

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

October 2019 to September 2020

- **Feb, Mar, Aug & Sep incomplete due to COVID-19**
- **No Fieldwork April to July due to lockdown**



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

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

Introduction

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This reports contains the weighted data results from the Establishment survey for the period Oct 2019 - Sep 2020

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28322	26836	9909	3987	17343	5913	11430	25402
%V (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
AB	7297	6974	2827	1054	4436	1713	2723	7099
%V	25.8%	26.0%	28.5%	26.4%	25.6%	29.0%	23.8%	27.9%
%H (All HH)		95.6%	38.7%	14.4%	60.8%	23.5%	37.3%	97.3%
%H (TV HH)			40.5%	15.1%	63.6%	24.6%	39.0%	
C1	8322	7881	2891	1269	5071	1818	3253	7752
%V	29.4%	29.4%	29.2%	31.8%	29.2%	30.7%	28.5%	30.5%
%H (All HH)		94.7%	34.7%	15.2%	60.9%	21.8%	39.1%	93.2%
%H (TV HH)			36.7%	16.1%	64.3%	23.1%	41.3%	
C2	5405	5213	2050	827	3323	1251	2073	4909
%V	19.1%	19.4%	20.7%	20.7%	19.2%	21.2%	18.1%	19.3%
%H (All HH)		96.4%	37.9%	15.3%	61.5%	23.1%	38.4%	90.8%
%H (TV HH)			39.3%	15.9%	63.7%	24.0%	39.8%	
D	4309	3984	1371	534	2532	732	1800	3635
%V	15.2%	14.8%	13.8%	13.4%	14.6%	12.4%	15.7%	14.3%
%H (All HH)		92.5%	31.8%	12.4%	58.8%	17.0%	41.8%	84.4%
%H (TV HH)			34.4%	13.4%	63.6%	18.4%	45.2%	
E	2988	2784	770	302	1980	400	1581	2008
%V	10.6%	10.4%	7.8%	7.6%	11.4%	6.8%	13.8%	7.9%
%H (All HH)		93.2%	25.8%	10.1%	66.3%	13.4%	52.9%	67.2%
%H (TV HH)			27.7%	10.8%	71.1%	14.4%	56.8%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	28322	26836	9909	3987	17343	5913	11430	25402
%V (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
Under 25	1003	798	188	101	394	83	311	970
%V	3.5%	3.0%	1.9%	2.5%	2.3%	1.4%	2.7%	3.8%
%H (All HH)		79.6%	18.7%	10.1%	39.3%	8.3%	31.0%	96.7%
%H (TV HH)			23.6%	12.7%	49.4%	10.4%	39.0%	
25 - 34	4360	3876	1298	513	1965	564	1402	4260
%V	15.4%	14.4%	13.1%	12.9%	11.3%	9.5%	12.3%	16.8%
%H (All HH)		88.9%	29.8%	11.8%	45.1%	12.9%	32.2%	97.7%
%H (TV HH)			33.5%	13.2%	50.7%	14.6%	36.2%	
35 - 44	4738	4417	1780	725	2412	898	1514	4643
%V	16.7%	16.5%	18.0%	18.2%	13.9%	15.2%	13.2%	18.3%
%H (All HH)		93.2%	37.6%	15.3%	50.9%	19.0%	32.0%	98.0%
%H (TV HH)			40.3%	16.4%	54.6%	20.3%	34.3%	
45 - 54	5156	4941	2119	898	3094	1326	1767	5015
%V	18.2%	18.4%	21.4%	22.5%	17.8%	22.4%	15.5%	19.7%
%H (All HH)		95.8%	41.1%	17.4%	60.0%	25.7%	34.3%	97.3%
%H (TV HH)			42.9%	18.2%	62.6%	26.8%	35.8%	
55 - 64	5082	4944	2015	832	3388	1367	2021	4743
%V	17.9%	18.4%	20.3%	20.9%	19.5%	23.1%	17.7%	18.7%
%H (All HH)		97.3%	39.6%	16.4%	66.7%	26.9%	39.8%	93.3%
%H (TV HH)			40.8%	16.8%	68.5%	27.6%	40.9%	
65 +	7983	7861	2509	918	6089	1674	4415	5771
%V	28.2%	29.3%	25.3%	23.0%	35.1%	28.3%	38.6%	22.7%
%H (All HH)		98.5%	31.4%	11.5%	76.3%	21.0%	55.3%	72.3%
%H (TV HH)			31.9%	11.7%	77.5%	21.3%	56.2%	

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

%V = percentage of vertical total

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

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

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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	28322	26836	9909	3987	17343	5913	11430	25402
%H (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
1	8900	8187	2214	893	5917	1215	4702	6655
%V	31.4%	30.5%	22.3%	22.4%	34.1%	20.5%	41.1%	26.2%
%H (All HH)		92.0%	24.9%	10.0%	66.5%	13.7%	52.8%	74.8%
%H (TV HH)			27.0%	10.9%	72.3%	14.8%	57.4%	
2	9406	9051	3510	1299	6019	2252	3767	8850
%V	33.2%	33.7%	35.4%	32.6%	34.7%	38.1%	33.0%	34.8%
%H (All HH)		96.2%	37.3%	13.8%	64.0%	23.9%	40.0%	94.1%
%H (TV HH)			38.8%	14.4%	66.5%	24.9%	41.6%	
3	4314	4137	1699	788	2445	1074	1370	4245
%V	15.2%	15.4%	17.1%	19.8%	14.1%	18.2%	12.0%	16.7%
%H (All HH)		95.9%	39.4%	18.3%	56.7%	24.9%	31.8%	98.4%
%H (TV HH)			41.1%	19.0%	59.1%	26.0%	33.1%	
4	3873	3728	1681	688	2067	944	1124	3845
%V	13.7%	13.9%	17.0%	17.3%	11.9%	16.0%	9.8%	15.1%
%H (All HH)		96.3%	43.4%	17.8%	53.4%	24.4%	29.0%	99.3%
%H (TV HH)			45.1%	18.5%	55.4%	25.3%	30.2%	
5+	1829	1732	805	319	895	428	467	1806
%V	6.5%	6.5%	8.1%	8.0%	5.2%	7.2%	4.1%	7.1%
%H (All HH)		94.7%	44.0%	17.4%	48.9%	23.4%	25.5%	98.7%
%H (TV HH)			46.5%	18.4%	51.7%	24.7%	27.0%	
Average HH size	2.33	2.35	2.57	2.59	2.21	2.54	2.04	2.45

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28322	26836	9909	3987	17343	5913	11430	25402
%V (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
Without	21132	19928	6987	2776	13573	4366	9207	18294
%V	74.6%	74.3%	70.5%	69.6%	78.3%	73.8%	80.6%	72.0%
%H (All HH)		94.3%	33.1%	13.1%	64.2%	20.7%	43.6%	86.6%
%H (TV HH)			35.1%	13.9%	68.1%	21.9%	46.2%	
With	7190	6908	2922	1211	3770	1546	2223	7108
%V	25.4%	25.7%	29.5%	30.4%	21.7%	26.1%	19.4%	28.0%
%H (All HH)		96.1%	40.6%	16.8%	52.4%	21.5%	30.9%	98.9%
%H (TV HH)			42.3%	17.5%	54.6%	22.4%	32.2%	
0 - 3	2547	2412	941	371	1282	439	844	2507
%V	9.0%	9.0%	9.5%	9.3%	7.4%	7.4%	7.4%	9.9%
%H (All HH)		94.7%	36.9%	14.6%	50.3%	17.2%	33.1%	98.4%
%H (TV HH)			39.0%	15.4%	53.2%	18.2%	35.0%	
4 - 9	3750	3581	1555	600	1849	742	1107	3701
%V	13.2%	13.3%	15.7%	15.0%	10.7%	12.5%	9.7%	14.6%
%H (All HH)		95.5%	41.5%	16.0%	49.3%	19.8%	29.5%	98.7%
%H (TV HH)			43.4%	16.8%	51.6%	20.7%	30.9%	
10 - 15	3576	3467	1564	646	1940	892	1048	3549
%V	12.6%	12.9%	15.8%	16.2%	11.2%	15.1%	9.2%	14.0%
%H (All HH)		97.0%	43.7%	18.1%	54.3%	24.9%	29.3%	99.2%
%H (TV HH)			45.1%	18.6%	56.0%	25.7%	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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	28322	26836	9909	3987	17343	5913	11430	25402
%H (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
1	11701	11701	3204	1487	6944	1073	5871	9869
%V	41.3%	43.6%	32.3%	37.3%	40.0%	18.1%	51.4%	38.9%
%H (All HH)		100.0%	27.4%	12.7%	59.3%	9.2%	50.2%	84.3%
%H (TV HH)			27.4%	12.7%	59.3%	9.2%	50.2%	
2	8542	8542	3410	1382	5698	2201	3496	7809
%V	30.2%	31.8%	34.4%	34.7%	32.9%	37.2%	30.6%	30.7%
%H (All HH)		100.0%	39.9%	16.2%	66.7%	25.8%	40.9%	91.4%
%H (TV HH)			39.9%	16.2%	66.7%	25.8%	40.9%	
3	4018	4018	1899	660	2808	1448	1360	3897
%V	14.2%	15.0%	19.2%	16.6%	16.2%	24.5%	11.9%	15.3%
%H (All HH)		100.0%	47.3%	16.4%	69.9%	36.0%	33.8%	97.0%
%H (TV HH)			47.3%	16.4%	69.9%	36.0%	33.8%	
4	1703	1703	888	309	1250	759	491	1679
%V	6.0%	6.3%	9.0%	7.8%	7.2%	12.8%	4.3%	6.6%
%H (All HH)		100.0%	52.1%	18.1%	73.4%	44.6%	28.8%	98.6%
%H (TV HH)			52.1%	18.1%	73.4%	44.6%	28.8%	
5+	873	873	508	149	642	431	212	871
%V	3.1%	3.3%	5.1%	3.7%	3.7%	7.3%	1.9%	3.4%
%H (All HH)		100.0%	58.2%	17.1%	73.5%	49.4%	24.3%	99.8%
%H (TV HH)			58.2%	17.1%	73.5%	49.4%	24.3%	

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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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	28322	26836	9909	3987	17343	5913	11430	25402
%V (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
Under 20"	2062	2062	743	287	1695	697	997	1848
%V	7.3%	7.7%	7.5%	7.2%	9.8%	11.8%	8.7%	7.3%
%H (All HH)		100.0%	36.0%	13.9%	82.2%	33.8%	48.4%	89.6%
%H (TV HH)			36.0%	13.9%	82.2%	33.8%	48.4%	
20" - 29"	6796	6796	2529	975	5171	2048	3123	5997
%V	24.0%	25.3%	25.5%	24.5%	29.8%	34.6%	27.3%	23.6%
%H (All HH)		100.0%	37.2%	14.3%	76.1%	30.1%	46.0%	88.2%
%H (TV HH)			37.2%	14.3%	76.1%	30.1%	46.0%	
30" - 39"	12872	12872	4814	1894	8880	3204	5676	11490
%V	45.4%	48.0%	48.6%	47.5%	51.2%	54.2%	49.7%	45.2%
%H (All HH)		100.0%	37.4%	14.7%	69.0%	24.9%	44.1%	89.3%
%H (TV HH)			37.4%	14.7%	69.0%	24.9%	44.1%	
40" - 49"	13508	13508	5673	2233	8531	3583	4948	12728
%V	47.7%	50.3%	57.3%	56.0%	49.2%	60.6%	43.3%	50.1%
%H (All HH)		100.0%	42.0%	16.5%	63.2%	26.5%	36.6%	94.2%
%H (TV HH)			42.0%	16.5%	63.2%	26.5%	36.6%	
50" - 59"	5724	5724	2773	931	3296	1623	1673	5581
%V	20.2%	21.3%	28.0%	23.4%	19.0%	27.4%	14.6%	22.0%
%H (All HH)		100.0%	48.4%	16.3%	57.6%	28.4%	29.2%	97.5%
%H (TV HH)			48.4%	16.3%	57.6%	28.4%	29.2%	
60"+	1018	1018	539	179	520	291	228	1011
%V	3.6%	3.8%	5.4%	4.5%	3.0%	4.9%	2.0%	4.0%
%H (All HH)		100.0%	52.9%	17.6%	51.1%	28.6%	22.4%	99.3%
%H (TV HH)			52.9%	17.6%	51.1%	28.6%	22.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Household level data

Table 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	28322	26836	9909	3987	17343	5913	11430	25402
%H (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
Main living room	26515	26515	9845	3957	17156	5877	11279	23834
%V	93.6%	98.8%	99.4%	99.2%	98.9%	99.4%	98.7%	93.8%
%H (All HH)		100.0%	37.1%	14.9%	64.7%	22.2%	42.5%	89.9%
%H (TV HH)			37.1%	14.9%	64.7%	22.2%	42.5%	
Kitchen	2892	2892	1384	385	2325	1213	1112	2743
%V	10.2%	10.8%	14.0%	9.7%	13.4%	20.5%	9.7%	10.8%
%H (All HH)		100.0%	47.9%	13.3%	80.4%	41.9%	38.5%	94.8%
%H (TV HH)			47.9%	13.3%	80.4%	41.9%	38.5%	
Adult's bedroom	11599	11599	5205	1926	7938	3802	4135	10930
%V	41.0%	43.2%	52.5%	48.3%	45.8%	64.3%	36.2%	43.0%
%H (All HH)		100.0%	44.9%	16.6%	68.4%	32.8%	35.6%	94.2%
%H (TV HH)			44.9%	16.6%	68.4%	32.8%	35.6%	
Child's bedroom	2131	2131	1044	374	1270	678	593	2116
%V	7.5%	7.9%	10.5%	9.4%	7.3%	11.5%	5.2%	8.3%
%H (All HH)		100.0%	49.0%	17.6%	59.6%	31.8%	27.8%	99.3%
%H (TV HH)			49.0%	17.6%	59.6%	31.8%	27.8%	
Other bedroom	1626	1626	765	298	1247	690	557	1567
%V	5.7%	6.1%	7.7%	7.5%	7.2%	11.7%	4.9%	6.2%
%H (All HH)		100.0%	47.0%	18.3%	76.7%	42.4%	34.3%	96.4%
%H (TV HH)			47.0%	18.3%	76.7%	42.4%	34.3%	
Second living/dining room	2431	2431	1161	405	1750	907	843	2333
%V	8.6%	9.1%	11.7%	10.2%	10.1%	15.3%	7.4%	9.2%
%H (All HH)		100.0%	47.8%	16.7%	72.0%	37.3%	34.7%	96.0%
%H (TV HH)			47.8%	16.7%	72.0%	37.3%	34.7%	
Study/office	434	434	211	68	308	152	156	428
%V	1.5%	1.6%	2.1%	1.7%	1.8%	2.6%	1.4%	1.7%
%H (All HH)		100.0%	48.6%	15.7%	71.0%	35.0%	35.9%	98.6%
%H (TV HH)			48.6%	15.7%	71.0%	35.0%	35.9%	
TV room	252	252	128	30	168	83	86	250
%V	0.9%	0.9%	1.3%	0.8%	1.0%	1.4%	0.8%	1.0%
%H (All HH)		100.0%	50.8%	11.9%	66.7%	32.9%	34.1%	99.2%
%H (TV HH)			50.8%	11.9%	66.7%	32.9%	34.1%	
Conservatory	562	562	290	83	430	243	187	538
%V	2.0%	2.1%	2.9%	2.1%	2.5%	4.1%	1.6%	2.1%
%H (All HH)		100.0%	51.6%	14.8%	76.5%	43.2%	33.3%	95.7%
%H (TV HH)			51.6%	14.8%	76.5%	43.2%	33.3%	
Attic or loft room	60	60	26	15	41	23	18	60
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	43.3%	25.0%	68.3%	38.3%	30.0%	100.0%
%H (TV HH)			43.3%	25.0%	68.3%	38.3%	30.0%	
No specific location	28	28	15	7	16	8	8	26
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	53.6%	25.0%	57.1%	28.6%	28.6%	92.9%
%H (TV HH)			53.6%	25.0%	57.1%	28.6%	28.6%	
Other	276	276	137	51	199	109	90	272
%V	1.0%	1.0%	1.4%	1.3%	1.1%	1.8%	0.8%	1.1%
%H (All HH)		100.0%	49.6%	18.5%	72.1%	39.5%	32.6%	98.6%
%H (TV HH)			49.6%	18.5%	72.1%	39.5%	32.6%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	28322	26836	9909	3987	17343	5913	11430	25402
%V (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
Any DSAT provider	9909	9909	9909	185	4335	4335	0	9456
%V	35.0%	36.9%	100.0%	4.6%	25.0%	73.3%	0.0%	37.2%
%H (All HH)			100.0%	1.9%	43.7%	43.7%	0.0%	95.4%
%H (TV HH)			100.0%	1.9%	43.7%	43.7%	0.0%	
Sky with subscription	8355	8355	8355	97	3608	3608	0	8020
%V	29.5%	31.1%	84.3%	2.4%	20.8%	61.0%	0.0%	31.6%
%H (All HH)			100.0%	1.2%	43.2%	43.2%	0.0%	96.0%
%H (TV HH)			100.0%	1.2%	43.2%	43.2%	0.0%	
Sky without subscription	338	338	338	11	133	133	0	299
%V	1.2%	1.3%	3.4%	0.3%	0.8%	2.2%	0.0%	1.2%
%H (All HH)			100.0%	3.3%	39.3%	39.3%	0.0%	88.5%
%H (TV HH)			100.0%	3.3%	39.3%	39.3%	0.0%	
Freesat	1073	1073	1073	34	583	583	0	1022
%V	3.8%	4.0%	10.8%	0.9%	3.4%	9.9%	0.0%	4.0%
%H (All HH)			100.0%	3.2%	54.3%	54.3%	0.0%	95.2%
%H (TV HH)			100.0%	3.2%	54.3%	54.3%	0.0%	
Other satellite provider	608	608	608	59	287	287	0	568
%V	2.1%	2.3%	6.1%	1.5%	1.7%	4.9%	0.0%	2.2%
%H (All HH)			100.0%	9.7%	47.2%	47.2%	0.0%	93.4%
%H (TV HH)			100.0%	9.7%	47.2%	47.2%	0.0%	
DCAB	3987	3987	185	3987	1664	1664	0	3863
%V	14.1%	14.9%	1.9%	100.0%	9.6%	28.1%	0.0%	15.2%
%H (All HH)			4.6%	100.0%	41.7%	41.7%	0.0%	96.9%
%H (TV HH)			4.6%	100.0%	41.7%	41.7%	0.0%	
DTT	17343	17343	4335	1664	17343	5913	11430	15023
%V	61.2%	64.6%	43.7%	41.7%	100.0%	100.0%	100.0%	59.1%
%H (All HH)		100.0%	25.0%	9.6%	100.0%	34.1%	65.9%	86.6%
%H (TV HH)			25.0%	9.6%	100.0%	34.1%	65.9%	

