

**Jan 2024**

# **Questionnaire**

**Establishment Survey**



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## Version Control

Changes included in this version:

| Item/<br>Question | Description                                                                                              |
|-------------------|----------------------------------------------------------------------------------------------------------|
| H110b             | New question <b>reworded again</b> for Discovery+ from bundle TV package and routing instruction updated |
| H110c             | New question for Paramount+ from bundle TV Package                                                       |
| H110 + H111       | Name change for ‘Xbox Live’ to ‘Xbox Live/Xbox Network’                                                  |
| BT TV             | Changed to EE TV (formerly BT TV)                                                                        |
| H152a             | Bill payer/subscribe of Disney+                                                                          |
| H152              | Ad-tier question for Disney+                                                                             |

## 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

|                                                                                                                                                                                                                  |                                                                                                                                                                                                                    |                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| <b>ES ONLY</b>                                                                                                                                                                                                   |                                                                                                                                                                                                                    | <b>(NOT PART OF ONLINE SCRIPT)</b> |
| <b>ASK ALL</b>                                                                                                                                                                                                   |                                                                                                                                                                                                                    |                                    |
| <b>SN6</b>                                                                                                                                                                                                       | IS THIS AN INTERVIEW AT A SINGLE HOUSEHOLD OR A MULTIHOUSEHOLD ADDRESS?                                                                                                                                            | SP                                 |
|                                                                                                                                                                                                                  | Single HH<br>Multi HH                                                                                                                                                                                              |                                    |
| <b>ES ONLY</b>                                                                                                                                                                                                   |                                                                                                                                                                                                                    | <b>(NOT PART OF ONLINE SCRIPT)</b> |
| <b>ASK IF MULTI HH ADDRESS</b><br>[SN6= Multi HH]                                                                                                                                                                |                                                                                                                                                                                                                    |                                    |
| <b>XMH0</b>                                                                                                                                                                                                      | 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                         |
| <b>ES ONLY</b>                                                                                                                                                                                                   |                                                                                                                                                                                                                    | <b>(NOT PART OF ONLINE SCRIPT)</b> |
| <b>ASK IF SELF CONTAINED DWELLING</b><br>[XMH0=CODE 1]                                                                                                                                                           |                                                                                                                                                                                                                    |                                    |
| <b>XMH1</b>                                                                                                                                                                                                      | 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                         |
| <b>ES ONLY</b>                                                                                                                                                                                                   |                                                                                                                                                                                                                    | <b>(NOT PART OF ONLINE SCRIPT)</b> |
| <b>ASK IF SHARED AMENITIES DWELLING</b><br>[XMH0=CODE 2]                                                                                                                                                         |                                                                                                                                                                                                                    |                                    |
| <b>XMH2</b>                                                                                                                                                                                                      | 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                         |
| <b>NOTE: any dwellings which share any common living or dining spaces (including a table in the kitchen) should not be coded as multi-households.</b>                                                            |                                                                                                                                                                                                                    |                                    |
| <b>ES ONLY</b>                                                                                                                                                                                                   |                                                                                                                                                                                                                    | <b>(NOT PART OF ONLINE SCRIPT)</b> |
| <b>ASK IF OTHER TYPE OF MULTI HOUSEHOLD ADDRESS</b><br>[XMH0, XMH1 OR XMH2 = OTHER]                                                                                                                              |                                                                                                                                                                                                                    |                                    |
| <b>XMH3</b>                                                                                                                                                                                                      | Please give full details why this address is a multi-household.                                                                                                                                                    |                                    |
| <b>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.</b> |                                                                                                                                                                                                                    |                                    |
|                                                                                                                                                                                                                  | WRITE IN                                                                                                                                                                                                           |                                    |
| <b>ES ONLY</b>                                                                                                                                                                                                   |                                                                                                                                                                                                                    | <b>(NOT PART OF ONLINE SCRIPT)</b> |
| <b>ASK IF XMH3 IS NOT ASKED</b><br>[XMH1 = CODE 1-2 or XM2 = CODE 1-3]                                                                                                                                           |                                                                                                                                                                                                                    |                                    |
| <b>XMH4</b>                                                                                                                                                                                                      | Are there any further details you can provide as to why this address is a multi-household?                                                                                                                         |                                    |
|                                                                                                                                                                                                                  | WRITE IN                                                                                                                                                                                                           |                                    |

## Introduction

| INCENTIVE ES ONLY IN LONDON |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ASK ALL                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Pre-intro                   | IF PART OF CONTROL SAMPLE (CODE 1):<br>INTERVIEWER: this is to confirm that this address is control sample.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Incentive info              | IF PART OF CONDITIONAL SAMPLE (CODE 3) AND NOT MHH<br>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.<br><br>IF PART OF CONDITIONAL SAMPLE (CODE 3) AND MHH<br>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 interviewer working on behalf of Barb. If not done so already you should use the following as your verbal introduction to respondents:<br><br><i>“Good morning/afternoon/evening. My name is.... from Ipsos, 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><br><br>PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER:<br>[JOINT] HEAD OF HOUSEHOLD<br>[JOINT] HOUSEPERSON<br>THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.<br><br>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                                                                         | <p>NOTE: It is very important that you introduce yourself as an Ipsos interviewer working on behalf of Barb. If not done so already you should use the following as your verbal introduction to respondents:</p> <p><i>“Good morning/afternoon/evening. My name is.... from Ipsos, 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></p> <p><i>We have previously spoken to &lt;NAME&gt; on the telephone about your home joining Barb TV panel.</i></p> <p><i>The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “</i></p> <p>PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER:<br/>[JOINT] HEAD OF HOUSEHOLD<br/>[JOINT] HOUSEPERSON<br/>THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.</p> <p>INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.</p> <p>IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.</p> |                             |
| Please confirm who you are speaking to                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SP                          |
| Named individual                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             |
| Other household member (named individual is <b>not available</b> )                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             |
| Other household member (named individual is <b>not known</b> ) – (exit interview) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             |

| ESR SAMPLE ONLY         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | (NOT PART OF ONLINE SCRIPT) |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| ESR INTRO               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                             |
| ESR Intro               | <p><b>NOTE:</b> It is very important that you introduce yourself as an Ipsos interviewer working on behalf of Barb. If not done so already you should use the following as your verbal introduction to respondents:</p> <p><i>“Good morning/afternoon/evening. My name is.... from Ipsos, an independent market research company.</i></p> <p><i>We have previously completed an interview with &lt;NAME&gt; (on &lt;DATE&gt;) about TV programmes and the equipment in your home.</i></p> <p><i>This survey was for Barb; the main source of television audience information in the UK.</i></p> <p><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></p> <p><b>PLEASE ASK IF THE NAMED HOUSEHOLD MEMBER IS AVAILABLE TO SPEAK TO.</b></p> <p><b>IF THEY ARE AVAILABLE PLEASE CONFIRM THAT THEY ARE AGED 16+ AND FITS THE DEFINITION OF EITHER:</b></p> <p style="padding-left: 40px;">[JOINT] HEAD OF HOUSEHOLD</p> <p style="padding-left: 40px;">[JOINT] HOUSEPERSON</p> <p style="padding-left: 40px;">THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.</p> <p><b>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.</b></p> <p><b>INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.</b></p> <p><b>IF THE NAMED INDIVIDUAL IS NOT KNOWN WITHIN THE HOME THEN DO NOT INTERVIEW.</b></p> |                             |
|                         | <p>Please confirm who you are speaking to</p> <p style="padding-left: 40px;">Named individual</p> <p style="padding-left: 40px;">Other household member (named individual is <b>not available</b>)</p> <p style="padding-left: 40px;">Other household member (named individual is <b>not known</b>) – (exit interview)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 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                | <p>Can I ask you to confirm that I have your correct address details?</p> <p>DISPLAY ADDRESS FROM ECS INCLUDING MHH DESCRIPTION</p> <p style="padding-left: 40px;">Yes</p> <p style="padding-left: 40px;">No – amend address</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SP                          |

# 2

## **Intro & Attitudinal Questions**

## Intro and attitudinal questions

| ASK ALL EXCEPT ESR |                                                                                                                                 |    |                        | (NOT INCLUDED IN ONLINE SCRIPT)                      |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------|----|------------------------|------------------------------------------------------|
| <b>H1</b>          | <b>SHOW CARD</b>                                                                                                                |    |                        | 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) |
| <b>H2</b>          | <b>SHOW CARD</b>                                                                                                                |    |                        |                                                      |
| <b>Intro</b>       | How much do you agree or disagree with each of the following statements?                                                        |    |                        |                                                      |
| <b>H2</b>          | Watching TV is my main leisure activity                                                                                         |    |                        | SP                                                   |
| <b>H4</b>          | I always make sure I have the latest TV technology                                                                              |    |                        | SP                                                   |
| <b>H5</b>          | I tend to structure my evening's activity around watching the TV                                                                |    |                        | SP                                                   |
| <b>H123</b>        | The quality of TV programming needs to be improved                                                                              |    |                        | SP                                                   |
|                    | I agree strongly<br>I agree slightly<br>I neither agree or disagree<br>I disagree slightly<br>I disagree strongly<br>Don't know |    |                        |                                                      |

**3**

# **First Household Section**

## First household section

|                                                                          |                                                                                                                                                                                                                 |                                                                           |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <b>ASK ALL</b>                                                           |                                                                                                                                                                                                                 | (ONLINE SCRIPT HAS INTRO REMOVED AND AMENDED WORDING)                     |
| <b>H8 intro</b>                                                          | Now I would like to ask you about your household's television equipment and how you receive your television channels...                                                                                         |                                                                           |
| <b>H8</b>                                                                | First of all, how many TV sets are there in your household?<br>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<br>DK/Prefer not to say                                                                                                                                                          | THANK AND CLOSE                                                           |
| <b>ASK IF H8=DK/REF</b>                                                  |                                                                                                                                                                                                                 | (ONLINE SCRIPT IS UNCHANGED)                                              |
| <b>H8 TERM</b>                                                           | <b>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?</b>                                      |                                                                           |
|                                                                          | SP                                                                                                                                                                                                              |                                                                           |
|                                                                          | Yes – Terminate interview (go to)<br>No – Go back to H8                                                                                                                                                         |                                                                           |
| <b>ASK IF ANY SETS IN HOME[H8&gt;0]</b>                                  |                                                                                                                                                                                                                 | (ONLINE SCRIPT HAS AMENDED INTRO AND H130a REPLACES H64-66, H112 AND H68) |
| <b>H64 intro</b>                                                         | <b>SINGLE SET:</b><br>I'd now like to ask about the ways that your household is able to receive TV programmes...                                                                                                |                                                                           |
|                                                                          | <b>2+ SETS:</b><br>I'd now like to ask about the ways that your household is able to receive TV programmes on any TV set...                                                                                     |                                                                           |
| <b>ROTATE QUESTIONS: H64, H65, H66 (CREATE VARIABLE TO REPORT ORDER)</b> |                                                                                                                                                                                                                 |                                                                           |
| <b>ASK IF ANY SETS IN HOME [H8&gt;0]</b>                                 |                                                                                                                                                                                                                 | (NOT USED IN ONLINE SCRIPT)                                               |
| <b>H64</b>                                                               | Do you receive TV programmes from Virgin Media or any other cable TV supplier?<br>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<br>No                                                                                                                                                                                                       |                                                                           |
| <b>ASK IF CABLE IN HOME [H64=1]</b>                                      |                                                                                                                                                                                                                 | (FOLLOWS H130a IN ONLINE SCRIPT)                                          |
| <b>H127</b>                                                              | Do you pay a monthly subscription for your Virgin Media or other cable TV service?                                                                                                                              | SP                                                                        |
|                                                                          | Yes<br>No<br>Don't know                                                                                                                                                                                         |                                                                           |
| <b>ASK IF ANY SETS IN HOME [H8&gt;0]</b>                                 |                                                                                                                                                                                                                 | (NOT USED IN ONLINE SCRIPT)                                               |
| <b>H65</b>                                                               | Do you receive TV programmes using a satellite dish on the outside of your home? For example, Freesat or Sky<br>Note: this would include any communal systems sometimes used in flats. This excludes Sky Glass. | SP                                                                        |
|                                                                          | Yes<br>No                                                                                                                                                                                                       |                                                                           |
| <b>ASK IF ANY SETS IN HOME [H8&gt;0]</b>                                 |                                                                                                                                                                                                                 | (NOT USED IN ONLINE SCRIPT)                                               |
| <b>H66</b>                                                               | Do you receive TV programmes using a TV aerial? This could include Freeview (in NI only) or Saorview<br>Note: This could be fixed on the outside of your home or be an indoor or set-top aerial                 | SP                                                                        |
|                                                                          | Yes<br>No                                                                                                                                                                                                       |                                                                           |

