



BARB Establishment Survey Quarterly Data Report: Total Network

January to March 2013



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

January - March 2013

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Introduction

This reports contains the weighted data results from the Establishment survey for the period January - March 2013

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%V (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%V (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
AB	6815	6576	3022	1044	4822	2274	2547
%V	24.9%	24.9%	26.6%	24.9%	24.5%	26.0%	23.4%
%V (All HH)		96.5%	44.3%	15.3%	70.8%	33.4%	37.4%
%V (TV HH)			46.0%	15.9%	73.3%	34.6%	38.7%
C1	7444	7125	3136	1207	5284	2487	2797
%V	27.1%	27.0%	27.6%	28.8%	26.9%	28.4%	25.7%
%V (All HH)		95.7%	42.1%	16.2%	71.0%	33.4%	37.6%
%V (TV HH)			44.0%	16.9%	74.2%	34.9%	39.3%
C2	5452	5301	2504	933	3929	2034	1896
%V	19.9%	20.1%	22.1%	22.3%	20.0%	23.3%	17.4%
%V (All HH)		97.2%	45.9%	17.1%	72.1%	37.3%	34.8%
%V (TV HH)			47.2%	17.6%	74.1%	38.4%	35.8%
D	3922	3764	1576	528	2757	1114	1644
%V	14.3%	14.3%	13.9%	12.6%	14.0%	12.7%	15.1%
%V (All HH)		96.0%	40.2%	13.5%	70.3%	28.4%	41.9%
%V (TV HH)			41.9%	14.0%	73.2%	29.6%	43.7%
E	3791	3613	1105	480	2851	835	2017
%V	13.8%	13.7%	9.7%	11.5%	14.5%	9.6%	18.5%
%V (All HH)		95.3%	29.1%	12.7%	75.2%	22.0%	53.2%
%V (TV HH)			30.6%	13.3%	78.9%	23.1%	55.8%

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

%V = percentage of vertical total

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

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

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Household level data

Table 2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%H (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%H (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
Under 25	1169	1007	370	162	701	257	445
%V	4.3%	3.8%	3.3%	3.9%	3.6%	2.9%	4.1%
%H (All HH)		86.1%	31.7%	13.9%	60.0%	22.0%	38.1%
%H (TV HH)			36.7%	16.1%	69.6%	25.5%	44.2%
25 - 34	4212	3922	1975	754	2488	1316	1172
%V	15.4%	14.9%	17.4%	18.0%	12.7%	15.1%	10.8%
%H (All HH)		93.1%	46.9%	17.9%	59.1%	31.2%	27.8%
%H (TV HH)			50.4%	19.2%	63.4%	33.6%	29.9%
35 - 44	4780	4591	2341	950	3077	1782	1296
%V	17.4%	17.4%	20.6%	22.7%	15.7%	20.4%	11.9%
%H (All HH)		96.0%	49.0%	19.9%	64.4%	37.3%	27.1%
%H (TV HH)			51.0%	20.7%	67.0%	38.8%	28.2%
45 - 54	5363	5179	2458	960	3842	2050	1791
%V	19.6%	19.6%	21.7%	22.9%	19.6%	23.4%	16.4%
%H (All HH)		96.6%	45.8%	17.9%	71.6%	38.2%	33.4%
%H (TV HH)			47.5%	18.5%	74.2%	39.6%	34.6%
55 - 64	4462	4357	1882	699	3366	1553	1813
%V	16.3%	16.5%	16.6%	16.7%	17.1%	17.8%	16.6%
%H (All HH)		97.6%	42.2%	15.7%	75.4%	34.8%	40.6%
%H (TV HH)			43.2%	16.0%	77.3%	35.6%	41.6%
65 +	7438	7323	2317	665	6169	1786	4383
%V	27.1%	27.8%	20.4%	15.9%	31.4%	20.4%	40.2%
%H (All HH)		98.5%	31.2%	8.9%	82.9%	24.0%	58.9%
%H (TV HH)			31.6%	9.1%	84.2%	24.4%	59.9%

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

%V = percentage of vertical total

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

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

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Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%V (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%V (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
1	9640	9034	2574	988	7291	1848	5443
%V	35.2%	34.2%	22.7%	23.6%	37.1%	21.1%	49.9%
%V (All HH)		93.7%	26.7%	10.2%	75.6%	19.2%	56.5%
%V (TV HH)			28.5%	10.9%	80.7%	20.5%	60.3%
2	8388	8184	3769	1273	6081	2914	3167
%V	30.6%	31.0%	33.2%	30.4%	31.0%	33.3%	29.1%
%V (All HH)		97.6%	44.9%	15.2%	72.5%	34.7%	37.8%
%V (TV HH)			46.1%	15.6%	74.3%	35.6%	38.7%
3	4033	3930	2029	819	2751	1650	1100
%V	14.7%	14.9%	17.9%	19.5%	14.0%	18.9%	10.1%
%V (All HH)		97.4%	50.3%	20.3%	68.2%	40.9%	27.3%
%V (TV HH)			51.6%	20.8%	70.0%	42.0%	28.0%
4	3563	3481	1967	734	2314	1508	807
%V	13.0%	13.2%	17.3%	17.5%	11.8%	17.2%	7.4%
%V (All HH)		97.7%	55.2%	20.6%	64.9%	42.3%	22.6%
%V (TV HH)			56.5%	21.1%	66.5%	43.3%	23.2%
5+	1800	1751	1005	376	1207	824	383
%V	6.6%	6.6%	8.9%	9.0%	6.1%	9.4%	3.5%
%V (All HH)		97.3%	55.8%	20.9%	67.1%	45.8%	21.3%
%V (TV HH)			57.4%	21.5%	68.9%	47.1%	21.9%
Average HH size	2.28	2.30	2.60	2.61	2.21	2.64	1.87

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%V (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%V (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
Without	20615	19688	7665	2829	15216	5996	9220
%V	75.2%	74.6%	67.6%	67.5%	77.5%	68.6%	84.6%
%H (All HH)		95.5%	37.2%	13.7%	73.8%	29.1%	44.7%
%H (TV HH)			38.9%	14.4%	77.3%	30.5%	46.8%
With	6809	6692	3678	1361	4428	2747	1681
%V	24.8%	25.4%	32.4%	32.5%	22.5%	31.4%	15.4%
%H (All HH)		98.3%	54.0%	20.0%	65.0%	40.3%	24.7%
%H (TV HH)			55.0%	20.3%	66.2%	41.0%	25.1%
0 - 3	2638	2575	1406	472	1670	975	695
%V	9.6%	9.8%	12.4%	11.3%	8.5%	11.2%	6.4%
%H (All HH)		97.6%	53.3%	17.9%	63.3%	37.0%	26.3%
%H (TV HH)			54.6%	18.3%	64.9%	37.9%	27.0%
4 - 9	3381	3329	1841	703	2142	1342	801
%V	12.3%	12.6%	16.2%	16.8%	10.9%	15.3%	7.3%
%H (All HH)		98.5%	54.5%	20.8%	63.4%	39.7%	23.7%
%H (TV HH)			55.3%	21.1%	64.3%	40.3%	24.1%
10 - 15	3174	3126	1758	677	2137	1428	710
%V	11.6%	11.9%	15.5%	16.2%	10.9%	16.3%	6.5%
%H (All HH)		98.5%	55.4%	21.3%	67.3%	45.0%	22.4%
%H (TV HH)			56.2%	21.7%	68.4%	45.7%	22.7%