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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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	28322	26836	9909	3987	17343	5913	11430	25402
%V (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
PVR	15720	15720	8984	3759	8621	5490	3131	14992
%V	55.5%	58.6%	90.7%	94.3%	49.7%	92.8%	27.4%	59.0%
%H (All HH)		100.0%	57.2%	23.9%	54.8%	34.9%	19.9%	95.4%
%H (TV HH)			57.2%	23.9%	54.8%	34.9%	19.9%	
DVDR	231	231	90	30	178	66	112	210
%V	0.8%	0.9%	0.9%	0.8%	1.0%	1.1%	1.0%	0.8%
%H (All HH)		100.0%	39.0%	13.0%	77.1%	28.6%	48.5%	90.9%
%H (TV HH)			39.0%	13.0%	77.1%	28.6%	48.5%	
VCR	104	104	25	13	89	23	66	87
%V	0.4%	0.4%	0.3%	0.3%	0.5%	0.4%	0.6%	0.3%
%H (All HH)		100.0%	24.0%	12.5%	85.6%	22.1%	63.5%	83.7%
%H (TV HH)			24.0%	12.5%	85.6%	22.1%	63.5%	
Any recorder	15872	15872	8994	3762	8761	5497	3264	15115
%V	56.0%	59.1%	90.8%	94.4%	50.5%	93.0%	28.6%	59.5%
%H (All HH)		100.0%	56.7%	23.7%	55.2%	34.6%	20.6%	95.2%
%H (TV HH)			56.7%	23.7%	55.2%	34.6%	20.6%	
Receives HDTV (via STB or built-in reception)	19390	19390	8672	3546	12790	5446	7344	18246
%V	68.5%	72.3%	87.5%	88.9%	73.7%	92.1%	64.3%	71.8%
%H (All HH)		100.0%	44.7%	18.3%	66.0%	28.1%	37.9%	94.1%
%H (TV HH)			44.7%	18.3%	66.0%	28.1%	37.9%	
DVD/Blu-ray player or recorder	14959	14959	5874	2352	9875	3827	6048	13880
%V	52.8%	55.7%	59.3%	59.0%	56.9%	64.7%	52.9%	54.6%
%H (All HH)		100.0%	39.3%	15.7%	66.0%	25.6%	40.4%	92.8%
%H (TV HH)			39.3%	15.7%	66.0%	25.6%	40.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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Household level data

Table 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	28322	26836	9909	3987	17343	5913	11430	25402
%H (All HH)		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%
%H (TV HH)			36.9%	14.9%	64.6%	22.0%	42.6%	
Has broadband internet	25402	24124	9456	3863	15023	5688	9335	25402
%V	89.7%	89.9%	95.4%	96.9%	86.6%	96.2%	81.7%	100.0%
%H (All HH)		95.0%	37.2%	15.2%	59.1%	22.4%	36.7%	100.0%
%H (TV HH)			39.2%	16.0%	62.3%	23.6%	38.7%	
Number of computers (PCs and laptops)								
0	4995	4598	1085	378	3452	554	2898	2282
%V	17.6%	17.1%	10.9%	9.5%	19.9%	9.4%	25.4%	9.0%
%H (All HH)		92.1%	21.7%	7.6%	69.1%	11.1%	58.0%	45.7%
%H (TV HH)			23.6%	8.2%	75.1%	12.0%	63.0%	
1	7811	7288	2553	994	4679	1366	3314	7645
%V	27.6%	27.2%	25.8%	24.9%	27.0%	23.1%	29.0%	30.1%
%H (All HH)		93.3%	32.7%	12.7%	59.9%	17.5%	42.4%	97.9%
%H (TV HH)			35.0%	13.6%	64.2%	18.7%	45.5%	
2	6918	6646	2613	1083	4179	1623	2555	6887
%V	24.4%	24.8%	26.4%	27.2%	24.1%	27.4%	22.4%	27.1%
%H (All HH)		96.1%	37.8%	15.7%	60.4%	23.5%	36.9%	99.6%
%H (TV HH)			39.3%	16.3%	62.9%	24.4%	38.4%	
3	3838	3708	1592	652	2309	1027	1283	3831
%V	13.6%	13.8%	16.1%	16.4%	13.3%	17.4%	11.2%	15.1%
%H (All HH)		96.6%	41.5%	17.0%	60.2%	26.8%	33.4%	99.8%
%H (TV HH)			42.9%	17.6%	62.3%	27.7%	34.6%	
4	2334	2253	1011	408	1376	654	721	2334
%V	8.2%	8.4%	10.2%	10.2%	7.9%	11.1%	6.3%	9.2%
%H (All HH)		96.5%	43.3%	17.5%	59.0%	28.0%	30.9%	100.0%
%H (TV HH)			44.9%	18.1%	61.1%	29.0%	32.0%	
5+	2425	2343	1056	472	1348	689	659	2422
%V	8.6%	8.7%	10.7%	11.8%	7.8%	11.7%	5.8%	9.5%
%H (All HH)		96.6%	43.5%	19.5%	55.6%	28.4%	27.2%	99.9%
%H (TV HH)			45.1%	20.1%	57.5%	29.4%	28.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
Set level data
Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52388	22028	8275	35249	15200	20049	48624
%H		42.0%	15.8%	67.3%	29.0%	38.3%	92.8%
Under 20"	2414	872	336	1991	825	1166	2181
%V	4.6%	4.0%	4.1%	5.6%	5.4%	5.8%	4.5%
%H		36.1%	13.9%	82.5%	34.2%	48.3%	90.3%
20" - 29"	8484	3283	1249	6541	2765	3776	7592
%V	16.2%	14.9%	15.1%	18.6%	18.2%	18.8%	15.6%
%H		38.7%	14.7%	77.1%	32.6%	44.5%	89.5%
30" - 39"	16402	6473	2529	11300	4486	6814	14882
%V	31.3%	29.4%	30.6%	32.1%	29.5%	34.0%	30.6%
%H		39.5%	15.4%	68.9%	27.4%	41.5%	90.7%
40" - 49"	16509	7259	2768	10477	4719	5758	15674
%V	31.5%	33.0%	33.5%	29.7%	31.0%	28.7%	32.2%
%H		44.0%	16.8%	63.5%	28.6%	34.9%	94.9%
50" - 59"	6566	3255	1067	3782	1907	1875	6413
%V	12.5%	14.8%	12.9%	10.7%	12.5%	9.4%	13.2%
%H		49.6%	16.3%	57.6%	29.0%	28.6%	97.7%
60"+	1119	601	204	570	329	241	1111
%V	2.1%	2.7%	2.5%	1.6%	2.2%	1.2%	2.3%
%H		53.7%	18.2%	50.9%	29.4%	21.5%	99.3%
Don't know	894	284	122	589	170	418	771
%V	1.7%	1.3%	1.5%	1.7%	1.1%	2.1%	1.6%
%H		31.8%	13.6%	65.9%	19.0%	46.8%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	52388	22028	8275	35249	15200	20049	48624
%H		42.0%	15.8%	67.3%	29.0%	38.3%	92.8%
Main living room	26669	9898	3981	17263	5916	11347	23979
%V	50.9%	44.9%	48.1%	49.0%	38.9%	56.6%	49.3%
%H		37.1%	14.9%	64.7%	22.2%	42.5%	89.9%
Kitchen	2908	1393	386	2335	1217	1118	2759
%V	5.6%	6.3%	4.7%	6.6%	8.0%	5.6%	5.7%
%H		47.9%	13.3%	80.3%	41.9%	38.4%	94.9%
Adult's bedroom	13917	6382	2360	9505	4736	4769	13207
%V	26.6%	29.0%	28.5%	27.0%	31.2%	23.8%	27.2%
%H		45.9%	17.0%	68.3%	34.0%	34.3%	94.9%
Child's bedroom	2802	1400	504	1673	919	753	2786
%V	5.3%	6.4%	6.1%	4.7%	6.0%	3.8%	5.7%
%H		50.0%	18.0%	59.7%	32.8%	26.9%	99.4%
Other bedroom	1959	937	372	1497	848	649	1899
%V	3.7%	4.3%	4.5%	4.2%	5.6%	3.2%	3.9%
%H		47.8%	19.0%	76.4%	43.3%	33.1%	96.9%
Second living/dining room	2480	1189	409	1788	928	860	2381
%V	4.7%	5.4%	4.9%	5.1%	6.1%	4.3%	4.9%
%H		47.9%	16.5%	72.1%	37.4%	34.7%	96.0%
Study/office	440	213	68	312	154	158	433
%V	0.8%	1.0%	0.8%	0.9%	1.0%	0.8%	0.9%
%H		48.4%	15.5%	70.9%	35.0%	35.9%	98.4%
TV room	258	133	30	174	86	88	256
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%	0.5%
%H		51.6%	11.6%	67.4%	33.3%	34.1%	99.2%
Conseervatory	563	291	83	431	243	187	539
%V	1.1%	1.3%	1.0%	1.2%	1.6%	0.9%	1.1%
%H		51.7%	14.7%	76.6%	43.2%	33.2%	95.7%
Attic or loft room	61	26	15	41	23	18	60
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		42.6%	24.6%	67.2%	37.7%	29.5%	98.4%
No specific location	29	15	8	16	8	8	27
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
%H		51.7%	27.6%	55.2%	27.6%	27.6%	93.1%
Other	301	151	58	215	122	94	297
%V	0.6%	0.7%	0.7%	0.6%	0.8%	0.5%	0.6%
%H		50.2%	19.3%	71.4%	40.5%	31.2%	98.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 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	52388	22028	8275	35249	15200	20049	48624
%H		42.0%	15.8%	67.3%	29.0%	38.3%	92.8%
PVR	22752	14173	5316	11447	7917	3530	21926
%V	43.4%	64.3%	64.2%	32.5%	52.1%	17.6%	45.1%
%H		62.3%	23.4%	50.3%	34.8%	15.5%	96.4%
DVDR	245	92	35	189	70	119	223
%V	0.5%	0.4%	0.4%	0.5%	0.5%	0.6%	0.5%
%H		37.6%	14.3%	77.1%	28.6%	48.6%	91.0%
VCR	107	26	14	91	23	67	90
%V	0.2%	0.1%	0.2%	0.3%	0.2%	0.3%	0.2%
%H		24.3%	13.1%	85.0%	21.5%	62.6%	84.1%
Any recorder	22962	14206	5330	11636	7949	3687	22105
%V	43.8%	64.5%	64.4%	33.0%	52.3%	18.4%	45.5%
%H		61.9%	23.2%	50.7%	34.6%	16.1%	96.3%

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	52388	22028	8275	35249	15200	20049	48624
%H		42.0%	15.8%	67.3%	29.0%	38.3%	92.8%
Receives HDTV (via STB or built-in reception)	31244	15292	5554	20704	9999	10705	29815
%V	59.6%	69.4%	67.1%	58.7%	65.8%	53.4%	61.3%
%H		48.9%	17.8%	66.3%	32.0%	34.3%	95.4%
DVD/Blu-ray player or recorder	20272	8400	3348	13496	5788	7708	19030
%V	38.7%	38.1%	40.5%	38.3%	38.1%	38.4%	39.1%
%H		41.4%	16.5%	66.6%	28.6%	38.0%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26827	9906	3987	17340	5911	11429	24115
%H		36.9%	14.9%	64.6%	22.0%	42.6%	89.9%
Under 20"	167	26	12	138	20	118	117
%V	0.6%	0.3%	0.3%	0.8%	0.3%	1.0%	0.5%
%H		15.6%	7.2%	82.6%	12.0%	70.7%	70.1%
20" - 29"	1674	311	152	1297	183	1114	1223
%V	6.2%	3.1%	3.8%	7.5%	3.1%	9.7%	5.1%
%H		18.6%	9.1%	77.5%	10.9%	66.5%	73.1%
30" - 39"	7163	2006	936	5020	1175	3846	5939
%V	26.7%	20.3%	23.5%	29.0%	19.9%	33.7%	24.6%
%H		28.0%	13.1%	70.1%	16.4%	53.7%	82.9%
40" - 49"	11282	4484	1838	7168	2788	4379	10533
%V	42.1%	45.3%	46.1%	41.3%	47.2%	38.3%	43.7%
%H		39.7%	16.3%	63.5%	24.7%	38.8%	93.4%
50" - 59"	5142	2469	824	2948	1427	1521	5005
%V	19.2%	24.9%	20.7%	17.0%	24.1%	13.3%	20.8%
%H		48.0%	16.0%	57.3%	27.8%	29.6%	97.3%
60"+	928	486	167	466	261	205	922
%V	3.5%	4.9%	4.2%	2.7%	4.4%	1.8%	3.8%
%H		52.4%	18.0%	50.2%	28.1%	22.1%	99.4%
Don't know	470	125	58	303	58	245	375
%V	1.8%	1.3%	1.5%	1.7%	1.0%	2.1%	1.6%
%H		26.6%	12.3%	64.5%	12.3%	52.1%	79.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26827	9906	3987	17340	5911	11429	24115
%H		36.9%	14.9%	64.6%	22.0%	42.6%	89.9%
PVR	15423	8876	3704	8366	5369	2997	14707
%V	57.5%	89.6%	92.9%	48.2%	90.8%	26.2%	61.0%
%H		57.6%	24.0%	54.2%	34.8%	19.4%	95.4%
DVDR	187	64	25	144	48	97	167
%V	0.7%	0.6%	0.6%	0.8%	0.8%	0.8%	0.7%
%H		34.2%	13.4%	77.0%	25.7%	51.9%	89.3%
VCR	80	18	10	69	17	51	64
%V	0.3%	0.2%	0.3%	0.4%	0.3%	0.4%	0.3%
%H		22.5%	12.5%	86.3%	21.3%	63.8%	80.0%
Any recorder	15562	8886	3707	8496	5377	3119	14818
%V	58.0%	89.7%	93.0%	49.0%	91.0%	27.3%	61.4%
%H		57.1%	23.8%	54.6%	34.6%	20.0%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26827	9906	3987	17340	5911	11429	24115
%H		36.9%	14.9%	64.6%	22.0%	42.6%	89.9%
Receives HDTV (via STB or built-in reception)	19006	8506	3501	12457	5290	7167	17888
%V	70.8%	85.9%	87.8%	71.8%	89.5%	62.7%	74.2%
%H		44.8%	18.4%	65.5%	27.8%	37.7%	94.1%
DVD/Blu-ray player or recorder	12831	4866	1992	8510	3149	5361	11814
%V	47.8%	49.1%	50.0%	49.1%	53.3%	46.9%	49.0%
%H		37.9%	15.5%	66.3%	24.5%	41.8%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	25561	12122	4288	17909	9289	8620	24509
%H		47.4%	16.8%	70.1%	36.3%	33.7%	95.9%
Under 20"	2247	847	324	1853	805	1048	2064
%V	8.8%	7.0%	7.6%	10.3%	8.7%	12.2%	8.4%
%H		37.7%	14.4%	82.5%	35.8%	46.6%	91.9%
20" - 29"	6810	2973	1097	5244	2582	2662	6368
%V	26.6%	24.5%	25.6%	29.3%	27.8%	30.9%	26.0%
%H		43.7%	16.1%	77.0%	37.9%	39.1%	93.5%
30" - 39"	9239	4467	1594	6280	3311	2969	8943
%V	36.1%	36.9%	37.2%	35.1%	35.6%	34.4%	36.5%
%H		48.3%	17.3%	68.0%	35.8%	32.1%	96.8%
40" - 49"	5228	2776	930	3309	1931	1378	5141
%V	20.5%	22.9%	21.7%	18.5%	20.8%	16.0%	21.0%
%H		53.1%	17.8%	63.3%	36.9%	26.4%	98.3%
50" - 59"	1424	786	243	834	480	354	1408
%V	5.6%	6.5%	5.7%	4.7%	5.2%	4.1%	5.7%
%H		55.2%	17.1%	58.6%	33.7%	24.9%	98.9%
60"+	190	115	37	104	67	36	189
%V	0.7%	0.9%	0.9%	0.6%	0.7%	0.4%	0.8%
%H		60.5%	19.5%	54.7%	35.3%	18.9%	99.5%
Don't know	424	159	64	286	113	173	396
%V	1.7%	1.3%	1.5%	1.6%	1.2%	2.0%	1.6%
%H		37.5%	15.1%	67.5%	26.7%	40.8%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25561	12122	4288	17909	9289	8620	24509
%H		47.4%	16.8%	70.1%	36.3%	33.7%	95.9%
PVR	7329	5297	1613	3081	2548	533	7219
%V	28.7%	43.7%	37.6%	17.2%	27.4%	6.2%	29.5%
%H		72.3%	22.0%	42.0%	34.8%	7.3%	98.5%
DVDR	58	28	10	45	23	22	56
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
%H		48.3%	17.2%	77.6%	39.7%	37.9%	96.6%
VCR	27	7	4	22	6	16	26
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
%H		25.9%	14.8%	81.5%	22.2%	59.3%	96.3%
Any recorder	7400	5321	1624	3140	2571	568	7287
%V	29.0%	43.9%	37.9%	17.5%	27.7%	6.6%	29.7%
%H		71.9%	21.9%	42.4%	34.7%	7.7%	98.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25561	12122	4288	17909	9289	8620	24509
%H		47.4%	16.8%	70.1%	36.3%	33.7%	95.9%
Receives HDTV (via STB or built-in reception)	12238	6787	2052	8247	4709	3538	11927
%V	47.9%	56.0%	47.9%	46.0%	50.7%	41.0%	48.7%
%H		55.5%	16.8%	67.4%	38.5%	28.9%	97.5%
DVD/Blu-ray player or recorder	7441	3533	1356	4985	2638	2347	7216
%V	29.1%	29.1%	31.6%	27.8%	28.4%	27.2%	29.4%
%H		47.5%	18.2%	67.0%	35.5%	31.5%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	66086	62995	25414	10316	38377	15015	23362	62287
%H		95.3%	38.5%	15.6%	58.1%	22.7%	35.4%	94.3%
Total Children	12740	12192	5237	2061	6540	2667	3873	12595
%V	19.3%	19.4%	20.6%	20.0%	17.0%	17.8%	16.6%	20.2%
%H		95.7%	41.1%	16.2%	51.3%	20.9%	30.4%	98.9%
0 - 3	2948	2797	1090	426	1497	506	990	2905
%V	4.5%	4.4%	4.3%	4.1%	3.9%	3.4%	4.2%	4.7%
%H		94.9%	37.0%	14.5%	50.8%	17.2%	33.6%	98.5%
4 - 15	9792	9395	4147	1635	5043	2161	2882	9690
%V	14.8%	14.9%	16.3%	15.8%	13.1%	14.4%	12.3%	15.6%
%H		95.9%	42.4%	16.7%	51.5%	22.1%	29.4%	99.0%
4 - 9	5004	4760	2059	788	2467	997	1470	4940
%V	7.6%	7.6%	8.1%	7.6%	6.4%	6.6%	6.3%	7.9%
%H		95.1%	41.1%	15.7%	49.3%	19.9%	29.4%	98.7%
10 - 15	4788	4635	2088	848	2576	1164	1413	4751
%V	7.2%	7.4%	8.2%	8.2%	6.7%	7.8%	6.0%	7.6%
%H		96.8%	43.6%	17.7%	53.8%	24.3%	29.5%	99.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 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	66086	62995	25414	10316	38377	15015	23362	62287
%H		95.3%	38.5%	15.6%	58.1%	22.7%	35.4%	94.3%
Total Adults (16+)	53346	50802	20177	8255	31837	12348	19489	49691
%V	80.7%	80.6%	79.4%	80.0%	83.0%	82.2%	83.4%	79.8%
%H		95.2%	37.8%	15.5%	59.7%	23.1%	36.5%	93.1%
16 - 19	2583	2475	1104	492	1412	687	725	2555
%V	3.9%	3.9%	4.3%	4.8%	3.7%	4.6%	3.1%	4.1%
%H		95.8%	42.7%	19.0%	54.7%	26.6%	28.1%	98.9%
20 - 24	3955	3515	1298	619	1937	832	1105	3894
%V	6.0%	5.6%	5.1%	6.0%	5.0%	5.5%	4.7%	6.3%
%H		88.9%	32.8%	15.7%	49.0%	21.0%	27.9%	98.5%
25 - 34	8933	8107	2979	1213	4235	1482	2753	8768
%V	13.5%	12.9%	11.7%	11.8%	11.0%	9.9%	11.8%	14.1%
%H		90.8%	33.3%	13.6%	47.4%	16.6%	30.8%	98.2%
35 - 44	8519	7984	3306	1385	4328	1698	2630	8353
%V	12.9%	12.7%	13.0%	13.4%	11.3%	11.3%	11.3%	13.4%
%H		93.7%	38.8%	16.3%	50.8%	19.9%	30.9%	98.1%
45 - 54	8874	8577	3832	1610	5273	2390	2883	8681
%V	13.4%	13.6%	15.1%	15.6%	13.7%	15.9%	12.3%	13.9%
%H		96.7%	43.2%	18.1%	59.4%	26.9%	32.5%	97.8%
55 - 64	8391	8210	3493	1405	5561	2381	3180	7977
%V	12.7%	13.0%	13.7%	13.6%	14.5%	15.9%	13.6%	12.8%
%H		97.8%	41.6%	16.7%	66.3%	28.4%	37.9%	95.1%
65+	12092	11934	4166	1531	9092	2878	6214	9463
%V	18.3%	18.9%	16.4%	14.8%	23.7%	19.2%	26.6%	15.2%
%H		98.7%	34.5%	12.7%	75.2%	23.8%	51.4%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	53346	50802	20177	8255	31837	12348	19489	49691
%H		95.2%	37.8%	15.5%	59.7%	23.1%	36.5%	93.1%
AB	14632	14069	5948	2287	8825	3719	5106	14371
%V	27.4%	27.7%	29.5%	27.7%	27.7%	30.1%	26.2%	28.9%
%H		96.2%	40.7%	15.6%	60.3%	25.4%	34.9%	98.2%
C1	15886	15071	5904	2621	9340	3753	5587	15185
%V	29.8%	29.7%	29.3%	31.8%	29.3%	30.4%	28.7%	30.6%
%H		94.9%	37.2%	16.5%	58.8%	23.6%	35.2%	95.6%
C2	10756	10417	4375	1797	6513	2777	3736	10072
%V	20.2%	20.5%	21.7%	21.8%	20.5%	22.5%	19.2%	20.3%
%H		96.8%	40.7%	16.7%	60.6%	25.8%	34.7%	93.6%
D	7967	7393	2779	1087	4485	1468	3016	7115
%V	14.9%	14.6%	13.8%	13.2%	14.1%	11.9%	15.5%	14.3%
%H		92.8%	34.9%	13.6%	56.3%	18.4%	37.9%	89.3%
E	4104	3853	1171	464	2674	630	2044	2949
%V	7.7%	7.6%	5.8%	5.6%	8.4%	5.1%	10.5%	5.9%
%H		93.9%	28.5%	11.3%	65.2%	15.4%	49.8%	71.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	53346	50802	20177	8255	31837	12348	19489	49691
%H		95.2%	37.8%	15.5%	59.7%	23.1%	36.5%	93.1%
Working full time	25880	24624	10416	4310	14248	6032	8217	25475
%V	48.5%	48.5%	51.6%	52.2%	44.8%	48.9%	42.2%	51.3%
%H		95.1%	40.2%	16.7%	55.1%	23.3%	31.8%	98.4%
Working part time	5319	5112	2076	916	3209	1364	1845	5191
%V	10.0%	10.1%	10.3%	11.1%	10.1%	11.0%	9.5%	10.4%
%H		96.1%	39.0%	17.2%	60.3%	25.6%	34.7%	97.6%
Not working	22015	20948	7639	3011	14323	4936	9387	18899
%V	41.3%	41.2%	37.9%	36.5%	45.0%	40.0%	48.2%	38.0%
%H		95.2%	34.7%	13.7%	65.1%	22.4%	42.6%	85.8%
Houseperson	28322	26836	9909	3987	17343	5913	11430	25402
%V	53.1%	52.8%	49.1%	48.3%	54.5%	47.9%	58.6%	51.1%
%H		94.8%	35.0%	14.1%	61.2%	20.9%	40.4%	89.7%