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

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

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

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

|                                                                                                                                               |                                    |                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--------------------------------------------------------------|
| <b>ASK ALL</b>                                                                                                                                |                                    | <b>(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)</b> |
| <b>H51</b>                                                                                                                                    | <b>IF NO COMPUTER CLAIM AT H68</b> | NUM                                                          |
| How many computers or tablets, if any, does your household have?                                                                              |                                    |                                                              |
| <b>IF COMPUTER CLAIM AT H68</b>                                                                                                               |                                    |                                                              |
| 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 <b>not</b> mobile phones. |                                    |                                                              |
| WRITE IN (0-99)                                                                                                                               |                                    |                                                              |
| <b>FORCE EDIT: SET REF AND DK TO 0</b>                                                                                                        |                                    |                                                              |

|                                                         |                                                   |                                                              |
|---------------------------------------------------------|---------------------------------------------------|--------------------------------------------------------------|
| <b>ASK IF ANY COMPUTER OR TABLET CLAIMED [H51&gt;0]</b> |                                                   | <b>(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)</b> |
| <b>H101a</b>                                            | <b>IF H51=1</b> Is this a tablet?                 | SP                                                           |
| Yes                                                     |                                                   | Set H101 to 01                                               |
| No                                                      |                                                   | Set H101 to 00                                               |
| Don't know                                              |                                                   | Set H101 to 00                                               |
| <b>H101</b>                                             | <b>IF H51&gt;1</b> How many of these are tablets? | NUM                                                          |
| WRITE IN (0-99) (0-Max value of H51)                    |                                                   |                                                              |
| Don't know                                              |                                                   |                                                              |
| <b>FORCE EDIT: SET REF AND DK TO 0</b>                  |                                                   |                                                              |

|                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                             |                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <b>ASK IF H115 OR H114 = WIFI BROADBAND ROUTER OR COMPUTER/TABLET WITH 3G/4G/5G AND H51 = 0</b>                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                             | <b>(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)</b> |
| <b>H128</b>                                                                                                                                                                                                                                                                                                                          | 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)<br>TV that connects to the internet<br>Games console (e.g. PlayStation, Xbox, etc)<br>For guests or visiting family use<br>For future tablet/computer purchase<br>I don't use it – It came as part of a phone/TV package<br>There is a computer or tablet in the household [Loop back to H51] [SP]<br>Other (specify) |                                                                                                                                                                                                                                             |                                                              |

|                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>ASK IF ANY COMPUTER OR TABLET CLAIMED [H51&gt;0]</b>      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <i>(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>H72</b>                                                   | <p><b>IF H101=0 AND H51=1 (single device; no tablet claimed)</b><br/>Thinking about your computer; do you, or does anyone in your household, ever use this computer to watch TV programmes?</p> <p><b>IF H101=1 AND H51=1 (single device; tablet claimed)</b><br/>Thinking about your tablet; do you, or does anyone in your household, ever use this tablet to watch TV programmes?</p> <p><b>IF H101=0 AND H51&gt;1 (multiple devices; no tablets claimed)</b><br/>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?</p> <p><b>IF H101&gt;1 AND H51=H101 (multiple devices; all tablets claimed)</b><br/>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?</p> <p><b>IF H101&gt;1 AND H51&gt;H101 (multiple devices; computers and tablets claimed)</b><br/>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?</p> <p><b>NOTE: please include any viewing on YouTube</b></p> <p>Yes<br/>No</p> |
|                                                              | SP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

|                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>ASK IF 2+ COMPUTERS/TABLETS IN HH AND COMPUTER/TABLET USED TO WATCH TV [H51&gt;1 AND H72 = YES]</b>                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <i>(COMPUTERS/TABLETS SECTION MOVED UP IN ONLINE SCRIPT)</i>                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>H73</b>                                                                                                                           | <p><b>IF H101=0 AND H51&gt;1 (multiple devices; no tablets claimed)</b><br/>And how many of these computers do you, or does anyone in your household, use to watch television programmes?</p> <p><b>IF H101&gt;1 AND H51=H101 (multiple devices; all tablets claimed)</b><br/>And how many of these tablets do you, or does anyone in your household, use to watch television programmes?</p> <p><b>IF H101&gt;0 AND H51&gt;H101 (multiple devices; computers and tablets claimed)</b><br/>How many of these computers and tablets do you, or does anyone in your household, use to watch television programmes?</p> <p><b>NOTE: please include any viewing on YouTube</b></p> <p>WRITE IN (0-Max value of H51)</p> |
|                                                                                                                                      | NUM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <i>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]</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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



|                                                       |    |
|-------------------------------------------------------|----|
| ES ONLY NOT ESR                                       |    |
| ASK IF H110 answered "Disney+"                        |    |
| SHOW SCREEN OR READ OUT ALL OPTIONS                   | SP |
| H152a. Are you the bill payer/subscriber for Disney+? |    |
| Yes                                                   |    |
| No                                                    |    |

|                                                                                      |    |
|--------------------------------------------------------------------------------------|----|
| ES ONLY NOT ESR                                                                      |    |
| ASK IF H110 answered "Disney+"                                                       |    |
| SHOW SCREEN OR READ OUT ALL OPTIONS                                                  | SP |
| H152. Do you know which of the following subscription packages you have for Disney+? |    |
| INTERVIEWER PLEASE USE SHOWCARD TO EXPLAIN OPTIONS                                   |    |
| Standard with Adverts                                                                |    |
| Standard                                                                             |    |
| Premium                                                                              |    |
| Don't know/Not Sure                                                                  |    |

# 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 1 <sup>st</sup> TV: Talking about your <b>main set</b> only, which is located in the <<INSERT S3 RESPONSE>>. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |
| FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2 <sup>nd</sup> /3 <sup>rd</sup> set...” ETC AS APPLICABLE            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |
| REPEAT THE FOLLOWING QUESTIONS FOR ALL SETS AT H8                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |
| ASK FOR ALL SETS                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |
| (RESPONSES REDUCED IN ONLINE SCRIPT)                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |
| S3 intro                                                                                                        | <p>IF 1 set: Going back to ask about the television set in your home</p> <p>If 2+ valid sets: Going back to ask about the television sets in your home.</p> <p>Thinking of each television set in turn and starting with the one that you, and your household, watch most often...</p> <p>2+ SET: Now thinking of your &lt;second, third, fourth etc...&gt; TV set</p>                                                                                                                                                                    |    |
| S3                                                                                                              | <p><b>SHOW SCREEN</b></p> <p>In which room in your house is this TV set?</p> <p>Main living room</p> <p>Kitchen (which is not the main living room)</p> <p>Adult's bedroom (which is not the main living room)</p> <p>Child's bedroom (0-15) (which is not the main living room)</p> <p>Other bedroom</p> <p>Second living/dining room</p> <p>Study/office</p> <p>TV room</p> <p>Conservatory</p> <p>Attic or loft room</p> <p>No specific location/frequently moved</p> <p>Stored away</p> <p>Other (WRITE IN)</p> <p>(END SET LOOP)</p> | SP |
| ASK FOR ALL SETS (EXCLUDING STORED AWAY) [S3 NOT = STORED AWAY]                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |
| S81                                                                                                             | <p>What is the screen size in inches? By that I mean the diagonal measurement across the screen</p> <p>Under 20"</p> <p>20-29"</p> <p>30-39"</p> <p>40-49"</p> <p>50-59"</p> <p>60" and over</p> <p>Don't know</p>                                                                                                                                                                                                                                                                                                                        | SP |

**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

**INTERVIEWER NOTE: THIS DOES NOT INCLUDE SKY GLASS**

**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~~ **EETV (formerly BT TV)?** SP

**IF ~~BT TV~~ **EETV** 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~~ **EETV (formerly BT TV)?**

**IF ~~BT TV~~ **EETV** IS CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH**

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

Yes

No

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

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

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

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

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

Does this set receive TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or wirelessly (including Mirroring/Chromecast) ?

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

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

Yes

No

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

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

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

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

Is this a smart TV (including Sky Glass TV) set which receives TV programmes using its own connection to the internet?

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

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

Yes

No

**ASK IF 1+ SET****IF YES AT S58A**

**S58B** Is this a Sky Glass TV? **SP**

Yes

No

Further information

**ASK IF 1+ SET****IF YES AT S58B****FOR SECOND+ SKY GLASS TVS USE RESPONSE FROM FIRST SET**

**S58C** Do you have a Sky subscription with this Sky Glass TV? **SP**

Yes

No

**LIMIT ASKING BOUT SKY GLASS/STREAM PUCK SUBSCRIPTION TO ONE OCCASION AS THIS IS A HH LEVEL CLASSIFICATION APPLIED TO ELIGIBLE SETS**

|                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF 1+ SET<br/>H8&gt;=1</b>                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |
| <b>S74a</b>                                                                                                                                                      | <p>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, Sky Stream device Puck</p> <p><b>IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET IS THE ONLY PLATFORM CLAIM AT HH</b><br/> <b>H68= STB OR DEVICE (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</b></p> <p>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, Sky Stream device?</p> <p><b>IF STB OR OTHER DEVICE THAT CONNECTS TO INTERNET CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br/> <b>H68= STB OR DEVICE AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</b></p> <p>Yes<br/>No</p> | SP |
| <b>ASK IF YES AT S74A</b>                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |
| <b>S74B</b>                                                                                                                                                      | <p>Is this a Sky Stream device?</p> <p>Yes<br/>No<br/>Further information</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | SP |
| <b>ASK IF YES AT S74B<br/>FOR SECOND+ SKY GLASS TVS USE RESPONSE FROM FIRST SET</b>                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |
| <b>S74C</b>                                                                                                                                                      | <p>Do you have a Sky subscription with this Sky Stream device?</p> <p>Yes<br/>No</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SP |
| <b>ASK IF 1+ SET<br/>H8&gt;=1</b>                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |
| <b>S59a</b>                                                                                                                                                      | <p>Can you confirm that this set receives TV programmes from another supplier: &lt;H68 Other&gt;?</p> <p><b>IF OTHER TV SUPPLIER IS THE ONLY PLATFORM CLAIM AT HH</b><br/> <b>H68= OTHER (ONLY) AND H64 = NO, H65 = NO AND H66 = NO, AND H112 = NONE OF THESE</b></p> <p>Does this set receive TV programmes from another supplier: &lt;H68 Other&gt;?</p> <p><b>IF OTHER TV SUPPLIER CLAIMED AT HH AND 1+ OTHER PLATFORM ALSO CLAIMED OR NO PLATFORMS CLAIMED AT HH</b><br/> <b>H68=OTHER AND (H64 OR H65 OR H66 = YES OR H112 NOT NONE OF THESE OR H68 = ANY OTHER CLAIM)</b></p> <p>Yes<br/>No</p>                                                                                                                                                                                                                                                                        | SP |
| <b>CABLE / SATELLITE / A TV AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66</b>                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |
| <b>ASK IF AT LEAST ONE PLATFORM CLAIMED ON SET</b><br><b>[S9A OR S10A OR S11A OR S55A OR S67A OR S56A OR S54A OR S72A OR S74A OR S58A OR S59A OR S74A = YES]</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |

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

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

|                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CABLE / SATELLITE / AERIAL – ROTATE OPTIONS TO MATCH ORDER OF H64, H65 AND H66 (KEEP BOTH AERIAL OPTIONS TOGETHER)</b>                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>ASK IF ANOTHER METHOD ON SET CLAIMED</b><br>[S60 = YES]                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>S61</b>                                                                                                                                             | <p><b>SHOW SCREEN</b> MP</p> <p>Which other methods are used by this set?</p> <p><b>SCRIPTER NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED</b></p> <p><b>NOTE: INTERVIEWER TO PROBE FULLY</b></p> <p><b>NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE</b></p> <p>Virgin Media or another Cable TV service CODE S10a=YES AND H64=YES<br/>Satellite CODE S11a=YES AND H65=YES<br/>An aerial (known as Freeview (<i>in NI only</i>) or Saorview) (<b>ROUTE ON ANY AERIAL</b>)<br/>CODE S9a=YES, H66=YES<br/><del>BT TV</del> <b>EE TV</b> CODE S55a/b =YES AND H112= <del>BT TV</del> <b>EE TV</b><br/>TalkTalk TV CODE S54a =YES AND H112=TALKTALK<br/>YouView CODE S67a =YES AND H112 =YOUVIEW<br/>A 'smart TV' with its own connection to the internet (including Sky Glass TV) CODES58a =YES<br/>AND H68 = INTERNET - <b>IF CLAIMED, ROUTE TO S58B</b></p> <p>A box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now TV, Apple TV, Sky Stream device CODE S74a =YES AND H68=STB/DEVICE – IF CLAIMED, ROUTE TO S79</p> <p>By connecting the TV set to a games console CODE S56a =YES AND H68=CONSOLE<br/>By connecting the TV set to a computer, tablet or smartphone either via a cable or Wirelessly (including Mirroring/Chromecast)<br/>CODE S57a =YES AND H68=COMPUTER<br/>CODE H68=OTHER. DO NOT CODE S59a</p> <p>Another TV supplier (Specify)<br/>None of these<br/>Don't know</p> |
| <b>POST-CAPI RECODE H66-H68 AS DETAILED</b>                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>ASK IF NO PLATFORM CLAIMED ON SET</b><br>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] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>S62</b>                                                                                                                                             | <p><b>ASK IF NO PLATFORM CLAIMED ON SET</b> SP</p> <p>You have said this set does not receive TV programmes by any method, is this correct?</p> <p>Yes GO TO S51/38/52 THEN S2<br/>No GO TO S63</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

| 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<br>[S62=NO]                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| S63                                                                                                                | <p><b>SHOW SCREEN</b> MP</p> <p>Which methods are used to receive TV programmes on this set?</p> <p><b>NOTE: INTERVIEWER TO PROBE FULLY</b><br/><b>NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE</b></p> <p>Virgin Media or another Cable TV service CODE S10a=YES AND H64=YES<br/> Satellite CODE S11a=YES AND H65=YES<br/> An aerial (known as Freeview <i>(in NI only)</i> or Saorview) <b>(ROUTE ON ANY AERIAL)</b><br/> CODE S9a=YES, H66=YES<br/> <del>BT TV</del> <b>EE TV</b> CODE S55a =YES AND H112= <del>BT TV</del> <b>EE TV</b><br/> TalkTalk TV CODE S54a=YES AND H112=TALKTALK<br/> YouView CODE S67a =YES AND H112 =YOUVIEW<br/> A 'smart TV' with its own connection to the internet (including Sky Glass TV) CODE<br/> S58a=YES, AND H68 = INTERNET - <b>IF CLAIMED ROUTE TO S58B</b><br/> A box, stick or other device which allows you to connect to the Internet, e.g. Amazon Fire, Now<br/> TV, Apple TV, Sky Stream device CODE S74a=–YES AND H68=STB/DEVICE– IF CLAIMED,<br/> ROUTE TO S79<br/> <br/> By connecting the TV set to a games console CODE S56a=–YES AND H68=CONSOLE<br/> By connecting the TV set to a computer, tablet or smartphone either via a cable or Wirelessly<br/> (including Mirroring/Chromecast) CODE S57a =YES AND H68=COMPUTER<br/> <br/> Another TV supplier (Specify) CODE H68=OTHER, CODE S59A ONLY IF SINGLE CODE CHOSEN<br/> <br/> Don't know</p> |
| 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, Virgin TV 360 and V6.

