



BARB Establishment Survey Annual Data Report Volume 1: Total Network & Appendices

April 2010 to March 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2010 - March 2011

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VOLUME 2 - BBC Areas	
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This reports contains the weighted data results from the Establishment survey for the period April 2010 - March 2011

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	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
AB	6225	6085	5825	2718	912	4070	1820	2250
%V	22.9%	23.2%	23.6%	25.4%	23.4%	22.8%	24.2%	21.8%
%H (All HH)		97.8%	93.6%	43.7%	14.7%	65.4%	29.2%	36.1%
%H (TV HH)			95.7%	44.7%	15.0%	66.9%	29.9%	37.0%
C1	7677	7369	6971	3109	1184	4988	2243	2745
%V	28.3%	28.0%	28.2%	29.1%	30.3%	28.0%	29.8%	26.6%
%H (All HH)		96.0%	90.8%	40.5%	15.4%	65.0%	29.2%	35.8%
%H (TV HH)			94.6%	42.2%	16.1%	67.7%	30.4%	37.3%
C2	5283	5166	4953	2349	803	3589	1737	1853
%V	19.4%	19.7%	20.0%	22.0%	20.6%	20.1%	23.1%	18.0%
%H (All HH)		97.8%	93.8%	44.5%	15.2%	67.9%	32.9%	35.1%
%H (TV HH)			95.9%	45.5%	15.5%	69.5%	33.6%	35.9%
D	4247	4094	3825	1584	608	2795	1140	1655
%V	15.6%	15.6%	15.5%	14.8%	15.6%	15.7%	15.2%	16.0%
%H (All HH)		96.4%	90.1%	37.3%	14.3%	65.8%	26.8%	39.0%
%H (TV HH)			93.4%	38.7%	14.9%	68.3%	27.8%	40.4%
E	3740	3571	3138	940	398	2399	583	1816
%V	13.8%	13.6%	12.7%	8.8%	10.2%	13.4%	7.7%	17.6%
%H (All HH)		95.5%	83.9%	25.1%	10.6%	64.1%	15.6%	48.6%
%H (TV HH)			87.9%	26.3%	11.1%	67.2%	16.3%	50.9%

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
Under 25	1399	1242	1155	442	191	807	277	530
%V	5.1%	4.7%	4.7%	4.1%	4.9%	4.5%	3.7%	5.1%
%H (All HH)		88.8%	82.6%	31.6%	13.7%	57.7%	19.8%	37.9%
%H (TV HH)			93.0%	35.6%	15.4%	65.0%	22.3%	42.7%
25 - 34	4311	4020	3878	1969	721	2412	1190	1222
%V	15.9%	15.3%	15.7%	18.4%	18.5%	13.5%	15.8%	11.8%
%H (All HH)		93.2%	90.0%	45.7%	16.7%	55.9%	27.6%	28.3%
%H (TV HH)			96.5%	49.0%	17.9%	60.0%	29.6%	30.4%
35 - 44	5028	4885	4719	2480	882	3211	1792	1420
%V	18.5%	18.6%	19.1%	23.2%	22.6%	18.0%	23.8%	13.8%
%H (All HH)		97.2%	93.9%	49.3%	17.5%	63.9%	35.6%	28.2%
%H (TV HH)			96.6%	50.8%	18.1%	65.7%	36.7%	29.1%
45 - 54	5154	5029	4841	2305	881	3505	1795	1710
%V	19.0%	19.1%	19.6%	21.5%	22.6%	19.6%	23.9%	16.6%
%H (All HH)		97.6%	93.9%	44.7%	17.1%	68.0%	34.8%	33.2%
%H (TV HH)			96.3%	45.8%	17.5%	69.7%	35.7%	34.0%
55 - 64	4439	4359	4161	1774	634	3100	1310	1789
%V	16.3%	16.6%	16.8%	16.6%	16.2%	17.4%	17.4%	17.3%
%H (All HH)		98.2%	93.7%	40.0%	14.3%	69.8%	29.5%	40.3%
%H (TV HH)			95.5%	40.7%	14.5%	71.1%	30.1%	41.0%
65 +	6841	6750	5957	1731	594	4808	1159	3649
%V	25.2%	25.7%	24.1%	16.2%	15.2%	26.9%	15.4%	35.4%
%H (All HH)		98.7%	87.1%	25.3%	8.7%	70.3%	16.9%	53.3%
%H (TV HH)			88.3%	25.6%	8.8%	71.2%	17.2%	54.1%

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 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	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
1	9099	8596	7563	2147	952	5723	1242	4480
%V	33.5%	32.7%	30.6%	20.1%	24.4%	32.1%	16.5%	43.4%
%H (All HH)		94.5%	83.1%	23.6%	10.5%	62.9%	13.6%	49.2%
%H (TV HH)			88.0%	25.0%	11.1%	66.6%	14.4%	52.1%
2	8960	8770	8434	3697	1298	6149	2653	3496
%V	33.0%	33.4%	34.1%	34.5%	33.2%	34.5%	35.3%	33.9%
%H (All HH)		97.9%	94.1%	41.3%	14.5%	68.6%	29.6%	39.0%
%H (TV HH)			96.2%	42.2%	14.8%	70.1%	30.3%	39.9%
3	4091	4009	3903	2095	729	2659	1530	1129
%V	15.1%	15.3%	15.8%	19.6%	18.7%	14.9%	20.3%	10.9%
%H (All HH)		98.0%	95.4%	51.2%	17.8%	65.0%	37.4%	27.6%
%H (TV HH)			97.4%	52.3%	18.2%	66.3%	38.2%	28.2%
4	3434	3378	3316	1861	636	2312	1440	871
%V	12.6%	12.9%	13.4%	17.4%	16.3%	13.0%	19.1%	8.4%
%H (All HH)		98.4%	96.6%	54.2%	18.5%	67.3%	41.9%	25.4%
%H (TV HH)			98.2%	55.1%	18.8%	68.4%	42.6%	25.8%
5+	1588	1532	1495	900	290	999	657	342
%V	5.8%	5.8%	6.0%	8.4%	7.4%	5.6%	8.7%	3.3%
%H (All HH)		96.5%	94.1%	56.7%	18.3%	62.9%	41.4%	21.5%
%H (TV HH)			97.6%	58.7%	18.9%	65.2%	42.9%	22.3%
Average HH size	2.27	2.28	2.33	2.63	2.52	2.28	2.72	1.96

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
Without	20382	19625	18201	7080	2708	13511	4984	8527
%V	75.0%	74.7%	73.7%	66.2%	69.4%	75.7%	66.3%	82.6%
%H (All HH)		96.3%	89.3%	34.7%	13.3%	66.3%	24.5%	41.8%
%H (TV HH)			92.7%	36.1%	13.8%	68.8%	25.4%	43.4%
With	6790	6660	6510	3621	1195	4330	2539	1792
%V	25.0%	25.3%	26.3%	33.8%	30.6%	24.3%	33.7%	17.4%
%H (All HH)		98.1%	95.9%	53.3%	17.6%	63.8%	37.4%	26.4%
%H (TV HH)			97.7%	54.4%	17.9%	65.0%	38.1%	26.9%
0 - 3	2616	2546	2482	1363	439	1551	830	721
%V	9.6%	9.7%	10.0%	12.7%	11.2%	8.7%	11.0%	7.0%
%H (All HH)		97.3%	94.9%	52.1%	16.8%	59.3%	31.7%	27.6%
%H (TV HH)			97.5%	53.5%	17.2%	60.9%	32.6%	28.3%
4 - 9	3249	3193	3124	1765	581	2045	1221	824
%V	12.0%	12.1%	12.6%	16.5%	14.9%	11.5%	16.2%	8.0%
%H (All HH)		98.3%	96.2%	54.3%	17.9%	62.9%	37.6%	25.4%
%H (TV HH)			97.8%	55.3%	18.2%	64.0%	38.2%	25.8%
10 - 15	3221	3179	3122	1785	598	2199	1405	795
%V	11.9%	12.1%	12.6%	16.7%	15.3%	12.3%	18.7%	7.7%
%H (All HH)		98.7%	96.9%	55.4%	18.6%	68.3%	43.6%	24.7%
%H (TV HH)			98.2%	56.1%	18.8%	69.2%	44.2%	25.0%

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

%V = percentage of vertical total

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

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

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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	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
1	10477	10477	9344	3230	1332	6033	1250	4783
%V	38.6%	39.9%	37.8%	30.2%	34.1%	33.8%	16.6%	46.4%
%H (All HH)		100.0%	89.2%	30.8%	12.7%	57.6%	11.9%	45.7%
%H (TV HH)			89.2%	30.8%	12.7%	57.6%	11.9%	45.7%
2	8928	8928	8572	3752	1331	6346	2771	3575
%V	32.9%	34.0%	34.7%	35.1%	34.1%	35.6%	36.8%	34.6%
%H (All HH)		100.0%	96.0%	42.0%	14.9%	71.1%	31.0%	40.0%
%H (TV HH)			96.0%	42.0%	14.9%	71.1%	31.0%	40.0%
3	4193	4193	4128	2120	752	3275	1953	1322
%V	15.4%	16.0%	16.7%	19.8%	19.3%	18.4%	26.0%	12.8%
%H (All HH)		100.0%	98.4%	50.6%	17.9%	78.1%	46.6%	31.5%
%H (TV HH)			98.4%	50.6%	17.9%	78.1%	46.6%	31.5%
4	1769	1769	1753	1012	329	1422	977	445
%V	6.5%	6.7%	7.1%	9.5%	8.4%	8.0%	13.0%	4.3%
%H (All HH)		100.0%	99.1%	57.2%	18.6%	80.4%	55.2%	25.2%
%H (TV HH)			99.1%	57.2%	18.6%	80.4%	55.2%	25.2%
5+	917	917	912	585	159	765	572	193
%V	3.4%	3.5%	3.7%	5.5%	4.1%	4.3%	7.6%	1.9%
%H (All HH)		100.0%	99.5%	63.8%	17.3%	83.4%	62.4%	21.0%
%H (TV HH)			99.5%	63.8%	17.3%	83.4%	62.4%	21.0%