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

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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+)	26145	24761	9921	4059	15321	6071	9250	24474
%H		94.7%	37.9%	15.5%	58.6%	23.2%	35.4%	93.6%
16 - 19	1371	1315	614	249	757	380	377	1357
%V	5.2%	5.3%	6.2%	6.1%	4.9%	6.3%	4.1%	5.5%
%H		95.9%	44.8%	18.2%	55.2%	27.7%	27.5%	99.0%
20 - 24	1989	1797	661	316	984	447	538	1954
%V	7.6%	7.3%	6.7%	7.8%	6.4%	7.4%	5.8%	8.0%
%H		90.3%	33.2%	15.9%	49.5%	22.5%	27.0%	98.2%
25 - 34	4486	4040	1467	591	2123	734	1389	4399
%V	17.2%	16.3%	14.8%	14.6%	13.9%	12.1%	15.0%	18.0%
%H		90.1%	32.7%	13.2%	47.3%	16.4%	31.0%	98.1%
35 - 44	4210	3889	1560	669	2094	798	1295	4105
%V	16.1%	15.7%	15.7%	16.5%	13.7%	13.1%	14.0%	16.8%
%H		92.4%	37.1%	15.9%	49.7%	19.0%	30.8%	97.5%
45 - 54	4365	4199	1870	777	2546	1127	1419	4245
%V	16.7%	17.0%	18.8%	19.1%	16.6%	18.6%	15.3%	17.3%
%H		96.2%	42.8%	17.8%	58.3%	25.8%	32.5%	97.3%
55 - 64	4109	4002	1667	697	2710	1145	1565	3872
%V	15.7%	16.2%	16.8%	17.2%	17.7%	18.9%	16.9%	15.8%
%H		97.4%	40.6%	17.0%	66.0%	27.9%	38.1%	94.2%
65+	5614	5518	2083	761	4107	1440	2666	4542
%V	21.5%	22.3%	21.0%	18.7%	26.8%	23.7%	28.8%	18.6%
%H		98.3%	37.1%	13.6%	73.2%	25.7%	47.5%	80.9%

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 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+)	26145	24761	9921	4059	15321	6071	9250	24474
%H		94.7%	37.9%	15.5%	58.6%	23.2%	35.4%	93.6%
AB	7277	6987	2958	1154	4362	1871	2491	7166
%V	27.8%	28.2%	29.8%	28.4%	28.5%	30.8%	26.9%	29.3%
%H		96.0%	40.6%	15.9%	59.9%	25.7%	34.2%	98.5%
C1	7456	7061	2826	1254	4264	1786	2477	7206
%V	28.5%	28.5%	28.5%	30.9%	27.8%	29.4%	26.8%	29.4%
%H		94.7%	37.9%	16.8%	57.2%	24.0%	33.2%	96.6%
C2	5734	5526	2276	930	3462	1432	2030	5336
%V	21.9%	22.3%	22.9%	22.9%	22.6%	23.6%	21.9%	21.8%
%H		96.4%	39.7%	16.2%	60.4%	25.0%	35.4%	93.1%
D	3896	3553	1359	520	2104	702	1402	3499
%V	14.9%	14.3%	13.7%	12.8%	13.7%	11.6%	15.2%	14.3%
%H		91.2%	34.9%	13.3%	54.0%	18.0%	36.0%	89.8%
E	1783	1635	503	202	1130	280	850	1267
%V	6.8%	6.6%	5.1%	5.0%	7.4%	4.6%	9.2%	5.2%
%H		91.7%	28.2%	11.3%	63.4%	15.7%	47.7%	71.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	26145	24761	9921	4059	15321	6071	9250	24474
%H		94.7%	37.9%	15.5%	58.6%	23.2%	35.4%	93.6%
Working full time	15450	14649	6147	2549	8498	3578	4920	15187
%V	59.1%	59.2%	62.0%	62.8%	55.5%	58.9%	53.2%	62.1%
%H		94.8%	39.8%	16.5%	55.0%	23.2%	31.8%	98.3%
Working part time	1264	1173	456	194	722	285	437	1202
%V	4.8%	4.7%	4.6%	4.8%	4.7%	4.7%	4.7%	4.9%
%H		92.8%	36.1%	15.3%	57.1%	22.5%	34.6%	95.1%
Not working	9372	8885	3301	1306	6076	2200	3876	8028
%V	35.8%	35.9%	33.3%	32.2%	39.7%	36.2%	41.9%	32.8%
%H		94.8%	35.2%	13.9%	64.8%	23.5%	41.4%	85.7%
Houseperson	6476	5866	1790	830	3799	1004	2795	5396
%V	24.8%	23.7%	18.0%	20.4%	24.8%	16.5%	30.2%	22.0%
%H		90.6%	27.6%	12.8%	58.7%	15.5%	43.2%	83.3%

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: ANNUAL

Oct 2019 - Sep 2020

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27201	26041	10256	4196	16516	6277	10239	25217
%H		95.7%	37.7%	15.4%	60.7%	23.1%	37.6%	92.7%
16 - 19	1212	1160	490	244	654	307	348	1198
%V	4.5%	4.5%	4.8%	5.8%	4.0%	4.9%	3.4%	4.8%
%H		95.7%	40.4%	20.1%	54.0%	25.3%	28.7%	98.8%
20 - 24	1965	1718	637	303	952	385	567	1940
%V	7.2%	6.6%	6.2%	7.2%	5.8%	6.1%	5.5%	7.7%
%H		87.4%	32.4%	15.4%	48.4%	19.6%	28.9%	98.7%
25 - 34	4446	4067	1512	622	2112	748	1363	4369
%V	16.3%	15.6%	14.7%	14.8%	12.8%	11.9%	13.3%	17.3%
%H		91.5%	34.0%	14.0%	47.5%	16.8%	30.7%	98.3%
35 - 44	4309	4095	1746	716	2234	900	1335	4248
%V	15.8%	15.7%	17.0%	17.1%	13.5%	14.3%	13.0%	16.8%
%H		95.0%	40.5%	16.6%	51.8%	20.9%	31.0%	98.6%
45 - 54	4509	4377	1962	833	2727	1263	1464	4436
%V	16.6%	16.8%	19.1%	19.9%	16.5%	20.1%	14.3%	17.6%
%H		97.1%	43.5%	18.5%	60.5%	28.0%	32.5%	98.4%
55 - 64	4282	4208	1826	709	2851	1236	1615	4105
%V	15.7%	16.2%	17.8%	16.9%	17.3%	19.7%	15.8%	16.3%
%H		98.3%	42.6%	16.6%	66.6%	28.9%	37.7%	95.9%
65+	6478	6416	2083	769	4985	1437	3548	4921
%V	23.8%	24.6%	20.3%	18.3%	30.2%	22.9%	34.7%	19.5%
%H		99.0%	32.2%	11.9%	77.0%	22.2%	54.8%	76.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27201	26041	10256	4196	16516	6277	10239	25217
%H		95.7%	37.7%	15.4%	60.7%	23.1%	37.6%	92.7%
AB	7355	7082	2990	1132	4463	1848	2615	7205
%V	27.0%	27.2%	29.2%	27.0%	27.0%	29.4%	25.5%	28.6%
%H		96.3%	40.7%	15.4%	60.7%	25.1%	35.6%	98.0%
C1	8430	8010	3077	1367	5077	1967	3110	7978
%V	31.0%	30.8%	30.0%	32.6%	30.7%	31.3%	30.4%	31.6%
%H		95.0%	36.5%	16.2%	60.2%	23.3%	36.9%	94.6%
C2	5023	4891	2099	867	3052	1345	1706	4736
%V	18.5%	18.8%	20.5%	20.7%	18.5%	21.4%	16.7%	18.8%
%H		97.4%	41.8%	17.3%	60.8%	26.8%	34.0%	94.3%
D	4071	3840	1421	567	2380	766	1614	3616
%V	15.0%	14.7%	13.9%	13.5%	14.4%	12.2%	15.8%	14.3%
%H		94.3%	34.9%	13.9%	58.5%	18.8%	39.6%	88.8%
E	2322	2218	669	262	1544	351	1194	1682
%V	8.5%	8.5%	6.5%	6.2%	9.3%	5.6%	11.7%	6.7%
%H		95.5%	28.8%	11.3%	66.5%	15.1%	51.4%	72.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only no Cab/Sat	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	27201	26041	10256	4196	16516	6277	10239	25217
%H		95.7%	37.7%	15.4%	60.7%	23.1%	37.6%	92.7%
Working full time	10430	9974	4268	1761	5751	2454	3297	10288
%V	38.3%	38.3%	41.6%	42.0%	34.8%	39.1%	32.2%	40.8%
%H		95.6%	40.9%	16.9%	55.1%	23.5%	31.6%	98.6%
Working part time	4056	3938	1621	722	2487	1079	1408	3990
%V	14.9%	15.1%	15.8%	17.2%	15.1%	17.2%	13.8%	15.8%
%H		97.1%	40.0%	17.8%	61.3%	26.6%	34.7%	98.4%
Not working	12643	12063	4338	1705	8247	2736	5511	10870
%V	46.5%	46.3%	42.3%	40.6%	49.9%	43.6%	53.8%	43.1%
%H		95.4%	34.3%	13.5%	65.2%	21.6%	43.6%	86.0%
Houseperson	21846	20970	8119	3157	13544	4909	8635	20006
%V	80.3%	80.5%	79.2%	75.2%	82.0%	78.2%	84.3%	79.3%
%H		96.0%	37.2%	14.5%	62.0%	22.5%	39.5%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.
2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:
 - Age of houseperson
 - Size of household
 - Presence of children
 - Social grade
 - Age
 - Sex
 - Working status (adults)
 - Terminal age of education
 - Number of sets
 - Set characteristics
 - Ownership of TV related equipment
3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis		Oct 2019 - Sep 2020					
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	56985	13474	1643	6060	3206	1349	1523
Shop / Business	595	158	18	70	28	7	16
Demolished / Incomplete	83	31	2	11	3	1	1
Empty	4126	644	119	501	165	68	65
Holiday Home	567	18	20	17	82	6	36
Other Non Effective	866	133	23	107	49	19	26
Eligible Addresses	50748	12490	1461	5354	2879	1248	1379
Substitute Addresses	5935	659	299	99	142	158	298
Multiple Occupancy Addresses	583	438	17	15	8	5	14
Total Additional Households	6518	1097	316	114	150	163	312
Total Valid Households	57169	13848	1653	6017	3167	1351	1533
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	3824	1208	143	344	242	86	208
	6.7%	8.7%	8.7%	5.7%	7.6%	6.4%	13.6%
No English Spoken	216	96	3	20	8	5	0
	0.4%	0.7%	0.2%	0.3%	0.3%	0.4%	0.0%
Refusals	22223	6192	604	2207	1255	482	635
	38.9%	44.7%	36.5%	36.7%	39.6%	35.7%	41.4%
Total Interviews	30907	6352	903	3446	1662	778	690
	54.1%	45.9%	54.6%	57.3%	52.5%	57.6%	45.0%

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

Response Analysis: Oct 2019 - Sep 2020							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	56,985	13811	6136	5492	3827	1985	5346
Shop / Business	595	164	69	42	35	15	55
Demolished / Incomplete	83	35	11	2	1	0	11
Empty	4,126	661	501	819	210	123	556
Holiday Home	567	19	17	16	16	13	116
Other Non Effective	866	137	106	118	75	20	74
Eligible Addresses	50,748	12795	5432	4495	3490	1814	4534
Substitute Addresses	5,935	965	658	985	325	161	296
Multiple Occupancy Addresses	583	438	15	14	6	0	11
Total Additional Households	6,518	1403	673	999	331	161	307
Total Valid Households	57,169	14178	6093	5482	3816	1974	5315
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	3,824	1242	344	237	146	130	188
	6.7%	8.8%	5.6%	4.3%	3.8%	6.6%	3.5%
No English Spoken	216	97	20	16	18	5	8
	0.4%	0.7%	0.3%	0.3%	0.5%	0.3%	0.2%
Refusals	22,223	6328	2236	1790	1501	823	1813
	38.9%	44.6%	36.7%	32.7%	39.3%	41.7%	34.1%
Total Interviews	30,907	6511	3493	3439	2151	1016	3306
	54.1%	45.9%	57.3%	62.7%	56.4%	51.5%	62.2%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	3824	3253	1447	4062	781	1290	5731
Shop / Business	44	27	15	68	17	7	37
Demolished / Incomplete	6	4	1	5	1	1	5
Empty	201	164	63	331	49	64	384
Holiday Home	26	82	36	33	34	6	153
Other Non Effective	48	47	18	115	8	20	80
Eligible Addresses	3499	2929	1314	3510	672	1192	5072
Substitute Addresses	128	511	108	97	608	774	319
Multiple Occupancy Addresses	24	8	12	23	0	5	27
Total Additional Households	152	519	120	120	608	779	346
Total Valid Households	3835	3214	1452	4041	780	1293	5696
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	297	236	196	221	74	80	433
	7.7%	7.3%	13.5%	5.5%	9.5%	6.2%	7.6%
No English Spoken	9	7	0	15	3	5	13
	0.2%	0.2%	0.0%	0.4%	0.4%	0.4%	0.2%
Refusals	1577	1255	611	1308	267	475	2239
	41.1%	39.0%	42.1%	32.4%	34.2%	36.7%	39.3%
Total Interviews	1952	1716	645	2497	437	733	3011
	50.9%	53.4%	44.4%	61.8%	56.0%	56.7%	52.9%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

