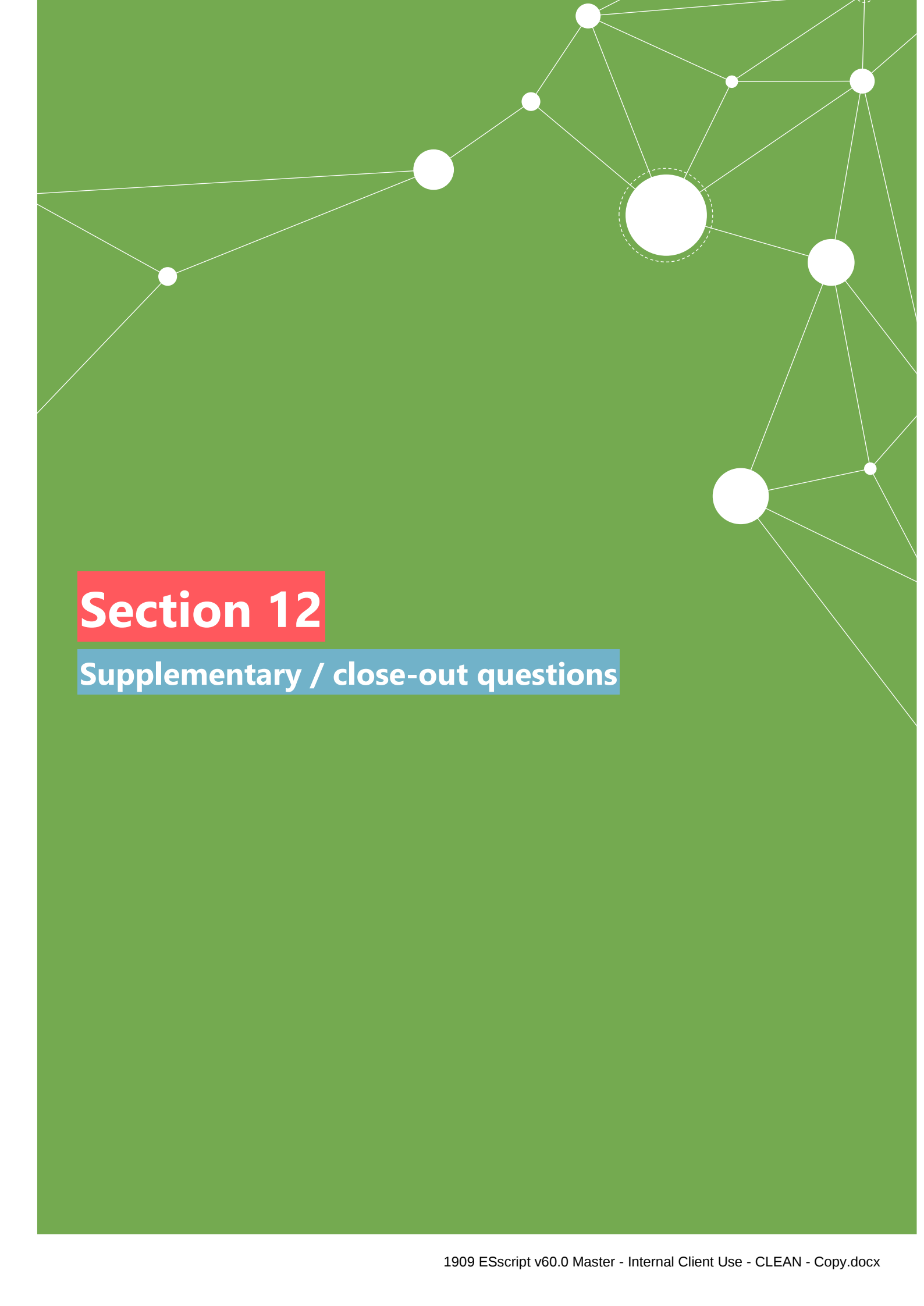
IF R30 = DK

REVREF	RECRUITMENT REFUSED – INTERVIEW WILL END AND CANNOT BE RESUMED	SP
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ASK IF R22=REVISIT NECESSARY OR R23=REVISIT NECESSARY

R27	INTERVIEWER NOTE: PLEASE CONFIRM THAT ALL ADULT HOUSEHOLD MEMBERS HAVE:	SP
	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)	

ASK IF R38a was a Revisit needed during main interview		
R39_i nro	During the main interview we weren't able to confirm the consent for all children in the household to join the BARB panel: IF ONE CHIL WITH MISSING CONSENT There is 1 child who we still need consent for IF 2+ PEOPLE WITH MISSING DOB DETAILS There are <no of people with REVISIT at R38a> children who we still need consent for DISPLAY FOR ALL: TITLE FORENAME SURNAME (from P3 or P4) As a potential BARB panel home, we require adult or guardian consent on behalf of all children in the household.	
LOOP FOR EACH CHILD		
ASK IF R38a was a Revisit needed during main interview		
R39a	Has a parent or guardian given consent for [CHILD DETAILS] to join the BARB panel? Yes No (exit recruitment) - (go to R34)	SP
LOOP FOR EACH CHILD		
ASK IF R38a was a Revisit needed during main interview		
R39b	Who is the person in this HH who has given consent for [CHILD DETAILS] to join the BARB panel? LIST ADULTS IN HOME	SP
ASK ALL REQUIRING REVISIT/RECALL		
R29	CHECK RESPONDENT ADDRESS: Can you confirm your address for me please? OUTPUT ADDRESS FROM ECS CORRECT ADDRESS INCORRECT ADDRESS (WRITE IN)	SP VERB
R29 exit (from R24 intro)	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS VALIDATION PROCESS: You will be contacted by telephone by Ipsos MORI in the next few days to confirm the details provided and that you have agreed to participate on the panel NOTE: If not already done so please ask the participant if they are willing to save 'Ipsos MORI Validation Team' as a contact on their mobile phone. The number is 020 3602 0717– Display contact numbers held - If you don't hear from us in the next 7 days, we may be having trouble contacting you, so feel free to call our validation team directly on the same number 020 3602 0717 - INSTALLATION DATE ARRANGED: once validated the data will be passed to Kantar Media who will contact you to arrange a date and time for an installation engineer to visit	
ASK ALL		
R31	INTERVIEWER: PLEASE CODE IF THIS WAS A REVISIT OR A RECALL INTERVIEW Revisit (in-home) Recall (via telephone)	SP



Section 12

Supplementary / close-out questions

Supplementary / close out questions

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

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

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

END OF CLOSE OUT QUESTIONS