Barb
What People Watch

The Barb Panel Member Guide





Helping to understand what people watch.

www.barb.co.uk

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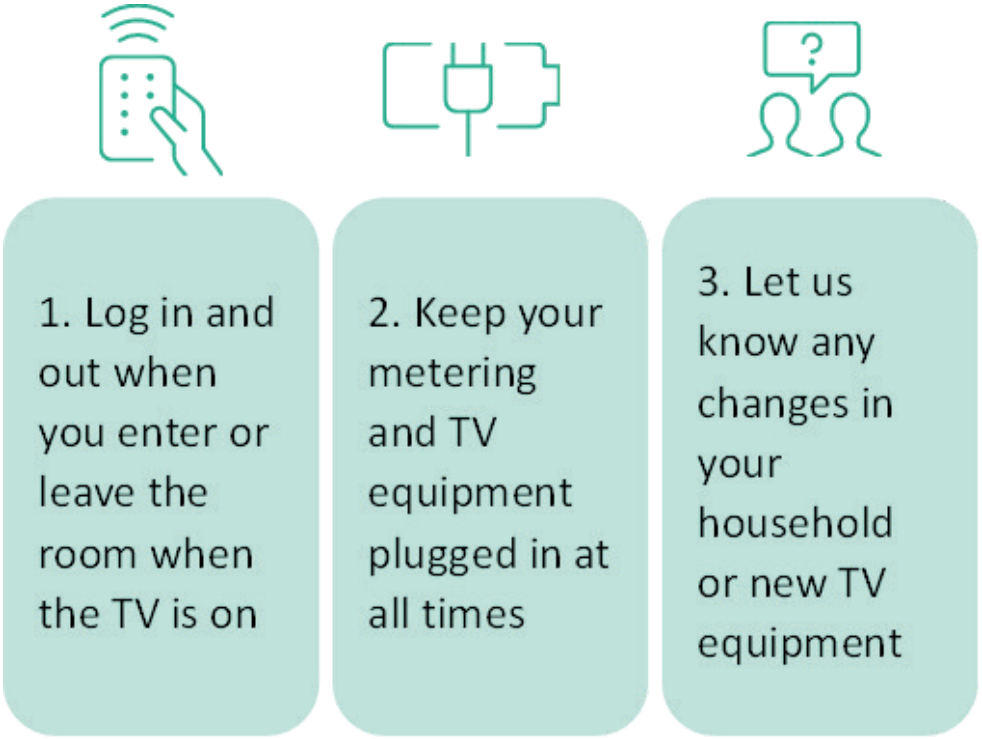
WHAT'S INVOLVED?

Firstly, thank you very much for your participation in Barb's TV and measurement panel.

The information collected from this panel forms the currency for the UK's television and streaming industry. It helps the sector understand what people watch, enables independent assessment of programme and channel performance, and supports the buying and selling of programming and advertising.

We now also measure viewing on subscription video-on-demand platforms such as Netflix and Disney+, as well as video-sharing platforms like YouTube — all delivered and watched across multiple platforms and devices.

To ensure the data we collect is as accurate and reliable as possible, the most important things we ask of you are to:



Keeping the metering equipment plugged in

The People Meter 7 must remain plugged in at all times, along with the sensors that connect to your TV equipment (such as set-top boxes, DVD players, games consoles, and similar devices).
If the meter becomes unplugged, a message will appear to let you know. If this happens, please check that the power supply is switched on and properly connected.

Letting us know about changes in your home

As a member of the panel, it's important that we have up-to-date information about your household.

Please let us know about:

- Anyone moving in or out of the home, including family members going to university or college
- Any changes to your television set or the equipment attached to it (e.g., set-top boxes)
- Any changes to your broadband provider
- Any device that has broken, been replaced, or is no longer in the home
- Any new device you have recently added

You can contact us at any time on our freephone number 0800 018 9671 or email help@barbpanel.com



Getting started

The People Meter 7

It's important that everyone in your household understands how to log in and out, as this ensures we can accurately capture your viewing data.

Your local area technician will create an avatar for you and each member of your household.

Each person will also be assigned a dedicated button on the handset.

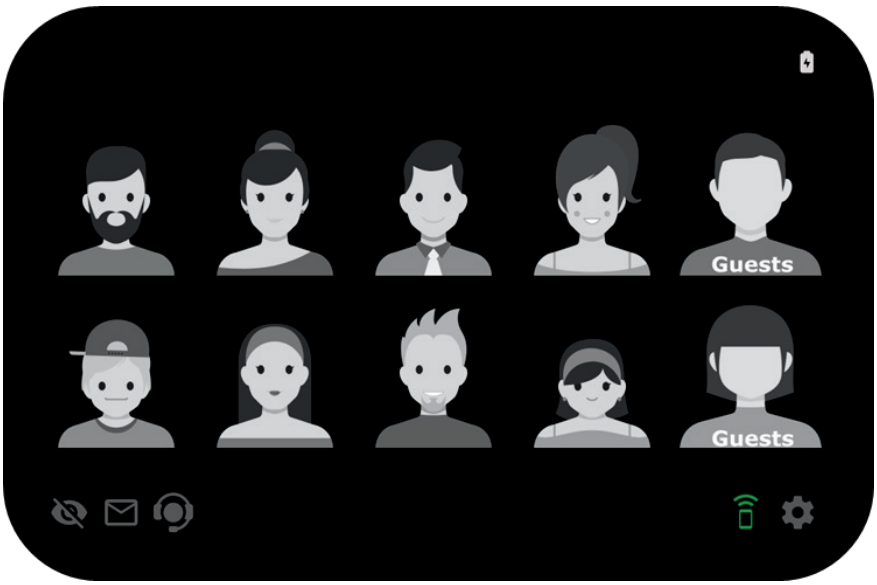
You can log in using either:

- the touchscreen on the People Meter 7, or
- the supplied handset

The People Meter 7 will automatically switch on when it detects audio from your television.
When you see the startup screen, simply select your avatar to log in.

Everyone who is present in the room when the TV is on should register their viewing so we know who is watching.