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

Total Network	All Households	Total TV Households
All Households	31606	30141
All Sets	60470	60470
All Individuals	76707	73527
Children 0-15	14570	14008
All Adults	62137	59519
Adult Males	30052	28706
Adult Females	32085	30813

Sample bases: BBC Areas

BBC London	All Households	Total TV Households
All Households	6529	5999
All Sets	10910	10910
All Individuals	17165	15943
Children 0-15	3466	3210
All Adults	13699	12733
Adult Males	6558	6089
Adult Females	7141	6644

BBC South-East	All Households	Total TV Households
All Households	936	915
All Sets	1900	1900
All Individuals	2234	2192
Children 0-15	429	425
All Adults	1805	1767
Adult Males	863	844
Adult Females	942	923

BBC Midlands	All Households	Total TV Households
All Households	3537	3359
All Sets	6489	6489
All Individuals	8682	8266
Children 0-15	1700	1616
All Adults	6982	6650
Adult Males	3432	3251
Adult Females	3550	3399

BBC East	All Households	Total TV Households
All Households	1712	1651
All Sets	3381	3381
All Individuals	4073	3950
Children 0-15	734	712
All Adults	3339	3238
Adult Males	1633	1584
Adult Females	1706	1654

Sample bases: BBC Areas

BBC West	All Households	Total TV Households
All Households	799	765
All Sets	1580	1580
All Individuals	1993	1900
Children 0-15	368	360
All Adults	1625	1540
Adult Males	804	768
Adult Females	821	772

BBC South-West	All Households	Total TV Households
All Households	708	687
All Sets	1383	1383
All Individuals	1602	1575
Children 0-15	270	270
All Adults	1332	1305
Adult Males	645	629
Adult Females	687	676

BBC South	All Households	Total TV Households
All Households	1263	1227
All Sets	2481	2481
All Individuals	3058	2985
Children 0-15	579	566
All Adults	2479	2419
Adult Males	1214	1179
Adult Females	1265	1240

BBC Yorkshire & Lincolnshire	All Households	Total TV Households
All Households	2086	2017
All Sets	4092	4092
All Individuals	4907	4731
Children 0-15	983	956
All Adults	3924	3775
Adult Males	1901	1810
Adult Females	2023	1965

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households
All Households	1337	1305
All Sets	2855	2855
All Individuals	3081	3021
Children 0-15	532	525
All Adults	2549	2496
Adult Males	1198	1172
Adult Females	1351	1324

BBC North-West	All Households	Total TV Households
All Households	3522	3401
All Sets	6926	6926
All Individuals	8649	8392
Children 0-15	1753	1700
All Adults	6896	6692
Adult Males	3348	3232
Adult Females	3548	3460

BBC Scotland	All Households	Total TV Households
All Households	3571	3390
All Sets	6983	6983
All Individuals	7967	7603
Children 0-15	1355	1302
All Adults	6612	6301
Adult Males	3199	3048
Adult Females	3413	3253

BBC Ulster	All Households	Total TV Households
All Households	2536	2453
All Sets	5108	5108
All Individuals	6156	5992
Children 0-15	1115	1097
All Adults	5041	4895
Adult Males	2431	2355
Adult Females	2610	2540

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households
All Households	3070	2972
All Sets	6382	6382
All Individuals	7140	6977
Children 0-15	1286	1269
All Adults	5854	5708
Adult Males	2826	2745
Adult Females	3028	2963

BBC Midlands West	All Households	Total TV Households
All Households	2411	2308
All Sets	4412	4412
All Individuals	5903	5659
Children 0-15	1162	1107
All Adults	4741	4552
Adult Males	2325	2227
Adult Females	2416	2325

BBC Midlands East	All Households	Total TV Households
All Households	1126	1051
All Sets	2077	2077
All Individuals	2779	2607
Children 0-15	538	509
All Adults	2241	2098
Adult Males	1107	1024
Adult Females	1134	1074

Sample bases: ITV Areas

ITV London	All Households	Total TV Households
All Households	6691	6156
All Sets	11232	11232
All Individuals	17560	16331
Children 0-15	3533	3276
All Adults	14027	13055
Adult Males	6725	6251
Adult Females	7302	6804

ITV Midlands	All Households	Total TV Households
All Households	3589	3411
All Sets	6576	6576
All Individuals	8809	8392
Children 0-15	1735	1652
All Adults	7074	6740
Adult Males	3481	3298
Adult Females	3593	3442

ITV North-West	All Households	Total TV Households
All Households	3505	3386
All Sets	6905	6905
All Individuals	8620	8367
Children 0-15	1750	1697
All Adults	6870	6670
Adult Males	3333	3219
Adult Females	3537	3451

ITV Yorkshire	All Households	Total TV Households
All Households	2185	2113
All Sets	4331	4331
All Individuals	5162	4978
Children 0-15	1030	998
All Adults	4132	3980
Adult Males	1989	1897
Adult Females	2143	2083

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households
All Households	1031	1006
All Sets	2201	2201
All Individuals	2377	2332
Children 0-15	424	421
All Adults	1953	1911
Adult Males	921	902
Adult Females	1032	1009

ITV Central Scotland	All Households	Total TV Households
All Households	2347	2225
All Sets	4595	4595
All Individuals	5273	5013
Children 0-15	920	879
All Adults	4353	4134
Adult Males	2107	1996
Adult Females	2246	2138

ITV North Scotland	All Households	Total TV Households
All Households	1011	959
All Sets	1985	1985
All Individuals	2216	2124
Children 0-15	342	333
All Adults	1874	1791
Adult Males	905	867
Adult Females	969	924

ITV South, South East and Channel Islands	All Households	Total TV Households
All Households	2020	1969
All Sets	4031	4031
All Individuals	4847	4743
Children 0-15	919	903
All Adults	3928	3840
Adult Males	1899	1852
Adult Females	2029	1988

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households
All Households	1764	1702
All Sets	3477	3477
All Individuals	4186	4059
Children 0-15	754	732
All Adults	3432	3327
Adult Males	1671	1620
Adult Females	1761	1707

ITV South West	All Households	Total TV Households
All Households	661	640
All Sets	1286	1286
All Individuals	1502	1475
Children 0-15	255	255
All Adults	1247	1220
Adult Males	607	591
Adult Females	640	629

ITV Ulster	All Households	Total TV Households
All Households	2536	2453
All Sets	5108	5108
All Individuals	6156	5992
Children 0-15	1115	1097
All Adults	5041	4895
Adult Males	2431	2355
Adult Females	2610	2540

ITV Border	All Households	Total TV Households
All Households	443	430
All Sets	877	877
All Individuals	985	963
Children 0-15	156	153
All Adults	829	810
Adult Males	403	395
Adult Females	426	415

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households
All Households	753	719
All Sets	1484	1484
All Individuals	1874	1781
Children 0-15	351	343
All Adults	1523	1438
Adult Males	754	718
Adult Females	769	720

ITV HTV Wales	All Households	Total TV Households
All Households	3070	2972
All Sets	6382	6382
All Individuals	7140	6977
Children 0-15	1286	1269
All Adults	5854	5708
Adult Males	2826	2745
Adult Females	3028	2963

ITV Channel Islands	All Households	Total TV Households
All Households	47	47
All Sets	97	97
All Individuals	100	100
Children 0-15	15	15
All Adults	85	85
Adult Males	38	38
Adult Females	47	47

ITV Midlands West	All Households	Total TV Households
All Households	2489	2384
All Sets	4550	4550
All Individuals	6092	5843
Children 0-15	1207	1152
All Adults	4885	4691
Adult Males	2396	2294
Adult Females	2489	2397

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households
All Households	1100	1027
All Sets	2026	2026
All Individuals	2717	2549
Children 0-15	528	500
All Adults	2189	2049
Adult Males	1085	1004
Adult Females	1104	1045

ITV Scotland	All Households	Total TV Households
All Households	3358	3184
All Sets	6580	6580
All Individuals	7489	7137
Children 0-15	1262	1212
All Adults	6227	5925
Adult Males	3012	2863
Adult Females	3215	3062

ITV Wales & West	All Households	Total TV Households
All Households	3823	3691
All Sets	7866	7866
All Individuals	9014	8758
Children 0-15	1637	1612
All Adults	7377	7146
Adult Males	3580	3463
Adult Females	3797	3683

ITV West Macro	All Households	Total TV Households
All Households	4484	4331
All Sets	9152	9152
All Individuals	10516	10233
Children 0-15	1892	1867
All Adults	8624	8366
Adult Males	4187	4054
Adult Females	4437	4312

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households
All Households	8073	7742
All Sets	15728	15728
All Individuals	19325	18625
Children 0-15	3627	3519
All Adults	15698	15106
Adult Males	7668	7352
Adult Females	8030	7754

ITV South & South East	All Households	Total TV Households
All Households	1973	1922
All Sets	3934	3934
All Individuals	4747	4643
Children 0-15	904	888
All Adults	3843	3755
Adult Males	1861	1814
Adult Females	1982	1941

ITV South East Macro	All Households	Total TV Households
All Households	3784	3671
All Sets	7508	7508
All Individuals	9033	8802
Children 0-15	1673	1635
All Adults	7360	7167
Adult Males	3570	3472
Adult Females	3790	3695

North Macro	All Households	Total TV Households
All Households	7164	6935
All Sets	14314	14314
All Individuals	17144	16640
Children 0-15	3360	3269
All Adults	13784	13371
Adult Males	6646	6413
Adult Females	7138	6958

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households
All Households	3216	3119
All Sets	6532	6532
All Individuals	7539	7310
Children 0-15	1454	1419
All Adults	6085	5891
Adult Males	2910	2799
Adult Females	3175	3092

ITV North-West / Border Macro	All Households	Total TV Households
All Households	3948	3816
All Sets	7782	7782
All Individuals	9605	9330
Children 0-15	1906	1850
All Adults	7699	7480
Adult Males	3736	3614
Adult Females	3963	3866

S4C	All Households	Total TV Households
All Households	3070	2972
All Sets	6382	6382
All Individuals	7140	6977
Children 0-15	1286	1269
All Adults	5854	5708
Adult Males	2826	2745
Adult Females	3028	2963

C4/Five South Macro Region	All Households	Total TV Households
All Households	8268	8002
All Sets	16660	16660
All Individuals	19549	19035
Children 0-15	3565	3502
All Adults	15984	15533
Adult Males	7757	7526
Adult Females	8227	8007

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households
All Households	6721	6505
All Sets	13437	13437
All Individuals	16159	15677
Children 0-15	3204	3116
All Adults	12955	12561
Adult Males	6243	6018
Adult Females	6712	6543

C4/Five Scotland Macro Region	All Households	Total TV Households
All Households	3801	3614
All Sets	7457	7457
All Individuals	8474	8100
Children 0-15	1418	1365
All Adults	7056	6735
Adult Males	3415	3258
Adult Females	3641	3477

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 2020)



BARB Establishment Survey and Recruitment Questionnaire

Version: 66.9

Date: 21/07/2020

Internal Use

Status: Draft

Prepared for fieldwork month: September 2020

Contents

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First household section	12
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Individual questions (person loop)	44
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Recruitment re-engagement questions	Error! Bookmark not defined.

Version Control

Changes included in this version:

Draft version for discussion at TAG

Item: Question Page Ref	Description	Detail
1 H68, p10	Specify mirroring/casting to the list of prompted platforms Would impact later questions in set loop - S57a (p17), set loop claim - S60, S61, S63 (p18-20), full list of platforms - H96/97 (p28), validation section	Do you receive TV programmes on any TV sets using any of the following methods? 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 (including Mirroring/Chromecast) Other (Specify) None of these
2 H72/73, p12 H58-H60, p30	Add reference to You Tube for viewing via digital devices	Include the following Interviewer note for questions: H72, H73, H58 and H59: NOTE: please include any viewing on YouTube Include the following Interviewer note for question: H60: NOTE: please include any <u>live</u> viewing on YouTube
3 H110, To p10, (from p32)	3a, Promote SVOD question to first HH section (following H72/73) 3b, Add/update response options (and add to list shown at S80 on p25) 3c, Order list (alphabetically) and rotate options (excl. None/DK)	Do you, or does anyone in your household subscribe to any online subscription entertainment services? Amazon Prime/ Amazon Prime video Apple TV+ BritBox Disney+ HayU Netflix NowTV Xbox Live Other services (specify) None of these Don't know
5 S38, p26	VCR claims are now below 0.3% of all TV sets. Remove as coded option and allow them to be picked up as Other	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 a USB / Dongle Other (specify) Don't know

6 P10a, p37	Students who live away: add question to confirm eligibility. Non-eligible people who are recorded by the respondent can be identified and flagged in the data or excluded from outputs.	Is this their term time address?
7 H111	Follow up to subscription on demand (SVOD) services on trial or as temporary pass	You have said you don't have a subscription to the following services, but have you or a member of your household used any of these services in the last 3 months? E.g. on a free trial or a temporary pass for sport, films, games or other entertainment
8 P9x / P9y	Expanded working status questions to capture changes due to CV-19	
9 R37	Confirmation of Panel Recruitment Information Notice (now part of single pack)	
10 Incentive4	London incentive sample, administration of incentive changed to offer digital version in preference to gift card. Email address is required if not already collected for recruitment (or MS Teams interview)	
11 TYL	Additional options for recording how the Thank You leaflet/Privacy Notice was handed over	

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

Set up questions

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

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

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

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

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

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

Intro and attitudinal questions

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

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

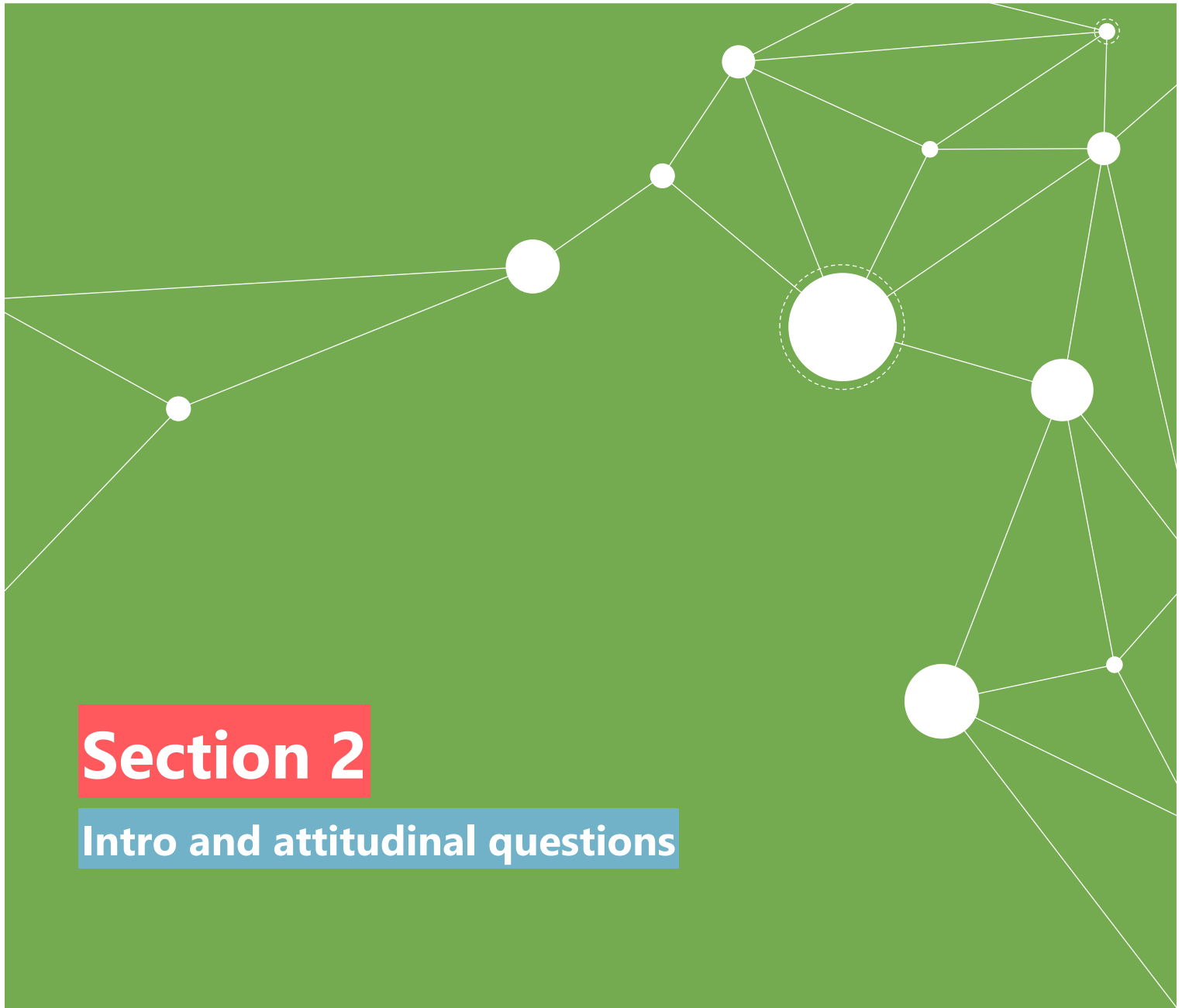
INCENTIVE ES ONLY LONDON ASK IF MHH AND INCENTIVE SAMPLE (CODE = 2 OR 3)	
MHINC	Did the home receive the letter mentioning the incentive?
	Yes
	No
	SP

