

November 2021

Questionnaire

**Establishment Survey and Panel
Recruitment**

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Version Control

Changes included in this version:

Item/ Question	Description	Detail
P9	Question wording amended	Details about furlough scheme removed
H57	Question wording amended	Details about work situation pre-COVID removed
W1 intro, W1 and W3	Questions removed	Recruitment re-engagement questions replaced with new W4 note
W4	Note to interviewer added	Note added to inform interviewer participant has been selected for recruitment
R3	Code added	Code 'Unable to show video' added
R3U	New question	New question for interviewer to code why they were unable to show video
R4U	New read out text added	New read out text explaining main points of recruitment video for those unable to show video
R2 intro_2 and R2 intro_3	Filter amended	Introductions to be read out only if participants have seen the video
R4 intro	Read out text amended	Further details included regarding recruitment, mainly about installation
R24 intro	Text amended	Small text amendment
R24	Codes added and text amendments	Points added to read out check list and text amendments
QCV3	New question	New question to be added when interviewing returns to be conducted in-home. Interviewers checks with participant if it's ok to continue with the questionnaire

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

1

Set up Questions

Set up questions

ES ONLY		(NOT PART OF ONLINE SCRIPT)
ASK ALL		
SN6	IS THIS AN INTERVIEW AT A SINGLE HOUSEHOLD OR A MULTIHOUSEHOLD ADDRESS?	SP
	Single HH	
	Multi HH	
ES ONLY		(NOT PART OF ONLINE SCRIPT)
ASK IF MULTI HH ADDRESS		
[SN6= Multi HH]		
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		
[XMH0=CODE 1]		
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		
[XMH0=CODE 2]		
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		
[XMH0, XMH1 OR XMH2 = OTHER]		
XMH3	Please give full details why this address is a multi-household.	
NOTE that all multi-households should comply with the multi-household definition. 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		
[XMH1 = CODE 1-2 or XM2 = CODE 1-3]		
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 an MHH address this letter may not have been received by the home. Please record any comments about this at the end of the interview.

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

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

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

2

Intro & Attitudinal Questions

Intro and attitudinal questions

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

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? Note: Please think of all the rooms in the household and include all TV sets	NUM
	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? 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	SP
	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 Note: this would include any communal systems sometimes used in flats	SP
	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 Note: This could be fixed on the outside of your home or be an indoor or set-top aerial	SP
	Yes No	

ASK IF ANY SETS IN HOME [H8>0]		(NOT USED IN ONLINE SCRIPT)
H112	<u>SHOW SCREEN</u> 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	<u>SHOW SCREEN</u> 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	<u>SHOW SCREEN</u> How do you or any members of your household access the internet? Wi-Fi Broadband Router (Including Fixed Line Router or Mobile Router) 3G, 4G or 5G mobile phone Tablet or Computer with a 3G, 4G or 5G data SIM card Any Other 3G, 4G or 5G mobile broadband device (Such as a Dongle) Other (Specify) Don't know	MP
ASK IF NO BROADBAND CLAIM [H17=NO OR DK]		(BROADBAND/INTERNET SECTION MOVED DOWN IN ONLINE SCRIPT)
H113	Do you, or does anyone in your household, have any sort of internet access at home? Yes No Don't know	SP

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

MP

What type of internet access is this?

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

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

MP

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

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

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

NUM

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

IF COMPUTER CLAIM AT H68

How many computers or tablets, does your household have?

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

WRITE IN (0-99)

FORCE EDIT: SET REF AND DK TO 0**ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]***(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)***H101a IF H51=1 Is this a tablet?**

SP

- | | |
|------------|----------------|
| Yes | Set H101 to 01 |
| No | Set H101 to 00 |
| Don't know | Set H101 to 00 |

H101 IF H51>1 How many of these are tablets?

NUM

- WRITE IN (0-99) (0-Max value of H51)
- Don't know

FORCE EDIT: SET REF AND DK TO 0**ASK IF H115 OR H114 = WIFI BROADBAND ROUTER OR COMPUTER/TABLET WITH 3G/4G/5G AND H51 = 0***(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)***H128** You mentioned that you have a broadband [if H17 = Yes] an internet [if H113 = Yes] connection in the home, but do not have any computers or tablets. What do you use your broadband [if H17 = Yes] internet [if H113 = Yes] connection for?

MP

- Smartphone (s)
- TV that connects to the internet
- Games console (e.g. PlayStation, Xbox, etc)
- For guests or visiting family use
- For future tablet/computer purchase
- I don't use it – It came as part of a phone/TV package
- There is a computer or tablet in the household [Loop back to H51] [SP]
- Other (specify)

ES ONLY NOT ESR	
ASK IF ANY COMPUTER OR TABLET CLAIMED [H51>0]	
(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)	
H72	IF H101=0 AND H51=1 (single device; no tablet claimed) 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 Discovery+ 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 - Discovery+ - Disney+ - HayU - Netflix - NowTV - Xbox Live - None of these - Don't know	MP SP SP

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

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

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

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 <i>H112=TALKTALK (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H68= NONE OF THESE</i>	SP
	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 <i>H112=TALKTALK AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H112 = ANY OTHER CLAIM)</i>	
	Yes	
	No	

**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 <i>H112 =YOUVIEW (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE</i>	SP
	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 <i>H112 =YOUVIEW AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	Yes	
	No	

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

S56a	Can you confirm that this set receives TV programmes by connecting the TV set to a games console? IF CONNECTION TO A CONSOLE IS THE ONLY PLATFORM CLAIM AT HH <i>H68= GAMES CONSOLE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</i>	SP
	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 <i>H68=GAMES CONSOLE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	Yes	
	No	

**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 <i>H112 =PLUSNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H68= NONE OF THESE</i>	SP
	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 <i>H112 =PLUSNET AND (H64 = YES OR H65 = YES OR H66 = YES OR H68 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</i>	
	Yes	
	No	

