



BARB Establishment Survey Quarterly Data Report: Total Network

April to June 2013



Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2013

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This reports contains the weighted data results from the Establishment survey for the period April - June 2013

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2013

Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%V (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%V (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
AB	6724	6465	3000	1121	4709	2354	2355	6206
%V	24.8%	24.9%	26.8%	26.8%	24.3%	26.6%	22.5%	30.5%
%V (All HH)		96.1%	44.6%	16.7%	70.0%	35.0%	35.0%	92.3%
%V (TV HH)			46.4%	17.3%	72.8%	36.4%	36.4%	
C1	7395	7007	3045	1199	5227	2497	2730	5985
%V	27.3%	27.0%	27.2%	28.6%	27.0%	28.2%	26.0%	29.4%
%V (All HH)		94.8%	41.2%	16.2%	70.7%	33.8%	36.9%	80.9%
%V (TV HH)			43.5%	17.1%	74.6%	35.6%	39.0%	
C2	5498	5333	2506	849	4074	2094	1981	4212
%V	20.3%	20.6%	22.4%	20.3%	21.1%	23.6%	18.9%	20.7%
%V (All HH)		97.0%	45.6%	15.4%	74.1%	38.1%	36.0%	76.6%
%V (TV HH)			47.0%	15.9%	76.4%	39.3%	37.1%	
D	4002	3786	1654	568	2741	1200	1540	2691
%V	14.8%	14.6%	14.8%	13.6%	14.2%	13.5%	14.7%	13.2%
%V (All HH)		94.6%	41.3%	14.2%	68.5%	30.0%	38.5%	67.2%
%V (TV HH)			43.7%	15.0%	72.4%	31.7%	40.7%	
E	3498	3326	984	448	2588	715	1874	1269
%V	12.9%	12.8%	8.8%	10.7%	13.4%	8.1%	17.9%	6.2%
%V (All HH)		95.1%	28.1%	12.8%	74.0%	20.4%	53.6%	36.3%
%V (TV HH)			29.6%	13.5%	77.8%	21.5%	56.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2013

Household level data

Table 2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%V (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%V (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
Under 25	1208	1042	449	133	698	281	416	885
%V	4.5%	4.0%	4.0%	3.2%	3.6%	3.2%	4.0%	4.3%
%V (All HH)		86.3%	37.2%	11.0%	57.8%	23.3%	34.4%	73.3%
%V (TV HH)			43.1%	12.8%	67.0%	27.0%	39.9%	
25 - 34	4319	3953	1962	783	2546	1383	1163	3750
%V	15.9%	15.3%	17.5%	18.7%	13.2%	15.6%	11.1%	18.4%
%V (All HH)		91.5%	45.4%	18.1%	58.9%	32.0%	26.9%	86.8%
%V (TV HH)			49.6%	19.8%	64.4%	35.0%	29.4%	
35 - 44	4807	4584	2342	850	3106	1732	1374	4306
%V	17.7%	17.7%	20.9%	20.3%	16.1%	19.6%	13.1%	21.1%
%V (All HH)		95.4%	48.7%	17.7%	64.6%	36.0%	28.6%	89.6%
%V (TV HH)			51.1%	18.5%	67.8%	37.8%	30.0%	
45 - 54	5219	5051	2435	918	3797	2083	1714	4605
%V	19.2%	19.5%	21.8%	21.9%	19.6%	23.5%	16.4%	22.6%
%V (All HH)		96.8%	46.7%	17.6%	72.8%	39.9%	32.8%	88.2%
%V (TV HH)			48.2%	18.2%	75.2%	41.2%	33.9%	
55 - 64	4374	4259	1889	670	3314	1603	1711	3463
%V	16.1%	16.4%	16.9%	16.0%	17.1%	18.1%	16.3%	17.0%
%V (All HH)		97.4%	43.2%	15.3%	75.8%	36.6%	39.1%	79.2%
%V (TV HH)			44.4%	15.7%	77.8%	37.6%	40.2%	
65 +	7189	7028	2113	831	5880	1777	4103	3353
%V	26.5%	27.1%	18.9%	19.9%	30.4%	20.1%	39.2%	16.5%
%V (All HH)		97.8%	29.4%	11.6%	81.8%	24.7%	57.1%	46.6%
%V (TV HH)			30.1%	11.8%	83.7%	25.3%	58.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2013

Household level data

Table 3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%V		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%H (All HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
%H (TV HH)								
1	8417	7845	2133	1007	6191	1541	4651	4218
%V	31.0%	30.3%	19.1%	24.1%	32.0%	17.4%	44.4%	20.7%
%H (All HH)		93.2%	25.3%	12.0%	73.6%	18.3%	55.3%	50.1%
%H (TV HH)			27.2%	12.8%	78.9%	19.6%	59.3%	
2	9005	8722	3905	1389	6609	3197	3412	7240
%V	33.2%	33.7%	34.9%	33.2%	34.2%	36.1%	32.6%	35.6%
%H (All HH)		96.9%	43.4%	15.4%	73.4%	35.5%	37.9%	80.4%
%H (TV HH)			44.8%	15.9%	75.8%	36.7%	39.1%	
3	4264	4121	2200	806	2905	1802	1103	3824
%V	15.7%	15.9%	19.7%	19.3%	15.0%	20.3%	10.5%	18.8%
%H (All HH)		96.6%	51.6%	18.9%	68.1%	42.3%	25.9%	89.7%
%H (TV HH)			53.4%	19.6%	70.5%	43.7%	26.8%	
4	3722	3597	2027	691	2553	1648	905	3487
%V	13.7%	13.9%	18.1%	16.5%	13.2%	18.6%	8.6%	17.1%
%H (All HH)		96.6%	54.5%	18.6%	68.6%	44.3%	24.3%	93.7%
%H (TV HH)			56.4%	19.2%	71.0%	45.8%	25.2%	
5+	1707	1632	924	293	1081	671	410	1594
%V	6.3%	6.3%	8.3%	7.0%	5.6%	7.6%	3.9%	7.8%
%H (All HH)		95.6%	54.1%	17.2%	63.3%	39.3%	24.0%	93.4%
%H (TV HH)			56.6%	18.0%	66.2%	41.1%	25.1%	
Average HH size	2.34	2.35	2.65	2.52	2.28	2.66	1.96	2.59

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%V (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%V (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
Without	20103	19108	7438	2937	14755	6073	8682	14047
%V	74.1%	73.7%	66.5%	70.2%	76.3%	68.6%	82.8%	69.0%
%H (All HH)		95.1%	37.0%	14.6%	73.4%	30.2%	43.2%	69.9%
%H (TV HH)			38.9%	15.4%	77.2%	31.8%	45.4%	
With	7013	6808	3751	1248	4584	2787	1798	6316
%V	25.9%	26.3%	33.5%	29.8%	23.7%	31.5%	17.2%	31.0%
%H (All HH)		97.1%	53.5%	17.8%	65.4%	39.7%	25.6%	90.1%
%H (TV HH)			55.1%	18.3%	67.3%	40.9%	26.4%	
0 - 3	2708	2600	1419	481	1622	943	679	2339
%V	10.0%	10.0%	12.7%	11.5%	8.4%	10.6%	6.5%	11.5%
%H (All HH)		96.0%	52.4%	17.8%	59.9%	34.8%	25.1%	86.4%
%H (TV HH)			54.6%	18.5%	62.4%	36.3%	26.1%	
4 - 9	3512	3407	1906	624	2256	1393	862	3141
%V	13.0%	13.1%	17.0%	14.9%	11.7%	15.7%	8.2%	15.4%
%H (All HH)		97.0%	54.3%	17.8%	64.2%	39.7%	24.5%	89.4%
%H (TV HH)			55.9%	18.3%	66.2%	40.9%	25.3%	
10 - 15	3213	3144	1780	600	2181	1397	784	3000
%V	11.8%	12.1%	15.9%	14.3%	11.3%	15.8%	7.5%	14.7%
%H (All HH)		97.9%	55.4%	18.7%	67.9%	43.5%	24.4%	93.4%
%H (TV HH)			56.6%	19.1%	69.4%	44.4%	24.9%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%H (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%H (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
1	10623	10623	3529	1509	7170	1755	5415	6808
%V	39.2%	41.0%	31.5%	36.1%	37.1%	19.8%	51.7%	33.4%
%H (All HH)		100.0%	33.2%	14.2%	67.5%	16.5%	51.0%	64.1%
%H (TV HH)			33.2%	14.2%	67.5%	16.5%	51.0%	
2	8946	8946	4067	1476	6907	3473	3434	6985
%V	33.0%	34.5%	36.3%	35.3%	35.7%	39.2%	32.8%	34.3%
%H (All HH)		100.0%	45.5%	16.5%	77.2%	38.8%	38.4%	78.1%
%H (TV HH)			45.5%	16.5%	77.2%	38.8%	38.4%	
3	3933	3933	2147	741	3203	2119	1084	3489
%V	14.5%	15.2%	19.2%	17.7%	16.6%	23.9%	10.3%	17.1%
%H (All HH)		100.0%	54.6%	18.8%	81.4%	53.9%	27.6%	88.7%
%H (TV HH)			54.6%	18.8%	81.4%	53.9%	27.6%	
4	1596	1596	927	300	1350	958	392	1499
%V	5.9%	6.2%	8.3%	7.2%	7.0%	10.8%	3.7%	7.4%
%H (All HH)		100.0%	58.1%	18.8%	84.6%	60.0%	24.6%	93.9%
%H (TV HH)			58.1%	18.8%	84.6%	60.0%	24.6%	
5+	819	819	519	160	709	555	154	789
%V	3.0%	3.2%	4.6%	3.8%	3.7%	6.3%	1.5%	3.9%
%H (All HH)		100.0%	63.4%	19.5%	86.6%	67.8%	18.8%	96.3%
%H (TV HH)			63.4%	19.5%	86.6%	67.8%	18.8%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%V (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%V (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
Under 20"	6099	6099	2594	885	5365	2698	2667	4734
%V	22.5%	23.5%	23.2%	21.1%	27.7%	30.5%	25.4%	23.2%
%H (All HH)		100.0%	42.5%	14.5%	88.0%	44.2%	43.7%	77.6%
%H (TV HH)			42.5%	14.5%	88.0%	44.2%	43.7%	
20" - 29"	9434	9434	3890	1458	7728	3576	4152	6943
%V	34.8%	36.4%	34.8%	34.8%	40.0%	40.4%	39.6%	34.1%
%H (All HH)		100.0%	41.2%	15.5%	81.9%	37.9%	44.0%	73.6%
%H (TV HH)			41.2%	15.5%	81.9%	37.9%	44.0%	
30" - 39"	13547	13547	5976	2264	10514	5124	5390	10435
%V	50.0%	52.3%	53.4%	54.1%	54.4%	57.8%	51.4%	51.2%
%H (All HH)		100.0%	44.1%	16.7%	77.6%	37.8%	39.8%	77.0%
%H (TV HH)			44.1%	16.7%	77.6%	37.8%	39.8%	
40" and over	10605	10605	6050	2030	7448	4822	2626	9321
%V	39.1%	40.9%	54.1%	48.5%	38.5%	54.4%	25.1%	45.8%
%H (All HH)		100.0%	57.0%	19.1%	70.2%	45.5%	24.8%	87.9%
%H (TV HH)			57.0%	19.1%	70.2%	45.5%	24.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY
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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%H (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%H (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
Main living room	25383	25383	11090	4150	19060	8793	10267	19211
%V	93.6%	97.9%	99.1%	99.2%	98.6%	99.3%	98.0%	94.3%
%H (All HH)		100.0%	43.7%	16.3%	75.1%	34.6%	40.4%	75.7%
%H (TV HH)			43.7%	16.3%	75.1%	34.6%	40.4%	
Kitchen	2986	2986	1568	386	2597	1549	1048	2544
%V	11.0%	11.5%	14.0%	9.2%	13.4%	17.5%	10.0%	12.5%
%H (All HH)		100.0%	52.5%	12.9%	87.0%	51.9%	35.1%	85.2%
%H (TV HH)			52.5%	12.9%	87.0%	51.9%	35.1%	
Adult's bedroom	10727	10727	5355	1942	8797	5251	3546	8947
%V	39.6%	41.4%	47.9%	46.4%	45.5%	59.3%	33.8%	43.9%
%H (All HH)		100.0%	49.9%	18.1%	82.0%	49.0%	33.1%	83.4%
%H (TV HH)			49.9%	18.1%	82.0%	49.0%	33.1%	
Child's bedroom	1833	1833	1102	382	1507	1128	378	1712
%V	6.8%	7.1%	9.8%	9.1%	7.8%	12.7%	3.6%	8.4%
%H (All HH)		100.0%	60.1%	20.8%	82.2%	61.5%	20.6%	93.4%
%H (TV HH)			60.1%	20.8%	82.2%	61.5%	20.6%	
Other bedroom	1192	1192	625	249	1017	682	335	1077
%V	4.4%	4.6%	5.6%	5.9%	5.3%	7.7%	3.2%	5.3%
%H (All HH)		100.0%	52.4%	20.9%	85.3%	57.2%	28.1%	90.4%
%H (TV HH)			52.4%	20.9%	85.3%	57.2%	28.1%	
Second living/dining room	2168	2168	1072	381	1805	1067	738	1853
%V	8.0%	8.4%	9.6%	9.1%	9.3%	12.0%	7.0%	9.1%
%H (All HH)		100.0%	49.4%	17.6%	83.3%	49.2%	34.0%	85.5%
%H (TV HH)			49.4%	17.6%	83.3%	49.2%	34.0%	
Study/office	329	329	178	56	271	172	100	315
%V	1.2%	1.3%	1.6%	1.3%	1.4%	1.9%	1.0%	1.5%
%H (All HH)		100.0%	54.1%	17.0%	82.4%	52.3%	30.4%	95.7%
%H (TV HH)			54.1%	17.0%	82.4%	52.3%	30.4%	
TV room	177	177	91	39	141	90	51	167
%V	0.7%	0.7%	0.8%	0.9%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	51.4%	22.0%	79.7%	50.8%	28.8%	94.4%
%H (TV HH)			51.4%	22.0%	79.7%	50.8%	28.8%	
Conservatory	527	527	293	100	471	319	152	449
%V	1.9%	2.0%	2.6%	2.4%	2.4%	3.6%	1.5%	2.2%
%H (All HH)		100.0%	55.6%	19.0%	89.4%	60.5%	28.8%	85.2%
%H (TV HH)			55.6%	19.0%	89.4%	60.5%	28.8%	
Attic or loft room	48	48	22	7	45	27	19	41
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	45.8%	14.6%	93.8%	56.3%	39.6%	85.4%
%H (TV HH)			45.8%	14.6%	93.8%	56.3%	39.6%	
No specific location	30	30	9	9	27	15	12	29
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	30.0%	30.0%	90.0%	50.0%	40.0%	96.7%
%H (TV HH)			30.0%	30.0%	90.0%	50.0%	40.0%	
Other	203	203	111	36	176	112	63	190
%V	0.7%	0.8%	1.0%	0.9%	0.9%	1.3%	0.6%	0.9%
%H (All HH)		100.0%	54.7%	17.7%	86.7%	55.2%	31.0%	93.6%
%H (TV HH)			54.7%	17.7%	86.7%	55.2%	31.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2013

