



BARB Establishment Survey
Annual Data Report
Volume 1: Total Network & Appendices
October 2010 to September 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

October 2010 - September 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 October 2010 - September 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	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
AB	6247	6089	5899	2751	904	4215	1923	2292
%V	23.1%	23.3%	23.7%	25.1%	23.8%	22.9%	23.9%	22.2%
%H (All HH)		97.5%	94.4%	44.0%	14.5%	67.5%	30.8%	36.7%
%H (TV HH)			96.9%	45.2%	14.8%	69.2%	31.6%	37.6%
C1	7531	7227	6942	3179	1142	5107	2411	2696
%V	27.9%	27.7%	27.9%	29.0%	30.0%	27.8%	29.9%	26.1%
%H (All HH)		96.0%	92.2%	42.2%	15.2%	67.8%	32.0%	35.8%
%H (TV HH)			96.1%	44.0%	15.8%	70.7%	33.4%	37.3%
C2	5303	5176	5019	2381	805	3763	1886	1877
%V	19.6%	19.8%	20.2%	21.7%	21.2%	20.5%	23.4%	18.2%
%H (All HH)		97.6%	94.6%	44.9%	15.2%	71.0%	35.6%	35.4%
%H (TV HH)			97.0%	46.0%	15.6%	72.7%	36.4%	36.3%
D	4161	4006	3792	1629	543	2794	1146	1649
%V	15.4%	15.4%	15.2%	14.9%	14.3%	15.2%	14.2%	16.0%
%H (All HH)		96.3%	91.1%	39.1%	13.0%	67.1%	27.5%	39.6%
%H (TV HH)			94.7%	40.7%	13.6%	69.7%	28.6%	41.2%
E	3762	3592	3232	1020	411	2506	691	1815
%V	13.9%	13.8%	13.0%	9.3%	10.8%	13.6%	8.6%	17.6%
%H (All HH)		95.5%	85.9%	27.1%	10.9%	66.6%	18.4%	48.2%
%H (TV HH)			90.0%	28.4%	11.4%	69.8%	19.2%	50.5%

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
Under 25	1228	1064	1004	392	171	709	262	447
%V	4.5%	4.1%	4.0%	3.6%	4.5%	3.9%	3.3%	4.3%
%H (All HH)		86.6%	81.8%	31.9%	13.9%	57.7%	21.3%	36.4%
%H (TV HH)			94.4%	36.8%	16.1%	66.6%	24.6%	42.0%
25 - 34	4195	3928	3801	2008	656	2409	1241	1168
%V	15.5%	15.1%	15.3%	18.3%	17.2%	13.1%	15.4%	11.3%
%H (All HH)		93.6%	90.6%	47.9%	15.6%	57.4%	29.6%	27.8%
%H (TV HH)			96.8%	51.1%	16.7%	61.3%	31.6%	29.7%
35 - 44	4960	4801	4681	2466	846	3230	1804	1427
%V	18.4%	18.4%	18.8%	22.5%	22.2%	17.6%	22.4%	13.8%
%H (All HH)		96.8%	94.4%	49.7%	17.1%	65.1%	36.4%	28.8%
%H (TV HH)			97.5%	51.4%	17.6%	67.3%	37.6%	29.7%
45 - 54	5213	5076	4936	2384	894	3673	1958	1715
%V	19.3%	19.5%	19.8%	21.8%	23.5%	20.0%	24.3%	16.6%
%H (All HH)		97.4%	94.7%	45.7%	17.1%	70.5%	37.6%	32.9%
%H (TV HH)			97.2%	47.0%	17.6%	72.4%	38.6%	33.8%
55 - 64	4462	4369	4217	1840	636	3230	1452	1778
%V	16.5%	16.7%	16.9%	16.8%	16.7%	17.6%	18.0%	17.2%
%H (All HH)		97.9%	94.5%	41.2%	14.3%	72.4%	32.5%	39.8%
%H (TV HH)			96.5%	42.1%	14.6%	73.9%	33.2%	40.7%
65 +	6946	6852	6245	1871	603	5134	1340	3795
%V	25.7%	26.3%	25.1%	17.1%	15.8%	27.9%	16.6%	36.7%
%H (All HH)		98.6%	89.9%	26.9%	8.7%	73.9%	19.3%	54.6%
%H (TV HH)			91.1%	27.3%	8.8%	74.9%	19.6%	55.4%

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

%V = percentage of vertical total

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

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

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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	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
1	9389	8865	8065	2348	983	6235	1481	4753
%V	34.8%	34.0%	32.4%	21.4%	25.8%	33.9%	18.4%	46.0%
%H (All HH)		94.4%	85.9%	25.0%	10.5%	66.4%	15.8%	50.6%
%H (TV HH)			91.0%	26.5%	11.1%	70.3%	16.7%	53.6%
2	8316	8142	7909	3579	1158	5894	2668	3226
%V	30.8%	31.2%	31.8%	32.7%	30.4%	32.1%	33.1%	31.2%
%H (All HH)		97.9%	95.1%	43.0%	13.9%	70.9%	32.1%	38.8%
%H (TV HH)			97.1%	44.0%	14.2%	72.4%	32.8%	39.6%
3	4013	3928	3835	2067	704	2707	1597	1110
%V	14.9%	15.1%	15.4%	18.9%	18.5%	14.7%	19.8%	10.7%
%H (All HH)		97.9%	95.6%	51.5%	17.5%	67.5%	39.8%	27.7%
%H (TV HH)			97.6%	52.6%	17.9%	68.9%	40.7%	28.3%
4	3493	3430	3382	1924	643	2407	1542	865
%V	12.9%	13.1%	13.6%	17.6%	16.9%	13.1%	19.1%	8.4%
%H (All HH)		98.2%	96.8%	55.1%	18.4%	68.9%	44.1%	24.8%
%H (TV HH)			98.6%	56.1%	18.7%	70.2%	45.0%	25.2%
5+	1793	1724	1691	1042	318	1143	768	374
%V	6.6%	6.6%	6.8%	9.5%	8.4%	6.2%	9.5%	3.6%
%H (All HH)		96.2%	94.3%	58.1%	17.7%	63.7%	42.8%	20.9%
%H (TV HH)			98.1%	60.4%	18.4%	66.3%	44.5%	21.7%
Average HH size	2.29	2.30	2.33	2.65	2.55	2.28	2.72	1.94

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	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
Without	20304	19523	18445	7304	2658	14014	5407	8607
%V	75.2%	74.8%	74.1%	66.6%	69.9%	76.2%	67.1%	83.3%
%H (All HH)		96.2%	90.8%	36.0%	13.1%	69.0%	26.6%	42.4%
%H (TV HH)			94.5%	37.4%	13.6%	71.8%	27.7%	44.1%
With	6699	6566	6438	3656	1148	4372	2650	1722
%V	24.8%	25.2%	25.9%	33.4%	30.2%	23.8%	32.9%	16.7%
%H (All HH)		98.0%	96.1%	54.6%	17.1%	65.3%	39.6%	25.7%
%H (TV HH)			98.1%	55.7%	17.5%	66.6%	40.4%	26.2%
0 - 3	2599	2526	2474	1389	430	1582	893	690
%V	9.6%	9.7%	9.9%	12.7%	11.3%	8.6%	11.1%	6.7%
%H (All HH)		97.2%	95.2%	53.4%	16.5%	60.9%	34.4%	26.5%
%H (TV HH)			97.9%	55.0%	17.0%	62.6%	35.4%	27.3%
4 - 9	3284	3220	3160	1831	556	2105	1287	818
%V	12.2%	12.3%	12.7%	16.7%	14.6%	11.4%	16.0%	7.9%
%H (All HH)		98.1%	96.2%	55.8%	16.9%	64.1%	39.2%	24.9%
%H (TV HH)			98.1%	56.9%	17.3%	65.4%	40.0%	25.4%
10 - 15	3188	3148	3097	1810	574	2216	1450	766
%V	11.8%	12.1%	12.4%	16.5%	15.1%	12.1%	18.0%	7.4%
%H (All HH)		98.7%	97.1%	56.8%	18.0%	69.5%	45.5%	24.0%
%H (TV HH)			98.4%	57.5%	18.2%	70.4%	46.1%	24.3%