ASK IF 1+ SET H8>=1		
S57a	Can you confirm that this set receives TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly? IF CONNECTION TO A COMPUTER OR TABLET/SMARTPHONE IS THE ONLY PLATFORM CLAIM AT HH H68= COMPUTER/TABLET/SMARTPHONE (ONLY) AND H64 = NO, H65 = NO, H66 = NO, AND H112 = NONE OF THESE Does this set receive TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly (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 /SMARTPHONEAND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP
ASK IF 1+ SET H8>=1		
S58a	Can you confirm that this is a smart TV set which receives TV programmes using its own connection to the Internet IF SMART TV WITH ITS OWN CONNECTION TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH H68= DC TO INTERNET (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE Is this a smart TV set which receives TV programmes using its own connection to the internet? IF SMART TV WITH ITS OWN CONNECTION TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H68=DC TO INTERNET AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP
ASK IF 1+ SET H8>=1		
S74a	Can you confirm that this set receives TV programmes using a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH H68= STB OR DEVICE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE Does this set receive TV programmes using a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV? IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH H68= STB OR DEVICE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM) Yes No	SP
ASK IF SET RECEIVES TV BY USING A SET TOP BOX OR OTHER DEVICE H74A=1		
S79	And which type of box, stick or other device do you connect to this TV set? Amazon Fire / Fire Stick Now TV / Now TV Stick / Roku Apple TV Other (Specify) Don't know	MP

**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> 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	SP
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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? Yes GO TO S61 No GO TO S24	SP
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S61 / S62 / S63 PERMIT EXTRA PLATFORMS TO BE CODED FOR ALL SETS

CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)	
ASK IF ANOTHER METHOD ON SET CLAIMED [S60 = YES]	
S61	SHOW SCREEN MP Which other methods are used by this set? SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED NOTE: INTERVIEWER TO PROBE FULLY NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE 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

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

S24 SHOW SCREEN

SP

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

Can the cable box be used to record TV programmes?

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

NOTE: For a more detailed explanation select further information

Yes – (V6, V+ or TiVo box)

Yes (Other / not sure of box type)

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ASK IF CABLE CLAIM ON SET

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

S53 SHOW SCREEN

SP

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

Do you receive HD channels via Virgin Media?

NOTE: For a more detailed explanation select further information

Yes

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

ROTATE S69 and S68

ASK IF SATELLITE CLAIM ON SET

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

S69 SHOW SCREEN

SP

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

Do you receive your satellite TV services via Sky?

Yes – via Sky with subscription

Yes – via Sky without subscription

No

Don't know

ASK IF SATELLITE CLAIM ON SET

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

S68 SHOW SCREEN

MP

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

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

Yes – via a Freesat set top box

Yes – via Freesat integrated into the TV set

No

Don't know

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

SP

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

Yes - Specify

No

Don't know

FORCE EDIT: IF NO OR DK AT S68 AND S69 AND S70, SET S70 TO OTHER PROVIDER**ASK IF 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

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: The SkyQ logo and available SkyQ boxes are shown below. For a more detailed explanation about SkyQ 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	<u>SHOW SCREEN</u>	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	<u>SHOW SCREEN</u>	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	<u>SHOW SCREEN</u>	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 (<i>in NI only</i>) or Saorview HD? Freeview HD is the high definition service available from Freeview (<i>in NI only</i>) and Saorview HD is the high definition service available from Saorview		
NOTE: For a more detailed explanation select further information		
- Yes - No - Don't know - Further information		

FORCE EDIT: SET DK TO NO

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

(GRID USED IN ONLINE SCRIPT)

S73 **SHOW SCREEN** MP

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

YouView (IF S67a=Yes)

TalkTalk (IF S54a=Yes)

BT TV (IF S55a=Yes)

Plusnet (IF S72a=Yes)

[If 1 of these platforms]

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

[If 2+ of these platforms]

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

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT TV

Yes - Plusnet

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

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

(GRID USED IN ONLINE SCRIPT)

S76 **SHOW SCREEN** MP

[If 1 of these platforms]

Do you receive HD channels via this set top box?

[If 2+ of these platforms]

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

NOTE: For a more detailed explanation select further information

[only list platforms received]

Yes - YouView

Yes - TalkTalk

Yes - BT TV

Yes - Plusnet

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

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

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

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

Amazon Fire / Fire Stick

Now TV / Now TV Stick / Roku

Apple TV

Other (Specify)

Don't know

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

S51	(S75 = SkyQ OR S75 = Sky+ HD OR S75 = Sky+ OR S77 = 2 OR S24 = 1 OR S25 = 1 OR S73= 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
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ASK IF ANOTHER RECORDER CLAIMED*[S51=YES]*

S38	<u>SHOW SCREEN</u> 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
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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
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FORCE EDIT: SET DK TO NO**ASK FOR ANY SET WITH NO PLATFORM CLAIMS***[S62 = YES]*

S2	<u>SHOW SCREEN</u> Which of these best describe 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
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REPEAT ABOVE FOR ALL TV SETS

5

Household vs sets

Platform validation questions

Household vs Sets – platform validation questions

FOR 2+ SETS AT H8

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

CABLE – H83, H84

SATELLITE – H85, H86

AERIAL – H87, H88

ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL

[H64=YES AND S10A=NO (FOR ALL SETS)]

H83 You said that your household was able to access TV programmes via Virgin Media but no set has Virgin Media claimed. Are you able to access TV programmes via Virgin Media? **SP**

Yes ASK H84

No

FORCE EDIT: IF NO SET H64 = NO

ASK IF CABLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION

[H83=YES]

H84 Which of the sets you have mentioned receives TV programmes from Virgin Media? **MP**

LIST ALL SETS WITH ROOM LOCATION

CODE SETS 1-9 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

None of these

Don't know

FORCE EDIT: IF NONE/DK SET H64 = NO

ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL

[H65=YES AND S11A=NO (FOR ALL SETS)]

