



BARB Establishment Survey Quarterly Data Report: Total Network

April to June 2012

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2012

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This reports contains the weighted data results from the Establishment survey for the period April - June 2012

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.

Note on DTT estimates

The Establishment Survey questionnaire was substantially overhauled in April 2012 in order to keep the questionnaire relevant to the current TV environment, and to improve its flow for respondents.

For most categories the questionnaire change did not produce any discernible shifts in the data collected, or in existing trends. However it did produce a small but noticeable step change in digital terrestrial aerial claims with the quarterly household total reducing from 73.8% in Q1 to 70.9% in Q2. In the previous questionnaire, for a small proportion of households, use of a terrestrial aerial was inferred, based on answers to a related question on aerial location. In the new questionnaire the household has to explicitly claim that a reception platform is used to receive TV programmes in order to be counted to that platform.

It may therefore be best to treat Establishment Survey estimates for digital terrestrial from Q2 2012 on as a separate series to those up to Q1 2012.

If you would like more information on the questionnaire change, please email enquiries@barb.co.uk

DATA PERIOD: QUARTERLY

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%V (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%V (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
AB	6538	6323	6256	2971	975	4584	2205	2379
%V	24.0%	24.2%	24.3%	26.0%	24.0%	23.8%	25.3%	22.5%
%H (All HH)		96.7%	95.7%	45.4%	14.9%	70.1%	33.7%	36.4%
%H (TV HH)			98.9%	47.0%	15.4%	72.5%	34.9%	37.6%
C1	7298	6960	6858	3062	1191	5156	2443	2713
%V	26.8%	26.6%	26.6%	26.8%	29.3%	26.7%	28.0%	25.7%
%H (All HH)		95.4%	94.0%	42.0%	16.3%	70.6%	33.5%	37.2%
%H (TV HH)			98.5%	44.0%	17.1%	74.1%	35.1%	39.0%
C2	5291	5150	5101	2435	897	3815	1995	1820
%V	19.4%	19.7%	19.8%	21.3%	22.0%	19.8%	22.9%	17.2%
%H (All HH)		97.3%	96.4%	46.0%	17.0%	72.1%	37.7%	34.4%
%H (TV HH)			99.0%	47.3%	17.4%	74.1%	38.7%	35.3%
D	4238	4046	3974	1795	641	2886	1290	1596
%V	15.6%	15.5%	15.4%	15.7%	15.8%	15.0%	14.8%	15.1%
%H (All HH)		95.5%	93.8%	42.4%	15.1%	68.1%	30.4%	37.7%
%H (TV HH)			98.2%	44.4%	15.8%	71.3%	31.9%	39.4%
E	3852	3673	3593	1182	365	2847	782	2064
%V	14.2%	14.0%	13.9%	10.3%	9.0%	14.8%	9.0%	19.5%
%H (All HH)		95.4%	93.3%	30.7%	9.5%	73.9%	20.3%	53.6%
%H (TV HH)			97.8%	32.2%	9.9%	77.5%	21.3%	56.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2012

Household level data

Table 2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%V (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%V (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
Under 25	1220	1080	1045	506	183	696	324	372
%V	4.5%	4.1%	4.1%	4.4%	4.5%	3.6%	3.7%	3.5%
%V (All HH)		88.5%	85.7%	41.5%	15.0%	57.0%	26.6%	30.5%
%V (TV HH)			96.8%	46.9%	16.9%	64.4%	30.0%	34.4%
25 - 34	4291	4004	3898	2048	666	2463	1233	1230
%V	15.8%	15.3%	15.1%	17.9%	16.4%	12.8%	14.1%	11.6%
%V (All HH)		93.3%	90.8%	47.7%	15.5%	57.4%	28.7%	28.7%
%V (TV HH)			97.4%	51.1%	16.6%	61.5%	30.8%	30.7%
35 - 44	4813	4628	4575	2454	925	3162	1881	1281
%V	17.7%	17.7%	17.7%	21.4%	22.7%	16.4%	21.6%	12.1%
%V (All HH)		96.2%	95.1%	51.0%	19.2%	65.7%	39.1%	26.6%
%V (TV HH)			98.9%	53.0%	20.0%	68.3%	40.6%	27.7%
45 - 54	5168	5016	4983	2384	897	3750	1994	1755
%V	19.0%	19.2%	19.3%	20.8%	22.0%	19.4%	22.9%	16.6%
%V (All HH)		97.1%	96.4%	46.1%	17.4%	72.6%	38.6%	34.0%
%V (TV HH)			99.3%	47.5%	17.9%	74.8%	39.8%	35.0%
55 - 64	4525	4397	4362	1824	745	3394	1536	1859
%V	16.6%	16.8%	16.9%	15.9%	18.3%	17.6%	17.6%	17.6%
%V (All HH)		97.2%	96.4%	40.3%	16.5%	75.0%	33.9%	41.1%
%V (TV HH)			99.2%	41.5%	16.9%	77.2%	34.9%	42.3%
65 +	7200	7028	6918	2230	653	5822	1747	4074
%V	26.5%	26.9%	26.8%	19.5%	16.0%	30.2%	20.0%	38.5%
%V (All HH)		97.6%	96.1%	31.0%	9.1%	80.9%	24.3%	56.6%
%V (TV HH)			98.4%	31.7%	9.3%	82.8%	24.9%	58.0%

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 2012

Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%H (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%H (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
1	9528	8904	8712	2643	964	6879	1733	5146
%V	35.0%	34.0%	33.8%	23.1%	23.7%	35.7%	19.9%	48.7%
%H (All HH)		93.5%	91.4%	27.7%	10.1%	72.2%	18.2%	54.0%
%H (TV HH)			97.8%	29.7%	10.8%	77.3%	19.5%	57.8%
2	8358	8145	8041	3729	1314	6052	2948	3104
%V	30.7%	31.1%	31.2%	32.6%	32.3%	31.4%	33.8%	29.4%
%H (All HH)		97.5%	96.2%	44.6%	15.7%	72.4%	35.3%	37.1%
%H (TV HH)			98.7%	45.8%	16.1%	74.3%	36.2%	38.1%
3	3991	3911	3874	2067	740	2737	1621	1116
%V	14.7%	15.0%	15.0%	18.1%	18.2%	14.2%	18.6%	10.6%
%H (All HH)		98.0%	97.1%	51.8%	18.5%	68.6%	40.6%	28.0%
%H (TV HH)			99.1%	52.9%	18.9%	70.0%	41.4%	28.5%
4	3511	3436	3416	1956	700	2463	1638	825
%V	12.9%	13.1%	13.2%	17.1%	17.2%	12.8%	18.8%	7.8%
%H (All HH)		97.9%	97.3%	55.7%	19.9%	70.2%	46.7%	23.5%
%H (TV HH)			99.4%	56.9%	20.4%	71.7%	47.7%	24.0%
5+	1829	1757	1738	1050	351	1155	775	380
%V	6.7%	6.7%	6.7%	9.2%	8.6%	6.0%	8.9%	3.6%
%H (All HH)		96.1%	95.0%	57.4%	19.2%	63.1%	42.4%	20.8%
%H (TV HH)			98.9%	59.8%	20.0%	65.7%	44.1%	21.6%
Average HH size	2.28	2.30	2.31	2.60	2.58	2.24	2.66	1.90