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

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

Section 2

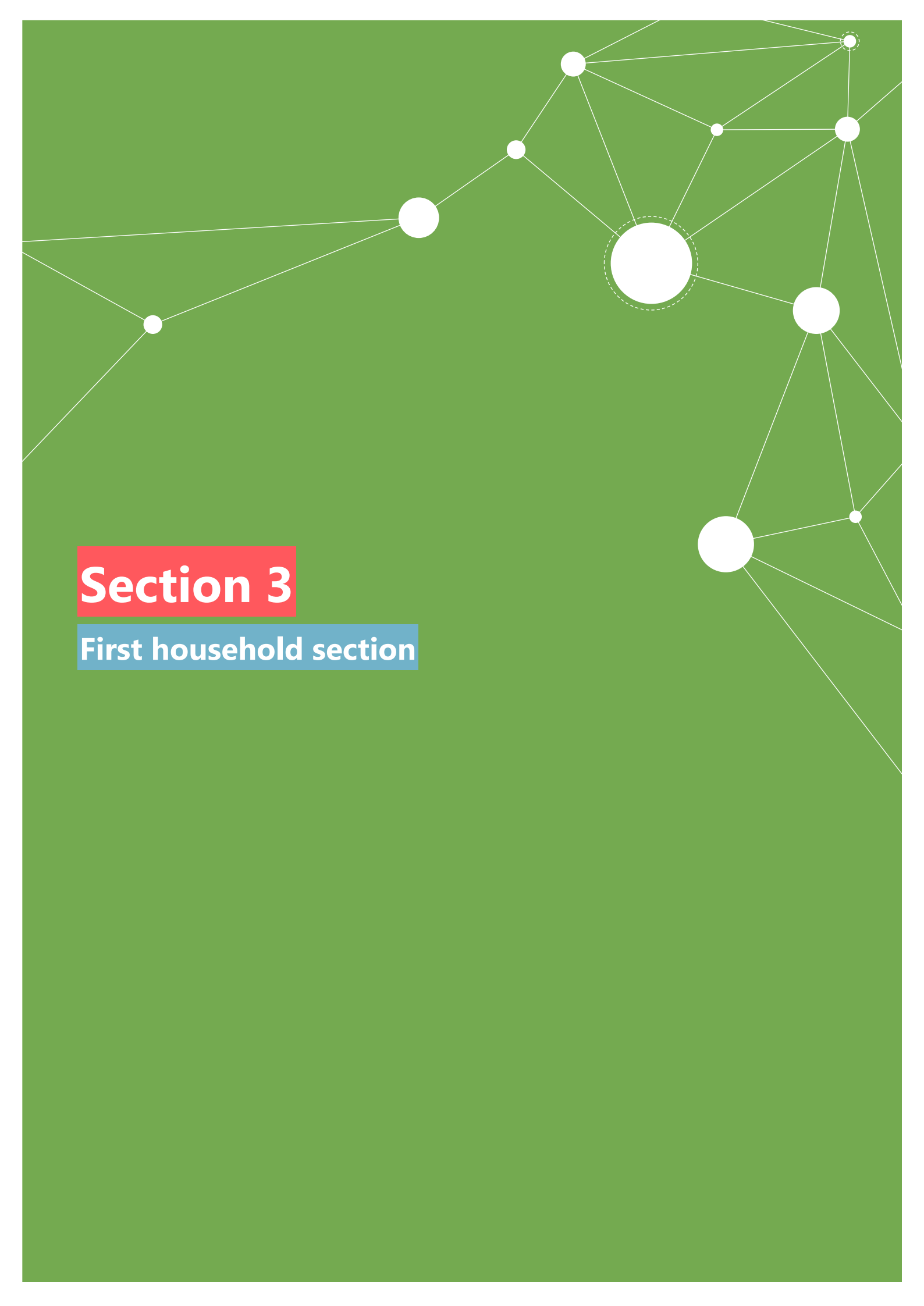
Intro and attitudinal questions



Intro and attitudinal questions

ASK ALL EXCEPT ESR				
(NOT INCLUDED IN ONLINE SCRIPT)				
H1	<u>SHOW CARD</u>			MP
	Which of the following kinds of TV programmes do you like to watch?			
	Films	1	Music	11
	Drama	2	Arts	12
	Soaps	3	Science/technology	13
	Comedy	4	Documentaries	14
	Quiz/Game Shows	5	Nature/wildlife	15
	Chat Shows	6	News / Current Affairs	16
	Animation	7	Reality	17
	DIY/Home/Garden improvement	8	Other (Specify)	18
	Cookery	9	Don't know	19
	Sport	10	No answer	20

ASK ALL EXCEPT ESR				
(MOVED IN ONLINE SCRIPT TO END OF SECOND HH SECTION)				
H2	<u>SHOW CARD</u>			
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		
<i>(ONLINE SCRIPT HAS INTRO REMOVED AND AMENDED WORDING)</i>		
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...	
H8	First of all how many TV sets are there in your household?	NUM
	Note: Please think of all the rooms in the household and include all TV sets	
	WRITE IN (0-99) IF 0 GO TO H17	
	DK/Prefer not to say THANK AND CLOSE	
ASK IF H8=DK/REF		
<i>(ONLINE SCRIPT IS UNCHANGED)</i>		
H8 TERM	INTERVIEWER NOTE: YOU HAVE CHOSEN DON'T KNOW (IF H8=DK)/ PREFER NOT TO SAY (IF H8=REF) – THIS WILL TERMINATE THE INTERVIEW, DO YOU WISH TO TERMINATE THE INTERVIEW?	SP
	Yes – Terminate interview (go to)	
	No – Go back to H8	
ASK IF ANY SETS IN HOME [H8>0]		
<i>(ONLINE SCRIPT HAS AMENDED INTRO AND H130 REPLACES H64-66, H112 AND H68)</i>		
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]		
<i>(NOT USED IN ONLINE SCRIPT)</i>		
H64	Do you receive TV programmes from Virgin Media or any other cable TV supplier?	SP
	Note: this would mean that there is a cable running from a network in the street to a set top box connected to your TV set	
	Yes	
	No	
ASK IF CABLE IN HOME [H64=1]		
<i>(FOLLOWS H130 IN ONLINE SCRIPT)</i>		
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]		
<i>(NOT USED IN ONLINE SCRIPT)</i>		
H65	Do you receive TV programmes using a satellite dish on the outside of your home? For example, Freesat or Sky	SP
	Note: this would include any communal systems sometimes used in flats	
	Yes	
	No	
ASK IF ANY SETS IN HOME [H8>0]		
<i>(NOT USED IN ONLINE SCRIPT)</i>		
H66	Do you receive TV programmes using a TV aerial? This could include Freeview (in NI only) or Saorview	SP
	Note: This could be fixed on the outside of your home or be an indoor or set-top aerial	
	Yes	
	No	

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

ASK IF OTHER INTERNET CLAIMED[H113=Yes]		(BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)
H114	SHOW SCREEN	MP
What type of internet access is this? Wi-Fi Internet Router (Including Fixed Line Router or Mobile Router) 3G, 4G or 5G mobile phone Tablet or Computer with a 3G, 4G or 5G data SIM card Any Other 3G, 4G or 5G mobile internet device (Such as a Dongle) Other (Specify) Don't know		

IF No internet in the home (H113=NO OR DK)

ASK IF BROADBAND CLAIM [H17=Yes OR H114=code 1-4]		(BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)
H129	SHOW SCREEN	MP
Who is your current broadband [if H17=Yes] internet [if H114= code 1-4] provider? BT Sky Virgin Media TalkTalk Other (Specify) Don't know		

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

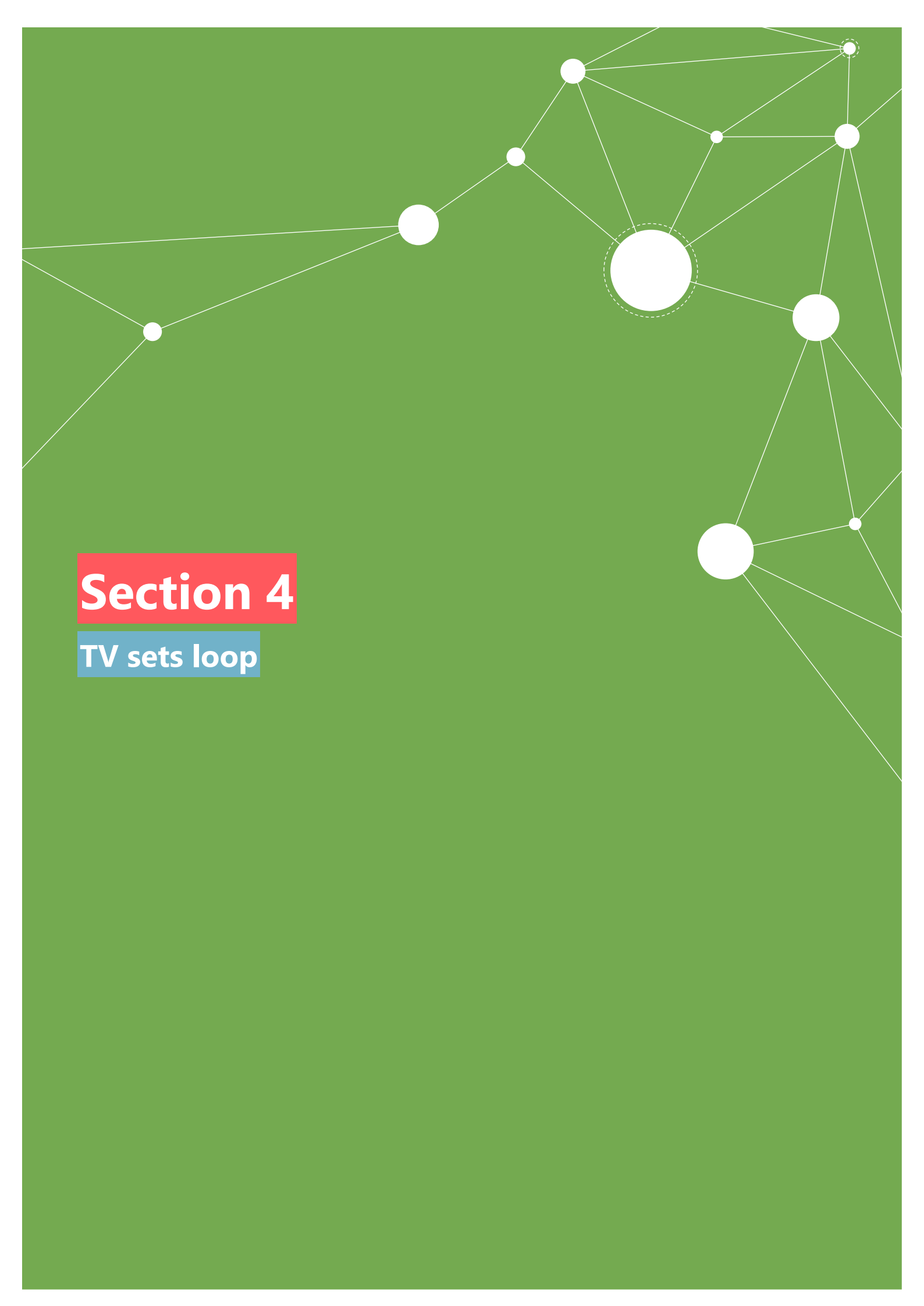
ASK IF H115 OR H114 = WIFI BROADBAND ROUTER OR COMPUTER/TABLET WITH 3G/4G/5G AND H51 = 0		(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)
H128	You mentioned that you have a broadband [if H17 = Yes] an internet [if H113 = Yes] connection in the home, but do not have any computers or tablets. What do you use your broadband [if H17 = Yes] internet [if H113 = Yes] connection for? Smartphone (s) TV that connects to the internet Games console (e.g. PlayStation, Xbox, etc) For guests or visiting family use For future tablet/computer purchase I don't use it – It came as part of a phone/TV package There is a computer or tablet in the household [Loop back to H51] [SP] Other (specify)	MP

ES ONLY NOT ESR		
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]		
(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)		
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) 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? NOTE: please include any viewing on YouTube Yes No	SP
ES ONLY NOT ESR		
ASK IF 2+ COMPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51>1 AND H72 = YES]		
(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)		
H73	IF H101=0 AND H51>1 (multiple devices; no tablets claimed) 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? NOTE: please include any viewing on YouTube WRITE IN (0-Max value of H51)	NUM
IF SINGLE COMPUTER/TABLET IN HH AND COMPUTER/TABLET USED TO WATCH TV: SET TO YES [H51 = 1 AND H72 = YES, FORCE CODE H73 TO 1]		

MOVED TO HERE

ES ONLY NOT ESR		
ASK ALL		
(REPOSITIONED IN FIRST HH SECTION IN ONLINE SCRIPT)		
H110	SHOW SCREEN OR READ OUT ALL OPTIONS Do you, or does anyone in your household subscribe to any online subscription entertainment services? Amazon Prime/ Amazon Prime video Apple TV+ BritBox Disney+ HayU Netflix NowTV Xbox Live Other services (Specify) None of these Don't know	MP SP SP

ES ONLY NOT ESR		
ASK FOR ALL SERVICES NOT CODED AT H110		
H111	You have said you don't have a subscription to the following services, but have you or a member of your household used any of these services in the last 3 months? E.g. on a free trial or a temporary pass for sport, films, games or other entertainment. (Only list services not selected at H110) - Amazon Prime/ Amazon Prime video - Apple TV+ - BritBox - Disney+ - HayU - Netflix - NowTV - Xbox Live None of these Don't know	MP SP SP



Section 4

TV sets loop

TV sets loop

SUMMARY TO BE PROVIDED FOR SET LOOP

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

ADD LOCATION ONCE S3 IS ASKED:

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

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

REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8

ASK FOR ALL SETS

(RESPONSES REDUCED IN ONLINE SCRIPT)

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

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

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

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

ASK IF 1+ SET H8>=1		
S54a	Can you confirm that this set receives TV programmes from TalkTalk? 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 (including Mirroring/Chromecast) ?

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 /SMARTPHONE 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**

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 either via a cable or Wirelessly (including Mirroring/Chromecast) (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 either via a cable or Wirelessly (including Mirroring/Chromecast) CODE S57a =YES AND H68=COMPUTER CODE H68=OTHER. DO NOT CODE S59a Another TV supplier (Specify) 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 either via a cable or Wirelessly (including Mirroring/Chromecast)		
	CODE S57a =YES AND H68=COMPUTER	
Another TV supplier (Specify)		
	CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN	
Don't know		
POST-CAPI RECODE H66-H68 AS DETAILED		

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ROTATE THESE QUESTION SECTIONS TO MATCH ORDER OF H64, H65 AND H66 CABLE - S24, S53 SATELLITE - S69, S68, S70, S71, S75 AERIAL - S25, S50		
ASK IF CABLE CLAIM ON SET <i>[S10A = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S24	<u>SHOW SCREEN</u> (IF S9a, S11a, S55a, S54a, S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have said this set is able to receive TV services via Virgin Media or another Cable TV service. Can the cable box be used to record TV programmes? Virgin Media boxes that can record TV programmes include V+, TiVo and V6. NOTE: For a more detailed explanation select further information Yes – V6, V+ or TiVo box) Yes (Other / not sure of box type) No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ASK IF CABLE CLAIM ON SET <i>[S10A = YES OR S61 = CABLE OR S63 = CABLE]</i>		
S53	<u>SHOW SCREEN</u> I would now like to ask you about High Definition television or HD. Do you receive HD channels via Virgin Media? NOTE: For a more detailed explanation select further information Yes No Don't know Further information	SP
FORCE EDIT: SET DK TO NO		
ROTATE S69 and S68		
ASK IF SATELLITE CLAIM ON SET <i>[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]</i>		
S69	<u>SHOW SCREEN</u> (IF S10a, S9a, S55a, S54a, S67a, S56a, S72a, S57a, S58a, S74A, S59a = YES) You have said this set is able to receive TV services via satellite Do you receive your satellite TV services via Sky? Yes – via Sky with subscription Yes – via Sky without subscription No Don't know	SP
ASK IF SATELLITE CLAIM ON SET <i>[S11A = YES OR S61 = SATELLITE OR S63 = SATELLITE]</i>		
S68	<u>SHOW SCREEN</u> In addition to Sky, (If S69=code 1 or 2) Do you receive your satellite TV services via Freesat? This can be either via a Freesat set top box or an integrated Freesat TV. Yes – via a Freesat set top box Yes – via Freesat integrated into the TV set No Don't know	MP

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

SP

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

Yes - Specify

No

Don't know

FORCE EDIT: IF NO OR DK AT S68 AND S69 AND S70, SET S70 TO OTHER PROVIDER**ASK IF OTHER SATELLITE CLAIM ON SET***[S70 = Yes]***S80 INTERVIEWER PLEASE CODE FROM LIST BELOW BASED ON VERBATIM GIVEN FOR OTHER SATELLITE**

MP

Polish satellite

Romanian satellite

Portuguese satellite

Italian satellite

Turkish satellite

Bulgarian satellite

Hungarian satellite

Lithuanian satellite

Indian satellite

Other Foreign satellite (Specify)

Sky

Freesat

Virgin Media

Freeview

BT TV

TalkTalk

Plusnet

YouView

Amazon Prime / Amazon Prime Video

Now TV

Netflix

Satellite service provider not known

Other (Specify)

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

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

S80a INTERVIEWER PLEASE NOTE SP

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

[S80 platforms in list]

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

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

Yes – Continue

No – Return to S80

ASK IF S80 = SKY AND SKY NOT ALREADY ON SET

S69a SHOW SCREEN SP

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

Sky with subscription

Sky without subscription

Don't know

ASK IF S80 = FREESAT AND FREESAT NOT ALREADY ON SET

S68a SHOW SCREEN MP

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

Via a Freesat set top box

Via Freesat integrated into the TV set

Don't know

ASK IF SKY AND FREESAT CLAIM ON SET

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

S71 SHOW SCREEN SP

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

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

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

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

Does this set receive satellite from both Sky and Freesat?

Yes – BOTH Sky and Freesat

No – Sky Only

No – Freesat Only

Don't know

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

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

MP

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

NOTE: For a more detailed explanation select further information

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

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

MP

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

NOTE: For a more detailed explanation select further information

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

ASK IF DTT ON SET**[S9A = YES OR S61 = AERIAL OR S63 = AERIAL]****S25 SHOW SCREEN**

SP

(IF S10A, S11A OR ANY OF S54a-TO S59a or S67a or S72a or S74a= YES) You have said this set is able to receive TV services via an aerial.