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

%V = percentage of vertical total

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

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%H (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%H (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
1	11043	11043	3741	1407	7541	1765	5775
%V	40.3%	41.9%	33.0%	33.6%	38.4%	20.2%	53.0%
%H (All HH)		100.0%	33.9%	12.7%	68.3%	16.0%	52.3%
%H (TV HH)			33.9%	12.7%	68.3%	16.0%	52.3%
2	8788	8788	4007	1411	6708	3284	3425
%V	32.0%	33.3%	35.3%	33.7%	34.1%	37.6%	31.4%
%H (All HH)		100.0%	45.6%	16.1%	76.3%	37.4%	39.0%
%H (TV HH)			45.6%	16.1%	76.3%	37.4%	39.0%
3	4038	4038	2112	813	3263	2088	1174
%V	14.7%	15.3%	18.6%	19.4%	16.6%	23.9%	10.8%
%H (All HH)		100.0%	52.3%	20.1%	80.8%	51.7%	29.1%
%H (TV HH)			52.3%	20.1%	80.8%	51.7%	29.1%
4	1610	1610	935	347	1341	974	368
%V	5.9%	6.1%	8.2%	8.3%	6.8%	11.1%	3.4%
%H (All HH)		100.0%	58.1%	21.6%	83.3%	60.5%	22.9%
%H (TV HH)			58.1%	21.6%	83.3%	60.5%	22.9%
5+	901	901	549	213	791	633	158
%V	3.3%	3.4%	4.8%	5.1%	4.0%	7.2%	1.4%
%H (All HH)		100.0%	60.9%	23.6%	87.8%	70.3%	17.5%
%H (TV HH)			60.9%	23.6%	87.8%	70.3%	17.5%

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

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Household level data

Table 6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%V (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%V (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
Under 20"	6196	6196	2634	953	5442	2786	2656
%V	22.6%	23.5%	23.2%	22.7%	27.7%	31.9%	24.4%
%H (All HH)		100.0%	42.5%	15.4%	87.8%	45.0%	42.9%
%H (TV HH)			42.5%	15.4%	87.8%	45.0%	42.9%
20" - 29"	10095	10095	4117	1544	8226	3687	4539
%V	36.8%	38.3%	36.3%	36.8%	41.9%	42.2%	41.6%
%H (All HH)		100.0%	40.8%	15.3%	81.5%	36.5%	45.0%
%H (TV HH)			40.8%	15.3%	81.5%	36.5%	45.0%
30" - 39"	13515	13515	5899	2306	10403	4955	5447
%V	49.3%	51.2%	52.0%	55.0%	53.0%	56.7%	50.0%
%H (All HH)		100.0%	43.6%	17.1%	77.0%	36.7%	40.3%
%H (TV HH)			43.6%	17.1%	77.0%	36.7%	40.3%
40" and over	10337	10337	5904	2010	7160	4609	2550
%V	37.7%	39.2%	52.0%	48.0%	36.4%	52.7%	23.4%
%H (All HH)		100.0%	57.1%	19.4%	69.3%	44.6%	24.7%
%H (TV HH)			57.1%	19.4%	69.3%	44.6%	24.7%

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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January - March 2013

Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%V (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%V (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
Main living room	25890	25890	11231	4154	19400	8680	10720
%V	94.4%	98.1%	99.0%	99.1%	98.8%	99.3%	98.3%
%H (All HH)		100.0%	43.4%	16.0%	74.9%	33.5%	41.4%
%H (TV HH)			43.4%	16.0%	74.9%	33.5%	41.4%
Kitchen	3231	3231	1560	489	2831	1594	1236
%V	11.8%	12.2%	13.8%	11.7%	14.4%	18.2%	11.3%
%H (All HH)		100.0%	48.3%	15.1%	87.6%	49.3%	38.3%
%H (TV HH)			48.3%	15.1%	87.6%	49.3%	38.3%
Adult's bedroom	10487	10487	5286	1979	8533	5164	3368
%V	38.2%	39.8%	46.6%	47.2%	43.4%	59.1%	30.9%
%H (All HH)		100.0%	50.4%	18.9%	81.4%	49.2%	32.1%
%H (TV HH)			50.4%	18.9%	81.4%	49.2%	32.1%
Child's bedroom	1821	1821	1064	427	1518	1157	360
%V	6.6%	6.9%	9.4%	10.2%	7.7%	13.2%	3.3%
%H (All HH)		100.0%	58.4%	23.4%	83.4%	63.5%	19.8%
%H (TV HH)			58.4%	23.4%	83.4%	63.5%	19.8%
Other bedroom	1238	1238	696	244	1065	737	328
%V	4.5%	4.7%	6.1%	5.8%	5.4%	8.4%	3.0%
%H (All HH)		100.0%	56.2%	19.7%	86.0%	59.5%	26.5%
%H (TV HH)			56.2%	19.7%	86.0%	59.5%	26.5%
Second living/dining room	2187	2187	1088	405	1817	1084	733
%V	8.0%	8.3%	9.6%	9.7%	9.2%	12.4%	6.7%
%H (All HH)		100.0%	49.7%	18.5%	83.1%	49.6%	33.5%
%H (TV HH)			49.7%	18.5%	83.1%	49.6%	33.5%
Study/office	387	387	187	66	321	186	135
%V	1.4%	1.5%	1.6%	1.6%	1.6%	2.1%	1.2%
%H (All HH)		100.0%	48.3%	17.1%	82.9%	48.1%	34.9%
%H (TV HH)			48.3%	17.1%	82.9%	48.1%	34.9%
TV room	186	186	119	31	137	98	39
%V	0.7%	0.7%	1.0%	0.7%	0.7%	1.1%	0.4%
%H (All HH)		100.0%	64.0%	16.7%	73.7%	52.7%	21.0%
%H (TV HH)			64.0%	16.7%	73.7%	52.7%	21.0%
Conservatory	441	441	239	84	389	263	126
%V	1.6%	1.7%	2.1%	2.0%	2.0%	3.0%	1.2%
%H (All HH)		100.0%	54.2%	19.0%	88.2%	59.6%	28.6%
%H (TV HH)			54.2%	19.0%	88.2%	59.6%	28.6%
Attic or loft room	39	39	21	8	31	20	11
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	53.8%	20.5%	79.5%	51.3%	28.2%
%H (TV HH)			53.8%	20.5%	79.5%	51.3%	28.2%
No specific location	49	49	20	11	41	24	17
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	40.8%	22.4%	83.7%	49.0%	34.7%
%H (TV HH)			40.8%	22.4%	83.7%	49.0%	34.7%
Other	107	107	70	14	89	64	26
%V	0.4%	0.4%	0.6%	0.3%	0.5%	0.7%	0.2%
%H (All HH)		100.0%	65.4%	13.1%	83.2%	59.8%	24.3%
%H (TV HH)			65.4%	13.1%	83.2%	59.8%	24.3%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