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	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%V (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%V (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
Without	20418	19513	19197	7742	2808	14764	5922	8842
%V	75.0%	74.6%	74.5%	67.6%	69.0%	76.5%	68.0%	83.6%
%H (All HH)		95.6%	94.0%	37.9%	13.8%	72.3%	29.0%	43.3%
%H (TV HH)			98.4%	39.7%	14.4%	75.7%	30.3%	45.3%
With	6798	6639	6585	3703	1261	4523	2794	1729
%V	25.0%	25.4%	25.5%	32.4%	31.0%	23.5%	32.1%	16.4%
%H (All HH)		97.7%	96.9%	54.5%	18.5%	66.5%	41.1%	25.4%
%H (TV HH)			99.2%	55.8%	19.0%	68.1%	42.1%	26.0%
0 - 3	2596	2497	2464	1376	456	1592	923	669
%V	9.5%	9.5%	9.6%	12.0%	11.2%	8.3%	10.6%	6.3%
%H (All HH)		96.2%	94.9%	53.0%	17.6%	61.3%	35.6%	25.8%
%H (TV HH)			98.7%	55.1%	18.3%	63.8%	37.0%	26.8%
4 - 9	3290	3208	3191	1879	599	2167	1390	776
%V	12.1%	12.3%	12.4%	16.4%	14.7%	11.2%	15.9%	7.3%
%H (All HH)		97.5%	97.0%	57.1%	18.2%	65.9%	42.2%	23.6%
%H (TV HH)			99.5%	58.6%	18.7%	67.5%	43.3%	24.2%
10 - 15	3227	3176	3155	1819	635	2261	1498	763
%V	11.9%	12.1%	12.2%	15.9%	15.6%	11.7%	17.2%	7.2%
%H (All HH)		98.4%	97.8%	56.4%	19.7%	70.1%	46.4%	23.6%
%H (TV HH)			99.3%	57.3%	20.0%	71.2%	47.2%	24.0%

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%H (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%H (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
1	10698	10698	10422	3706	1418	7051	1710	5340
%V	39.3%	40.9%	40.4%	32.4%	34.8%	36.6%	19.6%	50.5%
%H (All HH)		100.0%	97.4%	34.6%	13.3%	65.9%	16.0%	49.9%
%H (TV HH)			97.4%	34.6%	13.3%	65.9%	16.0%	49.9%
2	8637	8637	8555	3840	1383	6602	3181	3421
%V	31.7%	33.0%	33.2%	33.6%	34.0%	34.2%	36.5%	32.4%
%H (All HH)		100.0%	99.1%	44.5%	16.0%	76.4%	36.8%	39.6%
%H (TV HH)			99.1%	44.5%	16.0%	76.4%	36.8%	39.6%
3	4108	4108	4098	2251	707	3329	2098	1231
%V	15.1%	15.7%	15.9%	19.7%	17.4%	17.3%	24.1%	11.6%
%H (All HH)		100.0%	99.8%	54.8%	17.2%	81.0%	51.1%	30.0%
%H (TV HH)			99.8%	54.8%	17.2%	81.0%	51.1%	30.0%
4	1869	1869	1865	1131	393	1569	1167	402
%V	6.9%	7.1%	7.2%	9.9%	9.7%	8.1%	13.4%	3.8%
%H (All HH)		100.0%	99.8%	60.5%	21.0%	83.9%	62.4%	21.5%
%H (TV HH)			99.8%	60.5%	21.0%	83.9%	62.4%	21.5%
5+	841	841	841	517	168	736	559	177
%V	3.1%	3.2%	3.3%	4.5%	4.1%	3.8%	6.4%	1.7%
%H (All HH)		100.0%	100.0%	61.5%	20.0%	87.5%	66.5%	21.0%
%H (TV HH)			100.0%	61.5%	20.0%	87.5%	66.5%	21.0%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%H (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%H (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
Under 20"	7430	7430	7365	3329	1127	6271	3230	3041
%V	27.3%	28.4%	28.6%	29.1%	27.7%	32.5%	37.1%	28.8%
%H (All HH)		100.0%	99.1%	44.8%	15.2%	84.4%	43.5%	40.9%
%H (TV HH)			99.1%	44.8%	15.2%	84.4%	43.5%	40.9%
20" - 29"	10807	10807	10694	4365	1598	8783	3932	4852
%V	39.7%	41.3%	41.5%	38.1%	39.3%	45.5%	45.1%	45.9%
%H (All HH)		100.0%	99.0%	40.4%	14.8%	81.3%	36.4%	44.9%
%H (TV HH)			99.0%	40.4%	14.8%	81.3%	36.4%	44.9%
30" - 39"	13336	13336	13277	6167	2197	10066	4971	5096
%V	49.0%	51.0%	51.5%	53.9%	54.0%	52.2%	57.0%	48.2%
%H (All HH)		100.0%	99.6%	46.2%	16.5%	75.5%	37.3%	38.2%
%H (TV HH)			99.6%	46.2%	16.5%	75.5%	37.3%	38.2%
40" and over	9212	9212	9172	5384	1695	6438	4190	2248
%V	33.8%	35.2%	35.6%	47.0%	41.7%	33.4%	48.1%	21.3%
%H (All HH)		100.0%	99.6%	58.4%	18.4%	69.9%	45.5%	24.4%
%H (TV HH)			99.6%	58.4%	18.4%	69.9%	45.5%	24.4%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: QUARTERLY
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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%H (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%H (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
Main living room	25666	25666	25425	11328	4027	18995	8627	10368
%V	94.3%	98.1%	98.6%	99.0%	99.0%	98.5%	99.0%	98.1%
%H (All HH)		100.0%	99.1%	44.1%	15.7%	74.0%	33.6%	40.4%
%H (TV HH)			99.1%	44.1%	15.7%	74.0%	33.6%	40.4%
Kitchen	3311	3311	3296	1654	488	2888	1672	1216
%V	12.2%	12.7%	12.8%	14.5%	12.0%	15.0%	19.2%	11.5%
%H (All HH)		100.0%	99.5%	50.0%	14.7%	87.2%	50.5%	36.7%
%H (TV HH)			99.5%	50.0%	14.7%	87.2%	50.5%	36.7%
Adult's bedroom	10595	10595	10558	5412	1869	8597	5122	3475
%V	38.9%	40.5%	41.0%	47.3%	45.9%	44.6%	58.8%	32.9%
%H (All HH)		100.0%	99.7%	51.1%	17.6%	81.1%	48.3%	32.8%
%H (TV HH)			99.7%	51.1%	17.6%	81.1%	48.3%	32.8%
Child's bedroom	2034	2034	2029	1212	420	1686	1233	453
%V	7.5%	7.8%	7.9%	10.6%	10.3%	8.7%	14.1%	4.3%
%H (All HH)		100.0%	99.8%	59.6%	20.6%	82.9%	60.6%	22.3%
%H (TV HH)			99.8%	59.6%	20.6%	82.9%	60.6%	22.3%
Other bedroom	1146	1146	1145	617	220	952	605	347
%V	4.2%	4.4%	4.4%	5.4%	5.4%	4.9%	6.9%	3.3%
%H (All HH)		100.0%	99.9%	53.8%	19.2%	83.1%	52.8%	30.3%
%H (TV HH)			99.9%	53.8%	19.2%	83.1%	52.8%	30.3%
Second living/dining room	2346	2346	2330	1266	341	1936	1169	767
%V	8.6%	9.0%	9.0%	11.1%	8.4%	10.0%	13.4%	7.3%
%H (All HH)		100.0%	99.3%	54.0%	14.5%	82.5%	49.8%	32.7%
%H (TV HH)			99.3%	54.0%	14.5%	82.5%	49.8%	32.7%
Study/office	454	454	454	232	90	376	231	145
%V	1.7%	1.7%	1.8%	2.0%	2.2%	1.9%	2.7%	1.4%
%H (All HH)		100.0%	100.0%	51.1%	19.8%	82.8%	50.9%	31.9%
%H (TV HH)			100.0%	51.1%	19.8%	82.8%	50.9%	31.9%
TV room	228	228	227	132	35	179	113	66
%V	0.8%	0.9%	0.9%	1.2%	0.9%	0.9%	1.3%	0.6%
%H (All HH)		100.0%	99.6%	57.9%	15.4%	78.5%	49.6%	28.9%
%H (TV HH)			99.6%	57.9%	15.4%	78.5%	49.6%	28.9%
Conservatory	508	508	507	304	70	442	301	141
%V	1.9%	1.9%	2.0%	2.7%	1.7%	2.3%	3.5%	1.3%
%H (All HH)		100.0%	99.8%	59.8%	13.8%	87.0%	59.3%	27.8%
%H (TV HH)			99.8%	59.8%	13.8%	87.0%	59.3%	27.8%
Attic or loft room	64	64	64	22	18	51	24	27
%V	0.2%	0.2%	0.2%	0.2%	0.4%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	34.4%	28.1%	79.7%	37.5%	42.2%
%H (TV HH)			100.0%	34.4%	28.1%	79.7%	37.5%	42.2%
No specific location	73	73	71	30	16	62	36	26
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	97.3%	41.1%	21.9%	84.9%	49.3%	35.6%
%H (TV HH)			97.3%	41.1%	21.9%	84.9%	49.3%	35.6%
Other	168	168	168	112	23	144	112	32
%V	0.6%	0.6%	0.7%	1.0%	0.6%	0.7%	1.3%	0.3%
%H (All HH)		100.0%	100.0%	66.7%	13.7%	85.7%	66.7%	19.0%
%H (TV HH)			100.0%	66.7%	13.7%	85.7%	66.7%	19.0%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2012

Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%H (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%H (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
PVR	13637	13637	13630	8969	2593	9023	6729	2293
%V	50.1%	52.1%	52.9%	78.4%	63.7%	46.8%	77.2%	21.7%
%H (All HH)		100.0%	99.9%	65.8%	19.0%	66.2%	49.3%	16.8%
%H (TV HH)			99.9%	65.8%	19.0%	66.2%	49.3%	16.8%
DVDR	2398	2398	2384	986	312	1941	836	1104
%V	8.8%	9.2%	9.2%	8.6%	7.7%	10.1%	9.6%	10.4%
%H (All HH)		100.0%	99.4%	41.1%	13.0%	80.9%	34.9%	46.0%
%H (TV HH)			99.4%	41.1%	13.0%	80.9%	34.9%	46.0%
VCR	1897	1897	1875	727	280	1532	637	895
%V	7.0%	7.3%	7.3%	6.4%	6.9%	7.9%	7.3%	8.5%
%H (All HH)		100.0%	98.8%	38.3%	14.8%	80.8%	33.6%	47.2%
%H (TV HH)			98.8%	38.3%	14.8%	80.8%	33.6%	47.2%
Any recorder	15617	15617	15578	9342	2806	10751	7085	3665
%V	57.4%	59.7%	60.4%	81.6%	69.0%	55.7%	81.3%	34.7%
%H (All HH)		100.0%	99.8%	59.8%	18.0%	68.8%	45.4%	23.5%
%H (TV HH)			99.8%	59.8%	18.0%	68.8%	45.4%	23.5%

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

April - June 2012

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%V (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%V (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
Receives HDTV (via STB or built-in reception)	11784	11784	11784	6352	2907	8195	5450	2746
%V	43.3%	45.1%	45.7%	55.5%	71.4%	42.5%	62.5%	26.0%
%V (All HH)		100.0%	100.0%	53.9%	24.7%	69.5%	46.2%	23.3%
%V (TV HH)			100.0%	53.9%	24.7%	69.5%	46.2%	23.3%
DVD/Blu-ray player or recorder	20507	20507	20378	9437	3345	15415	7560	7855
%V	75.3%	78.4%	79.0%	82.5%	82.2%	79.9%	86.7%	74.3%
%V (All HH)		100.0%	99.4%	46.0%	16.3%	75.2%	36.9%	38.3%
%V (TV HH)			99.4%	46.0%	16.3%	75.2%	36.9%	38.3%

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 2012

Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27217	26152	25782	11445	4069	19287	8715	10572
%H (All HH)		96.1%	94.7%	42.1%	15.0%	70.9%	32.0%	38.8%
%H (TV HH)			98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
Has PC or Laptop	20710	19990	19755	9884	3595	14224	7665	6559
%V	76.1%	76.4%	76.6%	86.4%	88.4%	73.7%	88.0%	62.0%
%H (All HH)		96.5%	95.4%	47.7%	17.4%	68.7%	37.0%	31.7%
%H (TV HH)			98.8%	49.4%	18.0%	71.2%	38.3%	32.8%
Has broadband internet	19420	18797	18590	9485	3548	13278	7440	5838
%V	71.4%	71.9%	72.1%	82.9%	87.2%	68.8%	85.4%	55.2%
%H (All HH)		96.8%	95.7%	48.8%	18.3%	68.4%	38.3%	30.1%
%H (TV HH)			98.9%	50.5%	18.9%	70.6%	39.6%	31.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2012

Set level data

Table 11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52281	51797	25462	8771	40467	22051	18415
<i>%H</i>		99.1%	48.7%	16.8%	77.4%	42.2%	35.2%
Under 20"	9658	9587	4541	1513	8223	4468	3755
<i>%V</i>	18.5%	18.5%	17.8%	17.3%	20.3%	20.3%	20.4%
<i>%H</i>		99.3%	47.0%	15.7%	85.1%	46.3%	38.9%
20" - 29"	13366	13231	5621	2015	11053	5309	5744
<i>%V</i>	25.6%	25.5%	22.1%	23.0%	27.3%	24.1%	31.2%
<i>%H</i>		99.0%	42.1%	15.1%	82.7%	39.7%	43.0%
30" - 39"	15402	15336	7314	2651	11713	6095	5618
<i>%V</i>	29.5%	29.6%	28.7%	30.2%	28.9%	27.6%	30.5%
<i>%H</i>		99.6%	47.5%	17.2%	76.0%	39.6%	36.5%
40" and over	10437	10391	6196	1927	7317	4867	2450
<i>%V</i>	20.0%	20.1%	24.3%	22.0%	18.1%	22.1%	13.3%
<i>%H</i>		99.6%	59.4%	18.5%	70.1%	46.6%	23.5%
Don't know	541	532	273	114	402	237	165
<i>%V</i>	1.0%	1.0%	1.1%	1.3%	1.0%	1.1%	0.9%
<i>%H</i>		98.3%	50.5%	21.1%	74.3%	43.8%	30.5%