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

%V = percentage of vertical total

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

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

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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	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
Under 20"	10585	10585	10021	4412	1620	7874	3775	4098
%V	39.0%	40.3%	40.6%	41.2%	41.5%	44.1%	50.2%	39.7%
%H (All HH)		100.0%	94.7%	41.7%	15.3%	74.4%	35.7%	38.7%
%H (TV HH)			94.7%	41.7%	15.3%	74.4%	35.7%	38.7%
20" - 29"	12873	12873	11929	4796	1845	9093	3684	5409
%V	47.4%	49.0%	48.3%	44.8%	47.3%	51.0%	49.0%	52.4%
%H (All HH)		100.0%	92.7%	37.3%	14.3%	70.6%	28.6%	42.0%
%H (TV HH)			92.7%	37.3%	14.3%	70.6%	28.6%	42.0%
30" - 39"	12448	12448	12155	5774	2004	8855	4348	4507
%V	45.8%	47.4%	49.2%	54.0%	51.3%	49.6%	57.8%	43.7%
%H (All HH)		100.0%	97.6%	46.4%	16.1%	71.1%	34.9%	36.2%
%H (TV HH)			97.6%	46.4%	16.1%	71.1%	34.9%	36.2%
40" and over	6737	6737	6685	4025	1206	4629	3074	1555
%V	24.8%	25.6%	27.1%	37.6%	30.9%	25.9%	40.9%	15.1%
%H (All HH)		100.0%	99.2%	59.7%	17.9%	68.7%	45.6%	23.1%
%H (TV HH)			99.2%	59.7%	17.9%	68.7%	45.6%	23.1%

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	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
Main living room	25957	25957	24439	10600	3875	17641	7468	10173
%V	95.5%	98.8%	98.9%	99.1%	99.3%	98.9%	99.3%	98.6%
%H (All HH)		100.0%	94.2%	40.8%	14.9%	68.0%	28.8%	39.2%
%H (TV HH)			94.2%	40.8%	14.9%	68.0%	28.8%	39.2%
Kitchen	3515	3515	3405	1727	458	2716	1455	1261
%V	12.9%	13.4%	13.8%	16.1%	11.7%	15.2%	19.3%	12.2%
%H (All HH)		100.0%	96.9%	49.1%	13.0%	77.3%	41.4%	35.9%
%H (TV HH)			96.9%	49.1%	13.0%	77.3%	41.4%	35.9%
Adult's bedroom	12031	12031	11731	5819	2052	9020	4990	4029
%V	44.3%	45.8%	47.5%	54.4%	52.6%	50.6%	66.3%	39.0%
%H (All HH)		100.0%	97.5%	48.4%	17.1%	75.0%	41.5%	33.5%
%H (TV HH)			97.5%	48.4%	17.1%	75.0%	41.5%	33.5%
Child's bedroom	2515	2515	2496	1436	502	1998	1390	609
%V	9.3%	9.6%	10.1%	13.4%	12.9%	11.2%	18.5%	5.9%
%H (All HH)		100.0%	99.2%	57.1%	20.0%	79.4%	55.3%	24.2%
%H (TV HH)			99.2%	57.1%	20.0%	79.4%	55.3%	24.2%
Other bedroom	1079	1079	1060	568	172	838	498	339
%V	4.0%	4.1%	4.3%	5.3%	4.4%	4.7%	6.6%	3.3%
%H (All HH)		100.0%	98.2%	52.6%	15.9%	77.7%	46.2%	31.4%
%H (TV HH)			98.2%	52.6%	15.9%	77.7%	46.2%	31.4%
Second living/dining room	2873	2873	2789	1444	433	2217	1258	959
%V	10.6%	10.9%	11.3%	13.5%	11.1%	12.4%	16.7%	9.3%
%H (All HH)		100.0%	97.1%	50.3%	15.1%	77.2%	43.8%	33.4%
%H (TV HH)			97.1%	50.3%	15.1%	77.2%	43.8%	33.4%
Study/office	556	556	547	305	76	420	245	175
%V	2.0%	2.1%	2.2%	2.9%	1.9%	2.4%	3.3%	1.7%
%H (All HH)		100.0%	98.4%	54.9%	13.7%	75.5%	44.1%	31.5%
%H (TV HH)			98.4%	54.9%	13.7%	75.5%	44.1%	31.5%
TV room	211	211	208	131	24	153	95	57
%V	0.8%	0.8%	0.8%	1.2%	0.6%	0.9%	1.3%	0.6%
%H (All HH)		100.0%	98.6%	62.1%	11.4%	72.5%	45.0%	27.0%
%H (TV HH)			98.6%	62.1%	11.4%	72.5%	45.0%	27.0%
No specific location	62	62	59	27	12	47	23	24
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	95.2%	43.5%	19.4%	75.8%	37.1%	38.7%
%H (TV HH)			95.2%	43.5%	19.4%	75.8%	37.1%	38.7%
Other	241	241	234	130	34	193	118	74
%V	0.9%	0.9%	0.9%	1.2%	0.9%	1.1%	1.6%	0.7%
%H (All HH)		100.0%	97.1%	53.9%	14.1%	80.1%	49.0%	30.7%
%H (TV HH)			97.1%	53.9%	14.1%	80.1%	49.0%	30.7%

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

DATA PERIOD: ANNUAL
April 2010 - March 2011
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	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
PVR	11297	11297	11288	7502	1721	7352	5128	2223
%V	41.6%	43.0%	45.7%	70.1%	44.1%	41.2%	68.2%	21.5%
%H (All HH)		100.0%	99.9%	66.4%	15.2%	65.1%	45.4%	19.7%
%H (TV HH)			99.9%	66.4%	15.2%	65.1%	45.4%	19.7%
DVDR	4315	4315	4189	1966	655	3087	1468	1619
%V	15.9%	16.4%	17.0%	18.4%	16.8%	17.3%	19.5%	15.7%
%H (All HH)		100.0%	97.1%	45.6%	15.2%	71.5%	34.0%	37.5%
%H (TV HH)			97.1%	45.6%	15.2%	71.5%	34.0%	37.5%
VCR	5823	5823	5368	2049	850	4008	1484	2524
%V	21.4%	22.2%	21.7%	19.1%	21.8%	22.5%	19.7%	24.5%
%H (All HH)		100.0%	92.2%	35.2%	14.6%	68.8%	25.5%	43.3%
%H (TV HH)			92.2%	35.2%	14.6%	68.8%	25.5%	43.3%
Any recorder	16476	16476	15944	8669	2468	11020	6024	4996
%V	60.6%	62.7%	64.5%	81.0%	63.2%	61.8%	80.1%	48.4%
%H (All HH)		100.0%	96.8%	52.6%	15.0%	66.9%	36.6%	30.3%
%H (TV HH)			96.8%	52.6%	15.0%	66.9%	36.6%	30.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2010 - March 2011

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	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
Receives HDTV (via STB or built-in reception)	6926	6926	6926	4128	1801	4517	3389	1127
%V	25.5%	26.3%	28.0%	38.6%	46.1%	25.3%	45.0%	10.9%
%H (All HH)		100.0%	100.0%	59.6%	26.0%	65.2%	48.9%	16.3%
%H (TV HH)			100.0%	59.6%	26.0%	65.2%	48.9%	16.3%
DVD/Blu-ray player or recorder	20527	20527	19814	9051	3259	14249	6542	7707
%V	75.5%	78.1%	80.2%	84.6%	83.5%	79.9%	87.0%	74.7%
%H (All HH)		100.0%	96.5%	44.1%	15.9%	69.4%	31.9%	37.5%
%H (TV HH)			96.5%	44.1%	15.9%	69.4%	31.9%	37.5%

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: ANNUAL
April 2010 - March 2011
Household level data
Table 10: Computers and Internet
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 HH	27172	26285	24711	10701	3904	17842	7523	10319
%H (All HH)		96.7%	90.9%	39.4%	14.4%	65.7%	27.7%	38.0%
%H (TV HH)			94.0%	40.7%	14.9%	67.9%	28.6%	39.3%
Has PC or Laptop	19809	19225	18652	9078	3332	13018	6574	6444
%V	72.9%	73.1%	75.5%	84.8%	85.3%	73.0%	87.4%	62.4%
%H (All HH)		97.1%	94.2%	45.8%	16.8%	65.7%	33.2%	32.5%
%H (TV HH)			97.0%	47.2%	17.3%	67.7%	34.2%	33.5%
Has broadband internet	18040	17532	17060	8495	3187	11785	6211	5574
%V	66.4%	66.7%	69.0%	79.4%	81.6%	66.1%	82.6%	54.0%
%H (All HH)		97.2%	94.6%	47.1%	17.7%	65.3%	34.4%	30.9%
%H (TV HH)			97.3%	48.5%	18.2%	67.2%	35.4%	31.8%

Base: Total Network (All Areas) - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
April 2010 - March 2011
Set level data
Table 11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52918	50793	24333	8403	38355	19658	18697
%H		96.0%	46.0%	15.9%	72.5%	37.1%	35.3%
Under 20"	14728	14060	6460	2328	11170	5728	5442
%V	27.8%	27.7%	26.5%	27.7%	29.1%	29.1%	29.1%
%H		95.5%	43.9%	15.8%	75.8%	38.9%	37.0%
20" - 29"	15982	14948	6299	2336	11536	5047	6489
%V	30.2%	29.4%	25.9%	27.8%	30.1%	25.7%	34.7%
%H		93.5%	39.4%	14.6%	72.2%	31.6%	40.6%
30" - 39"	14218	13915	6812	2342	10218	5288	4930
%V	26.9%	27.4%	28.0%	27.9%	26.6%	26.9%	26.4%
%H		97.9%	47.9%	16.5%	71.9%	37.2%	34.7%
40" and over	7389	7336	4484	1325	5089	3438	1651
%V	14.0%	14.4%	18.4%	15.8%	13.3%	17.5%	8.8%
%H		99.3%	60.7%	17.9%	68.9%	46.5%	22.3%
Don't know	602	534	279	72	342	157	184
%V	1.1%	1.1%	1.1%	0.9%	0.9%	0.8%	1.0%
%H		88.7%	46.3%	12.0%	56.8%	26.1%	30.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

Set level data

Table 12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52918	50793	24333	8403	38355	19658	18697
%H		96.0%	46.0%	15.9%	72.5%	37.1%	35.3%
Main living room	26180	24649	10697	3909	17804	7549	10255
%V	49.5%	48.5%	44.0%	46.5%	46.4%	38.4%	54.8%
%H		94.2%	40.9%	14.9%	68.0%	28.8%	39.2%
Kitchen	3532	3421	1736	461	2726	1462	1264
%V	6.7%	6.7%	7.1%	5.5%	7.1%	7.4%	6.8%
%H		96.9%	49.2%	13.1%	77.2%	41.4%	35.8%
Adult's bedroom	14667	14336	7255	2583	11135	6409	4726
%V	27.7%	28.2%	29.8%	30.7%	29.0%	32.6%	25.3%
%H		97.7%	49.5%	17.6%	75.9%	43.7%	32.2%
Child's bedroom	3275	3253	1887	663	2631	1862	769
%V	6.2%	6.4%	7.8%	7.9%	6.9%	9.5%	4.1%
%H		99.3%	57.6%	20.2%	80.3%	56.9%	23.5%
Other bedroom	1242	1220	673	195	970	596	374
%V	2.3%	2.4%	2.8%	2.3%	2.5%	3.0%	2.0%
%H		98.2%	54.2%	15.7%	78.1%	48.0%	30.1%
Second living/dining room	2928	2841	1475	441	2260	1287	973
%V	5.5%	5.6%	6.1%	5.2%	5.9%	6.5%	5.2%
%H		97.0%	50.4%	15.1%	77.2%	44.0%	33.2%
Study/office	563	554	310	77	423	247	176
%V	1.1%	1.1%	1.3%	0.9%	1.1%	1.3%	0.9%
%H		98.4%	55.1%	13.7%	75.1%	43.9%	31.3%
TV room	212	209	131	25	154	96	57
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%
%H		98.6%	61.8%	11.8%	72.6%	45.3%	26.9%
No specific location	64	61	29	13	49	25	24
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		95.3%	45.3%	20.3%	76.6%	39.1%	37.5%
Other	255	248	140	35	203	125	77
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%
%H		97.3%	54.9%	13.7%	79.6%	49.0%	30.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