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Household level data

Table 8: Recorders

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%V (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%V (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
PVR	15330	15330	9283	2874	10439	7060	3379
%V	55.9%	58.1%	81.8%	68.6%	53.1%	80.8%	31.0%
%H (All HH)		100.0%	60.6%	18.7%	68.1%	46.1%	22.0%
%H (TV HH)			60.6%	18.7%	68.1%	46.1%	22.0%
DVDR	1611	1611	724	281	1245	619	626
%V	5.9%	6.1%	6.4%	6.7%	6.3%	7.1%	5.7%
%H (All HH)		100.0%	44.9%	17.4%	77.3%	38.4%	38.9%
%H (TV HH)			44.9%	17.4%	77.3%	38.4%	38.9%
VCR	1107	1107	404	121	917	328	589
%V	4.0%	4.2%	3.6%	2.9%	4.7%	3.8%	5.4%
%H (All HH)		100.0%	36.5%	10.9%	82.8%	29.6%	53.2%
%H (TV HH)			36.5%	10.9%	82.8%	29.6%	53.2%
Any recorder	16343	16343	9484	2987	11293	7210	4083
%V	59.6%	62.0%	83.6%	71.3%	57.5%	82.5%	37.5%
%H (All HH)		100.0%	58.0%	18.3%	69.1%	44.1%	25.0%
%H (TV HH)			58.0%	18.3%	69.1%	44.1%	25.0%

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

January - March 2013

Household level data

Table 9: Other TV equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%V (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%V (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
Receives HDTV (via STB or built-in reception)	13162	13162	6853	3314	9131	5918	3213
%V	48.0%	49.9%	60.4%	79.1%	46.5%	67.7%	29.5%
%V (All HH)		100.0%	52.1%	25.2%	69.4%	45.0%	24.4%
%V (TV HH)			52.1%	25.2%	69.4%	45.0%	24.4%
DVD/Blu-ray player or recorder	20647	20647	9379	3488	15356	7419	7937
%V	75.3%	78.3%	82.7%	83.2%	78.2%	84.9%	72.8%
%V (All HH)		100.0%	45.4%	16.9%	74.4%	35.9%	38.4%
%V (TV HH)			45.4%	16.9%	74.4%	35.9%	38.4%

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

January - March 2013

Household level data

Table 10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total HH	27424	26379	11343	4190	19644	8743	10900
%H (All HH)		96.2%	41.4%	15.3%	71.6%	31.9%	39.7%
%H (TV HH)			43.0%	15.9%	74.5%	33.1%	41.3%
Has PC or Laptop	21046	20266	9736	3711	14571	7692	6879
%V	76.7%	76.8%	85.8%	88.6%	74.2%	88.0%	63.1%
%H (All HH)		96.3%	46.3%	17.6%	69.2%	36.5%	32.7%
%H (TV HH)			48.0%	18.3%	71.9%	38.0%	33.9%
Has broadband internet	20027	19348	9524	3665	13827	7590	6238
%V	73.0%	73.3%	84.0%	87.5%	70.4%	86.8%	57.2%
%H (All HH)		96.6%	47.6%	18.3%	69.0%	37.9%	31.1%
%H (TV HH)			49.2%	18.9%	71.5%	39.2%	32.2%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

January - March 2013

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	52015	24773	9211	40366	21901	18465
%H		47.6%	17.7%	77.6%	42.1%	35.5%
Under 20"	7873	3405	1243	6999	3717	3282
%V	15.1%	13.7%	13.5%	17.3%	17.0%	17.8%
%H		43.2%	15.8%	88.9%	47.2%	41.7%
20" - 29"	12522	5277	2016	10334	4954	5380
%V	24.1%	21.3%	21.9%	25.6%	22.6%	29.1%
%H		42.1%	16.1%	82.5%	39.6%	43.0%
30" - 39"	15833	7178	2828	12345	6334	6011
%V	30.4%	29.0%	30.7%	30.6%	28.9%	32.6%
%H		45.3%	17.9%	78.0%	40.0%	38.0%
40" and over	11867	6893	2363	8333	5550	2783
%V	22.8%	27.8%	25.7%	20.6%	25.3%	15.1%
%H		58.1%	19.9%	70.2%	46.8%	23.5%
Don't know	705	297	104	548	230	318
%V	1.4%	1.2%	1.1%	1.4%	1.1%	1.7%
%H		42.1%	14.8%	77.7%	32.6%	45.1%
Not Asked	3215	1723	657	1807	1116	691
%V	6.2%	7.0%	7.1%	4.5%	5.1%	3.7%
%H		53.6%	20.4%	56.2%	34.7%	21.5%

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

January - March 2013

Set level data

Table 12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	52015	24773	9211	40366	21901	18465
%H		47.6%	17.7%	77.6%	42.1%	35.5%
Main living room	26025	11292	4173	19512	8734	10778
%V	50.0%	45.6%	45.3%	48.3%	39.9%	58.4%
%H		43.4%	16.0%	75.0%	33.6%	41.4%
Kitchen	3253	1566	493	2851	1604	1248
%V	6.3%	6.3%	5.4%	7.1%	7.3%	6.8%
%H		48.1%	15.2%	87.6%	49.3%	38.4%
Adult's bedroom	12219	6230	2386	10053	6261	3792
%V	23.5%	25.1%	25.9%	24.9%	28.6%	20.5%
%H		51.0%	19.5%	82.3%	51.2%	31.0%
Child's bedroom	2410	1386	569	2021	1532	489
%V	4.6%	5.6%	6.2%	5.0%	7.0%	2.6%
%H		57.5%	23.6%	83.9%	63.6%	20.3%
Other bedroom	1440	801	301	1245	878	368
%V	2.8%	3.2%	3.3%	3.1%	4.0%	2.0%
%H		55.6%	20.9%	86.5%	61.0%	25.6%
Second living/dining room	2227	1116	409	1853	1112	741
%V	4.3%	4.5%	4.4%	4.6%	5.1%	4.0%
%H		50.1%	18.4%	83.2%	49.9%	33.3%
Study/office	397	189	71	329	191	138
%V	0.8%	0.8%	0.8%	0.8%	0.9%	0.7%
%H		47.6%	17.9%	82.9%	48.1%	34.8%
TV room	186	119	31	137	98	39
%V	0.4%	0.5%	0.3%	0.3%	0.4%	0.2%
%H		64.0%	16.7%	73.7%	52.7%	21.0%
Conservatory	441	239	84	389	263	126
%V	0.8%	1.0%	0.9%	1.0%	1.2%	0.7%
%H		54.2%	19.0%	88.2%	59.6%	28.6%
Attic or loft room	39	21	8	31	20	11
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		53.8%	20.5%	79.5%	51.3%	28.2%
No specific location	56	20	15	47	28	19
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		35.7%	26.8%	83.9%	50.0%	33.9%
Other	108	70	14	90	64	27
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%
%H		64.8%	13.0%	83.3%	59.3%	25.0%
Not Asked	3215	1723	657	1807	1116	691
%V	6.2%	7.0%	7.1%	4.5%	5.1%	3.7%
%H		53.6%	20.4%	56.2%	34.7%	21.5%