The startup screen will look similar to the example shown below:

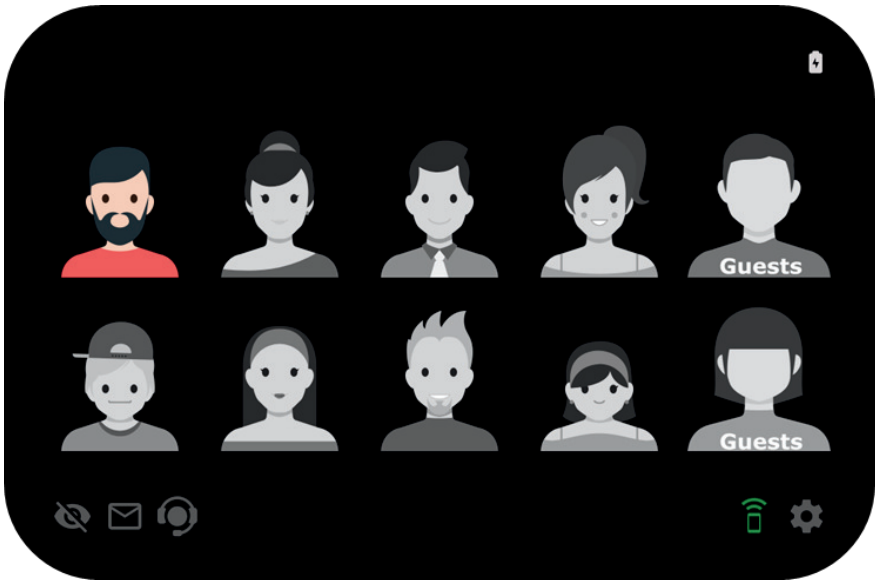


Logging in

You will be prompted by a Who is present? Pop up message on the People Meter 7 screen:

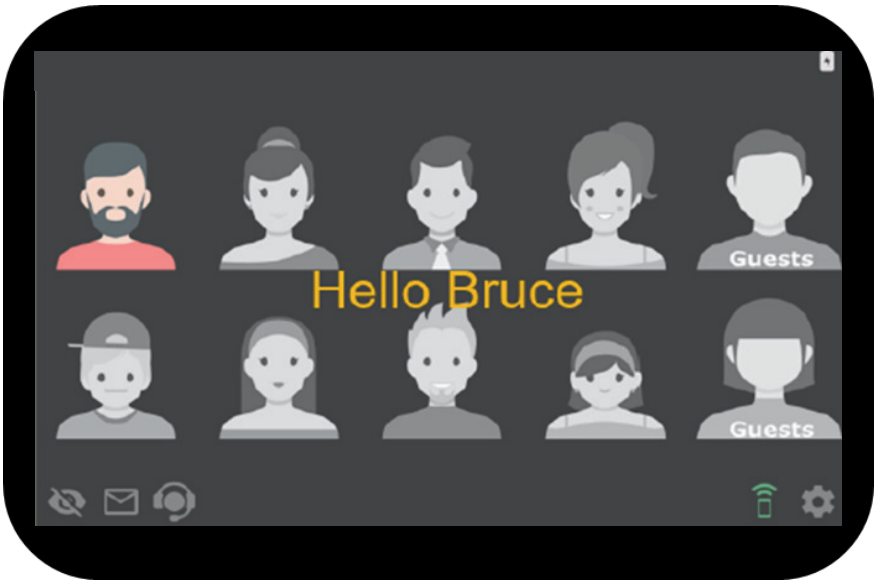


To register your presence, select your avatar on the screen. Once selected, the avatar will change from grey to colour:



Logging out

The meter will then present a welcome message:

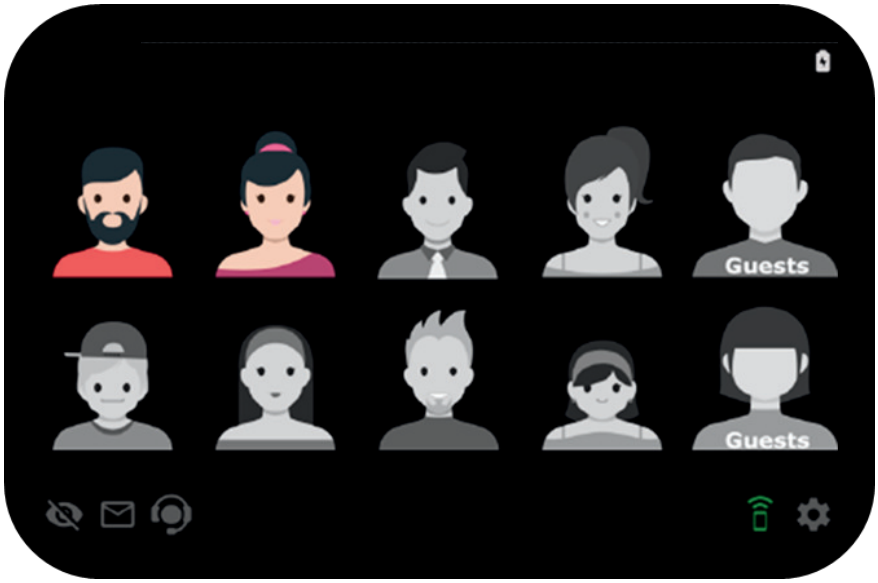


This now means household member 1 has been logged in. If you need to log out, you only need to touch the active avatar or deselect from the handset.

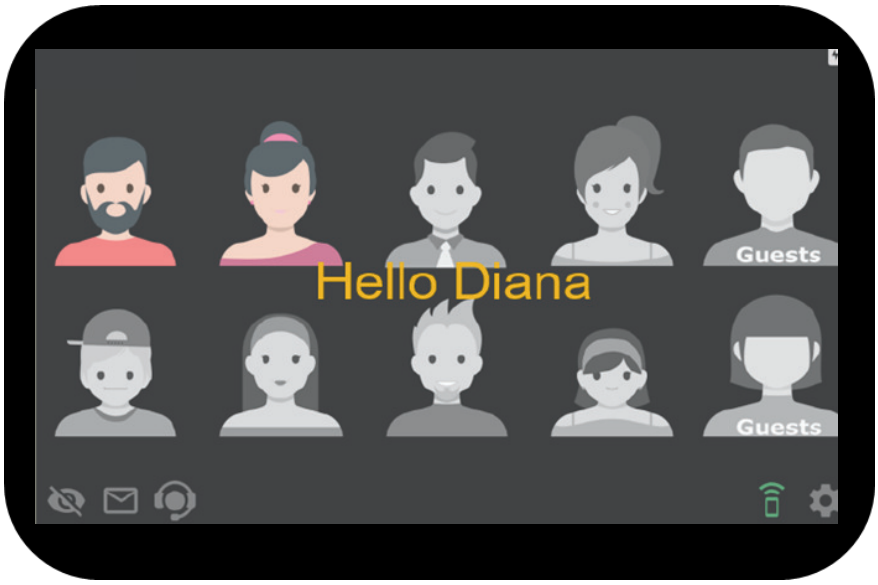


Selecting additional viewers

It's important to log in all household members who are present in the room when the TV is on. If you would like to select another household member, then repeat the process for the next avatar:

