



BARB Establishment Survey Quarterly Data Report: Total Network

October to December 2012



Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 2012

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Introduction

This reports contains the weighted data results from the Establishment survey for the period October - December 2012

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%V (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%V (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
AB	6283	6078	6050	2680	1010	4529	2112	2417
%V	23.0%	23.1%	23.2%	24.4%	23.6%	22.8%	24.1%	21.8%
%V (All HH)		96.7%	96.3%	42.7%	16.1%	72.1%	33.6%	38.5%
%V (TV HH)			99.5%	44.1%	16.6%	74.5%	34.7%	39.8%
C1	7428	7123	7032	3008	1253	5304	2468	2836
%V	27.2%	27.1%	26.9%	27.4%	29.2%	26.7%	28.1%	25.5%
%V (All HH)		95.9%	94.7%	40.5%	16.9%	71.4%	33.2%	38.2%
%V (TV HH)			98.7%	42.2%	17.6%	74.5%	34.6%	39.8%
C2	5542	5411	5379	2571	947	4071	2138	1932
%V	20.3%	20.5%	20.6%	23.4%	22.1%	20.5%	24.4%	17.4%
%V (All HH)		97.6%	97.1%	46.4%	17.1%	73.5%	38.6%	34.9%
%V (TV HH)			99.4%	47.5%	17.5%	75.2%	39.5%	35.7%
D	4090	3927	3893	1630	644	2920	1256	1664
%V	15.0%	14.9%	14.9%	14.9%	15.0%	14.7%	14.3%	15.0%
%V (All HH)		96.0%	95.2%	39.9%	15.7%	71.4%	30.7%	40.7%
%V (TV HH)			99.1%	41.5%	16.4%	74.4%	32.0%	42.4%
E	4012	3793	3748	1075	434	3063	800	2263
%V	14.7%	14.4%	14.4%	9.8%	10.1%	15.4%	9.1%	20.4%
%V (All HH)		94.5%	93.4%	26.8%	10.8%	76.3%	19.9%	56.4%
%V (TV HH)			98.8%	28.3%	11.4%	80.8%	21.1%	59.7%

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 2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%H (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%H (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
Under 25	1262	1119	1066	460	146	777	313	464
%V	4.6%	4.2%	4.1%	4.2%	3.4%	3.9%	3.6%	4.2%
%H (All HH)		88.7%	84.5%	36.5%	11.6%	61.6%	24.8%	36.8%
%H (TV HH)			95.3%	41.1%	13.0%	69.4%	28.0%	41.5%
25 - 34	4193	3926	3853	1906	737	2587	1334	1253
%V	15.3%	14.9%	14.8%	17.4%	17.2%	13.0%	15.2%	11.3%
%H (All HH)		93.6%	91.9%	45.5%	17.6%	61.7%	31.8%	29.9%
%H (TV HH)			98.1%	48.5%	18.8%	65.9%	34.0%	31.9%
35 - 44	4836	4657	4624	2435	918	3187	1832	1355
%V	17.7%	17.7%	17.7%	22.2%	21.4%	16.0%	20.9%	12.2%
%H (All HH)		96.3%	95.6%	50.4%	19.0%	65.9%	37.9%	28.0%
%H (TV HH)			99.3%	52.3%	19.7%	68.4%	39.3%	29.1%
45 - 54	5340	5203	5175	2383	1055	3843	2045	1798
%V	19.5%	19.8%	19.8%	21.7%	24.6%	19.3%	23.3%	16.2%
%H (All HH)		97.4%	96.9%	44.6%	19.8%	72.0%	38.3%	33.7%
%H (TV HH)			99.5%	45.8%	20.3%	73.9%	39.3%	34.6%
55 - 64	4430	4286	4272	1731	662	3401	1487	1914
%V	16.2%	16.3%	16.4%	15.8%	15.4%	17.1%	16.9%	17.2%
%H (All HH)		96.7%	96.4%	39.1%	14.9%	76.8%	33.6%	43.2%
%H (TV HH)			99.7%	40.4%	15.4%	79.4%	34.7%	44.7%
65 +	7295	7140	7112	2050	771	6093	1764	4329
%V	26.7%	27.1%	27.2%	18.7%	18.0%	30.6%	20.1%	39.0%
%H (All HH)		97.9%	97.5%	28.1%	10.6%	83.5%	24.2%	59.3%
%H (TV HH)			99.6%	28.7%	10.8%	85.3%	24.7%	60.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

October - December 2012

Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%H (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%H (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
1	9620	9051	8953	2447	1139	7238	1827	5411
%V	35.2%	34.4%	34.3%	22.3%	26.6%	36.4%	20.8%	48.7%
%H (All HH)		94.1%	93.1%	25.4%	11.8%	75.2%	19.0%	56.2%
%H (TV HH)			98.9%	27.0%	12.6%	80.0%	20.2%	59.8%
2	8367	8123	8068	3566	1322	6236	3005	3231
%V	30.6%	30.8%	30.9%	32.5%	30.8%	31.4%	34.2%	29.1%
%H (All HH)		97.1%	96.4%	42.6%	15.8%	74.5%	35.9%	38.6%
%H (TV HH)			99.3%	43.9%	16.3%	76.8%	37.0%	39.8%
3	4068	3987	3949	2041	758	2870	1662	1209
%V	14.9%	15.1%	15.1%	18.6%	17.7%	14.4%	18.9%	10.9%
%H (All HH)		98.0%	97.1%	50.2%	18.6%	70.6%	40.9%	29.7%
%H (TV HH)			99.0%	51.2%	19.0%	72.0%	41.7%	30.3%
4	3533	3464	3445	1948	683	2450	1571	879
%V	12.9%	13.2%	13.2%	17.8%	15.9%	12.3%	17.9%	7.9%
%H (All HH)		98.0%	97.5%	55.1%	19.3%	69.3%	44.5%	24.9%
%H (TV HH)			99.5%	56.2%	19.7%	70.7%	45.4%	25.4%
5+	1767	1707	1688	962	386	1093	710	383
%V	6.5%	6.5%	6.5%	8.8%	9.0%	5.5%	8.1%	3.4%
%H (All HH)		96.6%	95.5%	54.4%	21.8%	61.9%	40.2%	21.7%
%H (TV HH)			98.9%	56.4%	22.6%	64.0%	41.6%	22.4%
Average HH size	2.28	2.30	2.30	2.63	2.53	2.21	2.61	1.90

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%V (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%V (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
Without	20559	19638	19448	7321	3007	15362	6090	9273
%V	75.2%	74.6%	74.5%	66.8%	70.1%	77.2%	69.4%	83.5%
%H (All HH)		95.5%	94.6%	35.6%	14.6%	74.7%	29.6%	45.1%
%H (TV HH)			99.0%	37.3%	15.3%	78.2%	31.0%	47.2%
With	6796	6693	6654	3643	1280	4525	2685	1840
%V	24.8%	25.4%	25.5%	33.2%	29.9%	22.8%	30.6%	16.6%
%H (All HH)		98.5%	97.9%	53.6%	18.8%	66.6%	39.5%	27.1%
%H (TV HH)			99.4%	54.4%	19.1%	67.6%	40.1%	27.5%
0 - 3	2588	2530	2506	1405	445	1622	929	693
%V	9.5%	9.6%	9.6%	12.8%	10.4%	8.2%	10.6%	6.2%
%H (All HH)		97.8%	96.8%	54.3%	17.2%	62.7%	35.9%	26.8%
%H (TV HH)			99.1%	55.5%	17.6%	64.1%	36.7%	27.4%
4 - 9	3399	3347	3322	1906	579	2211	1322	890
%V	12.4%	12.7%	12.7%	17.4%	13.5%	11.1%	15.1%	8.0%
%H (All HH)		98.5%	97.7%	56.1%	17.0%	65.0%	38.9%	26.2%
%H (TV HH)			99.3%	56.9%	17.3%	66.1%	39.5%	26.6%
10 - 15	3210	3181	3166	1711	677	2240	1398	842
%V	11.7%	12.1%	12.1%	15.6%	15.8%	11.3%	15.9%	7.6%
%H (All HH)		99.1%	98.6%	53.3%	21.1%	69.8%	43.6%	26.2%
%H (TV HH)			99.5%	53.8%	21.3%	70.4%	43.9%	26.5%