H85 You said that your household was able to access TV programmes via satellite but no set has satellite claimed. Are you able to access TV programmes via satellite? **SP**

Yes ASK H86

No

FORCE EDIT: IF NO SET H65 = NO

ASK IF SATELLITE CONFIRMED ON AT LEAST ONE SET IN VALIDATION

[H85=YES]

H86 Which of the sets you have mentioned receives TV programmes from satellite TV? **MP**

LIST ALL SETS WITH ROOM LOCATION

CODE SETS 1-9 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

None of these

Don't know

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? LIST ALL SETS WITH ROOM LOCATION A CODE SETS 1-9 None of these Don't know	MP 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
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? Yes No	SP ASK H92
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? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S55A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
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? Yes No	SP ASK H100
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? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S54A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
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? Yes No	SP ASK H100
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? LIST ALL SETS WITH ROOM LOCATION CODE SETS 1-9 None of these Don't know	MP RECODE S67A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
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 No	ASK H100
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 No	ASK H94 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 No	ASK H96
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 No	ASK H98
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 No	ASK H100
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE		
ASK IF STB/OTHER DEVICE CONFIRMED ON AT LEAST ONE SET IN VALIDATION [H121=YES]		
H122	Which of the sets you have mentioned receives TV programmes using a box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV? LIST ALL SETS WITH ROOM LOCATION	MP
	CODE SETS 1-9	RECODE S74A FOR EACH SET UNLESS SELECTED SET IS STORED AWAY
	None of these Don't know	
FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE		

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	SHOW SCREEN How often is your computer or tablet (IF 1 COMPUTER) are any of your computers or tablets (IF 2+ COMPUTERS) used to watch TV programmes via the internet? 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	SHOW SCREEN 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	SHOW SCREEN How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? 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> MP Thinking about your TV viewing in general (IF H73=0) Now thinking about other ways of watching TV programmes (IF H73>0) (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8>0 OR H72 = YES]) Apart from the: <insert number of TV sets> TV set(s) <insert number of computers> computer(s) <insert number of tablets> tablet Are there any other devices you use to watch TV programmes in your household? (IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES]) Are there any devices you use to watch TV programmes in your household? Yes – projector Yes – smartphone Yes – other (specify) No Don't know
ES AND ESR	
ASK IF SKY – WITH SUBSCRIPTION	
<i>[S69 = CODE 1]</i>	
H108	<u>SHOW SCREEN</u> (SP) A Does your Sky TV subscription include any Sky Cinema channels? Yes No Don't know
ES AND ESR	
ASK IF SKY – WITH SUBSCRIPTION	
<i>[S69 = CODE 1]</i>	
H108	<u>SHOW SCREEN</u> (SP) B And, does your Sky TV subscription include any Sky Sports channels? Yes No Don't know
ES ONLY NOT ESR	
ASK IF CABLE [S10 = CODE 1]	
<i>(REDUCED NOTE IN ONLINE SCRIPT)</i>	
H109	<u>SHOW SCREEN</u> (SP) A Does your Virgin Media subscription include any Sky Cinema channels? Yes No Don't know

ES ONLY NOT ESR	
ASK IF CABLE [S10 = CODE 1]	
<i>(REDUCED NOTE IN ONLINE SCRIPT)</i>	
H109B	<u>SHOW SCREEN</u> (SP)
And, does your Virgin Media subscription include any 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 No Don't know	

ES ONLY NOT ESR	
ASK IF YOUVIEW / TALKTALK / BT / PLUSNET	
<i>[S67a OR S54a OR S55a OR S72a = CODE 1]</i>	
H125A	<u>SHOW SCREEN</u> (SP)
Does your	
[Only Include Platforms received]	
YouView	
TalkTalk	
BT TV	
Plusnet	
connection include any Sky Cinema channels?	
Yes No Don't know	

ES ONLY NOT ESR	
ASK IF YOUVIEW / TALKTALK / BT / PLUSNET	
<i>[S67a OR S54a OR S55a OR S72a = CODE 1]</i>	
H125B	<u>SHOW SCREEN</u> (SP)
And, does your	
[Only Include Platforms received]	
YouView	
TalkTalk	
BT TV	
Plusnet	
connection include any Sky Sports channels?	
Yes No Don't know	

ES ONLY NOT ESR	
ASK IF NOW TV	
<i>[H110 OR H111 = NOW TV]</i>	
H131	<u>SHOW SCREEN</u> (SP)
A	Does your NOW/NOW TV connection include any Sky Cinema channels?
Yes No Don't know	

ES ONLY NOT ESR	
ASK IF NOW TV	
<i>[H110 OR H111 = NOW TV]</i>	
H131	<u>SHOW SCREEN</u> (SP)
B	And, does your NOW/NOW TV connection include any Sky Sports channels?
Yes No Don't know	

ES ONLY NOT ESR		
ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET [S69 OR S10a OR S67a OR S55a OR S72a = CODE 1]		
H126	SHOW SCREEN	SP
Does your		
[Only Include Platforms received]		
Sky		
Virgin Media		
YouView		
BT TV		
Plusnet		
connection include access to the premium BT Sports channels via your TV set ?		
NOTE: This does not include BT Sport channels that are only available via an app on a tablet or smartphone		
Yes		
No		
Don't know		
FORCE EDIT: IF DK SET TO NO		
ES ONLY NOT ESR		
ASK 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		
PS5		
Other PlayStation		
Xbox		
Xbox 360		
Xbox One / One S / One X		
Xbox Series X/ S		
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	<u>SHOW SCREEN</u> 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	