**NOTE: For a more detailed explanation select further information**

Yes – (V6, V+, Virgin TV 360 or TiVo box)

Yes (Other / not sure of box type)

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



**SHOW IF S80 = SKY / SKY GLASS/FREESAT / CABLE VIA VIRGIN MEDIA / FREEVIEW / EE 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  
Sky Glass TV or Sky Stream device  
Don't know which type of box  
Further information

| ASK IF FREESAT IS SATELLITE PROVIDER<br>[S68 = FREESAT (CODE 1 OR 2)] |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| S77                                                                   | <p><b>SHOW SCREEN</b></p> <p>Which of the following Freesat services are available on this set?</p> <p><b>NOTE: For a more detailed explanation select further information</b></p> <p>The ability to watch TV programmes in HD</p> <p>The ability to record TV programmes</p> <p>Access to catch up TV services from BBC iPlayer, ITVX, Channel 4 streaming, My 5 and Netflix</p> <p>None of these</p> <p>Don't know</p> <p>Further information</p>  | MP |
| ASK IF DTT ON SET<br>[S9A = YES OR S61 = AERIAL OR S63 = AERIAL]      |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| S25                                                                   | <p><b>SHOW SCREEN</b></p> <p>(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.</p> <p>Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial?</p> <p><b>NOTE: For a more detailed explanation select further information</b></p> <p>Yes</p> <p>No</p> <p>Don't know</p> <p>Further information</p> | SP |
| 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 TV (IF S54a=Yes)

~~BT TV~~ **EE TV** (IF S55a=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 TV

Yes - ~~BT TV~~ **EE TV** (formerly BT TV)

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 TV

Yes - ~~BT TV~~ **EE TV** (formerly BT TV)

No

Don't know

Further information

FORCE EDIT: SET DK TO NO

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

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

MP

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

Amazon Fire / Fire Stick

Now TV / Now TV Stick / Roku

Apple TV

Sky Stream device

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) SP

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+, Virgin TV 360 or TiVo box
- (S24=4) Cable box
- (S25=1) Freeview (*in NI only*) or Saorview recorder
- (S73= YouView) YouView box
- (S73= TalkTalk) TalkTalk TV box
- (S73= BT) ~~BT TV~~ **EE TV** box

Do you have any

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

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

Yes

No

Don't know

**ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38**

[S38 NOT ONTO DVD/BLU RAY DISCS]

**S52** Do you have a DVD or Blu-ray **player** connected to or integrated into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. SP

This player will **NOT** be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.

Yes

No

Don't know

**FORCE EDIT: SET DK TO NO**

**ASK FOR ANY SET WITH NO PLATFORM CLAIMS**

[S62 = YES]

**S2** **SHOW SCREEN** SP

Which of these best 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

**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,**

|                                                                                                                                    |                                                                                                                                                                                                            |                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK IF DTT CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H87=YES]                                                         |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>H88</b>                                                                                                                         | Which of the sets you have mentioned receives TV programmes from a TV aerial?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br>A<br>CODE SETS 1-9<br><br>None of these<br>Don't know                      | MP<br><br>RECODE S9A AND GO TO S25, S50 FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY<br>INTERVIEWER TO STATE: IN THAT CASE I NEED TO<br>ASK YOU SOME ADDITIONAL QUESTIONS |
| FORCE EDIT: IF NONE/DK SET H66 = NO,                                                                                               |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>ASK IF EE TV CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br>[H112 = BEE TV AND S55A=NO (FOR ALL SETS)]     |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>H91</b>                                                                                                                         | You said that your household was able to access TV programmes from BT TV EE TV but no set has BT TV EE TV claimed. Are you able to access TV programmes via BT TV EE TV (formerly BT TV)?<br><br>Yes<br>No | SP<br><br>ASK H92                                                                                                                                                               |
| FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR BT                                                                                       |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>ASK IF EE TV CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H91=YES]                                                       |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>H92</b>                                                                                                                         | Which of the sets you have mentioned receives TV programmes from BT TV EE TV (formerly BT TV)?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br>CODE SETS 1-9<br><br>None of these<br>Don't know          | MP<br><br>RECODE S55A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY                                                                                                        |
| FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR BT                                                                                  |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br>[H112= TALKTALK AND S54A=NO (FOR ALL SETS)] |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>H89</b>                                                                                                                         | You said that your household was able to access TV programmes from TalkTalk TV but no set has TalkTalk TV claimed. Are you able to access TV programmes via TalkTalk?<br><br>Yes<br>No                     | SP<br><br>ASK H100                                                                                                                                                              |
| FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR TALKTALK                                                                                 |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>ASK IF TALKTALK CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H89=YES]                                                    |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>H90</b>                                                                                                                         | Which of the sets you have mentioned receives TV programmes from TalkTalk TV?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br>CODE SETS 1-9<br><br>None of these<br>Don't know                           | MP<br><br>RECODE S54A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY                                                                                                        |
| FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR TALKTALK                                                                            |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL</b><br>[H112 =YOUVIEW AND S67A=NO (FOR ALL SETS)]   |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>H99</b>                                                                                                                         | 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?<br><br>Yes<br>No                              | SP<br><br>ASK H100                                                                                                                                                              |
| FORCE EDIT: IF NO CLEAR H112 RESPONSE FOR YOUVIEW                                                                                  |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>ASK IF YOUVIEW CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br>[H99=YES]                                                     |                                                                                                                                                                                                            |                                                                                                                                                                                 |
| <b>H100</b>                                                                                                                        | Which of the sets you have mentioned receives TV programmes from YouView?<br><br><b>LIST ALL SETS WITH ROOM LOCATION</b><br>CODE SETS 1-9<br><br>None of these<br>Don't know                               | MP<br><br>RECODE S67A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY                                                                                                        |

**FORCE EDIT: IF NONE/DK CLEAR H112 RESPONSE FOR YOUVIEW**

**ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL**  
**[H68=GAMES CONSOLE AND S56A=NO (FOR ALL SETS)]**

**H93** You said that your household was able to access TV programmes by connecting the TV set to a Games Console but no set has a Games Console claimed. Are you able to access TV programmes by connecting the TV set to a Games Console? **SP**

Yes ASK H94  
 No CLEAR H68 RESPONSE FOR CONSOLE

**FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR CONSOLE**

**ASK IF GAMES CONSOLE CONFIRMED ON AT LEAST ONE SET IN VALIDATION**  
**[H93=YES]**

**H94** Which of the sets you have mentioned receives TV programmes by connecting the TV set to a Games Console? **MP**

**LIST ALL SETS WITH ROOM LOCATION**

CODE SETS 1-9 RECODE S56A FOR EACH SET  
 UNLESS SELECTED SET IS STORED AWAY

None of these  
 Don't know

**FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR CONSOLE**

**ASK IF COMPUTER/TABLET/SMARTPHONE CLAIMED AT HH LEVEL AND NO COMPUTER/TABLET/SMARTPHONE CLAIMED AT SET LEVEL**  
**[H68=COMPUTER/TABLET/SMARTPHONE AND S57A=NO (FOR ALL SETS)]**

**H95** You said that your household was able to access TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or Wirelessly (including Mirroring/Chromecast) but no set has a computer claimed. Are you able to access TV programmes on any of your TV sets by connecting a computer/tablet or smartphone? **SP**

Yes ASK H96  
 No

**FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR COMPUTER**

**ASK IF COMPUTER/TABLET/SMARTPHONE CONFIRMED ON AT LEAST ONE SET IN VALIDATION**  
**[H95=YES]**

**H96** Which of the sets you have mentioned receives TV programmes by connecting the TV set to a computer, tablet or smartphone either via a cable or Wirelessly (including Mirroring/Chromecast)? **MP**

**LIST ALL SETS WITH ROOM LOCATION**

CODE SETS 1-9 RECODE S57A FOR EACH SET  
 UNLESS SELECTED SET IS STORED AWAY

None of these  
 Don't know

**FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR COMPUTER**

|                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL</b><br><i>[H68=INTERNET AND S58A=NO (FOR ALL SETS)]</i>                          |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |
| <b>H97</b>                                                                                                                                                   | You said that your household was able to access TV programmes using a 'smart TV' (including Sky Glass 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<br>No                                                                                                                                                                                                                                                                                                                                                                       | ASK H98                                                                                                                                                               |
| <b>FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR SMART TV</b>                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |
| <b>ASK IF INTERNET CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><i>[H97=YES]</i>                                                                       |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |
| <b>H98</b>                                                                                                                                                   | Which of the sets you have mentioned receives TV programmes using 'smart TV' (including Sky Glass TV) with its own connection to the internet?                                                                                                                                                                                                                                  | MP                                                                                                                                                                    |
|                                                                                                                                                              | <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                       |
|                                                                                                                                                              | CODE SETS 1-9                                                                                                                                                                                                                                                                                                                                                                   | RECODE S58A FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY<br><b>INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS</b>               |
|                                                                                                                                                              | None of these<br>Don't know                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                       |
| <b>FORCE EDIT: IF NONE/DK CLEAR H68 RESPONSE FOR SMART TV</b>                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |
| <b>ASK IF STB/OTHER DEVICE CLAIMED AT HH LEVEL AND NO STB/OTHER DEVICE CLAIMED AT SET LEVEL</b><br><i>[H68= STB/OTHER DEVICE AND S74A=NO (FOR ALL SETS)]</i> |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |
| <b>H121</b>                                                                                                                                                  | 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, Sky Stream device-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<br>No                                                                                                                                                                                                                                                                                                                                                                       | ASK H100                                                                                                                                                              |
| <b>FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE</b>                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |
| <b>ASK IF STB/OTHER DEVICE CONFIRMED ON AT LEAST ONE SET IN VALIDATION</b><br><i>[H121=YES]</i>                                                              |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |
| <b>H122</b>                                                                                                                                                  | 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, Sky Stream device? <b>LIST ALL SETS WITH ROOM LOCATION</b>                                                                                                                                      | MP                                                                                                                                                                    |
|                                                                                                                                                              | CODE SETS 1-9                                                                                                                                                                                                                                                                                                                                                                   | RECODE S74A AND GO TO S79 FOR EACH SET<br>UNLESS SELECTED SET IS STORED AWAY<br><b>INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS</b> |
|                                                                                                                                                              | None of these<br>Don't know                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                       |
| <b>FORCE EDIT: IF NO CLEAR H68 RESPONSE FOR STB/OTHER DEVICE</b>                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                       |



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

|                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>ASK ALL</b>                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <i>(REPOSITIONED IN FIRST HH SECTION IN ONLINE SCRIPT)</i>        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>H102</b>                                                       | <p><b><u>SHOW SCREEN</u></b> MP</p> <p>Thinking about your TV viewing in general <b>(IF H73=0)</b><br/>         Now thinking about other ways of watching TV programmes <b>(IF H73&gt;0)</b><br/> <b>(IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8&gt;0 OR H72 = YES])</b><br/>         Apart from the:<br/>             &lt;insert number of TV sets&gt; TV set(s)<br/>             &lt;insert number of computers&gt; computer(s)<br/>             &lt;insert number of tablets&gt; tablet</p> <p>Are there any other devices you use to watch TV programmes in your household?<br/> <b>(IF ANY SET OR COMPUTER/TABLET USED TO WATCH TV [H8=0 AND H72 NOT = YES])</b><br/>         Are there any devices you use to watch TV programmes in your household?</p> <p>Yes – projector<br/>         Yes – smartphone<br/>         Yes – other (specify)<br/>         No<br/>         Don't know</p> |
| <b>ES AND ESR</b>                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>ASK IF SKY – WITH SUBSCRIPTION OR SKY GLASS</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <i>[S69 = CODE 1 OR S58B = CODE 1 OR S79 = SKY STREAM device]</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>H108</b>                                                       | <p><b><u>SHOW SCREEN</u></b> (SP)</p> <p><b>A</b> Does your Sky TV subscription include any Sky Cinema channels?</p> <p>Yes<br/>         No<br/>         Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>ES AND ESR</b>                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>ASK IF SKY – WITH SUBSCRIPTION OR SKY GLASS</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <i>[S69 = CODE 1 OR S58B = CODE 1 OR S79 = SKY STREAM device]</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>H108</b>                                                       | <p><b><u>SHOW SCREEN</u></b> (SP)</p> <p><b>B</b> And, does your Sky TV subscription include any Sky Sports channels?</p> <p>Yes<br/>         No<br/>         Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>ES ONLY NOT ESR</b>                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>ASK IF CABLE [S10 = CODE 1]</b>                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <i>(REDUCED NOTE IN ONLINE SCRIPT)</i>                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>H109</b>                                                       | <p><b><u>SHOW SCREEN</u></b> (SP)</p> <p><b>A</b> Does your Virgin Media subscription include any Sky Cinema channels?</p> <p>Yes<br/>         No<br/>         Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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

  

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

  

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

  

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

  