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	52918	50793	24333	8403	38355	19658	18697
%H		96.0%	46.0%	15.9%	72.5%	37.1%	35.3%
PVR	14267	14257	9989	2046	9142	6697	2445
%V	27.0%	28.1%	41.1%	24.3%	23.8%	34.1%	13.1%
%H		99.9%	70.0%	14.3%	64.1%	46.9%	17.1%
DVDR	5083	4948	2404	785	3678	1853	1825
%V	9.6%	9.7%	9.9%	9.3%	9.6%	9.4%	9.8%
%H		97.3%	47.3%	15.4%	72.4%	36.5%	35.9%
VCR	6753	6258	2448	1029	4690	1834	2857
%V	12.8%	12.3%	10.1%	12.2%	12.2%	9.3%	15.3%
%H		92.7%	36.3%	15.2%	69.5%	27.2%	42.3%
Any recorder	21690	21108	12246	3221	14543	8603	5940
%V	41.0%	41.6%	50.3%	38.3%	37.9%	43.8%	31.8%
%H		97.3%	56.5%	14.9%	67.0%	39.7%	27.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	52918	50793	24333	8403	38355	19658	18697
%H		96.0%	46.0%	15.9%	72.5%	37.1%	35.3%
Receives HDTV (via STB or built-in reception)	8601	8601	5203	2210	5656	4294	1362
%V	16.3%	16.9%	21.4%	26.3%	14.7%	21.8%	7.3%
%H		100.0%	60.5%	25.7%	65.8%	49.9%	15.8%
DVD/Blu-ray player or recorder	30292	29505	14469	5086	21929	11591	10337
%V	57.2%	58.1%	59.5%	60.5%	57.2%	59.0%	55.3%
%H		97.4%	47.8%	16.8%	72.4%	38.3%	34.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

Set level data

Table 15: Main Set Screen Size

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	26263	24695	10698	3902	17830	7522	10308
%H		94.0%	40.7%	14.9%	67.9%	28.6%	39.2%
Under 20"	1175	887	166	99	712	88	625
%V	4.5%	3.6%	1.6%	2.5%	4.0%	1.2%	6.1%
%H		75.5%	14.1%	8.4%	60.6%	7.5%	53.2%
20" - 29"	7907	7011	2054	981	5234	1226	4008
%V	30.1%	28.4%	19.2%	25.1%	29.4%	16.3%	38.9%
%H		88.7%	26.0%	12.4%	66.2%	15.5%	50.7%
30" - 39"	10412	10129	4478	1638	7313	3218	4095
%V	39.6%	41.0%	41.9%	42.0%	41.0%	42.8%	39.7%
%H		97.3%	43.0%	15.7%	70.2%	30.9%	39.3%
40" and over	6466	6418	3871	1155	4427	2939	1488
%V	24.6%	26.0%	36.2%	29.6%	24.8%	39.1%	14.4%
%H		99.3%	59.9%	17.9%	68.5%	45.5%	23.0%
Don't know	303	250	129	30	142	50	92
%V	1.2%	1.0%	1.2%	0.8%	0.8%	0.7%	0.9%
%H		82.5%	42.6%	9.9%	46.9%	16.5%	30.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

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	26263	24695	10698	3902	17830	7522	10308
%H		94.0%	40.7%	14.9%	67.9%	28.6%	39.2%
PVR	10929	10920	7339	1639	7042	4955	2087
%V	41.6%	44.2%	68.6%	42.0%	39.5%	65.9%	20.2%
%H		99.9%	67.2%	15.0%	64.4%	45.3%	19.1%
DVDR	3753	3632	1666	549	2647	1189	1458
%V	14.3%	14.7%	15.6%	14.1%	14.8%	15.8%	14.1%
%H		96.8%	44.4%	14.6%	70.5%	31.7%	38.8%
VCR	4854	4419	1586	682	3280	1089	2191
%V	18.5%	17.9%	14.8%	17.5%	18.4%	14.5%	21.3%
%H		91.0%	32.7%	14.1%	67.6%	22.4%	45.1%
Any recorder	15789	15277	8448	2322	10461	5778	4683
%V	60.1%	61.9%	79.0%	59.5%	58.7%	76.8%	45.4%
%H		96.8%	53.5%	14.7%	66.3%	36.6%	29.7%

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	26263	24695	10698	3902	17830	7522	10308
%H		94.0%	40.7%	14.9%	67.9%	28.6%	39.2%
Receives HDTV (via STB or built-in reception)	6605	6605	3942	1725	4265	3214	1051
%V	25.1%	26.7%	36.8%	44.2%	23.9%	42.7%	10.2%
%H		100.0%	59.7%	26.1%	64.6%	48.7%	15.9%
DVD/Blu-ray player or recorder	19366	18683	8493	3062	13365	6054	7311
%V	73.7%	75.7%	79.4%	78.5%	75.0%	80.5%	70.9%
%H		96.5%	43.9%	15.8%	69.0%	31.3%	37.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

Set level data

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

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	26655	26098	13635	4501	20525	12137	8389
%H		97.9%	51.2%	16.9%	77.0%	45.5%	31.5%
Under 20"	13553	13174	6294	2229	10457	5640	4817
%V	50.8%	50.5%	46.2%	49.5%	50.9%	46.5%	57.4%
%H		97.2%	46.4%	16.4%	77.2%	41.6%	35.5%
20" - 29"	8075	7937	4244	1355	6302	3821	2481
%V	30.3%	30.4%	31.1%	30.1%	30.7%	31.5%	29.6%
%H		98.3%	52.6%	16.8%	78.0%	47.3%	30.7%
30" - 39"	3805	3786	2334	704	2905	2070	835
%V	14.3%	14.5%	17.1%	15.6%	14.2%	17.1%	10.0%
%H		99.5%	61.3%	18.5%	76.3%	54.4%	21.9%
40" and over	923	918	613	170	662	499	163
%V	3.5%	3.5%	4.5%	3.8%	3.2%	4.1%	1.9%
%H		99.5%	66.4%	18.4%	71.7%	54.1%	17.7%
Don't know	299	283	150	42	199	107	92
%V	1.1%	1.1%	1.1%	0.9%	1.0%	0.9%	1.1%
%H		94.6%	50.2%	14.0%	66.6%	35.8%	30.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

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	26655	26098	13635	4501	20525	12137	8389
%H		97.9%	51.2%	16.9%	77.0%	45.5%	31.5%
PVR	3338	3337	2650	407	2100	1741	358
%V	12.5%	12.8%	19.4%	9.0%	10.2%	14.3%	4.3%
%H		100.0%	79.4%	12.2%	62.9%	52.2%	10.7%
DVDR	1331	1316	738	237	1031	664	367
%V	5.0%	5.0%	5.4%	5.3%	5.0%	5.5%	4.4%
%H		98.9%	55.4%	17.8%	77.5%	49.9%	27.6%
VCR	1899	1840	862	347	1410	744	666
%V	7.1%	7.1%	6.3%	7.7%	6.9%	6.1%	7.9%
%H		96.9%	45.4%	18.3%	74.2%	39.2%	35.1%
Any recorder	5901	5831	3798	899	4082	2825	1257
%V	22.1%	22.3%	27.9%	20.0%	19.9%	23.3%	15.0%
%H		98.8%	64.4%	15.2%	69.2%	47.9%	21.3%

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	26655	26098	13635	4501	20525	12137	8389
%H		97.9%	51.2%	16.9%	77.0%	45.5%	31.5%
Receives HDTV (via STB or built-in reception)	1997	1997	1262	485	1390	1080	311
%V	7.5%	7.7%	9.3%	10.8%	6.8%	8.9%	3.7%
%H		100.0%	63.2%	24.3%	69.6%	54.1%	15.6%
DVD/Blu-ray player or recorder	10925	10822	5976	2025	8564	5538	3026
%V	41.0%	41.5%	43.8%	45.0%	41.7%	45.6%	36.1%
%H		99.1%	54.7%	18.5%	78.4%	50.7%	27.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

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	61637	59968	57497	28152	9836	40638	20435	20203
%H		97.3%	93.3%	45.7%	16.0%	65.9%	33.2%	32.8%
Total Children	11606	11365	11125	6260	2049	7380	4380	3000
%V	18.8%	19.0%	19.3%	22.2%	20.8%	18.2%	21.4%	14.8%
%H		97.9%	95.9%	53.9%	17.7%	63.6%	37.7%	25.8%
0 - 3	3113	3022	2947	1613	514	1843	971	871
%V	5.1%	5.0%	5.1%	5.7%	5.2%	4.5%	4.8%	4.3%
%H		97.1%	94.7%	51.8%	16.5%	59.2%	31.2%	28.0%
4 - 15	8494	8344	8178	4647	1535	5538	3409	2129
%V	13.8%	13.9%	14.2%	16.5%	15.6%	13.6%	16.7%	10.5%
%H		98.2%	96.3%	54.7%	18.1%	65.2%	40.1%	25.1%
4 - 9	4284	4196	4107	2319	761	2678	1589	1089
%V	7.0%	7.0%	7.1%	8.2%	7.7%	6.6%	7.8%	5.4%
%H		97.9%	95.9%	54.1%	17.8%	62.5%	37.1%	25.4%
10 - 15	4210	4147	4071	2328	774	2860	1820	1040
%V	6.8%	6.9%	7.1%	8.3%	7.9%	7.0%	8.9%	5.1%
%H		98.5%	96.7%	55.3%	18.4%	67.9%	43.2%	24.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2010 - March 2011