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 respondent (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]		
P9	Which of the following best describes your (IF RESPONDENT) their (IF NOT RESPONDENT) current working status? 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 IF NOT IN FULL TIME EDUCATION		
<i>[P9 NOT = CODE4]</i>		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full-time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Prefer not to say	SP
FORCE EDIT: SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION' IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 16 THEN SET TAED TO 16 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 17+ THEN SET TAED TO 17-18 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS D/E THEN SET TAED TO 16 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS C2 THEN SET TAED TO 17-18 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS A/B/C1 THEN SET TAED TO 19+ YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 16 YEARS IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C1 THEN SET TAED TO 17-18 YEARS 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 - P9 is Full Time Education (P10 is STILL IN FULL TIME EDUCATION)		
P10a	SHOW SCREEN Is this their term time address? Yes No	SP
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? Yes No Don't know	SP
ASK IF WELSH SPEAKER		
<i>[P11=YES]</i>		
P12	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	SP
ASK IF IN BBC SCOTLAND REGION OTHERWISE GO TO P15a		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP

ASK IF GAELIC SPEAKER		
<i>[P13=YES]</i>		
P14	<u>SHOW SCREEN</u>	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		
<i>(NOTE REMOVED IN ONLINE SCRIPT)</i>		
P15a	<u>SHOW SCREEN</u>	SP
Do you (IF RESPONDENT) they (IF NOT RESPONDENT) have any physical or mental health conditions or illness lasting or expected to last 12 months or more?		
Yes		
No		
Prefer not to say		
ASK IF P15A = YES		
<i>(NOTE REMOVED IN ONLINE SCRIPT)</i>		
P15b	<u>SHOW SCREEN</u>	SP
Do any of your (IF RESPONDENT) their (IF NOT RESPONDENT) conditions or illnesses reduce your (IF RESPONDENT) their (IF NOT RESPONDENT) ability to carry out day-to-day activities?		
Yes – a lot		
Yes – a little		
No at all		
Prefer not to say		

ASK ALL																																
P16	SHOW SCREEN	SP																														
Which of these ethnic groups do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to? White [IF IN ENGLAND] British/English/Welsh/Scottish/Northern Irish [IF IN WALES] Welsh/ English/Scottish/Northern Irish/British [IF IN NI] British/Northern Irish/ English/Welsh/Scottish [IF IN SCOTLAND] Scottish/English/Northern Irish/Welsh/British - Irish - Gypsy or Irish Traveller - Roma - Any other White background (specify) Mixed/multiple ethnic groups - White and Black Caribbean - White and Black African - White and Asian - Any other mixed/multiple background (specify) Asian/Asian British - Indian - Pakistani - Bangladeshi - Chinese - Any other Asian background (specify) Black/Black British/Caribbean/African/ - Caribbean - African background (specify) - Any other Black, Black British or Caribbean background (specify) Any other ethnic background - Arab - Any other ethnic group (specify) Prefer not to say (Code from list to continue)																																
ASK IF ANY OTHER WHITE BACKGROUND AT P16																																
P16a	INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16	SP																														
<table border="0"> <tbody> <tr> <td>Albanian</td> <td>German</td> <td>Russian</td> </tr> <tr> <td>American</td> <td>Greek</td> <td>Serbian</td> </tr> <tr> <td>Australian</td> <td>Hungarian</td> <td>Slovakian</td> </tr> <tr> <td>Brazilian</td> <td>Italian</td> <td>South African</td> </tr> <tr> <td>Bulgarian</td> <td>Latvian</td> <td>Spanish</td> </tr> <tr> <td>Canadian</td> <td>Lithuanian</td> <td>Swedish</td> </tr> <tr> <td>Czech</td> <td>New Zealander</td> <td>Turkish</td> </tr> <tr> <td>Estonian</td> <td>Polish</td> <td>Other</td> </tr> <tr> <td>European</td> <td>Portuguese</td> <td></td> </tr> <tr> <td>French</td> <td>Romanian</td> <td></td> </tr> </tbody> </table>			Albanian	German	Russian	American	Greek	Serbian	Australian	Hungarian	Slovakian	Brazilian	Italian	South African	Bulgarian	Latvian	Spanish	Canadian	Lithuanian	Swedish	Czech	New Zealander	Turkish	Estonian	Polish	Other	European	Portuguese		French	Romanian	
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French	Romanian																															
ASK IF ANY OTHER ASIAN BACKGROUND AT P16																																
P16b	INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16	SP																														
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ES ONLY NOT ESR																																
ASK IF NOT AGED 1, 2 or 3 [AT P3]																																
(P17/18 ASKED AS A SINGLE GRID QUESTIONS AFTER PERSON LOOP IN ONLINE SCRIPT)																																
P17	(RESPONDENT [LOOP 1] ONLY)																															
Intro1	The last questions in this section are about ownership of mobile phones. We want to know about these as some mobile phones, known as smartphones, can be used to access the internet and watch videos or TV programmes.																															

P17	(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)	
Intro2	(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16) Again, I'm going to ask about ownership of a mobile phone. Many children (including a small number of younger children) have their own mobile phone. If you prefer not to answer this question, please say 'Prefer not to say'.	
P17	<u>SHOW SCREEN</u> (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	SP

ES ONLY**ASK IF OWN A MOBILE PHONE****[P17=YES]**

P18	<u>SHOW SCREEN</u> (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	SP
------------	---	----