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

|                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>ASK IF SKY / CABLE / YOUVIEW / BT / PLUSNET</b><br>[S69 OR S10a OR S67a OR S55a OR S72a OR S58B= CODE 1 OR S79=SKY STREAM device] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>H126</b>                                                                                                                          | <p><b>SHOW SCREEN</b></p> <p>Does your</p> <p><b>[Only Include Platforms received]</b></p> <p>Sky</p> <p>Sky Glass</p> <p>Virgin Media</p> <p>YouView</p> <p>BT TV <b>EE TV</b></p> <p>connection include access to the premium TNT Sports (formerly BT Sports) channels via your TV set?</p> <p><b>NOTE: This does not include TNT Sports (formerly BT Sport channels) that are only available via an app on a tablet or smartphone</b></p> <p>Yes</p> <p>No</p> <p>Don't know</p> |
| <b>FORCE EDIT: IF DK SET TO NO</b>                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

|                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                        |                                                                                                                                                                                                                                                                                         |
| <b>ASK IF Discovery+ NOT CLAIMED AT H110 AND</b><br><b>IF (SKY – WITH SUBSCRIPTION OR SKY GLASS) OR IF BT [(S69 = CODE 1 OR S58B = CODE 1 OR S79 = SKY STREAM device) OR (S55a = CODE 1)]</b> |                                                                                                                                                                                                                                                                                         |
| <b>H110b</b>                                                                                                                                                                                  | <p><b>SHOW SCREEN</b></p> <p><b>(IF SKY)</b></p> <p>Does your Sky TV subscription include access to Discovery+ services?</p> <p><b>IF BT TV</b></p> <p>Does your BT TV EE TV (formerly BT TV) service include access to Discovery+ services?</p> <p>Yes</p> <p>No</p> <p>Don't know</p> |
| <b>EDIT: IF H110B=YES, THEN H110 DISCOVERY+ = YES</b>                                                                                                                                         |                                                                                                                                                                                                                                                                                         |

|                                                                                   |                                                                                                                                              |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                                            |                                                                                                                                              |
| <b>ASK IF NOT Paramount+ in H110 AND</b><br><b>IF Sky Cinema [H108A = CODE 1]</b> |                                                                                                                                              |
| <b>H110c</b>                                                                      | <p><b>SHOW SCREEN</b></p> <p>Does your Sky TV subscription include access to Paramount+ services?</p> <p>Yes</p> <p>No</p> <p>Don't know</p> |
| <b>EDIT: IF H110C=YES, THEN H110 PARAMOUNT+ = YES</b>                             |                                                                                                                                              |

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

|                                                                                              |                                                                                          |    |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----|
| <b>IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET: CODE TO YES</b>           |                                                                                          |    |
| <b>[S56A=YES (FOR ANY SET)]</b>                                                              |                                                                                          |    |
| <b>ELSE ASK IF ANY MAIN SET LOOP OR REMAINDER SET LOOP HAS BEEN COMPLETED</b>                |                                                                                          |    |
| <b>H22b</b>                                                                                  | 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                                                                               |    |
| <b>FORCE EDIT: SET TO YES IF VIA A CONNECTION TO A GAMES CONSOLE CLAIMED AGAINST ANY SET</b> |                                                                                          |    |

|                                                        |                                                                                                                         |    |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----|
| <b>ES ONLY NOT ESR</b>                                 |                                                                                                                         |    |
| <b>ASK IF GAMES CONSOLE EVER CONNECTED TO A TV SET</b> |                                                                                                                         |    |
| <b>[H22b = YES]</b>                                    |                                                                                                                         |    |
| <b>H23</b>                                             | <b>SHOW SCREEN</b>                                                                                                      | 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                                                         | <b>SHOW SCREEN</b>                                                                              | 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) |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| <b>H55</b> | <b>HOUSEHOLD COMPOSITION</b>                                                                                                                           |                                  |
| 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    |                                                                                                   |         |
|------------|---------------------------------------------------------------------------------------------------|---------|
| <b>H55</b> | 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 |  |
|--------------------------------------------------------|--|
|--------------------------------------------------------|--|

|                                                                                                      |  |                                       |
|------------------------------------------------------------------------------------------------------|--|---------------------------------------|
| <b>IF PERSON 1 GO TO P2 INTRO1, THEN P2</b><br><b>IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2</b> |  | (ORDERING DIFFERENT IN ONLINE SCRIPT) |
|------------------------------------------------------------------------------------------------------|--|---------------------------------------|

|           |                                                                                                                                                                                                                                                                                                                                                              |  |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>P2</b> | <b>(Single person HH (H55=1))</b> I'm now going to ask some questions about you                                                                                                                                                                                                                                                                              |  |
| Intro1    | <b>(Multi person HH (H55&gt;1))</b> I'm going to ask you some questions about each person in your household.<br>Please tell me about the members of your household in the following order: <ul style="list-style-type: none"> <li>- you</li> <li>- your spouse or partner</li> <li>- any children starting with the eldest</li> <li>- anyone else</li> </ul> |  |
| <b>P2</b> | Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc...) household member                                                                                                                                                                                                                                                                       |  |
| Intro2    |                                                                                                                                                                                                                                                                                                                                                              |  |

|                                                                                                                           |  |
|---------------------------------------------------------------------------------------------------------------------------|--|
| <b>FOR PERSON 1 SHOW HEADER 'RESPONDENT'</b><br><b>FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'</b> |  |
|---------------------------------------------------------------------------------------------------------------------------|--|

| ASK ALL   |                                                                                        |    |
|-----------|----------------------------------------------------------------------------------------|----|
| <b>P2</b> | Record sex of <b>respondent (IF RESPONDENT)</b>                                        | SP |
|           | What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT) |    |
|           | <b>(MAY NOT BE BLANK)</b>                                                              |    |
|           | Male                                                                                   |    |
|           | Female                                                                                 |    |
|           | Other (Optional specify)                                                               |    |

| ASK ALL   |                                                                                                                                                          |    |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>P3</b> | What was your <b>(IF RESPONDENT)</b> their <b>(IF NOT RESPONDENT)</b> age on your <b>(IF RESPONDENT)</b> their <b>(IF NOT RESPONDENT)</b> last birthday? | SP |
|           | <b>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</b>                                                                                                    |    |
|           | 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<br>(MAY NOT BE BLANK)<br>(1 <sup>st</sup> ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age<br><br>Under 16<br>16-19<br>20-24<br>25-34<br>35-44<br>45-54<br>55-64<br>65-74<br>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?<br><br>0-3<br>4-9<br>10-15<br>Unable to determine                                                                                                                                                                                                                                                                                                                                                   | SP |
| ASK ONLY FOR THOSE AGED 16+<br>[P3>15 OR P4 NOT = UNDER 16]                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |    |
| P5                                                                                                                                                                               | Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ...<br>(MAY NOT BE BLANK)<br><br>Married/living as married/civil partnership<br>Single<br>Widowed<br>Divorced/separated                                                                                                                                                                                                                                                                                                                           | SP |
| ASK ONLY FOR THOSE AGED 16+<br>[P3>15 OR P4 NOT = UNDER 16]                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |    |
| P9                                                                                                                                                                               | Which of the following best describes your (IF RESPONDENT) their (IF NOT RESPONDENT) current working status?<br><br>Full time paid work (30+ hours per week)<br>Part time paid work (8-29 hours per week)<br>Part time paid work (under 8 hours per week)<br>Full time education<br>Unemployed (seeking work)<br>Retired<br>Not in paid employment (and not seeking work)<br>Don't know [P2-9 only] [only reveal if question is skipped]<br>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'<br>SET NOT IN PAID EMPLOYMENT TO EMPLOYED 30+HPW IF PERSON IS CIE AND CIE IS SELF EMPLOYED |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |    |

| ASK IF NOT IN FULL TIME EDUCATION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                 |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| [P9 NOT = CODE4]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                 |    |
| P10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>SHOW SCREEN</b><br>At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full-time education?<br><br>15 years and under<br>16 years<br>17-18 years<br>19 years and over<br>Still in full time education<br>Don't know<br>Prefer not to say                   | SP |
| <b>FORCE EDIT:</b><br>SET TO STILL IN FULL TIME EDUCATION IF (P9) IS 'FULL TIME EDUCATION'<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 16 THEN SET TAED TO 16 YEARS<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS >= 1997 AND AGE IS 17+ THEN SET TAED TO 17-18 YEARS<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS D/E THEN SET TAED TO 16 YEARS<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1972-1996 AND SOCIAL GRADE IS C2 THEN SET TAED TO 17-18 YEARS<br>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<br>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<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS C1 THEN SET TAED TO 17-18 YEARS<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1962-1971 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS<br>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<br>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<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS 1957-1961 AND SOCIAL GRADE IS A THEN SET TAED TO 19+ YEARS<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C2/D/E THEN SET TAED TO 15 YEARS<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS C1 THEN SET TAED TO 16 YEARS<br>IF BLANK, REF OR DK AND YEAR OF BIRTH IS <=1956 AND SOCIAL GRADE IS A/B THEN SET TAED TO 19+ YEARS |                                                                                                                                                                                                                                                                                 |    |
| <b>ASK WHERE</b><br>- Person 2+ (respondent has to be an eligible member of HH)<br>- AGED 18+ at P3 or BAND 16-19+ at P4<br>- P9 is Full Time Education (P10 is STILL IN FULL TIME EDUCATION)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                 |    |
| P10a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>SHOW SCREEN</b><br>Is this their term time address?<br><br>Yes<br>No                                                                                                                                                                                                         | SP |
| CHECK ELIGIBILITY IF THIS IS NOT THEIR TERM TIME ADDRESS ACCORDING TO OTHER MEMBERS IN THE HH<br>EXCLUDE FROM HH LEVEL RESPONSIBILITIES (H56, H28, H29, H103, H30)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                 |    |
| <b>ASK ALL</b><br><div style="text-align: right;">(NOTE REMOVED IN ONLINE SCRIPT)</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                 |    |
| P15a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>SHOW SCREEN</b><br>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?<br><br>Yes<br>No<br>Prefer not to say                                                             | SP |
| <b>ASK IF P15A = YES</b><br><div style="text-align: right;">(NOTE REMOVED IN ONLINE SCRIPT)</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                 |    |
| P15b                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>SHOW SCREEN</b><br>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?<br><br>Yes – a lot<br>Yes – a little<br>No at all<br>Prefer not to say | SP |

**ASK IF P15B = ANY YES****P15c    SHOW SCREEN**

MP

Do these conditions or illnesses affect your (IF RESPONDENT) their (IF NOT RESPONDENT) vision or hearing?

- Yes – Vision
- Yes – Hearing (Go to P15d)
- No/neither of these (SP)
- Don't know (SP)
- Prefer not to say (SP)

**ASK IF P15C = YES, HEARING****P15d    SHOW SCREEN**

MP

Do you (IF RESPONDENT) they (IF NOT RESPONDENT) understand British Sign Language?

- Yes – a lot
- Yes – a little
- No
- Don't know
- Prefer not to say

| ASK ALL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                 |               |               |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|---------------|---------------|----|
| P16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>SHOW SCREEN</b>                                              |               |               | SP |
| <p>Which of these ethnic groups do you consider <b>yourself (IF RESPONDENT) this person (IF NOT RESPONDENT)</b> to belong to?</p> <p>White</p> <p>[IF IN ENGLAND] British/English/Welsh/Scottish/Northern Irish</p> <p>[IF IN WALES] Welsh/ English/Scottish/Northern Irish/British</p> <p>[IF IN NI] British/Northern Irish/ English/Welsh/Scottish</p> <p>[IF IN SCOTLAND] Scottish/English/Northern Irish/Welsh/British</p> <ul style="list-style-type: none"> <li>– Irish</li> <li>– Gypsy or Irish Traveller</li> <li>– Roma</li> <li>– Any other White background (specify)</li> </ul> <p>Mixed/multiple ethnic groups</p> <ul style="list-style-type: none"> <li>– White and Black Caribbean</li> <li>– White and Black African</li> <li>– White and Asian</li> <li>– Any other mixed/multiple background (specify)</li> </ul> <p>Asian/Asian British</p> <ul style="list-style-type: none"> <li>– Indian</li> <li>– Pakistani</li> <li>– Bangladeshi</li> <li>– Chinese</li> <li>– Any other Asian background (specify)</li> </ul> <p>Black/Black British/Caribbean/African/</p> <ul style="list-style-type: none"> <li>– Caribbean</li> <li>– African background</li> <li>– Any other Black, Black British or Caribbean background (specify)</li> </ul> <p>Any other ethnic background</p> <ul style="list-style-type: none"> <li>– Arab</li> <li>– Any other ethnic group (specify)</li> </ul> <p>Prefer not to say (Code from list to continue)</p> |                                                                 |               |               |    |
| ASK IF ANY OTHER WHITE BACKGROUND AT P16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                 |               |               |    |
| P16a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>INTERVIEWER CODE OTHER WHITE BACKGROUND SPECIFIED AT P16</b> |               |               | SP |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Albanian                                                        | German        | Russian       |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | American                                                        | Greek         | Serbian       |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Australian                                                      | Hungarian     | Slovakian     |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Brazilian                                                       | Italian       | South African |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Bulgarian                                                       | Latvian       | Spanish       |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Canadian                                                        | Lithuanian    | Swedish       |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Czech                                                           | New Zealander | Turkish       |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Estonian                                                        | Polish        | Other         |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | European                                                        | Portuguese    |               |    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | French                                                          | Romanian      |               |    |

|                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF ANY OTHER ASIAN BACKGROUND AT P16</b>                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>P16b</b>                                                                         | <b>INTERVIEWER CODE OTHER ASIAN BACKGROUND SPECIFIED AT P16</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | SP |
|                                                                                     | Afghan<br>Bengali<br>Filipino<br>Indonesian<br>Irani<br>Iraqi<br>Japanese<br>Korean<br>Malaysian<br>Mauritian<br>Nepalese<br>Sri Lankan<br>Thai<br>Turkish<br>Vietnamese<br>Other                                                                                                                                                                                                                                                                                                                                          |    |
| <b>ES ONLY NOT ESR</b>                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>ASK IF NOT AGED 1, 2 or 3 [AT P3]</b>                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <i>(P17/18 ASKED AS A SINGLE GRID QUESTIONS AFTER PERSON LOOP IN ONLINE SCRIPT)</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>P17</b>                                                                          | <b>(RESPONDENT [LOOP 1] ONLY)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| 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.                                                                                                                                                                                                                                                                                                    |    |
| <b>P17</b>                                                                          | <b>(TO BE SHOWN IN LOOP WITH FIRST PERSON WHO IS 4-15)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
| Intro2                                                                              | <b>(IF AGE AT P3 = 4-15 OR P4 IS UNDER 16)</b><br>Again, I'm going to ask about ownership of a mobile phone.<br><br>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'.                                                                                                                                                                                                                                   |    |
| <b>P17</b>                                                                          | <b>SHOW SCREEN</b><br><br><b>(IF RESPONDENT)</b> Do you have your own mobile phone?<br><b>(IF NOT RESPONDENT)</b> Does this person have their own mobile phone?<br><br>Yes<br>No<br>Don't know<br>Prefer not to say                                                                                                                                                                                                                                                                                                        | SP |
| <b>ES ONLY</b>                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>ASK IF OWN A MOBILE PHONE</b>                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <i>[P17=YES]</i>                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>P18</b>                                                                          | <b>SHOW SCREEN</b><br><br><b>(IF RESPONDENT)</b> Does this mobile phone allow you to access the internet and watch videos or TV programmes?<br><b>(IF NOT RESPONDENT)</b> Does this mobile phone allow this person to access the internet and watch videos or TV programmes?<br><br><b>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.</b><br><br>Yes<br>No<br>Don't know<br>Prefer not to say | SP |
| <b>ASK IF 2+ at P3</b>                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <b>P14a</b>                                                                         | <b>SHOW SCREEN</b><br><br>What is your <b>(IF RESPONDENT)</b> their <b>(IF NOT RESPONDENT)</b> main language?<br><br>English<br>Welsh (SHOW ONLY IN WALES)<br>Gaelic (SHOW ONLY IN SCOTLAND)<br>Other <b>GO TO P14B</b><br>Don't know<br>Prefer not to say                                                                                                                                                                                                                                                                 | SP |

**CODE IF OTHER AT P14A****P14b SHOW SCREEN**

SP

OTHER LANGUAGE

Welsh (DO NOT SHOW IN WALES)  
 Gaelic (DO NOT SHOW IN SCOTLAND)  
 Polish  
 Panjabi  
 Urdu  
 Bengali  
 Gujarati  
 Arabic  
 French  
 Chinese  
 Portuguese  
 Spanish  
 Tamil  
 Hindi  
 Other (Specify)

**ASK IF IN BBC WALES REGION AND 2years+ AT P3****IF P14A = WELSH, SKIP AND CODE YES, FLUENTLY****P11n** Can you (**IF RESPONDENT**) this person (**IF NOT RESPONDENT**) speak Welsh?