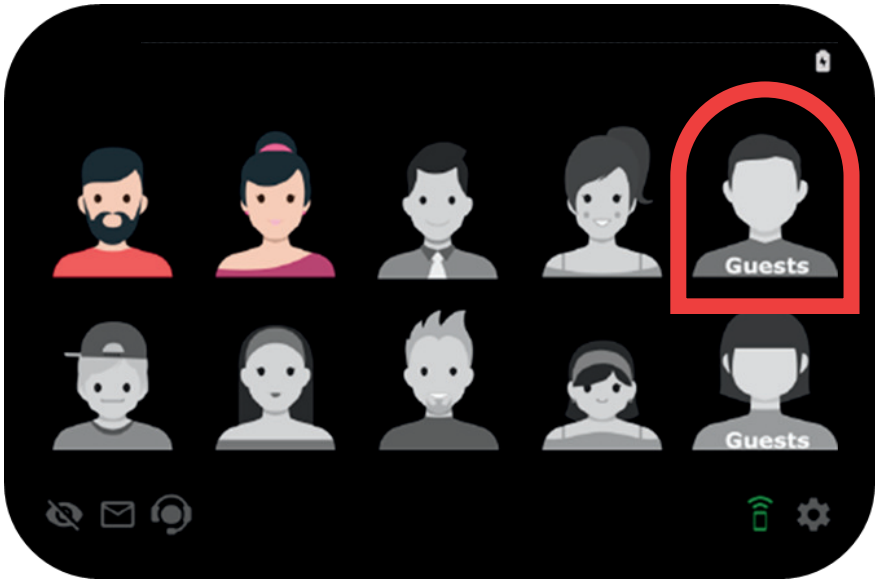


Once selected, the avatar will change from grey to colour and you will see a welcome message pop up.

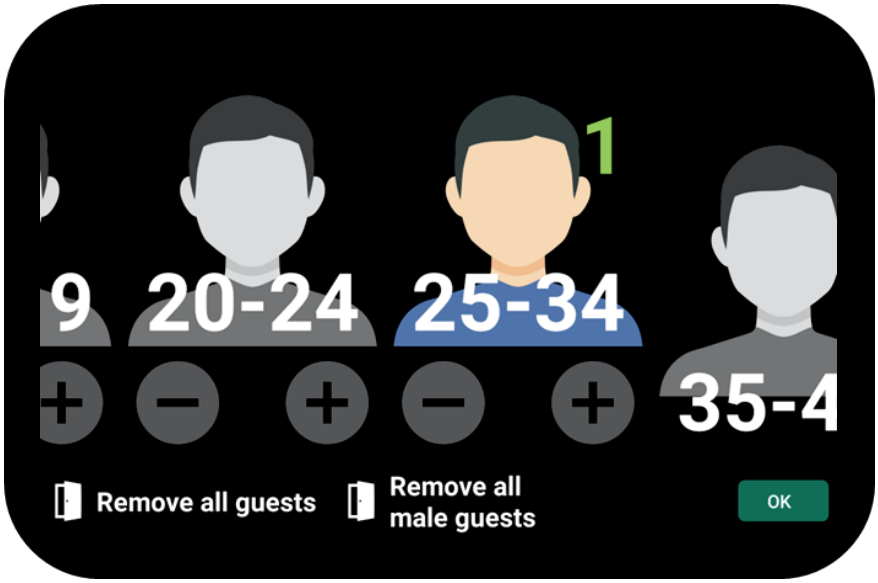


Guest viewers

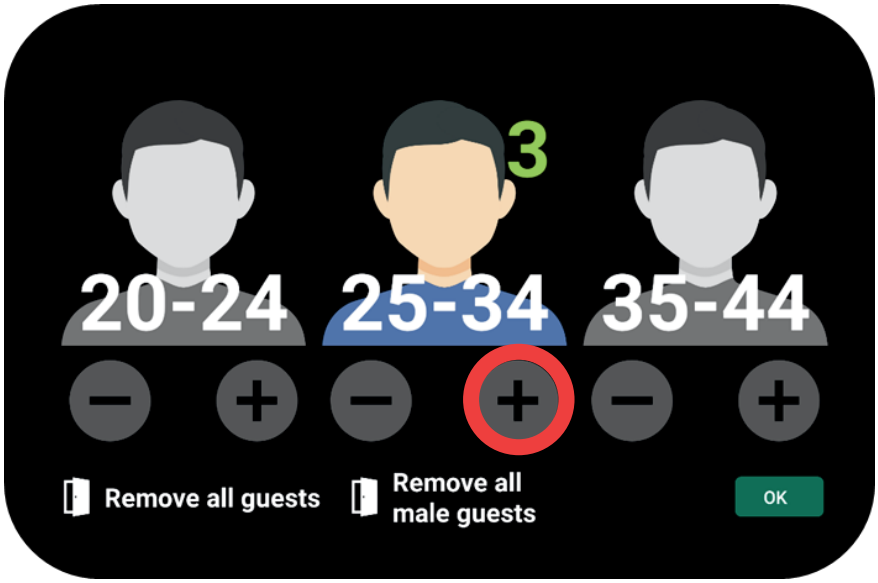
We would also like to know about guests who visit your home and watch television. Regular visitors or guests, such as a babysitter or relative, can be added to the handset. For less regular visitors, press the guest avatar once:



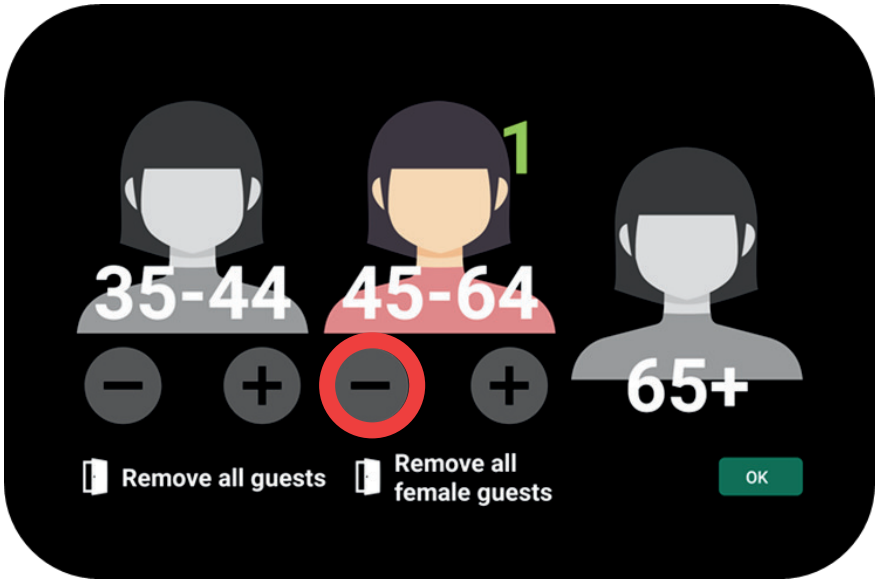
The display will change to confirm the number of guests of that age and gender in the room. For example, if a 26-year-old man wishes to register as a guest, the display will then look like the image below.