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%H (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%H (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
1	10442	10442	10258	3311	1411	7135	1564	5571
%V	38.2%	39.7%	39.3%	30.2%	32.9%	35.9%	17.8%	50.1%
%H (All HH)		100.0%	98.2%	31.7%	13.5%	68.3%	15.0%	53.4%
%H (TV HH)			98.2%	31.7%	13.5%	68.3%	15.0%	53.4%
2	9377	9377	9349	4050	1553	7384	3541	3843
%V	34.3%	35.6%	35.8%	36.9%	36.2%	37.1%	40.4%	34.6%
%H (All HH)		100.0%	99.7%	43.2%	16.6%	78.7%	37.8%	41.0%
%H (TV HH)			99.7%	43.2%	16.6%	78.7%	37.8%	41.0%
3	3984	3984	3970	2038	778	3265	2045	1220
%V	14.6%	15.1%	15.2%	18.6%	18.1%	16.4%	23.3%	11.0%
%H (All HH)		100.0%	99.6%	51.2%	19.5%	82.0%	51.3%	30.6%
%H (TV HH)			99.6%	51.2%	19.5%	82.0%	51.3%	30.6%
4	1620	1620	1616	990	338	1331	1007	323
%V	5.9%	6.2%	6.2%	9.0%	7.9%	6.7%	11.5%	2.9%
%H (All HH)		100.0%	99.8%	61.1%	20.9%	82.2%	62.2%	19.9%
%H (TV HH)			99.8%	61.1%	20.9%	82.2%	62.2%	19.9%
5+	910	910	910	575	207	772	617	156
%V	3.3%	3.5%	3.5%	5.2%	4.8%	3.9%	7.0%	1.4%
%H (All HH)		100.0%	100.0%	63.2%	22.7%	84.8%	67.8%	17.1%
%H (TV HH)			100.0%	63.2%	22.7%	84.8%	67.8%	17.1%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%H (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%H (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
Under 20"	6735	6735	6733	2846	1084	5871	2982	2889
%V	24.6%	25.6%	25.8%	26.0%	25.3%	29.5%	34.0%	26.0%
%H (All HH)		100.0%	100.0%	42.3%	16.1%	87.2%	44.3%	42.9%
%H (TV HH)			100.0%	42.3%	16.1%	87.2%	44.3%	42.9%
20" - 29"	10411	10411	10380	3968	1661	8626	3770	4857
%V	38.1%	39.5%	39.8%	36.2%	38.7%	43.4%	43.0%	43.7%
%H (All HH)		100.0%	99.7%	38.1%	16.0%	82.9%	36.2%	46.7%
%H (TV HH)			99.7%	38.1%	16.0%	82.9%	36.2%	46.7%
30" - 39"	13396	13396	13370	5910	2256	10426	5059	5368
%V	49.0%	50.9%	51.2%	53.9%	52.6%	52.4%	57.7%	48.3%
%H (All HH)		100.0%	99.8%	44.1%	16.8%	77.8%	37.8%	40.1%
%H (TV HH)			99.8%	44.1%	16.8%	77.8%	37.8%	40.1%
40" and over	10175	10175	10153	5615	2019	7160	4503	2657
%V	37.2%	38.6%	38.9%	51.2%	47.1%	36.0%	51.3%	23.9%
%H (All HH)		100.0%	99.8%	55.2%	19.8%	70.4%	44.3%	26.1%
%H (TV HH)			99.8%	55.2%	19.8%	70.4%	44.3%	26.1%

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%H (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%H (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
Main living room	25826	25826	25756	10874	4244	19612	8714	10897
%V	94.4%	98.1%	98.7%	99.2%	99.0%	98.6%	99.3%	98.1%
%H (All HH)		100.0%	99.7%	42.1%	16.4%	75.9%	33.7%	42.2%
%H (TV HH)			99.7%	42.1%	16.4%	75.9%	33.7%	42.2%
Kitchen	3196	3196	3192	1507	462	2829	1568	1260
%V	11.7%	12.1%	12.2%	13.7%	10.8%	14.2%	17.9%	11.3%
%H (All HH)		100.0%	99.9%	47.2%	14.5%	88.5%	49.1%	39.4%
%H (TV HH)			99.9%	47.2%	14.5%	88.5%	49.1%	39.4%
Adult's bedroom	10884	10884	10870	5291	2105	8959	5307	3652
%V	39.8%	41.3%	41.6%	48.3%	49.1%	45.0%	60.5%	32.9%
%H (All HH)		100.0%	99.9%	48.6%	19.3%	82.3%	48.8%	33.6%
%H (TV HH)			99.9%	48.6%	19.3%	82.3%	48.8%	33.6%
Child's bedroom	1952	1952	1952	1086	439	1635	1164	471
%V	7.1%	7.4%	7.5%	9.9%	10.2%	8.2%	13.3%	4.2%
%H (All HH)		100.0%	100.0%	55.6%	22.5%	83.8%	59.6%	24.1%
%H (TV HH)			100.0%	55.6%	22.5%	83.8%	59.6%	24.1%
Other bedroom	1250	1250	1250	662	269	1040	689	351
%V	4.6%	4.7%	4.8%	6.0%	6.3%	5.2%	7.9%	3.2%
%H (All HH)		100.0%	100.0%	53.0%	21.5%	83.2%	55.1%	28.1%
%H (TV HH)			100.0%	53.0%	21.5%	83.2%	55.1%	28.1%
Second living/dining room	2482	2482	2479	1310	413	2051	1254	798
%V	9.1%	9.4%	9.5%	11.9%	9.6%	10.3%	14.3%	7.2%
%H (All HH)		100.0%	99.9%	52.8%	16.6%	82.6%	50.5%	32.2%
%H (TV HH)			99.9%	52.8%	16.6%	82.6%	50.5%	32.2%
Study/office	376	376	376	190	74	316	195	121
%V	1.4%	1.4%	1.4%	1.7%	1.7%	1.6%	2.2%	1.1%
%H (All HH)		100.0%	100.0%	50.5%	19.7%	84.0%	51.9%	32.2%
%H (TV HH)			100.0%	50.5%	19.7%	84.0%	51.9%	32.2%
TV room	189	189	189	114	41	144	103	41
%V	0.7%	0.7%	0.7%	1.0%	1.0%	0.7%	1.2%	0.4%
%H (All HH)		100.0%	100.0%	60.3%	21.7%	76.2%	54.5%	21.7%
%H (TV HH)			100.0%	60.3%	21.7%	76.2%	54.5%	21.7%
Conservatory	477	477	477	264	117	400	291	109
%V	1.7%	1.8%	1.8%	2.4%	2.7%	2.0%	3.3%	1.0%
%H (All HH)		100.0%	100.0%	55.3%	24.5%	83.9%	61.0%	22.9%
%H (TV HH)			100.0%	55.3%	24.5%	83.9%	61.0%	22.9%
Attic or loft room	31	31	31	21	3	29	22	7
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.3%	0.1%
%H (All HH)		100.0%	100.0%	67.7%	9.7%	93.5%	71.0%	22.6%
%H (TV HH)			100.0%	67.7%	9.7%	93.5%	71.0%	22.6%
No specific location	61	61	61	34	12	46	27	19
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	55.7%	19.7%	75.4%	44.3%	31.1%
%H (TV HH)			100.0%	55.7%	19.7%	75.4%	44.3%	31.1%
Other	149	149	149	93	34	118	95	23
%V	0.5%	0.6%	0.6%	0.8%	0.8%	0.6%	1.1%	0.2%
%H (All HH)		100.0%	100.0%	62.4%	22.8%	79.2%	63.8%	15.4%
%H (TV HH)			100.0%	62.4%	22.8%	79.2%	63.8%	15.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

October - December 2012

Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%V		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%H (All HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
%H (TV HH)								
PVR	14411	14411	14406	8998	2811	9759	6957	2802
%V	52.7%	54.7%	55.2%	82.1%	65.6%	49.1%	79.3%	25.2%
%H (All HH)		100.0%	100.0%	62.4%	19.5%	67.7%	48.3%	19.4%
%H (TV HH)			100.0%	62.4%	19.5%	67.7%	48.3%	19.4%
DVDR	2151	2151	2149	871	363	1745	803	941
%V	7.9%	8.2%	8.2%	7.9%	8.5%	8.8%	9.2%	8.5%
%H (All HH)		100.0%	99.9%	40.5%	16.9%	81.1%	37.3%	43.7%
%H (TV HH)			99.9%	40.5%	16.9%	81.1%	37.3%	43.7%
VCR	1389	1389	1387	485	223	1135	445	689
%V	5.1%	5.3%	5.3%	4.4%	5.2%	5.7%	5.1%	6.2%
%H (All HH)		100.0%	99.9%	34.9%	16.1%	81.7%	32.0%	49.6%
%H (TV HH)			99.9%	34.9%	16.1%	81.7%	32.0%	49.6%
Any recorder	15989	15989	15980	9235	3024	11148	7216	3931
%V	58.5%	60.7%	61.2%	84.2%	70.5%	56.1%	82.2%	35.4%
%H (All HH)		100.0%	99.9%	57.8%	18.9%	69.7%	45.1%	24.6%
%H (TV HH)			99.9%	57.8%	18.9%	69.7%	45.1%	24.6%

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

October - December 2012

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
%V (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
%V (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
Receives HDTV (via STB or built-in reception)	13271	13271	13271	6787	3224	9392	5935	3457
%V	48.5%	50.4%	50.8%	61.9%	75.2%	47.2%	67.6%	31.1%
%V (All HH)		100.0%	100.0%	51.1%	24.3%	70.8%	44.7%	26.0%
%V (TV HH)			100.0%	51.1%	24.3%	70.8%	44.7%	26.0%
DVD/Blu-ray player or recorder	20562	20562	20516	9011	3629	15513	7415	8097
%V	75.2%	78.1%	78.6%	82.2%	84.6%	78.0%	84.5%	72.9%
%V (All HH)		100.0%	99.8%	43.8%	17.6%	75.4%	36.1%	39.4%
%V (TV HH)			99.8%	43.8%	17.6%	75.4%	36.1%	39.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

October - December 2012

Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27355	26331	26102	10964	4288	19887	8775	11112
% <i>H</i> (All HH)		96.3%	95.4%	40.1%	15.7%	72.7%	32.1%	40.6%
% <i>H</i> (TV HH)			99.1%	41.6%	16.3%	75.5%	33.3%	42.2%
Has PC or Laptop	20949	20207	20034	9612	3753	14658	7736	6922
% <i>V</i>	76.6%	76.7%	76.8%	87.7%	87.5%	73.7%	88.2%	62.3%
% <i>H</i> (All HH)		96.5%	95.6%	45.9%	17.9%	70.0%	36.9%	33.0%
% <i>H</i> (TV HH)			99.1%	47.6%	18.6%	72.5%	38.3%	34.3%
Has broadband internet	19707	19076	18911	9280	3685	13685	7492	6194
% <i>V</i>	72.0%	72.4%	72.5%	84.6%	85.9%	68.8%	85.4%	55.7%
% <i>H</i> (All HH)		96.8%	96.0%	47.1%	18.7%	69.4%	38.0%	31.4%
% <i>H</i> (TV HH)			99.1%	48.6%	19.3%	71.7%	39.3%	32.5%