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 2012

Set level data

Table 12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52281	51797	25462	8771	40467	22051	18415
%H		99.1%	48.7%	16.8%	77.4%	42.2%	35.2%
Main living room	25822	25579	11402	4043	19122	8688	10434
%V	49.4%	49.4%	44.8%	46.1%	47.3%	39.4%	56.7%
%H		99.1%	44.2%	15.7%	74.1%	33.6%	40.4%
Kitchen	3337	3323	1667	488	2911	1680	1230
%V	6.4%	6.4%	6.5%	5.6%	7.2%	7.6%	6.7%
%H		99.6%	50.0%	14.6%	87.2%	50.3%	36.9%
Adult's bedroom	12423	12380	6439	2275	10162	6256	3906
%V	23.8%	23.9%	25.3%	25.9%	25.1%	28.4%	21.2%
%H		99.7%	51.8%	18.3%	81.8%	50.4%	31.4%
Child's bedroom	2608	2603	1582	548	2179	1622	558
%V	5.0%	5.0%	6.2%	6.2%	5.4%	7.4%	3.0%
%H		99.8%	60.7%	21.0%	83.6%	62.2%	21.4%
Other bedroom	1325	1324	723	264	1104	712	392
%V	2.5%	2.6%	2.8%	3.0%	2.7%	3.2%	2.1%
%H		99.9%	54.6%	19.9%	83.3%	53.7%	29.6%
Second living/dining room	2369	2353	1283	343	1951	1179	771
%V	4.5%	4.5%	5.0%	3.9%	4.8%	5.3%	4.2%
%H		99.3%	54.2%	14.5%	82.4%	49.8%	32.5%
Study/office	459	458	236	91	380	235	145
%V	0.9%	0.9%	0.9%	1.0%	0.9%	1.1%	0.8%
%H		99.8%	51.4%	19.8%	82.8%	51.2%	31.6%
TV room	236	235	136	36	187	119	68
%V	0.5%	0.5%	0.5%	0.4%	0.5%	0.5%	0.4%
%H		99.6%	57.6%	15.3%	79.2%	50.4%	28.8%
Conservatory	509	508	305	70	444	302	141
%V	1.0%	1.0%	1.2%	0.8%	1.1%	1.4%	0.8%
%H		99.8%	59.9%	13.8%	87.2%	59.3%	27.7%
Attic or loft room	64	64	22	18	51	24	27
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		100.0%	34.4%	28.1%	79.7%	37.5%	42.2%
No specific location	76	74	30	20	66	39	26
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
%H		97.4%	39.5%	26.3%	86.8%	51.3%	34.2%
Other	176	176	120	23	152	119	32
%V	0.3%	0.3%	0.5%	0.3%	0.4%	0.5%	0.2%
%H		100.0%	68.2%	13.1%	86.4%	67.6%	18.2%

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 2012

Set level data

Table 13: Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52281	51797	25462	8771	40467	22051	18415
<i>%H</i>		99.1%	48.7%	16.8%	77.4%	42.2%	35.2%
PVR	17533	17525	12044	3275	11462	8937	2525
<i>%V</i>	33.5%	33.8%	47.3%	37.3%	28.3%	40.5%	13.7%
<i>%H</i>		100.0%	68.7%	18.7%	65.4%	51.0%	14.4%
DVDR	2659	2642	1125	352	2156	968	1188
<i>%V</i>	5.1%	5.1%	4.4%	4.0%	5.3%	4.4%	6.5%
<i>%H</i>		99.4%	42.3%	13.2%	81.1%	36.4%	44.7%
VCR	2095	2072	813	322	1701	723	978
<i>%V</i>	4.0%	4.0%	3.2%	3.7%	4.2%	3.3%	5.3%
<i>%H</i>		98.9%	38.8%	15.4%	81.2%	34.5%	46.7%
Any recorder	20219	20176	12771	3599	13800	9646	4154
<i>%V</i>	38.7%	39.0%	50.2%	41.0%	34.1%	43.7%	22.6%
<i>%H</i>		99.8%	63.2%	17.8%	68.3%	47.7%	20.5%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52281	51797	25462	8771	40467	22051	18415
<i>%H</i>		99.1%	48.7%	16.8%	77.4%	42.2%	35.2%
Receives HDTV (via STB or built-in reception)	15868	15868	8549	4131	11180	7658	3522
<i>%V</i>	30.4%	30.6%	33.6%	47.1%	27.6%	34.7%	19.1%
<i>%H</i>		100.0%	53.9%	26.0%	70.5%	48.3%	22.2%
DVD/Blu-ray player or recorder	30083	29935	14720	5167	23366	12817	10548
<i>%V</i>	57.5%	57.8%	57.8%	58.9%	57.7%	58.1%	57.3%
<i>%H</i>		99.5%	48.9%	17.2%	77.7%	42.6%	35.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY
April - June 2012

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26131	25762	11440	4068	19271	8713	10558
<i>%H</i>		98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
Under 20"	841	802	161	71	659	88	572
<i>%V</i>	3.2%	3.1%	1.4%	1.7%	3.4%	1.0%	5.4%
<i>%H</i>		95.4%	19.1%	8.4%	78.4%	10.5%	68.0%
20" - 29"	5358	5251	1429	616	4259	1031	3228
<i>%V</i>	20.5%	20.4%	12.5%	15.1%	22.1%	11.8%	30.6%
<i>%H</i>		98.0%	26.7%	11.5%	79.5%	19.2%	60.2%
30" - 39"	10671	10615	4530	1690	8019	3502	4517
<i>%V</i>	40.8%	41.2%	39.6%	41.5%	41.6%	40.2%	42.8%
<i>%H</i>		99.5%	42.5%	15.8%	75.1%	32.8%	42.3%
40" and over	8881	8843	5214	1632	6168	4023	2146
<i>%V</i>	34.0%	34.3%	45.6%	40.1%	32.0%	46.2%	20.3%
<i>%H</i>		99.6%	58.7%	18.4%	69.5%	45.3%	24.2%
Don't know	258	251	106	58	165	70	95
<i>%V</i>	1.0%	1.0%	0.9%	1.4%	0.9%	0.8%	0.9%
<i>%H</i>		97.3%	41.1%	22.5%	64.0%	27.1%	36.8%

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 2012

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26131	25762	11440	4068	19271	8713	10558
%H		98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
PVR	13295	13287	8841	2516	8719	6569	2150
%V	50.9%	51.6%	77.3%	61.8%	45.2%	75.4%	20.4%
%H		99.9%	66.5%	18.9%	65.6%	49.4%	16.2%
DVDR	2135	2121	842	271	1735	714	1022
%V	8.2%	8.2%	7.4%	6.7%	9.0%	8.2%	9.7%
%H		99.3%	39.4%	12.7%	81.3%	33.4%	47.9%
VCR	1570	1551	569	219	1249	468	782
%V	6.0%	6.0%	5.0%	5.4%	6.5%	5.4%	7.4%
%H		98.8%	36.2%	13.9%	79.6%	29.8%	49.8%
Any recorder	15221	15184	9224	2727	10394	6929	3466
%V	58.2%	58.9%	80.6%	67.0%	53.9%	79.5%	32.8%
%H		99.8%	60.6%	17.9%	68.3%	45.5%	22.8%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26131	25762	11440	4068	19271	8713	10558
%H		98.6%	43.8%	15.6%	73.7%	33.3%	40.4%
Receives HDTV (via STB or built-in reception)	11345	11345	6137	2843	7812	5234	2578
%V	43.4%	44.0%	53.6%	69.9%	40.5%	60.1%	24.4%
%H		100.0%	54.1%	25.1%	68.9%	46.1%	22.7%
DVD/Blu-ray player or recorder	19396	19268	8830	3161	14511	7001	7510
%V	74.2%	74.8%	77.2%	77.7%	75.3%	80.4%	71.1%
%H		99.3%	45.5%	16.3%	74.8%	36.1%	38.7%