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	61637	59968	57497	28152	9836	40638	20435	20203
%H		97.3%	93.3%	45.7%	16.0%	65.9%	33.2%	32.8%
Total Adults (16+)	50031	48602	46372	21892	7787	33258	16055	17203
%V	81.2%	81.0%	80.7%	77.8%	79.2%	81.8%	78.6%	85.2%
%H		97.1%	92.7%	43.8%	15.6%	66.5%	32.1%	34.4%
16 - 19	3085	2996	2914	1572	553	2124	1292	832
%V	5.0%	5.0%	5.1%	5.6%	5.6%	5.2%	6.3%	4.1%
%H		97.1%	94.5%	51.0%	17.9%	68.8%	41.9%	27.0%
20 - 24	4018	3737	3572	1695	708	2520	1301	1219
%V	6.5%	6.2%	6.2%	6.0%	7.2%	6.2%	6.4%	6.0%
%H		93.0%	88.9%	42.2%	17.6%	62.7%	32.4%	30.3%
25 - 34	8275	7805	7559	3949	1464	4776	2542	2234
%V	13.4%	13.0%	13.1%	14.0%	14.9%	11.8%	12.4%	11.1%
%H		94.3%	91.3%	47.7%	17.7%	57.7%	30.7%	27.0%
35 - 44	8703	8488	8240	4469	1533	5584	3225	2359
%V	14.1%	14.2%	14.3%	15.9%	15.6%	13.7%	15.8%	11.7%
%H		97.5%	94.7%	51.4%	17.6%	64.2%	37.1%	27.1%
45 - 54	8653	8492	8223	4133	1476	5938	3228	2710
%V	14.0%	14.2%	14.3%	14.7%	15.0%	14.6%	15.8%	13.4%
%H		98.1%	95.0%	47.8%	17.1%	68.6%	37.3%	31.3%
55 - 64	7312	7208	6940	3137	1121	5162	2406	2756
%V	11.9%	12.0%	12.1%	11.1%	11.4%	12.7%	11.8%	13.6%
%H		98.6%	94.9%	42.9%	15.3%	70.6%	32.9%	37.7%
65+	9985	9876	8924	2937	933	7155	2061	5094
%V	16.2%	16.5%	15.5%	10.4%	9.5%	17.6%	10.1%	25.2%
%H		98.9%	89.4%	29.4%	9.3%	71.7%	20.6%	51.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

Individual level data

Table 23: Social Grade (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+)	50031	48602	46372	21892	7787	33258	16055	17203
%H		97.1%	92.7%	43.8%	15.6%	66.5%	32.1%	34.4%
AB	12269	12036	11629	5797	1845	8117	3991	4126
%V	24.5%	24.8%	25.1%	26.5%	23.7%	24.4%	24.9%	24.0%
%H		98.1%	94.8%	47.2%	15.0%	66.2%	32.5%	33.6%
C1	14435	13866	13298	6389	2417	9485	4836	4649
%V	28.9%	28.5%	28.7%	29.2%	31.0%	28.5%	30.1%	27.0%
%H		96.1%	92.1%	44.3%	16.7%	65.7%	33.5%	32.2%
C2	10563	10370	10027	5033	1721	7275	3878	3397
%V	21.1%	21.3%	21.6%	23.0%	22.1%	21.9%	24.2%	19.7%
%H		98.2%	94.9%	47.6%	16.3%	68.9%	36.7%	32.2%
D	7731	7496	7092	3243	1199	5130	2421	2709
%V	15.5%	15.4%	15.3%	14.8%	15.4%	15.4%	15.1%	15.7%
%H		97.0%	91.7%	41.9%	15.5%	66.4%	31.3%	35.0%
E	5033	4834	4326	1429	604	3251	929	2322
%V	10.1%	9.9%	9.3%	6.5%	7.8%	9.8%	5.8%	13.5%
%H		96.0%	86.0%	28.4%	12.0%	64.6%	18.5%	46.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011
Individual level data
Table 24: Working Status (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+)	50031	48602	46372	21892	7787	33258	16055	17203
%H		97.1%	92.7%	43.8%	15.6%	66.5%	32.1%	34.4%
Working full time	22476	21914	21296	11180	3965	14688	8277	6411
%V	44.9%	45.1%	45.9%	51.1%	50.9%	44.2%	51.6%	37.3%
%H		97.5%	94.7%	49.7%	17.6%	65.3%	36.8%	28.5%
Working part time	5239	5133	4982	2469	878	3544	1857	1687
%V	10.5%	10.6%	10.7%	11.3%	11.3%	10.7%	11.6%	9.8%
%H		98.0%	95.1%	47.1%	16.8%	67.6%	35.4%	32.2%
Not working	22317	21556	20093	8243	2944	15026	5921	9105
%V	44.6%	44.4%	43.3%	37.7%	37.8%	45.2%	36.9%	52.9%
%H		96.6%	90.0%	36.9%	13.2%	67.3%	26.5%	40.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	Multi-	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	channel	HH	HH	HH	Cab/DSat	HH
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24431	23591	22590	11022	3851	16058	8088	7970
%H		96.6%	92.5%	45.1%	15.8%	65.7%	33.1%	32.6%
16 - 19	1612	1564	1522	858	286	1110	711	399
%V	6.6%	6.6%	6.7%	7.8%	7.4%	6.9%	8.8%	5.0%
%H		97.0%	94.4%	53.2%	17.7%	68.9%	44.1%	24.8%
20 - 24	2012	1862	1784	880	360	1249	678	571
%V	8.2%	7.9%	7.9%	8.0%	9.3%	7.8%	8.4%	7.2%
%H		92.5%	88.7%	43.7%	17.9%	62.1%	33.7%	28.4%
25 - 34	4167	3879	3748	1943	730	2383	1264	1119
%V	17.1%	16.4%	16.6%	17.6%	19.0%	14.8%	15.6%	14.0%
%H		93.1%	89.9%	46.6%	17.5%	57.2%	30.3%	26.9%
35 - 44	4309	4179	4054	2200	759	2721	1568	1153
%V	17.6%	17.7%	17.9%	20.0%	19.7%	16.9%	19.4%	14.5%
%H		97.0%	94.1%	51.1%	17.6%	63.1%	36.4%	26.8%
45 - 54	4258	4159	4015	2049	706	2880	1577	1304
%V	17.4%	17.6%	17.8%	18.6%	18.3%	17.9%	19.5%	16.4%
%H		97.7%	94.3%	48.1%	16.6%	67.6%	37.0%	30.6%
55 - 64	3575	3512	3373	1551	555	2505	1203	1302
%V	14.6%	14.9%	14.9%	14.1%	14.4%	15.6%	14.9%	16.3%
%H		98.2%	94.3%	43.4%	15.5%	70.1%	33.7%	36.4%
65+	4499	4436	4095	1540	455	3209	1088	2122
%V	18.4%	18.8%	18.1%	14.0%	11.8%	20.0%	13.5%	26.6%
%H		98.6%	91.0%	34.2%	10.1%	71.3%	24.2%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011
Individual level data
Table 26: Social Grade (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+)	24431	23591	22590	11022	3851	16058	8088	7970
%H		96.6%	92.5%	45.1%	15.8%	65.7%	33.1%	32.6%
AB	6147	6017	5830	2964	928	4042	2037	2005
%V	25.2%	25.5%	25.8%	26.9%	24.1%	25.2%	25.2%	25.2%
%H		97.9%	94.8%	48.2%	15.1%	65.8%	33.1%	32.6%
C1	6752	6439	6208	3124	1165	4360	2364	1996
%V	27.6%	27.3%	27.5%	28.3%	30.3%	27.2%	29.2%	25.0%
%H		95.4%	91.9%	46.3%	17.3%	64.6%	35.0%	29.6%
C2	5723	5599	5402	2711	918	3918	2077	1841
%V	23.4%	23.7%	23.9%	24.6%	23.8%	24.4%	25.7%	23.1%
%H		97.8%	94.4%	47.4%	16.0%	68.5%	36.3%	32.2%
D	3750	3601	3405	1623	585	2429	1204	1225
%V	15.3%	15.3%	15.1%	14.7%	15.2%	15.1%	14.9%	15.4%
%H		96.0%	90.8%	43.3%	15.6%	64.8%	32.1%	32.7%
E	2059	1934	1745	600	255	1308	405	903
%V	8.4%	8.2%	7.7%	5.4%	6.6%	8.1%	5.0%	11.3%
%H		93.9%	84.7%	29.1%	12.4%	63.5%	19.7%	43.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

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+)	24431	23591	22590	11022	3851	16058	8088	7970
%H		96.6%	92.5%	45.1%	15.8%	65.7%	33.1%	32.6%
Working full time	14007	13612	13218	7036	2428	9066	5145	3921
%V	57.3%	57.7%	58.5%	63.8%	63.0%	56.5%	63.6%	49.2%
%H		97.2%	94.4%	50.2%	17.3%	64.7%	36.7%	28.0%
Working part time	1030	984	935	442	150	664	313	351
%V	4.2%	4.2%	4.1%	4.0%	3.9%	4.1%	3.9%	4.4%
%H		95.5%	90.8%	42.9%	14.6%	64.5%	30.4%	34.1%
Not working	9394	8995	8437	3544	1274	6328	2630	3698
%V	38.5%	38.1%	37.3%	32.2%	33.1%	39.4%	32.5%	46.4%
%H		95.8%	89.8%	37.7%	13.6%	67.4%	28.0%	39.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

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+)	25600	25012	23781	10871	3936	17200	7967	9233
%H		97.7%	92.9%	42.5%	15.4%	67.2%	31.1%	36.1%
16 - 19	1473	1433	1392	714	268	1014	581	433
%V	5.8%	5.7%	5.9%	6.6%	6.8%	5.9%	7.3%	4.7%
%H		97.3%	94.5%	48.5%	18.2%	68.8%	39.4%	29.4%
20 - 24	2006	1875	1788	815	347	1271	623	647
%V	7.8%	7.5%	7.5%	7.5%	8.8%	7.4%	7.8%	7.0%
%H		93.5%	89.1%	40.6%	17.3%	63.4%	31.1%	32.3%
25 - 34	4108	3927	3811	2006	734	2392	1278	1115
%V	16.0%	15.7%	16.0%	18.5%	18.6%	13.9%	16.0%	12.1%
%H		95.6%	92.8%	48.8%	17.9%	58.2%	31.1%	27.1%
35 - 44	4395	4308	4185	2269	773	2863	1657	1206
%V	17.2%	17.2%	17.6%	20.9%	19.6%	16.6%	20.8%	13.1%
%H		98.0%	95.2%	51.6%	17.6%	65.1%	37.7%	27.4%
45 - 54	4395	4333	4209	2084	769	3058	1652	1406
%V	17.2%	17.3%	17.7%	19.2%	19.5%	17.8%	20.7%	15.2%
%H		98.6%	95.8%	47.4%	17.5%	69.6%	37.6%	32.0%
55 - 64	3737	3696	3567	1586	567	2657	1203	1454
%V	14.6%	14.8%	15.0%	14.6%	14.4%	15.4%	15.1%	15.7%
%H		98.9%	95.5%	42.4%	15.2%	71.1%	32.2%	38.9%
65+	5486	5440	4829	1397	479	3946	973	2972
%V	21.4%	21.7%	20.3%	12.9%	12.2%	22.9%	12.2%	32.2%
%H		99.2%	88.0%	25.5%	8.7%	71.9%	17.7%	54.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