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

DATA PERIOD: QUARTERLY
October - December 2012

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52574	52279	24610	9330	41212	22154	19058
%H		99.4%	46.8%	17.7%	78.4%	42.1%	36.2%
Under 20"	8634	8631	3738	1413	7621	4033	3587
%V	16.4%	16.5%	15.2%	15.1%	18.5%	18.2%	18.8%
%H		100.0%	43.3%	16.4%	88.3%	46.7%	41.5%
20" - 29"	12750	12715	5057	2166	10690	5040	5650
%V	24.3%	24.3%	20.5%	23.2%	25.9%	22.7%	29.6%
%H		99.7%	39.7%	17.0%	83.8%	39.5%	44.3%
30" - 39"	15644	15618	7158	2751	12314	6379	5935
%V	29.8%	29.9%	29.1%	29.5%	29.9%	28.8%	31.1%
%H		99.8%	45.8%	17.6%	78.7%	40.8%	37.9%
40" and over	11703	11677	6596	2365	8251	5356	2895
%V	22.3%	22.3%	26.8%	25.3%	20.0%	24.2%	15.2%
%H		99.8%	56.4%	20.2%	70.5%	45.8%	24.7%
Don't know	731	728	326	150	536	265	272
%V	1.4%	1.4%	1.3%	1.6%	1.3%	1.2%	1.4%
%H		99.6%	44.6%	20.5%	73.3%	36.3%	37.2%
Not Asked	3112	2910	1735	485	1800	1081	719
%V	5.9%	5.6%	7.0%	5.2%	4.4%	4.9%	3.8%
%H		93.5%	55.8%	15.6%	57.8%	34.7%	23.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2012

Set level data

Table 12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52574	52279	24610	9330	41212	22154	19058
%H		99.4%	46.8%	17.7%	78.4%	42.1%	36.2%
Main living room	25944	25873	10915	4260	19713	8757	10957
%V	49.3%	49.5%	44.4%	45.7%	47.8%	39.5%	57.5%
%H		99.7%	42.1%	16.4%	76.0%	33.8%	42.2%
Kitchen	3210	3206	1514	465	2839	1575	1264
%V	6.1%	6.1%	6.2%	5.0%	6.9%	7.1%	6.6%
%H		99.9%	47.2%	14.5%	88.4%	49.1%	39.4%
Adult's bedroom	12548	12532	6202	2532	10400	6374	4026
%V	23.9%	24.0%	25.2%	27.1%	25.2%	28.8%	21.1%
%H		99.9%	49.4%	20.2%	82.9%	50.8%	32.1%
Child's bedroom	2462	2462	1377	567	2068	1500	568
%V	4.7%	4.7%	5.6%	6.1%	5.0%	6.8%	3.0%
%H		100.0%	55.9%	23.0%	84.0%	60.9%	23.1%
Other bedroom	1479	1479	797	327	1243	846	396
%V	2.8%	2.8%	3.2%	3.5%	3.0%	3.8%	2.1%
%H		100.0%	53.9%	22.1%	84.0%	57.2%	26.8%
Second living/dining room	2517	2514	1339	413	2084	1280	804
%V	4.8%	4.8%	5.4%	4.4%	5.1%	5.8%	4.2%
%H		99.9%	53.2%	16.4%	82.8%	50.9%	31.9%
Study/office	377	377	191	74	318	197	121
%V	0.7%	0.7%	0.8%	0.8%	0.8%	0.9%	0.6%
%H		100.0%	50.7%	19.6%	84.4%	52.3%	32.1%
TV room	191	191	117	41	144	103	41
%V	0.4%	0.4%	0.5%	0.4%	0.3%	0.5%	0.2%
%H		100.0%	61.3%	21.5%	75.4%	53.9%	21.5%
Conservatory	479	479	264	117	402	292	110
%V	0.9%	0.9%	1.1%	1.3%	1.0%	1.3%	0.6%
%H		100.0%	55.1%	24.4%	83.9%	61.0%	23.0%
Attic or loft room	35	35	24	3	32	25	7
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	68.6%	8.6%	91.4%	71.4%	20.0%
No specific location	68	68	41	12	47	27	20
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	60.3%	17.6%	69.1%	39.7%	29.4%
Other	153	153	94	34	121	96	25
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%
%H		100.0%	61.4%	22.2%	79.1%	62.7%	16.3%
Not Asked	3112	2910	1735	485	1800	1081	719
%V	5.9%	5.6%	7.0%	5.2%	4.4%	4.9%	3.8%
%H		93.5%	55.8%	15.6%	57.8%	34.7%	23.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2012

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52574	52279	24610	9330	41212	22154	19058
%H		99.4%	46.8%	17.7%	78.4%	42.1%	36.2%
PVR	18610	18605	12246	3617	12276	9221	3055
%V	35.4%	35.6%	49.8%	38.8%	29.8%	41.6%	16.0%
%H		100.0%	65.8%	19.4%	66.0%	49.5%	16.4%
DVDR	2446	2445	1022	420	2001	971	1030
%V	4.7%	4.7%	4.2%	4.5%	4.9%	4.4%	5.4%
%H		100.0%	41.8%	17.2%	81.8%	39.7%	42.1%
VCR	1493	1490	533	247	1212	489	722
%V	2.8%	2.9%	2.2%	2.6%	2.9%	2.2%	3.8%
%H		99.8%	35.7%	16.5%	81.2%	32.8%	48.4%
Any recorder	20702	20694	12698	3933	14140	9748	4391
%V	39.4%	39.6%	51.6%	42.2%	34.3%	44.0%	23.0%
%H		100.0%	61.3%	19.0%	68.3%	47.1%	21.2%

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 HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52574	52279	24610	9330	41212	22154	19058
%H		99.4%	46.8%	17.7%	78.4%	42.1%	36.2%
Receives HDTV (via STB or built-in reception)	18460	18460	9517	4603	13239	8572	4667
%V	35.1%	35.3%	38.7%	49.3%	32.1%	38.7%	24.5%
%H		100.0%	51.6%	24.9%	71.7%	46.4%	25.3%
DVD/Blu-ray player or recorder	29706	29655	13879	5683	23143	12625	10518
%V	56.5%	56.7%	56.4%	60.9%	56.2%	57.0%	55.2%
%H		99.8%	46.7%	19.1%	77.9%	42.5%	35.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY
October - December 2012

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26310	26093	10961	4288	19878	8771	11106
%H		99.2%	41.7%	16.3%	75.6%	33.3%	42.2%
Under 20"	735	734	124	89	622	98	524
%V	2.8%	2.8%	1.1%	2.1%	3.1%	1.1%	4.7%
%H		99.9%	16.9%	12.1%	84.6%	13.3%	71.3%
20" - 29"	4835	4810	1203	564	3984	907	3076
%V	18.4%	18.4%	11.0%	13.2%	20.0%	10.3%	27.7%
%H		99.5%	24.9%	11.7%	82.4%	18.8%	63.6%
30" - 39"	10476	10452	4116	1651	8179	3398	4780
%V	39.8%	40.1%	37.6%	38.5%	41.1%	38.7%	43.0%
%H		99.8%	39.3%	15.8%	78.1%	32.4%	45.6%
40" and over	9806	9784	5410	1925	6874	4299	2576
%V	37.3%	37.5%	49.4%	44.9%	34.6%	49.0%	23.2%
%H		99.8%	55.2%	19.6%	70.1%	43.8%	26.3%
Don't know	316	313	108	59	219	69	150
%V	1.2%	1.2%	1.0%	1.4%	1.1%	0.8%	1.4%
%H		99.1%	34.2%	18.7%	69.3%	21.8%	47.5%
Not Asked	142	0	0	0	0	0	0
%V	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2012

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26310	26093	10961	4288	19878	8771	11106
%H		99.2%	41.7%	16.3%	75.6%	33.3%	42.2%
PVR	14005	14000	8831	2741	9403	6776	2627
%V	53.2%	53.7%	80.6%	63.9%	47.3%	77.3%	23.7%
%H		100.0%	63.1%	19.6%	67.1%	48.4%	18.8%
DVDR	1866	1864	732	300	1487	639	848
%V	7.1%	7.1%	6.7%	7.0%	7.5%	7.3%	7.6%
%H		99.9%	39.2%	16.1%	79.7%	34.2%	45.4%
VCR	1217	1215	403	184	989	352	637
%V	4.6%	4.7%	3.7%	4.3%	5.0%	4.0%	5.7%
%H		99.8%	33.1%	15.1%	81.3%	28.9%	52.3%
Any recorder	15537	15529	9071	2941	10755	7035	3720
%V	59.1%	59.5%	82.8%	68.6%	54.1%	80.2%	33.5%
%H		99.9%	58.4%	18.9%	69.2%	45.3%	23.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26310	26093	10961	4288	19878	8771	11106
%H		99.2%	41.7%	16.3%	75.6%	33.3%	42.2%
Receives HDTV (via STB or built-in reception)	12810	12810	6583	3140	8986	5712	3274
%V	48.7%	49.1%	60.1%	73.2%	45.2%	65.1%	29.5%
%H		100.0%	51.4%	24.5%	70.1%	44.6%	25.6%
DVD/Blu-ray player or recorder	19434	19388	8484	3422	14534	6847	7687
%V	73.9%	74.3%	77.4%	79.8%	73.1%	78.1%	69.2%
%H		99.8%	43.7%	17.6%	74.8%	35.2%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2012