You can also use the plus or minus buttons to increase the amount of guest viewers within any specific age range.



You can change your selection from male to female with the handset or touching the screen.



Again, use the plus or minus buttons to increase the amount of guest viewers within any specific age range.

Screen icons

People Meter 7 home screen displays the following icons:



No viewers

Icon to be selected when TV is on but no one is in the room.



My messages

Messages sent to you by Barb panel help desk



Send us a message

Selection of messages for Panel Members to send to Barb panel help desk



Handset connected

Icon will display green for handset connected and red for disconnected.



Settings

Settings for brightness, volume and wi-fi

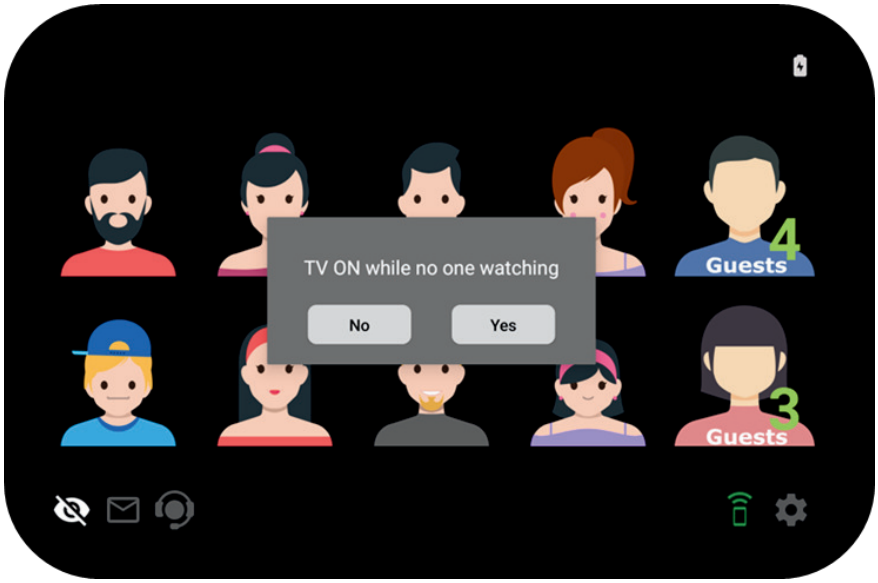


Battery

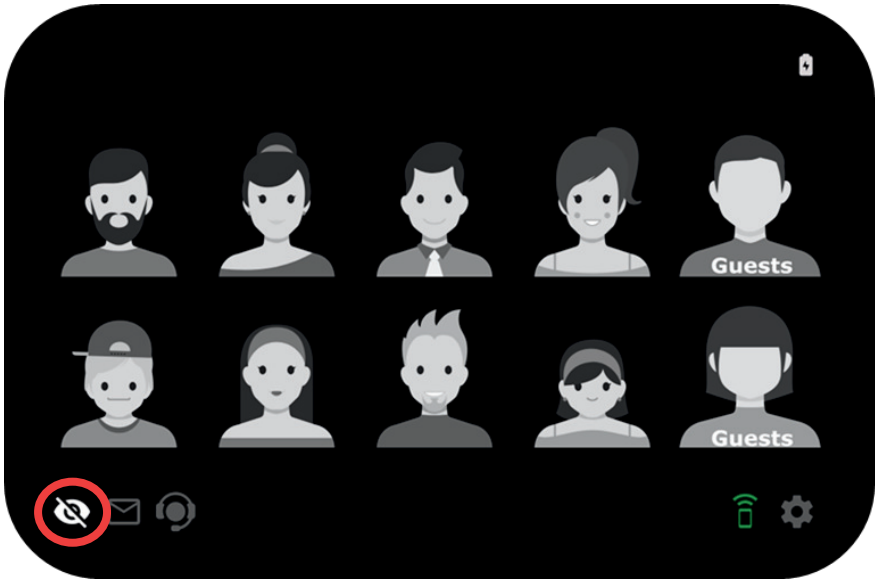
Battery charge icon

No viewers

In the scenario where the TV is on, but no one is present in the room, No viewers button should be selected via the handset or the touchscreen icon.



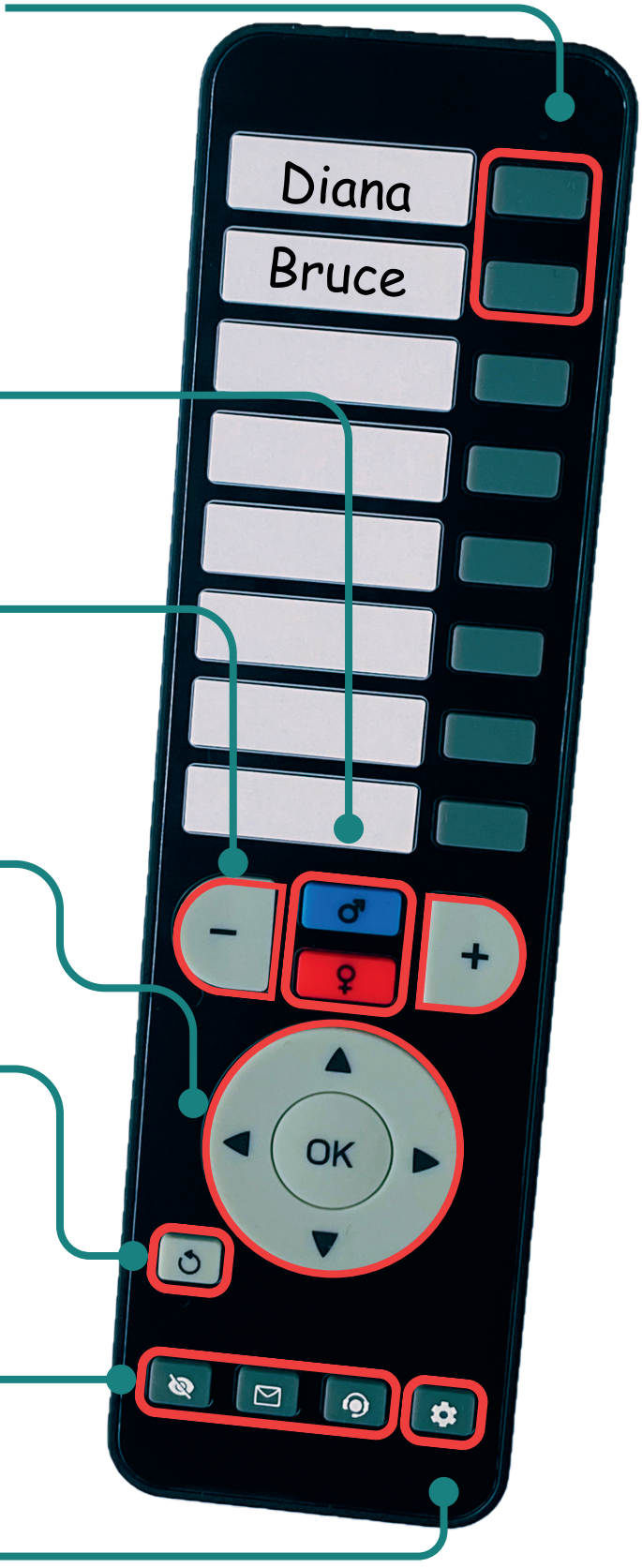
Confirm that the TV is on whilst no one is in the room.