Household level data

Table 8: Platform provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%V (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%V (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
Any DSAT provider	11189	11189	11189	194	6623	6623	0	9603
%V	41.3%	43.2%	100.0%	4.6%	34.2%	74.8%	0.0%	47.2%
%H (All HH)			100.0%	1.7%	59.2%	59.2%	0.0%	85.8%
%H (TV HH)			100.0%	1.7%	59.2%	59.2%	0.0%	
Sky with subscription	9272	9272	9272	118	5509	5509	0	8152
%V	34.2%	35.8%	82.9%	2.8%	28.5%	62.2%	0.0%	40.0%
%H (All HH)			100.0%	1.3%	59.4%	59.4%	0.0%	87.9%
%H (TV HH)			100.0%	1.3%	59.4%	59.4%	0.0%	
Sky without subscription	568	568	568	31	297	297	0	401
%V	2.1%	2.2%	5.1%	0.7%	1.5%	3.4%	0.0%	2.0%
%H (All HH)			100.0%	5.5%	52.3%	52.3%	0.0%	70.6%
%H (TV HH)			100.0%	5.5%	52.3%	52.3%	0.0%	
Freesat	1187	1187	1187	29	756	756	0	937
%V	4.4%	4.6%	10.6%	0.7%	3.9%	8.5%	0.0%	4.6%
%H (All HH)			100.0%	2.4%	63.7%	63.7%	0.0%	78.9%
%H (TV HH)			100.0%	2.4%	63.7%	63.7%	0.0%	
Other satellite provider	379	379	379	16	196	196	0	308
%V	1.4%	1.5%	3.4%	0.4%	1.0%	2.2%	0.0%	1.5%
%H (All HH)			100.0%	4.2%	51.7%	51.7%	0.0%	81.3%
%H (TV HH)			100.0%	4.2%	51.7%	51.7%	0.0%	
DCAB	4185	4185	194	4185	2354	2354	0	3652
%V	15.4%	16.1%	1.7%	100.0%	12.2%	26.6%	0.0%	17.9%
%H (All HH)			4.6%	100.0%	56.2%	56.2%	0.0%	87.3%
%H (TV HH)			4.6%	100.0%	56.2%	56.2%	0.0%	
DTT	19340	19340	6623	2354	19340	8859	10480	14077
%V	71.3%	74.6%	59.2%	56.2%	100.0%	100.0%	100.0%	69.1%
%H (All HH)		100.0%	34.2%	12.2%	100.0%	45.8%	54.2%	72.8%
%H (TV HH)			34.2%	12.2%	100.0%	45.8%	54.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2013

Household level data

Table 9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%V (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%V (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
PVR	15318	15318	9216	2926	10569	7241	3328	13355
%V	56.5%	59.1%	82.4%	69.9%	54.6%	81.7%	31.8%	65.6%
%H (All HH)		100.0%	60.2%	19.1%	69.0%	47.3%	21.7%	87.2%
%H (TV HH)			60.2%	19.1%	69.0%	47.3%	21.7%	
DVDR	1345	1345	613	220	1071	541	530	1125
%V	5.0%	5.2%	5.5%	5.3%	5.5%	6.1%	5.1%	5.5%
%H (All HH)		100.0%	45.6%	16.4%	79.6%	40.2%	39.4%	83.6%
%H (TV HH)			45.6%	16.4%	79.6%	40.2%	39.4%	
VCR	965	965	336	167	775	307	468	616
%V	3.6%	3.7%	3.0%	4.0%	4.0%	3.5%	4.5%	3.0%
%H (All HH)		100.0%	34.8%	17.3%	80.3%	31.8%	48.5%	63.8%
%H (TV HH)			34.8%	17.3%	80.3%	31.8%	48.5%	
Any recorder	16219	16219	9416	3049	11308	7401	3907	13871
%V	59.8%	62.6%	84.2%	72.9%	58.5%	83.5%	37.3%	68.1%
%H (All HH)		100.0%	58.1%	18.8%	69.7%	45.6%	24.1%	85.5%
%H (TV HH)			58.1%	18.8%	69.7%	45.6%	24.1%	
Receives HDTV (via STB or built-in reception)	13619	13619	7109	3302	9588	6215	3373	11857
%V	50.2%	52.5%	63.5%	78.9%	49.6%	70.2%	32.2%	58.2%
%H (All HH)		100.0%	52.2%	24.2%	70.4%	45.6%	24.8%	87.1%
%H (TV HH)			52.2%	24.2%	70.4%	45.6%	24.8%	
DVD/Blu-ray player or recorder	20091	20091	9144	3435	15155	7537	7618	15975
%V	74.1%	77.5%	81.7%	82.1%	78.4%	85.1%	72.7%	78.5%
%H (All HH)		100.0%	45.5%	17.1%	75.4%	37.5%	37.9%	79.5%
%H (TV HH)			45.5%	17.1%	75.4%	37.5%	37.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2013

Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27116	25917	11189	4185	19340	8859	10480	20363
%H (All HH)		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%
%H (TV HH)			43.2%	16.1%	74.6%	34.2%	40.4%	
Has broadband internet	20363	19571	9603	3652	14077	7795	6282	20363
%V	75.1%	75.5%	85.8%	87.3%	72.8%	88.0%	59.9%	100.0%
%H (All HH)		96.1%	47.2%	17.9%	69.1%	38.3%	30.9%	100.0%
%H (TV HH)			49.1%	18.7%	71.9%	39.8%	32.1%	
Number of computers (PCs and laptops)								
0	5789	5469	1345	483	4540	914	3625	205
%V	21.3%	21.1%	12.0%	11.5%	23.5%	10.3%	34.6%	1.0%
%H (All HH)		94.5%	23.2%	8.3%	78.4%	15.8%	62.6%	3.5%
%H (TV HH)			24.6%	8.8%	83.0%	16.7%	66.3%	
1	9950	9465	4048	1561	6901	3097	3804	9005
%V	36.7%	36.5%	36.2%	37.3%	35.7%	35.0%	36.3%	44.2%
%H (All HH)		95.1%	40.7%	15.7%	69.4%	31.1%	38.2%	90.5%
%H (TV HH)			42.8%	16.5%	72.9%	32.7%	40.2%	
2	5753	5543	2867	1008	3995	2343	1653	5583
%V	21.2%	21.4%	25.6%	24.1%	20.7%	26.4%	15.8%	27.4%
%H (All HH)		96.3%	49.8%	17.5%	69.4%	40.7%	28.7%	97.0%
%H (TV HH)			51.7%	18.2%	72.1%	42.3%	29.8%	
3	2861	2752	1459	595	1984	1264	720	2831
%V	10.6%	10.6%	13.0%	14.2%	10.3%	14.3%	6.9%	13.9%
%H (All HH)		96.2%	51.0%	20.8%	69.3%	44.2%	25.2%	99.0%
%H (TV HH)			53.0%	21.6%	72.1%	45.9%	26.2%	
4	1340	1309	704	237	927	569	358	1330
%V	4.9%	5.1%	6.3%	5.7%	4.8%	6.4%	3.4%	6.5%
%H (All HH)		97.7%	52.5%	17.7%	69.2%	42.5%	26.7%	99.3%
%H (TV HH)			53.8%	18.1%	70.8%	43.5%	27.3%	
5+	1423	1378	766	301	993	673	320	1410
%V	5.2%	5.3%	6.8%	7.2%	5.1%	7.6%	3.1%	6.9%
%H (All HH)		96.8%	53.8%	21.2%	69.8%	47.3%	22.5%	99.1%
%H (TV HH)			55.6%	21.8%	72.1%	48.8%	23.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2013