Set level data

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26264	26186	13650	5043	21335	13382	7952
%H		99.7%	52.0%	19.2%	81.2%	51.0%	30.3%
Under 20"	7899	7897	3614	1325	6999	3935	3064
%V	30.1%	30.2%	26.5%	26.3%	32.8%	29.4%	38.5%
%H		100.0%	45.8%	16.8%	88.6%	49.8%	38.8%
20" - 29"	7915	7905	3853	1602	6707	4133	2574
%V	30.1%	30.2%	28.2%	31.8%	31.4%	30.9%	32.4%
%H		99.9%	48.7%	20.2%	84.7%	52.2%	32.5%
30" - 39"	5167	5166	3042	1100	4135	2981	1154
%V	19.7%	19.7%	22.3%	21.8%	19.4%	22.3%	14.5%
%H		100.0%	58.9%	21.3%	80.0%	57.7%	22.3%
40" and over	1897	1893	1187	440	1376	1057	319
%V	7.2%	7.2%	8.7%	8.7%	6.4%	7.9%	4.0%
%H		99.8%	62.6%	23.2%	72.5%	55.7%	16.8%
Don't know	416	416	218	91	317	196	121
%V	1.6%	1.6%	1.6%	1.8%	1.5%	1.5%	1.5%
%H		100.0%	52.4%	21.9%	76.2%	47.1%	29.1%
Not Asked	2970	2909	1736	485	1801	1080	720
%V	11.3%	11.1%	12.7%	9.6%	8.4%	8.1%	9.1%
%H		97.9%	58.5%	16.3%	60.6%	36.4%	24.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2012

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26264	26186	13650	5043	21335	13382	7952
%H		99.7%	52.0%	19.2%	81.2%	51.0%	30.3%
PVR	4605	4605	3415	876	2873	2445	428
%V	17.5%	17.6%	25.0%	17.4%	13.5%	18.3%	5.4%
%H		100.0%	74.2%	19.0%	62.4%	53.1%	9.3%
DVDR	581	581	290	120	514	331	183
%V	2.2%	2.2%	2.1%	2.4%	2.4%	2.5%	2.3%
%H		100.0%	49.9%	20.7%	88.5%	57.0%	31.5%
VCR	276	276	130	63	223	137	86
%V	1.1%	1.1%	1.0%	1.2%	1.0%	1.0%	1.1%
%H		100.0%	47.1%	22.8%	80.8%	49.6%	31.2%
Any recorder	5165	5165	3626	991	3385	2713	671
%V	19.7%	19.7%	26.6%	19.7%	15.9%	20.3%	8.4%
%H		100.0%	70.2%	19.2%	65.5%	52.5%	13.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26264	26186	13650	5043	21335	13382	7952
%H		99.7%	52.0%	19.2%	81.2%	51.0%	30.3%
Receives HDTV (via STB or built-in reception)	5650	5650	2933	1463	4253	2860	1393
%V	21.5%	21.6%	21.5%	29.0%	19.9%	21.4%	17.5%
%H		100.0%	51.9%	25.9%	75.3%	50.6%	24.7%
DVD/Blu-ray player or recorder	10271	10266	5395	2261	8609	5778	2831
%V	39.1%	39.2%	39.5%	44.8%	40.4%	43.2%	35.6%
%H		100.0%	52.5%	22.0%	83.8%	56.3%	27.6%

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
October - December 2012

Individual level data

Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	62387	60467	59961	28809	10865	44039	22936	21103
<i>%H</i>		96.9%	96.1%	46.2%	17.4%	70.6%	36.8%	33.8%
Total Children	11844	11671	11589	6492	2222	7802	4722	3080
<i>%V</i>	19.0%	19.3%	19.3%	22.5%	20.5%	17.7%	20.6%	14.6%
<i>%H</i>		98.5%	97.8%	54.8%	18.8%	65.9%	39.9%	26.0%
0 - 3	3135	3062	3031	1702	548	1944	1119	825
<i>%V</i>	5.0%	5.1%	5.1%	5.9%	5.0%	4.4%	4.9%	3.9%
<i>%H</i>		97.7%	96.7%	54.3%	17.5%	62.0%	35.7%	26.3%
4 - 15	8709	8609	8558	4790	1674	5858	3603	2255
<i>%V</i>	14.0%	14.2%	14.3%	16.6%	15.4%	13.3%	15.7%	10.7%
<i>%H</i>		98.9%	98.3%	55.0%	19.2%	67.3%	41.4%	25.9%
4 - 9	4494	4426	4398	2531	779	2902	1742	1161
<i>%V</i>	7.2%	7.3%	7.3%	8.8%	7.2%	6.6%	7.6%	5.5%
<i>%H</i>		98.5%	97.9%	56.3%	17.3%	64.6%	38.8%	25.8%
10 - 15	4216	4183	4160	2259	895	2955	1861	1094
<i>%V</i>	6.8%	6.9%	6.9%	7.8%	8.2%	6.7%	8.1%	5.2%
<i>%H</i>		99.2%	98.7%	53.6%	21.2%	70.1%	44.1%	25.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2012

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	62387	60467	59961	28809	10865	44039	22936	21103
%H		96.9%	96.1%	46.2%	17.4%	70.6%	36.8%	33.8%
Total Adults (16+)	50542	48796	48372	22316	8643	36236	18214	18023
%V	81.0%	80.7%	80.7%	77.5%	79.5%	82.3%	79.4%	85.4%
%H		96.5%	95.7%	44.2%	17.1%	71.7%	36.0%	35.7%
16 - 19	2913	2851	2798	1445	661	2022	1278	744
%V	4.7%	4.7%	4.7%	5.0%	6.1%	4.6%	5.6%	3.5%
%H		97.9%	96.1%	49.6%	22.7%	69.4%	43.9%	25.5%
20 - 24	4009	3613	3522	1764	679	2564	1440	1124
%V	6.4%	6.0%	5.9%	6.1%	6.2%	5.8%	6.3%	5.3%
%H		90.1%	87.9%	44.0%	16.9%	64.0%	35.9%	28.0%
25 - 34	8584	8093	7953	4064	1522	5361	2884	2477
%V	13.8%	13.4%	13.3%	14.1%	14.0%	12.2%	12.6%	11.7%
%H		94.3%	92.6%	47.3%	17.7%	62.5%	33.6%	28.9%
35 - 44	8362	8102	8056	4376	1602	5534	3304	2230
%V	13.4%	13.4%	13.4%	15.2%	14.7%	12.6%	14.4%	10.6%
%H		96.9%	96.3%	52.3%	19.2%	66.2%	39.5%	26.7%
45 - 54	8911	8738	8698	4239	1832	6437	3701	2735
%V	14.3%	14.5%	14.5%	14.7%	16.9%	14.6%	16.1%	13.0%
%H		98.1%	97.6%	47.6%	20.6%	72.2%	41.5%	30.7%
55 - 64	7228	7054	7033	3066	1099	5578	2636	2941
%V	11.6%	11.7%	11.7%	10.6%	10.1%	12.7%	11.5%	13.9%
%H		97.6%	97.3%	42.4%	15.2%	77.2%	36.5%	40.7%
65+	10536	10345	10311	3361	1248	8740	2970	5770
%V	16.9%	17.1%	17.2%	11.7%	11.5%	19.8%	12.9%	27.3%
%H		98.2%	97.9%	31.9%	11.8%	83.0%	28.2%	54.8%

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
October - December 2012

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	50542	48796	48372	22316	8643	36236	18214	18023
%H		96.5%	95.7%	44.2%	17.1%	71.7%	36.0%	35.7%
AB	12431	12088	12030	5713	2141	8948	4634	4314
%V	24.6%	24.8%	24.9%	25.6%	24.8%	24.7%	25.4%	23.9%
%H		97.2%	96.8%	46.0%	17.2%	72.0%	37.3%	34.7%
C1	14194	13561	13378	6139	2605	9877	5097	4780
%V	28.1%	27.8%	27.7%	27.5%	30.1%	27.3%	28.0%	26.5%
%H		95.5%	94.3%	43.3%	18.4%	69.6%	35.9%	33.7%
C2	11029	10842	10792	5541	1998	8122	4698	3423
%V	21.8%	22.2%	22.3%	24.8%	23.1%	22.4%	25.8%	19.0%
%H		98.3%	97.9%	50.2%	18.1%	73.6%	42.6%	31.0%
D	7496	7189	7107	3265	1279	5250	2571	2679
%V	14.8%	14.7%	14.7%	14.6%	14.8%	14.5%	14.1%	14.9%
%H		95.9%	94.8%	43.6%	17.1%	70.0%	34.3%	35.7%
E	5392	5117	5065	1658	621	4040	1213	2826
%V	10.7%	10.5%	10.5%	7.4%	7.2%	11.1%	6.7%	15.7%
%H		94.9%	93.9%	30.7%	11.5%	74.9%	22.5%	52.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2012

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50542	48796	48372	22316	8643	36236	18214	18023
%H		96.5%	95.7%	44.2%	17.1%	71.7%	36.0%	35.7%
Working full time	22676	22015	21839	11083	4416	15685	9030	6654
%V	44.9%	45.1%	45.1%	49.7%	51.1%	43.3%	49.6%	36.9%
%H		97.1%	96.3%	48.9%	19.5%	69.2%	39.8%	29.3%
Working part time	5501	5384	5343	2629	1020	3948	2166	1782
%V	10.9%	11.0%	11.0%	11.8%	11.8%	10.9%	11.9%	9.9%
%H		97.9%	97.1%	47.8%	18.5%	71.8%	39.4%	32.4%
Not working	22365	21397	21190	8604	3207	16604	7017	9586
%V	44.3%	43.8%	43.8%	38.6%	37.1%	45.8%	38.5%	53.2%
%H		95.7%	94.7%	38.5%	14.3%	74.2%	31.4%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2012