Avatars will grey out and the No Viewers icon will highlight.

The People Meter 7 handset

Just as you would tap your assigned avatar on the People Meter 7 touchscreen, you can also log in using your assigned button on the handset.



Gender buttons

For adding and removing guests etc

Plus and MInus buttons

For adding and removing guests etc

Navigation buttons

For screen navigation and selection

Back button

For screen navigation and returning from previous step

Messaging buttons

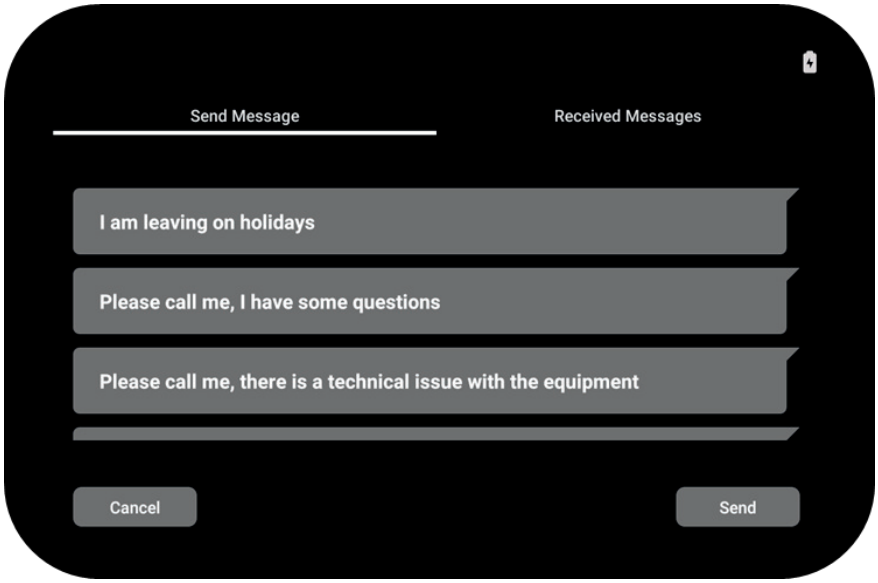
For no viewing and sending, recieving messages

Settings button

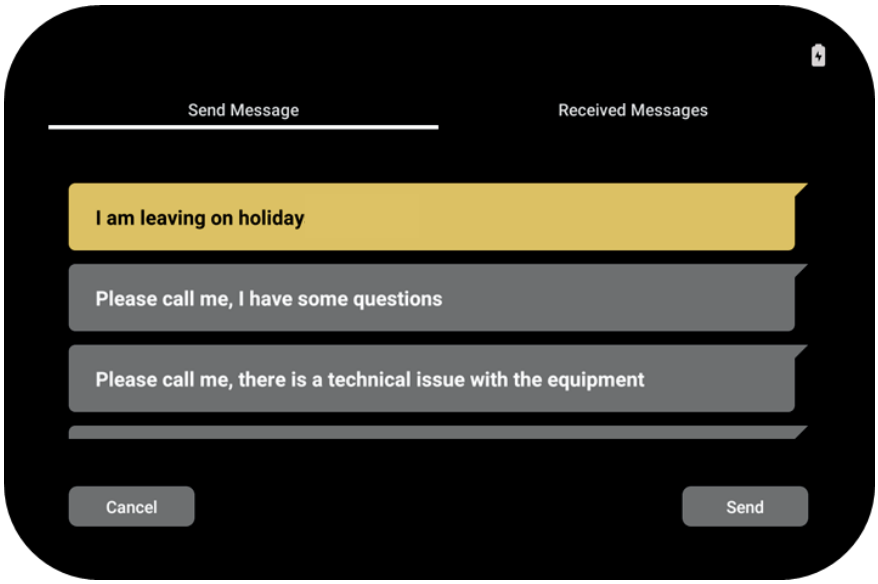
For accessing user settings

Send us a message

A selection of messages can be sent to Barb panel help desk via the People Meter 7. This can be accessed by the Send us a message icon on the touchscreen or on the handset.



Select a message and it will turn yellow. Then select send.



What is it?

Focal Meter is a small box which connects to your router to measure viewing through your home network.

Why is it needed?

More and more TV viewing is taking place over the internet, whether on small screens or video on demand via a smart TV.

What does it measure?

The meter measures viewing from streaming services like iPlayer, Netflix and YouTube etc. More information here: www.barbfmportal.com

What does it not measure?

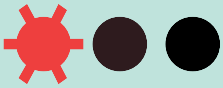
We cannot see any other activity on your network, such as other video, email, internet use, shopping or banking.



Focal Meter troubleshooting

The Focal Meter is a passive device that sits on your network. This should not have any impact to your to network performance or interrupt any streaming or use of applications. However in rare occasions the focal meter may need rebooting and is subject to any normal performance issues relating to your internet service provider. The following is a guide to understanding the status lights, located on the side of the meter and indicate the state that the meter is in:



Solid Green and Red		Focal Meter is booting or rebooting
Flashing Green light		Focal Meter is successfully connected to the network but is not yet registered
Solid Green light		Focal Meter is successfully connected to the network
Flashing Red light		Focal Meter has no network connection. A visit may be required by your technician
Solid Red light		An error has been detected and the Focal Meter is not functioning. A visit may be required your technician

The Panel Member Portal



The Panel Member Portal is your access point to view and update your household and device usage information, and to receive updates on panel news, viewing figures and competitions.
www.barbfmportal.com

You will receive both an email from help@barbpanel.com with the title Registration for Barb Portal and a text message from Barb panel help desk with a numerical one-time password (OTP) to secure your profile.