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51150	24647	8748	39863	21925	17939	41542
%H		48.2%	17.1%	77.9%	42.9%	35.1%	81.2%
Under 20"	7621	3328	1156	6780	3570	3210	6080
%V	14.9%	13.5%	13.2%	17.0%	16.3%	17.9%	14.6%
%H		43.7%	15.2%	89.0%	46.8%	42.1%	79.8%
20" - 29"	11633	5044	1801	9692	4820	4872	8826
%V	22.7%	20.5%	20.6%	24.3%	22.0%	27.2%	21.2%
%H		43.4%	15.5%	83.3%	41.4%	41.9%	75.9%
30" - 39"	15895	7257	2748	12419	6405	6014	12574
%V	31.1%	29.4%	31.4%	31.2%	29.2%	33.5%	30.3%
%H		45.7%	17.3%	78.1%	40.3%	37.8%	79.1%
40" and over	12263	7111	2397	8689	5813	2877	10909
%V	24.0%	28.9%	27.4%	21.8%	26.5%	16.0%	26.3%
%H		58.0%	19.5%	70.9%	47.4%	23.5%	89.0%
Don't know	657	247	116	514	217	297	472
%V	1.3%	1.0%	1.3%	1.3%	1.0%	1.7%	1.1%
%H		37.6%	17.7%	78.2%	33.0%	45.2%	71.8%
Not Asked	3081	1660	530	1769	1100	669	2681
%V	6.0%	6.7%	6.1%	4.4%	5.0%	3.7%	6.5%
%H		53.9%	17.2%	57.4%	35.7%	21.7%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51150	24647	8748	39863	21925	17939	41542
%H		48.2%	17.1%	77.9%	42.9%	35.1%	81.2%
Main living room	25445	11116	4159	19113	8820	10294	19257
%V	49.7%	45.1%	47.5%	47.9%	40.2%	57.4%	46.4%
%H		43.7%	16.3%	75.1%	34.7%	40.5%	75.7%
Kitchen	3002	1578	387	2613	1559	1053	2558
%V	5.9%	6.4%	4.4%	6.6%	7.1%	5.9%	6.2%
%H		52.6%	12.9%	87.0%	51.9%	35.1%	85.2%
Adult's bedroom	12428	6348	2291	10315	6382	3933	10559
%V	24.3%	25.8%	26.2%	25.9%	29.1%	21.9%	25.4%
%H		51.1%	18.4%	83.0%	51.4%	31.6%	85.0%
Child's bedroom	2301	1409	478	1903	1452	451	2154
%V	4.5%	5.7%	5.5%	4.8%	6.6%	2.5%	5.2%
%H		61.2%	20.8%	82.7%	63.1%	19.6%	93.6%
Other bedroom	1371	735	273	1178	789	389	1248
%V	2.7%	3.0%	3.1%	3.0%	3.6%	2.2%	3.0%
%H		53.6%	19.9%	85.9%	57.5%	28.4%	91.0%
Second living/dining room	2183	1080	381	1819	1075	744	1868
%V	4.3%	4.4%	4.4%	4.6%	4.9%	4.1%	4.5%
%H		49.5%	17.5%	83.3%	49.2%	34.1%	85.6%
Study/office	333	181	56	275	175	100	319
%V	0.7%	0.7%	0.6%	0.7%	0.8%	0.6%	0.8%
%H		54.4%	16.8%	82.6%	52.6%	30.0%	95.8%
TV room	177	91	39	141	90	51	167
%V	0.3%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		51.4%	22.0%	79.7%	50.8%	28.8%	94.4%
Conservatory	529	296	100	474	322	152	452
%V	1.0%	1.2%	1.1%	1.2%	1.5%	0.8%	1.1%
%H		56.0%	18.9%	89.6%	60.9%	28.7%	85.4%
Attic or loft room	48	22	7	45	27	19	41
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		45.8%	14.6%	93.8%	56.3%	39.6%	85.4%
No specific location	34	10	9	29	15	14	33
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		29.4%	26.5%	85.3%	44.1%	41.2%	97.1%
Other	218	121	36	188	119	69	205
%V	0.4%	0.5%	0.4%	0.5%	0.5%	0.4%	0.5%
%H		55.5%	16.5%	86.2%	54.6%	31.7%	94.0%
Not Asked	3081	1660	530	1769	1100	669	2681
%V	6.0%	6.7%	6.1%	4.4%	5.0%	3.7%	6.5%
%H		53.9%	17.2%	57.4%	35.7%	21.7%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51150	24647	8748	39863	21925	17939	41542
%H		48.2%	17.1%	77.9%	42.9%	35.1%	81.2%
PVR	19824	12478	3821	13418	9655	3763	17635
%V	38.8%	50.6%	43.7%	33.7%	44.0%	21.0%	42.5%
%H		62.9%	19.3%	67.7%	48.7%	19.0%	89.0%
DVDR	1474	673	249	1172	601	571	1237
%V	2.9%	2.7%	2.8%	2.9%	2.7%	3.2%	3.0%
%H		45.7%	16.9%	79.5%	40.8%	38.7%	83.9%
VCR	1023	360	186	821	333	488	658
%V	2.0%	1.5%	2.1%	2.1%	1.5%	2.7%	1.6%
%H		35.2%	18.2%	80.3%	32.6%	47.7%	64.3%
Any recorder	21033	12828	4017	14434	9998	4436	18408
%V	41.1%	52.0%	45.9%	36.2%	45.6%	24.7%	44.3%
%H		61.0%	19.1%	68.6%	47.5%	21.1%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	51150	24647	8748	39863	21925	17939	41542
%H		48.2%	17.1%	77.9%	42.9%	35.1%	81.2%
Receives HDTV (via STB or built-in reception)	18821	9865	4790	13412	8977	4436	16756
%V	36.8%	40.0%	54.8%	33.6%	40.9%	24.7%	40.3%
%H		52.4%	25.5%	71.3%	47.7%	23.6%	89.0%
DVD/Blu-ray player or recorder	29315	14233	5233	22847	12780	10068	24375
%V	57.3%	57.7%	59.8%	57.3%	58.3%	56.1%	58.7%
%H		48.6%	17.9%	77.9%	43.6%	34.3%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25863	11183	4184	19326	8859	10466	19532
%H		43.2%	16.2%	74.7%	34.3%	40.5%	75.5%
Under 20"	656	93	62	578	76	501	370
%V	2.5%	0.8%	1.5%	3.0%	0.9%	4.8%	1.9%
%H		14.2%	9.5%	88.1%	11.6%	76.4%	56.4%
20" - 29"	4077	1038	490	3294	749	2545	2293
%V	15.8%	9.3%	11.7%	17.0%	8.5%	24.3%	11.7%
%H		25.5%	12.0%	80.8%	18.4%	62.4%	56.2%
30" - 39"	10387	4080	1600	8032	3302	4731	7536
%V	40.2%	36.5%	38.2%	41.6%	37.3%	45.2%	38.6%
%H		39.3%	15.4%	77.3%	31.8%	45.5%	72.6%
40" and over	10283	5873	1980	7199	4670	2529	9025
%V	39.8%	52.5%	47.3%	37.3%	52.7%	24.2%	46.2%
%H		57.1%	19.3%	70.0%	45.4%	24.6%	87.8%
Don't know	308	99	52	222	62	160	192
%V	1.2%	0.9%	1.2%	1.1%	0.7%	1.5%	1.0%
%H		32.1%	16.9%	72.1%	20.1%	51.9%	62.3%
Not Asked	152	0	0	1	0	0	116
%V	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
%H		0.0%	0.0%	0.7%	0.0%	0.0%	76.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25863	11183	4184	19326	8859	10466	19532
%H		43.2%	16.2%	74.7%	34.3%	40.5%	75.5%
PVR	14995	9085	2856	10280	7087	3193	13076
%V	58.0%	81.2%	68.3%	53.2%	80.0%	30.5%	66.9%
%H		60.6%	19.0%	68.6%	47.3%	21.3%	87.2%
DVDR	1132	489	170	897	417	480	932
%V	4.4%	4.4%	4.1%	4.6%	4.7%	4.6%	4.8%
%H		43.2%	15.0%	79.2%	36.8%	42.4%	82.3%
VCR	790	258	135	616	217	398	480
%V	3.1%	2.3%	3.2%	3.2%	2.4%	3.8%	2.5%
%H		32.7%	17.1%	78.0%	27.5%	50.4%	60.8%
Any recorder	15876	9281	2973	11006	7244	3762	13578
%V	61.4%	83.0%	71.1%	56.9%	81.8%	35.9%	69.5%
%H		58.5%	18.7%	69.3%	45.6%	23.7%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	25863	11183	4184	19326	8859	10466	19532
%H		43.2%	16.2%	74.7%	34.3%	40.5%	75.5%
Receives HDTV (via STB or built-in reception)	13173	6880	3237	9187	5982	3205	11475
%V	50.9%	61.5%	77.4%	47.5%	67.5%	30.6%	58.7%
%H		52.2%	24.6%	69.7%	45.4%	24.3%	87.1%
DVD/Blu-ray player or recorder	18967	8595	3206	14212	6957	7255	15067
%V	73.3%	76.9%	76.6%	73.5%	78.5%	69.3%	77.1%
%H		45.3%	16.9%	74.9%	36.7%	38.3%	79.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2013

Set level data

Table 18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25287	13464	4564	20538	13065	7472	22010
%H		53.2%	18.0%	81.2%	51.7%	29.5%	87.0%
Under 20"	6964	3236	1093	6202	3494	2708	5710
%V	27.5%	24.0%	23.9%	30.2%	26.7%	36.2%	25.9%
%H		46.5%	15.7%	89.1%	50.2%	38.9%	82.0%
20" - 29"	7556	4006	1312	6398	4071	2327	6534
%V	29.9%	29.8%	28.7%	31.2%	31.2%	31.1%	29.7%
%H		53.0%	17.4%	84.7%	53.9%	30.8%	86.5%
30" - 39"	5507	3177	1148	4386	3103	1283	5038
%V	21.8%	23.6%	25.2%	21.4%	23.8%	17.2%	22.9%
%H		57.7%	20.8%	79.6%	56.3%	23.3%	91.5%
40" and over	1979	1238	417	1490	1143	347	1884
%V	7.8%	9.2%	9.1%	7.3%	8.7%	4.6%	8.6%
%H		62.6%	21.1%	75.3%	57.8%	17.5%	95.2%
Don't know	349	148	64	292	155	137	280
%V	1.4%	1.1%	1.4%	1.4%	1.2%	1.8%	1.3%
%H		42.4%	18.3%	83.7%	44.4%	39.3%	80.2%
Not Asked	2932	1659	530	1770	1099	670	2564
%V	11.6%	12.3%	11.6%	8.6%	8.4%	9.0%	11.6%
%H		56.6%	18.1%	60.4%	37.5%	22.9%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25287	13464	4564	20538	13065	7472	22010
%H		53.2%	18.0%	81.2%	51.7%	29.5%	87.0%
PVR	4829	3393	966	3138	2568	570	4559
%V	19.1%	25.2%	21.2%	15.3%	19.7%	7.6%	20.7%
%H		70.3%	20.0%	65.0%	53.2%	11.8%	94.4%
DVDR	342	184	78	275	184	91	305
%V	1.4%	1.4%	1.7%	1.3%	1.4%	1.2%	1.4%
%H		53.8%	22.8%	80.4%	53.8%	26.6%	89.2%
VCR	233	102	51	205	115	90	178
%V	0.9%	0.8%	1.1%	1.0%	0.9%	1.2%	0.8%
%H		43.8%	21.9%	88.0%	49.4%	38.6%	76.4%
Any recorder	5157	3548	1044	3428	2754	675	4830
%V	20.4%	26.4%	22.9%	16.7%	21.1%	9.0%	21.9%
%H		68.8%	20.2%	66.5%	53.4%	13.1%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	25287	13464	4564	20538	13065	7472	22010
%H		53.2%	18.0%	81.2%	51.7%	29.5%	87.0%
Receives HDTV (via STB or built-in reception)	5648	2985	1553	4225	2994	1231	5281
%V	22.3%	22.2%	34.0%	20.6%	22.9%	16.5%	24.0%
%H		52.9%	27.5%	74.8%	53.0%	21.8%	93.5%
DVD/Blu-ray player or recorder	10348	5638	2027	8635	5823	2813	9309
%V	40.9%	41.9%	44.4%	42.0%	44.6%	37.6%	42.3%
%H		54.5%	19.6%	83.4%	56.3%	27.2%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2013

Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63384	60877	29687	10551	44129	23554	20575	52757
%H		96.0%	46.8%	16.6%	69.6%	37.2%	32.5%	83.2%
Total Children	12096	11707	6503	2136	7738	4691	3047	10897
%V	19.1%	19.2%	21.9%	20.2%	17.5%	19.9%	14.8%	20.7%
%H		96.8%	53.8%	17.7%	64.0%	38.8%	25.2%	90.1%
0 - 3	3199	3058	1674	578	1900	1119	781	2763
%V	5.0%	5.0%	5.6%	5.5%	4.3%	4.8%	3.8%	5.2%
%H		95.6%	52.3%	18.1%	59.4%	35.0%	24.4%	86.4%
4 - 15	8897	8649	4830	1558	5839	3573	2266	8134
%V	14.0%	14.2%	16.3%	14.8%	13.2%	15.2%	11.0%	15.4%
%H		97.2%	54.3%	17.5%	65.6%	40.2%	25.5%	91.4%
4 - 9	4642	4494	2515	781	2992	1814	1178	4163
%V	7.3%	7.4%	8.5%	7.4%	6.8%	7.7%	5.7%	7.9%
%H		96.8%	54.2%	16.8%	64.5%	39.1%	25.4%	89.7%
10 - 15	4255	4155	2315	776	2847	1759	1088	3971
%V	6.7%	6.8%	7.8%	7.4%	6.5%	7.5%	5.3%	7.5%
%H		97.6%	54.4%	18.2%	66.9%	41.3%	25.6%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	63384	60877	29687	10551	44129	23554	20575	52757
%H		96.0%	46.8%	16.6%	69.6%	37.2%	32.5%	83.2%
Total Adults (16+)	51288	49170	23184	8415	36391	18862	17529	41859
%V	80.9%	80.8%	78.1%	79.8%	82.5%	80.1%	85.2%	79.3%
%H		95.9%	45.2%	16.4%	71.0%	36.8%	34.2%	81.6%
16 - 19	3028	2958	1623	562	2190	1410	781	2794
%V	4.8%	4.9%	5.5%	5.3%	5.0%	6.0%	3.8%	5.3%
%H		97.7%	53.6%	18.6%	72.3%	46.6%	25.8%	92.3%
20 - 24	4110	3712	1784	616	2688	1465	1223	3606
%V	6.5%	6.1%	6.0%	5.8%	6.1%	6.2%	5.9%	6.8%
%H		90.3%	43.4%	15.0%	65.4%	35.6%	29.8%	87.7%
25 - 34	8756	8068	4177	1635	5287	3074	2213	7797
%V	13.8%	13.3%	14.1%	15.5%	12.0%	13.1%	10.8%	14.8%
%H		92.1%	47.7%	18.7%	60.4%	35.1%	25.3%	89.0%
35 - 44	8444	8086	4235	1560	5434	3165	2269	7678
%V	13.3%	13.3%	14.3%	14.8%	12.3%	13.4%	11.0%	14.6%
%H		95.8%	50.2%	18.5%	64.4%	37.5%	26.9%	90.9%
45 - 54	9002	8756	4474	1592	6537	3807	2730	8101
%V	14.2%	14.4%	15.1%	15.1%	14.8%	16.2%	13.3%	15.4%
%H		97.3%	49.7%	17.7%	72.6%	42.3%	30.3%	90.0%
55 - 64	7256	7109	3345	1163	5527	2895	2633	6061
%V	11.4%	11.7%	11.3%	11.0%	12.5%	12.3%	12.8%	11.5%
%H		98.0%	46.1%	16.0%	76.2%	39.9%	36.3%	83.5%
65+	10692	10480	3546	1287	8727	3047	5681	5822
%V	16.9%	17.2%	11.9%	12.2%	19.8%	12.9%	27.6%	11.0%
%H		98.0%	33.2%	12.0%	81.6%	28.5%	53.1%	54.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51288	49170	23184	8415	36391	18862	17529	41859
%H		95.9%	45.2%	16.4%	71.0%	36.8%	34.2%	81.6%
AB	13587	13126	6514	2373	9493	5198	4295	12846
%V	26.5%	26.7%	28.1%	28.2%	26.1%	27.6%	24.5%	30.7%
%H		96.6%	47.9%	17.5%	69.9%	38.3%	31.6%	94.5%
C1	14029	13308	6255	2414	9878	5278	4600	12132
%V	27.4%	27.1%	27.0%	28.7%	27.1%	28.0%	26.2%	29.0%
%H		94.9%	44.6%	17.2%	70.4%	37.6%	32.8%	86.5%
C2	11142	10845	5400	1835	8288	4665	3623	9090
%V	21.7%	22.1%	23.3%	21.8%	22.8%	24.7%	20.7%	21.7%
%H		97.3%	48.5%	16.5%	74.4%	41.9%	32.5%	81.6%
D	7594	7182	3435	1127	5114	2532	2582	5618
%V	14.8%	14.6%	14.8%	13.4%	14.1%	13.4%	14.7%	13.4%
%H		94.6%	45.2%	14.8%	67.3%	33.3%	34.0%	74.0%
E	4937	4709	1579	665	3618	1189	2429	2173
%V	9.6%	9.6%	6.8%	7.9%	9.9%	6.3%	13.9%	5.2%
%H		95.4%	32.0%	13.5%	73.3%	24.1%	49.2%	44.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	51288	49170	23184	8415	36391	18862	17529	41859
%H		95.9%	45.2%	16.4%	71.0%	36.8%	34.2%	81.6%
Working full time	23407	22417	11661	4310	15806	9340	6466	21507
%V	45.6%	45.6%	50.3%	51.2%	43.4%	49.5%	36.9%	51.4%
%H		95.8%	49.8%	18.4%	67.5%	39.9%	27.6%	91.9%
Working part time	5529	5346	2665	974	3866	2152	1714	4970
%V	10.8%	10.9%	11.5%	11.6%	10.6%	11.4%	9.8%	11.9%
%H		96.7%	48.2%	17.6%	69.9%	38.9%	31.0%	89.9%
Not working	22352	21407	8858	3131	16719	7370	9349	15382
%V	43.6%	43.5%	38.2%	37.2%	45.9%	39.1%	53.3%	36.7%
%H		95.8%	39.6%	14.0%	74.8%	33.0%	41.8%	68.8%
Housewife/Houseperson	27116	25917	11189	4185	19340	8859	10480	20363
%V	52.9%	52.7%	48.3%	49.7%	53.1%	47.0%	59.8%	48.6%
%H		95.6%	41.3%	15.4%	71.3%	32.7%	38.6%	75.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25038	23871	11514	4170	17542	9437	8105	20790
%H		95.3%	46.0%	16.7%	70.1%	37.7%	32.4%	83.0%
16 - 19	1530	1487	809	284	1121	722	399	1433
%V	6.1%	6.2%	7.0%	6.8%	6.4%	7.7%	4.9%	6.9%
%H		97.2%	52.9%	18.6%	73.3%	47.2%	26.1%	93.7%
20 - 24	2088	1846	920	313	1328	780	548	1871
%V	8.3%	7.7%	8.0%	7.5%	7.6%	8.3%	6.8%	9.0%
%H		88.4%	44.1%	15.0%	63.6%	37.4%	26.2%	89.6%
25 - 34	4366	4000	2045	821	2645	1541	1103	3918
%V	17.4%	16.8%	17.8%	19.7%	15.1%	16.3%	13.6%	18.8%
%H		91.6%	46.8%	18.8%	60.6%	35.3%	25.3%	89.7%
35 - 44	4178	3973	2046	801	2602	1507	1095	3741
%V	16.7%	16.6%	17.8%	19.2%	14.8%	16.0%	13.5%	18.0%
%H		95.1%	49.0%	19.2%	62.3%	36.1%	26.2%	89.5%
45 - 54	4434	4308	2219	787	3184	1867	1317	3923
%V	17.7%	18.0%	19.3%	18.9%	18.2%	19.8%	16.2%	18.9%
%H		97.2%	50.0%	17.7%	71.8%	42.1%	29.7%	88.5%
55 - 64	3562	3485	1651	579	2731	1466	1265	2964
%V	14.2%	14.6%	14.3%	13.9%	15.6%	15.5%	15.6%	14.3%
%H		97.8%	46.4%	16.3%	76.7%	41.2%	35.5%	83.2%
65+	4879	4773	1824	585	3933	1554	2378	2941
%V	19.5%	20.0%	15.8%	14.0%	22.4%	16.5%	29.3%	14.1%
%H		97.8%	37.4%	12.0%	80.6%	31.9%	48.7%	60.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25038	23871	11514	4170	17542	9437	8105	20790
%H		95.3%	46.0%	16.7%	70.1%	37.7%	32.4%	83.0%
AB	6793	6547	3251	1224	4729	2634	2096	6434
%V	27.1%	27.4%	28.2%	29.4%	27.0%	27.9%	25.9%	30.9%
%H		96.4%	47.9%	18.0%	69.6%	38.8%	30.9%	94.7%
C1	6548	6150	3043	1129	4488	2541	1947	5819
%V	26.2%	25.8%	26.4%	27.1%	25.6%	26.9%	24.0%	28.0%
%H		93.9%	46.5%	17.2%	68.5%	38.8%	29.7%	88.9%
C2	5943	5759	2844	994	4394	2473	1921	4789
%V	23.7%	24.1%	24.7%	23.8%	25.0%	26.2%	23.7%	23.0%
%H		96.9%	47.9%	16.7%	73.9%	41.6%	32.3%	80.6%
D	3638	3413	1700	562	2371	1263	1108	2759
%V	14.5%	14.3%	14.8%	13.5%	13.5%	13.4%	13.7%	13.3%
%H		93.8%	46.7%	15.4%	65.2%	34.7%	30.5%	75.8%
E	2116	2002	676	261	1560	526	1034	990
%V	8.5%	8.4%	5.9%	6.3%	8.9%	5.6%	12.8%	4.8%
%H		94.6%	31.9%	12.3%	73.7%	24.9%	48.9%	46.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	25038	23871	11514	4170	17542	9437	8105	20790
%H		95.3%	46.0%	16.7%	70.1%	37.7%	32.4%	83.0%
Working full time	14393	13767	7286	2652	9655	5837	3818	13195
%V	57.5%	57.7%	63.3%	63.6%	55.0%	61.9%	47.1%	63.5%
%H		95.7%	50.6%	18.4%	67.1%	40.6%	26.5%	91.7%
Working part time	1198	1116	492	203	779	369	411	1010
%V	4.8%	4.7%	4.3%	4.9%	4.4%	3.9%	5.1%	4.9%
%H		93.2%	41.1%	16.9%	65.0%	30.8%	34.3%	84.3%
Not working	9447	8988	3737	1314	7108	3231	3877	6586
%V	37.7%	37.7%	32.5%	31.5%	40.5%	34.2%	47.8%	31.7%
%H		95.1%	39.6%	13.9%	75.2%	34.2%	41.0%	69.7%
Housewife/Houseperson	5845	5371	1957	800	4015	1473	2542	3705
%V	23.3%	22.5%	17.0%	19.2%	22.9%	15.6%	31.4%	17.8%
%H		91.9%	33.5%	13.7%	68.7%	25.2%	43.5%	63.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26250	25299	11669	4245	18849	9425	9423	21069
%H		96.4%	44.5%	16.2%	71.8%	35.9%	35.9%	80.3%
16 - 19	1498	1472	814	278	1070	688	382	1362
%V	5.7%	5.8%	7.0%	6.5%	5.7%	7.3%	4.1%	6.5%
%H		98.3%	54.3%	18.6%	71.4%	45.9%	25.5%	90.9%
20 - 24	2021	1866	864	303	1359	684	675	1735
%V	7.7%	7.4%	7.4%	7.1%	7.2%	7.3%	7.2%	8.2%
%H		92.3%	42.8%	15.0%	67.2%	33.8%	33.4%	85.8%
25 - 34	4390	4068	2132	814	2643	1533	1110	3879
%V	16.7%	16.1%	18.3%	19.2%	14.0%	16.3%	11.8%	18.4%
%H		92.7%	48.6%	18.5%	60.2%	34.9%	25.3%	88.4%
35 - 44	4266	4113	2188	760	2832	1659	1174	3936
%V	16.3%	16.3%	18.8%	17.9%	15.0%	17.6%	12.5%	18.7%
%H		96.4%	51.3%	17.8%	66.4%	38.9%	27.5%	92.3%
45 - 54	4569	4448	2256	805	3353	1940	1413	4179
%V	17.4%	17.6%	19.3%	19.0%	17.8%	20.6%	15.0%	19.8%
%H		97.4%	49.4%	17.6%	73.4%	42.5%	30.9%	91.5%
55 - 64	3693	3624	1694	583	2797	1429	1368	3097
%V	14.1%	14.3%	14.5%	13.7%	14.8%	15.2%	14.5%	14.7%
%H		98.1%	45.9%	15.8%	75.7%	38.7%	37.0%	83.9%
65+	5813	5707	1722	703	4795	1492	3302	2882
%V	22.1%	22.6%	14.8%	16.6%	25.4%	15.8%	35.0%	13.7%
%H		98.2%	29.6%	12.1%	82.5%	25.7%	56.8%	49.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26250	25299	11669	4245	18849	9425	9423	21069
%H		96.4%	44.5%	16.2%	71.8%	35.9%	35.9%	80.3%
AB	6793	6579	3263	1150	4764	2564	2199	6412
%V	25.9%	26.0%	28.0%	27.1%	25.3%	27.2%	23.3%	30.4%
%H		96.8%	48.0%	16.9%	70.1%	37.7%	32.4%	94.4%
C1	7481	7158	3212	1285	5390	2737	2653	6313
%V	28.5%	28.3%	27.5%	30.3%	28.6%	29.0%	28.2%	30.0%
%H		95.7%	42.9%	17.2%	72.0%	36.6%	35.5%	84.4%
C2	5199	5086	2556	841	3895	2192	1702	4301
%V	19.8%	20.1%	21.9%	19.8%	20.7%	23.3%	18.1%	20.4%
%H		97.8%	49.2%	16.2%	74.9%	42.2%	32.7%	82.7%
D	3955	3768	1735	565	2743	1269	1474	2859
%V	15.1%	14.9%	14.9%	13.3%	14.6%	13.5%	15.6%	13.6%
%H		95.3%	43.9%	14.3%	69.4%	32.1%	37.3%	72.3%
E	2821	2707	904	404	2058	663	1394	1184
%V	10.7%	10.7%	7.7%	9.5%	10.9%	7.0%	14.8%	5.6%
%H		96.0%	32.0%	14.3%	73.0%	23.5%	49.4%	42.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2013