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

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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	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
1	10489	10489	9608	3401	1315	6319	1422	4897
%V	38.8%	40.2%	38.6%	31.0%	34.6%	34.4%	17.6%	47.4%
%H (All HH)		100.0%	91.6%	32.4%	12.5%	60.2%	13.6%	46.7%
%H (TV HH)			91.6%	32.4%	12.5%	60.2%	13.6%	46.7%
2	8826	8826	8567	3832	1276	6502	2962	3540
%V	32.7%	33.8%	34.4%	35.0%	33.5%	35.4%	36.8%	34.3%
%H (All HH)		100.0%	97.1%	43.4%	14.5%	73.7%	33.6%	40.1%
%H (TV HH)			97.1%	43.4%	14.5%	73.7%	33.6%	40.1%
3	4103	4103	4045	2089	722	3304	2001	1302
%V	15.2%	15.7%	16.3%	19.1%	19.0%	18.0%	24.8%	12.6%
%H (All HH)		100.0%	98.6%	50.9%	17.6%	80.5%	48.8%	31.7%
%H (TV HH)			98.6%	50.9%	17.6%	80.5%	48.8%	31.7%
4	1734	1734	1728	1011	339	1454	1045	410
%V	6.4%	6.6%	6.9%	9.2%	8.9%	7.9%	13.0%	4.0%
%H (All HH)		100.0%	99.7%	58.3%	19.6%	83.9%	60.3%	23.6%
%H (TV HH)			99.7%	58.3%	19.6%	83.9%	60.3%	23.6%
5+	937	937	936	627	153	807	627	180
%V	3.5%	3.6%	3.8%	5.7%	4.0%	4.4%	7.8%	1.7%
%H (All HH)		100.0%	99.9%	66.9%	16.3%	86.1%	66.9%	19.2%
%H (TV HH)			99.9%	66.9%	16.3%	86.1%	66.9%	19.2%

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	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
Under 20"	9787	9787	9403	4221	1441	7632	3795	3837
%V	36.2%	37.5%	37.8%	38.5%	37.9%	41.5%	47.1%	37.1%
%H (All HH)		100.0%	96.1%	43.1%	14.7%	78.0%	38.8%	39.2%
%H (TV HH)			96.1%	43.1%	14.7%	78.0%	38.8%	39.2%
20" - 29"	12225	12225	11491	4730	1736	8985	3835	5150
%V	45.3%	46.9%	46.2%	43.2%	45.6%	48.9%	47.6%	49.9%
%H (All HH)		100.0%	94.0%	38.7%	14.2%	73.5%	31.4%	42.1%
%H (TV HH)			94.0%	38.7%	14.2%	73.5%	31.4%	42.1%
30" - 39"	12776	12776	12529	5964	2002	9404	4709	4695
%V	47.3%	49.0%	50.4%	54.4%	52.6%	51.1%	58.4%	45.5%
%H (All HH)		100.0%	98.1%	46.7%	15.7%	73.6%	36.9%	36.7%
%H (TV HH)			98.1%	46.7%	15.7%	73.6%	36.9%	36.7%
40" and over	7527	7527	7482	4494	1313	5261	3476	1785
%V	27.9%	28.9%	30.1%	41.0%	34.5%	28.6%	43.1%	17.3%
%H (All HH)		100.0%	99.4%	59.7%	17.4%	69.9%	46.2%	23.7%
%H (TV HH)			99.4%	59.7%	17.4%	69.9%	46.2%	23.7%

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27004	26089	24883	10960	3805	18386	8057	10329
%V (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
Main living room	25766	25766	24604	10862	3777	18176	7999	10177
%V	95.4%	98.8%	98.9%	99.1%	99.3%	98.9%	99.3%	98.5%
%H (All HH)		100.0%	95.5%	42.2%	14.7%	70.5%	31.0%	39.5%
%H (TV HH)			95.5%	42.2%	14.7%	70.5%	31.0%	39.5%
Kitchen	3501	3501	3426	1731	439	2851	1556	1295
%V	13.0%	13.4%	13.8%	15.8%	11.5%	15.5%	19.3%	12.5%
%H (All HH)		100.0%	97.9%	49.4%	12.5%	81.4%	44.4%	37.0%
%H (TV HH)			97.9%	49.4%	12.5%	81.4%	44.4%	37.0%
Adult's bedroom	11850	11850	11622	5872	2001	9191	5272	3919
%V	43.9%	45.4%	46.7%	53.6%	52.6%	50.0%	65.4%	37.9%
%H (All HH)		100.0%	98.1%	49.6%	16.9%	77.6%	44.5%	33.1%
%H (TV HH)			98.1%	49.6%	16.9%	77.6%	44.5%	33.1%
Child's bedroom	2423	2423	2408	1430	474	1957	1409	548
%V	9.0%	9.3%	9.7%	13.0%	12.5%	10.6%	17.5%	5.3%
%H (All HH)		100.0%	99.4%	59.0%	19.6%	80.8%	58.2%	22.6%
%H (TV HH)			99.4%	59.0%	19.6%	80.8%	58.2%	22.6%
Other bedroom	1155	1155	1137	622	191	937	588	350
%V	4.3%	4.4%	4.6%	5.7%	5.0%	5.1%	7.3%	3.4%
%H (All HH)		100.0%	98.4%	53.9%	16.5%	81.1%	50.9%	30.3%
%H (TV HH)			98.4%	53.9%	16.5%	81.1%	50.9%	30.3%
Second living/dining room	2875	2875	2817	1478	425	2284	1327	957
%V	10.6%	11.0%	11.3%	13.5%	11.2%	12.4%	16.5%	9.3%
%H (All HH)		100.0%	98.0%	51.4%	14.8%	79.4%	46.2%	33.3%
%H (TV HH)			98.0%	51.4%	14.8%	79.4%	46.2%	33.3%
Study/office	535	535	528	291	79	429	260	169
%V	2.0%	2.1%	2.1%	2.7%	2.1%	2.3%	3.2%	1.6%
%H (All HH)		100.0%	98.7%	54.4%	14.8%	80.2%	48.6%	31.6%
%H (TV HH)			98.7%	54.4%	14.8%	80.2%	48.6%	31.6%
TV room	205	205	201	119	32	155	100	55
%V	0.8%	0.8%	0.8%	1.1%	0.8%	0.8%	1.2%	0.5%
%H (All HH)		100.0%	98.0%	58.0%	15.6%	75.6%	48.8%	26.8%
%H (TV HH)			98.0%	58.0%	15.6%	75.6%	48.8%	26.8%
No specific location	62	62	61	27	11	49	23	25
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	98.4%	43.5%	17.7%	79.0%	37.1%	40.3%
%H (TV HH)			98.4%	43.5%	17.7%	79.0%	37.1%	40.3%
Other	255	255	251	149	34	208	137	70
%V	0.9%	1.0%	1.0%	1.4%	0.9%	1.1%	1.7%	0.7%
%H (All HH)		100.0%	98.4%	58.4%	13.3%	81.6%	53.7%	27.5%
%H (TV HH)			98.4%	58.4%	13.3%	81.6%	53.7%	27.5%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
PVR	12375	12375	12367	8097	1863	8373	5795	2578
%V	45.8%	47.4%	49.7%	73.9%	49.0%	45.5%	71.9%	25.0%
%H (All HH)		100.0%	99.9%	65.4%	15.1%	67.7%	46.8%	20.8%
%H (TV HH)			99.9%	65.4%	15.1%	67.7%	46.8%	20.8%
DVDR	3816	3816	3720	1763	579	2809	1391	1418
%V	14.1%	14.6%	14.9%	16.1%	15.2%	15.3%	17.3%	13.7%
%H (All HH)		100.0%	97.5%	46.2%	15.2%	73.6%	36.5%	37.2%
%H (TV HH)			97.5%	46.2%	15.2%	73.6%	36.5%	37.2%
VCR	4310	4310	4028	1484	637	3132	1184	1949
%V	16.0%	16.5%	16.2%	13.5%	16.7%	17.0%	14.7%	18.9%
%H (All HH)		100.0%	93.5%	34.4%	14.8%	72.7%	27.5%	45.2%
%H (TV HH)			93.5%	34.4%	14.8%	72.7%	27.5%	45.2%
Any recorder	16275	16275	15933	8941	2425	11274	6515	4759
%V	60.3%	62.4%	64.0%	81.6%	63.7%	61.3%	80.9%	46.1%
%H (All HH)		100.0%	97.9%	54.9%	14.9%	69.3%	40.0%	29.2%
%H (TV HH)			97.9%	54.9%	14.9%	69.3%	40.0%	29.2%