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 2012

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26150	26035	14022	4703	21196	13339	7857
<i>%H</i>		99.6%	53.6%	18.0%	81.1%	51.0%	30.0%
Under 20"	8817	8785	4380	1441	7564	4380	3183
<i>%V</i>	33.7%	33.7%	31.2%	30.6%	35.7%	32.8%	40.5%
<i>%H</i>		99.6%	49.7%	16.3%	85.8%	49.7%	36.1%
20" - 29"	8008	7981	4192	1399	6795	4278	2516
<i>%V</i>	30.6%	30.7%	29.9%	29.7%	32.1%	32.1%	32.0%
<i>%H</i>		99.7%	52.3%	17.5%	84.9%	53.4%	31.4%
30" - 39"	4730	4721	2784	960	3694	2593	1101
<i>%V</i>	18.1%	18.1%	19.9%	20.4%	17.4%	19.4%	14.0%
<i>%H</i>		99.8%	58.9%	20.3%	78.1%	54.8%	23.3%
40" and over	1556	1548	982	294	1148	844	304
<i>%V</i>	6.0%	5.9%	7.0%	6.3%	5.4%	6.3%	3.9%
<i>%H</i>		99.5%	63.1%	18.9%	73.8%	54.2%	19.5%
Don't know	283	281	167	56	237	168	69
<i>%V</i>	1.1%	1.1%	1.2%	1.2%	1.1%	1.3%	0.9%
<i>%H</i>		99.3%	59.0%	19.8%	83.7%	59.4%	24.4%

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 2012

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26150	26035	14022	4703	21196	13339	7857
%H		99.6%	53.6%	18.0%	81.1%	51.0%	30.0%
PVR	4238	4238	3203	758	2743	2368	375
%V	16.2%	16.3%	22.8%	16.1%	12.9%	17.8%	4.8%
%H		100.0%	75.6%	17.9%	64.7%	55.9%	8.8%
DVDR	524	521	283	80	421	255	166
%V	2.0%	2.0%	2.0%	1.7%	2.0%	1.9%	2.1%
%H		99.4%	54.0%	15.3%	80.3%	48.7%	31.7%
VCR	524	521	244	103	452	255	197
%V	2.0%	2.0%	1.7%	2.2%	2.1%	1.9%	2.5%
%H		99.4%	46.6%	19.7%	86.3%	48.7%	37.6%
Any recorder	4998	4992	3547	872	3406	2717	688
%V	19.1%	19.2%	25.3%	18.5%	16.1%	20.4%	8.8%
%H		99.9%	71.0%	17.4%	68.1%	54.4%	13.8%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26150	26035	14022	4703	21196	13339	7857
%H		99.6%	53.6%	18.0%	81.1%	51.0%	30.0%
Receives HDTV (via STB or built-in reception)	4523	4523	2412	1288	3368	2424	944
%V	17.3%	17.4%	17.2%	27.4%	15.9%	18.2%	12.0%
%H		100.0%	53.3%	28.5%	74.5%	53.6%	20.9%
DVD/Blu-ray player or recorder	10687	10667	5890	2005	8855	5816	3038
%V	40.9%	41.0%	42.0%	42.6%	41.8%	43.6%	38.7%
%H		99.8%	55.1%	18.8%	82.9%	54.4%	28.4%

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 2012

Individual level data

Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	62135	60142	59446	29788	10514	43256	23212	20043
<i>%H</i>		96.8%	95.7%	47.9%	16.9%	69.6%	37.4%	32.3%
Total Children	11733	11417	11327	6539	2141	7734	4894	2840
<i>%V</i>	18.9%	19.0%	19.1%	22.0%	20.4%	17.9%	21.1%	14.2%
<i>%H</i>		97.3%	96.5%	55.7%	18.2%	65.9%	41.7%	24.2%
0 - 3	3143	3015	2977	1659	551	1924	1110	814
<i>%V</i>	5.1%	5.0%	5.0%	5.6%	5.2%	4.4%	4.8%	4.1%
<i>%H</i>		95.9%	94.7%	52.8%	17.5%	61.2%	35.3%	25.9%
4 - 15	8591	8402	8349	4879	1590	5810	3784	2026
<i>%V</i>	13.8%	14.0%	14.0%	16.4%	15.1%	13.4%	16.3%	10.1%
<i>%H</i>		97.8%	97.2%	56.8%	18.5%	67.6%	44.0%	23.6%
4 - 9	4408	4290	4269	2517	773	2908	1860	1048
<i>%V</i>	7.1%	7.1%	7.2%	8.4%	7.4%	6.7%	8.0%	5.2%
<i>%H</i>		97.3%	96.8%	57.1%	17.5%	66.0%	42.2%	23.8%
10 - 15	4183	4112	4081	2363	817	2902	1924	978
<i>%V</i>	6.7%	6.8%	6.9%	7.9%	7.8%	6.7%	8.3%	4.9%
<i>%H</i>		98.3%	97.6%	56.5%	19.5%	69.4%	46.0%	23.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2012

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	62135	60142	59446	29788	10514	43256	23212	20043
%H		96.8%	95.7%	47.9%	16.9%	69.6%	37.4%	32.3%
Total Adults (16+)	50402	48725	48120	23249	8373	35522	18318	17203
%V	81.1%	81.0%	80.9%	78.0%	79.6%	82.1%	78.9%	85.8%
%H		96.7%	95.5%	46.1%	16.6%	70.5%	36.3%	34.1%
16 - 19	3025	2966	2935	1570	610	2216	1394	822
%V	4.9%	4.9%	4.9%	5.3%	5.8%	5.1%	6.0%	4.1%
%H		98.0%	97.0%	51.9%	20.2%	73.3%	46.1%	27.2%
20 - 24	3974	3722	3624	1825	765	2615	1520	1095
%V	6.4%	6.2%	6.1%	6.1%	7.3%	6.0%	6.5%	5.5%
%H		93.7%	91.2%	45.9%	19.3%	65.8%	38.2%	27.6%
25 - 34	8473	7945	7789	4232	1478	4924	2727	2197
%V	13.6%	13.2%	13.1%	14.2%	14.1%	11.4%	11.7%	11.0%
%H		93.8%	91.9%	49.9%	17.4%	58.1%	32.2%	25.9%
35 - 44	8442	8154	8072	4476	1629	5519	3401	2118
%V	13.6%	13.6%	13.6%	15.0%	15.5%	12.8%	14.7%	10.6%
%H		96.6%	95.6%	53.0%	19.3%	65.4%	40.3%	25.1%
45 - 54	8858	8654	8595	4321	1598	6395	3613	2782
%V	14.3%	14.4%	14.5%	14.5%	15.2%	14.8%	15.6%	13.9%
%H		97.7%	97.0%	48.8%	18.0%	72.2%	40.8%	31.4%
55 - 64	7244	7096	7045	3195	1221	5430	2686	2743
%V	11.7%	11.8%	11.9%	10.7%	11.6%	12.6%	11.6%	13.7%
%H		98.0%	97.3%	44.1%	16.9%	75.0%	37.1%	37.9%
65+	10387	10187	10059	3630	1073	8424	2978	5446
%V	16.7%	16.9%	16.9%	12.2%	10.2%	19.5%	12.8%	27.2%
%H		98.1%	96.8%	34.9%	10.3%	81.1%	28.7%	52.4%