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	26250	25299	11669	4245	18849	9425	9423	21069
%H		96.4%	44.5%	16.2%	71.8%	35.9%	35.9%	80.3%
Working full time	9014	8650	4375	1658	6151	3503	2647	8312
%V	34.3%	34.2%	37.5%	39.1%	32.6%	37.2%	28.1%	39.5%
%H		96.0%	48.5%	18.4%	68.2%	38.9%	29.4%	92.2%
Working part time	4331	4230	2173	771	3087	1783	1304	3960
%V	16.5%	16.7%	18.6%	18.2%	16.4%	18.9%	13.8%	18.8%
%H		97.7%	50.2%	17.8%	71.3%	41.2%	30.1%	91.4%
Not working	12904	12419	5122	1817	9611	4139	5472	8797
%V	49.2%	49.1%	43.9%	42.8%	51.0%	43.9%	58.1%	41.8%
%H		96.2%	39.7%	14.1%	74.5%	32.1%	42.4%	68.2%
Housewife/Houseperson	21271	20545	9232	3386	15324	7386	7938	16658
%V	81.0%	81.2%	79.1%	79.8%	81.3%	78.4%	84.2%	79.1%
%H		96.6%	43.4%	15.9%	72.0%	34.7%	37.3%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.

2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:

Age of housewife
Size of household
Presence of children
Social grade
Age
Sex
Working status (adults)
Terminal age of education
Number of sets
Set characteristics
Ownership of TV related equipment

3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

- BBC/ITV Segment
- Low Population Density (Yes/No)
- Cable areas
- five Reception areas
- DTT area stratifier (low/medium/high)
- Ethnicity
- Geodemographic

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between April and June 2013

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: April - June 2013	
	Total Network
Addresses Issued	19,486
Shop / Business	274
Demolished / Incomplete	34
Empty	1,308
Holiday Home	122
Other Non Effective	294
Eligible Addresses	17,454
Substitute Addresses	2,098
Multiple Occupancy Addresses	182
Total Additional Households	2,280
Total Valid Households	19,677
	100.0%
Non Contacts	1,772
	9.0%
No English Spoken	18
	0.1%
Refusals	4,234
	21.5%
Total Interviews	13,653
	69.4%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following table gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from April to June 2013

	All Households	Total TV Households	Multichannel Households
All Households	13653	13096	12988
All Sets	26699	26699	26557
All Individuals	34056	32774	32500
Children 0-15	6730	6502	6442
All Adults	27326	26272	26058
Adult Males	13272	12704	12579
Adult Females	14054	13568	13479

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (June 2013)

BARB Establishment Survey

Questionnaire Script

June 2013
Version 15.2 FINAL
25/05/2013

INTRODUCTION

NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents:

“ Good morning/afternoon/evening. My name is from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “

PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER:

[JOINT] HEAD OF HOUSEHOLD

[JOINT] HOUSEPERSON

THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL.

INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.

ATTITUDINAL AND INTRO SECTION

ASK ALL			
H1	SHOW CARD		MP
	Which of the following kinds of TV programmes do you like to watch?		
	Films	1	Classical Music 16
	British Drama	2	Arts 17
	US Drama	3	Science/technology 18
	British Soaps	4	Documentaries 19
	Australian Soaps	5	Nature/wildlife 20
	British Comedy	6	Religious 21
	US Comedy	7	Current Affairs 22
	Quiz/Game Shows	8	National News 23
	Chat Shows	9	Local/Regional News 24
	Animation	10	Financial/Business 25
	DIY/Home/Garden improvement	11	Consumer 26
	Cookery	12	Reality 27
	Sport	13	Don't know
	Fashion	14	No answer
	Pop/Rock Music	15	

ASK ALL		
H2	SHOW CARD	
Intro	How much do you agree or disagree with each of the following statements?	
H2	Watching TV is my main leisure activity	SP
H3	I can usually find something to watch on TV	SP
H4	I always make sure I have the latest TV technology	SP
H5	I structure my evening's activity around the TV schedule	SP
H6	I watch programmes my friends or colleagues talk about	SP
H7	The TV schedules are filled with 'mindless' programmes	SP
	I agree strongly I agree slightly I neither agree or disagree I disagree slightly I disagree strongly Don't know	

ASK ALL	
H61	Have you bought or acquired a TV in the past 6 months?
	Yes
	No

ASK ALL	
H62	Do you intend to buy or acquire a TV in the next 6 months?
	Yes
	No

INITIAL HOUSEHOLD LEVEL SECTION

ASK ALL	
H8 intro	Now I would like to ask you about your household's television equipment and how you receive your television channels...
H8	First of all how many TV sets are there in your household? Note: Please think of all the rooms in the household and include all TV sets WRITE IN (0-99) IF 0 GO TO H17 IF =1 GO TO H63a IF >1 GO TO H63b
ASK IF H8=1	
H63a	Has this set been used to watch television programmes in the last 6 months? Yes Code as Value of 01 GO TO H64 No Code as Value of 00 GO TO H82
ASK IF H8>1	
H63b	How many of these sets have been used to watch television programmes in the last 6 months? WRITE IN (0-Max value of H8) IF H63=H8 GO TO H64 IF H63<H8 GO TO H82
ASK FOR EACH SET IDENTIFIED AS NOT WORKING AT H63 IF ONLY ONE SET REMOVE '<FIRST>' IF 2+ SETS UPDATE FIRST WITH SECOND ETC...	
H82	SHOW SCREEN Which of these best describes the <first> set not used to watch television programmes Temporarily out of order Used only for games or a computer or to play back tapes or DVDs Not in use but in working order Permanently out of order
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET	
H64 intro	SINGLE SET: I'd now like to ask about the ways that your household is able to receive TV programmes... 2+ SETS: I'd now like to ask about the ways that your household is able to receive TV programmes on any TV set...
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET	
H64	Do you receive TV programmes via cable? E.g. Virgin Media Note: this would mean that there is a cable running from your home to a cable network in the street through which you receive a TV signal Yes No
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET	
H65	Do you receive TV programmes via a satellite dish on the outside of your home? Note: this would include any communal systems sometimes used in flats Yes No
ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET	
H66	Do you receive TV programmes via a TV aerial? This could include Freeview Note: this might be fixed on the outside of your home or could be an indoor or set-top aerial Yes No

ASK IF H63> 0 OR H82 = TEMPORARILY OUT OF ORDER FOR ANY SET

H68 SHOW SCREEN

Does your household receive TV programmes on any TV sets via any of the following methods?

- Via a direct connection to the internet
- Via a connection to a games console
- Via a connection to a computer
- BT Vision
- YouView
- Other (Specify)
- None of these

IF NO METHOD CLAIMED AT HH

ASK IF H66, H64, H65 ALL = NO AND H68 = NONE OF THESE

H69 How does your home receive its television programmes?

Interviewer to code all methods

- | | |
|---|--|
| Cable | <RECODE H64 = YES> |
| Satellite | <RECODE H65 = YES> |
| An aerial with a digital signal (known as Freeview) | <RECODE H66=YES > |
| | <RECODE H66 = YES > |
| BT Vision | <RECODE H68 = BT VISION> |
| YouView | <RECODE H68 = YOUVIEW> |
| A connection to a games console | <RECODE H68 = CONSOLE> |
| A connection to a computer | <RECODE H68 = COMPUTER> |
| A direct connection to the internet | <RECODE H68 = INTERNET> |
| Another TV supplier (Specify) | <RECODE H68 = OTHER> |
| No TV signals received | <AMEND ALL WORKING SETS TO H82 = CODE 3 – NOT IN USE BUT IN WORKING ORDER AND CONTINUE TO H17 AS A NO BARB WORKING TV HOUSEHOLD> |

ASK IF (H66=NO) AND (H64=YES OR H65=YES OR H68 NOT = NONE OF THESE)

H70 You have said that your household receives TV programmes via:

DISPLAY AS APPROPRIATE:

- Cable (if H64 = Yes)
- Satellite (if H65 = Yes)
- BT Vision (if H68 = BT Vision)
- YouView (if H68 = YouView)
- A connection to a games console (if H68 = games console)
- A connection to a computer (if H68 = computer)
- A direct connection to the internet (if H68 = internet)
- Another TV supplier (H68 verbatim) (if H68 = other)

You have also said that you **do not** receive TV programmes via an aerial. By this I mean receiving channels even if you do not watch them. Is this correct?

- Yes
- No – an aerial is used on at least one set <RECODE H66 TO YES, >

**IF H68 = DIRECT CONNECTION TO THE INTERNET CODE H17 = YES
ASK ALL ELSE**

H17 Do you or anyone in your household subscribe to a broadband provider to access the internet at home? SP
Yes
No
Don't know

ASK ALL

H51 IF NO COMPUTER CLAIM AT H68
How many computers, if any, does your household have?

IF COMPUTER CLAIM AT H68
How many computers does your household have?

By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads

WRITE IN (0-99)

ASK ALL

H72 IF H51=1 Do you, or any member of your household, ever use this computer to watch television programmes?
IF H51>1 Do you, or any member of your household, ever use any of these computers to watch television programmes?