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

October 2010 - September 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	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
Receives HDTV (via STB or built-in reception)	8608	8608	8608	4952	2066	5906	4166	1741
%V	31.9%	33.0%	34.6%	45.2%	54.3%	32.1%	51.7%	16.9%
%H (All HH)		100.0%	100.0%	57.5%	24.0%	68.6%	48.4%	20.2%
%H (TV HH)			100.0%	57.5%	24.0%	68.6%	48.4%	20.2%
DVD/Blu-ray player or recorder	20474	20474	19922	9251	3193	14666	6992	7674
%V	75.8%	78.5%	80.1%	84.4%	83.9%	79.8%	86.8%	74.3%
%H (All HH)		100.0%	97.3%	45.2%	15.6%	71.6%	34.2%	37.5%
%H (TV HH)			97.3%	45.2%	15.6%	71.6%	34.2%	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
October 2010 - September 2011
Household level data
Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26089	24883	10960	3805	18386	8057	10329
%H (All HH)		96.6%	92.1%	40.6%	14.1%	68.1%	29.8%	38.2%
%H (TV HH)			95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
Has PC or Laptop	19949	19332	18889	9383	3275	13486	7052	6434
%V	73.9%	74.1%	75.9%	85.6%	86.1%	73.3%	87.5%	62.3%
%H (All HH)		96.9%	94.7%	47.0%	16.4%	67.6%	35.4%	32.3%
%H (TV HH)			97.7%	48.5%	16.9%	69.8%	36.5%	33.3%
Has broadband internet	18597	18056	17693	8977	3189	12534	6809	5725
%V	68.9%	69.2%	71.1%	81.9%	83.8%	68.2%	84.5%	55.4%
%H (All HH)		97.1%	95.1%	48.3%	17.1%	67.4%	36.6%	30.8%
%H (TV HH)			98.0%	49.7%	17.7%	69.4%	37.7%	31.7%

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
October 2010 - September 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	52452	50843	24796	8214	39397	20923	18474
%H		96.9%	47.3%	15.7%	75.1%	39.9%	35.2%
Under 20"	13444	12991	6088	2056	10689	5698	4991
%V	25.6%	25.6%	24.6%	25.0%	27.1%	27.2%	27.0%
%H		96.6%	45.3%	15.3%	79.5%	42.4%	37.1%
20" - 29"	15322	14520	6239	2254	11496	5287	6209
%V	29.2%	28.6%	25.2%	27.4%	29.2%	25.3%	33.6%
%H		94.8%	40.7%	14.7%	75.0%	34.5%	40.5%
30" - 39"	14716	14456	7115	2367	10937	5786	5151
%V	28.1%	28.4%	28.7%	28.8%	27.8%	27.7%	27.9%
%H		98.2%	48.3%	16.1%	74.3%	39.3%	35.0%
40" and over	8370	8325	5108	1458	5878	3982	1897
%V	16.0%	16.4%	20.6%	17.8%	14.9%	19.0%	10.3%
%H		99.5%	61.0%	17.4%	70.2%	47.6%	22.7%
Don't know	600	552	247	79	397	170	226
%V	1.1%	1.1%	1.0%	1.0%	1.0%	0.8%	1.2%
%H		92.0%	41.2%	13.2%	66.2%	28.3%	37.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 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	52452	50843	24796	8214	39397	20923	18474
%H		96.9%	47.3%	15.7%	75.1%	39.9%	35.2%
Main living room	25976	24805	10953	3812	18328	8076	10252
%V	49.5%	48.8%	44.2%	46.4%	46.5%	38.6%	55.5%
%H		95.5%	42.2%	14.7%	70.6%	31.1%	39.5%
Kitchen	3517	3442	1741	443	2863	1565	1298
%V	6.7%	6.8%	7.0%	5.4%	7.3%	7.5%	7.0%
%H		97.9%	49.5%	12.6%	81.4%	44.5%	36.9%
Adult's bedroom	14450	14199	7363	2516	11355	6803	4551
%V	27.5%	27.9%	29.7%	30.6%	28.8%	32.5%	24.6%
%H		98.3%	51.0%	17.4%	78.6%	47.1%	31.5%
Child's bedroom	3159	3143	1882	632	2577	1892	686
%V	6.0%	6.2%	7.6%	7.7%	6.5%	9.0%	3.7%
%H		99.5%	59.6%	20.0%	81.6%	59.9%	21.7%
Other bedroom	1332	1312	737	217	1086	696	390
%V	2.5%	2.6%	3.0%	2.6%	2.8%	3.3%	2.1%
%H		98.5%	55.3%	16.3%	81.5%	52.3%	29.3%
Second living/dining room	2938	2879	1518	433	2333	1361	972
%V	5.6%	5.7%	6.1%	5.3%	5.9%	6.5%	5.3%
%H		98.0%	51.7%	14.7%	79.4%	46.3%	33.1%
Study/office	544	537	297	80	435	264	171
%V	1.0%	1.1%	1.2%	1.0%	1.1%	1.3%	0.9%
%H		98.7%	54.6%	14.7%	80.0%	48.5%	31.4%
TV room	207	202	120	33	156	101	55
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%
%H		97.6%	58.0%	15.9%	75.4%	48.8%	26.6%
No specific location	63	62	29	11	49	24	25
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		98.4%	46.0%	17.5%	77.8%	38.1%	39.7%
Other	266	262	156	36	215	142	73
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.7%	0.4%
%H		98.5%	58.6%	13.5%	80.8%	53.4%	27.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 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	52452	50843	24796	8214	39397	20923	18474
%H		96.9%	47.3%	15.7%	75.1%	39.9%	35.2%
PVR	15701	15693	10827	2274	10461	7612	2849
%V	29.9%	30.9%	43.7%	27.7%	26.6%	36.4%	15.4%
%H		99.9%	69.0%	14.5%	66.6%	48.5%	18.1%
DVDR	4474	4371	2152	690	3324	1739	1585
%V	8.5%	8.6%	8.7%	8.4%	8.4%	8.3%	8.6%
%H		97.7%	48.1%	15.4%	74.3%	38.9%	35.4%
VCR	4887	4584	1721	752	3570	1409	2161
%V	9.3%	9.0%	6.9%	9.2%	9.1%	6.7%	11.7%
%H		93.8%	35.2%	15.4%	73.1%	28.8%	44.2%
Any recorder	21363	20991	12540	3164	14764	9167	5598
%V	40.7%	41.3%	50.6%	38.5%	37.5%	43.8%	30.3%
%H		98.3%	58.7%	14.8%	69.1%	42.9%	26.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52452	50843	24796	8214	39397	20923	18474
%H		96.9%	47.3%	15.7%	75.1%	39.9%	35.2%
Receives HDTV (via STB or built-in reception)	11064	11064	6441	2675	7683	5518	2165
%V	21.1%	21.8%	26.0%	32.6%	19.5%	26.4%	11.7%
%H		100.0%	58.2%	24.2%	69.4%	49.9%	19.6%
DVD/Blu-ray player or recorder	30412	29808	14874	5044	22727	12448	10279
%V	58.0%	58.6%	60.0%	61.4%	57.7%	59.5%	55.6%
%H		98.0%	48.9%	16.6%	74.7%	40.9%	33.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 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	26073	24870	10956	3803	18377	8054	10323
%H		95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
Under 20"	1013	822	155	91	669	93	576
%V	3.9%	3.3%	1.4%	2.4%	3.6%	1.2%	5.6%
%H		81.1%	15.3%	9.0%	66.0%	9.2%	56.9%
20" - 29"	7040	6351	1867	821	4869	1175	3694
%V	27.0%	25.5%	17.0%	21.6%	26.5%	14.6%	35.8%
%H		90.2%	26.5%	11.7%	69.2%	16.7%	52.5%
30" - 39"	10506	10266	4514	1597	7649	3417	4231
%V	40.3%	41.3%	41.2%	42.0%	41.6%	42.4%	41.0%
%H		97.7%	43.0%	15.2%	72.8%	32.5%	40.3%
40" and over	7217	7175	4313	1257	5023	3314	1709
%V	27.7%	28.9%	39.4%	33.1%	27.3%	41.1%	16.6%
%H		99.4%	59.8%	17.4%	69.6%	45.9%	23.7%
Don't know	296	255	106	36	167	54	113
%V	1.1%	1.0%	1.0%	0.9%	0.9%	0.7%	1.1%
%H		86.1%	35.8%	12.2%	56.4%	18.2%	38.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	26073	24870	10956	3803	18377	8054	10323
%H		95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
PVR	11975	11967	7912	1785	8031	5601	2430
%V	45.9%	48.1%	72.2%	46.9%	43.7%	69.5%	23.5%
%H		99.9%	66.1%	14.9%	67.1%	46.8%	20.3%
DVDR	3245	3154	1451	485	2361	1113	1248
%V	12.4%	12.7%	13.2%	12.8%	12.8%	13.8%	12.1%
%H		97.2%	44.7%	14.9%	72.8%	34.3%	38.5%
VCR	3519	3252	1101	510	2525	857	1668
%V	13.5%	13.1%	10.0%	13.4%	13.7%	10.6%	16.2%
%H		92.4%	31.3%	14.5%	71.8%	24.4%	47.4%
Any recorder	15632	15303	8709	2301	10740	6270	4470
%V	60.0%	61.5%	79.5%	60.5%	58.4%	77.8%	43.3%
%H		97.9%	55.7%	14.7%	68.7%	40.1%	28.6%