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+)	25600	25012	23781	10871	3936	17200	7967	9233
%H		97.7%	92.9%	42.5%	15.4%	67.2%	31.1%	36.1%
AB	6122	6018	5799	2833	917	4075	1954	2121
%V	23.9%	24.1%	24.4%	26.1%	23.3%	23.7%	24.5%	23.0%
%H		98.3%	94.7%	46.3%	15.0%	66.6%	31.9%	34.6%
C1	7683	7427	7090	3266	1253	5125	2472	2652
%V	30.0%	29.7%	29.8%	30.0%	31.8%	29.8%	31.0%	28.7%
%H		96.7%	92.3%	42.5%	16.3%	66.7%	32.2%	34.5%
C2	4839	4771	4624	2322	803	3357	1801	1556
%V	18.9%	19.1%	19.4%	21.4%	20.4%	19.5%	22.6%	16.9%
%H		98.6%	95.6%	48.0%	16.6%	69.4%	37.2%	32.2%
D	3980	3895	3686	1621	613	2701	1217	1484
%V	15.5%	15.6%	15.5%	14.9%	15.6%	15.7%	15.3%	16.1%
%H		97.9%	92.6%	40.7%	15.4%	67.9%	30.6%	37.3%
E	2974	2900	2582	829	349	1942	524	1419
%V	11.6%	11.6%	10.9%	7.6%	8.9%	11.3%	6.6%	15.4%
%H		97.5%	86.8%	27.9%	11.7%	65.3%	17.6%	47.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2010 - March 2011

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+)	25600	25012	23781	10871	3936	17200	7967	9233
%H		97.7%	92.9%	42.5%	15.4%	67.2%	31.1%	36.1%
Working full time	8468	8302	8078	4144	1537	5622	3133	2489
%V	33.1%	33.2%	34.0%	38.1%	39.0%	32.7%	39.3%	27.0%
%H		98.0%	95.4%	48.9%	18.2%	66.4%	37.0%	29.4%
Working part time	4208	4149	4047	2027	728	2880	1544	1336
%V	16.4%	16.6%	17.0%	18.6%	18.5%	16.7%	19.4%	14.5%
%H		98.6%	96.2%	48.2%	17.3%	68.4%	36.7%	31.7%
Not working	12923	12561	11656	4699	1671	8698	3291	5407
%V	50.5%	50.2%	49.0%	43.2%	42.5%	50.6%	41.3%	58.6%
%H		97.2%	90.2%	36.4%	12.9%	67.3%	25.5%	41.8%

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 April 2010 and March 2011

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: April 2010 - March 2011							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	79,395	16545	2242	9483	4073	2648	2877
Shop / Business	900	236	32	80	41	27	34
Demolished / Incomplete	160	19	2	22	17	4	9
Empty	5,670	758	121	791	258	164	155
Holiday Home	650	38	11	22	27	16	128
Other Non Effective	1,210	211	66	154	35	52	48
Eligible Addresses	70,805	15283	2010	8414	3695	2385	2503
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	846	529	14	40	12	28	41
Total Additional Households	2,944	2639	2125	2139	2112	2129	2143
Total Valid Households	80,194	17062	2258	9518	4084	2680	2912
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,663	2872	269	809	421	221	166
	9.6%	16.8%	11.9%	8.5%	10.3%	8.2%	5.7%
No English Spoken	145	62	5	23	8	1	1
	0.2%	0.4%	0.2%	0.2%	0.2%	0.0%	0.0%
Refusals	15,543	4044	447	1888	951	462	711
	19.4%	23.7%	19.8%	19.8%	23.3%	17.2%	24.4%
Total Interviews	56,843	10084	1537	6798	2704	1996	2034
	70.9%	59.1%	68.1%	71.4%	66.2%	74.5%	69.8%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4872	5704	3328	6756	7459	4725	8683
Shop / Business	62	33	15	73	107	76	84
Demolished / Incomplete	10	13	8	6	24	14	12
Empty	248	355	199	456	718	579	868
Holiday Home	20	23	37	44	107	52	125
Other Non Effective	118	57	31	83	103	101	151
Eligible Addresses	4414	5223	3038	6094	6400	3903	7443
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	49	19	1	27	25	15	46
Total Additional Households	2152	2123	2106	2133	2132	2123	2155
Total Valid Households	4907	5717	3330	6781	7483	4723	8739
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	517	285	286	476	486	382	473
	10.5%	5.0%	8.6%	7.0%	6.5%	8.1%	5.4%
No English Spoken	5	10	3	9	6	7	5
	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
Refusals	1014	996	571	1477	1373	623	986
	20.7%	17.4%	17.1%	21.8%	18.3%	13.2%	11.3%
Total Interviews	3371	4426	2470	4819	5618	3711	7275
	68.7%	77.4%	74.2%	71.1%	75.1%	78.6%	83.2%

Response Analysis: April 2010 - March 2011							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	79,395	16920	10302	6800	5964	2412	7021
Shop / Business	900	252	91	71	37	8	96
Demolished / Incomplete	160	19	23	6	13	1	23
Empty	5,670	779	832	455	354	129	680
Holiday Home	650	39	30	28	21	11	81
Other Non Effective	1,210	240	174	85	51	21	102
Eligible Addresses	70,805	15591	9152	6155	5488	2242	6039
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	846	529	40	27	19	0	25
Total Additional Households	2,944	2628	2140	2128	2121	2103	2135
Total Valid Households	80,194	17433	10335	6829	5975	2414	7044
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,663	2920	876	485	301	239	468
	9.6%	16.7%	8.5%	7.1%	5.0%	9.9%	6.6%
No English Spoken	145	62	24	9	11	2	4
	0.2%	0.4%	0.2%	0.1%	0.2%	0.1%	0.1%
Refusals	15,543	4117	2052	1491	1065	429	1321
	19.4%	23.6%	19.9%	21.8%	17.8%	17.8%	18.8%
Total Interviews	56,843	10334	7383	4844	4598	1744	5251
	70.9%	59.3%	71.4%	70.9%	77.0%	72.2%	74.5%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	5894	4201	2724	4725	1148	2601	8683
Shop / Business	72	36	33	76	17	27	84
Demolished / Incomplete	14	18	7	14	8	2	12
Empty	326	249	147	579	110	162	868
Holiday Home	30	27	127	52	64	15	125
Other Non Effective	153	36	38	101	10	48	151
Eligible Addresses	5299	3835	2372	3903	939	2347	7443
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	65	12	39	15	1	28	46
Total Additional Households	2176	2116	2144	2121	2108	2136	2155
Total Valid Households	5950	4211	2759	4723	1148	2634	8739
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	673	420	156	382	53	217	473
	11.3%	10.0%	5.7%	8.1%	4.6%	8.2%	5.4%
No English Spoken	9	8	1	7	2	1	5
	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
Refusals	1228	970	687	623	138	436	986
	20.6%	23.0%	24.9%	13.2%	12.0%	16.6%	11.3%
Total Interviews	4040	2813	1915	3711	955	1980	7275
	67.9%	66.8%	69.4%	78.6%	83.2%	75.2%	83.2%

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 tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from April 2010 to March 2011

In addition to Total Network, further tables show bases for each of the areas reported in volumes 2 and 3 (BBC and ITV Areas)

Total Network	All Households	Total TV Households	Multichannel Households
All Households	56843	55297	52323
All Sets	114825	114825	110706
All Individuals	136626	133448	128328
Children 0-15	26606	26077	25501
All Adults	110020	107371	102827
Adult Males	52922	51416	49421
Adult Females	57098	55955	53406

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	10084	9674	8883
All Sets	19134	19134	18107
All Individuals	25718	24831	23382
Children 0-15	5338	5189	4997
All Adults	20380	19642	18385
Adult Males	9882	9456	8881
Adult Females	10498	10186	9504

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1537	1494	1374
All Sets	3192	3192	3013
All Individuals	3682	3562	3335
Children 0-15	673	662	634
All Adults	3009	2900	2701
Adult Males	1433	1375	1294
Adult Females	1576	1525	1407

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	6798	6616	6181
All Sets	13678	13678	13078
All Individuals	16742	16356	15619
Children 0-15	3312	3237	3157
All Adults	13430	13119	12462
Adult Males	6483	6315	6034
Adult Females	6947	6804	6428

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2704	2634	2433
All Sets	5509	5509	5233
All Individuals	6336	6200	5889
Children 0-15	1236	1218	1190
All Adults	5100	4982	4699
Adult Males	2472	2405	2277
Adult Females	2628	2577	2422

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1996	1935	1927
All Sets	3810	3810	3802
All Individuals	4647	4545	4537
Children 0-15	863	851	851
All Adults	3784	3694	3686
Adult Males	1828	1775	1771
Adult Females	1956	1919	1915

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	2034	1980	1959
All Sets	4048	4048	4006
All Individuals	4640	4534	4495
Children 0-15	785	759	754
All Adults	3855	3775	3741
Adult Males	1837	1795	1782
Adult Females	2018	1980	1959

BBC South	All Households	Total TV Households	Multichannel Households
All Households	3371	3280	3097
All Sets	6801	6801	6541
All Individuals	8177	7994	7687
Children 0-15	1583	1561	1534
All Adults	6594	6433	6153
Adult Males	3169	3083	2967
Adult Females	3425	3350	3186

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	4426	4317	4038
All Sets	9517	9517	9110
All Individuals	10422	10203	9748
Children 0-15	2030	1994	1951
All Adults	8392	8209	7797
Adult Males	4047	3935	3749
Adult Females	4345	4274	4048

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2470	2427	2320
All Sets	5095	5095	4939
All Individuals	5672	5603	5432
Children 0-15	1059	1053	1038
All Adults	4613	4550	4394
Adult Males	2225	2182	2117
Adult Females	2388	2368	2277

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	4819	4721	4692
All Sets	9854	9854	9819
All Individuals	11515	11281	11235
Children 0-15	2231	2176	2170
All Adults	9284	9105	9065
Adult Males	4474	4376	4359
Adult Females	4810	4729	4706

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	5618	5478	5233
All Sets	11436	11436	11129
All Individuals	12474	12187	11822
Children 0-15	2154	2104	2076
All Adults	10320	10083	9746
Adult Males	4856	4725	4577
Adult Females	5464	5358	5169