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

January - March 2013

Set level data

Table 13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	52015	24773	9211	40366	21901	18465
%H		47.6%	17.7%	77.6%	42.1%	35.5%
PVR	19775	12574	3711	13316	9529	3787
%V	38.0%	50.8%	40.3%	33.0%	43.5%	20.5%
%H		63.6%	18.8%	67.3%	48.2%	19.2%
DVDR	1800	830	318	1394	720	674
%V	3.5%	3.4%	3.5%	3.5%	3.3%	3.7%
%H		46.1%	17.7%	77.4%	40.0%	37.4%
VCR	1168	428	136	960	349	611
%V	2.2%	1.7%	1.5%	2.4%	1.6%	3.3%
%H		36.6%	11.6%	82.2%	29.9%	52.3%
Any recorder	21160	12968	3897	14483	9876	4607
%V	40.7%	52.3%	42.3%	35.9%	45.1%	24.9%
%H		61.3%	18.4%	68.4%	46.7%	21.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Sets	52015	24773	9211	40366	21901	18465
%H		47.6%	17.7%	77.6%	42.1%	35.5%
Receives HDTV (via STB or built-in reception)	18209	9540	4806	12866	8656	4209
%V	35.0%	38.5%	52.2%	31.9%	39.5%	22.8%
%H		52.4%	26.4%	70.7%	47.5%	23.1%
DVD/Blu-ray player or recorder	29513	14144	5436	22666	12433	10233
%V	56.7%	57.1%	59.0%	56.2%	56.8%	55.4%
%H		47.9%	18.4%	76.8%	42.1%	34.7%

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

January - March 2013

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	26361	11342	4189	19635	8742	10893
%H		43.0%	15.9%	74.5%	33.2%	41.3%
Under 20"	629	104	47	545	68	476
%V	2.4%	0.9%	1.1%	2.8%	0.8%	4.4%
%H		16.5%	7.5%	86.6%	10.8%	75.7%
20" - 29"	4714	1302	515	3803	895	2908
%V	17.9%	11.5%	12.3%	19.4%	10.2%	26.7%
%H		27.6%	10.9%	80.7%	19.0%	61.7%
30" - 39"	10528	4098	1645	8154	3288	4866
%V	39.9%	36.1%	39.3%	41.5%	37.6%	44.7%
%H		38.9%	15.6%	77.5%	31.2%	46.2%
40" and over	9987	5726	1936	6878	4430	2448
%V	37.9%	50.5%	46.2%	35.0%	50.7%	22.5%
%H		57.3%	19.4%	68.9%	44.4%	24.5%
Don't know	351	112	47	256	60	196
%V	1.3%	1.0%	1.1%	1.3%	0.7%	1.8%
%H		31.9%	13.4%	72.9%	17.1%	55.8%
Not Asked	152	0	0	0	1	0
%V	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.7%	0.0%

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

January - March 2013

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	26361	11342	4189	19635	8742	10893
%H		43.0%	15.9%	74.5%	33.2%	41.3%
PVR	14917	9126	2795	10075	6880	3195
%V	56.6%	80.5%	66.7%	51.3%	78.7%	29.3%
%H		61.2%	18.7%	67.5%	46.1%	21.4%
DVDR	1377	598	234	1047	487	559
%V	5.2%	5.3%	5.6%	5.3%	5.6%	5.1%
%H		43.4%	17.0%	76.0%	35.4%	40.6%
VCR	933	319	88	759	228	531
%V	3.5%	2.8%	2.1%	3.9%	2.6%	4.9%
%H		34.2%	9.4%	81.4%	24.4%	56.9%
Any recorder	15908	9329	2905	10910	7032	3879
%V	60.3%	82.3%	69.3%	55.6%	80.4%	35.6%
%H		58.6%	18.3%	68.6%	44.2%	24.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Main Sets	26361	11342	4189	19635	8742	10893
%H		43.0%	15.9%	74.5%	33.2%	41.3%
Receives HDTV (via STB or built-in reception)	12687	6640	3254	8708	5699	3009
%V	48.1%	58.5%	77.7%	44.3%	65.2%	27.6%
%H		52.3%	25.6%	68.6%	44.9%	23.7%
DVD/Blu-ray player or recorder	19455	8838	3232	14372	6846	7526
%V	73.8%	77.9%	77.2%	73.2%	78.3%	69.1%
%H		45.4%	16.6%	73.9%	35.2%	38.7%

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

January - March 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	25654	13431	5022	20731	13160	7571
%H		52.4%	19.6%	80.8%	51.3%	29.5%
Under 20"	7244	3301	1196	6455	3649	2806
%V	28.2%	24.6%	23.8%	31.1%	27.7%	37.1%
%H		45.6%	16.5%	89.1%	50.4%	38.7%
20" - 29"	7808	3976	1501	6531	4059	2472
%V	30.4%	29.6%	29.9%	31.5%	30.8%	32.7%
%H		50.9%	19.2%	83.6%	52.0%	31.7%
30" - 39"	5305	3080	1183	4192	3046	1146
%V	20.7%	22.9%	23.6%	20.2%	23.1%	15.1%
%H		58.1%	22.3%	79.0%	57.4%	21.6%
40" and over	1880	1167	427	1455	1120	335
%V	7.3%	8.7%	8.5%	7.0%	8.5%	4.4%
%H		62.1%	22.7%	77.4%	59.6%	17.8%
Don't know	354	185	57	292	170	122
%V	1.4%	1.4%	1.1%	1.4%	1.3%	1.6%
%H		52.3%	16.1%	82.5%	48.0%	34.5%
Not Asked	3063	1722	658	1806	1116	690
%V	11.9%	12.8%	13.1%	8.7%	8.5%	9.1%
%H		56.2%	21.5%	59.0%	36.4%	22.5%