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

9

Third household section

Third household section

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

ES ONLY NOT ESR		
ASK IF more than one option chosen at H116		
ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED		
H117	<u>SHOW SCREEN</u>	SP
Which is the main language Spoken in your household?		
English Polish Panjabi Urdu Bengali Gujarati Arabic French Chinese Portuguese Spanish Tamil Welsh Gaelic Hindi Other (Specify)		
ASK ALL		
H27	<u>SHOW SCREEN</u>	MP
IF 1 PERSON HOUSEHOLD		
Do you work in any of the following occupations?		
IF 2+ PERSON HOUSEHOLD		
Do you or does any member of your household work in any of the following occupations?		
TV programme production TV broadcasting, planning or scheduling Advertising or media sales for a broadcaster, publisher or online company Journalism for a broadcaster, newspaper, magazine or online publisher For an advertising or media agency For a market research company None of these		
ASK IF 2+ ADULTS IN HOME [P3 >15 OR P4 NOT CODE 1]		
<i>(MODIFIED 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 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 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 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 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> 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 P9 (CODE 1-3) AND RESPONDENT)</i> does <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> did <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (code 4-7))</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> work in? WRITE IN Don't know Prefer not to say
ASK ALL	
H36	What <u>is</u> <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3))</i> <u>was</u> <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))</i> the position held or job title? NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary. WRITE IN Don't know Prefer not to say
ASK ALL	
H37	Are <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> Is <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> Were <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)</i> Was <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND NOT RESPONDENT)</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> self-employed? Yes No Don't know Prefer not to say SP
ASK IF SELF EMPLOYED [H37=YES]	
H38	How many staff <u>do</u> <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> <u>does</u> <i>(IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> <u>did</u> <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3))</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> employ? ENTER NUMERICAL RESPONSE Don't know NUM
ASK ALL	
H39	What jobs <u>do</u> <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> <u>does</u> <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> <u>did</u> <i>(IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))</i> you <i>(IF RESPONDENT)</i> they <i>(IF NOT RESPONDENT)</i> actually do? WRITE IN Don't know Prefer not to say
ASK ALL	
H40	Are <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT)</i> Is <i>(IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT)</i> Were <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT)</i> Was <i>(IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))</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 SP

ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK IF MANAGER/FOREMAN/SUPERVISOR [H40 = YES 9CODE 1 OR 2]		
H42	How many people are (IF CIE IS IN EMPLOYMENT AT P9X AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know	NUM
ASK ALL		
H43	Have you (IF RESPONDENT) Has they (IF NOT RESPONDENT) any qualifications? NOTE: (e.g. apprenticeships, degrees, diplomas, etc. If professional qualification, please give details) WRITE IN Don't know Prefer not to say	
ASK IF CIE IS RETIRED [P9= RETIRED]		
H104	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT You said that you/they are retired. Thinking about your/their sources of income: Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.? Yes No Don't know Prefer not to say	SP
ASK IF CIE IS RETIRED [P9= RETIRED]		
H105	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) If Yes at H104 In addition to this: Do you/they receive any regular income resulting <u>directly</u> from any of your/their <i>[[if widowed at P5]</i> or your/their spouse's] previous jobs, such as an occupational pension or other allowance? Yes No Don't know Prefer not to say	SP

ASK IF CIE IS RETIRED <i>[P9= RETIRED]</i>		
H106	IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) And do you/they receive any other form of regular income from any other source, such as savings or investments? NOTE: if queried, regular income is intended to be any income source regularly received on a weekly or monthly basis Yes No Don't know Prefer not to say	SP
ASK IF NO POSITIVE CLAIM FOR INCOME IN RETIREMENT <i>[NO / DK OR REF TO EACH OF H104-106]</i>		
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 <i>[P9 = UNEMPLOYED OR NOT IN PAID EMPLOYMENT]</i>		
H32	How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for Less than 6 months More than 6 months Don't know Prefer not to say	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS <i>[H32 = LESS THAN 6 MONTHS]</i>		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT). In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In part time paid employment (<8 hours per week) In full time education Don't know Prefer not to say	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS <i>[H32 = MORE THAN 6 MONTHS]</i>		
H34	Is that 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	SP

CODE FOR ALL		
H44	SHOW SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP
PROBABILITY MATRIX		
<i>(FOLLOWING SECTIONS NOT INCLUDED IN ONLINE SCRIPT)</i>		
PM3	Write out subcluster recruitment status (another recruit in subcluster or not). Yes (exit recruitment) No (proceed)	SP
PM1	Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison	
PM2	HH eligible for recruitment based on probability matrix / screens to recruitment (Y/N) IF NOT SELECTED FOR RECRUITMENT GO TO H47 IF SELECTED FOR RECRUITMENT CONTINUE TO W4	
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

SP

How many hours of TV would you say you watch per day, on average?

None

Less than 1 hour

1–3 hours

3–6 hours

6–9 hours

More than 9 hours

Prefer not to say

Don't Know

ASK ALL SELECTED FOR RECRUITMENT WITH WORKING TV [H8>0] AND FOR ANY SET [S3 NOT = STORED AWAY] OR [S2 NOT = WORKING BUT NEVER USED OR PERMANENTLY OUT OF ORDER] OR WATCH TV VIA COMPUTER/TABLET [H72=1]

W3 What is your favourite programme?

SP

WRITE IN

Prefer not to say

Don't Know

W4 This household has been selected for recruitment

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

10

First recruitment section

Main

First recruitment section (main)

ASK STANDALONE ONLY

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

ASK ALL IF SELECTED FOR RECRUITMENT

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

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

SHOW VIDEO

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

IF REC_PROPOSITION_FLAG=2 THEN SHOW VIDEO 2 VIRTUAL METER

Show video
Don't play video (exit recruitment) **GO TO R34**
UNABLE TO SHOW VIDEO GO TO R4U

R3U THOSE UNABLE TO SHOW VIDEO AT R3

CODE REASON FOR NOT SHOWING VIDEO

TECHNICAL ISSUE
INTERVIEW BY PHONE
STREET TOO NOISY
OTHER (SPECIFY)

R4U THOSE UNABLE TO SHOW VIDEO AT R3

READ OUT: We'd like to ask your home to join the BARB National TV Viewing Panel. Usually, I would have played a video to explain about the panel but as I cannot at the moment, here is a summary of the most important points.