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	26073	24870	10956	3803	18377	8054	10323
%H		95.4%	42.0%	14.6%	70.5%	30.9%	39.6%
Receives HDTV (via STB or built-in reception)	8221	8221	4736	1985	5584	3949	1635
%V	31.5%	33.1%	43.2%	52.2%	30.4%	49.0%	15.8%
%H		100.0%	57.6%	24.1%	67.9%	48.0%	19.9%
DVD/Blu-ray player or recorder	19300	18769	8667	2999	13735	6454	7281
%V	74.0%	75.5%	79.1%	78.9%	74.7%	80.1%	70.5%
%H		97.2%	44.9%	15.5%	71.2%	33.4%	37.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	26379	25973	13841	4411	21020	12869	8150
%H		98.5%	52.5%	16.7%	79.7%	48.8%	30.9%
Under 20"	12431	12168	5932	1964	10020	5606	4414
%V	47.1%	46.8%	42.9%	44.5%	47.7%	43.6%	54.2%
%H		97.9%	47.7%	15.8%	80.6%	45.1%	35.5%
20" - 29"	8282	8169	4372	1433	6627	4112	2515
%V	31.4%	31.5%	31.6%	32.5%	31.5%	32.0%	30.9%
%H		98.6%	52.8%	17.3%	80.0%	49.6%	30.4%
30" - 39"	4209	4190	2601	770	3288	2368	920
%V	16.0%	16.1%	18.8%	17.5%	15.6%	18.4%	11.3%
%H		99.5%	61.8%	18.3%	78.1%	56.3%	21.9%
40" and over	1153	1149	796	201	855	668	188
%V	4.4%	4.4%	5.8%	4.6%	4.1%	5.2%	2.3%
%H		99.7%	69.0%	17.4%	74.2%	57.9%	16.3%
Don't know	304	296	140	43	230	116	114
%V	1.2%	1.1%	1.0%	1.0%	1.1%	0.9%	1.4%
%H		97.4%	46.1%	14.1%	75.7%	38.2%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	26379	25973	13841	4411	21020	12869	8150
%H		98.5%	52.5%	16.7%	79.7%	48.8%	30.9%
PVR	3726	3726	2915	490	2430	2011	419
%V	14.1%	14.3%	21.1%	11.1%	11.6%	15.6%	5.1%
%H		100.0%	78.2%	13.2%	65.2%	54.0%	11.2%
DVDR	1229	1217	701	206	962	626	337
%V	4.7%	4.7%	5.1%	4.7%	4.6%	4.9%	4.1%
%H		99.0%	57.0%	16.8%	78.3%	50.9%	27.4%
VCR	1368	1332	621	241	1045	552	493
%V	5.2%	5.1%	4.5%	5.5%	5.0%	4.3%	6.0%
%H		97.4%	45.4%	17.6%	76.4%	40.4%	36.0%
Any recorder	5732	5688	3831	863	4025	2897	1128
%V	21.7%	21.9%	27.7%	19.6%	19.1%	22.5%	13.8%
%H		99.2%	66.8%	15.1%	70.2%	50.5%	19.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26379	25973	13841	4411	21020	12869	8150
%H		98.5%	52.5%	16.7%	79.7%	48.8%	30.9%
Receives HDTV (via STB or built-in reception)	2844	2844	1706	690	2099	1569	530
%V	10.8%	10.9%	12.3%	15.6%	10.0%	12.2%	6.5%
%H		100.0%	60.0%	24.3%	73.8%	55.2%	18.6%
DVD/Blu-ray player or recorder	11113	11039	6207	2045	8992	5994	2998
%V	42.1%	42.5%	44.8%	46.4%	42.8%	46.6%	36.8%
%H		99.3%	55.9%	18.4%	80.9%	53.9%	27.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
Individual level data
Table 21: Age of Children