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

January - March 2013

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	25654	13431	5022	20731	13160	7571
%H		52.4%	19.6%	80.8%	51.3%	29.5%
PVR	4858	3449	916	3242	2650	592
%V	18.9%	25.7%	18.2%	15.6%	20.1%	7.8%
%H		71.0%	18.9%	66.7%	54.5%	12.2%
DVDR	423	232	84	347	232	115
%V	1.6%	1.7%	1.7%	1.7%	1.8%	1.5%
%H		54.8%	19.9%	82.0%	54.8%	27.2%
VCR	235	109	48	201	121	80
%V	0.9%	0.8%	1.0%	1.0%	0.9%	1.1%
%H		46.4%	20.4%	85.5%	51.5%	34.0%
Any recorder	5252	3638	992	3573	2844	729
%V	20.5%	27.1%	19.8%	17.2%	21.6%	9.6%
%H		69.3%	18.9%	68.0%	54.2%	13.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH
Total Other Sets	25654	13431	5022	20731	13160	7571
%H		52.4%	19.6%	80.8%	51.3%	29.5%
Receives HDTV (via STB or built-in reception)	5522	2901	1553	4157	2957	1200
%V	21.5%	21.6%	30.9%	20.1%	22.5%	15.8%
%H		52.5%	28.1%	75.3%	53.5%	21.7%
DVD/Blu-ray player or recorder	10057	5305	2204	8294	5587	2707
%V	39.2%	39.5%	43.9%	40.0%	42.5%	35.8%
%H		52.7%	21.9%	82.5%	55.6%	26.9%

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

January - March 2013

Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	62512	60572	29503	10948	43466	23092	20374
<i>%H</i>		96.9%	47.2%	17.5%	69.5%	36.9%	32.6%
Total Children	11814	11609	6405	2415	7606	4770	2836
<i>%V</i>	18.9%	19.2%	21.7%	22.1%	17.5%	20.7%	13.9%
<i>%H</i>		98.3%	54.2%	20.4%	64.4%	40.4%	24.0%
0 - 3	3140	3064	1668	567	1980	1150	831
<i>%V</i>	5.0%	5.1%	5.7%	5.2%	4.6%	5.0%	4.1%
<i>%H</i>		97.6%	53.1%	18.1%	63.1%	36.6%	26.5%
4 - 15	8673	8545	4737	1848	5626	3620	2006
<i>%V</i>	13.9%	14.1%	16.1%	16.9%	12.9%	15.7%	9.8%
<i>%H</i>		98.5%	54.6%	21.3%	64.9%	41.7%	23.1%
4 - 9	4527	4464	2464	961	2842	1782	1060
<i>%V</i>	7.2%	7.4%	8.4%	8.8%	6.5%	7.7%	5.2%
<i>%H</i>		98.6%	54.4%	21.2%	62.8%	39.4%	23.4%
10 - 15	4146	4081	2273	886	2785	1839	946
<i>%V</i>	6.6%	6.7%	7.7%	8.1%	6.4%	8.0%	4.6%
<i>%H</i>		98.4%	54.8%	21.4%	67.2%	44.4%	22.8%

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

January - March 2013

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Inds	62512	60572	29503	10948	43466	23092	20374
%H		96.9%	47.2%	17.5%	69.5%	36.9%	32.6%
Total Adults (16+)	50699	48963	23098	8533	35859	18322	17538
%V	81.1%	80.8%	78.3%	77.9%	82.5%	79.3%	86.1%
%H		96.6%	45.6%	16.8%	70.7%	36.1%	34.6%
16 - 19	2971	2873	1512	601	2059	1333	725
%V	4.8%	4.7%	5.1%	5.5%	4.7%	5.8%	3.6%
%H		96.7%	50.9%	20.2%	69.3%	44.9%	24.4%
20 - 24	3999	3653	1702	688	2614	1381	1234
%V	6.4%	6.0%	5.8%	6.3%	6.0%	6.0%	6.1%
%H		91.3%	42.6%	17.2%	65.4%	34.5%	30.9%
25 - 34	8640	8136	4349	1600	5211	3009	2202
%V	13.8%	13.4%	14.7%	14.6%	12.0%	13.0%	10.8%
%H		94.2%	50.3%	18.5%	60.3%	34.8%	25.5%
35 - 44	8322	8020	4184	1705	5402	3256	2147
%V	13.3%	13.2%	14.2%	15.6%	12.4%	14.1%	10.5%
%H		96.4%	50.3%	20.5%	64.9%	39.1%	25.8%
45 - 54	8937	8709	4376	1699	6440	3724	2716
%V	14.3%	14.4%	14.8%	15.5%	14.8%	16.1%	13.3%
%H		97.4%	49.0%	19.0%	72.1%	41.7%	30.4%
55 - 64	7221	7096	3257	1172	5401	2660	2741
%V	11.6%	11.7%	11.0%	10.7%	12.4%	11.5%	13.5%
%H		98.3%	45.1%	16.2%	74.8%	36.8%	38.0%
65+	10610	10476	3718	1069	8732	2959	5772
%V	17.0%	17.3%	12.6%	9.8%	20.1%	12.8%	28.3%
%H		98.7%	35.0%	10.1%	82.3%	27.9%	54.4%

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

January - March 2013

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50699	48963	23098	8533	35859	18322	17538
%H		96.6%	45.6%	16.8%	70.7%	36.1%	34.6%
AB	13484	13114	6382	2263	9634	5057	4578
%V	26.6%	26.8%	27.6%	26.5%	26.9%	27.6%	26.1%
%H		97.3%	47.3%	16.8%	71.4%	37.5%	34.0%
C1	14058	13425	6344	2478	9782	5138	4645
%V	27.7%	27.4%	27.5%	29.0%	27.3%	28.0%	26.5%
%H		95.5%	45.1%	17.6%	69.6%	36.5%	33.0%
C2	10920	10661	5403	2002	7843	4502	3341
%V	21.5%	21.8%	23.4%	23.5%	21.9%	24.6%	19.1%
%H		97.6%	49.5%	18.3%	71.8%	41.2%	30.6%
D	7151	6879	3279	1063	4852	2339	2513
%V	14.1%	14.0%	14.2%	12.5%	13.5%	12.8%	14.3%
%H		96.2%	45.9%	14.9%	67.9%	32.7%	35.1%
E	5087	4884	1689	727	3748	1287	2461
%V	10.0%	10.0%	7.3%	8.5%	10.5%	7.0%	14.0%
%H		96.0%	33.2%	14.3%	73.7%	25.3%	48.4%

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

January - March 2013

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50699	48963	23098	8533	35859	18322	17538
%H		96.6%	45.6%	16.8%	70.7%	36.1%	34.6%
Working full time	22505	21757	11310	4374	15234	9000	6234
%V	44.4%	44.4%	49.0%	51.3%	42.5%	49.1%	35.5%
%H		96.7%	50.3%	19.4%	67.7%	40.0%	27.7%
Working part time	5463	5332	2624	994	3843	2102	1741
%V	10.8%	10.9%	11.4%	11.6%	10.7%	11.5%	9.9%
%H		97.6%	48.0%	18.2%	70.3%	38.5%	31.9%
Not working	22731	21873	9164	3165	16782	7219	9563
%V	44.8%	44.7%	39.7%	37.1%	46.8%	39.4%	54.5%
%H		96.2%	40.3%	13.9%	73.8%	31.8%	42.1%