Yes
No

**ASK IF H51>1 AND YES AT H72
IF H51 = 1 AND YES AT H72 CODE H73 AS 1**

H73 And how many of these do you, or members of your household, use to watch television programmes?
WRITE IN (0-Max value of H51)

ASK IF H73 >0

H58 How often is your computer (**IF 1 COMPUTER**) are any of your computers (**IF 2+ COMPUTERS**) used to watch TV programmes via the internet at home? SP
Daily
At least once a week
At least once a month
Less often than once a month
Don't know

ASK IF H73 >0

H59 How often do you personally use the internet for watching TV programmes at home? SP
Daily
At least once a week
At least once a month
Less often than once a month
Never
Don't know

ASK IF NUMBER OF WORKING SETS = 0 AND H73 >0

H60 SHOW SCREEN
How often do you personally use the internet for watching TV programmes live (i.e. at the time they are broadcast) at home?
Daily
At least once a week
At least once a month
Less often than once a month
Never
Don't know

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

**REPEAT THE FOLLOWING QUESTIONS FOR ALL WORKING TV SETS
THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:**

- A) IN USE (COUNTED AT H63)
- B) TEMPORARILY OUT OF ORDER (CODED AT H82) –
EXCLUDE COMPUTERS USED TO WATCH TV

NOTE TO SCRIPTER: NEED TO REPLICATE THE CURRENT SET SUMMARY INFO AS WE WONT HAVE ALL OF THESE AT THE START OF THE LOOP

(IF 1st TV) Talking about your **main set** only, which is located in the <<INSERT S3 RESPONSE>>.
**FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2nd/3rd set...” ETC AS APPLICABLE FOR S4-S38
DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT**

ASK FOR ALL SETS

IF 1 valid set: Thinking about the TV set that your household uses to watch television...

IF 1 valid set defined as Temporarily Out of Order at H82: Thinking about the TV set that your household normally uses to watch television when it's working...

If 2+ valid sets: Going back to ask about the TV sets that your household uses to watch television.

Thinking of each television set in turn and starting with the one that you and your household watch most often...

If 2+ valid sets and at least one of these is defined as Temporarily Out of Order at H82:

Going back to ask about the TV sets that your household use to watch television and including the TV <set/s> which <is/are> temporarily out of order but which you would normally use to watch TV

Thinking of each television set in turn and starting with the one that you and your household normally watch most often...

2+ SET: Now thinking of your <second, third, fourth etc...> TV set

S3 SHOW SCREEN

In which room in your house is this TV set?

- A. Main living room
- B. Kitchen (which is not the main living room)
- C. Adult's bedroom (which is not the main living room)
- D. Child's bedroom (0-15) (which is not the main living room)
- E. Other bedroom
- F. Second living/dining room
- G. Study/office
- H. TV room
- K. Conservatory
- L. Attic or loft room
- I. No specific location/frequently moved
- J. Other (WRITE IN)

ASK ONLY IF WORKING TV SET

S5 What is the screen size in inches? By that I mean the diagonal measurement across the screen

NOTE: if screen size is not known, measure diagonally across the screen

WRITE IN (2 digits required)
Don't know

ASK ONLY IF WORKING TV SET

S6 **NOTE: Was the diagonal screen measurement ...?**

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF H63=1

S64 IF ONE METHOD CLAIMED AT HH LEVEL

To confirm, the method you said your household can use to receive television programmes is:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

BT Vision (if H68 = BT Vision)

YouView (if H68 = YouView)

A connection to a games console (if H68 = games console)

A connection to a computer (if H68 = computer)

A direct connection to the internet (if H68 = internet)

Another TV supplier (H68 verbatim) (if H68 = other)

Is this the method used by this set?

IF 2+ METHODS CLAIMED AT HH LEVEL

To confirm, the methods that you said your household can use to receive television programmes are:

DISPLAY LIST AS ABOVE

Are all of these received on this set?

Yes

CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE

No

GO TO S63

ASK IF H66 = YES AND S64=YES

S65 SHOW SCREEN

How does this set receive its TV services via this aerial?

Separate box

Built-in reception

Both (separate box and built-in reception)

Don't know

(TO CONFIRM: if DK selected force to Built-in reception?)

ASK IF S64=YES

S66 In addition to:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

BT Vision (if H68 = BT Vision)

YouView (if H68 = YouView)

A connection to a games console (if H68 = games console)

A connection to a computer (if H68 = computer)

A direct connection to the internet (if H68 = internet)

Another TV supplier (H68 verbatim) (if H68 = other)

Are there any other methods this set can use to receive TV programmes?

Yes

GO TO S61

No

GO TO S24

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = SEPARATE BOX AND H68 = NONE OF THESE	S9a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BUILT IN AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = BOTH AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
IF H66 = YES AND H64 = NO AND H65 = NO AND S65 = DON'T KNOW AND H68 = NONE OF THESE	S9a = YES AND S14b = BUILT IN
IF H66 = NO AND H64 = YES AND H65 = NO AND H68 = NONE OF THESE	S10a = YES
IF H66 = NO AND H64 = NO AND H65 = YES AND H68 = NONE OF THESE	S11a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=BT VISION	S55a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=YOUVIEW	S67a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=OTHER (SPECIFY)	S59a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=GAMES CONSOLE	S56a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=COMPUTER	S57a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68=DIRECT CONNECTION VIA THE INTERNET	S58a = YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND S65 = SEPARATE BOX	S9b = YES AND S14b = SEPARATE BOX
IF H66 = YES AND S65 = BUILT IN	S9b = YES AND S14b = BUILT IN
IF H66 = YES AND S65 = BOTH	S9b = YES AND S14b = BOTH
IF H66 = YES AND S65 = DON'T KNOW	S9b = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H68=BT VISION	S55b = YES
IF H68=YOUVIEW	S67b = YES
IF H68=OTHER (SPECIFY)	S59b = YES
IF H68=GAMES CONSOLE	S56b = YES
IF H68=COMPUTER	S57b = YES
IF H68= DIRECT CONNECTION VIA THE INTERNET	S58b = YES

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

ASK IF H64=YES AND CABLE ONLY CLAIMED AT HH

S10a Can you confirm that this set is connected to cable TV services?

Yes
No

ASK IF H64=YES AND 2+ PLATFORMS CLAIMED AT HH

S10b Is this set connected to cable TV services?

Yes
No

ASK IF H65 = YES AND SATELLITE ONLY CLAIMED AT HH

S11a Can you confirm that this set is connected to satellite TV services?

Yes
No

ASK IF H65 = YES AND 2+ PLATFORMS CLAIMED AT HH

S11b Is this set connected to satellite TV services?

Yes
No

ASK IF H66=YES AND AERIAL ONLY CLAIMED AT HH

S9a Can you confirm that this set receives TV programmes via an aerial?

Yes
No

ASK IF H66=YES AND 2+ PLATFORMS CLAIMED AT HH

S9b Does this set receive TV programmes via an aerial?

Yes
No

ASK IF S9A/B = YES

S14b **SHOW SCREEN**

SP

How does this set receive its TV services via this aerial?

Separate box
Built-in reception
Both (separate box and built-in reception)
Don't know

ASK IF H68= BT VISION AND BT VISION ONLY CLAIMED AT HH

S55a Can you confirm that this set receives TV from BT Vision?

Yes
No

ASK IF H68= BT VISION AND 2+ PLATFORMS CLAIMED AT HH

S55b Does this set receive TV from BT Vision?

Yes
No

ASK IF H68= YOUVIEW AND YOUVIEW ONLY CLAIMED AT HH	
S67a	Can you confirm that this set receives TV from YouView?
	Yes No
ASK IF H68= YOUVIEW AND 2+ PLATFORMS CLAIMED AT HH	
S67b	Does this set receive TV from YouView?
	Yes No
ASK IF H68= GAMES CONSOLE AND GAMES CONSOLE ONLY CLAIMED AT HH	
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?
	Yes No
ASK IF H68= GAMES CONSOLE AND 2+ PLATFORMS CLAIMED AT HH	
S56b	Does this set receive TV programmes via a connection to a games console?
	Yes No
ASK IF H68= COMPUTER AND COMPUTER ONLY CLAIMED AT HH	
S57a	Can you confirm that this set receives TV programmes via a connection to a computer?
	Yes No
ASK IF H68= COMPUTER AND 2+ PLATFORMS CLAIMED AT HH	
S57b	Does this set receive TV programmes via a connection to a computer?
	Yes No
ASK IF H68= INTERNET AND INTERNET ONLY CLAIMED AT HH	
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?
	Yes No
ASK H68= INTERNET AND 2+ PLATFORMS CLAIMED AT HH	
S58b	Does this set receive TV programmes via a direct connection to the internet?
	Yes No
ASK IF H68= OTHER (SPECIFY) SUPPLIER AND OTHER(SPECIFY) ONLY CLAIMED AT HH	
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?
	Yes No
ASK IF H68= OTHER (SPECIFY) SUPPLIER AND 2+ PLATFORMS CLAIMED AT HH	
S59b	Does this set receive TV from another supplier: <H68 Other>?
	Yes No

ASK IF AT LEAST ONE PLATFORM CLAIMED AT S9A/B/C, S10A/B, S11A/B, S55A/B, S67A/B, S56A/B, S57A/B, S58A/B, S59A/B

S60 In addition to receiving TV programmes via:

DISPLAY AS APPROPRIATE:
Cable (if S10a/b = Yes)
Satellite (if S11a/b = Yes)
A TV Aerial (if S9a/b = Yes)
BT Vision (if **S55A/B** = BT Vision)
YouView (if **S67A/B** = YouView)
A connection to a games console (if **S56A/B** = games console)
A connection to a computer (if **S57A/B** = computer)
A direct connection to the internet (if H68 = internet)
Another TV supplier (H68 verbatim) (if **S59A/B** = other)

Are there any other methods this set can use to receive TV programmes?

Yes GO TO S61
No GO TO S24

S61 / S62 / S63 PERMIT ADDITIONAL PLATFORMS TO BE CODED FOR BOTH SINGLE AND MULTIPLE WORKING SETS

ASK IF S66 = YES OR S60 = YES

S61 Which other methods can you use to receive TV programmes on this set? MP

NOTE: INTERVIEWER TO PROBE FULLY
NOTE: LIMIT RESPONSE LIST TO THOSE NOT CLAIMED
NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE

Cable	CODE S10a/b=YES AND H64=YES
Satellite	CODE S11a/b=YES AND H65=YES
An aerial with a digital signal (known as Freeview) and a separate box	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=SEPARATE BOX, H66=YES
An aerial with a digital signal (known as Freeview) and built-in reception	(ROUTE ON ANY AERIAL) CODE S9a/b=YES, S14b=BUILT IN, H66=YES CODE S9a/b=YES, H66=YES
BT Vision	CODE S55a/b =YES AND H68=BT VISION
YouView	CODE S67a/b =YES AND H68=YOUVIEW
Games Console	CODE S56a/b =YES AND H68=CONSOLE
Computer	CODE S57a/b =YES AND H68=COMPUTER
Direct connection to the internet	CODE S58a/b =YES AND H68 = INTERNET
Another TV supplier (Specify)	CODE H68=OTHER. DO NOT CODE S59a/b
None of these	
Don't know	

RECODE H66 - H68 AS APPROPRIATE

**ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET
IF H63>1 AND NONE OF S10A/B AND S11A/B AND S9A/B/C AND S55A/B, S67A/B S56A/B, S57A/B, S58A/B, S59A/B =1**

S62 You have said this set does not receive TV programmes by any method, is this correct?

Yes (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET
No GO TO S63

ASK IF S64=NO OR ASK IF S62=NO

S63 Which methods can you use to receive TV programmes on this set?