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	61784	60014	58102	29083	9689	41951	21918	20033
%H		97.1%	94.0%	47.1%	15.7%	67.9%	35.5%	32.4%
Total Children	11638	11385	11180	6440	1980	7541	4614	2927
%V	18.8%	19.0%	19.2%	22.1%	20.4%	18.0%	21.1%	14.6%
%H		97.8%	96.1%	55.3%	17.0%	64.8%	39.6%	25.2%
0 - 3	3112	3016	2958	1654	513	1888	1052	836
%V	5.0%	5.0%	5.1%	5.7%	5.3%	4.5%	4.8%	4.2%
%H		96.9%	95.1%	53.1%	16.5%	60.7%	33.8%	26.9%
4 - 15	8526	8368	8222	4786	1468	5653	3562	2091
%V	13.8%	13.9%	14.2%	16.5%	15.2%	13.5%	16.3%	10.4%
%H		98.1%	96.4%	56.1%	17.2%	66.3%	41.8%	24.5%
4 - 9	4333	4234	4155	2403	719	2755	1664	1090
%V	7.0%	7.1%	7.2%	8.3%	7.4%	6.6%	7.6%	5.4%
%H		97.7%	95.9%	55.5%	16.6%	63.6%	38.4%	25.2%
10 - 15	4193	4134	4067	2383	748	2898	1898	1000
%V	6.8%	6.9%	7.0%	8.2%	7.7%	6.9%	8.7%	5.0%
%H		98.6%	97.0%	56.8%	17.8%	69.1%	45.3%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 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	61784	60014	58102	29083	9689	41951	21918	20033
%H		97.1%	94.0%	47.1%	15.7%	67.9%	35.5%	32.4%
Total Adults (16+)	50146	48629	46922	22643	7709	34410	17304	17106
%V	81.2%	81.0%	80.8%	77.9%	79.6%	82.0%	78.9%	85.4%
%H		97.0%	93.6%	45.2%	15.4%	68.6%	34.5%	34.1%
16 - 19	3072	2973	2924	1611	556	2169	1366	803
%V	5.0%	5.0%	5.0%	5.5%	5.7%	5.2%	6.2%	4.0%
%H		96.8%	95.2%	52.4%	18.1%	70.6%	44.5%	26.1%
20 - 24	3967	3644	3513	1731	703	2546	1412	1134
%V	6.4%	6.1%	6.0%	6.0%	7.3%	6.1%	6.4%	5.7%
%H		91.9%	88.6%	43.6%	17.7%	64.2%	35.6%	28.6%
25 - 34	8341	7885	7663	4170	1424	4925	2766	2159
%V	13.5%	13.1%	13.2%	14.3%	14.7%	11.7%	12.6%	10.8%
%H		94.5%	91.9%	50.0%	17.1%	59.0%	33.2%	25.9%
35 - 44	8602	8371	8185	4483	1467	5616	3267	2348
%V	13.9%	13.9%	14.1%	15.4%	15.1%	13.4%	14.9%	11.7%
%H		97.3%	95.2%	52.1%	17.1%	65.3%	38.0%	27.3%
45 - 54	8741	8565	8365	4261	1505	6204	3502	2701
%V	14.1%	14.3%	14.4%	14.7%	15.5%	14.8%	16.0%	13.5%
%H		98.0%	95.7%	48.7%	17.2%	71.0%	40.1%	30.9%
55 - 64	7306	7187	6978	3241	1103	5343	2630	2713
%V	11.8%	12.0%	12.0%	11.1%	11.4%	12.7%	12.0%	13.5%
%H		98.4%	95.5%	44.4%	15.1%	73.1%	36.0%	37.1%
65+	10116	10005	9294	3146	951	7607	2360	5248
%V	16.4%	16.7%	16.0%	10.8%	9.8%	18.1%	10.8%	26.2%
%H		98.9%	91.9%	31.1%	9.4%	75.2%	23.3%	51.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 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+)	50146	48629	46922	22643	7709	34410	17304	17106
%H		97.0%	93.6%	45.2%	15.4%	68.6%	34.5%	34.1%
AB	12432	12178	11876	5930	1873	8456	4256	4200
%V	24.8%	25.0%	25.3%	26.2%	24.3%	24.6%	24.6%	24.6%
%H		98.0%	95.5%	47.7%	15.1%	68.0%	34.2%	33.8%
C1	14225	13631	13219	6537	2378	9694	5201	4493
%V	28.4%	28.0%	28.2%	28.9%	30.8%	28.2%	30.1%	26.3%
%H		95.8%	92.9%	46.0%	16.7%	68.1%	36.6%	31.6%
C2	10678	10474	10213	5206	1726	7674	4283	3391
%V	21.3%	21.5%	21.8%	23.0%	22.4%	22.3%	24.8%	19.8%
%H		98.1%	95.6%	48.8%	16.2%	71.9%	40.1%	31.8%
D	7729	7472	7152	3411	1126	5167	2469	2698
%V	15.4%	15.4%	15.2%	15.1%	14.6%	15.0%	14.3%	15.8%
%H		96.7%	92.5%	44.1%	14.6%	66.9%	31.9%	34.9%
E	5082	4875	4462	1560	606	3419	1095	2324
%V	10.1%	10.0%	9.5%	6.9%	7.9%	9.9%	6.3%	13.6%
%H		95.9%	87.8%	30.7%	11.9%	67.3%	21.5%	45.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50146	48629	46922	22643	7709	34410	17304	17106
%H		97.0%	93.6%	45.2%	15.4%	68.6%	34.5%	34.1%
Working full time	22328	21746	21275	11389	3900	15000	8749	6251
%V	44.5%	44.7%	45.3%	50.3%	50.6%	43.6%	50.6%	36.5%
%H		97.4%	95.3%	51.0%	17.5%	67.2%	39.2%	28.0%
Working part time	5399	5272	5141	2613	900	3738	2046	1692
%V	10.8%	10.8%	11.0%	11.5%	11.7%	10.9%	11.8%	9.9%
%H		97.6%	95.2%	48.4%	16.7%	69.2%	37.9%	31.3%
Not working	22420	21612	20506	8641	2909	15671	6508	9163
%V	44.7%	44.4%	43.7%	38.2%	37.7%	45.5%	37.6%	53.6%
%H		96.4%	91.5%	38.5%	13.0%	69.9%	29.0%	40.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24488	23614	22848	11382	3815	16567	8645	7923
%H		96.4%	93.3%	46.5%	15.6%	67.7%	35.3%	32.4%
16 - 19	1581	1533	1507	856	287	1118	730	388
%V	6.5%	6.5%	6.6%	7.5%	7.5%	6.7%	8.4%	4.9%
%H		97.0%	95.3%	54.1%	18.2%	70.7%	46.2%	24.5%
20 - 24	1990	1819	1758	893	349	1271	723	548
%V	8.1%	7.7%	7.7%	7.8%	9.1%	7.7%	8.4%	6.9%
%H		91.4%	88.3%	44.9%	17.5%	63.9%	36.3%	27.5%
25 - 34	4217	3950	3835	2074	727	2474	1394	1080
%V	17.2%	16.7%	16.8%	18.2%	19.1%	14.9%	16.1%	13.6%
%H		93.7%	90.9%	49.2%	17.2%	58.7%	33.1%	25.6%
35 - 44	4262	4125	4032	2207	723	2747	1589	1158
%V	17.4%	17.5%	17.6%	19.4%	19.0%	16.6%	18.4%	14.6%
%H		96.8%	94.6%	51.8%	17.0%	64.5%	37.3%	27.2%
45 - 54	4299	4189	4095	2099	723	2998	1677	1321
%V	17.6%	17.7%	17.9%	18.4%	19.0%	18.1%	19.4%	16.7%
%H		97.4%	95.3%	48.8%	16.8%	69.7%	39.0%	30.7%
55 - 64	3573	3497	3391	1614	538	2589	1310	1279
%V	14.6%	14.8%	14.8%	14.2%	14.1%	15.6%	15.2%	16.1%
%H		97.9%	94.9%	45.2%	15.1%	72.5%	36.7%	35.8%
65+	4566	4500	4229	1638	468	3370	1222	2149
%V	18.6%	19.1%	18.5%	14.4%	12.3%	20.3%	14.1%	27.1%
%H		98.6%	92.6%	35.9%	10.2%	73.8%	26.8%	47.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
		HH	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Males (16+)		24488	23614	22848	11382	3815	16567	8645	7923
	%H		96.4%	93.3%	46.5%	15.6%	67.7%	35.3%	32.4%
AB		6267	6128	5976	3047	958	4203	2168	2035
	%V	25.6%	26.0%	26.2%	26.8%	25.1%	25.4%	25.1%	25.7%
	%H		97.8%	95.4%	48.6%	15.3%	67.1%	34.6%	32.5%
C1		6576	6262	6102	3162	1135	4421	2520	1901
	%V	26.9%	26.5%	26.7%	27.8%	29.8%	26.7%	29.1%	24.0%
	%H		95.2%	92.8%	48.1%	17.3%	67.2%	38.3%	28.9%
C2		5798	5664	5516	2804	911	4134	2274	1860
	%V	23.7%	24.0%	24.1%	24.6%	23.9%	25.0%	26.3%	23.5%
	%H		97.7%	95.1%	48.4%	15.7%	71.3%	39.2%	32.1%
D		3733	3580	3432	1706	546	2432	1214	1218
	%V	15.2%	15.2%	15.0%	15.0%	14.3%	14.7%	14.0%	15.4%
	%H		95.9%	91.9%	45.7%	14.6%	65.1%	32.5%	32.6%
E		2114	1980	1822	663	265	1377	468	909
	%V	8.6%	8.4%	8.0%	5.8%	6.9%	8.3%	5.4%	11.5%
	%H		93.7%	86.2%	31.4%	12.5%	65.1%	22.1%	43.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 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+)	24488	23614	22848	11382	3815	16567	8645	7923
%H		96.4%	93.3%	46.5%	15.6%	67.7%	35.3%	32.4%
Working full time	13964	13559	13271	7194	2399	9305	5460	3844
%V	57.0%	57.4%	58.1%	63.2%	62.9%	56.2%	63.2%	48.5%
%H		97.1%	95.0%	51.5%	17.2%	66.6%	39.1%	27.5%
Working part time	1131	1081	1036	515	166	740	372	367
%V	4.6%	4.6%	4.5%	4.5%	4.4%	4.5%	4.3%	4.6%
%H		95.6%	91.6%	45.5%	14.7%	65.4%	32.9%	32.4%
Not working	9393	8974	8542	3673	1249	6523	2812	3711
%V	38.4%	38.0%	37.4%	32.3%	32.7%	39.4%	32.5%	46.8%
%H		95.5%	90.9%	39.1%	13.3%	69.4%	29.9%	39.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