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24702	23738	23486	11369	4235	17397	9207	8190
%H		96.1%	95.1%	46.0%	17.1%	70.4%	37.3%	33.2%
16 - 19	1538	1504	1463	809	330	1078	733	345
%V	6.2%	6.3%	6.2%	7.1%	7.8%	6.2%	8.0%	4.2%
%H		97.8%	95.1%	52.6%	21.5%	70.1%	47.7%	22.4%
20 - 24	1964	1774	1728	939	334	1235	748	487
%V	8.0%	7.5%	7.4%	8.3%	7.9%	7.1%	8.1%	5.9%
%H		90.3%	88.0%	47.8%	17.0%	62.9%	38.1%	24.8%
25 - 34	4350	4094	4008	2063	762	2737	1498	1239
%V	17.6%	17.2%	17.1%	18.1%	18.0%	15.7%	16.3%	15.1%
%H		94.1%	92.1%	47.4%	17.5%	62.9%	34.4%	28.5%
35 - 44	4143	3979	3955	2160	735	2700	1568	1133
%V	16.8%	16.8%	16.8%	19.0%	17.4%	15.5%	17.0%	13.8%
%H		96.0%	95.5%	52.1%	17.7%	65.2%	37.8%	27.3%
45 - 54	4385	4274	4247	2084	933	3116	1830	1287
%V	17.8%	18.0%	18.1%	18.3%	22.0%	17.9%	19.9%	15.7%
%H		97.5%	96.9%	47.5%	21.3%	71.1%	41.7%	29.4%
55 - 64	3535	3424	3409	1549	525	2676	1306	1370
%V	14.3%	14.4%	14.5%	13.6%	12.4%	15.4%	14.2%	16.7%
%H		96.9%	96.4%	43.8%	14.9%	75.7%	36.9%	38.8%
65+	4787	4689	4676	1765	617	3855	1524	2330
%V	19.4%	19.8%	19.9%	15.5%	14.6%	22.2%	16.6%	28.4%
%H		98.0%	97.7%	36.9%	12.9%	80.5%	31.8%	48.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2012

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	24702	23738	23486	11369	4235	17397	9207	8190
%H		96.1%	95.1%	46.0%	17.1%	70.4%	37.3%	33.2%
AB	6250	6073	6039	2928	1098	4442	2369	2072
%V	25.3%	25.6%	25.7%	25.8%	25.9%	25.5%	25.7%	25.3%
%H		97.2%	96.6%	46.8%	17.6%	71.1%	37.9%	33.2%
C1	6727	6391	6276	3104	1227	4580	2560	2020
%V	27.2%	26.9%	26.7%	27.3%	29.0%	26.3%	27.8%	24.7%
%H		95.0%	93.3%	46.1%	18.2%	68.1%	38.1%	30.0%
C2	5900	5778	5748	3003	1043	4313	2515	1797
%V	23.9%	24.3%	24.5%	26.4%	24.6%	24.8%	27.3%	21.9%
%H		97.9%	97.4%	50.9%	17.7%	73.1%	42.6%	30.5%
D	3682	3513	3471	1640	595	2549	1248	1301
%V	14.9%	14.8%	14.8%	14.4%	14.0%	14.7%	13.6%	15.9%
%H		95.4%	94.3%	44.5%	16.2%	69.2%	33.9%	35.3%
E	2142	1982	1952	694	272	1514	514	1000
%V	8.7%	8.3%	8.3%	6.1%	6.4%	8.7%	5.6%	12.2%
%H		92.5%	91.1%	32.4%	12.7%	70.7%	24.0%	46.7%

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

October - December 2012

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24702	23738	23486	11369	4235	17397	9207	8190
%H		96.1%	95.1%	46.0%	17.1%	70.4%	37.3%	33.2%
Working full time	14063	13652	13545	7045	2649	9682	5627	4056
%V	56.9%	57.5%	57.7%	62.0%	62.6%	55.7%	61.1%	49.5%
%H		97.1%	96.3%	50.1%	18.8%	68.8%	40.0%	28.8%
Working part time	1244	1197	1188	570	222	871	446	425
%V	5.0%	5.0%	5.1%	5.0%	5.2%	5.0%	4.8%	5.2%
%H		96.2%	95.5%	45.8%	17.8%	70.0%	35.9%	34.2%
Not working	9395	8889	8752	3754	1364	6844	3134	3710
%V	38.0%	37.4%	37.3%	33.0%	32.2%	39.3%	34.0%	45.3%
%H		94.6%	93.2%	40.0%	14.5%	72.8%	33.4%	39.5%

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
October - December 2012

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25841	25058	24886	10947	4408	18839	9007	9832
%H		97.0%	96.3%	42.4%	17.1%	72.9%	34.9%	38.0%
16 - 19	1375	1346	1336	636	331	945	546	399
%V	5.3%	5.4%	5.4%	5.8%	7.5%	5.0%	6.1%	4.1%
%H		97.9%	97.2%	46.3%	24.1%	68.7%	39.7%	29.0%
20 - 24	2045	1839	1794	825	345	1330	692	638
%V	7.9%	7.3%	7.2%	7.5%	7.8%	7.1%	7.7%	6.5%
%H		89.9%	87.7%	40.3%	16.9%	65.0%	33.8%	31.2%
25 - 34	4234	3999	3945	2001	760	2624	1385	1238
%V	16.4%	16.0%	15.9%	18.3%	17.2%	13.9%	15.4%	12.6%
%H		94.4%	93.2%	47.3%	17.9%	62.0%	32.7%	29.2%
35 - 44	4219	4124	4101	2216	867	2834	1736	1097
%V	16.3%	16.5%	16.5%	20.2%	19.7%	15.0%	19.3%	11.2%
%H		97.7%	97.2%	52.5%	20.5%	67.2%	41.1%	26.0%
45 - 54	4526	4464	4451	2155	899	3320	1872	1449
%V	17.5%	17.8%	17.9%	19.7%	20.4%	17.6%	20.8%	14.7%
%H		98.6%	98.3%	47.6%	19.9%	73.4%	41.4%	32.0%
55 - 64	3693	3630	3624	1517	575	2902	1331	1571
%V	14.3%	14.5%	14.6%	13.9%	13.0%	15.4%	14.8%	16.0%
%H		98.3%	98.1%	41.1%	15.6%	78.6%	36.0%	42.5%
65+	5748	5656	5636	1596	631	4885	1445	3440
%V	22.2%	22.6%	22.6%	14.6%	14.3%	25.9%	16.0%	35.0%
%H		98.4%	98.1%	27.8%	11.0%	85.0%	25.1%	59.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2012

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25841	25058	24886	10947	4408	18839	9007	9832
%H		97.0%	96.3%	42.4%	17.1%	72.9%	34.9%	38.0%
AB	6181	6015	5992	2785	1043	4507	2265	2242
%V	23.9%	24.0%	24.1%	25.4%	23.7%	23.9%	25.1%	22.8%
%H		97.3%	96.9%	45.1%	16.9%	72.9%	36.6%	36.3%
C1	7466	7169	7101	3035	1378	5297	2537	2760
%V	28.9%	28.6%	28.5%	27.7%	31.3%	28.1%	28.2%	28.1%
%H		96.0%	95.1%	40.7%	18.5%	70.9%	34.0%	37.0%
C2	5129	5064	5044	2538	954	3809	2183	1626
%V	19.8%	20.2%	20.3%	23.2%	21.6%	20.2%	24.2%	16.5%
%H		98.7%	98.3%	49.5%	18.6%	74.3%	42.6%	31.7%
D	3814	3676	3636	1625	684	2701	1323	1378
%V	14.8%	14.7%	14.6%	14.8%	15.5%	14.3%	14.7%	14.0%
%H		96.4%	95.3%	42.6%	17.9%	70.8%	34.7%	36.1%
E	3250	3135	3113	963	349	2526	700	1826
%V	12.6%	12.5%	12.5%	8.8%	7.9%	13.4%	7.8%	18.6%
%H		96.5%	95.8%	29.6%	10.7%	77.7%	21.5%	56.2%

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

October - December 2012

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25841	25058	24886	10947	4408	18839	9007	9832
<i>%H</i>		97.0%	96.3%	42.4%	17.1%	72.9%	34.9%	38.0%
Working full time	8614	8363	8293	4039	1767	6002	3404	2598
<i>%V</i>	33.3%	33.4%	33.3%	36.9%	40.1%	31.9%	37.8%	26.4%
<i>%H</i>		97.1%	96.3%	46.9%	20.5%	69.7%	39.5%	30.2%
Working part time	4257	4187	4155	2059	798	3077	1720	1357
<i>%V</i>	16.5%	16.7%	16.7%	18.8%	18.1%	16.3%	19.1%	13.8%
<i>%H</i>		98.4%	97.6%	48.4%	18.7%	72.3%	40.4%	31.9%
Not working	12970	12508	12438	4849	1843	9760	3883	5877
<i>%V</i>	50.2%	49.9%	50.0%	44.3%	41.8%	51.8%	43.1%	59.8%
<i>%H</i>		96.4%	95.9%	37.4%	14.2%	75.3%	29.9%	45.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:
 - Age of housewife
 - Size of household
 - Presence of children
 - Social grade
 - Age
 - Sex
 - Working status (adults)
 - Terminal age of education
 - Number of sets
 - Set characteristics
 - Ownership of TV related equipment

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between October and December 2012

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: October - December 2012	
	Total Network
Addresses Issued	20,031
Shop / Business	205
Demolished / Incomplete	36
Empty	1,473
Holiday Home	175
Other Non Effective	300
Eligible Addresses	17,842
Substitute Addresses	2,098
Multiple Occupancy Addresses	167
Total Additional Households	2,265
Total Valid Households	20,214
	100.0%
Non Contacts	2,029
	10.0%
No English Spoken	44
	0.2%
Refusals	4,142
	20.5%
Total Interviews	13,999
	69.3%

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 October to December 2012

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

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (December 2012)

BARB Establishment Survey

Questionnaire Script

Dec 2012
Version 13.1.2 FINAL
13/11/2012

INTRODUCTION

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

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

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

[JOINT] HEAD OF HOUSEHOLD

[JOINT] HOUSEPERSON

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

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

ATTITUDINAL AND INTRO SECTION

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

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

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

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

INITIAL HOUSEHOLD LEVEL SECTION

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

ASK IF H66=YES

FILTER BY REGIONS WHICH HAVE NOT COMPLETED DSO

H67 Do you receive digital television services, such as Freeview, via an aerial?