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

NOTE: For a more detailed explanation select further information

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

FORCE EDIT: SET DK TO NO**ASK IF DTT ON SET [S9A = YES OR S61 = AERIAL OR S63 = AERIAL]****(INTRO NOT USED IN ONLINE SCRIPT)****S50 SHOW SCREEN**

SP

(IF S53 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.Is this set connected to Freeview HD **(in NI only)** or Saorview HD? Freeview HD is the high definition service available from Freeview **(in NI only)** and Saorview HD is the high definition service available from Saorview**NOTE: For a more detailed explanation select further information**

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

FORCE EDIT: SET DK TO NO

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

(GRID USED IN ONLINE SCRIPT)

S73	<u>SHOW SCREEN</u>	MP
You have said this set is able to receive TV services via YouView (IF S67a=Yes) TalkTalk (IF S54a=Yes) BT TV (IF S55a=Yes) Plusnet (IF S72a=Yes) [If 1 of these platforms] Can this set top box be used to record TV programmes? [If 2+ of these platforms] Can any of these set top boxes be used to record TV programmes? NOTE: For a more detailed explanation select further information [only list platforms received] Yes - YouView Yes - TalkTalk Yes - BT TV Yes - Plusnet No Don't know Further information		

FORCE EDIT: SET DK TO NO

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

(GRID USED IN ONLINE SCRIPT)

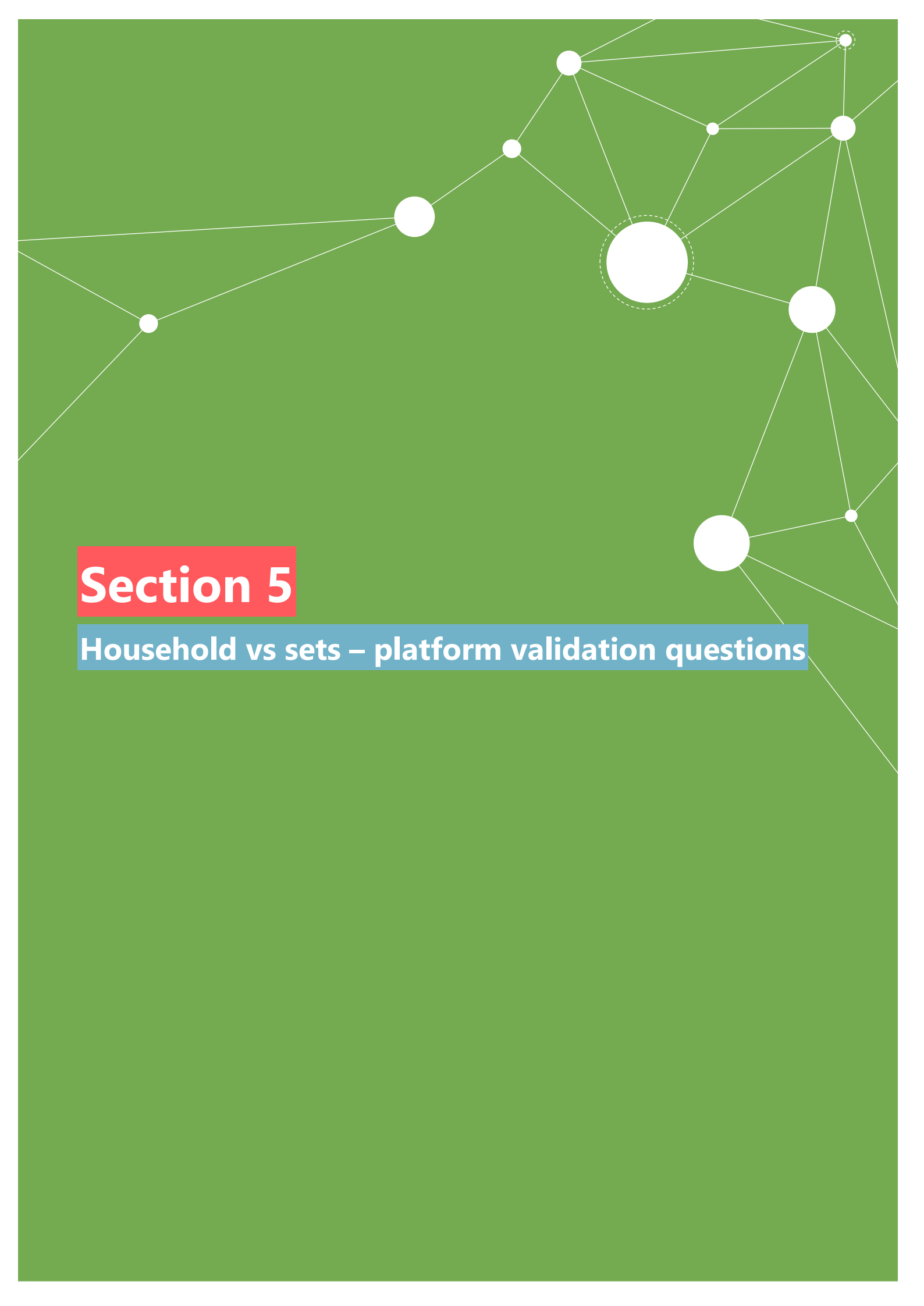
S76	<u>SHOW SCREEN</u>	MP
[If 1 of these platforms] Do you receive HD channels via this set top box? [If 2+ of these platforms] Do you receive HD channels via any of these set top boxes? NOTE: For a more detailed explanation select further information [only list platforms received] Yes - YouView Yes - TalkTalk Yes - BT TV Yes - Plusnet No Don't know Further information		

FORCE EDIT: SET DK TO NO

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

S79	(IF S9a, S10a, S11a, S55a,S54a,S67a, S56a, S72a, S57a, S58a, S59a = YES) You have said 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	MP
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ASK FOR ALL SETS INCLUDED IN SET LOOP (EXCLUDING STORED AWAY AT S3)		
S51	(S75 = SkyQ OR S75 = Sky+ HD OR S75 = Sky+ OR S77 = 2 OR S24 = 1 OR S25 = 1 OR S73= YouView OR S73= TalkTalk OR S73= BT OR S73= Plusnet Apart from the (S75=1) SkyQ box (S75=2) Sky+ HD box (S75=3) Sky+ box (S77=2) Freesat+ box (S24=1, 2 or 3) V6,V+ or TiVo box (S24=4) Cable box (S25=1) Freeview <i>(in NI only)</i> or Saorview recorder (S73= YouView) YouView box (S73= TalkTalk) TalkTalk box (S73= BT) BT TV box (S73= Plusnet) Plusnet box Do you have any other <S77=2 or S24=1 or S25=1 or S73=YouView or S73= TalkTalk or S73= BT or S73= Plusnet> equipment connected to or integrated into this set that allows you to record TV programmes? Yes No Don't know	SP
ASK IF ANOTHER RECORDER CLAIMED		
[S51=YES]		
S38	SHOW SCREEN In which ways do the recorders connected or integrated into this set record and store TV programmes? On to a recorder integrated into the TV set On to a separate digital video recorder (including a separate hard drive) On to DVD or Blu-ray discs On to a USB / Dongle Other (specify) Don't know	MP
FORCE EDIT: SET DK TO NONE OF THESE		
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
[S38 NOT ONTO DVD/BLU RAY DISCS]		
S52	Do you have a DVD or Blu-ray player connected to or integrated into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
FORCE EDIT: SET DK TO NO		
ASK FOR ANY SET WITH NO PLATFORM CLAIMS		
[S62 = YES]		
S2	SHOW SCREEN Which of these best describes this television set? Temporarily out of order Used only with a games console, computer or DVD or Blu-ray player Working but never used Permanently out of order	SP
REPEAT ABOVE FOR ALL TV SETS		



Section 5

Household vs sets – platform validation questions

Household vs Sets – platform validation questions

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 <i>[H64=YES AND S10A=NO (FOR ALL SETS)]</i>		
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 <i>[H83=YES]</i>		
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 <i>[H65=YES AND S11A=NO (FOR ALL SETS)]</i>		
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 <i>[H85=YES]</i>		
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 either via a cable or Wirelessly (including Mirroring/Chromecast) 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 either via a cable or Wirelessly (including Mirroring/Chromecast)? 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]**

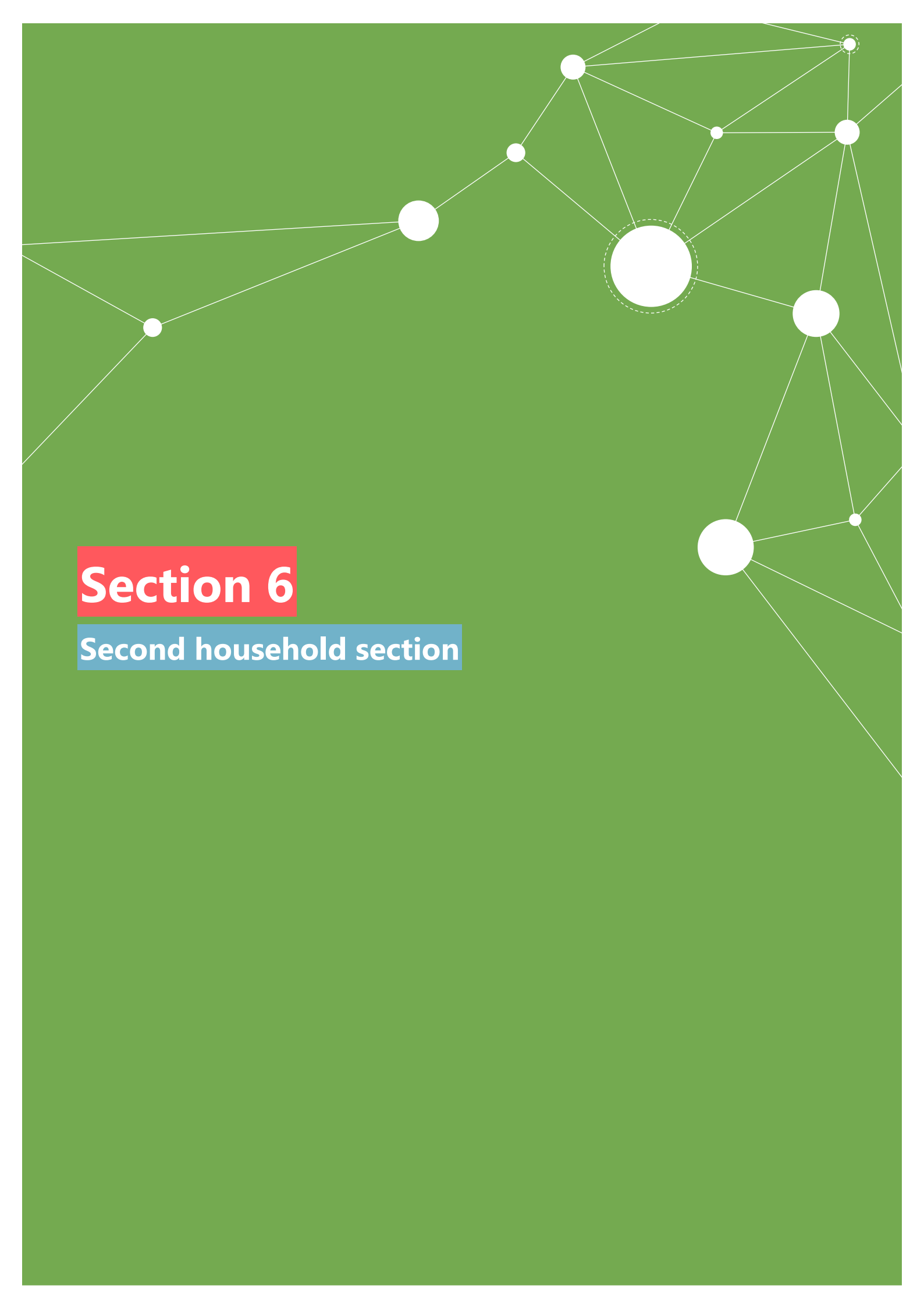
H122 Which of the sets you have mentioned receives TV programmes using a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV? MP

LIST ALL SETS WITH ROOM LOCATION

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

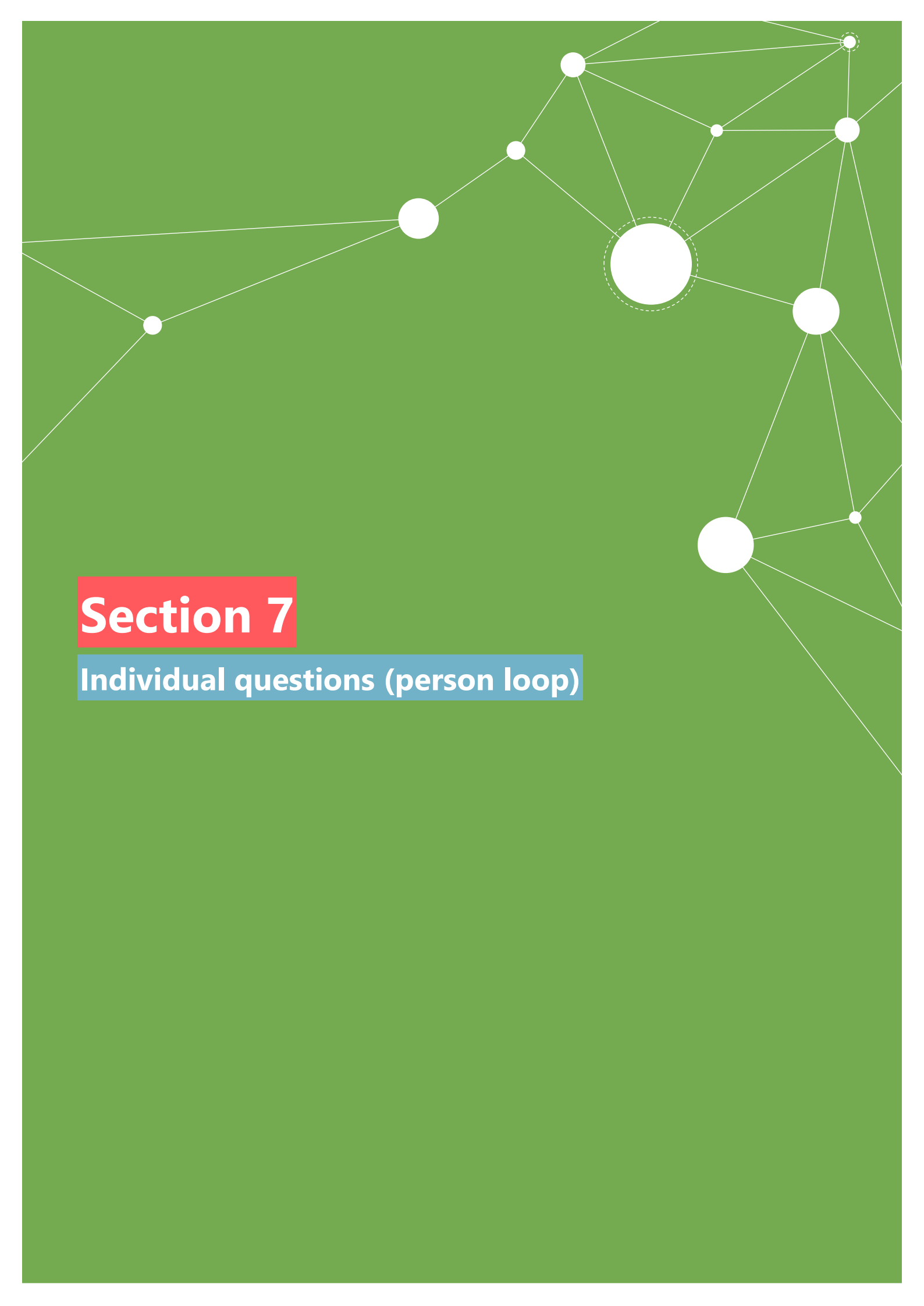
Second household section

ES ONLY NOT ESR		
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
(AMENDED INTRO IN ONLINE SCRIPT)		
H58 intro	DO NOT INCLUDE INTRO IF COME DIRECTLY FROM H73 Earlier you said that you had <insert number of devices from H73> devices that you use to watch TV via the internet	
H58	<u>SHOW SCREEN</u> How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? NOTE: please include any viewing on YouTube Daily At least once a week At least once a month Less often than once a month Don't know	SP
ES ONLY NOT ESR		
ASK IF NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [H73 >0]		
H59	<u>SHOW SCREEN</u> How often do you personally use the internet for watching TV programmes? NOTE: please include any viewing on YouTube Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
ES ONLY NOT ESR		
ASK IF NUMBER OF WORKING SETS = 0 AND NO OF COMPUTERS/TABLETS USED TO WATCH TV IS 1+ [WORKING SETS = 0 AND H73 >0]		
H60	<u>SHOW SCREEN</u> How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? NOTE: please include any <u>live</u> viewing on YouTube Daily At least once a week At least once a month Less often than once a month Never Don't know	SP

ES ONLY NOT ESR	
ASK ALL	
<i>(REPOSITIONED IN FIRST HH SECTION IN ONLINE SCRIPT)</i>	
H102	<u>SHOW SCREEN</u> Thinking about your TV viewing in general (IF H73=0) Now thinking about other ways of watching TV programmes (IF H73>0) (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet Are there any other devices you use to watch TV programmes in your household (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES]) Are there any devices you use to watch TV programmes in your household Yes – projector Yes – smartphone Yes – other (specify) No Don't know
	MP
ES AND ESR	
ASK IF SKY – WITH SUBSCRIPTION	
<i>[S69 = CODE 1]</i>	
H108	<u>SHOW SCREEN</u> Does your Sky TV subscription include any premium Sky Cinema or Sky Sports channels? Yes - Sky Cinema (MP) Yes - Sky Sports (MP) Yes - both Sky Cinema and Sky Sports (SP) No (SP) Don't know (SP)
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	
ES ONLY NOT ESR	
ASK IF CABLE [S10 = CODE 1]	
<i>(REDUCED NOTE IN ONLINE SCRIPT)</i>	
H109	<u>SHOW SCREEN</u> Does your Virgin Media subscription include any premium Sky Cinema or Sky Sports channels? NOTE: Sky Sports News channel does not require a separate subscription on cable, and is therefore not considered part of the Sky Sports premium channels on cable Yes - Sky Cinema (MP) Yes - Sky Sports (MP) Yes - both Sky Cinema and Sky Sports (SP) No (SP) Don't know (SP)
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	