SP

Yes, fluently  
 Yes, not fluently  
 No  
 Don't know

**ASK IF IN BBC SCOTLAND REGION AND 2years+ AT P3****IF P14A = GAELIC, SKIP AND CODE YES, FLUENTLY****P13n** Can you (**IF RESPONDENT**) this person (**IF NOT RESPONDENT**) speak Gaelic?

SP

Yes, fluently  
 Yes, not fluently  
 No  
 Don't know

**LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS**

# 9

## **Third household section**

|                                                                                                                                                                |                                                    |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|----|
| <b>ASK IF MULTI PERSON HH</b><br>[H55>1]                                                                                                                       |                                                    |    |
| <b>H25</b>                                                                                                                                                     | Thinking about all the people in your household... |    |
| Intro                                                                                                                                                          |                                                    |    |
| <b>ASK IF WELSH SPEAKER IN THE HOME</b><br>[ANY PERSON CODE 1,2 AT P11n]                                                                                       |                                                    |    |
| <b>H25</b>                                                                                                                                                     | <b><u>SHOW SCREEN</u></b>                          | SP |
| What language do you prefer to speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )                                                                                     |                                                    |    |
| What language does the household use most of the time? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )                                                                   |                                                    |    |
| Welsh                                                                                                                                                          |                                                    |    |
| English                                                                                                                                                        |                                                    |    |
| Welsh and English equally                                                                                                                                      |                                                    |    |
| Welsh and other language other than English (equally)                                                                                                          |                                                    |    |
| Other                                                                                                                                                          |                                                    |    |
| Don't know                                                                                                                                                     |                                                    |    |
| <b>ES ONLY NOT ESR</b>                                                                                                                                         |                                                    |    |
| <b>ASK IF GAELIC SPEAKER IN THE HOME</b><br>[ANY PERSON CODE 1,2,3 AT P13n]                                                                                    |                                                    |    |
| <b>H26</b>                                                                                                                                                     | <b><u>SHOW SCREEN</u></b>                          | SP |
| What language do you prefer to speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )                                                                                     |                                                    |    |
| What language does the household use most of the time? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )                                                                   |                                                    |    |
| Gaelic                                                                                                                                                         |                                                    |    |
| English                                                                                                                                                        |                                                    |    |
| Gaelic and English equally                                                                                                                                     |                                                    |    |
| Gaelic and other language other than English (equally)                                                                                                         |                                                    |    |
| Other                                                                                                                                                          |                                                    |    |
| Don't know                                                                                                                                                     |                                                    |    |
| <b>ES ONLY NOT ESR NOT STANDALONE</b>                                                                                                                          |                                                    |    |
| <b>ASK ALL</b>                                                                                                                                                 |                                                    |    |
| <b>H116</b>                                                                                                                                                    | <b><u>SHOW SCREEN</u></b>                          | MP |
| Which other languages do you speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )                                                                                       |                                                    |    |
| Which [other ( <b>IF H25 or H26 asked</b> )] languages do you or other household members use when talking to each other? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> ) |                                                    |    |
| <b>EXCLUDE ANY LANGUAGES CODED AT P14A, P14B, P11N, P13N, H25 OR H26</b>                                                                                       |                                                    |    |
| English                                                                                                                                                        |                                                    |    |
| Welsh                                                                                                                                                          |                                                    |    |
| Gaelic                                                                                                                                                         |                                                    |    |
| Polish                                                                                                                                                         |                                                    |    |
| Panjabi                                                                                                                                                        |                                                    |    |
| Urdu                                                                                                                                                           |                                                    |    |
| Bengali                                                                                                                                                        |                                                    |    |
| Gujarati                                                                                                                                                       |                                                    |    |
| Arabic                                                                                                                                                         |                                                    |    |
| French                                                                                                                                                         |                                                    |    |
| Chinese                                                                                                                                                        |                                                    |    |
| Portuguese                                                                                                                                                     |                                                    |    |
| Spanish                                                                                                                                                        |                                                    |    |
| Tamil                                                                                                                                                          |                                                    |    |
| <b>Hindi</b>                                                                                                                                                   |                                                    |    |
| Other (Specify)                                                                                                                                                |                                                    |    |
| Don't know (ONLY SHOW IF 2+ PERSON HH)                                                                                                                         |                                                    |    |
| None of these                                                                                                                                                  |                                                    |    |
|                                                                                                                                                                |                                                    | SP |
|                                                                                                                                                                |                                                    | SP |

|                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ES ONLY NOT ESR</b>                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>ASK IF more than one option chosen at H116</b><br><b>ONLY LIST LANGUAGES CHOSEN AT H116 AND ENGLISH / WELSH IF H25 ASKED AND ENGLISH / GAELIC IF H26 ASKED</b><br><b>SKIP IF CODES 1, 2 OR 3 AT H25 OR H26</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>H117</b>                                                                                                                                                                                                       | <div style="float: right; text-align: right;">SP</div> <div style="clear: both;"></div> <p><b><u>SHOW SCREEN</u></b></p> <p>Which is the main language Spoken in your household?</p> <p>English<br/>Polish<br/>Panjabi<br/>Urdu<br/>Bengali<br/>Gujarati<br/>Arabic<br/>French<br/>Chinese<br/>Portuguese<br/>Spanish<br/>Tamil<br/>Welsh<br/>Gaelic<br/>Hindi<br/>Other (Specify)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>ASK ALL</b>                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>H27</b>                                                                                                                                                                                                        | <div style="float: right; text-align: right;">MP</div> <div style="clear: both;"></div> <p><b><u>SHOW SCREEN</u></b></p> <p><b>IF 1 PERSON HOUSEHOLD</b><br/>Do you work in any of the following occupations?</p> <p><b>IF 2+ PERSON HOUSEHOLD</b><br/>Do you or does any member of your household work in any of the following occupations?</p> <hr/> <p>TV programme production</p> <p>TV broadcasting, planning or scheduling</p> <p>Advertising or media sales for a broadcaster, publisher or online company</p> <p>Journalism for a broadcaster, newspaper, magazine or online publisher</p> <p>For an advertising or media agency</p> <hr/> <p>For a market research company</p> <p>None of these</p> <div style="text-align: right; margin-top: 10px;"> <p><b>[DO NOT SELECT FOR PANEL RECRUITMENT]</b></p> <p><b>[GO TO H27B]</b></p> <p><b>[AVAILABLE FOR PANEL RECRUITMENT]</b></p> </div> |
| <b>ASK IF YES FOR A MARKET RESEARCH COMPANY AT H27</b>                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>H27B</b>                                                                                                                                                                                                       | <div style="float: right; text-align: right;">MP</div> <div style="clear: both;"></div> <p>And what type of role is this?</p> <p><b>IF 1 PERSON HOUSEHOLD</b><br/>What are you responsible for within the company?</p> <p><b>IF 2+ PERSON HOUSEHOLD</b><br/>What are you/they responsible for within the company?</p> <hr/> <p>Interviewer</p> <p>Facilities/Finance/ IT/HR</p> <p>Other (specify)</p> <div style="text-align: right; margin-top: 10px;"> <p><b>[AVAILABLE FOR PANEL RECRUITMENT]</b></p> <p><b>[AVAILABLE FOR PANEL RECRUITMENT]</b></p> <p><b>[DO NOT SELECT FOR PANEL RECRUITMENT]</b></p> </div>                                                                                                                                                                                                                                                                                  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF 2+ ADULTS IN HOME [P3 &gt;15 OR P4 NOT CODE 1]</b>                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <i>(MODIFIED WORDING IN ONLINE SCRIPT)</i>                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H56</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    | Which of the household members you have mentioned is the Head of Household?<br><br>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.<br><br><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD</b>                                                                                                                                                                             | MP |
| <i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>ASK IF 2+ ADULTS IN HOME [P3 &gt;15 OR P4 NOT CODE 1]</b>                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <i>(MODIFIED WORDING IN ONLINE SCRIPT)</i>                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H28</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    | Which of the household members you have mentioned is <b>mainly</b> responsible for the household duties, such as grocery shopping, cooking and cleaning?<br><br>This person must be aged 16 or over.<br><br><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON</b>                                                                                                                                                                                                                               | MP |
| <i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>ASK IF 2+ ADULTS IN HOME [P3 &gt;15 OR P4 NOT CODE 1]</b>                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <i>(MODIFIED WORDING IN ONLINE SCRIPT)</i>                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H29</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    | 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?<br><br>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.<br><br><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER</b>                                             | MP |
| <i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>ASK IF 2+ ADULTS IN HOME [P3 &gt;15 OR P4 NOT CODE 1]</b>                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <i>(MODIFIED WORDING IN ONLINE SCRIPT)</i>                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H103</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   | 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)?<br><br><b>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</b><br><br><b>LIST ALL HOUSEHOLD MEMBERS AGED 10+ BY PERSON NUMBER, SEX AND AGE AND CODE HH TECHNICIAN</b> | MP |
| <i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>ASK IF 2+ ADULTS IN HOME [P3 &gt;15 OR P4 NOT CODE 1]</b>                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <i>(MODIFIED WORDING IN ONLINE SCRIPT)</i>                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>H30</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    | And which of the household members you have mentioned is the chief income earner in your household?<br><br>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.<br><br>If the regular chief income earner temporarily has a reduced income due to COVID-19 then please continue to select them.<br><br><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE</b>              | MP |
| <i>IF SINGLE ADULT HOUSEHOLD CODE TO ADULT (PERSON 1)</i>                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
| <b>IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE (AT H30) THEN SELECT CIE AS FOLLOWS –</b><br>- RESPONDENT IF THEY CLAIM TO BE CIE<br>- ELDEST IF RESPONDENT DOES NOT CLAIM TO BE CIE, IF THE SAME AGE LOWEST PERSON NUMBER IS THE CIE<br><b>IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE</b><br><br><i>(THE ONLINE SCRIPT HAS SIGNIFICANT CHANGES TO THE ORDER AND PRESENTATION OF QUESTIONS IN THE FOLLOWING SOCIAL GRADING SECTION)</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |

**IF MULTI PERSON HH****[H55>1]**

**H57** I would now like to check some details about you (**IF RESPONDENT**) household member <<**INSERT**  
Intro **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  
present job  
**RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS:** Please give full details of your  
previous job  
**NOT RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS:** Please give full details of  
 <**INSERT CIE PERSON NUMBER'S**> present job  
**NOT RESPONDENT AND CODE 4-7 AT EMPLOYMENT STATUS:** Please give full details of  
 <**INSERT CIE PERSON NUMBER'S**> previous job  
 WRITE IN  
 Don't know  
 Prefer not to say

**ASK ALL**

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

**ASK ALL**

**H36** What is (**IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)**) was (**IF CIE IS**  
**UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7))** the position held or job  
 title?  
**NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give**  
**secondary or primary.**  
 WRITE IN  
 Don't know  
 Prefer not to say

**ASK ALL**

**H37** Are (**IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT**) Is (**IF CIE IS IN** SP  
**EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT**) Were (**IF THE CIE IS**  
**UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT**)  
 Was (**IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)**  
**AND NOT RESPONDENT**) you (**IF RESPONDENT** they (**IF NOT RESPONDENT**) self-  
 employed?  
 Yes  
 No  
 Don't know  
 Prefer not to say