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

January - March 2013

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24805	23811	11536	4224	17220	9099	8121
%H		96.0%	46.5%	17.0%	69.4%	36.7%	32.7%
16 - 19	1537	1483	790	278	1097	707	389
%V	6.2%	6.2%	6.8%	6.6%	6.4%	7.8%	4.8%
%H		96.5%	51.4%	18.1%	71.4%	46.0%	25.3%
20 - 24	2008	1829	856	343	1310	697	613
%V	8.1%	7.7%	7.4%	8.1%	7.6%	7.7%	7.5%
%H		91.1%	42.6%	17.1%	65.2%	34.7%	30.5%
25 - 34	4381	4087	2172	823	2623	1529	1094
%V	17.7%	17.2%	18.8%	19.5%	15.2%	16.8%	13.5%
%H		93.3%	49.6%	18.8%	59.9%	34.9%	25.0%
35 - 44	4124	3940	2026	802	2669	1556	1112
%V	16.6%	16.5%	17.6%	19.0%	15.5%	17.1%	13.7%
%H		95.5%	49.1%	19.4%	64.7%	37.7%	27.0%
45 - 54	4397	4271	2198	847	3101	1832	1269
%V	17.7%	17.9%	19.1%	20.1%	18.0%	20.1%	15.6%
%H		97.1%	50.0%	19.3%	70.5%	41.7%	28.9%
55 - 64	3531	3451	1613	582	2581	1296	1285
%V	14.2%	14.5%	14.0%	13.8%	15.0%	14.2%	15.8%
%H		97.7%	45.7%	16.5%	73.1%	36.7%	36.4%
65+	4827	4750	1880	550	3841	1482	2359
%V	19.5%	19.9%	16.3%	13.0%	22.3%	16.3%	29.0%
%H		98.4%	38.9%	11.4%	79.6%	30.7%	48.9%

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

January - March 2013

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24805	23811	11536	4224	17220	9099	8121
%H		96.0%	46.5%	17.0%	69.4%	36.7%	32.7%
AB	6830	6611	3246	1156	4844	2577	2267
%V	27.5%	27.8%	28.1%	27.4%	28.1%	28.3%	27.9%
%H		96.8%	47.5%	16.9%	70.9%	37.7%	33.2%
C1	6490	6154	3071	1143	4389	2433	1956
%V	26.2%	25.8%	26.6%	27.1%	25.5%	26.7%	24.1%
%H		94.8%	47.3%	17.6%	67.6%	37.5%	30.1%
C2	5998	5822	2896	1075	4297	2417	1880
%V	24.2%	24.5%	25.1%	25.4%	25.0%	26.6%	23.1%
%H		97.1%	48.3%	17.9%	71.6%	40.3%	31.3%
D	3441	3286	1620	528	2255	1131	1123
%V	13.9%	13.8%	14.0%	12.5%	13.1%	12.4%	13.8%
%H		95.5%	47.1%	15.3%	65.5%	32.9%	32.6%
E	2047	1939	704	322	1436	540	896
%V	8.3%	8.1%	6.1%	7.6%	8.3%	5.9%	11.0%
%H		94.7%	34.4%	15.7%	70.2%	26.4%	43.8%

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

January - March 2013

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24805	23811	11536	4224	17220	9099	8121
%H		96.0%	46.5%	17.0%	69.4%	36.7%	32.7%
Working full time	13946	13434	7077	2661	9328	5551	3776
%V	56.2%	56.4%	61.3%	63.0%	54.2%	61.0%	46.5%
%H		96.3%	50.7%	19.1%	66.9%	39.8%	27.1%
Working part time	1193	1149	553	183	839	415	423
%V	4.8%	4.8%	4.8%	4.3%	4.9%	4.6%	5.2%
%H		96.3%	46.4%	15.3%	70.3%	34.8%	35.5%
Not working	9667	9227	3906	1380	7054	3132	3922
%V	39.0%	38.8%	33.9%	32.7%	41.0%	34.4%	48.3%
%H		95.4%	40.4%	14.3%	73.0%	32.4%	40.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

January - March 2013

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25893	25152	11562	4309	18639	9222	9416
%H		97.1%	44.7%	16.6%	72.0%	35.6%	36.4%
16 - 19	1434	1390	722	323	962	626	336
%V	5.5%	5.5%	6.2%	7.5%	5.2%	6.8%	3.6%
%H		96.9%	50.3%	22.5%	67.1%	43.7%	23.4%
20 - 24	1991	1824	846	345	1305	684	621
%V	7.7%	7.3%	7.3%	8.0%	7.0%	7.4%	6.6%
%H		91.6%	42.5%	17.3%	65.5%	34.4%	31.2%
25 - 34	4259	4049	2177	777	2588	1480	1108
%V	16.4%	16.1%	18.8%	18.0%	13.9%	16.0%	11.8%
%H		95.1%	51.1%	18.2%	60.8%	34.7%	26.0%
35 - 44	4198	4080	2158	903	2734	1700	1034
%V	16.2%	16.2%	18.7%	21.0%	14.7%	18.4%	11.0%
%H		97.2%	51.4%	21.5%	65.1%	40.5%	24.6%
45 - 54	4540	4438	2178	852	3339	1892	1447
%V	17.5%	17.6%	18.8%	19.8%	17.9%	20.5%	15.4%
%H		97.8%	48.0%	18.8%	73.5%	41.7%	31.9%
55 - 64	3690	3646	1643	590	2820	1364	1457
%V	14.3%	14.5%	14.2%	13.7%	15.1%	14.8%	15.5%
%H		98.8%	44.5%	16.0%	76.4%	37.0%	39.5%
65+	5782	5725	1838	519	4891	1477	3413
%V	22.3%	22.8%	15.9%	12.0%	26.2%	16.0%	36.2%
%H		99.0%	31.8%	9.0%	84.6%	25.5%	59.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

January - March 2013

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25893	25152	11562	4309	18639	9222	9416
<i>%H</i>		97.1%	44.7%	16.6%	72.0%	35.6%	36.4%
AB	6654	6503	3136	1108	4790	2479	2311
<i>%V</i>	25.7%	25.9%	27.1%	25.7%	25.7%	26.9%	24.5%
<i>%H</i>		97.7%	47.1%	16.7%	72.0%	37.3%	34.7%
C1	7568	7271	3273	1335	5393	2704	2689
<i>%V</i>	29.2%	28.9%	28.3%	31.0%	28.9%	29.3%	28.6%
<i>%H</i>		96.1%	43.2%	17.6%	71.3%	35.7%	35.5%
C2	4921	4839	2507	927	3546	2085	1461
<i>%V</i>	19.0%	19.2%	21.7%	21.5%	19.0%	22.6%	15.5%
<i>%H</i>		98.3%	50.9%	18.8%	72.1%	42.4%	29.7%
D	3709	3593	1660	535	2597	1207	1390
<i>%V</i>	14.3%	14.3%	14.4%	12.4%	13.9%	13.1%	14.8%
<i>%H</i>		96.9%	44.8%	14.4%	70.0%	32.5%	37.5%
E	3040	2946	986	405	2312	747	1566
<i>%V</i>	11.7%	11.7%	8.5%	9.4%	12.4%	8.1%	16.6%
<i>%H</i>		96.9%	32.4%	13.3%	76.1%	24.6%	51.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