During your installation appointment, your technician will guide you through a short questionnaire about viewing behaviour and device ownership within the household (e.g. PCs, laptops, tablets and smartphones).

To ensure we continue to hold the correct information, you will also be required to review and update the questionnaire every 6 months. We will send you a reminder when it's time for you to take a look

Safety instructions

All metering equipment meets the required regulatory and safety standards. As with any electrical device, please follow these simple precautions:

- To avoid the risk of electrical shock, do not expose any Barb equipment to moisture.
- Only clean the equipment if necessary.
- If cleaning is required, use a dry cloth only — do not use liquid or aerosol cleaners.
- Do not insert objects of any kind into any openings on the equipment.
- Do not cover the meter or place it near heat sources such as radiators, cookers, or heat vents.
- The Focal Meter should not be installed near medical or life-support equipment, or any devices that may be sensitive to radio-frequency interference (e.g., pacemakers).

When to Contact Us

Please call or email us immediately if any of the following occur:

- The power cable or plug becomes damaged
- The meter has been dropped, or the casing is damaged
- Liquid has been spilled or a heavy object has fallen onto it
- The meter is not operating normally or you notice a significant change in its performance.

Equipment Disposal

This equipment **must not be disposed of with normal household waste.** Please return it to Barb so it can be disposed of safely and correctly



FAQs

Q. Will the meter increase my electricity bill?
A. The cost is minimal. Each meter is rated at 4 watts, which roughly translate to less than 1.5p per day.

Q. My TV set has broken. What should I do?
A. Please call, email, or send us a message to let us know, so we are aware that the meter will not report any viewing. The TV can be removed for repair as normal. When the TV is returned, please contact us again so we can check that the meter is still working.

Q. Does the meter interfere with my TV reception?
A. No, the meter has been designed to comply with strict European interference legislation.

Q. My handset doesn't seem to be working. What can I do?
A. The first step is to check the colour of the handset icon on the People Meter 7 screen. If red, check the batteries are working. If they are not, contact us and we will send new ones. If you have any AAA batteries available, please use those until you receive our batteries. If the icon is green please call us on 0800 018 9671.

Q. My neighbour has seen my meter and would like to join the panel. Can they join?
A. Unfortunately not. Our panel homes are specially selected. We can't accept volunteers.

Q. One of our family members is leaving home and taking the TV with them. Will you still be able to get information?
A. No, we won't. We only collect information from the TV sets in your home. Please let us know so that we can send a technician to remove the meter from that TV.

Q. We are moving house. Can we stay on the panel?
A. Some people are able to stay on the panel after a house move – however if this is not possible please let us know in advance so we can arrange to collect the meter equipment (we know that it's easy to lose it during the move!).

Q. I've lost /broken my handset. What should I do?
A. Please contact us via our freephone number 0800 018 9671 and we'll send you out a replacement handset. Please continue to log in and out via the People Meter 7 screen until your new handset arrives.

Q. Can I use any of the handsets on different TVs in my home?
A. Each handset is paired via Bluetooth to each People Meter 7. Each handset is set for the specific meter. If your handset stops working, please contact us on our freephone number 0800 018 9671. Please continue to log in and out via the People Meter 7 screen until your new handset arrives.

Q. Will the People Meter 7 be on charge 100% of the time?
A. No. People Meter 7 is designed to charge to 80% then use the battery to power the meter. Once the meter battery reaches 20% it will begin charging. Consuming less power in the process.

Q. A message has appeared on the People Meter 7 to say that the device has been disconnected, what should I do?
A. The People Meter 7 needs to remain plugged in at all times, as do our sensors which connect to your other TV equipment (such as set top boxes, DVD players, games consoles etc). If your meter becomes unplugged a message will appear to advise you, in which case please check the power supply is on, connected and plugged in.

Q. I am planning on changing my broadband provider — do I need to notify you?

A. Yes please, if there are any changes to your router please inform us.

Q. Do I need to leave my router and Focal Meter plugged in overnight?

A. Yes please, the Focal Meter and the router needs to remain plugged in at all times.

Q. Should I let you know if I replace, change, or get a new device which is used to stream video?

A. Yes. Please get in touch if you replace, change, or get a new device. However, the Focal Meter detects all devices connected to the network when using one of the services measured, and we will contact you to confirm who the device belongs to.

Q. Will you be able to monitor my email account and access my contact list?

A. No. We are unable to access any information stored on your devices.

Q. How much does it cost in electricity to run Focal Meter?

A. The cost is minimal. Each Focal Meter is rated at around 0.053 kWh, which roughly translates to less than 2p per day.

Q. How much of my data allowance will be affected by Focal Meter?

A. Data usage is small, less than 5MB a day.

Q. Will the Focal Meter affect my broadband speed?

A. No. Data is transferred between the router and the Focal Meter but any impact to broadband speeds would be negligible.

Q. When I use online banking or log into a secure website, can you see my username, password or my balance?
A. No. The Focal Meter is configured so that only traffic from a select number of services is being measured.

Q. Do you sell my data to advertisers or marketers so they can target me with junk emails or nuisance telephone calls?
A. No, we do not pass on any details to advertisers or marketers. We may use third party service providers to assist in our administration of the Barb panel.

Q. Where can I go for more information?
A. In addition to the Focal Meter Portal, we have a dedicated support page featuring short, helpful videos covering everything from using your People Meter tablet to reconnecting the Focal Meter.
You can view these videos at:
www.thebarbpanel.com/support



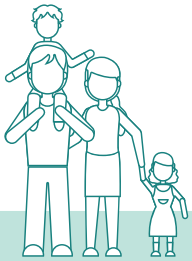
The Rewards Scheme

How do I earn points and how many will I earn?

Once we have installed our metering in your home, each panel member in your household starts collecting reward points. You will receive:



5,000 points per month for each panel member aged 10+



4,000 points per month for each panel member aged 4-9

21,000 points every three months in addition per household

1,000 points = £1



Points are awarded on the monthly anniversary of installation. So, if you're installed on the 10th of the month, your first award will be on the 10th of the following month and every month thereafter.

How can I use my points?

Points can be exchanged for vouchers from a wide range of shops, or used to purchase goods. These include:

4,500 individual items available directly from the website.