NOTE: INTERVIEWER TO PROBE FULLY

NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE

Cable	CODE S10a/b=YES AND H64=YES
Satellite	CODE S11a/b=YES AND H65=YES
An aerial with a digital signal (known as Freeview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES
An aerial with a digital signal (known as Freeview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES CODE S9=YES, S14=NO, H66=YES
BT Vision	CODE S55a/b =YES AND H68=BT VISION
YouView	CODE S67a/b =YES AND H68=YOUVIEW
Games Console	CODE S56a/b =YES AND H68=CONSOLE
Computer	CODE S57a/b =YES AND H68=COMPUTER
Direct connection to the internet	CODE S58a/b =YES, AND H68 = INTERNET
Another TV supplier (Specify)	CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN
None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	
Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	

RECODE H66 - H68 AS APPROPRIATE

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF YES AT S10, OTHERWISE GO TO S18		
S24	SHOW SCREEN	SP
<p>(IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable.</p> <p>Can the cable box also be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo.</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF YES AT S10 OTHERWISE GO TO S18		
S53	SHOW SCREEN	SP
<p>I would now like to ask you about High Definition television or HD.</p> <p>Are you able to receive HD channels via cable TV?</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF YES AT S11, OTHERWISE GO TO S25		
S18	SHOW SCREEN	MP
<p>(IF S9, S10 OR ANY OF S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite</p> <p>How do you receive your satellite service?</p> <p>Freesat – not Sky Sky – with subscription (only 1 Sky code permitted) Sky – without subscription (only 1 Sky code permitted) Other – not Sky or Freesat Don't know</p>		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S20	SHOW SCREEN	SP
<p>Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes.</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S21	SHOW SCREEN	SP
<p>(IF S53 HAS NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S22	SHOW SCREEN	SP
<p>Is this set connected to freesat+? freesat+ is a box that enables you to record TV programmes.</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S23	SHOW SCREEN	SP
<p>(IF S53 AND S21 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF CODE 1 (YES) AT S9A/B, OTHERWISE GO TO S51		
S25	SHOW SCREEN	SP
<p>(IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = 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>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF CODE 1 (YES) AT S9A/B, OTHERWISE GO TO S51		
S50	SHOW SCREEN	SP
<p>(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to Freeview HD? Freeview HD is the high definition service available with Freeview</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		

ASK FOR ALL TVS		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) In addition to the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or Tivo box (S25=1) Freeview recorder Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1> equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP

ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S52		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? (OPTIONS REORDERED) On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs None of these Don't know	MP

ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP

REPEAT ABOVE FOR ALL TV SETS

END OF SET LOOPS

HH VS SETS – PLATFORM VALIDATION QUESTIONS

FOR 2+ SETS		
ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL		
ASK IF H64=YES AND S10=NO FOR ALL SETS		
H83	You said that your household was able to access TV services via cable but no set has cable services claimed. Are you able to access TV services via cable?	
	Yes	ASK H84
	No	RECODE H64 TO NO
ASK IF H83=YES		
H84	Which of the sets you have mentioned is connected to cable TV services?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H64 TO NO, RECODE H83 to NO
	Don't know	RECODE H64 TO NO, RECODE H83 to NO
RECODE S10 FOR SETS CLAIMED AT H83 – GO TO S24, S53 FOR EACH SET IN TURN		
INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL		
ASK IF H65=YES AND S11=NO FOR ALL SETS		
H85	You said that your household was able to access TV services via satellite but no set has satellite services claimed. Are you able to access TV services via satellite?	
	Yes	ASK H86
	No	RECODE H65 TO NO
ASK IF H85=YES		
H86	Which of the sets you have mentioned is connected to satellite TV services?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H65 TO NO, RECODE H85 to NO
	Don't know	RECODE H65 TO NO, RECODE H85 to NO
RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S18-S23 FOR EACH SET IN TURN		
INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS		
ASK IF AERIAL CLAIMED AT HH LEVEL AND NO AERIAL CLAIMED AT SET LEVEL		
ASK IF H66=YES AND S9=NO FOR ALL SETS		
H87	You said that your household was able to access TV services via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV services via a TV aerial?	
	Yes	ASK H88
	No	RECODE H66 TO NO
ASK IF H87=YES		
H88	Which of the sets you have mentioned receives TV services from a TV aerial?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H66 TO NO, RECODE H87 to NO
	Don't know	RECODE H66 TO NO, RECODE H87 to NO
RECODE S9 FOR SETS CLAIMED AT H88 – GO TO S14, S25 AND S50 FOR EACH SET IN TURN		
INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		

FOR 2+ SETS	
ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL	
ASK IF BT VISION AT H68 AND S55A/B=NO FOR ALL SETS	
H91	You said that your household was able to access TV services from BT Vision but no set has BT Vision claimed. Are you able to access TV services via BT Vision?
Yes	ASK H92
No	IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR BT VISION

ASK IF H91=YES	
H92	Which of the sets you have mentioned receives TV services from BT Vision? MP
LIST ALL SETS WITH ROOM LOCATION	
CODE SETS 1-9	
None of these	RECODE H91 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE T H68, CLEAR H68 RESPONSE FOR BT VISION
Don't know	RECODE H91 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE T H68, CLEAR H68 RESPONSE FOR BT VISION
RECODE S55A/B FOR SETS CLAIMED AT H92	

FOR 2+ SETS	
ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL	
ASK IF YOUVIEW AT H68 AND S67A/B=NO FOR ALL SETS	
H99	You said that your household was able to access TV services from YouView but no set has YouView claimed. Are you able to access TV services via YouView?
Yes	ASK H100
No	IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR YOUVIEW

ASK IF H99=YES	
H100	Which of the sets you have mentioned receives TV services from YouView? MP
LIST ALL SETS WITH ROOM LOCATION	
CODE SETS 1-9	
None of these	RECODE H99 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR YOUVIEW
Don't know	RECODE H99 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AAT H68, CLEAR H68 RESPONSE FOR YOUVIEW
RECODE S67A/B FOR SETS CLAIMED AT H100	

FOR 2+ SETS	
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL	
ASK IF GAMES CONSOLE AT H68 AND S56A/B=NO FOR ALL SETS	
H93	You said that your household was able to access TV services via a Games Console but no set has a Games Console claimed. Are you able to access TV services via a Games Console?
Yes	ASK H94
No	IF SINGLE CODE AT H68, CLEAR H68 MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE IF

ASK IF H93=YES	
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H94	Which of the sets you have mentioned receives TV services via a Games Console?	MP
LIST ALL SETS WITH ROOM LOCATION		
CODE SETS 1-9		
None of these	RECODE H93 to NO	
	IF SINGLE CODE AT H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A GAMES CONSOLE	
Don't know	RECODE H93 to NO	
	IF SINGLE CODE AT H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A GAMES CONSOLE	
RECODE S56A/B FOR SETS CLAIMED AT H94		

FOR 2+ SETS		
ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL		
ASK IF COMPUTER AT H68 AND S57A/B=NO FOR ALL SETS		
H95	You said that your household was able to access TV services via a computer but no set has a computer claimed. Are you able to access TV services via a computer?	
Yes	ASK H96	
No	IF SINGLE CODE AT H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A COMPUTER	

ASK IF H95=YES		
H96	Which of the sets you have mentioned receives TV services via a computer?	MP
LIST ALL SETS WITH ROOM LOCATION		
CODE SETS 1-9		
None of these	RECODE H95 to NO	
	IF SINGLE CODE AT H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A COMPUTER	
Don't know	RECODE H95 to NO	
	IF SINGLE CODE AT H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A COMPUTER	
RECODE S57A/B FOR SETS CLAIMED AT H96		

FOR 2+ SETS		
ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL		
ASK IF INTERNET AT H68 AND S58A/B=NO FOR ALL SETS		
H97	You said that your household was able to access TV services via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV services via a direct connection to the internet?	
Yes	ASK H98	
No	IF SINGLE CODE AT H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A DIRECT CONNECTION TO THE INTERNET	

ASK IF H95=YES		
H98	Which of the sets you have mentioned receives TV services via a direct connection to the internet?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET
	Don't know	RECODE H97 to NO IF SINGLE CODE AT H68, CLEAR H68 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A DIRECT CONNECTION TO THE INTERNET
RECODE S58a/b FOR SETS CLAIMED AT H98		

FORCE CODE AS FOLLOWS:	CODE
IF H83, H85, H87, H89, H91, H99, H93, H95, H97 = NO FOR ALL PLATFORMES CLAIMED IN THAT HH	H82 TO 'NOT IN USE BUT IN WORKING ORDER (CODE 3) FOR ALL SETS AND CONTINUE TO H55

END OF PLATFORM VALIDATION QUESTIONS

SECOND HOUSEHOLD SECTION

ASK IF 2+ SET LOOPS HAVE BEEN COMPLETED OTHERWISE SKIP TO H77

H77 (2+ WORKING SETS) Thinking about all of your TV sets collectively
intro

ASK IF ANY SET LOOP HAS BEEN COMPLETED

H77 SHOW SCREEN MP

(SINGLE WORKING SET) Which of the following ITV1 regional channels can you receive on your TV set?

(2+ WORKING SETS) Which of the following ITV1 regional channels can you receive on any of your TV set(s)?

- A. STV (formerly Grampian), with local news North Tonight
- B. STV, with local news Scotland Today
- C. UTV (Ulster)
- D. ITV1 Border
- E. ITV1 Tyne Tees
- F. ITV1 Granada
- G. ITV1 Yorkshire (formerly Yorkshire – YTV)
- H. ITV1 Wales (formerly HTV Wales)
- I. ITV1 Central
- J. ITV1 Anglia
- K. ITV1 Westcountry
- L. ITV1 West (formerly HTV West)
- M. ITV1 London (formerly Carlton and London Weekend/LWT)
- N. ITV1 Meridian
- O. Channel
- Don't know
- No answer

ASK IF TWO OR MORE ITV1 STATIONS RECEIVED AT H77, OTHERWISE SKIP TO H22a Intro1
RESTRICT LIST TO ITV1 STATIONS CLAIMED AT H77 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED

H24 You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT H77) NUM
For every ten hours of viewing to these stations, how do you think you and your household divide 0-10
the ten hours between them?

- A. STV (formerly Grampian), with local news North Tonight
- B. STV, with local news Scotland Today
- C. UTV (Ulster)
- D. ITV1 Border
- E. ITV1 Tyne Tees
- F. ITV1 Granada
- G. ITV1 Yorkshire (formerly Yorkshire - YTV)
- H. ITV1 Wales (formerly HTV Wales)
- I. ITV1 Central
- J. ITV1 Anglia
- K. ITV1 Westcountry
- L. ITV1 West (formerly HTV West)
- M. ITV1 London (formerly Carlton and London Weekend/LWT)
- N. ITV1 Meridian
- O. Channel

NOTE: Answers must add up to 10

H24 So out of every ten hours you and your household watch ITV1 stations, you would view __ SP
Check hours of ____ (FIRST CHANNEL RECEIVED AT H77); __ hours __ (SECOND CHANNEL
RECEIVED AT H77) etc... (INCLUDE ALL ITV1 CHANNELS CLAIMED AT H77/H24 WITH THE
RESPONSE GIVEN ABOVE)

- Yes
- No

If correct code appropriately, if incorrect ask again

ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) OTHERWISE SKIP TO H55 INTRO

H22a Thinking about your household in general and other ways that TV sets can be used...
Intro1

ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) IF(S57a/b = YES OR H95/H96 = YES) FOR ANY SET – CODE H22a AS YES AND GO TO H22b

H22a Do you or does anyone in your household ever connect a computer to your TV set(s)?

By computer I'm including all laptop and desktop PCs and Mac's as well as any notebooks or tablets, including iPads.

Yes
No
Don't know

ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP) IF (S56a/b = YES OR H93/H94 = YES) FOR ANY SET – CODE H22b AS YES AND GO TO H23

H22b Do you or does anyone in your household ever connect a games console to your TV set(s)

Yes ASK H23
No
Don't know

ASK IF Yes (CODE 1) AT H22b

H23 **SHOW SCREEN** MP

Which games console or consoles do you or does anyone in your household have which are used with any of your TV sets?

Nintendo Game Cube
Nintendo Wii
Nintendo Wii U
Other Nintendo
PS2
PS3
Other Playstation
Xbox
Xbox 360
Any other games/computer console
Don't know

ASK IF Yes (CODE 1) AT H22b

H54 **SHOW SCREEN** MP

Which of the following do you or does anyone in your household use your games console(s) for?