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 2012

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	50402	48725	48120	23249	8373	35522	18318	17203
<i>%H</i>		96.7%	95.5%	46.1%	16.6%	70.5%	36.3%	34.1%
AB	12944	12611	12494	6236	2127	9181	4882	4299
<i>%V</i>	25.7%	25.9%	26.0%	26.8%	25.4%	25.8%	26.7%	25.0%
<i>%H</i>		97.4%	96.5%	48.2%	16.4%	70.9%	37.7%	33.2%
C1	13578	13031	12858	6293	2418	9464	5082	4381
<i>%V</i>	26.9%	26.7%	26.7%	27.1%	28.9%	26.6%	27.7%	25.5%
<i>%H</i>		96.0%	94.7%	46.3%	17.8%	69.7%	37.4%	32.3%
C2	10616	10412	10327	5225	1942	7670	4383	3287
<i>%V</i>	21.1%	21.4%	21.5%	22.5%	23.2%	21.6%	23.9%	19.1%
<i>%H</i>		98.1%	97.3%	49.2%	18.3%	72.2%	41.3%	31.0%
D	7961	7578	7466	3676	1317	5339	2729	2610
<i>%V</i>	15.8%	15.6%	15.5%	15.8%	15.7%	15.0%	14.9%	15.2%
<i>%H</i>		95.2%	93.8%	46.2%	16.5%	67.1%	34.3%	32.8%
E	5303	5092	4976	1819	569	3868	1242	2626
<i>%V</i>	10.5%	10.5%	10.3%	7.8%	6.8%	10.9%	6.8%	15.3%
<i>%H</i>		96.0%	93.8%	34.3%	10.7%	72.9%	23.4%	49.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2012

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50402	48725	48120	23249	8373	35522	18318	17203
<i>%H</i>		96.7%	95.5%	46.1%	16.6%	70.5%	36.3%	34.1%
Working full time	22251	21571	21368	11461	4367	14854	8950	5904
<i>%V</i>	44.1%	44.3%	44.4%	49.3%	52.2%	41.8%	48.9%	34.3%
<i>%H</i>		96.9%	96.0%	51.5%	19.6%	66.8%	40.2%	26.5%
Working part time	5356	5201	5150	2564	943	3829	2096	1734
<i>%V</i>	10.6%	10.7%	10.7%	11.0%	11.3%	10.8%	11.4%	10.1%
<i>%H</i>		97.1%	96.2%	47.9%	17.6%	71.5%	39.1%	32.4%
Not working	22796	21953	21602	9224	3063	16838	7273	9566
<i>%V</i>	45.2%	45.1%	44.9%	39.7%	36.6%	47.4%	39.7%	55.6%
<i>%H</i>		96.3%	94.8%	40.5%	13.4%	73.9%	31.9%	42.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2012

Individual level data

Table 25: Males - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	24652	23703	23378	11645	4130	17028	9089	7939
%H		96.2%	94.8%	47.2%	16.8%	69.1%	36.9%	32.2%
16 - 19	1546	1520	1507	800	318	1118	700	418
%V	6.3%	6.4%	6.4%	6.9%	7.7%	6.6%	7.7%	5.3%
%H		98.3%	97.5%	51.7%	20.6%	72.3%	45.3%	27.0%
20 - 24	2029	1887	1824	925	380	1332	791	541
%V	8.2%	8.0%	7.8%	7.9%	9.2%	7.8%	8.7%	6.8%
%H		93.0%	89.9%	45.6%	18.7%	65.6%	39.0%	26.7%
25 - 34	4287	3980	3887	2132	735	2464	1374	1090
%V	17.4%	16.8%	16.6%	18.3%	17.8%	14.5%	15.1%	13.7%
%H		92.8%	90.7%	49.7%	17.1%	57.5%	32.1%	25.4%
35 - 44	4181	4012	3965	2210	785	2653	1623	1030
%V	17.0%	16.9%	17.0%	19.0%	19.0%	15.6%	17.9%	13.0%
%H		96.0%	94.8%	52.9%	18.8%	63.5%	38.8%	24.6%
45 - 54	4359	4237	4202	2139	782	3103	1765	1338
%V	17.7%	17.9%	18.0%	18.4%	18.9%	18.2%	19.4%	16.9%
%H		97.2%	96.4%	49.1%	17.9%	71.2%	40.5%	30.7%
55 - 64	3543	3464	3437	1576	596	2639	1329	1310
%V	14.4%	14.6%	14.7%	13.5%	14.4%	15.5%	14.6%	16.5%
%H		97.8%	97.0%	44.5%	16.8%	74.5%	37.5%	37.0%
65+	4708	4603	4556	1863	534	3718	1507	2211
%V	19.1%	19.4%	19.5%	16.0%	12.9%	21.8%	16.6%	27.8%
%H		97.8%	96.8%	39.6%	11.3%	79.0%	32.0%	47.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2012

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24652	23703	23378	11645	4130	17028	9089	7939
%H		96.2%	94.8%	47.2%	16.8%	69.1%	36.9%	32.2%
AB	6534	6341	6279	3194	1093	4596	2525	2072
%V	26.5%	26.8%	26.9%	27.4%	26.5%	27.0%	27.8%	26.1%
%H		97.0%	96.1%	48.9%	16.7%	70.3%	38.6%	31.7%
C1	6238	5942	5844	3035	1139	4196	2408	1788
%V	25.3%	25.1%	25.0%	26.1%	27.6%	24.6%	26.5%	22.5%
%H		95.3%	93.7%	48.7%	18.3%	67.3%	38.6%	28.7%
C2	5748	5622	5574	2794	1039	4106	2311	1795
%V	23.3%	23.7%	23.8%	24.0%	25.2%	24.1%	25.4%	22.6%
%H		97.8%	97.0%	48.6%	18.1%	71.4%	40.2%	31.2%
D	3878	3646	3591	1830	644	2514	1328	1186
%V	15.7%	15.4%	15.4%	15.7%	15.6%	14.8%	14.6%	14.9%
%H		94.0%	92.6%	47.2%	16.6%	64.8%	34.2%	30.6%
E	2254	2151	2091	791	214	1615	517	1099
%V	9.1%	9.1%	8.9%	6.8%	5.2%	9.5%	5.7%	13.8%
%H		95.4%	92.8%	35.1%	9.5%	71.7%	22.9%	48.8%

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 2012

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24652	23703	23378	11645	4130	17028	9089	7939
<i>%H</i>		96.2%	94.8%	47.2%	16.8%	69.1%	36.9%	32.2%
Working full time	13840	13397	13262	7240	2623	9208	5607	3601
<i>%V</i>	56.1%	56.5%	56.7%	62.2%	63.5%	54.1%	61.7%	45.4%
<i>%H</i>		96.8%	95.8%	52.3%	19.0%	66.5%	40.5%	26.0%
Working part time	1187	1106	1093	527	164	786	365	421
<i>%V</i>	4.8%	4.7%	4.7%	4.5%	4.0%	4.6%	4.0%	5.3%
<i>%H</i>		93.2%	92.1%	44.4%	13.8%	66.2%	30.7%	35.5%
Not working	9625	9200	9022	3878	1343	7034	3117	3917
<i>%V</i>	39.0%	38.8%	38.6%	33.3%	32.5%	41.3%	34.3%	49.3%
<i>%H</i>		95.6%	93.7%	40.3%	14.0%	73.1%	32.4%	40.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2012

