



BARB 2010 Service

BARB Reference Manual

3. Panel Sample Design and Control

VERSION 1.6

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3.1 Introduction

The BARB Panel is structured and controlled to represent TV households within each ITV area. Inherent in this design is the representation of TV households within each BBC editorial region, and multichannel households by platform.

To provide the best possible geographical representation, the sample is unclustered and not restricted to particular sampling points. This gives the best basis for the representation of multichannel platform reception and alternative marketing or broadcasting areas.

The total net reporting sample is 5100 homes, plus a boost sample of 100 Welsh-speaking homes.

Initially, the panel was set up using a specific 'set-up recruitment' methodology. Following the initial set-up, the panel is maintained from a potentials file comprising all homes that have completed an Establishment Survey interview, and by additional telephone screening and recruitment of 16-24 householders.

3.2 Sample Design

The panel is designed to represent all permanent residents in private TV households in the UK. Specifically the BARB panel represents:

- (i) All TV households within each ITV region.
- (ii) All TV households within each BBC editorial region.
- (iii) All TV households in Channel 4, Channel 5, ITV Breakfast and ITV macro regions
- (iv) All multi channel platform universes.

The panel is composed of 13 individual ITV Area Panels of varying sizes, the sample sizes being determined either by the reporting requirements of the ITV region. The samples also generate adequate numbers for Network reporting of all households' and Cable and Satellite households' viewing.

Each ITV area panel is a sample of the TV households in that ITV area. Within each ITV area panel, the sample is structured geographically to proportionally represent the TV households in each of the component BBC/ITV segments, according to the Establishment Survey derived profiles. In this way, control of the samples by BBC region is achieved. Multichannel platform penetrations are controlled by the primary panel control matrix applied in each area (see Section 3.3.1) and other marginal controls.

There is also a boost panel of 100 homes in BBC Wales (restricted to those containing at least one Welsh Speaker aged 4+) conducted on behalf of S4C.

The total net reporting homes requirement in each ITV area is as follows:

Network	5100
London	821
Midlands	632
North West	487
Yorkshire	438
North East	200
Scotland	500
Meridian	497
East	325
South West	200
Ulster	300
Border	100
West	200
Wales	400

The above is currently based on 2016 and is updated on a yearly basis to reflect changes in television populations (across areas where panel sizes are not fixed).

3.3 Panel Control

Panel controls are subject to regular review – those specified here represent the current configuration. All controls relate to homes, or household representatives (housewife or head of household). Targets are derived from Establishment Survey data and are updated monthly. Some of the newer technology is still in its infancy and low penetration levels will mean they will not yet feature in explaining variations in viewing.

3.3.1 Primary Control Matrix

The primary control matrix interlaces 5 Lifestage and 2 Social Class groupings with Pay TV Channel Reception (Yes/No) to generate 20 Cells as follows:

Cell	Reception	Lifestage	Class
1	DSat & Cable	Pre Family	ABC1
2	DSat & Cable	Pre Family	C2DE
3	DSat & Cable	Young Family	ABC1
4	DSat & Cable	Young Family	C2DE
5	DSat & Cable	Older Family	ABC1
6	DSat & Cable	Older Family	C2DE
7	DSat & Cable	Post Family	ABC1
8	DSat & Cable	Post Family	C2DE
9	DSat & Cable	Inactive	ABC1
10	DSat & Cable	Inactive	C2DE
11	Not DSat or Cable	Pre Family	ABC1
12	Not DSat or Cable	Pre Family	C2DE
13	Not DSat or Cable	Young Family	ABC1
14	Not DSat or Cable	Young Family	C2DE
15	Not DSat or Cable	Older Family	ABC1
16	Not DSat or Cable	Older Family	C2DE
17	Not DSat or Cable	Post Family	ABC1
18	Not DSat or Cable	Post Family	C2DE
19	Not DSat or Cable	Inactive	ABC1
20	Not DSat or Cable	Inactive	C2DE

Where the Lifestage Definitions are:

Pre Family:	Head of Household aged <45, No Children 0-15 in Home
Young Family:	Household contains Children 0-3
Older Family:	Household contains Children 4-15 but none 0-3
Post Family:	Head of Household aged 45+, No Children 0-15 in Home, at least one Household Member working full/part time
Inactive:	Head of Household aged 45+, No Children 0-15 in Home, no Household Member working full/part time

3.3.2 Other Controls

Other controls are given below, ordered by priority level. Level 1 and 2 priority controls are actively controlled for through recruitment and discard procedures with greater weight given to level 1 controls. There are also other panel controls of interest monitored only.

Priority 1

Household Contains Adults 65+
 Housewife Ethnic Group
 Household Average TAED
 Household Composition Sex of Adults
 1634 in HH by Head of Household TAED
 Internet Access at Home
 Presence of Children 0-3
 Presence of Children 4-9
 Presence of Children 10-15
 Number of PVRs
 Number of Sets
 Disability

+ *Regional Controls*

Priority 2

Population Density
 Household Contains 16-24 Householder
 Household contains 16-34 Adults by Size of Household
 Number of SKY+ PVRs
 Social Grade
 Digital Satellite Reception
 Digital Cable Reception
 Cable and/or Satellite on all Sets
 Household Size
 Mosaic (6 Cell)
 Household Ethnicity
 Games Console Ownership

Monitored only

Digital Terrestrial Reception
 DVD Recorder
 Freeview PVR
 Sky HD Homes
 Cable HD Homes
 Cable PVR
 BT Vision

YouView PVR
Attitude to TV
Digital Freesat Homes