January - March 2013

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25893	25152	11562	4309	18639	9222	9416
<i>%H</i>		97.1%	44.7%	16.6%	72.0%	35.6%	36.4%
Working full time	8559	8323	4233	1713	5906	3449	2458
<i>%V</i>	33.1%	33.1%	36.6%	39.8%	31.7%	37.4%	26.1%
<i>%H</i>		97.2%	49.5%	20.0%	69.0%	40.3%	28.7%
Working part time	4270	4183	2071	812	3004	1687	1318
<i>%V</i>	16.5%	16.6%	17.9%	18.8%	16.1%	18.3%	14.0%
<i>%H</i>		98.0%	48.5%	19.0%	70.4%	39.5%	30.9%
Not working	13064	12646	5258	1785	9728	4087	5641
<i>%V</i>	50.5%	50.3%	45.5%	41.4%	52.2%	44.3%	59.9%
<i>%H</i>		96.8%	40.2%	13.7%	74.5%	31.3%	43.2%

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 January and March 2013

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: January - March 2013	
	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 January to March 2013

	All Households	Total TV Households	Multichannel Households
All Households	13804	13360	13263
All Sets	27383	27383	27262
All Individuals	34520	33524	33261
Children 0-15	6973	6833	6777
All Adults	27547	26691	26484
Adult Males	13342	12880	12768
Adult Females	14205	13811	13716

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 (March 2013)

BARB Establishment Survey

Questionnaire Script

March 2013
Version 14.3 FINAL
13/02/2012

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

H68 SHOW SCREEN

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

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

IF NO METHOD CLAIMED AT HH

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

H69 How does your home receive its television programmes?

Interviewer to code all methods

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

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

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

DISPLAY AS APPROPRIATE:

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

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

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

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

H17 Do you or anyone in your household subscribe to a broadband provider to access the internet at home? **SP**

Yes
No
Don't know

ASK ALL

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

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

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

WRITE IN (0-99)

ASK ALL

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

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

Yes
No

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

H73 And how many of these do you, or members of your household, use to watch television programmes?

WRITE IN (0-Max value of H51)

ASK IF H73 >0

H58 How often is your computer (**IF 1 COMPUTER**) are any of your computers (**IF 2+ COMPUTERS**) used to watch TV programmes via the internet at home? **SP**

Daily
At least once a week
At least once a month
Less often than once a month
Don't know

ASK IF H73 >0

H59 How often do you personally use the internet for watching TV programmes at home? **SP**

Daily
At least once a week
At least once a month
Less often than once a month
Never
Don't know

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

H60 SHOW SCREEN

How often do you personally use the internet for watching TV programmes live (i.e. at the time they are broadcast) at home?

Daily
At least once a week
At least once a month
Less often than once a month
Never
Don't know

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

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

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

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

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

ASK FOR ALL SETS

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

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

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

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

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

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

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

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

S3 SHOW SCREEN

In which room in your house is this TV set?

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

ASK ONLY IF WORKING TV SET

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

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

WRITE IN (2 digits required)
Don't know

ASK ONLY IF WORKING TV SET

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF H63=1

S64 IF ONE METHOD CLAIMED AT HH LEVEL

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

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

BT Vision (if H68 = BT Vision)

YouView (if H68 = YouView)

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

A connection to a computer (if H68 = computer)

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

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

Is this the method used by this set?

IF 2+ METHODS CLAIMED AT HH LEVEL

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

DISPLAY LIST AS ABOVE

Are all of these received on this set?

Yes

CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE

No

GO TO S63

ASK IF H66 = YES AND S64=YES

S65 SHOW SCREEN

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

Separate box

Built-in reception

Both (separate box and built-in reception)

Don't know

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

ASK IF S64=YES

S66 In addition to:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

BT Vision (if H68 = BT Vision)

YouView (if H68 = YouView)

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

A connection to a computer (if H68 = computer)

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

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

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

Yes

GO TO S61

No

GO TO S24

INSTRUCTION FOR SCRIPT WRITER:

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

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

ASK IF H64= YES AND CABLE ONLY CLAIMED AT HH

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

Yes
No

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

S10b Is this set connected to cable TV services?

Yes
No

ASK IF H65 = YES AND SATELLITE ONLY CLAIMED AT HH

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

Yes
No

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

S11b Is this set connected to satellite TV services?

Yes
No

ASK IF H66= YES AND AERIAL ONLY CLAIMED AT HH

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

Yes
No

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

S9b Does this set receive TV programmes via an aerial?

Yes
No

ASK IF S9A/B = YES

S14b **SHOW SCREEN**

SP

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

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

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

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

Yes
No

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

S55b Does this set receive TV from BT Vision?

Yes
No

ASK IF H68= YOUVIEW AND YOUVIEW ONLY CLAIMED AT HH

S67a Can you confirm that this set receives TV from YouView?

Yes
No

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

S67b Does this set receive TV from YouView?

Yes
No

ASK IF H68= GAMES CONSOLE AND GAMES CONSOLE ONLY CLAIMED AT HH

S56a Can you confirm that this set receives TV programmes via a connection to a games console?

Yes
No

ASK IF H68= GAMES CONSOLE AND 2+ PLATFORMS CLAIMED AT HH

S56b Does this set receive TV programmes via a connection to a games console?

Yes
No

ASK IF H68= COMPUTER AND COMPUTER ONLY CLAIMED AT HH

S57a Can you confirm that this set receives TV programmes via a connection to a computer?

Yes
No

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

S57b Does this set receive TV programmes via a connection to a computer?

Yes
No

ASK IF H68= INTERNET AND INTERNET ONLY CLAIMED AT HH

S58a Can you confirm that this set receives TV programmes via a direct connection to the internet?

Yes
No

ASK H68= INTERNET AND 2+ PLATFORMS CLAIMED AT HH

S58b Does this set receive TV programmes via a direct connection to the internet?

Yes
No

ASK IF H68= OTHER (SPECIFY) SUPPLIER AND OTHER(SPECIFY) ONLY CLAIMED AT HH

S59a Can you confirm that this set receives TV from another supplier: <H68 Other>?

Yes
No

ASK IF H68= OTHER (SPECIFY) SUPPLIER AND 2+ PLATFORMS CLAIMED AT HH

S59b Does this set receive TV from another supplier: <H68 Other>?