- Yes
- No

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

H68 **SHOW SCREEN**

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

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

IF NO METHOD CLAIMED AT HH

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

H69 How does your home receive its television programmes?

Interviewer to code all methods

- | | |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Cable | <RECODE H64 = YES> |
| Satellite | <RECODE H65 = YES> |
| An aerial with a digital signal (known as Freeview) | <RECODE H66=YES AND H67=YES> |
| An aerial with an analogue signal | (ROUTE ON DSO STATUS) |
| | <RECODE H66 = YES AND H67 = NO> |
| TalkTalk | <RECODE H68 = TALKTALK> |
| BT Vision | <RECODE H68 = BT VISION> |
| A connection to a games console | <RECODE H68 = CONSOLE> |
| A connection to a computer | <RECODE H68 = COMPUTER> |
| A direct connection to the internet | <RECODE H68 = INTERNET> |
| Another TV supplier (Specify) | <RECODE H68 = OTHER> |
| No TV signals received | <AMEND ALL WORKING SETS TO H82 = CODE 3 – NOT IN USE BUT IN WORKING ORDER AND CONTINUE TO H17 AS A NO BARB WORKING TV HOUSEHOLD> |

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

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

DISPLAY AS APPROPRIATE:

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

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

- Yes
- No – an aerial is used on at least one set <RECODE H66 TO YES, ASK H67

IF ROUTED IN>

IF H68 = DIRECT CONNECTION TO THE INTERNET CODE H17 = YES		
ASK ALL ELSE		
H17	Do you or anyone in your household subscribe to a broadband provider to access the internet at home? Yes No Don't know	SP
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? Daily At least once a week At least once a month Less often than once a month Don't know	SP
ASK IF H73 >0		
H59	How often do you personally use the internet for watching TV programmes at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	SP
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 <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Never Don't know	

END OF INITIAL HOUSEHOLD LEVEL SECTION

START OF SET LOOP

**REPEAT THE FOLLOWING QUESTIONS FOR ALL WORKING TV SETS
THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:**
A) IN USE (COUNTED AT H63)
B) TEMPORARILY OUT OF ORDER (CODED AT H82) –
EXCLUDE COMPUTERS USED TO WATCH TV

NOTE TO SCRIPTER: NEED TO REPLICATE THE CURRENT SET SUMMARY INFO AS WE WONT HAVE ALL OF THESE AT THE START OF THE LOOP
(IF 1st TV) Talking about your **main set** only, which is located in the <<INSERT S3 RESPONSE>>.
FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2nd/3rd set...” ETC AS APPLICABLE FOR S4-S38
DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

ASK FOR ALL SETS

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

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

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

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

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

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

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

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

S3 SHOW SCREEN

In which room in your house is this TV set?

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

ASK ONLY IF WORKING TV SET

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

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

WRITE IN (2 digits required)
Don't know

ASK ONLY IF WORKING TV SET

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

Claim
Actual measurement

CONFIRM HH PLATFORM SET UP ON SINGLE WORKING SET

FOR MULTIPLE WORKING SETS GO TO S10a

ASK IF H63=1

S64 IF ONE METHOD CLAIMED AT HH LEVEL

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

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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

A connection to a computer (if H68 = computer)

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

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

Is this the method used by this set?

IF 2+ METHODS CLAIMED AT HH LEVEL

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

DISPLAY LIST AS ABOVE

Are all of these received on this set?

Yes

CONTINUE TO S65 THEN RECODE S9a to S14b AS APPROPRIATE

No

GO TO S63

ASK IF (H67 = YES OR (H66 = YES AND DSO = YES)) AND S64=YES

S65 SHOW SCREEN

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

Separate box

Built-in reception

Both (separate box and built-in reception)

Don't know

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

ASK IF S64=YES

S66 In addition to:

DISPLAY AS APPROPRIATE:

Cable (if H64 = Yes)

Satellite (if H65 = Yes)

A TV Aerial (if H66 = Yes)

TalkTalk (if H68 = TalkTalk)

BT Vision (if H68 = BT Vision)

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

A connection to a computer (if H68 = computer)

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

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

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

Yes

GO TO S61

No

GO TO S24

INSTRUCTION FOR SCRIPT WRITER:

FORCE CODE AS FOLLOWS:	CODE
SINGLE PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = NO AND H68 = NONE OF THESE	S9a = YES AND S14a = NO
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = SEPARATE BOX AND H68 = NONE OF THESE	S9a = YES AND S14a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BUILT IN AND H68 = NONE OF THESE	S9a = YES AND S14a = YES AND S14b = BUILT IN
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = BOTH AND H68 = NONE OF THESE	S9a = YES AND S14a = YES AND S14b = BOTH
IF H66 = YES AND H64 = NO AND H65 = NO AND H67 = YES AND S65 = DON'T KNOW AND H68 = NONE OF THESE	S9a = YES AND S14a = 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 = TALKTALK	S54a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = BT VISION	S55a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = OTHER (SPECIFY)	S59a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = GAMES CONSOLE	S56a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = COMPUTER	S57a = YES
IF H66 = NO AND H64 = NO AND H65 = NO AND H68 = DIRECT CONNECTION VIA THE INTERNET	S58a = YES
MULTI PLATFORM HOUSEHOLDS ONLY	
IF H66 = YES AND H67 = NO	S9b = YES AND S14a = NO
IF H66 = YES AND H67 = YES AND S65 = SEPARATE BOX	S9b = YES AND S14a = YES AND S14b = SEPARATE BOX
IF H66 = YES AND H67 = YES AND S65 = BUILT IN	S9b = YES AND S14a = YES AND S14b = BUILT IN
IF H66 = YES AND H67 = YES AND S65 = BOTH	S9b = YES AND S14a = YES AND S14b = BOTH
IF H66 = YES AND H67 = YES AND S65 = DON'T KNOW	S9b = YES AND S14a = YES AND S14b = BUILT IN
IF H64 = YES	S10b = YES
IF H65 = YES	S11b = YES
IF H68 = TALKTALK	S54b = YES
IF H68 = BT VISION	S55b = YES
IF H68 = OTHER (SPECIFY)	S59b = YES
IF H68 = GAMES CONSOLE	S56b = YES
IF H68 = COMPUTER	S57b = YES
IF H68 = DIRECT CONNECTION VIA THE INTERNET	S58b = YES

CONFIRM EACH SET IN HH WITH MULTIPLE WORKING SETS

FOR SINGLE WORKING SETS GO TO S64 IN PREVIOUS SECTION

ASK IF H64= YES AND CABLE ONLY CLAIMED AT HH

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

Yes
No

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

S10b Is this set connected to cable TV services?

Yes
No

ASK IF H65 = YES AND SATELLITE ONLY CLAIMED AT HH

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

Yes
No

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

S11b Is this set connected to satellite TV services?

Yes
No

ASK IF H66= YES AND AERIAL ONLY CLAIMED AT HH

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

Yes
No

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

S9b Does this set receive TV programmes via an aerial?

Yes
No

NON DSO AREAS

ASK IF S9A/B = YES

S14a Does this set receive Freeview?

SP

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

Yes
No
Don't know

DSO AREAS ASK IF S9A/B = YES

NON DSO AREAS ASK IF S14a = YES

S14b SHOW SCREEN

SP

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

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

ASK IF H68= TALKTALK AND TALKTALK ONLY CLAIMED AT HH

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

Yes
No

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

S54b Does this set receive TV from TALKTALK?