ES ONLY NOT ESR	
ASK IF YOUVIEW / TALKTALK / BT / PLUSNET [S67a OR S54a OR S55a OR S72a = CODE 1]	
H125	<u>SHOW SCREEN</u> Does your [Only Include Platforms received] YouView TalkTalk BT TV Plusnet connection include any premium Sky Cinema or Sky Sports channels? Yes - Sky Cinema (MP) Yes - Sky Sports (MP) Yes - both Sky Cinema and Sky Sports (SP) No (SP) Don't know (SP)
FORCE EDIT: IF SKY CINEMA AND SKY SPORTS, SET TO BOTH	
ES ONLY NOT ESR	
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]	
H126	<u>SHOW SCREEN</u> 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
	SP
FORCE EDIT: IF DK SET TO NO	

ES ONLY NOT ESR		
ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H55 INTRO		
H22a	Thinking about your household in general and other ways that TV sets can be used...	
Intro1		
ES ONLY NOT ESR		
IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES		
[S56A=YES (FOR ANY SET)]		
ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED		
H22b	Do you, or does anyone in your household, ever connect a games console to your TV set(s)	SP
	Yes ASK H23	
	No	
	Don't know	
FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET		
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET		
[H22b = YES]		
H23	SHOW SCREEN	MP
	Which games console or consoles do you, or does anyone in your household, have which are used with any of your TV sets?	
	Nintendo Wii	
	Nintendo Wii U	
	Nintendo Switch	
	Other Nintendo	
	PS2	
	PS3	
	PS4	
	Other PlayStation	
	Xbox	
	Xbox 360	
	Xbox One / One S / One X	
	Any other games console	
	Don't know	
ES ONLY NOT ESR		
ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET [H22b = YES]		
(OTHER NOT INCLUDED IN ONLINE SCRIPT)		
H54	SHOW SCREEN	MP
	Which of the following do you, or does anyone in your household, use your games console(s) for?	
	To play games	
	To connect to the internet	
	To watch TV programmes	
	To play DVD or Blu-ray discs	
	Other (specify)	
	None of these	
	Don't know	



Section 7

Individual questions (person loop)

Individual questions (person loop)

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

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

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

Start of person loop

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

ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3]		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1 st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
FORCE EDIT: SET BAND BASED ON ACTIAL AGE IF STATED		
ASK IF AGE IS DK OR PREFER NOT TO SAY [AT P3] AND P4=Under 16		
P4a	INTERVIEWER NOTE: Are you able to determine which of these is applicable to the 0-16 year-old? 0-3 4-9 10-15 Unable to determine	SP
ASK ONLY FOR THOSE AGED 16+ [P3>15 OR P4 NOT = UNDER 16]		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK) Married/living as married/civil partnership Single Widowed Divorced/separated	SP
ASK ONLY FOR THOSE AGED 16+ [P3>15 OR P4 NOT = UNDER 16]		
P9x	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) working status prior to 23 March? This would be before the UK Government announced restrictions to slow the spread of the coronavirus 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) Don't know [P2-9 only] [only reveal if question is skipped] Prefer not to say [only reveal if question is skipped]	SP
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 ONLY FOR THOSE CODED AS FULL OR PART TIME EMPLOYED, UNEMPLOYED OR NOT IN PAID EMPLOYEMENT AT P9X		
P9y	Has any of the following happened to you/them since the UK Government introduced restrictions on 23 March? Please select all that apply	MP

Became unemployed
 Became unable to work (due to illness or shielding of self or others)
 Was furloughed by an employer
 Working fewer hours (including unpaid leave)
 Working more hours
 Started a new job
 None of these {SP}
 Don't know [Allow for all as a legitimate claim]
 Prefer not to say [only reveal if question is skipped]

ASK ONLY FOR THOSE WHO CLAIM CHANGES AT P9Y

P9 Which of the following best describes your **(IF RESPONDENT)** their **(IF NOT RESPONDENT)** current working status? **SP**

Full time paid work (30+ hours per week)
 Part time paid work (8-29 hours per week)
 Part time paid work (under 8 hours per week)
 Full time education
 Unemployed (seeking work)
 Retired
 Not in paid employment (and not seeking work)
 Don't know [P2-9 only] [only reveal if question is skipped]
 Prefer not to say [only reveal if question is skipped]

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**[P9X NOT = CODE4]****P10 SHOW SCREEN** SPAt what age did you **(IF RESPONDENT)** they **(IF NOT RESPONDENT)** complete full time education?

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

FORCE EDIT:

SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION'
IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 17+ THEN SET TAED TO 17-18 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS D/E THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS C2 THEN SET TAED TO 17-18 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS A/B/C1 THEN SET TAED TO 19+ YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C1 THEN SET TAED TO 17-18 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS B/C1 THEN SET TAED TO 17-18 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS A THEN SET TAED TO 19+ YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 15 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS
IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS

ASK WHERE

- Person 2+ (respondent has to be an eligible member of HH)
- AGED 18+ at P3 or BAND 16-19+ at P4
- P9X is Full Time Education (P10 is STILL IN FULL TIME EDUCATION)

P10a SHOW SCREEN SP

Is this their term time address?

- Yes
- No

CHECK ELIGIBILITY IF THIS IS NOT THEIR TERM TIME ADDRESS ACCORDING TO OTHER MEMBERS IN THE HH
EXCLUDE FROM HH LEVEL RESPONSIBILITIES (H56, H28, H29, H103, H30)

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

- Yes
- No
- Don't know

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

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

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

- Yes
- No
- Don't know

ASK IF GAELIC SPEAKER**[P13=YES]****P14 SHOW SCREEN**

SP

How well do you **(IF RESPONDENT)** / does this person **(IF NOT RESPONDENT)** speak Gaelic?

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

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

SP

Are your **(IF RESPONDENT)** their **(IF NOT RESPONDENT)** day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?**Note: Please include any health problems related to old age**

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

ASK ALL**P16 SHOW SCREEN**

SP

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

White

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

Mixed/multiple ethnic groups

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

Asian/Asian British

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

Black/African/Caribbean/Black British

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

Any other ethnic background

- Arab
- Any other ethnic group (specify)

Prefer not to say (Code from list to continue)

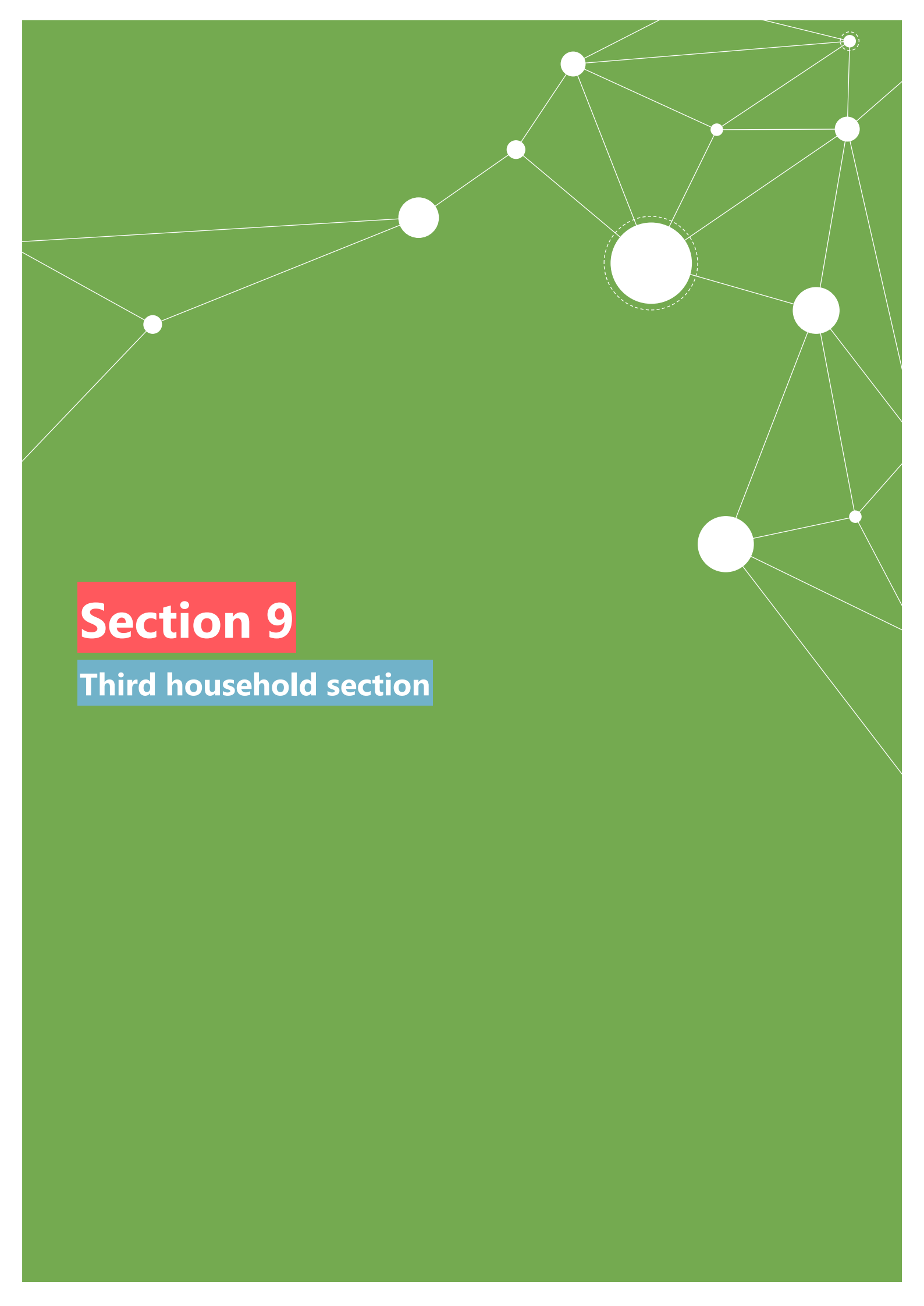
ASK IF ANY OTHER WHITE BACKGROUND AT P16			
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16		SP
	Albanian	German	Russian
	American	Greek	Serbian
	Australian	Hungarian	Slovakian
	Brazilian	Italian	South African
	Bulgarian	Latvian	Spanish
	Canadian	Lithuanian	Swedish
	Czech	New Zealander	Turkish
	Estonian	Polish	Other
	European	Portuguese	
	French	Romanian	

ASK IF ANY OTHER ASIAN BACKGROUND AT P16			
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16		SP
	Afghan	Japanese	Thai
	Bengali	Korean	Turkish
	Filipino	Malaysian	Vietnamese
	Indonesian	Mauritian	Other
	Irani	Nepalese	
	Iraqi	Sri Lankan	

ES ONLY NOT ESR			
ASK IF NOT AGED 1, 2 or 3 [AT P3]			
<i>(P17/18 ASKED AS A SINGLE GRID QUESTIONS AFTER PERSON LOOP IN ONLINE SCRIPT)</i>			
P17	(RESPONDENT [LOOP 1] ONLY)		
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.		
P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)		
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16)		
	Again, I'm going to ask about ownership of a mobile phone.		
	Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Prefer not to say'.		
P17	SHOW SCREEN		SP
	(IF RESPONDENT) Do you have your own mobile phone?		
	(IF NOT RESPONDENT) Does this person have their own mobile phone?		
	Yes		
	No		
	Don't know		
	Prefer not to say		

ES ONLY			
ASK IF OWN A MOBILE PHONE			
<i>[P17=YES]</i>			
P18	SHOW SCREEN		SP
	(IF RESPONDENT) Does this mobile phone allow you to access the internet and watch videos or TV programmes?		
	(IF NOT RESPONDENT) Does this mobile phone allow this person to access the internet and watch videos or TV programmes?		
	INTERVIEWER NOTE: WE ARE INTERESTED IN ALL MOBILE PHONES THAT ARE ABLE TO ACCESS THE INTERNET AND WATCH VIDEOS OR TV PROGRAMMES EVEN IF THEY ARE NOT USED FOR THIS PURPOSE.		
	Yes		
	No		
	Don't know		
	Prefer not to say		

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS			
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Section 9

Third household section

Third household section

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

ES ONLY NOT ESR	
ASK IF more than one option chosen at H116	
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED	
H117	SHOW SCREEN SP
Which is the main language Spoken in your household?	
- English - Polish - Panjabi - Urdu - Bengali - Gujarati - Arabic - French - Chinese - Portuguese - Spanish - Tamil - Welsh - Gaelic - Hindi - Other (Specify)	
ASK ALL	
H27	SHOW SCREEN MP
IF 1 PERSON HOUSEHOLD	
Do you work in any of the following occupations?	
IF 2+ PERSON HOUSEHOLD	
Do you or does any member of your household work in any of the following occupations?	
- TV programme production - TV broadcasting, planning or scheduling - Advertising or media sales for a broadcaster, publisher or online company - Journalism for a broadcaster, newspaper, magazine or online publisher - For an advertising or media agency - For a market research company - None of these	
ASK IF 2+ ADULTS IN HOME [P3 >15 OR P4 NOT CODE 1]	
<i>(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)</i>	
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]	
<i>(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)</i>	
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]		(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)
H29	Which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME [P3 >15 OR P4 NOT CODE 1]		(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)
H103	Which of the household members you have mentioned is the person solely or mainly responsible for setting up the TV equipment (including any contracts for cable, satellite or internet services)? NOTE: THIS IS THE PERSON ULTIMATELY RESPONSIBLE FOR THE SET UP, IF SOMEONE UNDER 10, OR SOMEONE FROM OUTSIDE THE HOUSEHOLD SETS UP THE EQUIPMENT, PLEASE CODE THE HOUSEHOLD MEMBER INSTRUCTING THEM TO DO SO LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
ASK IF 2+ ADULTS IN HOME [P3 >15 OR P4 NOT CODE 1]		(MODIFIED QUESTIONS WORDING IN ONLINE SCRIPT)
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. If the regular chief income earner temporarily has a reduced income due to COVID-19 then please continue to select them. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP
IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)		
IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS – - RESPONDENT IF THEY CLAIM TO BE CIE - ELDEST IF RESPONDENT DOES NOT CLAIM TO BE CIE, IF THE SAME AGE LOWEST PERSON NUMBER IS THE CIE IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE (THE ONLINE SCRIPT HAS SIGNIFICANT CHANGES TO THE ORDER AND PRESENTATION OF QUESTIONS IN THE FOLLOWING SOCIAL GRADING SECTION)		
IF MULTI PERSON HH [H55>1]		
H57 Intro	I would now like to check some details about you (IF RESPONDENT) household member <<INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED>> (IF NOT RESPONDENT).	
ASK ALL		
H57	IF CIE IS: RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> If your regular job is temporarily affected by COVID-19 then please provide details for the job you were doing before these changes. 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 <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND RESPONDENT)</i> does <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND NOT RESPONDENT)</i> did <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9X (code 4-7))</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> work in? WRITE IN Don't know Prefer not to say
ASK ALL	
H36	What <u>is</u> <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3))</i> <u>was</u> <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9X (CODE 4-7))</i> the position held or job title? NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary. WRITE IN Don't know Prefer not to say
ASK ALL	
H37	Are <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND RESPONDENT)</i> Is <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND NOT RESPONDENT)</i> Were <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)</i> Was <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9X (CODE 4-7) AND NOT RESPONDENT)</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> self-employed? Yes No Don't know Prefer not to say
ASK IF SELF EMPLOYED	
[H37=YES]	
H38	How many staff <u>do</u> <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND RESPONDENT)</i> <u>does</u> <i>(IF THE CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND NOT RESPONDENT)</i> <u>did</u> <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9X (CODE 1-3))</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> employ? ENTER NUMERICAL RESPONSE Don't know
ASK ALL	
H39	What jobs <u>do</u> <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND RESPONDENT)</i> <u>does</u> <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND NOT RESPONDENT)</i> <u>did</u> <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9X (CODE 4-7))</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> actually do? WRITE IN Don't know Prefer not to say
ASK ALL	
H40	Are <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND RESPONDENT)</i> Is <i>(IF CIE IS IN EMPLOYMENT AT P9X (CODE 1-3) AND NOT RESPONDENT)</i> Were <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9X (CODE 4-7) AND RESPONDENT)</i> Was <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9X (CODE 4-7))</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know

ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9X AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9X AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H43	Have you (IF RESPONDENT) Has <i>they</i> (IF NOT RESPONDENT) any qualifications? NOTE: (e.g. apprenticeships, degrees, diplomas, etc. If professional qualification, please give details) WRITE IN Don't know Prefer not to say	
ASK IF CIE IS RETIRED [P9X= RETIRED]		
H104	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT You said that you/they are retired. Thinking about your/their sources of income: Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.? Yes No Don't know Prefer not to say	SP
ASK IF CIE IS RETIRED [P9X= RETIRED]		
H105	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) If Yes at H104 In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their <i>[[if widowed at P5]</i> or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Prefer not to say	SP

ASK IF CIE IS RETIRED [P9X= RETIRED]	
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Prefer not to say
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT [NO / DK OR REF TO EACH OF H104-106]	
H107	INTERVIEWER: PLEASE PROBE FOR ANY INFORMATION YOU ARE ABLE TO DETERMINE ON SOURCES OF INCOME IN RETIREMENT. IF REQUIRED, PLEASE EXPLAIN THIS IS FOR SOCIAL GRADING ONLY AND WILL NOT BE USED FOR ANY OTHER PURPOSE. IF NONE ABLE TO BE PROVIDED, WRITE IN 'NONE'. WRITE IN
ASK IF CIE IS UNEMPLOYED / NOT IN PAID EMPLOYEMENT [P9X = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]	
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Prefer not to say
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS [H32 = LESS THAN 6 MONTHS]	
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). SP In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Prefer not to say
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS [H32 = MORE THAN 6 MONTHS]	
H34	Is that SP Unemployed (IF UNEMPLOYED AT P9X) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9X) with income other than or in addition to state benefits? Unemployed (IF UNEMPLOYED AT P9X) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9X) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Prefer not to say