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3711	3634	3093
All Sets	8080	8080	7273
All Individuals	9460	9320	8339
Children 0-15	2075	2058	1937
All Adults	7385	7262	6402
Adult Males	3550	3473	3103
Adult Females	3835	3789	3299

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	7275	7107	7093
All Sets	14671	14671	14656
All Individuals	17141	16832	16808
Children 0-15	3267	3215	3212
All Adults	13874	13617	13596
Adult Males	6666	6521	6510
Adult Females	7208	7096	7086

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4458	4329	4067
All Sets	8943	8943	8574
All Individuals	10971	10687	10267
Children 0-15	2152	2092	2049
All Adults	8819	8595	8218
Adult Males	4246	4129	3967
Adult Females	4573	4466	4251

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2340	2287	2114
All Sets	4735	4735	4504
All Individuals	5771	5669	5352
Children 0-15	1160	1145	1108
All Adults	4611	4524	4244
Adult Males	2237	2186	2067
Adult Females	2374	2338	2177

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	10334	9911	9098
All Sets	19598	19598	18546
All Individuals	26415	25498	23990
Children 0-15	5492	5336	5126
All Adults	20923	20162	18864
Adult Males	10140	9701	9107
Adult Females	10783	10461	9757

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7383	7176	6717
All Sets	14810	14810	14181
All Individuals	18167	17724	16940
Children 0-15	3586	3504	3412
All Adults	14581	14220	13528
Adult Males	7053	6855	6555
Adult Females	7528	7365	6973

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	4844	4748	4710
All Sets	9933	9933	9885
All Individuals	11577	11345	11279
Children 0-15	2247	2192	2183
All Adults	9330	9153	9096
Adult Males	4490	4393	4367
Adult Females	4840	4760	4729

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	4598	4485	4198
All Sets	9900	9900	9476
All Individuals	10843	10620	10157
Children 0-15	2117	2081	2040
All Adults	8726	8539	8117
Adult Males	4204	4089	3904
Adult Females	4522	4450	4213

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1744	1714	1625
All Sets	3625	3625	3500
All Individuals	4013	3961	3825
Children 0-15	763	757	748
All Adults	3250	3204	3077
Adult Males	1574	1543	1488
Adult Females	1676	1661	1589

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3884	3805	3600
All Sets	7851	7851	7595
All Individuals	8593	8449	8154
Children 0-15	1458	1446	1427
All Adults	7135	7003	6727
Adult Males	3317	3239	3122
Adult Females	3818	3764	3605

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1367	1313	1273
All Sets	2843	2843	2792
All Individuals	3062	2928	2858
Children 0-15	539	501	492
All Adults	2523	2427	2366
Adult Males	1222	1172	1141
Adult Females	1301	1255	1225

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	4040	3945	3682
All Sets	8358	8358	7958
All Individuals	9736	9516	9061
Children 0-15	1837	1817	1782
All Adults	7899	7699	7279
Adult Males	3761	3657	3486
Adult Females	4138	4042	3793

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2813	2742	2529
All Sets	5741	5741	5445
All Individuals	6564	6428	6103
Children 0-15	1284	1267	1239
All Adults	5280	5161	4864
Adult Males	2562	2495	2364
Adult Females	2718	2666	2500

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1915	1861	1857
All Sets	3775	3775	3768
All Individuals	4342	4236	4231
Children 0-15	719	693	693
All Adults	3623	3543	3538
Adult Males	1724	1682	1681
Adult Females	1899	1861	1857

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3711	3634	3093
All Sets	8080	8080	7273
All Individuals	9460	9320	8339
Children 0-15	2075	2058	1937
All Adults	7385	7262	6402
Adult Males	3550	3473	3103
Adult Females	3835	3789	3299

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	955	936	936
All Sets	1863	1863	1863
All Individuals	2118	2093	2093
Children 0-15	364	364	364
All Adults	1754	1729	1729
Adult Males	849	835	835
Adult Females	905	894	894

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1980	1920	1912
All Sets	3777	3777	3768
All Individuals	4595	4498	4490
Children 0-15	858	846	846
All Adults	3737	3652	3644
Adult Males	1810	1761	1758
Adult Females	1927	1891	1886

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	7275	7107	7093
All Sets	14671	14671	14656
All Individuals	17141	16832	16808
Children 0-15	3267	3215	3212
All Adults	13874	13617	13596
Adult Males	6666	6521	6510
Adult Females	7208	7096	7086

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	119	119	102
All Sets	273	273	238
All Individuals	298	298	264
Children 0-15	66	66	61
All Adults	232	232	203
Adult Males	113	113	101
Adult Females	119	119	102

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5113	4959	4668
All Sets	10219	10219	9812
All Individuals	12556	12215	11739
Children 0-15	2460	2393	2337
All Adults	10096	9822	9402
Adult Males	4877	4730	4546
Adult Females	5219	5092	4856

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2270	2217	2049
All Sets	4591	4591	4369
All Individuals	5611	5509	5201
Children 0-15	1126	1111	1075
All Adults	4485	4398	4126
Adult Males	2176	2125	2009
Adult Females	2309	2273	2117

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	5251	5118	4873
All Sets	10694	10694	10387
All Individuals	11655	11377	11012
Children 0-15	1997	1947	1919
All Adults	9658	9430	9093
Adult Males	4539	4411	4263
Adult Females	5119	5019	4830

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	9255	9027	9005
All Sets	18448	18448	18424
All Individuals	21736	21330	21298
Children 0-15	4125	4061	4058
All Adults	17611	17269	17240
Adult Males	8476	8282	8268
Adult Females	9135	8987	8972

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	11170	10888	10862
All Sets	22223	22223	22192
All Individuals	26078	25566	25529
Children 0-15	4844	4754	4751
All Adults	21234	20812	20778
Adult Males	10200	9964	9949
Adult Females	11034	10848	10829

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	18553	18064	17579
All Sets	37033	37033	36373
All Individuals	44245	43290	42469
Children 0-15	8430	8258	8163
All Adults	35815	35032	34306
Adult Males	17253	16819	16504
Adult Females	18562	18213	17802

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3921	3826	3580
All Sets	8085	8085	7720
All Individuals	9438	9218	8797
Children 0-15	1771	1751	1721
All Adults	7667	7467	7076
Adult Males	3648	3544	3385
Adult Females	4019	3923	3691

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6853	6687	6211
All Sets	14099	14099	13403
All Individuals	16300	15944	15164
Children 0-15	3121	3084	3021
All Adults	13179	12860	12143
Adult Males	6323	6152	5850
Adult Females	6856	6708	6293

North Macro	All Households	Total TV Households	Multichannel Households
All Households	12141	11883	11469
All Sets	25321	25321	24724
All Individuals	28551	28019	27354
Children 0-15	5491	5394	5335
All Adults	23060	22625	22019
Adult Males	11117	10860	10594
Adult Females	11943	11765	11425

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	6342	6199	5823
All Sets	13525	13525	12976
All Individuals	14856	14581	13982
Children 0-15	2880	2838	2788
All Adults	11976	11743	11194
Adult Males	5778	5632	5392
Adult Females	6198	6111	5802

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5799	5684	5646
All Sets	11796	11796	11748
All Individuals	13695	13438	13372
Children 0-15	2611	2556	2547
All Adults	11084	10882	10825
Adult Males	5339	5228	5202
Adult Females	5745	5654	5623

S4C	All Households	Total TV Households	Multichannel Households
All Households	7275	7107	7093
All Sets	14671	14671	14656
All Individuals	17141	16832	16808
Children 0-15	3267	3215	3212
All Adults	13874	13617	13596
Adult Males	6666	6521	6510
Adult Females	7208	7096	7086

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	18023	17575	17073
All Sets	36322	36322	35595
All Individuals	42378	41510	40693
Children 0-15	7965	7838	7772
All Adults	34413	33672	32921
Adult Males	16523	16116	15799
Adult Females	17890	17556	17122

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	11186	10947	10533
All Sets	23458	23458	22861
All Individuals	26433	25926	25261
Children 0-15	5127	5030	4971
All Adults	21306	20896	20290
Adult Males	10268	10025	9759
Adult Females	11038	10871	10531

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	6206	6054	5809
All Sets	12557	12557	12250
All Individuals	13773	13470	13105
Children 0-15	2361	2311	2283
All Adults	11412	11159	10822
Adult Males	5388	5246	5098
Adult Females	6024	5913	5724

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (March 2011)

BARB Establishment Survey

Questionnaire Script

March 2011

Version 3 – 18/05/2011

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 OR 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.

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			
H8	Now I would like to ask you some detailed questions about your television sets and the channels you can receive.		
Intro			
H8	How many TV sets are there in your household? Please include every TV set of any type or size (even those that are not used or not in working order), but do not include any personal computers (PCs) or laptops.		
	WRITE IN Don't know Refused		

ASK IF H8> 9		
H9	You have said that you have <<insert number of TVs claimed at Q1>> TV sets. Is this correct	SP
	Yes	
	No	
IF NO, ROUTE BACK TO H8		

START OF TV PRE-SET LOOP

ASK FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT H8). MAY INCLUDE UP TO 9 SETS IF NO TV AT H8 GOTO H16.		
S1	SHOW SCREEN	SP
	Which of the statements on this screen applies for each of the television sets in your household. Starting with your main set , is this television set (IF MAIN SET) Now thinking about your <<INSERT second, third, etc>> set, is this television set (IF SET 2+)	
	In use as a television	
	Normally in use but temporarily out of order? (to be repaired within the next 4 weeks)	
	Not in use but in working order	
	Never used as a television set (for example only used with computer or games console)	
	Permanently out of order	
	Don't know	

ASK IF TV SET CODED 3 AT S1. IF NO SETS CODED 3 AT S1 SKIP TO S3		
S2	How often do you expect to use this set in the future?	SP
	More than once a month	
	Every month	
	Once every 3 months	
	Once every 6 months	
	Less often	
	Don't know	

ASK FOR ALL SETS		
S3	Where is the set usually located?	SP
	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	
	I. No specific location/frequently moved	
	J. Other (WRITE IN)	

START OF SET LOOP

REPEAT QUESTIONS S4 – S36 FOR ALL WORKING TV SETS – THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:		
A) IN USE (CODE 1 AT S1)		
B) TEMPORARILY OUT OF ORDER (TO BE REPAIRED WITHIN THE NEXT 4 WEEKS) (CODE 2 AT S1)		
C) IN WORKING ORDER AND USED AT LEAST ONCE EVERY SIX MONTHS OR MORE OFTEN (CODE 3 AT S1 AND ALSO CODE 1 OR 2 OR 3 OR 4 AT S2 FOR THAT SET)		
(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		