Yes
No

ASK IF H68= BT VISION AND BT VISION ONLY CLAIMED AT HH	
S55a	Can you confirm that this set receives TV from BT Vision?
	Yes No
ASK IF H68= BT VISION AND 2+ PLATFORMS CLAIMED AT HH	
S55b	Does this set receive TV from BT Vision?
	Yes No
ASK IF H68= GAMES CONSOLE AND GAMES CONSOLE ONLY CLAIMED AT HH	
S56a	Can you confirm that this set receives TV programmes via a connection to a games console?
	Yes No
ASK IF H68= GAMES CONSOLE AND 2+ PLATFORMS CLAIMED AT HH	
S56b	Does this set receive TV programmes via a connection to a games console?
	Yes No
ASK IF H68= COMPUTER AND COMPUTER ONLY CLAIMED AT HH	
S57a	Can you confirm that this set receives TV programmes via a connection to a computer?
	Yes No
ASK IF H68= COMPUTER AND 2+ PLATFORMS CLAIMED AT HH	
S57b	Does this set receive TV programmes via a connection to a computer?
	Yes No
ASK IF H68= INTERNET AND INTERNET ONLY CLAIMED AT HH	
S58a	Can you confirm that this set receives TV programmes via a direct connection to the internet?
	Yes No
ASK H68= INTERNET AND 2+ PLATFORMS CLAIMED AT HH	
S58b	Does this set receive TV programmes via a direct connection to the internet?
	Yes No
ASK IF H68= OTHER (SPECIFY) SUPPLIER AND OTHER(SPECIFY) ONLY CLAIMED AT HH	
S59a	Can you confirm that this set receives TV from another supplier: <H68 Other>?
	Yes No
ASK IF H68= OTHER (SPECIFY) SUPPLIER AND 2+ PLATFORMS CLAIMED AT HH	
S59b	Does this set receive TV from another supplier: <H68 Other>?
	Yes No

ASK IF AT LEAST ONE PLATFORM CLAIMED AT S9A/B/C, S10A/B, S11A/B, S54A/B, S55A/B, S56A/B, S57A/B, S58A/B, S59A/B

S60 In addition to receiving TV programmes via:

DISPLAY AS APPROPRIATE:
 Cable (if S10a/b = Yes)
 Satellite (if S11a/b = Yes)
 A TV Aerial (if S9a/b = Yes)
 TalkTalk (if **S54A/B** = Yes)
 BT Vision (if **S55A/B** = BT Vision)
 A connection to a games console (if **S56A/B** = games console)
 A connection to a computer (if **S57A/B** = computer)
 A direct connection to the internet (if H68 = internet)
 Another TV supplier (H68 verbatim) (if **S59A/B** = other)

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

Yes GO TO S61
 No GO TO S24

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

ASK IF S66 = YES OR S60 = YES

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

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

Cable	CODE S10a/b=YES AND H64=YES
Satellite	CODE S11a/b=YES AND H65=YES
An aerial with a digital signal (known as Freeview) and a separate box	(ROUTE ON ANY AERIAL)
	CODE S9a/b=YES, S14a=Yes S14b=SEPARATE BOX, H66=YES AND H67=YES
An aerial with a digital signal (known as Freeview) and built-in reception	(ROUTE ON ANY AERIAL)
	CODE S9a/b=YES, S14a=Yes S14b=BUILT IN, H66=YES AND H67=YES
An outdoor or indoor Aerial with an analogue signal	(ROUTE SEPARATELY ON ANY AERIAL AND ON DSO STATUS)
	CODE S9a/b=YES, S14a=NO, H66=YES AND H67=YES
TalkTalk	CODE S54a/b=YES AND H68=TALKTALK
BT Vision	CODE S55a/b =YES AND H68=BT VISION
Games Console	CODE S56a/b =YES AND H68=CONSOLE
Computer	CODE S57a/b =YES AND H68=COMPUTER
Direct connection to the internet	CODE S58a/b =YES AND H68 = INTERNET
Another TV supplier (Specify)	CODE H68=OTHER. DO NOT CODE S59a/b
None of these	
Don't know	

RECODE H66 - H68 AS APPROPRIATE

**ASK IF 2+ SETS AND NO PLATFORM CLAIMED ON SET
 IF H63>1 AND NONE OF S10A/B AND S11A/B AND S9A/B/C AND S54A/B, S55A/B, S56A/B, S57A/B, S58A/B, S59A/B =1**

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

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

ASK IF S64=NO OR ASK IF S62=NO

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

NOTE: INTERVIEWER TO PROBE FULLY

NOTE: AT LEAST ONE CLAIM IS REQUIRED HERE

Cable	CODE S10a/b=YES AND H64=YES
Satellite	CODE S11a/b=YES AND H65=YES
An aerial with a digital signal (known as Freeview) and a separate box	CODE S9=YES, S14=SEPARATE BOX, H66=YES AND H67=YES
An aerial with a digital signal (known as Freeview) and built-in reception	CODE S9=YES, S14=BUILT IN, H66=YES AND H67=YES
An outdoor or indoor Aerial with an analogue signal	(ROUTE ON DSO STATUS) CODE S9=YES, S14=NO, H66=YES AND H67=YES
TalkTalk	CODE S54a/b=YES AND H68=TALKTALK
BT Vision	CODE S55a/b =YES AND H68=BT VISION
Games Console	CODE S56a/b =YES AND H68=CONSOLE
Computer	CODE S57a/b =YES AND H68=COMPUTER
Direct connection to the internet	CODE S58a/b =YES, AND H68 = INTERNET
Another TV supplier (Specify)	CODE H68=OTHER. CODE S59a ONLY IF SINGLE CODE CHOSEN
None of these (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	
Don't know (RECODE H82 TO NOT IN USE BUT IN WORKING ORDER) GO TO NEXT SET	

RECODE H66 - H68 AS APPROPRIATE

END OF PLATFORM CODING FOR SET

EQUIPMENT CODING FOR ALL SETS

ASK IF YES AT S10, OTHERWISE GO TO S18		
S24	SHOW SCREEN	SP
<p>(IF S9, S11 OR ANY OF S54a/b TO S58a/b = YES) You have said this set is able to receive TV services via cable.</p> <p>Can the cable box also be used to record TV programmes? Cable boxes that can record TV programmes include V+ and TiVo.</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF YES AT S10 OTHERWISE GO TO S18		
S53	SHOW SCREEN	SP
<p>I would now like to ask you about High Definition television or HD.</p> <p>Are you able to receive HD channels via cable TV?</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF YES AT S11, OTHERWISE GO TO S25		
S18	SHOW SCREEN	MP
<p>(IF S9, S10 OR ANY OF S54A/B TO S58A/B = YES) You have said this set is able to receive TV services via satellite</p> <p>How do you receive your satellite service?</p> <p>Sky – with subscription (only 1 Sky code permitted) Sky – without subscription (only 1 Sky code permitted) Freesat – not Sky Other – not Sky or Freesat Don't know</p>		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S20	SHOW SCREEN	SP
<p>Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes.</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S21	SHOW SCREEN	SP
<p>(IF S53 HAS NOT BEEN ASKED) I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S22	SHOW SCREEN	SP
<p>Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes.</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S25		
S23	SHOW SCREEN	SP
<p><i>(IF S53 AND S21 HAVE NOT BEEN ASKED)</i> I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to freesat HD? Freesat HD is the high definition service available with freesat</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF CODE 1 (YES) AT S9A/B, OTHERWISE GO TO S51		
S25	SHOW SCREEN	SP
<p><i>(IF S10, S11 OR ANY OF S54a/b TO S59a/b = YES)</i> You have said this set is able to receive TV services via an aerial.</p> <p>Is this set connected to a digital video recorder which allows you to record TV programmes received via an aerial?</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		
ASK IF YES (CODES 1 OR 2 OR 3) AT S14b OR S65, OTHERWISE GO TO S51		
S50	SHOW SCREEN	SP
<p><i>(IF S53 AND S21 AND S23 HAVE NOT BEEN ASKED)</i> I would now like to ask you about High Definition television or HD.</p> <p>Is this set connected to Freeview HD? Freeview HD is the high definition service available with Freeview</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		

ASK FOR ALL TVS

S51 (S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) SP
In addition to the

(S20=1 AND S21=2/9) Sky+ box
(S21=1) Sky+ HD box
(S22=1) Freesat+ box
(S24=1) Cable, V+ or Tivo box
(S25=1) Digital recorder connected to an aerial

Do you have any other <if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1> equipment connected to or built into this set that allows you to record TV programmes?

Yes
No
Don't know

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

S38 SHOW SCREEN MP
In which ways do the recorders connected or built-in to this set record and store TV programmes?

(OPTIONS REORDERED)
On to Video Tapes
On to a **digital** video recorder
On to DVD or Blu-ray discs
None of these
Don't know

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

S52 Do you have a DVD or Blu-ray **player** connected to or built into this set? Please include any SP
Games Consoles that can play back DVD or Blu-ray discs.
This player will **NOT** be able to record TV programmes but will be able to play back DVDs or Blu-ray discs.

Yes
No
Don't know

REPEAT ABOVE FOR ALL TV SETS

END OF SET LOOPS

HH VS SETS – PLATFORM VALIDATION QUESTIONS

FOR 2+ SETS		
ASK IF CABLE CLAIMED AT HH LEVEL AND NO CABLE CLAIMED AT SET LEVEL		
ASK IF H64=YES AND S10=NO FOR ALL SETS		
H83	You said that your household was able to access TV services via cable but no set has cable services claimed. Are you able to access TV services via cable?	
	Yes	ASK H84
	No	RECODE H64 TO NO
ASK IF H83=YES		
H84	Which of the sets you have mentioned is connected to cable TV services?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H64 TO NO, RECODE H83 to NO
	Don't know	RECODE H64 TO NO, RECODE H83 to NO
RECODE S10 FOR SETS CLAIMED AT H83 – GO TO S24, S53 FOR EACH SET IN TURN		
INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS		
ASK IF SATELLITE CLAIMED AT HH LEVEL AND NO SATELLITE CLAIMED AT SET LEVEL		
ASK IF H65=YES AND S11=NO FOR ALL SETS		
H85	You said that your household was able to access TV services via satellite but no set has satellite services claimed. Are you able to access TV services via satellite?	
	Yes	ASK H86
	No	RECODE H65 TO NO
ASK IF H85=YES		
H86	Which of the sets you have mentioned is connected to satellite TV services?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H65 TO NO, RECODE H85 to NO
	Don't know	RECODE H65 TO NO, RECODE H85 to NO
RECODE S11 FOR SETS CLAIMED AT H86 – GO TO S18-S23 FOR EACH SET IN TURN		
INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS		
ASK IF AERIAL CLAIMED AT HH LEVEL AND NO AERIAL CLAIMED AT SET LEVEL		
ASK IF H66=YES AND S9=NO FOR ALL SETS		
H87	You said that your household was able to access TV services via a TV aerial but no set has a TV aerial connection claimed. Are you able to access TV services via a TV aerial?	
	Yes	ASK H88
	No	RECODE H66 TO NO
ASK IF H87=YES		
H88	Which of the sets you have mentioned receives TV services from a TV aerial?	MP
LIST ALL SETS WITH ROOM LOCATION		
	CODE SETS 1-9	
	None of these	RECODE H66 TO NO, RECODE H87 to NO
	Don't know	RECODE H66 TO NO, RECODE H87 to NO
RECODE S9 FOR SETS CLAIMED AT H88 – GO TO S14, S25 AND S50 FOR EACH SET IN TURN		
INTERVIEWER TO STATE: IN THAT CASE I NEED TO ASK YOU SOME ADDITIONAL QUESTIONS		
FOR 2+ SETS		
ASK IF TALKTALK CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL		
ASK IF TALKTALK AT H68 AND S54A/B=NO FOR ALL SETS		
H89	You said that your household was able to access TV services from TALKTALK but no set has TALKTALK claimed. Are you able to access TV services via TALKTALK?	
	Yes	ASK H90
	No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR TALKTALK