- To find out more about their audiences, TV companies ask people like you to take part in their official TV panel.
- To determine who takes part, we randomly select homes in the UK to ensure the panel is truly representative of everyone in the country.
- We want to speak to people from all walks of life, from all ages and backgrounds, including those who watch little or no TV, and even those who don't have a TV set at all.
- We'd like you to take part to reflect the viewing habits of people just like you.
- Moving on to how the panel works. The viewing on ALL TV sets, tablets, computers and smart phones would be measured for everyone in your home.
- To do this, a simple device is attached to each TV set. This identifies who is watching and what is being watched.
- **[REC PROP 1,3]** To collect viewing on tablets, computers and smart phones there is a separate device that is connected directly to your broadband router. Importantly, this ONLY collects information about the programmes being shown from a limited number of entertainment services (such as the BBC iPlayer, ITV Hub, YouTube and Netflix for example).
- **[REC PROP 2]** Viewing on tablets, computers and smart phones is also collected using apps that have been designed to collect the same information. Importantly, these ONLY collect information about the programmes being shown from a limited number of entertainment services (such as the BBC iPlayer, ITV Hub, YouTube and Netflix for example).
- The task is simple. Once on the panel, you will receive regular rewards as a thank you for taking part.
- You can find more information about the BARB viewing panel by visiting our website www.shapingtv.co.uk. The video I would have played you is also available to view there.
- Some of the broadcasters involved include

INTERVIEWER: READ OUT FROM IMAGES

[Routing: Route to appropriate image based on answer given at P16. Codes 1,2,3,4,5,6,7,8,17,18,19 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]

ES ONLY, NOT STANDALONE AND HAVE SEEN THE VIDEO

**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 AND HAVE SEEN VIDEO

**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: Your home will be part of the National TV Viewing Panel Information collected will be used by broadcasters to understand their audience All household members must be committed to taking part (registering themselves when in the room) [REC_PROPOSITION_FLAG=1, 2 OR 3] All television sets in your home and ALL computers (including laptops/work computers, tablets and smartphones) that are capable of connecting to the internet will be measured. TV meters will be attached to each TV set, TV meters identify who is watching and what is being watched. [REC_PROPOSITION_FLAG=1 OR 3] Focal Meter, a small box will be connected to the Broadband router. The Focal Meter only collects viewing information from a limited number of broadcaster services and cannot see anything else that you or your household members do on any other website or app. [REC_PROPOSITION_FLAG=2] Apps will be installed on all computers ((including laptops, tablets and smartphones) Apps only collect viewing information from a limited number of broadcaster services and cannot see anything else that you or your household members do on any other website or app. 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 Once you join the panel, there is no commitment on how long you should stay on the panel. We normally expect people to commit to at least few months, but many stay on for several years 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. All information on joining the panel can be found on www.shapingtv.co.uk 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 intro That's great.
 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.

ASK IF WILLING AT R4 AND INTERVIEW F2F IN-HOME**[R4 = CODE 1 AND SCREENER CVS_OPTIONS = CODE 1 AND CVS_Q01 = CODE 3]****QCV3** But before I carry on, I just wanted to check that you are comfortable for us to continue?Yes **(CONTINUE TO R5)**

No – Participant uncomfortable - Interview rearranged

INTERVIEWER: PLEASE PAUSE THE INTERVIEW, ARRANGE TO RETURN AT A MORE CONVENIENT TIME/SWITCH TO TELEPHONE TO COMPLETE THE INTERVIEW

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	Lord
	Ms	Lady
	Mrs	Reverend
	Mr	Pastor
	Dr	Vicar
	Sir	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.	SP
	Which of these is correct?	
	Age: <display P3 response.	
	Month and Year of birth: <display R8a response>	
	Age	
	Month and Year of birth	

IF AGE IS CORRECT RE ENTER R7a

IF MONTH AND YEAR OF BIRTH IS CORRECT FORCE P3 BASED ON R7a

ASK FOR ALL UNDER 16 IN 1 ADULT HH		
R38a	As this person is under 16, we require consent from a parent or guardian for them to join the BARB panel INTERVIEWER: PLEASE INDICATE IF CONSENT HAS BEEN PROVIDED FOR THIS CHILD BY A PARENT OR GUARDIAN WHO IS AVAILABLE AT THE TIME OF THE INTERVIEW Yes – Consent provided No – Parent or guardian not available, revisit needed to obtain consent No – Consent not given (Exit Recruitment) 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	SP
INTERVIEWER PLEASE CODE:		
Is this person present in the room and have they been participating in the questionnaire and recruitment?		
By this we mean has the person:		
• Been listening to the questions? • Watched the video / looked at the printed materials? • Commented on any aspect of the interview? • Given answers to any of the questions		
Yes		
No		

End of recruitment person loop

Start of recruitment computer loop

ASK FOR ALL COMPUTERS IDENTIFIED AT H51

FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4

ASK IF H51>0

R13 intro **GROUP1 - HH WITH 1 COMPUTER [IF H51=1 AND H101 =0]:**
I'd now like to ask some questions about the computer in your household

GROUP2 - HH WITH 1 TABLET [IF H51=1 AND H101 =1]:
I'd now like to ask some questions about the tablet in your household

GROUP3 - HH WITH 2+ DEVICES AND ALL ARE TABLETS [IF H51>1 AND H101=H51]:
TABLET 1:
I'd now like to ask some questions about each of the tablets in your household. Starting with the first one...

TABLET 2, 3, 4 ETC.
Now thinking about your second, third, fourth tablet...

GROUP4 - HH WITH 2+ COMPUTERS/TABLETS [IF NOT GROUP 1,2 OR 3 AND H51>1]:
COMPUTER 1:
I'd now like to ask some questions about each of the computers / tablets in your household. Starting with the first one...

COMPUTER/TABLET 2, 3, 4 ETC.
Now thinking about your second, third, fourth computer/tablet...

ASK IF GROUP1 OR GROUP4

R13 **SHOW SCREEN** SP

Which of the following best describes this computer?

