



BARB 2010 Service

BARB Reference Manual

2. Universe Calculations

VERSION 1.3

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2. UNIVERSE CALCULATIONS

2.1 Introduction

Calculation procedures employed in producing universe estimates from the Establishment Survey vary according to the universe under consideration. In some cases long-run averaging provides the best estimate, while for more dynamic sectors time series modelling is required. This section defines the concept of static and dynamic variables and outlines the different calculation procedures each entails.

2.2 Static Variables

The first point to acknowledge here is that all universes are dynamic – nothing stands completely still. However, some universes are sufficiently stable to make estimation using long-term averaging the best solution – trying to project time-series data can result in spurious trends due to sampling variation. Examples of these types of universes are sex, age, social class and presence of children, which we refer to as static variables.

Static universes for January to December are calculated using four quarters' Establishment Survey data, weighted to population estimates for the universe month. These are produced quarterly using the latest available data as follows:

Universe Months	ES Data 4 Quarters' Ending
January – March	June
April – June	September
July – September	December
October - December	March

This methodology provides static universes for three months in advance of the monthly universe production cycle.

2.3 Dynamic Variables

For estimates of TV-related equipment, particularly fast growing and new services, such an approach as that used for static universe creation is untenable. Whilst using the same Establishment Survey data as the static universes, these vary and require additional modelling procedures using the latest available quarterly data from the Establishment Survey.