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

FOR 2+ SETS		
ASK IF BT VISION CLAIMED AT HH LEVEL AND NO OTHER METHOD CLAIMED AT SET LEVEL		
ASK IF BT VISION AT H68 AND S55A/B=NO FOR ALL SETS		
H91	You said that your household was able to access TV services from BT Vision but no set has BT Vision claimed. Are you able to access TV services via BT Vision	
Yes	ASK H92	
No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION	

ASK IF H91=YES		
H92	Which of the sets you have mentioned receives TV services from BT Vision?	MP
LIST ALL SETS WITH ROOM LOCATION		
CODE SETS 1-9		
None of these	RECODE H91 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION	
Don't know	RECODE H91 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR BT VISION	
RECODE S55A/B FOR SETS CLAIMED AT H92		

FOR 2+ SETS		
ASK IF GAMES CONSOLE CLAIMED AT HH LEVEL AND NO GAMES CONSOLE CLAIMED AT SET LEVEL		
ASK IF GAMES CONSOLE AT H68 AND S56A/B=NO FOR ALL SETS		
H93	You said that your household was able to access TV services via a Games Console but no set has a Games Console claimed. Are you able to access TV services via a Games Console?	
Yes	ASK H94	
No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	

ASK IF H93=YES		
H94	Which of the sets you have mentioned receives TV services via a Games Console?	MP
LIST ALL SETS WITH ROOM LOCATION		
CODE SETS 1-9		
None of these	RECODE H93 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	
Don't know	RECODE H93 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	
RECODE S56A/B FOR SETS CLAIMED AT H94		

FOR 2+ SETS		
ASK IF COMPUTER CLAIMED AT HH LEVEL AND NO COMPUTER CLAIMED AT SET LEVEL		
ASK IF COMPUTER AT H68 AND S57A/B=NO FOR ALL SETS		

H95	You said that your household was able to access TV services via a computer but no set has a computer claimed. Are you able to access TV services via a computer?
Yes	ASK H96
No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

ASK IF H95=YES

H96	Which of the sets you have mentioned receives TV services via a computer?	MP
LIST ALL SETS WITH ROOM LOCATION		
CODE SETS 1-9		
None of these	RECODE H95 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	
Don't know	RECODE H95 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	

RECODE S57A/B FOR SETS CLAIMED AT H96

**FOR 2+ SETS
ASK IF INTERNET CLAIMED AT HH LEVEL AND NO INTERNET CLAIMED AT SET LEVEL
ASK IF IINTERNET AT H68 AND S58A/B=NO FOR ALL SETS**

H97	You said that your household was able to access TV services via a direct connection to the internet but no set has a direct connection to the internet claimed. Are you able to access TV services via a direct connection to the internet?
Yes	ASK H98
No	IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD

ASK IF H95=YES

H98	Which of the sets you have mentioned receives TV services via a direct connection to the internet?	MP
LIST ALL SETS WITH ROOM LOCATION		
CODE SETS 1-9		
None of these	RECODE H97 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	
Don't know	RECODE H97 to NO IF SINGLE CODE AT S9, CLEAR S9, RECODE S8 TO NO IF MULTICODE T S9, CLEAR S9 RESPONSE FOR OTHER METHOD	

RECODE S58a/b FOR SETS CLAIMED AT H98

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

END OF PLATFORM VALIDATION QUESTIONS

SECOND HOUSEHOLD SECTION

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

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

ASK IF ANY SET LOOP HAS BEEN COMPLETED

H77 **SHOW SCREEN** MP

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

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

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

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

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

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

NOTE: Answers must add up to 10

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

- Yes
- No

If correct code appropriately, if incorrect ask again

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

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

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

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

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

Yes
No
Don't know

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

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

Yes ASK H23
No
Don't know

ASK IF Yes (CODE 1) AT H22b

H23 SHOW SCREEN MP

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

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

ASK IF Yes (CODE 1) AT H22b

H54 SHOW SCREEN MP

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

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

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

H78 SHOW SCREEN SP

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

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

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

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

NOTE: For a more detailed explanation click on further information

Yes
 No
 Don't know
 Further Information

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

H79 SHOW SCREEN MP

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

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

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

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

NOTE: For a more detailed explanation click on further information

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

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

MP

(Set claim for Computer connection H68 code 3) You have said that your TV set receives TV programmes using a connection to a computer. In addition to this

(Set claim for Direct connection H68 code 1) You have said that your TV set receives TV programmes using a direct connection to the internet. In addition to this

(Set claim for Games Console connection H68 code 2 OR H54 code 2) You have said that your Games Console is used to connect to the internet. In addition to this

(Set claim for Computer and Direct connections H68 code 3 and H68 code 1) You have said that your TV set receives TV programmes using a connection to a computer and using a direct connection to the internet. In addition to these

(Set claim for Computer and Games Console connections H68 code 3 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a connection to a computer and that your Games Console is used to connect to the internet. In addition to these

(Set claim for Direct and Games Console connections H68 code 1 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these

(Set claim for Computer, Direct and Games Console connection H68 code 3 AND H68 code 1 AND (H68 code 2 OR H54 code 2)) You have said that your TV set receives TV programmes using a connection to a computer and using a direct connection to the internet and that your Games Console is used to connect to the internet. In addition to these

(Cable HH) and your Cable connection

(TALKTALK HH) and your TalkTalk connection

(BT Vision HH) and your BT Vision connection

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

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

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

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

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

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

NOTE: For a more detailed explanation click on further information

A direct connection between the TV set and the Internet **REMOVE IF H68 = CODE 1**

A connection to a dedicated, internet TV set-top box

A connection to a standard computer (desktop, laptop or tablet)

REMOVE IF H68 = CODE 3

A connection to a games console

REMOVE IF H68 = CODE 2 OR H54 = CODE 2

A connection to a DVD or Blu-ray player that connects to the internet

Another device that connects to the internet (Specify)

No

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

SP

(Single Set Household) Is your TV set capable of showing movies and TV programmes in 3D?

(Multi Set Households) Are any of your TV sets capable of showing movies and TV programmes in 3D?

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further Information

END OF SECOND HOUSEHOLD SECTION

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

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

START OF PERSON LOOP

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

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

P2	I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order:
Intro1	<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

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.

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

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

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

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

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

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

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

ASK ALL

H57 IF CIE IS:

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

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

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

NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of <*INSERT CIE PERSON NUMBER'S*> previous job

WRITE IN
Don't know
Refused

ASK ALL

H35 What type of firm or organisation do (*IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT*) does (*IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT*) did (*IF CIE IS UNEMPLOYED/RETIRED*) you (*IF RESPONDENT*) he (*IF CIE IS MALE AT P2 AND NOT RESPONDENT*) she (*IF CIE IS FEMALE AT P2 AND NOT RESPONDENT*) work in?

WRITE IN
Don't know
Refused

ASK ALL

H36 What is (*IF CIE IS IN EMPLOYMENT AT P9*) was (*IF CIE IS UNEMPLOYED/RETIRED*) the position held or job title?

NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.

WRITE IN
Don't know
Refused

ASK ALL	
H37	Are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS. Yes No Don't know Refused

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

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

ASK ALL	
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know

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

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

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

IF CIE RETIRED (CODE 6 AT P9) ASK H31		
IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9) ASK H32		
OTHERWISE SKIP TO H35		
H31	(IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)	SP
	You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments.	
	Yes (retired/pensioner/widow with income other than or in addition to state benefits)	
	No (retired/pensioner/widow with state benefits only)	
	Don't know	
	Refused	
PLEASE NOW SKIP TO H44		
ASK IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9)		
H32	How long have you (IF RESPONDENT) has household member << INSERT PERSON NUMBER >> (IF NOT RESPONDENT) been unemployed (IF UNEMPLOYED AT P9) not been in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) for	SP
	Less than 6 months	
	More than 6 months	
	Don't know	
	Refused	
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34		
H33	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT)	SP
	In full time employment (30+ hours per week)	
	In part time employment (8-29 hours per week)	
	In full time education	
	Don't know	
	Refused	
PLEASE NOW SKIP TO H44		
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32		
H34	Is that	SP
	Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits?	
	Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc.	
	Don't know	
	Refused	
CODE FOR ALL		
H44	BRING UP SUMMARY SCREEN FOR H35-H43	SP
	CODE SOCIAL GRADE	
	MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
	A	
	B	
	C1	
	C2	
	D	
	E	

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

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

ASK ALL		
H47	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over?	SP
	Yes	
	No	
	Don't know	

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

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

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