Tablet [ONLY SHOW IF GROUP4]
Laptop or Notebook computer
Desktop computer
Other (please specify)
Don't know

ASK FOR ALL COMPUTERS AT H51

R16 **SHOW SCREEN** SP

Which of the following best describes this tablet [IF R13=TABLET OR IF GROUP 2 OR 3] / computer [IF GROUP 1 OR GROUP 4 AND R13 NOT EQUAL TO TABLET]?

In use
Normally in use but temporarily out of order
Not in use but in working order
Permanently out of order
Don't know

ASK FOR ALL COMPUTERS AT H51 EXCLUDING 1 PERSON HH

R40 **SHOW SCREEN** MP

Which of the household members you have mentioned is the main user of this tablet [IF R13=TABLET OR IF GROUP 2 OR 3] / computer [IF GROUP 1 OR GROUP 4 AND R13 NOT EQUAL TO TABLET]?

Person 1
Person 2
Person 3
Till 9
Don't know

LIST HOUSEHOLD MEMBERS BY PERSON NUMBER AND NAME

End of recruitment computer loop

Start of contact section

ASK ALL	
R18 intro	Thank you for your answers so far – I just have few more questions for you today. The next section is about collecting your 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 preferably a mobile phone number, if possible, that we can easily reach you. IF FOCAL METER HOME, INTERVIEWER: SHOW THE PRE-INSTALLATION FORM BY CLICKING ON 'FURTHER INFORMATION' We would also like to collect an email address. We will use this to send you a pre-installation form for you to register all the devices that connect to your household broadband. NON-FOCAL METER HOMES We would also like to collect an email address. We will use this to send you a pre-installation form for you to register all your devices.

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

Tel No 1 TEL SAMPLE

TEL SAMPLE ONLY		
R18d	SHOW SCREEN	SP
Can I check that the telephone number we previously called you on is still valid for this household?		
Display number		
Yes (go to R20a)		
No (re-enter number at R19b)		
TEL SAMPLE ONLY		
ASK IF R18d = NO		
R19b	In that case can you give me a telephone number that can be used to contact you? Please include the area code.	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
WRITE IN		
Prefer not to say – (go to R19c)		
TEL SAMPLE ONLY		
ASK IF R19b = PREFER NOT TO SAY		
R19c	Unfortunately, as we need to be able to contact all our panel member by phone we do need a telephone number. Are you willing to provide a telephone number to us?	SP
Yes (go to R19b)		
No (exit recruitment) - (go to R32)		
TEL SAMPLE ONLY		
ASK IF TELEPHONE NUMBER PROVIDED AT R19c		
R18c3	To make sure that I've correctly entered the number, can I ask you give it to me again?	NUM
NOTE: Enter area code or mobile prefix and do not leave a space between any numbers		
WRITE IN (if different from R19b go to R19d2, else go to R20a)		
TEL SAMPLE ONLY		
ASK IF R18c3 DOES NOT MATCH R19b		
R19d2	SHOW SCREEN	SP
The two numbers I entered are different. Can I check which of these is the correct number?		
No 1 – from R19b		(go to R20a)
No 2 – from R18c3		(go to R20a)
Neither		(return to R19b)
Both		(go to R35a)

Tel No 2

ASK IF R18e / R19d1 / R19d2 NOT = BOTH		
R20a	And just in case we have a problem contacting you, do you have an alternative mobile [IF LANDLINE IS PROVIDED AT R19a] number that we can use?	SP
	Yes (go to R20b)	
	No (go to R36)	
ASK IF R20a = YES		
R20b	What is this Telephone number, including the area code?	NUM
	NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
	WRITE IN	
ASK IF R20a=YES		
R20c	Again, to make sure that I've correctly entered the number, can I ask you give it to me again?	NUM
	NOTE: Enter area code or mobile prefix and do not leave a space between any numbers	
	WRITE IN (if different from R20b go to R20d)	
ASK IF R20b DOES NOT MATCH R20c		
R20d	SHOW SCREEN	MP
	The two numbers I entered are different. Can I check which of these is the correct number?	
	No 3 – from R20b (go to R35a)	
	No 4 – from R20c (go to R35a)	
	None (return to R20b – allow 2 iterations then go to R36)	
	Both (go to R35b)	

BEST NUMBER/TIME

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

EMAIL**(Same set of questions asked at Continuation of Section 9 (ES))**

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 other household members and the television channels you watch as part of BARBs research is dealt with by additional research agencies working on behalf of BARB, including RSMB and Kantar Media. The information which is published is anonymised. Your name and address and your participation in the BARB service is not disclosed to any other person or organisation. Please confirm you are willing for your details to be passed on to BARB commissioned agencies including Kantar Media and RSMB for the purpose of joining the BARB panel? NOTE: this confirms agreement to participate from all HH members Yes: agree to join the BARB panel No: do not agree - (exit recruitment) GO TO R34 Revisit necessary	SP
ASK IF R10 = NO FOR ANY ADULT HH MEMBER AND R22 NOT 'REVISIT NECESSARY'		
R23	INTERVIEWER: NOT ALL ADULT HH MEMBERS WERE CODED AS PRESENT AND PARTICIPATED AT R10. PLEASE CONFIRM THAT THIS IS A PROPER RECUITMENT 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 PARTICIPANTIS 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 and all your household members 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 READ OUT AND CODE ALL THAT APPLY IN THE CHECKLIST BELOW Let me double check that I went through all the below with you: Shown video of panel task Explained the incentives offered for taking part Left recruitment materials Explained that all TVs, computers/work laptops, 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/work laptops, 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, computer or smartphone is done automatically by the focal meter [REC_PROPOSITION_FLAG=1 OR 3] Explained that registering viewing on a tablet, computer i or smartphone is done by-the app [REC_PROPOSITION_FLAG=2] Once you join the panel, there is no commitment on how long you should stay on the panel. Explained telephone call from Ipsos MORI to confirm participation Ipsos MORI Validation Team Freephone number saved on participant's phone All information on joining the panel can be found on www.shapingtv.co.uk	MP