Vouchers for +75 online and high street stores such as M&S, House of Fraser, Argos, Next and B&Q.

LOVE2SHOP

General high street vouchers.

Cinema, Theatre and Restaurant tokens such as Odeon, Ticketmaster, tkts, Top Table and Pizza Express.

Days out and experiences like Alton Towers or Thorpe Park.

Donate to charities, including UNICEF, the NSPCC or Cancer Research.

To turn your points into vouchers or goods, simply call our Rewards Team on 0800 328 3983 or visit: www.barbtelevisionpanel.co.uk

How to register your rewards account online

To register, please visit www.barbtelevisionpanel.co.uk.
This website is not listed on search engines, so be sure to type the full address directly into your browser's address bar.

Once the site loads, you will see options to Log In or Register.
Click Register and enter the invite key you received via email.
If you prefer not to provide your mobile number or email address — or do not have them — you may use the following placeholders:

- Email: none@none.co.uk
- Mobile: 000

You will then be asked to create a username and password for future use.
Please note:

- Each household member aged 4 or over must register individually using their own invite key.
- Households may share the same password, security questions, email address, and phone number, but each username must be unique.

Registration can take up to 48 hours to process.
During this time, your points balance may show as zero — this is normal.

If you need further help or have questions about rewards, please contact the Rewards Team.



How We Use Your Personal Data

Our promise

Barb takes its responsibilities to you very seriously, and for that reason we promise:

1	Your personal data will only be used to measure how many people watch television programmes, commercials, channels, and services. It will never be used for any other purpose.
2	Your personal data will be kept confidential, and you cannot be identified from the viewing figures that we publish.
3	You will only receive communications directly related to the Barb TV viewing panel, and nobody will ever try to sell you anything as a result of your participation.
4	Personal data such as usernames, passwords, contacts, photos or documents will never be captured from your online devices such as tablets, computers and mobiles. Our software is not capable of this.
5	Your personal data will be kept in secure encrypted storage servers.
6	You are under no obligation to take part in the Barb TV viewing panel, and you are free to leave at any time.

Who are we?

Barb
What People Watch

Barb Audiences Ltd (Barb) provides the UK TV and advertising industry with viewing figures for television channels, video-on-demand services and video-sharing platforms.



BBC 4 5 IPA sky itv

Barb Audiences Ltd (Barb) use three companies to perform different parts of the process for calculating the viewing figures. Although we are responsible for your personal data, we share this responsibility with each of these companies.

What information do we collect?

On Barb's behalf, Ipsos collects important demographic information about you and other members of your household. This information helps ensure that the Barb TV viewing panel remains representative of the UK as a whole.

Ipsos will also use your contact details to stay in touch with you during the process of interviewing you for the Barb TV panel.

Fifty5Blue collects the following information:

- TV viewing activity — the programmes, commercials, channels, and services watched by you and your household, including when and how long you watch. This information is captured through the equipment and software installed on your TVs and online devices.
- TV and device information — the type of television sets and other devices used within your household to watch TV. This is recorded during installation of Fifty5Blue equipment.
- Usage of TV player services, audio services, and publishers on the whitelist — this information is provided by UK broadcasters and collected via the installed equipment and software.
- Voluntary lifestyle information — additional details you choose to provide when completing optional questionnaires.
- Updates to demographic information — any changes to household demographic details, which are shared with RSMB.

How do we use your information?

Fifty5Blue uses your data to produce the official viewing figures for television programmes and commercials. These viewing figures are then published for use by organisations in the television and advertising industries. **No published data contains any information that can identify you or any member of your household.**

Fifty5Blue may also use your data to determine the type of TV package you receive from your TV service provider. Understanding the range of TV packages across panel homes helps ensure that the Barb TV viewing panel remains fully representative of the UK population.

Fifty5Blue also uses your contact details to stay in touch with you throughout your participation on the Barb TV panel. This includes responding to questions or complaints, tracking your reward points, issuing your rewards, installing and maintaining equipment in your home, and offering opportunities to trial new measurements or meters. **Phone calls to and from Panel Support may be recorded and retained for two weeks for training and quality assurance purposes.**

Barb and Fifty5Blue may also use your personal data to understand your viewing habits or subscriptions to certain online platforms, including: Channel 4 Streaming (formerly All 4), ITVX, Netflix, Amazon Prime Video, Disney+, YouTube, Sky/Sky Go, Now TV, Apple TV+, My5, U (formerly UKTV Play), Discovery+, Paramount+, S4C Clic, STV Player, Pluto TV, Twitch, TikTok, DAZN, and Vevo. This list may change over time and can be found here:

www.TheBarbPanel.com

To do this, we match personal data we hold about you (such as your name, email address, or similar identifier) with corresponding data held by the platforms listed above, including your name, email address and/or viewing activity. **All matching is carried out using strict double-blind techniques, meaning your personal information is never shared with or revealed to any third party.** Robust safeguards are in place to ensure your personal data remains protected throughout the process.



RSMB: On our behalf, RSMB checks that the information collected by Ipsos and Fifty5Blue is accurate and complete. This quality control process ensures that the published TV viewing figures are reliable and that the Barb TV viewing panel remains fully representative of the UK population.

RSMB may also use your contact details to get in touch with you to verify your data, to help resolve any questions or complaints you may have while on the Barb TV viewing panel, and to invite you to take part in trials of new measurements or meters.

Each of the three organisations involved in producing the viewing figures may share data with one another when required to carry out their part of the calculation process. This sharing is strictly for operational purposes and ensures the accuracy and integrity of the final viewing data.

Our legal basis for processing your personal data



We, Ipsos, Fifty5Blue, and RSMB are required by law to identify the legal basis on which we process your personal data.
Ipsos, Fifty5Blue, and RSMB process most of your personal data under the legal basis of legitimate interests. Barb has a legitimate interest in producing accurate and reliable viewing figures for television programmes and commercials.

Processing your personal data is necessary to achieve this.
Ipsos, Fifty5Blue, and RSMB each process your personal data to support Barb's legitimate interests, as well as their own legitimate interests in providing services related to the Barb TV viewing panel.

On our behalf, Ipsos, Fifty5Blue, and RSMB also collect certain 'special category' personal data, including information about ethnic background, health, and disabilities. Because these categories require an additional legal basis, they are processed under the legal basis of statistical purposes. This processing is necessary for producing statistics that help broadcasters understand how well their programming serves different groups within the population.

Who we share your personal data with?