S4	SHOW SCREEN	SP
Which of these images most closely resembles this set?		
Image 1: a LCD or Plasma TV which is only a few inches thick		
Image 2: a traditional bulkier TV, which can be as deep as it is wide		
Other		
Don't know		

ASK ONLY IF WORKING TV SET		
S5	What is the screen size, in inches? By that I mean the diagonal measurement across the screen	
WRITE IN (2 digits required)		
Don't know		

ASK ONLY IF WORKING TV SET		
S6	NOTE: Was the diagonal screen measurement ...?	SP
Claim		
Actual measurement		

ASK ONLY IF WORKING TV SET		
S7	Is this set mounted on a wall?	SP
Yes		
No		
Don't know		

ASK IF CODE 1 – 'No specific location' at S3 OTHERWISE GO TO S9 INTRO		
S8	SHOW SCREEN	SP
On average, how often would you say this set is moved?		
Every or most days		
At least once a week		
At least once a month		
At least once every three months		
At least once every six months		
Less often		
Don't know		

ASK IF BARB WORKING TV SET		
S9- S12 Intro	SHOW SCREEN	
(For 1 st set asked about – i.e. Main set or 2 nd set if Main is not BARB Working etc.) I would now like to ask you about the ways that this set receives its television channels. Before asking these questions I would like to explain what the main reception methods are:		
For all other set loops) Again; I'm going to ask you about the ways that this set receives its television channels. As a reminder the main reception methods are:		
1) Via a normal aerial – this can be either an outdoor or indoor aerial and could include Freeview.		
2) Via a connection to a cable TV supplier – cable TV suppliers deliver their signal through underground cables. The cable network is connected to your TV via a separate box, for example Virgin Media.		
3) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV via a separate box [or to a TV set that has digital TV reception built in], for example a Sky or freesat dish.		

By which of the following methods are you currently able to receive channels on this set? If you are able to receive your channels by more than one method on this set we are interested in all methods whether they are used or not.		
S9	SHOW SCREEN A normal aerial and could include Freeview	SP
S10	SHOW SCREEN A connection to a cable TV Supplier, for example via Virgin Media cable	SP
S11	SHOW SCREEN A satellite dish, for example a Sky or freesat dish	SP
S12	Any other method	SP
☐ Yes ☐ No		

ASK IF OTHER METHOD (S12 = Yes), OTHERWISE SKIP TO S14		
S13	SHOWSCREEN Which service provider do you receive your channels from via this other method? NOTE: For a more detailed explanation click on further information ☐ TalkTalk TV (formerly Tiscali TV) ☐ BT Vision ☐ Other (Specify) ☐ Further information	SP

ASK IF NORMAL AERIAL (S9 = Yes), OTHERWISE SKIP TO S15		
S14	SHOW SCREEN You have said this set is able to receive its channels via a normal aerial. Does it receive digital TV services via this normal aerial? This digital service is known as Freeview and gives you a selection of 16 or more channels. This can be with either a separate box that connects to your TV or by a TV set that has digital TV reception built in. ☐ Yes – with a separate box ☐ Yes – with built in reception ☐ No ☐ Don't know	SP

ASK IF YES AT S10 OTHERWISE GO TO S16		
S15	SHOW SCREEN You have said this set is able to receive its channels via cable. Does it receive digital TV services via this cable connection? ☐ Yes – receives digital cable ☐ No – does not receive digital cable ☐ Don't know	SP

ASK IF YES AT S11 OTHERWISE GO TO S17		
S16	SHOW SCREEN You have said this set is able to receive its channels via satellite. Does it receive digital TV services via this satellite dish? If your set does not receive digital satellite most of the channels would be non-UK, for example, you would not receive Sky One, E4, BBC 3 or ITV2. ☐ Yes – receives digital satellite ☐ No – does not receive digital satellite ☐ Don't know	SP

ASK ONLY IF WORKING TV SET		
S17	SHOW SCREEN So just to recap, this TV is <<RESPONSE TO S4>> and receives its TV channels via <<LIST ALL RESPONSES TO PLATFORMS IN THE FOLLOWING ORDER: S9 (and S14), S10, S11, S12 (and S13)>>. Is this correct? [INSERT APPROPRIATE PICTORIAL REPRESENTATION] Yes No	SP
IF YES CONTINUE TO S18, IF NO STATE		
In that case I need to ask you some questions again		
Return to S9 intro		
ASK IF YES AT S11, OTHERWISE GO TO S24		
S18	SHOW SCREEN How do you receive your satellite service? Sky – with subscription Sky – without subscription Freesat – not Sky Other – not Sky or Freesat Don't know	MP (only 1 Sky code permitted)
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S20	SHOW SCREEN Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes without the need for tapes or DVDs. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S21	SHOW SCREEN I would now like to ask you about High Definition television, or HDTV. You need a HDTV box to view HDTV. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S24		
S22	SHOW SCREEN Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes without the need for tapes or DVDs NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S24		
S23	SHOW SCREEN	SP
I would now like to ask you about High Definition television, or HDTV. Is this set connected to freesat HD? freesat HD is the high definition service available with freesat NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF YES AT S10, OTHERWISE GO TO S25		
S24	SHOW SCREEN	SP
You have said this set is able to receive its channels via cable. (IF S9, S11 OR S12 = YES) Is this set connected to V+? V+ is a box that enables you to record TV programmes without the need for tapes or DVDs. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		
ASK IF YES AT S10 AND NO AT S24 OTHERWISE GO TO S25		
S53	SHOW SCREEN	SP
I would now like to ask you about High Definition television, or HDTV. Is this set connected to a Virgin HD box? Virgin HD is the high definition service available with Virgin Media's cable service NOTE: For a more detailed explanation click on further information Yes No Don't know Further information		

ASK IF YES (CODES 1 OR 2) AT S14, OTHERWISE GO TO S51		
S25	SHOW SCREEN You have said this set is able to receive its channels digitally via a normal aerial. (IF S10 or S11 or S12 = YES) (IF CODE 1 AT S14) Does the separate box used to receive these digital TV services on this set also work as a Digital Video Recorder (DVR) or PVR? (IF CODE 2 AT S14) AND: (S10 AND S11 AND S12 = NO) Is this set connected to a Digital Video Recorder (DVR) or PVR box? (S20-S22 AND S24 all = NO) Is this set connected to a Digital Video Recorder (DVR) or PVR box? (ELSE) Is this set connected to a Digital Video Recorder (DVR) or PVR box in addition to the: (S20 = YES and (S21) = NO) Sky+ box? (S21 = YES) Sky+ HD box? (S22 = YES) Freesat+ box? (S24 = YES) V+ box? NOTE: removed Freesat + HD (S23) as non DVR Freesat HD boxes are now available DVRs or PVRs are boxes that enable you to record TV programmes without the need for tapes or DVDs. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF YES (CODES 1 OR 2) AT S14, OTHERWISE GO TO S51		
S50	SHOW SCREEN I would now like to ask you about High Definition television, or HDTV. Is this set connected to freeview HD? freeview HD is the high definition service available with freeview NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK FOR ALL TVS		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) In addition to the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) V+ box (S25=1) Freeview Digital Video Recorder (DVR) or PVR 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 or built into this set that allows you to record TV programmes? Yes No Don't know	SP

ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S26		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to DVD or Blu-ray disks On to a built-in hard drive that can record TV programmes without the need for tapes or DVDs None of these Don't know	MP
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 or built into this set? This will NOT be able to record TV programmes but will be able to play back bought or rented DVDs or Blu-ray disks. Yes No Don't know	SP
ASK FOR ALL TVS ONLY IF IN ULSTER REGION LIST OPTIONS G TO J		
S26	SHOW SCREEN Which of the following channels can be received on this set? A. BBC1 B. BBC2 C. ITV1 D. Channel 4 E. five F. S4C (Sianel Pedwar Cymru) G. RTE 1 (Radio Telefis Eireann) H. RTE 2 I. TV3 (Ireland) J. TG4 (Ireland – formerly TnaG) Don't know No answer	MP
ASK FOR ALL TVS		
S27	SHOW SCREEN Which of the following ITV1 channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. NOTE: Check that there is no confusion between ITV1 programmes and ITV1 channels received 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	MP

IF ADDITIONAL SETS AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT S10, 11, 12, 14, 15 and 16) ASK S28

IF MAIN SET OR (ADDITIONAL SETS AND DIFFERENT RECEPTION METHOD(S)) SKIP TO S29

S28 ASK FOR ADDITIONAL SETS ONLY SP

Does this set receive exactly the same channels as the main set?

Yes
No
Don't know

IF YES (CODE 1) AT S28, SKIP TO S30. IF NO (CODE 2) ASK S29

S29 SHOW SCREEN MP

Which of the following channels are currently received on this set?

ROTATE ORDER OF SCREENS

A. BBC 3	J. CBeebies
B. BBC 4	K. BBC HD
C. ITV 2	L. Nickelodeon
D. Sky One	M. Bravo
E. G.O.L.D. (formerly UKTV Gold)	N. Any Sky Movies channel
F. Hallmark	O. Sky News
G. Challenge TV	P. Sky Sports 1, 2, 3 or 4
H. Living	Don't know
I. National Geographic	No answer

IF MULTIPLE PLATFORMS CLAIMED – I.E. ANY TWO OR MORE OF S10, 11, 12 AND S14 = CODES 1 OR 2 – SKIP CONFLICT QUESTIONS S30-S33 AND GO TO S49

ASK IF ANY CHANNEL SELECTED AT S29 AND S16 = CODE 2 AND (S18 NOT CODE 1 OR 2)

S30 Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite? SP

Yes
No

ASK IF ANY OF THE FOLLOWING CHANNELS SELECTED AT S29 (BRAVO, CHALLENGE TV, SKY MOVIES, SKY ONE, SKY SPORT 1, SKY SPORTS EXTRA) AND S14 = CODE 1 OR 2

S31 Some of the channels you have stated are not available via a normal aerial and digital box. Is it possible that you receive your signal via a satellite dish or connection to a cable TV supplier? SP

Yes
No

ASK IF ANY CHANNEL SELECTED AT S29 AND S14 = CODE 3 AND NONE OF S10, 11, 12 = YES

S32 Some of the channels you have stated are not available unless you receive digital via a normal aerial. Is it possible you receive digital television via a normal aerial? SP

Yes
No

ASK IF ANY OF THE FOLLOWING CHANNELS SELECTED AT S29 (BRAVO, CHALLENGE TV, HALLMARK, LIVING, NATIONAL GEOGRAPHIC, NICKELODEON, SKY MOVIES, SKY ONE, SKY SPORT 1, G.O.L.D) AND S18 = CODE 3 AND S18 NOT CODE 1 OR 2

S33 Some of the channels you have stated are not available from freesat. Is it possible you receive digital satellite from Sky? SP

Yes
No

ASK IF PLATFORMS CLAIMED ARE DTT AND FREESAT – S14 = CODES 1 OR 2 AND S18 = CODE2 AND ANY OF THE FOLLOWING CHANNELS SELECTED AT S29: BRAVO, CHALLENGE TV, SKY ONE, NATIONAL GEOGRAPHIC, SKY MOVIES, SKY SPORT 1

S49 Some of the channels you have stated are not available if you receive a digital signal via a normal aerial or from freesat. Is it possible you receive digital satellite from Sky or have a connection to a cable TV supplier? SP

Yes
No

IF YES (CODE 1) AT S30, S31, S32, S33, S49 OR S48 is NO (CODE 2) STATE

In that case I need to ask you a couple of questions again.