Individual level data

Table 28: Females - 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 Females (16+)	25658	25015	24074	11261	3894	17842	8659	9183
%H		97.5%	93.8%	43.9%	15.2%	69.5%	33.7%	35.8%
16 - 19	1492	1440	1416	755	269	1051	636	415
%V	5.8%	5.8%	5.9%	6.7%	6.9%	5.9%	7.3%	4.5%
%H		96.5%	94.9%	50.6%	18.0%	70.4%	42.6%	27.8%
20 - 24	1977	1825	1755	837	354	1275	690	586
%V	7.7%	7.3%	7.3%	7.4%	9.1%	7.1%	8.0%	6.4%
%H		92.3%	88.8%	42.3%	17.9%	64.5%	34.9%	29.6%
25 - 34	4123	3935	3828	2096	697	2451	1372	1079
%V	16.1%	15.7%	15.9%	18.6%	17.9%	13.7%	15.8%	11.7%
%H		95.4%	92.8%	50.8%	16.9%	59.4%	33.3%	26.2%
35 - 44	4340	4246	4153	2276	744	2868	1678	1190
%V	16.9%	17.0%	17.3%	20.2%	19.1%	16.1%	19.4%	13.0%
%H		97.8%	95.7%	52.4%	17.1%	66.1%	38.7%	27.4%
45 - 54	4443	4375	4270	2162	782	3206	1825	1381
%V	17.3%	17.5%	17.7%	19.2%	20.1%	18.0%	21.1%	15.0%
%H		98.5%	96.1%	48.7%	17.6%	72.2%	41.1%	31.1%
55 - 64	3733	3689	3587	1627	565	2754	1320	1434
%V	14.5%	14.7%	14.9%	14.4%	14.5%	15.4%	15.2%	15.6%
%H		98.8%	96.1%	43.6%	15.1%	73.8%	35.4%	38.4%
65+	5550	5505	5065	1508	483	4237	1138	3099
%V	21.6%	22.0%	21.0%	13.4%	12.4%	23.7%	13.1%	33.7%
%H		99.2%	91.3%	27.2%	8.7%	76.3%	20.5%	55.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
		HH	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Females (16+)		25658	25015	24074	11261	3894	17842	8659	9183
	%H		97.5%	93.8%	43.9%	15.2%	69.5%	33.7%	35.8%
AB		6165	6050	5900	2883	915	4253	2088	2165
	%V	24.0%	24.2%	24.5%	25.6%	23.5%	23.8%	24.1%	23.6%
	%H		98.1%	95.7%	46.8%	14.8%	69.0%	33.9%	35.1%
C1		7649	7369	7117	3375	1243	5273	2681	2592
	%V	29.8%	29.5%	29.6%	30.0%	31.9%	29.6%	31.0%	28.2%
	%H		96.3%	93.0%	44.1%	16.3%	68.9%	35.1%	33.9%
C2		4880	4809	4697	2402	814	3540	2009	1531
	%V	19.0%	19.2%	19.5%	21.3%	20.9%	19.8%	23.2%	16.7%
	%H		98.5%	96.3%	49.2%	16.7%	72.5%	41.2%	31.4%
D		3996	3892	3720	1705	580	2735	1255	1480
	%V	15.6%	15.6%	15.5%	15.1%	14.9%	15.3%	14.5%	16.1%
	%H		97.4%	93.1%	42.7%	14.5%	68.4%	31.4%	37.0%
E		2968	2895	2640	897	341	2042	627	1415
	%V	11.6%	11.6%	11.0%	8.0%	8.8%	11.4%	7.2%	15.4%
	%H		97.5%	88.9%	30.2%	11.5%	68.8%	21.1%	47.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 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+)	25658	25015	24074	11261	3894	17842	8659	9183
%H		97.5%	93.8%	43.9%	15.2%	69.5%	33.7%	35.8%
Working full time	8363	8187	8004	4195	1501	5695	3289	2406
%V	32.6%	32.7%	33.2%	37.3%	38.5%	31.9%	38.0%	26.2%
%H		97.9%	95.7%	50.2%	17.9%	68.1%	39.3%	28.8%
Working part time	4268	4191	4106	2098	734	2999	1674	1325
%V	16.6%	16.8%	17.1%	18.6%	18.8%	16.8%	19.3%	14.4%
%H		98.2%	96.2%	49.2%	17.2%	70.3%	39.2%	31.0%
Not working	13027	12638	11964	4968	1660	9149	3697	5452
%V	50.8%	50.5%	49.7%	44.1%	42.6%	51.3%	42.7%	59.4%
%H		97.0%	91.8%	38.1%	12.7%	70.2%	28.4%	41.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.
2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:
 - Age of housewife
 - Size of household
 - Presence of children
 - Social grade
 - Age
 - Sex
 - Working status (adults)
 - Terminal age of education
 - Number of sets
 - Set characteristics
 - Ownership of TV related equipment
3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between October 2010 and September 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: October 2010 - September 2011							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	79,789	17233	2323	9810	3931	2606	2877
Shop / Business	940	254	15	105	50	27	36
Demolished / Incomplete	161	30	2	9	23	6	5
Empty	5,464	698	101	782	211	160	141
Holiday Home	697	36	25	21	25	12	111
Other Non Effective	1,239	171	56	164	41	53	60
Eligible Addresses	71,288	16044	2124	8729	3581	2348	2524
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	760	442	12	12	5	42	53
Total Additional Households	2,858	2552	2123	2111	2105	2143	2155
Total Valid Households	80,474	17666	2337	9808	3932	2649	2923
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	8,087	3189	216	851	393	210	183
	10.0%	18.1%	9.2%	8.7%	10.0%	7.9%	6.3%
No English Spoken	137	66	2	17	11	1	3
	0.2%	0.4%	0.1%	0.2%	0.3%	0.0%	0.1%
Refusals	15,407	4035	503	1885	833	453	732
	19.1%	22.8%	21.5%	19.2%	21.2%	17.1%	25.0%
Total Interviews	56,843	10376	1616	7055	2695	1985	2005
	70.6%	58.7%	69.1%	71.9%	68.5%	74.9%	68.6%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4847	5411	3202	6782	7358	4801	8608
Shop / Business	36	43	19	71	112	72	100
Demolished / Incomplete	9	6	8	14	28	11	10
Empty	212	307	189	512	714	520	917
Holiday Home	29	28	57	46	109	52	146
Other Non Effective	101	39	39	125	94	79	217
Eligible Addresses	4460	4988	2890	6014	6301	4067	7218
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	35	19	6	36	28	17	53
Total Additional Households	2138	2123	2111	2142	2135	2125	2162
Total Valid Households	4873	5421	3206	6812	7384	4807	8656
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	521	359	301	514	472	405	473
	10.7%	6.6%	9.4%	7.5%	6.4%	8.4%	5.5%
No English Spoken	6	5	4	7	4	8	3
	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%
Refusals	1078	944	529	1390	1361	652	1012
	22.1%	17.4%	16.5%	20.4%	18.4%	13.6%	11.7%
Total Interviews	3268	4113	2372	4901	5547	3742	7168
	67.1%	75.9%	74.0%	71.9%	75.1%	77.8%	82.8%

Response Analysis: October 2010 - September 2011							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	79,789	17655	10687	6871	5639	2281	6916
Shop / Business	940	265	119	74	40	15	103
Demolished / Incomplete	161	30	13	14	7	0	28
Empty	5,464	719	813	527	321	121	661
Holiday Home	697	37	29	12	32	23	82
Other Non Effective	1,239	194	190	123	40	25	93
Eligible Addresses	71,288	16410	9523	6121	5199	2097	5949
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	760	442	12	36	21	0	28
Total Additional Households	2,858	2541	2112	2137	2123	2103	2138
Total Valid Households	80,474	18085	10683	6904	5652	2278	6941
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	8,087	3231	921	521	368	255	455
	10.0%	17.9%	8.6%	7.5%	6.5%	11.2%	6.6%
No English Spoken	137	68	18	7	6	3	3
	0.2%	0.4%	0.2%	0.1%	0.1%	0.1%	0.0%
Refusals	15,407	4153	2055	1419	1014	368	1302
	19.1%	23.0%	19.2%	20.6%	17.9%	16.2%	18.8%
Total Interviews	56,843	10633	7689	4957	4264	1652	5181
	70.6%	58.8%	72.0%	71.8%	75.4%	72.5%	74.6%

	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	5923	4051	2724	4801	1121	2512	8608
Shop / Business	35	44	35	72	14	24	100
Demolished / Incomplete	10	24	3	11	7	4	10
Empty	276	204	133	520	102	150	917
Holiday Home	55	25	107	52	85	12	146
Other Non Effective	116	44	58	79	14	46	217
Eligible Addresses	5431	3710	2388	4067	899	2276	7218
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	48	7	50	17	4	42	53
Total Additional Households	2159	2111	2155	2123	2111	2150	2162
Total Valid Households	5968	4053	2767	4807	1124	2556	8656
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	632	405	163	405	57	201	473
	10.6%	10.0%	5.9%	8.4%	5.1%	7.9%	5.5%
No English Spoken	8	10	1	8	1	1	3
	0.1%	0.2%	0.0%	0.2%	0.1%	0.0%	0.0%
Refusals	1319	842	701	652	147	423	1012
	22.1%	20.8%	25.3%	13.6%	13.1%	16.5%	11.7%
Total Interviews	4009	2796	1902	3742	919	1931	7168
	67.2%	69.0%	68.7%	77.8%	81.8%	75.5%	82.8%

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 October 2010 to September 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	55209	52910
All Sets	114576	114576	111395
All Individuals	138606	135074	130986
Children 0-15	27153	26576	26054
All Adults	111453	108498	104932
Adult Males	53669	52030	50456
Adult Females	57784	56468	54476