To play games
To connect to the internet
To watch TV programmes
To play DVD or Blu-ray discs
Other (specify)
None of these
Don't know

**ASK IF ANY SET LOOP HAS BEEN COMPLETED OR IF ANY SET IN HH IS USED ONLY FOR GAMES OR COMPUTER OR TO PLAY BACK TAPES OR DVDs (CODE 2 FOR ANY H82 LOOP)
IF 'VIA A DIRECT CONNECTION TO THE INTERNET (CODE 1) AT H68: CODE H78 = YES
IF 'VIA A CONNECTION TO GAMES CONSOLE (CODE 2) AT H68: CODE H78 = YES
IF 'VIA A CONNECTION TO A COMPUTER' (CODE 3) AT H68: CODE H78 = YES
IF 'TO CONNECT TO THE INTERNET (CODE 2) AT H54: CODE H78 = YES**

H78 SHOW SCREEN SP

(Cable HH) In addition to your Cable connection
(BT Vision HH) In addition to your BT Vision connection
(YouView HH) In addition to your YouView connection
(Cable and BT Vision HH) In addition to your Cable and BT vision connections
(Cable and YouView HH) In addition to your Cable and YouView connections
(YouView and BT Vision HH) In addition to your YouView and BT Vision connections
(Cable, BT Vision and YouView) In addition to your Cable, BT Vision and YouView connections

(Single Set Household) Can your TV set be connected to the internet?

(Multi Set Households) Can any of your TV sets be connected to the internet?

(ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet.

NOTE: For a more detailed explanation click on further information

Yes
No
Don't know
Further Information

ASK IF H78 = YES AND H68 NOT = CODE 1,2 OR 3 AND H54 NOT = CODE 2

H79 SHOW SCREEN MP

(Cable HH) In addition to your Cable connection
(BT Vision HH) In addition to your BT Vision connection
(YouView HH) In addition to your Youview connection
(Cable and BT Vision HH) In addition to your Cable and BT vision connections
(Cable and YouView HH) In addition to your Cable and YouView connections
(YouView and BT Vision HH) In addition to your YouView and BT Vision connections
(Cable, BT Vision and YouView) In addition to your Cable, BT Vision and YouView connections

(Single Set Household) By which methods or devices can your TV set be connected to the internet?

(Multi Set Households) By which methods or devices can any of your TV sets be connected to the internet?

(ALL) This could be either a direct connection from the internet to the TV set or using any other device which connects to both the TV set and to the internet.

NOTE: For a more detailed explanation click on further information

A direct connection between the TV set and the Internet
A connection to a dedicated, internet TV set-top box
A connection to a standard computer (desktop, laptop or tablet)
A connection to a games console
A connection to a Blu-ray player that connects to the internet
Another device that connects to the internet (Specify)

ASK IF H68 = CODE 1,2 OR 3 OR H54 = CODE 2		
H80	SHOW SCREEN	MP
	<p>(Set claim for Computer connection H68 code 3) You have said that your TV set receives TV programmes using a connection to a computer. In addition to this</p> <p>(Set claim for Direct connection H68 code 1) You have said that your TV set receives TV programmes using a direct connection to the internet. In addition to this</p> <p>(Set claim for Games Console connection H68 code 2 OR H54 code 2) You have said that your Games Console is used to connect to the internet. In addition to this</p> <p>(Set claim for Computer and Direct connections H68 code 3 and H68 code 1) You have said that your TV set receives TV programmes using a connection to a computer and using a direct connection to the internet. In addition to these</p> <p>(Set claim for Computer and Games Console connections H68 code 3 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a connection to a computer and that your Games Console is used to connect to the internet. In addition to these</p> <p>(Set claim for Direct and Games Console connections H68 code 1 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these</p> <p>(Set claim for Computer, Direct and Games Console connection H68 code 3 AND H68 code 1 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a connection to a computer and using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these</p> <p>(Cable HH) and your Cable connection (BT Vision HH) and your BT Vision connection (YouView HH) and your Youview connection (Cable and BT Vision HH) and your Cable and BT vision connections (Cable and YouView HH) and your Cable and YouView connections (YouView and BT Vision HH) and your YouView and BT Vision connections (Cable, BT Vison and YouView) and your Cable, BT Vision and YouView connections</p> <p>(Single Set Household) are there any other ways that your TV set can be connected to the internet?</p> <p>(Multi Set Households) are there any other ways that your TV sets can be connected to the internet?</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>A direct connection between the TV set and the Internet REMOVE IF H68 = CODE 1 A connection to a dedicated, internet TV set-top box A connection to a standard computer (desktop, laptop or tablet) REMOVE IF H68 = CODE 3 A connection to a games console REMOVE IF H68 = CODE 2 OR H54 =CODE 2 A connection to a DVD or Blu-ray player that connects to the internet Another device that connects to the internet (Specify) No</p>	

ASK IF ANY SET LOOP HAS BEEN COMPLETED		
H81	SHOW SCREEN	SP
	<p>(Single Set Household) Is your TV set capable of showing movies and TV programmes in 3D? (Multi Set Households) Are any of your TV sets capable of showing movies and TV programmes in 3D?</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further Information</p>	

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55	
IF H55 = 1 GO TO P2	
IF H55>1 SHOW P2 INTRO	

IF PERSON 1 GO TO P2 INTRO1, THEN P2	
IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2	

P2	I'm going to ask you some questions about each person in your household. Please tell me about the
Intro1	members of your household in the following order:
	<ul style="list-style-type: none"> - you - your spouse or partner - any children starting with the eldest - anyone else

P2	Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc) household member
Intro2	

FOR PERSON 1 SHOW HEADER 'RESPONDENT'	
FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'	

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

ASK ALL	
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?
	MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER
	WRITE IN >
	(ALLOW REF)

ASK IF P3 IS REF		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age	SP
	Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P6		
P5	Are you (IF RESPONDENT) they (IF NOT RESPONDENT) ... (MAY NOT BE BLANK)	SP
	Married/living as married Single/widowed/divorced/separated	

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P11		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK)	SP
	Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	

ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT P9, OTHERWISE SKIP TO P11		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?	SP
	15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
	Yes No Don't know	

ASK IF YES (CODE 1) AT P11, OTHERWISE GO TO P13

P12 SHOW SCREEN SP

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

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

ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO P15

P13 Can you **(IF RESPONDENT)** this person **(IF NOT RESPONDENT)** speak Gaelic? SP

- Yes
- No
- Don't know

IF YES (CODE 1) AT P13 OTHERWISE GO TO P15

P14 SHOW SCREEN SP

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

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

ASK ALL

P15 SHOW SCREEN SP

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

Note: Please include any health problems related to old age

- Yes – limited a lot
- Yes – limited a little
- No
- Refused

ASK ALL**P16 SHOW SCREEN**

SP

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

White

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

Mixed/multiple ethnic groups

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

Asian/Asian British

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

Black/African/Caribbean/Black British

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

Any other ethnic background

- Arab
- Any other ethnic group (specify)

Refused (Code from list to continue)

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

THIRD HOUSEHOLD SECTION

ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
<p>What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)</p> <p>Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know</p>		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27		
H26	SHOW SCREEN	SP
<p>What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)</p> <p>Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know</p>		
ASK ALL		
H27	SHOW SCREEN	MP
<p>Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD)</p> <p>A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these</p>		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H56 AND H28-H30 = 1)		
H56	Which of the household members you have mentioned is the Head of Household?	MP
<p>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. For 2 or more household members to share this responsibility then they must be equally responsible</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD</p>		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H28	Which of the household members you have mentioned is solely or mainly responsible for the household duties?	MP
<p>This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON</p>		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H29	And 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?	MP
<p>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. For 2 or more household members to share this responsibility then they must be equally responsible.</p>		

LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)

H30 And which of the household members you have mentioned is the chief income earner in your household? **MP**

By that I mean the person with the largest income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are **equal**.

LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE

IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE AT Q56 (H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE - IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE - THEN STATE:

I would now like to check some details about you (**IF RESPONDENT**) household member <<**INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED**>> (**IF NOT RESPONDENT**).

ASK ALL

H57 IF CIE IS:

RESPONDENT AND CODE 1-3 AT EMPLOYMENT STATUS: Please give full details of your 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
Refused

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 EDUCATION AT P9 (code 4-7)**) you (**IF RESPONDENT**) he (**IF CIE IS MALE AT P2 AND NOT RESPONDENT**) she (**IF CIE IS FEMALE AT P2 AND NOT RESPONDENT**) work in?

WRITE IN
Don't know
Refused

ASK ALL

H36 What is (**IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3)**) was (**IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATION AT 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
Refused

ASK ALL	
H37	<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) AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS.</p> <p>Yes No Don't know Refused</p>

ASK IF SELF EMPLOYED (CODE 1 AT H37), OTHERWISE SKIP TO H39	
H38	<p>How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 1-3)) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) employ? PLEASE GIVE DETAILS.</p> <p>ENTER NUMERICAL RESPONSE Don't know</p>

ASK ALL	
H39	<p>What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 (CODE 1-3) AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED/FULL TIME EDUCATIONAT P9 (CODE 4-7)) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) actually do? PLEASE GIVE DETAILS.</p> <p>WRITE IN Don't know Refused</p>

ASK ALL	
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) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor?</p> <p>Yes – manager Yes – foreman/supervisor No Don't know</p>

ASK IF YES (CODE 1 OR 2) AT H40, OTHERWISE SKIP TO H43	
H41	<p>How many people work at the place?</p> <p>ENTER NUMERICAL RESPONSE Don't know</p>

ASK IF H40 = YES (CODE 1 OR 2)	
H42	<p>How many people are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for?</p> <p>ENTER NUMERICAL RESPONSE Don't know</p>

ASK ALL	
H43	<p>Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications?</p> <p>NOTE: (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details.</p>

WRITE IN
Don't know
Refused

**IF CIE RETIRED (CODE 6 AT P9) ASK H31
IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9) ASK H32
OTHERWISE SKIP TO H35**

H31 (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP
You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments.
Yes (retired/pensioner/widow with income other than or in addition to state benefits)
No (retired/pensioner/widow with state benefits only)
Don't know
Refused

PLEASE NOW SKIP TO H44

ASK IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9)

H32 How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for SP
Less than 6 months
More than 6 months
Don't know
Refused

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34

H33 And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... SP
In full time employment (30+ hours per week)
In part time employment (8-29 hours per week)
In full time education
Don't know
Refused

PLEASE NOW SKIP TO H44

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32

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

CODE FOR ALL

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

ASK ALL		
H45	SHOW SCREEN	MP
Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?		
Daily Telegraph	The Sun (Not on Sunday)	
The Guardian	The Times	
The Scotsman	Daily Express	
The Herald	Daily Mail	
The Daily Mirror	Daily Sport	
The Independent	Metro	
Daily Record	Any Evening Paper	
Daily Star	None of these	
Financial Times	Don't know	

ASK ALL		
H46	SHOW SCREEN	MP
Which of the following Sunday publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?		
Sunday Telegraph	The Sun (Sunday)	
The Observer	The Sunday Times	
Sunday Post	The Sunday People	
Sunday Mirror	The Sunday Express	
Independent on Sunday	The Mail on Sunday	
Sunday Mail (Scotland)	Sunday Sport	
Daily Star Sunday	None of these	
	Don't know	

ASK ALL		
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	

ASK IF YES (CODE 1) AT H47, OTHERWISE GO TO H50		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?	MP
	Landline	
	Mobile telephone	
	Both	(SP)
	Other	
	Don't know	
	Refused	

ASK ALL WITH ANY TELEPHONE AT H48		
H49	What is the Telephone number, including the National Dialling (STD) code, of the household's main phone or mobile connection?	
	NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number	
	WRITE IN	
	Refused	

ASK ALL:		
H50	Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. BARB's TV viewing research is carried out by a number of agencies, ourselves, Ipsos MORI, Kantar Media and RSMB Television Research.	SP
	Yes	
	No	