ASKS9, S10, S11, S12, S14, S15 and S16) AGAIN, DO NOT ASK S29 AGAIN EVEN IF CONFLICT REMAINS

IF SATELLITE DISH (YES AT S11) ASK S34

S34 Is the satellite dish that you receive your signal from...? SP

A dish used only by your household
A dish shared with one or more households
Don't know

ASK ALL WITH ADDITIONAL CHANNELS (S9 = CODE 1 AND S10/S11/S12 NOT CODE 2 OR S14 NOT CODE 3)

S35 SHOW SCREEN SP

(**IF CODE 1 AT S9**) You said this set is able to receive its channels via a normal aerial, what is the type and location of this aerial?

(**IF CODE 2 AT S9**) What is the type and location of your aerial? Do you receive the pictures on this set from...

An ordinary outdoor or loft aerial used only by your household
An ordinary outdoor or loft aerial shared with other households
An indoor set top aerial or an aerial built into the set
None of these (**INCLUDE ONLY IF CODE 2 AT S9**)
Don't know

ASK IF NO ADDITIONAL CHANNELS RECEIVED (S10/11/12 = CODE 2 AND S14 NOT EQUAL CODES 1 or 2)

S36 SHOW SCREEN SP

What is the type and location of your aerial? Do you receive the pictures on this set from...

An ordinary outdoor or loft aerial used only by your household
An ordinary outdoor or loft aerial shared with other households
An indoor set top aerial or an aerial built into the set
A cable system
None of these (**INCLUDE ONLY IF CODE 2 AT S9**)
Don't know

REPEAT S4 – S36 FOR ALL TV SETS

END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

ASK IF ANY SET CODED YES AT S9, OTHERWISE GO TO H16

H19 You said that your set(s) are able to receive channels via a normal aerial, does your household currently pay a subscription for receiving extra digital TV channels via a normal aerial? SP

Receive channels free of charge only
Pay subscription e.g. Top Up TV
Don't know

ASK IF TWO OR MORE ITV1 STATIONS RECEIVED AT S27, OTHERWISE SKIP TO P1		
H24	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT S27) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?	
RESTRICT LIST TO ITV1 STATIONS CLAIMED AT ANY ITERATION OF S27 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED		
	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 S27), ____ hours ____ (SECOND CHANNEL RECEIVED AT S27) and..... (INCLUDE ALL ITV1 CHANNELS USED AT S27B WITH THE RESPONSE GIVEN ABOVE)	
	Yes No	
If correct code appropriately, if incorrect ask again		
ASK IF ANY SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H16		
H22	SHOW SCREEN	MP
	Thinking about other ways that television sets can be used; which of the following equipment do you have which is used with any of your TV sets? Personal computer (PC)/laptop Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these Don't know	
ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT H22		
H23	SHOW SCREEN	MP
	Which games console or consoles do you 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 GAMES COMPUTER/CONSOLE (CODE 2) AT H22		
H54	SHOW SCREEN	MP
In addition to playing games; which of the following do you use your games console(s) for? To connect to the internet To watch TV programmes To play DVD or Blu-ray disks None of these Don't know		

IF GAMES CONSOLES USED TO CONNECT TO THE INTERNET (H54=CODE 1) – CODE AS 1 AND SKIP TO H17 OTHERWISE ASK H16		
H16	Do you or anyone in your household ever access the internet at home by any method	SP
Yes No Don't know		

ASK IF YES (CODE 1) AT H16		
H17	Do you or anyone in your household subscribe to a broadband provider to access the internet at home? This can be via a standard broadband connection or via mobile.	SP
Yes No Don't know		

PC AND LAPTOP SECTION

ASK ALL		
H51	I now want to ask you about any computers in your household.	
intro	By computer I mean any desktop, laptop or notebook device including PCs and Macs.	
H51	How many computers are there in your household?	
WRITE IN Don't know Refused		

ASK IF H51>9. IF CODED AS NO, ROUTE BACK TO H51		
H52	You have said that you have <<insert number of computers claimed at H51>> computers. Is this correct	SP
Yes No		

ASK IF H51>0		
H53	(IF 1 COMPUTER) Is this computer ever used to watch TV programmes via the internet? (IF 2+ COMPUTERS) Are any of these computers ever used to watch TV programmes via the internet?	SP
Yes No		

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:

- 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

(ALLOW REF) WRITE IN >

ASK IF P3 IS REF

P4 Record age group household member falls into SP

(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+

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P6

P5 Are you (IF RESPONDENT) they (IF NOT RESPONDENT)... SP

(MAY NOT BE BLANK)

Married/living as married
Single/widowed/divorced/separated

ASK ALL (REMOVE PENDING CONFIRMATION)		
P6	SHOW SCREEN Which of the categories on this screen applies to you (IF RESPONDENT) this person (IF NOT RESPONDENT)? By head of household we mean the person who either owns the property or is legally responsible for the rent or mortgage. For 2 or more household members to share this responsibility then they must be equally responsible. Head of household — if only 1 head of household Joint head of household — if 2 or more households members share this responsibility equally Spouse/partner of head of household Parent of head of household Son/daughter of head of household Other	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P8		
P7	Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the parent or guardian of anyone in the household? Yes No	SP
ASK ALL		
P8	Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the child or dependant of anyone in the household? Yes No	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 16-18 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	Do you (IF RESPONDENT) Does this person (IF NOT RESPONDENT) have any long-term disability, health problem or illness, which limits their daily activities or the work they can do?	SP
Yes 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 – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused (Code from list to continue)		
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		

END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS

ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
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) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27		
H26	SHOW SCREEN	SP
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) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK ALL		
H27	SHOW SCREEN	MP
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) 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		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H56 AND H28-H30 = 1)		
H56	Which of the household members you have mentioned is the Head of Household? 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 LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD	MP
IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)		
H28	Which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. 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 HOUSEPERSON	MP

IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (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. 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	MP
IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest</u> 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	MP
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 <u>present job</u> RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u> NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u>	
	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 <u>is</u> (IF CIE IS IN EMPLOYMENT AT P9) <u>was</u> (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.	SP
	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?	SP
	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 <u>are</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>is</u> (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>were</u> (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) <u>was</u> (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 (<i>IF RESPONDENT</i>) Has he (<i>IF THE CIE IS MALE AT P2 AND NOT RESPONDENT</i>) she (<i>IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT</i>) any qualifications? NOTE: If teacher – state whether primary, secondary or other level. (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	(<i>IF RESPONDENT USE 'YOU'/'YOUR' THROUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT</i>) 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	SP
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 (<i>IF RESPONDENT</i>) has household member <<INSERT PERSON NUMBER>> (<i>IF NOT RESPONDENT</i>) been unemployed (<i>IF UNEMPLOYED AT P9</i>) not been in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34		
H33	And previously, were you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>).... 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	SP
PLEASE NOW SKIP TO H44		
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32		
H34	Is that Unemployed (<i>IF UNEMPLOYED AT P9</i>) Not in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) with income other than or in addition to state benefits? Unemployed (<i>IF UNEMPLOYED AT P9</i>) Not in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) 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	SP

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)?																				
<table border="0"> <tr> <td>Daily Telegraph</td> <td>The Sun</td> </tr> <tr> <td>The Guardian</td> <td>The Times</td> </tr> <tr> <td>The Scotsman</td> <td>Daily Express</td> </tr> <tr> <td>The Herald</td> <td>Daily Mail</td> </tr> <tr> <td>The Daily Mirror</td> <td>Daily Sport</td> </tr> <tr> <td>The Independent</td> <td>Any Evening Paper</td> </tr> <tr> <td>Daily Record</td> <td>None of these</td> </tr> <tr> <td>Daily Star</td> <td>Don't know</td> </tr> <tr> <td>Financial Times</td> <td></td> </tr> </table>			Daily Telegraph	The Sun	The Guardian	The Times	The Scotsman	Daily Express	The Herald	Daily Mail	The Daily Mirror	Daily Sport	The Independent	Any Evening Paper	Daily Record	None of these	Daily Star	Don't know	Financial Times	
Daily Telegraph	The Sun																			
The Guardian	The Times																			
The Scotsman	Daily Express																			
The Herald	Daily Mail																			
The Daily Mirror	Daily Sport																			
The Independent	Any Evening Paper																			
Daily Record	None of these																			
Daily Star	Don't know																			
Financial Times																				
ASK ALL																				
H46	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)?																				
<table border="0"> <tr> <td>Sunday Telegraph</td> <td>The Sunday Times</td> </tr> <tr> <td>The Observer</td> <td>The Sunday People</td> </tr> <tr> <td>Sunday Post</td> <td>The Sunday Express</td> </tr> <tr> <td>Sunday Mirror</td> <td>The Mail on Sunday</td> </tr> <tr> <td>Independent on Sunday</td> <td>Sunday Sport</td> </tr> <tr> <td>Sunday Mail (Scotland)</td> <td>None of these</td> </tr> <tr> <td>News of the World</td> <td>Don't know</td> </tr> <tr> <td>Daily Star Sunday</td> <td></td> </tr> </table>			Sunday Telegraph	The Sunday Times	The Observer	The Sunday People	Sunday Post	The Sunday Express	Sunday Mirror	The Mail on Sunday	Independent on Sunday	Sunday Sport	Sunday Mail (Scotland)	None of these	News of the World	Don't know	Daily Star Sunday			
Sunday Telegraph	The Sunday Times																			
The Observer	The Sunday People																			
Sunday Post	The Sunday Express																			
Sunday Mirror	The Mail on Sunday																			
Independent on Sunday	Sunday Sport																			
Sunday Mail (Scotland)	None of these																			
News of the World	Don't know																			
Daily Star Sunday																				
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 Other Don't know Refused																				
		(SP)																		

ASK ALL WITH ANY TELEPHONE AT H48

H49 What is the Telephone number, including the National Dialing (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, TNS, Kantar Media and RSMB Television Research.

SP

Yes
No