**ASK IF SELF EMPLOYED****[H37=YES]**

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

|                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK ALL</b>                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| H39                                                                             | <p>What jobs <b>do</b> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <b>does</b> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <b>did</b> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) <b>they</b> (IF NOT RESPONDENT) actually do?</p> <p>WRITE IN</p> <p>Don't know</p> <p>Prefer not to say</p>                                                                                                            |
| <b>ASK ALL</b>                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| H40                                                                             | <p>Are (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7) AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) <b>they</b> (IF NOT RESPONDENT) a manager or a foreman/supervisor?</p> <p>Yes – manager</p> <p>Yes – foreman/supervisor</p> <p>No</p> <p>Don't know</p> |
| <b>ASK IF MANAGER/FOREMAN/SUPERVISOR</b><br><b>[H40 = YES CODE 1 OR 2 OR 9]</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| H41                                                                             | <p>How many people work at the place?</p> <p>ENTER NUMERICAL RESPONSE</p> <p>Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>ASK IF MANAGER/FOREMAN/SUPERVISOR</b><br><b>[H40 = YES CODE 1 OR 2 OR 9]</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| H42                                                                             | <p>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?</p> <p>ENTER NUMERICAL RESPONSE</p> <p>Don't know</p>                                               |
| <b>ASK ALL</b>                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| H43                                                                             | <p>Have you (IF RESPONDENT) Has <b>they</b> (IF NOT RESPONDENT) any qualifications?</p> <p><b>NOTE: (e.g. apprenticeships, degrees, diplomas, etc. If professional qualification, please give details)</b></p> <p>WRITE IN</p> <p>Don't know</p> <p>Prefer not to say</p>                                                                                                                                                                                                           |
| <b>ASK IF CIE IS RETIRED</b><br><b>[P9= RETIRED]</b>                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| H104                                                                            | <p><b>IF RESPONDENT USE 'YOU'/'YOUR' THROUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT</b></p> <p>You said that you/they are retired.</p> <p>Thinking about your/their sources of income:</p> <p>Do you/they receive any regular state benefit payments, such as an old-age pension, housing benefit, disability allowance, etc.?</p> <p>Yes</p> <p>No</p> <p>Don't know</p> <p>Prefer not to say</p>                                                                              |

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

|                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS</b><br><i>[H32 = MORE THAN 6 MONTHS]</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| <b>H34</b>                                                                                              | Is that ....<br><br>Unemployed ( <b>IF UNEMPLOYED AT P9X</b> ) Not in paid employment ( <b>IF NOT IN PAID EMPLOYMENT AT P9X</b> ) with income other than or in addition to state benefits?<br>Unemployed ( <b>IF UNEMPLOYED AT P9X</b> ) Not in paid employment ( <b>IF NOT IN PAID EMPLOYMENT AT P9X</b> ) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc.<br>Don't know<br>Prefer not to say                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SP |
| <b>CODE FOR ALL</b>                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| <b>H44</b>                                                                                              | <b>SHOW SUMMARY SCREEN FOR H35-H43</b><br><br>CODE SOCIAL GRADE<br><br><b>MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.</b><br><br>A<br>B<br>C1<br>C2<br>D<br>E                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SP |
| <b>PROBABILITY MATRIX</b><br><i>(FOLLOWING SECTIONS NOT INCLUDED IN ONLINE SCRIPT)</i>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| <b>PM3</b>                                                                                              | Write out subcluster recruitment status (another recruit in subcluster or not).<br><br>Yes (exit recruitment)<br>No (proceed)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | SP |
| <b>PM1</b>                                                                                              | Write out recruitment matrix pot code: recruitment controls used, values of recruitment variables and random probability value used for comparison                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |    |
| <b>PM2</b>                                                                                              | HH eligible for recruitment based on probability matrix / screens to recruitment (Y/N)<br><br>IF NOT SELECTED FOR RECRUITMENT GO TO H47<br>IF SELECTED FOR RECRUITMENT CONTINUE TO W4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |    |
| <b>INTERVIEWER TEST SCRIPT ONLY – ROUTE ALL INTERVIEWS TO RECRUITMENT SECTION</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| <b>W4</b>                                                                                               | This household has been selected for recruitment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>ASK ALL SELECTED FOR RECRUITMENT</b>                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| <b>W5</b>                                                                                               | Do you know how programme makers and TV channels can tell how many people watch their programmes?<br><br>Yes<br>No<br>Don't Know<br><br><b>FOR ALL ANSWERS INTERVIEWER READ OUT</b><br><br>Data is collected from around 5,100 homes who agree to be part of the National TV Viewing Panel.<br>These homes are specially selected so that people from all areas and backgrounds are represented.<br>Programmes watched by these homes determine the official UK TV viewing ratings.<br><br><b>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].</b><br><br>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<br>The study is commissioned by Barb who have been delivering the UK's official viewing figures since 1981 | SP |

## CONTINUATION OF SECTION 9 (ES)

|                                                                                             |                                                                                                                                                                                                     |      |
|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| <b>ASK IF DROPPED OUT OF RECRUITMENT AT R3 / R2 / R4 / S38 / R18b / R19c / R22</b>          |                                                                                                                                                                                                     |      |
| <b>H47_intro</b>                                                                            | 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. |      |
| <b>ES AND ESR ONLY - TEL SAMPLE: DO NOT ASK, FORCE H47=YES.</b>                             |                                                                                                                                                                                                     |      |
| <b>DO NOT ASK IF DROPPED OUT OF RECRUITMENT AT R18b / R19c / R22</b>                        |                                                                                                                                                                                                     |      |
| <b>H47</b>                                                                                  | 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                                                                                                                                                                                          |      |
| <b>ES AND ESR ONLY</b>                                                                      |                                                                                                                                                                                                     |      |
| <b>ASK IF TELEPHONE CLAIMED [H47 = YES]</b>                                                 |                                                                                                                                                                                                     |      |
| <b>H48</b>                                                                                  | 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                                                                                                                                                                                   |      |
| <b>ES AND ESR ONLY - TEL SAMPLE: PULL THROUGH FROM ECS</b>                                  |                                                                                                                                                                                                     |      |
| <b>WITH ANY TELEPHONE [AT H48]</b>                                                          |                                                                                                                                                                                                     |      |
| <b>H49</b>                                                                                  | What is the Telephone number, including the area code, of the household's main phone or mobile?                                                                                                     |      |
|                                                                                             | <b>NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number</b>                                                                                               |      |
|                                                                                             | WRITE IN                                                                                                                                                                                            |      |
|                                                                                             | Prefer not to say                                                                                                                                                                                   |      |
| <b>ASK ALL UNLESS EXEPTIONS BELOW</b>                                                       |                                                                                                                                                                                                     |      |
| <b>TEL AND ESR SAMPLE: DO NOT ASK IF "Named individual" WAS SELECTED IN TEL INTRO (P.7)</b> |                                                                                                                                                                                                     |      |
| <b>DO NOT ASK IF DROPPED OUT OF RECRUITMENT AT S38 / R18b / R19c / R22</b>                  |                                                                                                                                                                                                     |      |
| <b>INFN</b>                                                                                 | RECORD: RESPONDENTS NAME (IN FULL)<br>PLEASE TYPE TITLE (MR/MRS/MISS) FIRST NAME SURNAME<br>FOR EXAMPLE: Mr john practice                                                                           |      |
|                                                                                             | WRITE IN                                                                                                                                                                                            |      |
|                                                                                             | Don't know                                                                                                                                                                                          |      |
|                                                                                             | Prefer not to say                                                                                                                                                                                   |      |

## EMAIL

|                                                          |                                                                                                                                                                                                                                                                                                |     |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>ES ONLY</b>                                           |                                                                                                                                                                                                                                                                                                |     |
| <b>R21a</b>                                              | Do you have an email address that we can use to contact you?                                                                                                                                                                                                                                   | SP  |
|                                                          | Yes                                                                                                                                                                                                                                                                                            |     |
|                                                          | No                                                                                                                                                                                                                                                                                             |     |
| <b>ASK IF R21A = YES</b>                                 |                                                                                                                                                                                                                                                                                                |     |
| <b>R21b</b>                                              | Could I please record your email address?                                                                                                                                                                                                                                                      | NUM |
|                                                          | WRITE IN                                                                                                                                                                                                                                                                                       |     |
| <b>ASK IF R21A = YES</b>                                 |                                                                                                                                                                                                                                                                                                |     |
| <b>R21c</b>                                              | Can you confirm this is the correct email address?                                                                                                                                                                                                                                             | SP  |
|                                                          | Yes (correct email address)                                                                                                                                                                                                                                                                    |     |
|                                                          | No                                                                                                                                                                                                                                                                                             |     |
| <b>IFNO RE-ENTER R21B</b>                                |                                                                                                                                                                                                                                                                                                |     |
| <b>ASK RECYCLED SAMPLE ONLY</b>                          |                                                                                                                                                                                                                                                                                                |     |
| <b>H130a</b>                                             | How long have you lived at this address?                                                                                                                                                                                                                                                       | SP  |
|                                                          | Less than 3 months                                                                                                                                                                                                                                                                             |     |
|                                                          | 3 to 6 months                                                                                                                                                                                                                                                                                  |     |
|                                                          | 6 to 12 months                                                                                                                                                                                                                                                                                 |     |
|                                                          | Over 12 months                                                                                                                                                                                                                                                                                 |     |
| <b>ES ONLY NOT ESR</b>                                   |                                                                                                                                                                                                                                                                                                |     |
| <b>ASK ALL</b>                                           |                                                                                                                                                                                                                                                                                                |     |
| <b>H50</b>                                               | Would you be willing to be re-contacted on behalf of Barb or Ipsos 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                                                                                                                                                                                                                                                                                             |     |
| <b>ES ONLY NOT ESR</b>                                   |                                                                                                                                                                                                                                                                                                |     |
| <b>ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT</b> |                                                                                                                                                                                                                                                                                                |     |
| <b>H118</b>                                              | Thank you.                                                                                                                                                                                                                                                                                     | SP  |
|                                                          | Barb also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK.                                     |     |
|                                                          | We understand that you would prefer not to be recontacted on behalf of Barb generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part.                       |     |
|                                                          | Yes                                                                                                                                                                                                                                                                                            |     |
|                                                          | No                                                                                                                                                                                                                                                                                             |     |
|                                                          | Not Asked <b>[Extra code for interviewers who don't ask this question based on a very definite No at H50]</b>                                                                                                                                                                                  |     |

# 10

## **First recruitment section**

**Main**

First recruitment section (main)

|                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK STANDALONE ONLY</b>                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>R2</b><br>intr<br>o_1                                                                                                                                     | Thank you very much for answering all of my questions so far.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>ASK ALL IF SELECTED FOR RECRUITMENT</b>                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>R3</b>                                                                                                                                                    | <div>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</div> <div>INTERVIEWER NOTE: IF REQUIRED EXPLAIN THAT IT IS BEST FOR ALL HH MEMBERS PRESENT TO HEAR THE EXPLANATION OF THE PANEL REQUIREMENTS</div> <div>SHOW VIDEO</div> <div>IF-REC_PROPOSITION_FLAG=1 OR 3 THEN SHOW VIDEO 1 FOCAL METER</div> <div>IF REC_PROPOSITION_FLAG=2 THEN SHOW VIDEO 2 VIRTUAL METER</div> <div>Show video</div> <div>Don't play video (exit recruitment) GO TO R34</div> <div>UNABLE TO SHOW VIDEO GO TO R4U</div> |
| <b>R3U THOSE UNABLE TO SHOW VIDEO AT R3</b>                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <div>CODE REASON FOR NOT SHOWING VIDEO</div> <div>TECHNICAL ISSUE</div> <div>INTERVIEW BY PHONE</div> <div>STREET TOO NOISY</div> <div>OTHER (SPECIFY)</div> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

**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](http://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 provides the UK TV and advertising industry with viewing figures for television channels, video-on-demand services and video-sharing platforms. 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)**

SP

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**

**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                            | <p><b>INTERVIEWER: MAKE SURE YOU GO THROUGH THE BOOKLET IN DETAIL AND THAT THE RESPONDENT UNDERSTANDS THE POINTS BELOW AND CODE ACCORDINGLY:</b></p> <p>There are a few points that I would like to highlight:</p> <p>Your home will be part of the National TV Viewing Panel<br/>Information collected will be used by broadcasters to understand their audience<br/>All household members must be committed to taking part (registering themselves when in the room)</p> <p><b>[REC_PROPOSITION_FLAG=1, 2 OR 3]</b> 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.</p> <p><b>TV meters will be attached to each TV set, TV meters identify who is watching and what is being watched.</b></p> <p><b>[REC_PROPOSITION_FLAG=1 OR 3]</b> 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. <b>FOR MORE DETAILS ABOUT WHAT SERVICES ARE MONITORED SELECT FURTHER INFORMATION</b></p> <p><b>[REC_PROPOSITION_FLAG=2]</b> 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.</p> <p>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</p> <p>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</p> <p>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.</p> <p>Please note: part of the rewards are intended to cover the running costs of the meters.</p> <p>All information on joining the panel can be found on <a href="http://www.shapingtv.co.uk">www.shapingtv.co.uk</a></p> <p>Is there anything else that you would like me to explain in more detail?</p> | MP |
| R4_intro_video                      | <p><b>INTERVIEWER:</b></p> <p>WOULD YOU LIKE TO SHOW THIS HOUSEHOLD A SECOND VIDEO WITH CURRENT PANEL HOMES GIVING THEIR EXPERIENCE OF BEING ON THE PANEL?</p> <p>Yes, play video now<br/>No (<b>continue to R4</b>)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SP |
| R4                                  | <p>Would you be willing to help us by becoming a Barb panel home?</p> <p>Yes<br/>No (exit recruitment) <b>GO TO R34</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SP |
| ASK IF WILLING AT R4                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| R5 intro                            | <p>That's great.</p> <p>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.</p> <p><b>IF 1 PERSON HH</b><br/>I'd like to start by asking a few more questions about you...</p> <p><b>IF 2+ PERSON HH</b><br/>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |



## 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

|           |                                |                        |
|-----------|--------------------------------|------------------------|
| <b>R5</b> | <b>SHOW SCREEN</b>             | SP                     |
|           | <b>PERSON 1 (RESPONDENT)</b>   |                        |
|           | Could you give me your title?  |                        |
|           | <b>PERSON 2-9</b>              |                        |
|           | 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

|            |                                                             |      |
|------------|-------------------------------------------------------------|------|
| <b>R6</b>  | <b>IF NAME NOT GIVEN EARLIER</b> Can you give me your name? | VERB |
| <b>a/b</b> |                                                             |      |
|            | <b>PERSON 2-9</b>                                           |      |
|            | Could you give me their name?                               |      |
|            | <b>ENTER INTO THE BOXES BELOW</b>                           |      |
| <b>R6a</b> | First name                                                  |      |
| <b>R6b</b> | Surname                                                     |      |