Individual level data

Table 28: Females - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	25750	25022	24742	11604	4243	18494	9230	9264
%H		97.2%	96.1%	45.1%	16.5%	71.8%	35.8%	36.0%
16 - 19	1479	1446	1428	769	292	1098	694	404
%V	5.7%	5.8%	5.8%	6.6%	6.9%	5.9%	7.5%	4.4%
%H		97.8%	96.6%	52.0%	19.7%	74.2%	46.9%	27.3%
20 - 24	1946	1835	1800	900	384	1283	729	555
%V	7.6%	7.3%	7.3%	7.8%	9.1%	6.9%	7.9%	6.0%
%H		94.3%	92.5%	46.2%	19.7%	65.9%	37.5%	28.5%
25 - 34	4186	3966	3902	2101	743	2460	1353	1107
%V	16.3%	15.9%	15.8%	18.1%	17.5%	13.3%	14.7%	11.9%
%H		94.7%	93.2%	50.2%	17.7%	58.8%	32.3%	26.4%
35 - 44	4261	4142	4107	2266	844	2866	1778	1087
%V	16.5%	16.6%	16.6%	19.5%	19.9%	15.5%	19.3%	11.7%
%H		97.2%	96.4%	53.2%	19.8%	67.3%	41.7%	25.5%
45 - 54	4498	4416	4393	2182	816	3291	1848	1444
%V	17.5%	17.6%	17.8%	18.8%	19.2%	17.8%	20.0%	15.6%
%H		98.2%	97.7%	48.5%	18.1%	73.2%	41.1%	32.1%
55 - 64	3701	3632	3608	1619	625	2790	1358	1433
%V	14.4%	14.5%	14.6%	14.0%	14.7%	15.1%	14.7%	15.5%
%H		98.1%	97.5%	43.7%	16.9%	75.4%	36.7%	38.7%
65+	5680	5584	5504	1767	539	4706	1471	3235
%V	22.1%	22.3%	22.2%	15.2%	12.7%	25.4%	15.9%	34.9%
%H		98.3%	96.9%	31.1%	9.5%	82.9%	25.9%	57.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2012

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25750	25022	24742	11604	4243	18494	9230	9264
<i>%H</i>		97.2%	96.1%	45.1%	16.5%	71.8%	35.8%	36.0%
AB	6410	6270	6215	3041	1034	4584	2357	2227
<i>%V</i>	24.9%	25.1%	25.1%	26.2%	24.4%	24.8%	25.5%	24.0%
<i>%H</i>		97.8%	97.0%	47.4%	16.1%	71.5%	36.8%	34.7%
C1	7339	7089	7014	3258	1279	5268	2675	2593
<i>%V</i>	28.5%	28.3%	28.3%	28.1%	30.1%	28.5%	29.0%	28.0%
<i>%H</i>		96.6%	95.6%	44.4%	17.4%	71.8%	36.4%	35.3%
C2	4868	4790	4754	2431	903	3564	2072	1492
<i>%V</i>	18.9%	19.1%	19.2%	20.9%	21.3%	19.3%	22.4%	16.1%
<i>%H</i>		98.4%	97.7%	49.9%	18.5%	73.2%	42.6%	30.6%
D	4084	3932	3875	1846	674	2825	1401	1424
<i>%V</i>	15.9%	15.7%	15.7%	15.9%	15.9%	15.3%	15.2%	15.4%
<i>%H</i>		96.3%	94.9%	45.2%	16.5%	69.2%	34.3%	34.9%
E	3049	2941	2885	1028	354	2253	725	1527
<i>%V</i>	11.8%	11.8%	11.7%	8.9%	8.3%	12.2%	7.9%	16.5%
<i>%H</i>		96.5%	94.6%	33.7%	11.6%	73.9%	23.8%	50.1%

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 2012

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25750	25022	24742	11604	4243	18494	9230	9264
<i>%H</i>		97.2%	96.1%	45.1%	16.5%	71.8%	35.8%	36.0%
Working full time	8411	8174	8105	4220	1744	5646	3344	2303
<i>%V</i>	32.7%	32.7%	32.8%	36.4%	41.1%	30.5%	36.2%	24.9%
<i>%H</i>		97.2%	96.4%	50.2%	20.7%	67.1%	39.8%	27.4%
Working part time	4168	4094	4057	2037	779	3043	1730	1312
<i>%V</i>	16.2%	16.4%	16.4%	17.6%	18.4%	16.5%	18.7%	14.2%
<i>%H</i>		98.2%	97.3%	48.9%	18.7%	73.0%	41.5%	31.5%
Not working	13171	12753	12580	5346	1721	9805	4156	5649
<i>%V</i>	51.1%	51.0%	50.8%	46.1%	40.6%	53.0%	45.0%	61.0%
<i>%H</i>		96.8%	95.5%	40.6%	13.1%	74.4%	31.6%	42.9%

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 2012

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 2012	
	Total Network
Addresses Issued	20,137
Shop / Business	173
Demolished / Incomplete	38
Empty	1,411
Holiday Home	161
Other Non Effective	257
Eligible Addresses	18,097
Substitute Addresses	2,098
Multiple Occupancy Addresses	174
Total Additional Households	2,272
Total Valid Households	20,302
	100.0%
Non Contacts	1,819
	9.0%
No English Spoken	41
	0.2%
Refusals	4,326
	21.3%
Total Interviews	14,116
	69.5%

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 2012

	All Households	Total TV Households	Multichannel Households
All Households	14116	13662	13435
All Sets	28195	28195	27880
All Individuals	34512	33569	33134
Children 0-15	6718	6549	6487
All Adults	27794	27020	26647
Adult Males	13358	12940	12753
Adult Females	14436	14080	13894

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 2012)

BARB Establishment Survey

Questionnaire Script

June 2012
Version 9.0
21/05/2012

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 H66=YES

FILTER BY REGIONS WHICH HAVE NOT COMPLETED DSO

H67 Do you receive digital television services, such as Freeview, via an 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
- TalkTalk TV (formerly Tiscali TV)
- 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 AND H67=YES>
- An aerial with an analogue signal **(ROUTE ON DSO STATUS)**
<RECODE H66 = YES AND H67 = NO>
- TalkTalk <RECODE H68 = TALKTALK>
- BT Vision <RECODE H68 = BT VISION>
- 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)
- TalkTalk (if H68 = TalkTalk)
- BT Vision (if H68 = BT Vision)
- 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, ASK H67

IF ROUTED IN>

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/sets> 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)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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 (H67 = YES OR (H66 = YES AND DSO = 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)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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 H67 = NO AND H68 = NONE OF THESE	S9a = YES AND S14a = NO
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES 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 H67 = YES AND S65 = BUILT IN AND H68 = NONE OF THESE	S9a = YES AND S1b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BOTH AND H68 = NONE OF THESE	S9a = YES AND S14b = BOTH
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=TALKTALK	S54a =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=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 H67 = NO	S9b = YES AND S14a = NO
IF H66 = YES AND H67 = YES AND S65 = SEPARATE BOX	S9b = YES AND S14a = SEPARATE BOX
IF H66 = YES AND H67 = YES AND S65 = BUILT IN	S9b = YES AND S14a = BUILT IN
IF H66 = YES AND H67 = YES AND S65 = BOTH	S9b = YES AND S14a = BOTH
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H68=TALKTALK	S54b =YES
IF H68=BT VISION	S55b =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

NON DSO AREAS

ASK IF S9A/B = YES

S14a Does this set receive Freeview? SP

Freeview is the **digital** TV service available through an aerial and which gives you a selection of 16 or more channels.