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	10376	9941	9270
All Sets	19585	19585	18720
All Individuals	26985	25933	24696
Children 0-15	5613	5418	5261
All Adults	21372	20515	19435
Adult Males	10352	9866	9391
Adult Females	11020	10649	10044

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1616	1567	1464
All Sets	3313	3313	3167
All Individuals	3892	3755	3569
Children 0-15	715	698	673
All Adults	3177	3057	2896
Adult Males	1521	1460	1390
Adult Females	1656	1597	1506

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7055	6876	6552
All Sets	14277	14277	13842
All Individuals	17409	17039	16470
Children 0-15	3477	3412	3340
All Adults	13932	13627	13130
Adult Males	6712	6546	6333
Adult Females	7220	7081	6797

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2695	2639	2517
All Sets	5461	5461	5288
All Individuals	6577	6439	6235
Children 0-15	1320	1295	1267
All Adults	5257	5144	4968
Adult Males	2565	2509	2432
Adult Females	2692	2635	2536

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1985	1921	1918
All Sets	3887	3887	3883
All Individuals	4776	4656	4653
Children 0-15	869	856	856
All Adults	3907	3800	3797
Adult Males	1906	1842	1841
Adult Females	2001	1958	1956

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	2005	1946	1935
All Sets	3972	3972	3952
All Individuals	4678	4549	4529
Children 0-15	814	780	777
All Adults	3864	3769	3752
Adult Males	1870	1818	1810
Adult Females	1994	1951	1942

BBC South	All Households	Total TV Households	Multichannel Households
All Households	3268	3178	3043
All Sets	6557	6557	6378
All Individuals	8035	7848	7615
Children 0-15	1601	1576	1551
All Adults	6434	6272	6064
Adult Males	3099	3013	2928
Adult Females	3335	3259	3136

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	4113	3998	3807
All Sets	8687	8687	8413
All Individuals	9745	9532	9210
Children 0-15	1984	1953	1913
All Adults	7761	7579	7297
Adult Males	3742	3637	3499
Adult Females	4019	3942	3798

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2372	2328	2239
All Sets	5058	5058	4922
All Individuals	5545	5462	5317
Children 0-15	986	981	964
All Adults	4559	4481	4353
Adult Males	2180	2134	2080
Adult Females	2379	2347	2273

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	4901	4784	4769
All Sets	10092	10092	10074
All Individuals	11989	11714	11690
Children 0-15	2360	2307	2305
All Adults	9629	9407	9385
Adult Males	4648	4528	4513
Adult Females	4981	4879	4872

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	5547	5392	5257
All Sets	11206	11206	11037
All Individuals	12407	12093	11876
Children 0-15	2165	2125	2099
All Adults	10242	9968	9777
Adult Males	4809	4663	4581
Adult Females	5433	5305	5196

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3742	3663	3172
All Sets	8159	8159	7408
All Individuals	9536	9382	8477
Children 0-15	2028	2006	1883
All Adults	7508	7376	6594
Adult Males	3605	3528	3185
Adult Females	3903	3848	3409

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	7168	6976	6967
All Sets	14322	14322	14311
All Individuals	17032	16672	16649
Children 0-15	3221	3169	3165
All Adults	13811	13503	13484
Adult Males	6660	6486	6473
Adult Females	7151	7017	7011

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4469	4356	4154
All Sets	9053	9053	8775
All Individuals	11058	10819	10474
Children 0-15	2225	2177	2133
All Adults	8833	8642	8341
Adult Males	4254	4157	4030
Adult Females	4579	4485	4311

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2586	2520	2398
All Sets	5224	5224	5067
All Individuals	6351	6220	5996
Children 0-15	1252	1235	1207
All Adults	5099	4985	4789
Adult Males	2458	2389	2303
Adult Females	2641	2596	2486

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	10633	10190	9493
All Sets	20040	20040	19140
All Individuals	27641	26569	25268
Children 0-15	5772	5574	5397
All Adults	21869	20995	19871
Adult Males	10581	10088	9593
Adult Females	11288	10907	10278

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7689	7487	7148
All Sets	15542	15542	15086
All Individuals	19080	18661	18067
Children 0-15	3834	3760	3684
All Adults	15246	14901	14383
Adult Males	7349	7161	6940
Adult Females	7897	7740	7443

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	4957	4837	4816
All Sets	10221	10221	10194
All Individuals	12107	11826	11787
Children 0-15	2391	2338	2333
All Adults	9716	9488	9454
Adult Males	4688	4565	4544
Adult Females	5028	4923	4910

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	4264	4149	3947
All Sets	9042	9042	8749
All Individuals	10072	9861	9529
Children 0-15	2041	2010	1970
All Adults	8031	7851	7559
Adult Males	3868	3764	3624
Adult Females	4163	4087	3935

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1652	1621	1551
All Sets	3612	3612	3510
All Individuals	3948	3881	3768
Children 0-15	717	712	700
All Adults	3231	3169	3068
Adult Males	1559	1525	1481
Adult Females	1672	1644	1587

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3797	3710	3580
All Sets	7603	7603	7439
All Individuals	8549	8390	8180
Children 0-15	1524	1510	1484
All Adults	7025	6880	6696
Adult Males	3273	3192	3111
Adult Females	3752	3688	3585

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1384	1323	1318
All Sets	2843	2843	2838
All Individuals	3052	2908	2901
Children 0-15	510	484	484
All Adults	2542	2424	2417
Adult Males	1207	1151	1150
Adult Females	1335	1273	1267

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	4009	3899	3700
All Sets	8157	8157	7884
All Individuals	9705	9435	9085
Children 0-15	1858	1821	1783
All Adults	7847	7614	7302
Adult Males	3767	3646	3514
Adult Females	4080	3968	3788

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2796	2738	2612
All Sets	5697	5697	5515
All Individuals	6812	6675	6474
Children 0-15	1357	1333	1312
All Adults	5455	5342	5162
Adult Males	2672	2613	2535
Adult Females	2783	2729	2627

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1902	1846	1840
All Sets	3743	3743	3732
All Individuals	4429	4308	4300
Children 0-15	759	728	728
All Adults	3670	3580	3572
Adult Males	1778	1729	1725
Adult Females	1892	1851	1847

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3742	3663	3172
All Sets	8159	8159	7408
All Individuals	9536	9382	8477
Children 0-15	2028	2006	1883
All Adults	7508	7376	6594
Adult Males	3605	3528	3185
Adult Females	3903	3848	3409

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	919	901	901
All Sets	1817	1817	1817
All Individuals	2025	2001	2001
Children 0-15	314	314	314
All Adults	1711	1687	1687
Adult Males	821	801	801
Adult Females	890	886	886

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1931	1869	1865
All Sets	3778	3778	3772
All Individuals	4618	4505	4500
Children 0-15	827	817	817
All Adults	3791	3688	3683
Adult Males	1841	1781	1780
Adult Females	1950	1907	1903

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	7168	6976	6967
All Sets	14322	14322	14311
All Individuals	17032	16672	16649
Children 0-15	3221	3169	3165
All Adults	13811	13503	13484
Adult Males	6660	6486	6473
Adult Females	7151	7017	7011

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	103	100	95
All Sets	229	229	220
All Individuals	249	241	229
Children 0-15	55	52	49
All Adults	194	189	180
Adult Males	92	89	85
Adult Females	102	100	95

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5167	5031	4812
All Sets	10460	10460	10159
All Individuals	12868	12580	12208
Children 0-15	2608	2551	2503
All Adults	10260	10029	9705
Adult Males	4948	4829	4693
Adult Females	5312	5200	5012

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2522	2456	2336
All Sets	5082	5082	4927
All Individuals	6212	6081	5859
Children 0-15	1226	1209	1181
All Adults	4986	4872	4678
Adult Males	2401	2332	2247
Adult Females	2585	2540	2431

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	5181	5033	4898
All Sets	10446	10446	10277
All Individuals	11601	11298	11081
Children 0-15	2034	1994	1968
All Adults	9567	9304	9113
Adult Males	4480	4343	4261
Adult Females	5087	4961	4852

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	9099	8845	8832
All Sets	18100	18100	18083
All Individuals	21650	21177	21149
Children 0-15	4048	3986	3982
All Adults	17602	17191	17167
Adult Males	8501	8267	8253
Adult Females	9101	8924	8914

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	11001	10691	10672
All Sets	21843	21843	21815
All Individuals	26079	25485	25449
Children 0-15	4807	4714	4710
All Adults	21272	20771	20739
Adult Males	10279	9996	9978
Adult Females	10993	10775	10761