### DISPLAY RESPONSE AND CHECK BY READING BACK

### ASK IF YES AT R4

|            |                                                      |
|------------|------------------------------------------------------|
| <b>R7a</b> | <b>PERSON 1 (RESPONDENT)</b>                         |
|            | Could you tell me the month and year you were born?  |
|            | <b>PERSON 2-9</b>                                    |
|            | 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

|             |                                                                                                                                                                                                                                    |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>R7a</b>  | <b>If DK at R7a (only to be routed in once per HH):</b>                                                                                                                                                                            |
| <b>Exit</b> | 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

|            |                                                                    |    |
|------------|--------------------------------------------------------------------|----|
| <b>R7b</b> | 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                           |                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>R38a</b>                                                  | <p>As this person is under 16, we require consent from a parent or guardian for them to join the Barb panel</p> <p>INTERVIEWER:<br/>PLEASE INDICATE IF CONSENT HAS BEEN PROVIDED FOR THIS CHILD BY A PARENT OR GUARDIAN WHO IS AVAILABLE AT THE TIME OF THE INTERVIEW</p> <p>Yes – Consent provided<br/>No – Parent or guardian not available, revisit needed to obtain consent<br/>No – Consent not given (Exit Recruitment) GO TO R34</p> | SP |
| ASK IF R38a = YES                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| <b>R38b</b>                                                  | <p>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?</p> <p>LIST ALL ADULTS IN HOME<br/>(PERSON NUMBER, NAME IF WE HAVE IT, GENDER, AGE)</p>                                                                                                                                                                                                            | SP |
| ASK IF R38a = REVISIT                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| <b>R38c</b>                                                  | <p>INTERVIEWER EXPLAIN:</p> <p>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</p>                                                                                                                                                                                | SP |
| ASK IF 2+ PERSON HH AND AGE P3>15 years OR P4 NOT = UNDER 16 |                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| <b>R8</b>                                                    | <p><b>PERSON 1 (RESPONDENT)</b><br/>Are you the parent or guardian of anyone in the household?</p> <p><b>PERSON 2-9</b><br/>Are they the parent or guardian of anyone in the household?</p> <p>Yes<br/>No</p>                                                                                                                                                                                                                               | SP |
| ASK IF 2+ PERSON HH AND AGE P3>15 years OR P4 NOT = UNDER 16 |                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |
| <b>R9</b>                                                    | <p><b>PERSON 1 (RESPONDENT)</b><br/>Are you the child or dependent of anyone in the household?</p> <p><b>PERSON 2-9</b><br/>Are they the child or dependent of anyone in the household?</p> <p>Yes<br/>No</p>                                                                                                                                                                                                                               | SP |

|                                                                                                                                                                                                                                                       |                     |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----|
| ASK IF 2+ ADULT HH                                                                                                                                                                                                                                    |                     |    |
| R10                                                                                                                                                                                                                                                   | FOR ADULTS 2-9 ONLY | SP |
| <b>INTERVIEWER PLEASE CODE:</b>                                                                                                                                                                                                                       |                     |    |
| Is this person present in the room and have they been participating in the questionnaire and recruitment?                                                                                                                                             |                     |    |
| By this we mean has the person:                                                                                                                                                                                                                       |                     |    |
| <ul style="list-style-type: none"><li>• Been listening to the questions?</li><li>• Watched the video / looked at the printed materials?</li><li>• Commented on any aspect of the interview?</li><li>• Given answers to any of the questions</li></ul> |                     |    |
| Yes                                                                                                                                                                                                                                                   |                     |    |
| No                                                                                                                                                                                                                                                    |                     |    |

End of recruitment person loop

## Start of recruitment computer loop

|                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK FOR ALL COMPUTERS IDENTIFIED AT H51</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>FOR EACH COMPUTER SHOW HEADER COMPUTER 1, 2, 3, 4</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>ASK IF H51&gt;0</b>                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>R13</b>                                                | <p><b>GROUP1 - HH WITH 1 COMPUTER [IF H51=1 AND H101 =0]:</b><br/>I'd now like to ask some questions about the computer in your household</p> <p><b>GROUP2 - HH WITH 1 TABLET [IF H51=1 AND H101 =1]:</b><br/>I'd now like to ask some questions about the tablet in your household</p> <p><b>GROUP3 - HH WITH 2+ DEVICES AND ALL ARE TABLETS [IF H51&gt;1 AND H101=H51]:</b><br/><b>TABLET 1:</b><br/>I'd now like to ask some questions about each of the tablets in your household. Starting with the first one...<br/><b>TABLET 2, 3, 4 ETC.</b><br/>Now thinking about your second, third, fourth tablet...</p> <p><b>GROUP4 - HH WITH 2+ COMPUTERS/TABLETS [IF NOT GROUP 1,2 OR 3 AND H51&gt;1]:</b><br/><b>COMPUTER 1:</b><br/>I'd now like to ask some questions about each of the computers / tablets in your household. Starting with the first one...</p> <p><b>COMPUTER/TABLET 2, 3, 4 ETC.</b><br/>Now thinking about your second, third, fourth computer/tablet...</p> |    |
| <b>ASK IF GROUP1 OR GROUP4</b>                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>R13</b>                                                | <p><b><u>SHOW SCREEN</u></b></p> <p>Which of the following best describes this computer?</p> <p>Tablet [ONLY SHOW IF GROUP4]<br/>Laptop or Notebook computer<br/>Desktop computer<br/>Other (please specify)<br/>Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SP |
| <b>ASK FOR ALL COMPUTERS AT H51</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>R16</b>                                                | <p><b><u>SHOW SCREEN</u></b></p> <p>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]?</p> <p>In use<br/>Normally in use but temporarily out of order<br/>Not in use but in working order<br/>Permanently out of order<br/>Don't know</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | SP |
| <b>ASK FOR ALL COMPUTERS AT H51 EXCLUDING 1 PERSON HH</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
| <b>R40</b>                                                | <p><b><u>SHOW SCREEN</u></b></p> <p>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]?</p> <p>Person 1<br/>Person 2<br/>Person 3<br/>Till 9<br/>Don't know<br/><b>LIST HOUSEHOLD MEMBERS BY PERSON NUMBER AND NAME</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | MP |

## End of recruitment computer loop

## Start of contact section

| <b>ASK ALL</b>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>R18 intro</b> | <p>Thank you for your answers so far – I just have few more questions for you today.</p> <p>The next section is about collecting your contact details.</p> <p>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.</p> <p><b>IF FOCAL METER HOME, INTERVIEWER: SHOW THE PRE-INSTALLATION FORM BY CLICKING ON 'FURTHER INFORMATION'</b></p> <p>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.</p> <p><b>NON-FOCAL METER HOMES</b></p> <p>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.</p> |

### Tel No 1 ES and ES Recontact

| <b>ES and ESR Sample</b>                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK ALL</b>                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>R18a</b>                                            | <p>Are you able to provide us with a telephone number? <span style="float: right;">SP</span></p> <p><b>NOTE: where available a personal mobile phone number is preferable to a landline</b></p> <p>Yes (go to R19a)</p> <p>No (go to R18b)</p>                                                                                                                                                                                                    |
| <b>ES and ESR Sample</b>                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>ASK IF R18a = NO</b>                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>R18b</b>                                            | <p>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? <span style="float: right;">SP</span></p> <p>Yes (go to R19a)</p> <p>No (exit recruitment) (go to R32)</p>                                                                                                                                                                  |
| <b>ES and ESR Sample</b>                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>ASK IF R18a = YES or R18b = YES or R18e=Neither</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>R19a</b>                                            | <p>What is the Telephone number, including the area code? <span style="float: right;">NUM</span></p> <p><b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b></p> <p>WRITE IN <span style="float: right;">(go to R18c2)</span></p>                                                                                                                                                                           |
| <b>ES and ESR Sample</b>                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>ASK IF TELEPHONE NUMBER PROVIDED AT R19a</b>        |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>R18c2</b>                                           | <p>To make sure that I've correctly entered the number, can I ask you give it to me again? <span style="float: right;">NUM</span></p> <p><b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b></p> <p>WRITE IN (if different from R19a go to R19d1, else go to R20a)</p>                                                                                                                                     |
| <b>ES ONLY and ESR Sample</b>                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>ASK IF R18c2 DOES NOT MATCH R19a</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>R19d1</b>                                           | <p><b>SHOW SCREEN</b> <span style="float: right;">SP</span></p> <p>The two numbers I entered are different. Can I check which of these is the correct number?</p> <p>No 1 – from R19a <span style="float: right;">(go to R20a)</span></p> <p>No 2 – from R18c2 <span style="float: right;">(go to R20a)</span></p> <p>Neither <span style="float: right;">(return to R19a)</span></p> <p>Both <span style="float: right;">(go to R35a)</span></p> |

## Tel No 1 TEL SAMPLE

|                                                                                                      |                                                                                                                                                                   |                  |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>TEL SAMPLE ONLY</b>                                                                               |                                                                                                                                                                   |                  |
| <b>R18d</b>                                                                                          | <b>SHOW SCREEN</b>                                                                                                                                                | <b>SP</b>        |
| Can I check that the telephone number we previously called you on is still valid for this household? |                                                                                                                                                                   |                  |
| <b>Display number</b>                                                                                |                                                                                                                                                                   |                  |
| Yes (go to R20a)                                                                                     |                                                                                                                                                                   |                  |
| No (re-enter number at R19b)                                                                         |                                                                                                                                                                   |                  |
| <b>TEL SAMPLE ONLY</b>                                                                               |                                                                                                                                                                   |                  |
| <b>ASK IF R18d = NO</b>                                                                              |                                                                                                                                                                   |                  |
| <b>R19b</b>                                                                                          | In that case can you give me a telephone number that can be used to contact you? Please include the area code.                                                    | <b>NUM</b>       |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b>           |                                                                                                                                                                   |                  |
| WRITE IN                                                                                             |                                                                                                                                                                   |                  |
| Prefer not to say – (go to R19c)                                                                     |                                                                                                                                                                   |                  |
| <b>TEL SAMPLE ONLY</b>                                                                               |                                                                                                                                                                   |                  |
| <b>ASK IF R19b = PREFER NOT TO SAY</b>                                                               |                                                                                                                                                                   |                  |
| <b>R19c</b>                                                                                          | 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? | <b>SP</b>        |
| Yes (go to R19b)                                                                                     |                                                                                                                                                                   |                  |
| No (exit recruitment) - (go to R32)                                                                  |                                                                                                                                                                   |                  |
| <b>TEL SAMPLE ONLY</b>                                                                               |                                                                                                                                                                   |                  |
| <b>ASK IF TELEPHONE NUMBER PROVIDED AT R19c</b>                                                      |                                                                                                                                                                   |                  |
| <b>R18c3</b>                                                                                         | To make sure that I've correctly entered the number, can I ask you give it to me again?                                                                           | <b>NUM</b>       |
| <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b>           |                                                                                                                                                                   |                  |
| WRITE IN (if different from R19b go to R19d2, else go to R20a)                                       |                                                                                                                                                                   |                  |
| <b>TEL SAMPLE ONLY</b>                                                                               |                                                                                                                                                                   |                  |
| <b>ASK IF R18c3 DOES NOT MATCH R19b</b>                                                              |                                                                                                                                                                   |                  |
| <b>R19d2</b>                                                                                         | <b>SHOW SCREEN</b>                                                                                                                                                | <b>SP</b>        |
| 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

|                                               |                                                                                                                                                |     |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>ASK IF R18e / R19d1 / R19d2 NOT = BOTH</b> |                                                                                                                                                |     |
| <b>R20a</b>                                   | 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)                                                                                                                                 |     |
| <b>ASK IF R20a = YES</b>                      |                                                                                                                                                |     |
| <b>R20b</b>                                   | What is this Telephone number, including the area code?                                                                                        | NUM |
|                                               | <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b>                                                     |     |
|                                               | WRITE IN                                                                                                                                       |     |
| <b>ASK IF R20a=YES</b>                        |                                                                                                                                                |     |
| <b>R20c</b>                                   | Again, to make sure that I've correctly entered the number, can I ask you give it to me again?                                                 | NUM |
|                                               | <b>NOTE: Enter area code or mobile prefix and do not leave a space between any numbers</b>                                                     |     |
|                                               | WRITE IN (if different from R20b go to R20d)                                                                                                   |     |
| <b>ASK IF R20b DOES NOT MATCH R20c</b>        |                                                                                                                                                |     |
| <b>R20d</b>                                   | <b>SHOW SCREEN</b>                                                                                                                             | 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