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

Recruitment re-engagement questions

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

ASK ALL SELECTED FOR RECRUITMENT

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

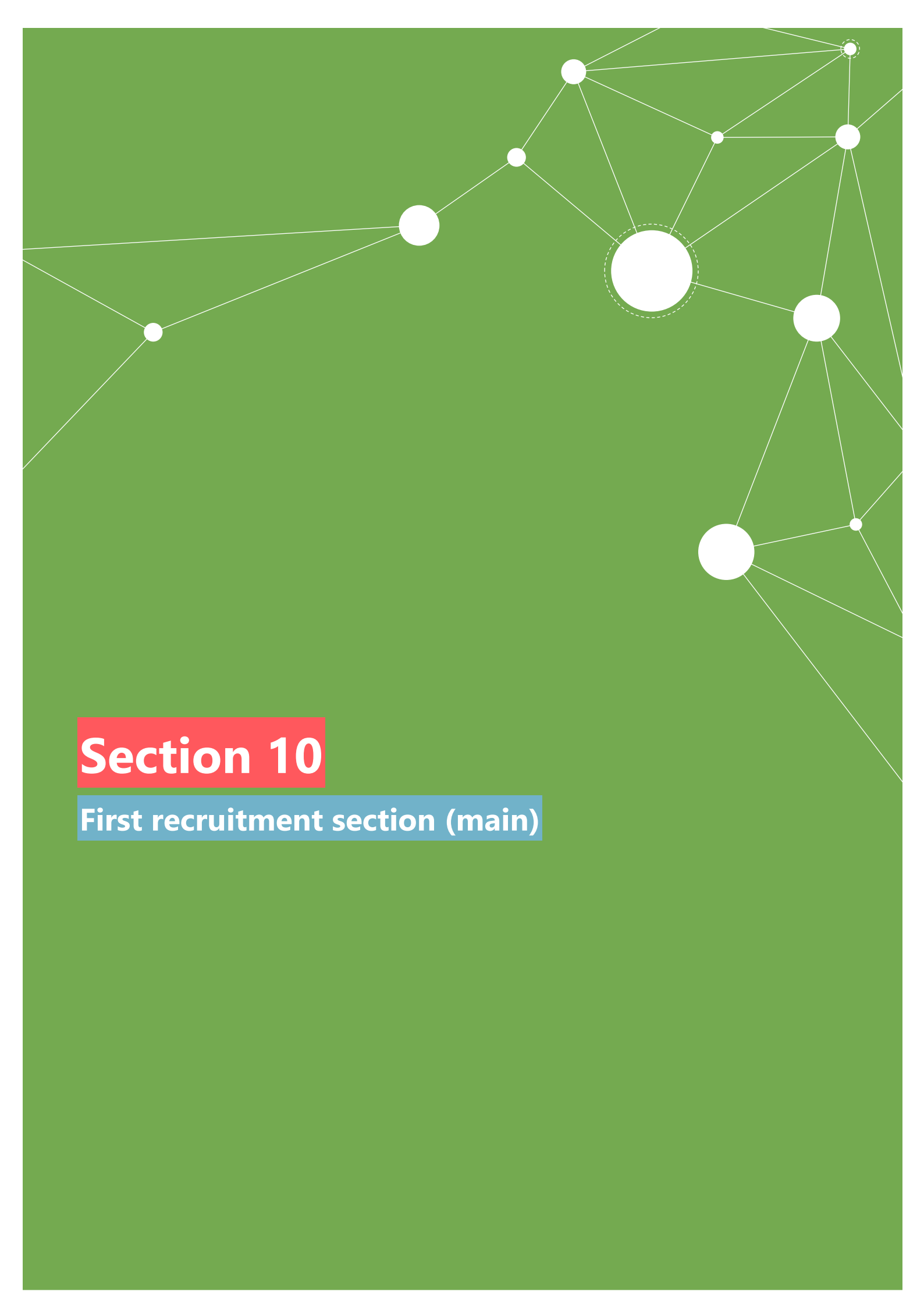
Yes

No

Don't Know

FOR ALL ANSWERS INTERVIEWER READ OUT

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



Section 10

First recruitment section (main)

First recruitment section (main)

ASK STANDALONE ONLY		
R2 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 IF REC_PROPOSITION_FLAG=1 OR 3 THEN SHOW VIDEO 1 FOCAL METER IF REC_PROPOSITION_FLAG=2 THEN SHOW VIDEO 2 VIRTUAL METER Show video Don't play video (exit recruitment) GO TO R34	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) GO TO R34	SP
	Ask if H44=CODE (4,5 or 6). I'd like to explain a bit more about the panel and what's involved, explain about the rewards for taking part and then ask if those in your household [If multi person HH] you [If single person HH] would be interested in joining. This will only take a few minutes and you will be under no obligation to say yes at the end of it. INTERVIEWER NOTE: Please give to the respondent the Panel Reward Scheme leaflet to review and answer any questions they might have. Is it okay to continue? Yes No - not interested (exit recruitment) GO TO R34	
ASK ALL IF SELECTED FOR RECRUITMENT		
R4 intro	INTERVIEWER: MAKE SURE YOU GO THROUGH THE BOOKLET IN DETAIL AND THAT THE RESPONDENT UNDERSTANDS THE POINTS BELOW AND CODE ACCORDINGLY: There are a few points that I would like to highlight from the video and booklet: Your home will be part of the National TV Viewing Panel Information collected will be used by broadcasters to understand it's audience All household members must be committed to taking part (registering themselves when in the room) All television sets in your home and all computers (including laptops, tablets and smartphones) that are capable of connecting to the internet will be measured. {-REC_PROPOSITION_FLAG=1 OR 3} All television sets in your home and all computers (including laptops, tablets and smartphones) that are capable of connecting to the internet will be measured. {-REC_PROPOSITION_FLAG=2} It is important to remember that it doesn't matter how much or how little television you watch. It is just as important for us to know how little people watch as well as how much There are monthly rewards for taking part in the form of points that can be exchanged for goods/vouchers or can be donated to charities. Is there anything else that you would like me to explain in more detail?	MP
R4_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) GO TO R34	SP

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

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

IF 2+ PERSON HH

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

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

SP

PERSON 1 (RESPONDENT)

Could you give me your title?

PERSON 2-9

Could you give me their title?

Miss

Ms

Mrs

Mr

Dr

Sir

Lord

Lady

Reverend

Pastor

Vicar

Other (please specify)

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

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

End of recruitment person loop

start of recruitment computer loop

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

End of recruitment computer loop / Start of contact section

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

Tel No 1 ES and ES Recontact

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

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

Tel No 1 TEL SAMPLE

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

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

Tel No 2

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

BEST NUMBER/TIME

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

EMAIL

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

CONFIRMATION

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

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

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

CONTINUATION OF SECTION 9 (ES)

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

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

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

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

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

ASK RECYCLED SAMPLE ONLY

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

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

ES ONLY NOT ESR**ASK ALL**

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

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

Yes
No

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

H118 Thank you. **SP**

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

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

Yes
No

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

LONDON INCENTIVE SAMPLE ONLY**ES ONLY****ASK IF INCENTIVE SAMPLE CODE 3**

DON INTERVIEWER: As I mentioned earlier you have qualified for a £10 voucher for completing **SP**

ATE1 this interview. Alternatively you can donate this to one of our chosen charities.

INTERVIEWER: Please note respondent preference

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

ES ONLY – ASK IF DONATE1= DONATE VOUCHER

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

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

Age UK
Cancer Research
British Red Cross

ES ONLY, ASK IF DONATE 1 = RECEIVE VOUCHER

INCE IF PART OF CONDITIONAL SAMPLE (CODE 3)

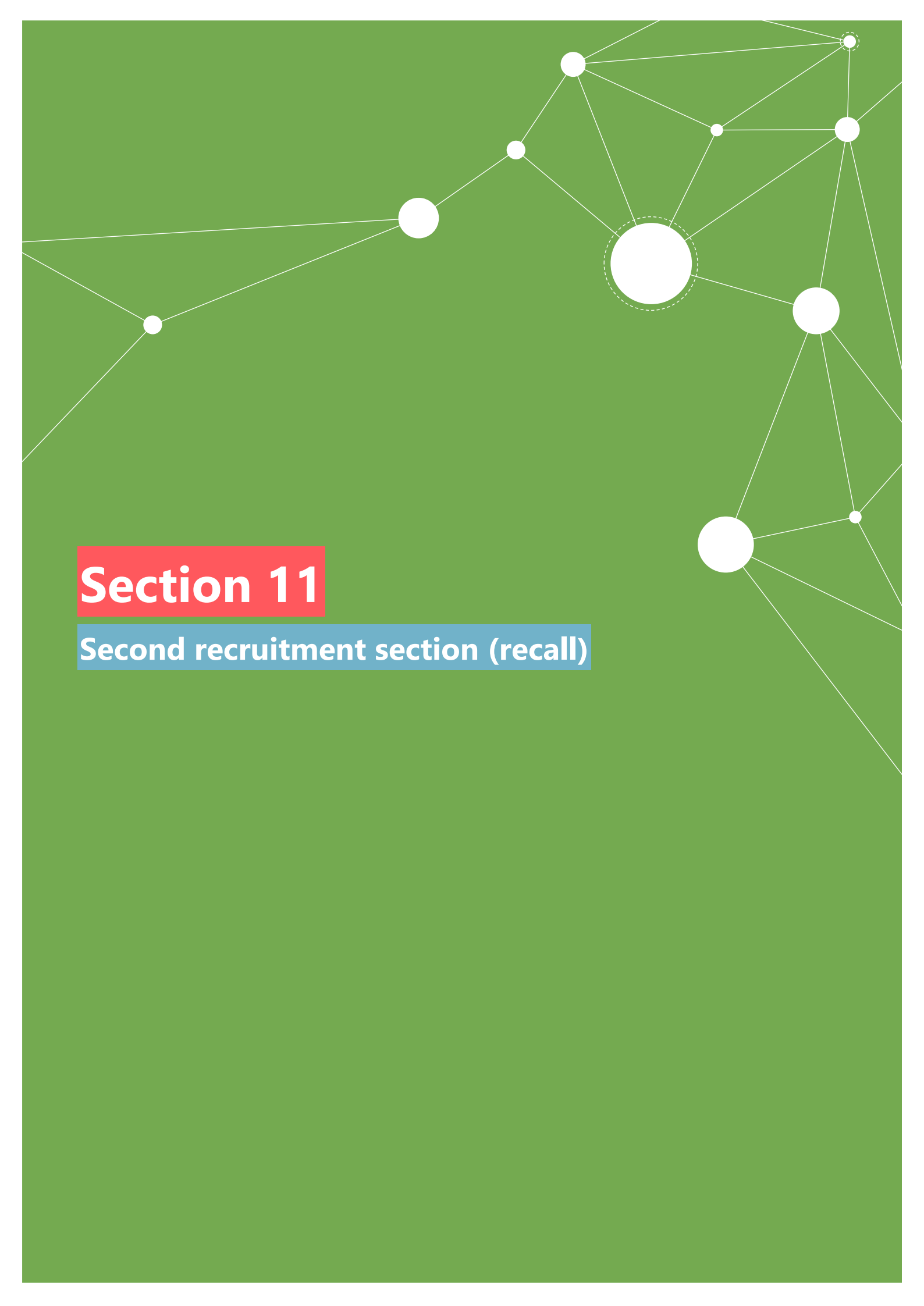
NTIV INTERVIEWER:: please confirm that you have an available gift card to issue

E1

Yes
No

ES ONLY: ASK IF DONATE 1 = NO		
INCE NTIV E4	Our standard incentives are being provided as a digital 'e-voucher' code. [IF EMAIL ADDRESS COLLECTED AT R21A/B/C] This can be sent using the email address you have already given us <display email> [ELSE] This can be sent to an email address if you can provide one [IF INCENTIVE 1 = YES] Alternatively I can provide you with a gift card [IF INCENTIVE 1 = NO] Alternatively we can send you a gift card from the office The online and high street retailers these can be used at are the same for both types of voucher INTERVIEWER: PLEASE SELECT VOUCHER TYPE E-Voucher: Email address required [IF NO EMAIL ADDRESS ROUTE TO EMAIL ADDRESS COLLECTION QUESTIONS] Gift Card [IF INCENTIVE1 = YES] Gift Card mailed from office [IF INCENTIVE 1 = NO]	SP
ES ONLY – ASK IF INCENTIVE 4 = GIFT CARD		
INCE NTIV E2	INTERVIEWER: Please enter the serial number of the gift card for activation. ENTER THE LAST 8 DIGITS ON THE BACK OF THE GIFT CARD YOU'RE GIVING TO PARTICIPANT <scripter – use gift card activation process> SANITISE AND PASS GIFT CARD TO RESPONDENT SAFELY AND TELL THEM ABOUT THE CODE READ OUT: Please can I check and confirm I have entered this number correctly? READ OUT NUMBER Yes – this is correct No – this is wrong INTERVIEWER: Please remind the participant to treat the love2shop gift card as they would any form of cash because we cannot replace the credit stored on it if it is lost or stolen Also please inform the participant that the voucher should be activated within three working days. If respondents have any problems using the gift card they should call Dawn Viveiros using the number on the thank you leaflet.	
ES ONLY – ASK IF INCENTIVE1 = NO		
INCE NTIV E3	INTERVIEWER: please inform the participant that the voucher will be sent from the office once the interview has been returned.	
ES ONLY		
INCO MM	ASK IF INCENTIVE SAMPLE CODE 3 INTERVIEWER: Do you have any comments relevant to the advance letter or incentive pilot that the field office or validation team should be made aware of? Yes (enter verbatim) No	SP

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)

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	

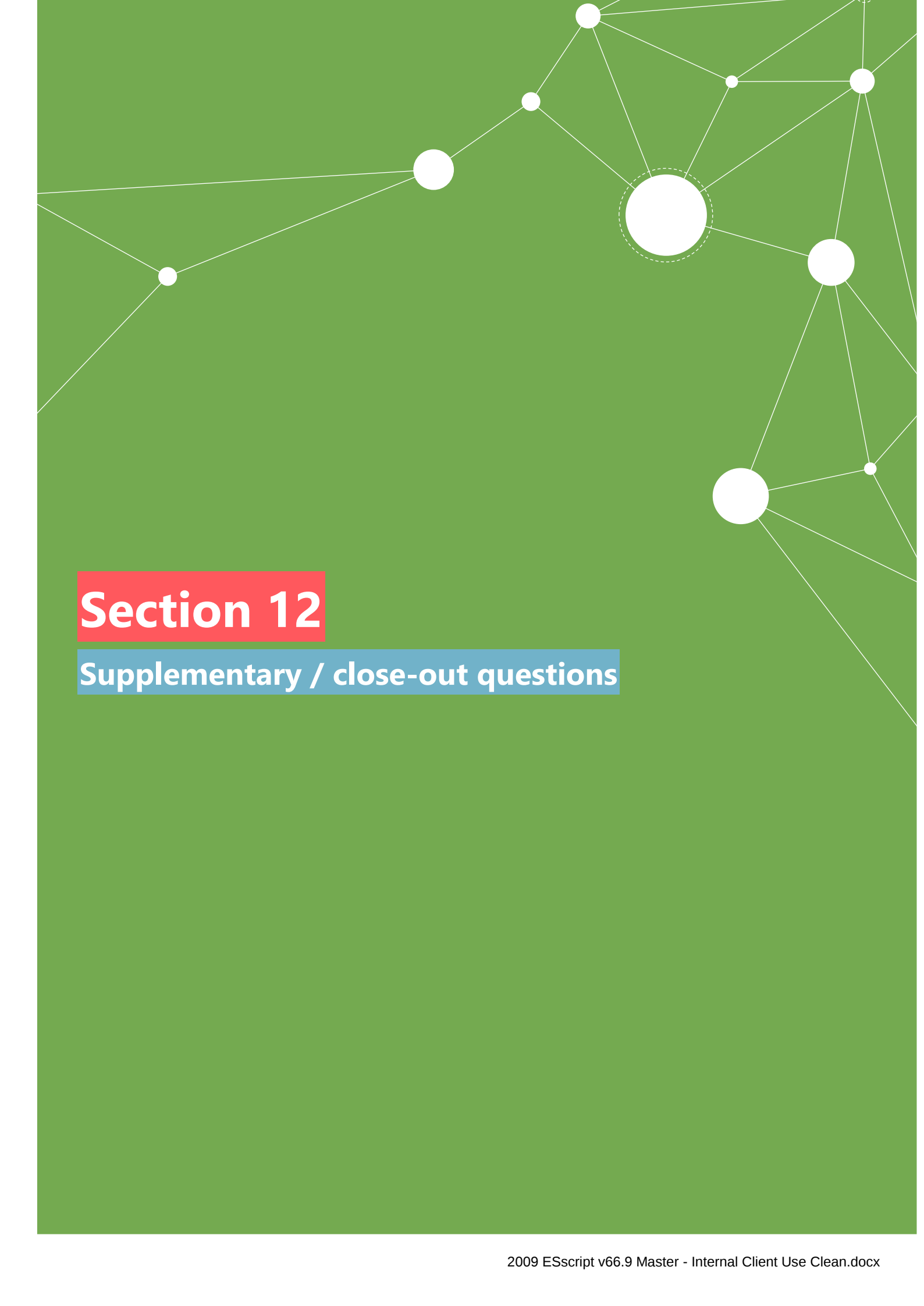
IF R30 = DK

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: 1. SEEN THE RECRITMENT BOOKLET (HELP SHAPE THE FUTURE OF TV) AND 2. SEEN THE RECRUITMENT INFORMATION NOTICE (HOW WE USE YOUR PERSONAL DATA), AND 3. HAVE AGREED TO PARTICIPATE ON THE BARB TV VIEWING PANEL Yes No (exit recruitment) - (go to R34)	SP
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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 OR BE GIVEN THE LINK TO THE ONLINE VERSION	SP
	A COPY WAS INCLUDED WITH THE ADVANCE LETTER	
	IF REQUIRED PLEASE HAND THIS OVER AND CONFIRM THAT YOU HAVE DONE SO.	
	THE THANK YOU LEAFLET CAN ALSO BE ACCESSED AT WWW.SHAPINGTV.CO.UK AND SELECTION THE THANK YOU LEAFLET	
	Yes, Leaflet provided	
	No, Leaflet not provided (not needed/advance copy)	
	No, Leaflet not provided (Other reason - specify)	
	Refused to take leaflet (include refused for COVID)	

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

ASK ALL		
ACCOMP	Were you accompanied by supervisor for this interview?	SP
	Yes (Write in name of accompanier)	
	No	
ASK ALL		
LANGXA	Was this interview carried out in any language other than English?	SP
	Yes	
	No	
IF YES AT LANGXA		
LANGXB	In which language was this interview conducted?	SP
Arabic	Polish	Spanish
Bengali	Punjabi	Sylethi
Chinese	Russian	Turkish
French	Hindi	Urdu
German	Igbo	Welsh
Greek	Italian	Other (WRITE IN)
Guajarati		
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?	SP
	Yes (enter verbatim)	
	No	
ASK ALL		
INTLOC	Where was this interview conducted?	SP
	At the doorstep	
	Inside the home	
	Other (Please state)	

END OF CLOSE OUT QUESTIONS