Yes
No

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

S60 In addition to receiving TV programmes via:

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

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

Yes GO TO S61
 No GO TO S24

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

ASK IF S66 = YES OR S60 = YES

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

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

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

RECODE H66 - H68 AS APPROPRIATE

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

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

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

ASK IF S64=NO OR ASK IF S62=NO

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

NOTE: INTERVIEWER TO PROBE FULLY

NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE

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

RECODE H66 - H68 AS APPROPRIATE

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF YES AT S10, OTHERWISE GO TO S18		
S24	SHOW SCREEN	SP
<p>(IF S9, S11 OR ANY OF S55a/b TO S58a/b or S67a/b = YES) You have said this set is able to receive TV services via cable.</p> <p>Can the cable box also be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo.</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF YES AT S10 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 S55A/B TO S58A/B or S67a/b = YES) You have said this set is able to receive TV services via satellite</p> <p>How do you receive your satellite service?</p> <p>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

- 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

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

ASK IF CODE 1 (YES) AT S9A/B, OTHERWISE GO TO S51

S25 SHOW SCREEN SP

(IF S10, S11 OR ANY OF S55a/b TO S59a/b or S67a/b = YES) You have said this set is able to receive TV services via an aerial.

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

NOTE: For a more detailed explanation click on further information

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

ASK IF CODE 1 (YES) AT S9A/B, 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

- 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) In addition to the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) Cable, V+ or Tivo box (S25=1) Freeview recorder Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1> equipment connected to or built into this set that allows you to record TV programmes? Yes No Don't know	SP
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ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S52

S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? (OPTIONS REORDERED) On to Video Tapes On to a digital video recorder On to DVD or Blu-ray discs None of these Don't know	MP
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ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38

S52	Do you have a DVD or Blu-ray player connected to or built into this set? Please include any Games Consoles that can play back DVD or Blu-ray discs. This player will NOT be able to record TV programmes but will be able to play back DVDs or Blu-ray discs. Yes No Don't know	SP
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REPEAT ABOVE FOR ALL TV SETS

END OF SET LOOPS

HH VS SETS – PLATFORM VALIDATION QUESTIONS

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

FOR 2+ SETS
ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL
ASK IF BT VISION AT H68 AND S55A/B=NO FOR ALL SETS

H91 You said that your household was able to access TV services from BT Vision but no set has BT Vision claimed. Are you able to access TV services via BT Vision?

Yes ASK H92
 No IF SINGLE CODE AT H68, CLEAR H68
 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR BT VISION

ASK IF H91=YES

H92 Which of the sets you have mentioned receives TV services from BT Vision? MP

LIST ALL SETS WITH ROOM LOCATION

CODE SETS 1-9
 None of these RECODE H91 to NO
 IF SINGLE CODE AT H68, CLEAR H68
 IF MULTICODE T H68, CLEAR H68 RESPONSE FOR BT VISION

Don't know RECODE H91 to NO
 IF SINGLE CODE AT H68, CLEAR H68
 IF MULTICODE T H68, CLEAR H68 RESPONSE FOR BT VISION

RECODE S55A/B FOR SETS CLAIMED AT H92

FOR 2+ SETS
ASK IF YOUVIEW CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL
ASK IF YOUVIEW AT H68 AND S67A/B=NO FOR ALL SETS

H99 You said that your household was able to access TV services from YouView but no set has YouView claimed. Are you able to access TV services via YouView?

Yes ASK H100
 No IF SINGLE CODE AT H68, CLEAR H68
 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR YOUVIEW

ASK IF H99=YES

H100 Which of the sets you have mentioned receives TV services from YouView? MP

LIST ALL SETS WITH ROOM LOCATION

CODE SETS 1-9
 None of these RECODE H99 to NO
 IF SINGLE CODE AT H68, CLEAR H68
 IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR YOUVIEW

Don't know RECODE H99 to NO
 IF SINGLE CODE AT H68, CLEAR H68
 IF MULTICODE AAT H68, CLEAR H68 RESPONSE FOR YOUVIEW

RECODE S67A/B FOR SETS CLAIMED AT H100

FOR 2+ SETS
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL
ASK IF GAMES CONSOLE AT H68 AND S56A/B=NO FOR ALL SETS

H93 You said that your household was able to access TV services via a Games Console but no set has a Games Console claimed. Are you able to access TV services via a Games Console?

Yes ASK H94
 No IF SINGLE CODE AT H68, CLEAR H68 IF
 MULTICODE AT H68, CLEAR H68 RESPONSE FOR VIA A GAMES CONSOLE

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 H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A GAMES CONSOLE	
Don't know	RECODE H93 to NO	
	IF SINGLE CODE AT H68, CLEAR H68	
	IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR	
	VIA A GAMES CONSOLE	
RECODE S56A/B FOR SETS CLAIMED AT H94		

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

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

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

ASK IF H95=YES

H98 Which of the sets you have mentioned receives TV services via a direct connection to the internet? **MP**

LIST ALL SETS WITH ROOM LOCATION

CODE SETS 1-9

None of these

RECODE H97 to NO

IF SINGLE CODE AT H68, CLEAR H68

IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR
VIA A DIRECT CONNECTION TO THE INTERNET

Don't know

RECODE H97 to NO

IF SINGLE CODE AT H68, CLEAR H68

IF MULTICODE AT H68, CLEAR H68 RESPONSE FOR
VIA A DIRECT CONNECTION TO THE INTERNET

RECODE S58a/b FOR SETS CLAIMED AT H98

FORCE CODE AS FOLLOWS:

IF H83, H85, H87, H89, H91, H99, H93, H95, H97 = NO FOR ALL
PLATFORMES CLAIMED IN THAT HH

CODE

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

ASK IF Yes (CODE 1) AT H22b

H54 SHOW SCREEN MP

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

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

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

H78 SHOW SCREEN SP

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

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

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

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

NOTE: For a more detailed explanation click on further information

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

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

H79 SHOW SCREEN MP

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

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

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

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

NOTE: For a more detailed explanation click on further information

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

ASK IF H68 = CODE 1,2 OR 3 OR H54 = CODE 2**H80 SHOW SCREEN**

MP

(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

(BT Vision HH) and your BT Vision connection

(YouView HH) and your Youview connection

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

(Cable and YouView HH) and your Cable and YouView connections

(YouView and BT Vision HH) and your YouView and BT Vision connections

(Cable, BT Vision and YouView) and your Cable, BT Vision and YouView 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 Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP
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) Married/living as married Single/widowed/divorced/separated	SP
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) 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)	SP
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? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused	SP
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP

ASK IF 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	<p>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.</p> <p>Yes No Don't know Refused</p>

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

ASK ALL	
H39	<p>What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 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.</p> <p>WRITE IN Don't know Refused</p>

ASK ALL	
H40	<p>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?</p> <p>Yes – manager Yes – foreman/supervisor No Don't know</p>

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

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

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

**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	