ASK IF R18b / R19c= NO

R32	INTERVIEWER: PLEASE CODE MAIN REASON FOR REFUSAL IF STATED	SP
	No telephone in home Doesn't want to give out number No reason given Other (specify)	

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	(SP)
	Other	
	Don't know	
	Prefer not to say	

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

ASK ALL 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	

EMAIL

ES ONLY		
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 IF R21A = YES		
R21c	Can you confirm this is the correct email address?	SP
	Yes (correct email address)	
	No	
IFNO RE-ENTER R21B		
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? 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.	SP
	Yes	
	No	
ES ONLY NOT ESR		
ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT		
H118	Thank you. BARB also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK. We understand that you would prefer not to be recontacted on behalf of BARB generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part.	SP
	Yes	
	No	
	Not Asked <i>[Extra code for interviewers who don't ask this question based on a very definite No at H50]</i>	

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 Our standard incentives are being provided as a digital 'e-voucher' code. **SP**
NTIV [IF EMAIL ADDRESS COLLECTED AT R21A/B/C] This can be sent using the email address you
E4 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]

ES ONLY – ASK IF INCENTIVE 4 = GIFT CARD

INCE INTERVIEWER: Please enter the serial number of the gift card for activation.
NTIV ENTER THE LAST 8 DIGITS ON THE BACK OF THE GIFT CARD YOU'RE GIVING TO PARTICIPANT
E2 <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 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

11

Second recruitment section

Recall

Second recruitment section (Recall) (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 intro During the main interview we weren't able to confirm the date of birth for all household members:

IF ONE PERSON WITH MISSING DOB DETAILS

There is 1 person that we still need details for

IF 2+ PEOPLE WITH MISSING DOB DETAILS

There are <no of people with DK at R7a> people that we still need details for

DISPLAY FOR ALL: TITLE FORENAME SURNAME AGE (from P3 or P4)

As a potential BARB panel member, we require a date of birth for everyone in the household. Are you able to provide a date of birth to us?

Yes

No (exit recruitment) - (go to R34)

ASK IF YES AT R30b

R30	LOOP FOR PERSON 2-9 (RECORD PERSON NO)	SP
	Can you tell me the month and year they were born?	
	Jan May Sep	
	Feb Jun Oct	
	Mar Jul Nov	
	Apr Aug Dec	
	Don't Know	
	YYYY	NUM
	Don't know	

IF R30 = DK

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

R27	INTERVIEWER NOTE: PLEASE CONFIRM THAT ALL ADULT HOUSEHOLD MEMBERS HAVE:	SP
	1. SEEN THE RECRUITMENT BOOKLET (HELP SHAPE THE FUTURE OF TV) AND	
	2. SEEN THE RECRUITMENT INFORMATION NOTICE (HOW WE USE YOUR PERSONAL DATA), AND	
	3. HAVE AGREED TO PARTICIPATE ON THE BARB TV VIEWING PANEL	
	Yes	
	No (exit recruitment) - (go to R34)	

ASK IF R38a was a Revisit needed during main interview		
R39_i nro	During the main interview we weren't able to confirm the consent for all children in the household to join the BARB panel: IF ONE CHIL WITH MISSING CONSENT There is 1 child who we still need consent for IF 2+ PEOPLE WITH MISSING DOB DETAILS There are <no of people with REVISIT at R38a> children who we still need consent for DISPLAY FOR ALL: TITLE FORENAME SURNAME (from P3 or P4) As a potential BARB panel home, we require adult or guardian consent on behalf of all children in the household.	
LOOP FOR EACH CHILD		
ASK IF R38a was a Revisit needed during main interview		
R39a	Has a parent or guardian given consent for [CHILD DETAILS] to join the BARB panel? Yes No (exit recruitment) - (go to R34)	SP
LOOP FOR EACH CHILD		
ASK IF R38a was a Revisit needed during main interview		
R39b	Who is the person in this HH who has given consent for [CHILD DETAILS] to join the BARB panel? LIST ADULTS IN HOME	SP
ASK ALL REQUIRING REVISIT/RECALL		
R29	CHECK RESPONDENT ADDRESS: Can you confirm your address for me please? OUTPUT ADDRESS FROM ECS CORRECT ADDRESS INCORRECT ADDRESS (WRITE IN)	SP VERB
R29 exit (from R24 intro)	INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS VALIDATION PROCESS: You will be contacted by telephone by Ipsos MORI in the next few days to confirm the details provided and that you have agreed to participate on the panel NOTE: If not already done so please ask the participant if they are willing to save 'Ipsos MORI Validation Team' as a contact on their mobile phone. The number is <u>020 3602 0717</u>– 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 <u>020 3602 0717</u> INSALLATION 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

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 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)	SP

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

ASK ALL		
ACCOMP	Were you accompanied by supervisor for this interview? Yes (Write in name of accompanier) No	SP
ASK ALL		
LANGXA	Was this interview carried out in any language other than English? Yes No	SP
IF YES AT LANGXA		
LANGXB	In which language was this interview conducted? Arabic Bengali Chinese French German Greek Guajarati Polish Punjabi Russian Hindi Igbo Italian Spanish Sylheti Turkish Urdu Welsh Other (WRITE IN)	SP
ASK ALL		
COM MSYN	Do you have any comments relevant to this interview (not the survey itself) that the field office or validation team should be made aware of? Yes (enter verbatim) No	SP
ASK ALL		
INTLOC	Where was this interview conducted? At the doorstep Inside the home Other (Please state)	SP
Standalone and ESR Sample Only		
Interview Mode	How was this interview administered? 1. Face to Face 2. Online screen-share interview 3. Telephone	SP

END OF CLOSE OUT QUESTIONS