Neither we nor Ipsos, Fifty5Blue, or RSMB share your personal data with anyone else, except in a few limited circumstances:

- To provide your rewards and to install or maintain the equipment, Fifty5Blue may need to share your name and address with trusted third parties such as reward providers, delivery companies, or equipment engineers. These service providers are required to keep your personal data confidential and secure, and they are not permitted to use it for any other purpose.

- We, Ipsos, Fifty5Blue, and RSMB use secure data storage and transmission services provided by various IT and telecommunications companies, as is standard for modern businesses. These providers must keep your personal data confidential and secure, and they are not permitted to use it for any other purpose.
- We, Ipsos, Fifty5Blue, and RSMB may be required to disclose your personal data if compelled by a court order, or to the police as part of an investigation.
- We, Ipsos, Fifty5Blue, and RSMB may share your personal data with other authorised contractors where necessary for delivering the Barb service.
- Barb and Fifty5Blue may match data we hold about you with data held by Ipsos, Fifty5Blue, and RSMB. Any matching is carried out using strict double-blind techniques to ensure your personal information is never revealed to or accessible by any third party.

How long do we keep your personal data?

Ipsos is responsible only for recruiting households to the Barb TV panel and will retain your personal data for 6 months after your recruitment process ends, whether or not you join the panel.

While you are an active panel member, Fifty5Blue will retain and update your personal data as needed to support the service.

If you leave the panel, RSMB will retain your personal data for 2 years before deleting it. Fifty5Blue will keep your personal data for 6 months so you can redeem any remaining reward points, and may retain it for a further period for research purposes only, with appropriate safeguards in place.

Barb does not usually access your personal data, as it is processed on Barb's behalf by Ipsos and Fifty5Blue. If Barb does access your data, it will retain it for the duration of your panel membership and for 2 years afterwards before deletion.

Your rights in relation to your personal data



You can exercise these by contacting us or any of Ipsos, Fifty5Blue, or RSMB using the contact details below.

Under your rights, you can:	
✓	Ask for a copy of your personal data
✓	Ask for any of your personal data which is inaccurate or out-of-date to be corrected
✓	Ask for your personal data to be erased*
✓	Object to the processing of your personal data due to your own particular circumstances*
✓	Ask for the processing of your personal data to be restricted*

* Please refer to "Leaving the Barb TV Viewing Panel" for more information.

Leaving the Barb TV viewing Panel



Your household is free to leave the Barb TV viewing panel at any time. You can do this simply by informing Fifty5Blue or RSMB.

Some data protection rights are not compatible with remaining on the panel. If anyone in your household chooses to exercise these rights, we will assume that your household no longer wishes to participate and will remove you from the panel. This applies if someone requests the erasure of their personal data, asks us to restrict how we process their data, or objects to us processing their data.

When your household leaves the panel, we will stop collecting any new information about you or your viewing. However, we will not erase or stop using the viewing data or demographic information already collected. This is because retaining this information is necessary to ensure that previously published viewing figures remain verifiable.

Although Fifty5Blue, Ipsos and RSMB will continue to securely hold and use the data already collected for a limited period, it will be erased or anonymised in accordance with the retention timelines described above. Until then, your information will remain confidential and protected.

We also reserve the right to remove households from the panel at our discretion.

Privacy, Anonymity and Social Media

Privacy

We will never disclose the identity of anyone in your household, and all of your personal details will be treated with the strictest confidence. We will never try to sell you anything, and we will never attempt to influence what you watch. Our only purpose is to capture your viewing as accurately as possible.

As a world-class research organisation, confidentiality, professionalism, and impartiality are fundamental to everything we do. Your personal details will be held securely by Fifty5Blue, who manages the Barb TV viewing panel on Barb's behalf.

Any viewing information we collect is strictly confidential. Your data is combined with information from other panel homes before being shared with broadcasters and TV companies, ensuring that they cannot identify who you are or where you live.

We cannot see anything you do or type on any device connected to your broadband router, other than your viewing activity on the specific online services listed in this guide.

Given increasing concerns around data privacy, we want to reassure you once again that your personal information will never be shared with any external company or organisation except those working directly on behalf of Barb, or where necessary to provide your rewards. We may share limited information with trusted service providers who help administer the Barb panel; they are required to keep your information secure and are not permitted to use it for any other purpose.

Whenever we contact you, we will always confirm your name so that you can be confident in who we are. If someone contacts you and cannot confirm your name, please end the call immediately and notify us on our freephone number: **0800 018 9671.**

Anonymity

To help protect your anonymity, please keep your participation on the panel confidential from anyone you don't know, including anyone working in the media or communications industry.

If you have any questions or concerns about how your data is used, please contact us at **help@barbpanel.com**.



Social Media

Over the last few years, activity on social networks such as Facebook and X (formerly Twitter) has increased significantly. These platforms are widely used to communicate with family, friends, colleagues, and broader groups. To protect your confidentiality on the panel, please do not disclose or discuss your participation in the television panel when using social networks.

How to contact us

If you have any questions about how we handle your personal data, you can contact our Data Protection Officer at Barb:
Caroline Baxter – dpo@barb.co.uk

To contact the organisations we work with regarding their handling of personal data, please use the following:

- **Ipsos**: shapingtv@ipsos.com
- **Fifty5Blue**: dataprotection@newname.com
- **RSMB**: dpo@rsmb.co.uk

If you are unhappy with how we, Ipsos, Fifty5Blue, or RSMB have handled your personal data, please contact us first so we can try to resolve the issue. You also have the right to complain directly to the Information Commissioner's Office (ICO). More information can be found here: https://ico.org.uk/global/contact-us/ or by emailing casework@ico.org.uk.

For any other issues or complaints regarding the processes outlined in this guide, you can contact us via:

Barb Helpdesk
Freepost KMBARB
Fifty5Blue,
Westgate,
London,
W5 1UA

Or by email: help@barbpanel.com

General technical enquires and support

Telephone: 0800 018 9671

- Helpdesk are open between 9am - 6pm Monday - Friday (closed Saturday/Sunday/Bank Holidays)

E-mail: help@barbpanel.com

Rewards or log-in queries

Telephone: 0800 328 3983
E-mail: help@barbrewards.co.uk

Log on to the website: **www.barbtelevisionpanel.co.uk**

- To register your account
- To check your points credit
- To order store vouchers
- To purchase goods

The Rewards Helpline is open Monday to Friday, 9am until 5.30 pm (closed Saturday/Sunday/Bank Holidays)

By post (for general queries)
Barb Helpdesk,
Freepost LON 16384,
Westgate,
London,
W5 1UA

Please remember to quote your Household Number in any communications with us.

Your Household Panel Number:

Unique House Hold number							