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

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

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

**CONFIRMATION**

|                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK ALL</b>                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
| <b>R22</b>                                                                     | 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. | SP |
|                                                                                | 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?                                                                                                                                                                                                                                        |    |
|                                                                                | <b>NOTE: this confirms agreement to participate from all HH members</b>                                                                                                                                                                                                                                                                                                                                         |    |
|                                                                                | Yes: agree to join the Barb panel                                                                                                                                                                                                                                                                                                                                                                               |    |
|                                                                                | No: do not agree - <b>(exit recruitment) GO TO R34</b>                                                                                                                                                                                                                                                                                                                                                          |    |
|                                                                                | Revisit necessary                                                                                                                                                                                                                                                                                                                                                                                               |    |
| <b>ASK IF R10 = NO FOR ANY ADULT HH MEMBER AND R22 NOT 'REVISIT NECESSARY'</b> |                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
| <b>R23</b>                                                                     | <b>INTERVIEWER:</b> 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                                                                                                                                                                                                                                         | MP |
|                                                                                | All household members now present and agree (LOOP BACK TO R7 AND/OR R38 HERE IF REQUIRED)                                                                                                                                                                                                                                                                                                                       |    |
|                                                                                | Revisit necessary (SP)                                                                                                                                                                                                                                                                                                                                                                                          |    |
| <b>ASK IF R22 = YES OR REVISIT NECESSARY</b>                                   |                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
| <b>R37</b>                                                                     | <b>INTERVIEWER:</b> 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                                                                                                                                                                            | SP |
|                                                                                | 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 (Other reason - specify)                                                                                                                                                                                                                                                                                                                                                                  |    |

| ASK ALL                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <p><b>IF ANY PERSON CODED DK AT R7a DISPLAY DETAILS:</b><br/> <b>PERSON NO, TITLE, FORENAME, SURNAME</b></p> <p><b>IF ANY PERSON CODED REVISIT AT R38a DISPLAY DETAILS:</b><br/> <b>PERSON NO, TITLE, FORENAME, SURNAME</b></p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
| R24<br>intro                                                                                                                                                                                                                    | <p><b>INTERVIEWER: EXPLAIN THE NEXT STAGES IN THE PROCESS</b></p> <p><b>REVISIT/RECALL</b> from you to confirm all HH adult members are happy to proceed <b>(IF REVISIT NECESSARY CODED AT R22 OR R23)</b></p> <p><b>RECALL/REVISIT</b> from you to confirm missing DOB for HH members <b>(IF ANY PERSON CODED DK AT R7a)</b></p> <p><b>RECALL/REVISIT</b> from you to confirm missing consent for children <b>(IF ANY PERSON CODED REVISIT AT R38a)</b></p> <p><b>WELCOME EMAIL</b> – 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 <b>(IF EMAIL PROVIDED AT R21b)</b></p> <p><b>VALIDATION PROCESS:</b> You will be contacted by telephone by Ipsos 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.</p> <p><b>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 Validation Team’ as a contact on their mobile phone. The number is 020 3602 0717”</b></p> <p>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 <b>020 3602 0717</b></p> <p><b>INSALLATION DATE ARRANGED:</b> 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</p>                                             |    |
| R24                                                                                                                                                                                                                             | <p><b>INTERVIEWER: PLEASE READ OUT AND CODE ALL THAT APPLY IN THE CHECKLIST BELOW</b></p> <p>Let me double check that I went through all the below with you:</p> <ul style="list-style-type: none"> <li>Shown video of panel task</li> <li>Explained the incentives offered for taking part</li> <li>Left recruitment materials</li> <li>Explained that all TVs, computers/work laptops, <del>and</del> 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]</li> <li>Explained that all TVs, computers/work laptops, <del>and</del> 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]</li> <li>Explained that all members of the household need to take part</li> <li>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</li> <li>Explained that registering viewing on a tablet, computer or smartphone is done automatically by the focal meter [REC_PROPOSITION_FLAG=1 OR 3]</li> <li>Explained that registering viewing on a tablet, computer or smartphone is done by-the app [REC_PROPOSITION_FLAG=2]</li> <li>Once you join the panel, there is no commitment on how long you should stay on the panel.</li> <li>Explained telephone call from Ipsos to confirm participation</li> <li>Ipsos Validation Team Freephone number saved on participant's phone</li> <li>All information on joining the panel can be found on <a href="http://www.shapingtv.co.uk">www.shapingtv.co.uk</a></li> </ul> | MP |

| <b>ASK IF R18b / R19c= NO</b> |                                                                                               |           |
|-------------------------------|-----------------------------------------------------------------------------------------------|-----------|
| <b>R32</b>                    | <b>INTERVIEWER: PLEASE CODE MAIN REASON FOR REFUSAL IF STATED</b>                             | <b>SP</b> |
|                               | No telephone in home<br>Doesn't want to give out number<br>No reason given<br>Other (specify) |           |

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

## CONTINUATION OF SECTION 9 (ES)

### ASK IF DROPPED OUT OF RECRUITMENT AT R3 / R2 / R4 / S38 / R18b / R19c / R22

**H47\_intro** That's fine, we won't continue with joining the Barb panel, but before I finish, can I just take a final few details which will may be used if we need to contact you for quality control purposes.

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

#### DO NOT ASK IF DROPPED OUT OF RECRUITMENT AT R18b / R19c / R22

**H47** Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? SP

Yes  
No  
Don't know

### ES AND ESR ONLY

#### ASK IF TELEPHONE CLAIMED [H47 = YES]

**H48** Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these? MP

Landline  
Mobile phone  
Both  
Other  
Don't know  
Prefer not to say (SP)

### ES AND ESR ONLY - TEL SAMPLE: PULL THROUGH FROM ECS

#### WITH ANY TELEPHONE [AT H48]

**H49** What is the Telephone number, including the area code, of the household's main phone or mobile?

**NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number**

WRITE IN  
Prefer not to say

### ASK ALL 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

|                                                          |                                                                                                                                                                                                                                                                                                |     |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>ES ONLY</b>                                           |                                                                                                                                                                                                                                                                                                |     |
| <b>R21a</b>                                              | Do you have an email address that we can use to contact you?                                                                                                                                                                                                                                   | SP  |
|                                                          | Yes                                                                                                                                                                                                                                                                                            |     |
|                                                          | No                                                                                                                                                                                                                                                                                             |     |
| <b>ASK IF R21A = YES</b>                                 |                                                                                                                                                                                                                                                                                                |     |
| <b>R21b</b>                                              | Could I please record your email address?                                                                                                                                                                                                                                                      | NUM |
|                                                          | WRITE IN                                                                                                                                                                                                                                                                                       |     |
| <b>ASK IF R21A = YES</b>                                 |                                                                                                                                                                                                                                                                                                |     |
| <b>R21c</b>                                              | Can you confirm this is the correct email address?                                                                                                                                                                                                                                             | SP  |
|                                                          | Yes (correct email address)                                                                                                                                                                                                                                                                    |     |
|                                                          | No                                                                                                                                                                                                                                                                                             |     |
| <b>IFNO RE-ENTER R21B</b>                                |                                                                                                                                                                                                                                                                                                |     |
| <b>ASK RECYCLED SAMPLE ONLY</b>                          |                                                                                                                                                                                                                                                                                                |     |
| <b>H130a</b>                                             | How long have you lived at this address?                                                                                                                                                                                                                                                       | SP  |
|                                                          | Less than 3 months                                                                                                                                                                                                                                                                             |     |
|                                                          | 3 to 6 months                                                                                                                                                                                                                                                                                  |     |
|                                                          | 6 to 12 months                                                                                                                                                                                                                                                                                 |     |
|                                                          | Over 12 months                                                                                                                                                                                                                                                                                 |     |
| <b>ES ONLY NOT ESR</b>                                   |                                                                                                                                                                                                                                                                                                |     |
| <b>ASK ALL</b>                                           |                                                                                                                                                                                                                                                                                                |     |
| <b>H50</b>                                               | Would you be willing to be re-contacted on behalf of Barb or Ipsos 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                                                                                                                                                                                                                                                                                             |     |
| <b>ES ONLY NOT ESR</b>                                   |                                                                                                                                                                                                                                                                                                |     |
| <b>ASK IF H50 = NO AND HH NOT CHOSEN FOR RECRUITMENT</b> |                                                                                                                                                                                                                                                                                                |     |
| <b>H118</b>                                              | Thank you.                                                                                                                                                                                                                                                                                     | SP  |
|                                                          | Barb also provides the TV industry with the official TV viewing figures. Sometimes called the TV ratings. This is done by Kantar Media using data collected from a small number of homes which are specially chosen to represent all TV viewing in the UK.                                     |     |
|                                                          | We understand that you would prefer not to be recontacted on behalf of Barb generally and we will not do this but, if selected to be a panel home, would you be interested in this? If you think you might be interested, you would be under no obligation to take part.                       |     |
|                                                          | Yes                                                                                                                                                                                                                                                                                            |     |
|                                                          | No                                                                                                                                                                                                                                                                                             |     |
|                                                          | Not Asked <b>[Extra code for interviewers who don't ask this question based on a very definite No at H50]</b>                                                                                                                                                                                  |     |

## London incentive sample only

|                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ES ONLY</b>                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>ASK IF INCENTIVE SAMPLE CODE 3</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| DON<br>ATE1                                     | <p>INTERVIEWER: As I mentioned earlier you have qualified for a £10 voucher for completing this interview. Alternatively, you can donate this to one of our chosen charities.</p> <p>INTERVIEWER: Please note respondent preference</p> <p>Receive Voucher (Go to Incentive 1)</p> <p>Donate Voucher (Go to Donate 2)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | SP |
| <b>ES ONLY – ASK IF DONATE1= DONATE VOUCHER</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| DON<br>ATE2                                     | <p><b>ASK IF INCENTIVE SAMPLE CODE 3</b></p> <p>INTERVIEWER: And which charity would you like to donate to?</p> <p>Age UK</p> <p>Cancer Research</p> <p>British Red Cross</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SP |
|                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
|                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>ES ONLY: ASK IF DONATE 1 = NO</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| INCE<br>NTIV<br>E4                              | <p>Our standard incentives are being provided as a digital ‘e-voucher’ code.</p> <p>[IF EMAIL ADDRESS COLLECTED AT R21A/B/C] This can be sent using the email address you have already given us &lt;display email&gt;</p> <p>[ELSE] This can be sent to an email address if you can provide one</p> <p>Alternatively, I can provide you with a gift card</p> <p>The online and high street retailers these can be used at are the same for both types of voucher</p> <p>INTERVIEWER: PLEASE SELECT VOUCHER TYPE</p> <p>E-Voucher: Email address required</p> <p>[IF NO EMAIL ADDRESS ROUTE TO EMAIL ADDRESS COLLECTION QUESTIONS]</p> <p>Gift Card</p>                                                                                                                                                                                                                                                                  | SP |
| <b>ES ONLY – ASK IF INCENTIVE 4 = GIFT CARD</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| INCE<br>NTIV<br>E2                              | <p>INTERVIEWER: Please enter the serial number of the gift card for activation.</p> <p>ENTER THE LAST 8 DIGITS ON THE BACK OF THE GIFT CARD YOU'RE GIVING TO PARTICIPANT</p> <p>&lt;scripter – use gift card activation process&gt;</p> <p>SANITISE AND PASS GIFT CARD TO RESPONDENT SAFELY AND TELL THEM ABOUT THE CODE</p> <p>READ OUT: Please can I check and confirm I have entered this number correctly?</p> <p>READ OUT NUMBER</p> <p>Yes – this is correct</p> <p>No – this is wrong</p> <p>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</p> <p>Also please inform the participant that the voucher should be activated within three five working days. If respondents have any problems using the gift card, they should call the number on the thank you leaflet.</p> |    |

|         |                                                                                                                                                           |    |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|         |                                                                                                                                                           |    |
|         |                                                                                                                                                           |    |
| ES ONLY |                                                                                                                                                           |    |
| INCO    | ASK IF INCENTIVE SAMPLE CODE 3                                                                                                                            | SP |
| MM      | 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                                                                                                                                                        |    |

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

|            |                                      |      |
|------------|--------------------------------------|------|
| <b>R28</b> | 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

|            |                                                    |     |
|------------|----------------------------------------------------|-----|
| <b>R30</b> | <b>LOOP FOR PERSON 2-9 (RECORD PERSON NO)</b>      | 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

### ASK IF R22=REVISIT NECESSARY OR R23=REVISIT NECESSARY

|            |                                                                                 |    |
|------------|---------------------------------------------------------------------------------|----|
| <b>R27</b> | <b>INTERVIEWER NOTE: PLEASE CONFIRM THAT ALL ADULT HOUSEHOLD MEMBERS HAVE:</b>  | 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)                                             |    |

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

# 12

## **Supplementary/ Close-out questions**

Supplementary / Close out questions

| ES ONLY (NOT STANDALONE) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| TYL                      | <p>INTERVIEWER: ALL HOUSEHOLDS MUST BE LEFT WITH A 'THANK YOU: YOU AND YOUR DATA' LEAFLET OR BE GIVEN THE LINK TO THE ONLINE VERSION</p> <p>A COPY WAS INCLUDED WITH THE ADVANCE LETTER</p> <p>IF REQUIRED PLEASE HAND THIS OVER AND CONFIRM THAT YOU HAVE DONE SO.</p> <p>THE THANK YOU LEAFLET CAN ALSO BE ACCESSED AT <a href="http://WWW.SHAPINGTV.CO.UK">WWW.SHAPINGTV.CO.UK</a> AND SELECTION THE THANK YOU LEAFLET</p> <p>Yes, Leaflet provided</p> <p>No, Leaflet not provided (not needed/advance copy)</p> <p>No, Leaflet not provided (Other reason - specify)</p> <p>Refused to take leaflet (include refused for COVID)</p> | SP |

THANK THE PARTICIPANT AND CLOSE THE INTERVIEW

|                                       |                                                                                                                                                                                                                                                            |    |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK ALL</b>                        |                                                                                                                                                                                                                                                            |    |
| <b>ACCOMP</b>                         | Were you accompanied by supervisor for this interview?<br>Yes (Write in name of accompanier)<br>No                                                                                                                                                         | SP |
| <b>ASK ALL</b>                        |                                                                                                                                                                                                                                                            |    |
| <b>LANGXA</b>                         | Was this interview carried out in any language other than English?<br>Yes<br>No                                                                                                                                                                            | SP |
| <b>IF YES AT LANGXA</b>               |                                                                                                                                                                                                                                                            |    |
| <b>LANGXB</b>                         | In which language was this interview conducted?<br>Arabic<br>Bengali<br>Chinese<br>French<br>German<br>Greek<br>Gujarati<br>Polish<br>Punjabi<br>Russian<br>Hindi<br>Igbo<br>Italian<br>Spanish<br>Sylheti<br>Turkish<br>Urdu<br>Welsh<br>Other (WRITE IN) | SP |
| <b>ASK ALL</b>                        |                                                                                                                                                                                                                                                            |    |
| <b>COM MSYN</b>                       | 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?<br>Yes (enter verbatim)<br>No                                                                                | SP |
| <b>ASK ALL</b>                        |                                                                                                                                                                                                                                                            |    |
| <b>INTLOC</b>                         | Where was this interview conducted?<br><br>At the doorstep<br>Inside the home<br>Other (Please state)                                                                                                                                                      | SP |
| <b>Standalone and ESR Sample Only</b> |                                                                                                                                                                                                                                                            |    |
| <b>Interview Mode</b>                 | How was this interview administered?<br><br>1. Face to Face<br>2. Online screen-share interview<br>3. Telephone                                                                                                                                            | SP |

**END OF CLOSE OUT QUESTIONS**