Yes
No
Don't know

DSO AREAS ASK IF S9A/B = YES

NON DSO AREAS ASK IF S14a = 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= TALKTALK AND TALKTALK ONLY CLAIMED AT HH

S54a Can you confirm that this set receives TV from TALKTALK?

Yes
No

ASK IF H68= TALKTALK AND 2+ PLATFORMS CLAIMED AT HH

S54b Does this set receive TV from TALKTALK?

Yes
No

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= 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, S54A/B, S55A/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)

TalkTalk (if **S54A/B** = Yes)

BT Vision (if **S55A/B** = BT Vision)

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, S14a=Yes S14b=SEPARATE BOX, H66=YES AND H67=YES

An aerial with a digital signal (known as Freeview) and built-in reception

(ROUTE ON ANY AERIAL)

CODE S9a/b=YES, S14a=Yes S14b=BUILT IN, H66=YES AND H67=YES

An outdoor or indoor Aerial with an analogue signal

(ROUTE SEPARATELY ON ANY AERIAL AND ON DSO STATUS)

CODE S9a/b=YES, S14a=NO, H66=YES AND H67=YES

TalkTalk

CODE S54a/b=YES AND H68=TALKTALK

BT Vision

CODE S55a/b =YES AND H68=BT VISION

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 S54A/B, S55A/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 AND H67=YES |
| An aerial with a digital signal (known as Freeview) and built-in reception | CODE S9=YES, S14=BUILT IN, H66=YES AND H67=YES |
| An outdoor or indoor Aerial with an analogue signal | (ROUTE ON DSO STATUS)
CODE S9=YES, S14=NO, H66=YES AND H67=YES |
| TalkTalk | CODE S54a/b=YES AND H68=TALKTALK |
| BT Vision | CODE S55a/b =YES AND H68=BT VISION |
| 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 S54a/b TO S58a/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 AND NO AT S24 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 S54A/B TO S58A/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>Sky – with subscription (only 1 Sky code permitted) Sky – without subscription (only 1 Sky code permitted) Freesat – not Sky 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
Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes.		
NOTE: For a more detailed explanation click on further information		
<ul style="list-style-type: none"> Yes No Don't know Further information 		

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S23	SHOW SCREEN	SP
(IF S53 AND S21 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.		
Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat		
NOTE: For a more detailed explanation click on further information		
<ul style="list-style-type: none"> Yes No Don't know Further information 		

ASK IF CODE 1 OR 3 (FREEVIEW WITH SEPARATE BOX OR BOTH) AT S14b OR S65, OTHERWISE GO TO S51		
S25	SHOW SCREEN	SP
(IF S10 or S11 or ANY OF S54A/B TO S58A/B = YES)		
You have said this set is able to receive TV programmes via a separate Freeview box.		
Can this box also be used to record TV programmes		
(IF S10 AND S11 AND ANY OF S54A/B TO S58A/B = NO)		
Can the Freeview box be used to record TV programmes?		
NOTE: For a more detailed explanation click on further information		
<ul style="list-style-type: none"> Yes No Don't know Further information 		

ASK IF YES (CODES 1 OR 2 OR 3) AT S14b OR S65, OTHERWISE GO TO S51		
S50	SHOW SCREEN	SP
(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.		
Is this set connected to Freeview HD? Freeview HD is the high definition service available with Freeview		
NOTE: For a more detailed explanation click on further information		
<ul style="list-style-type: none"> Yes No Don't know Further information 		

ASK FOR ALL TVS

S51 (S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) SP
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

ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S52

S38 SHOW SCREEN MP
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

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 SP
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

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 TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL		
ASK IF TALKTALK AT H68 AND S54A/B=NO FOR ALL SETS		
H89	You said that your household was able to access TV services from TALKTALK but no set has TALKTALK claimed. Are you able to access TV services via TALKTALK?	
	Yes	ASK H90
	No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK

ASK IF H89=YES		
H90	Which of the sets you have mentioned receives TV services from TALKTALK?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H89 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK
	Don't know	RECODE H89 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK
RECODE S54A/B FOR SETS CLAIMED AT H90		

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 S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 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 S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION
	Don't know	RECODE H91 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION
RECODE S55A/B FOR SETS CLAIMED AT H92		

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 S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

ASK IF H93=YES		
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 S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD
	Don't know	RECODE H93 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD
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 S9, CLEAR S9, RECODE S8 TO NO
 IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

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 S9, CLEAR S9, RECODE S8 TO NO
 IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

Don't know RECODE H95 to NO
 IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO
 IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

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 IINTERNET 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 S9, CLEAR S9, RECODE S8 TO NO
 IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

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 S9, CLEAR S9, RECODE S8 TO NO
 IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

Don't know RECODE H97 to NO
 IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO
 IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

RECODE S58a/b FOR SETS CLAIMED AT H98

FORCE CODE AS FOLLOWS:	CODE
IF H83, H85, H87, H89, H91, 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 Intro1 Thinking about your household in general and other ways that TV sets can be used...

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

(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

(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

(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

(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

(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

(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

(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

(Cable HH) and your Cable connection

(TALKTALK HH) and your TalkTalk connection

(BT Vision HH) and your BT Vision connection

(Cable and TALKTALK HH) and your Cable and TalkTalk connections

(Cable and BT Vision HH) and your Cable and BT vision connections

(TALKTALK and BT Vision HH) and your TalkTalk and BT Vision connections

(Cable, TALKTALK and BT Vision HH) and your Cable, TalkTalk and BT Vision connections

(Single Set Household) are there any other ways that your TV set can be connected to the internet?

(Multi Set Households) are there any other ways that your TV sets can be connected to the internet?

NOTE: For a more detailed explanation click on further information

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

ASK IF ANY SET LOOP HAS BEEN COMPLETED**H81 SHOW SCREEN**

SP

(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?

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further Information

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 1-4 AT EMPLOYMENT STATUS: Please give full details of your present job

RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of your previous job

NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of <**INSERT CIE PERSON NUMBER'S**> present job

NOT RESPONDENT AND CODE 5-7 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 AND RESPONDENT**) does (**IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT**) did (**IF CIE IS UNEMPLOYED/RETIRED**) 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**) was (**IF CIE IS UNEMPLOYED/RETIRED**) 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	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 Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS.	SP
	Yes No Don't know Refused	

ASK IF SELF EMPLOYED (CODE 1 AT H37), OTHERWISE SKIP TO H39		
H38	How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED) 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.	
	ENTER NUMERICAL RESPONSE Don't know	

ASK ALL		
H39	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED) 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.	
	WRITE IN Don't know Refused	

ASK ALL		
H40	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) 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?	SP
	Yes – manager Yes – foreman/supervisor No Don't know	

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

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

ASK ALL		
H43	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?	
	NOTE: If teacher – state whether primary, secondary or other level. (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details.	
	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' THROUGHOUT 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	