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	18690	18178	17820
All Sets	37385	37385	36901
All Individuals	45159	44146	43516
Children 0-15	8641	8474	8394
All Adults	36518	35672	35122
Adult Males	17628	17157	16918
Adult Females	18890	18515	18204

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3906	3799	3605
All Sets	7928	7928	7664
All Individuals	9456	9194	8856
Children 0-15	1803	1769	1734
All Adults	7653	7425	7122
Adult Males	3675	3557	3429
Adult Females	3978	3868	3693

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6805	6637	6312
All Sets	13854	13854	13399
All Individuals	16517	16110	15559
Children 0-15	3215	3154	3095
All Adults	13302	12956	12464
Adult Males	6439	6259	6049
Adult Females	6863	6697	6415

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11792	11508	11215
All Sets	24692	24692	24270
All Individuals	28152	27569	27085
Children 0-15	5463	5374	5317
All Adults	22689	22195	21768
Adult Males	10936	10655	10450
Adult Females	11753	11540	11318

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5916	5770	5498
All Sets	12654	12654	12259
All Individuals	14020	13742	13297
Children 0-15	2758	2722	2670
All Adults	11262	11020	10627
Adult Males	5427	5289	5105
Adult Females	5835	5731	5522

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5876	5738	5717
All Sets	12038	12038	12011
All Individuals	14132	13827	13788
Children 0-15	2705	2652	2647
All Adults	11427	11175	11141
Adult Males	5509	5366	5345
Adult Females	5918	5809	5796

S4C	All Households	Total TV Households	Multichannel Households
All Households	7168	6976	6967
All Sets	14322	14322	14311
All Individuals	17032	16672	16649
Children 0-15	3221	3169	3165
All Adults	13811	13503	13484
Adult Males	6660	6486	6473
Adult Females	7151	7017	7011

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	17806	17328	16984
All Sets	35697	35697	35214
All Individuals	42596	41595	41008
Children 0-15	8022	7868	7805
All Adults	34574	33727	33203
Adult Males	16718	16255	16027
Adult Females	17856	17472	17176

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10873	10607	10314
All Sets	22875	22875	22453
All Individuals	26127	25568	25084
Children 0-15	5149	5060	5003
All Adults	20978	20508	20081
Adult Males	10115	9854	9649
Adult Females	10863	10654	10432

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	6100	5934	5799
All Sets	12263	12263	12094
All Individuals	13626	13299	13082
Children 0-15	2348	2308	2282
All Adults	11278	10991	10800
Adult Males	5301	5144	5062
Adult Females	5977	5847	5738

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 (September 2011)

BARB Establishment Survey

Questionnaire Script

September 2011

Version 4 – 16/06/2011

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 S17		
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 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	MP (only 1 Sky code permitted)
How do you receive your satellite service?		
Sky – with subscription Sky – without subscription Freesat – not Sky Other – not Sky or Freesat Don't know		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S20	SHOW SCREEN	SP
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		
ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22		
S21	SHOW SCREEN	SP
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		
ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S24		
S22	SHOW SCREEN	SP
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		
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 TV services via cable. Can the cable box also be used to record TV programmes? Cable boxes that can record TV programmes include V+ and Tivo. 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	SP
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) cable 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		

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) cable 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. Channel 5 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 <u>ITV1</u> 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 <u>ADDITIONAL SETS</u> 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 Does this set receive exactly the same channels as the main set? - Yes - No - Don't know	SP		
IF YES (CODE 1) AT S28, SKIP TO S30. IF NO (CODE 2) ASK S29				
S29	SHOW SCREEN Which of the following channels are <u>currently</u> received on this set? ROTATE ORDER OF SCREENS <table style="width: 100%; border: none;"> <tr> <td style="vertical-align: top; width: 50%;"> A. BBC 3 B. BBC 4 C. ITV 2 D. Sky One E. G.O.L.D. (formerly UKTV Gold) F. Universal (formerly Hallmark) G. Challenge TV H. Sky Living (formerly Living) I. National Geographic </td> <td style="vertical-align: top; width: 50%;"> J. CBeebies K. BBC HD L. Nickelodeon N. Any Sky Movies channel O. Sky News P. Sky Sports 1, 2, 3 or 4 - Don't know - No answer </td> </tr> </table>	A. BBC 3 B. BBC 4 C. ITV 2 D. Sky One E. G.O.L.D. (formerly UKTV Gold) F. Universal (formerly Hallmark) G. Challenge TV H. Sky Living (formerly Living) I. National Geographic	J. CBeebies K. BBC HD L. Nickelodeon N. Any Sky Movies channel O. Sky News P. Sky Sports 1, 2, 3 or 4 - Don't know - No answer	MP
A. BBC 3 B. BBC 4 C. ITV 2 D. Sky One E. G.O.L.D. (formerly UKTV Gold) F. Universal (formerly Hallmark) G. Challenge TV H. Sky Living (formerly Living) I. National Geographic	J. CBeebies K. BBC HD L. Nickelodeon N. Any Sky Movies channel O. Sky News P. Sky Sports 1, 2, 3 or 4 - Don't know - 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 OF THE FOLLOWING CHANNELS SELECTED AT S29, SKY MOVIES, SKY ONE, SKY SPORTS) 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? - Yes - No	SP		

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, UNIVERSAL, SKY 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, and S15 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 <u>only</u> 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 <u>only</u> 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 <u>only</u> 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 intro	I now want to ask you about any computers in your household.	
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? Yes No	SP

ASK IF H53 = YES		
H58	How often is your computer (IF 1 COMPUTER) are any of your computers (IF 2+ COMPUTERS) used to watch TV programmes via the internet? Daily At least once a week At least once a month Less often than once a month Don't know	SP

ASK IF H53 = YES		
H59	How often do you personally use the internet for watching TV programmes? Daily At least once a week At least once a month Less often than once a month Don't know	SP

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? WRITE IN	NUM (00-99)

START OF PERSON LOOP

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

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

P2	I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order:	
Intro1	- 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 (<i>IF RESPONDENT</i>) What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (<i>IF NOT RESPONDENT</i>) (MAY NOT BE BLANK) Male Female	SP

ASK ALL		
P3	What was your (<i>IF RESPONDENT</i>) their (<i>IF NOT RESPONDENT</i>) age on your (<i>IF RESPONDENT</i>) their (<i>IF NOT RESPONDENT</i>) last birthday? MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER WRITE IN > (ALLOW REF)	

ASK IF P3 IS REF		
P4	Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P6		
P5	Are you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>)... (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P11		
P9	SHOW SCREEN What is your (<i>IF RESPONDENT</i>) their (<i>IF NOT RESPONDENT</i>) 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	SP
At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused		
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
Yes No Don't know		
ASK IF YES (CODE 1) AT P11, OTHERWISE GO TO P13		
P12	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know		
ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
Yes No Don't know		
IF YES (CODE 1) AT P13 OTHERWISE GO TO P15		
P14	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know		
ASK ALL		
P15	SHOW SCREEN	SP
Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Note: Please include any health problems related to old age Yes – limited a lot Yes – limited a little No Refused		

ASK ALL		
P16	SHOW SCREEN Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to? White – English/Welsh/Scottish/Northern Irish/British – Irish – Gypsy or Irish Traveller – Any other White background (specify) Mixed/multiple ethnic groups – White and Black Caribbean – White and Black African – White and Asian – Any other mixed/multiple ethnic background (specify) Asian/Asian British – Indian – Pakistani – Bangladeshi – Chinese – Any other Asian background (specify) Black/African/Caribbean/Black British – African – Caribbean – Any other African/Caribbean background (specify) Any other ethnic background – Arab – Any other ethnic group (specify) Refused (Code from list to continue)	SP
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 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	SP
ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27		
H26	SHOW SCREEN 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	SP

ASK ALL		
H27	SHOW SCREEN 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	MP
IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H56 AND H28-H30 = 1)		
H56	Which of the household members you have mentioned is the Head of Household? 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 H57 (CODE H28-H30 = 1)		
H28	Which of the household members you have mentioned 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 H57 (CODE H28-H30 = 1)		
H29	And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? 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 H57 (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 largest income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	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 <u><INSERT CIE PERSON NUMBER'S> present job</u> NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of <u><INSERT CIE PERSON NUMBER'S> previous job</u>
WRITE IN Don't know Refused	

ASK ALL	
H35	What type of firm or organisation do <i>(IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT)</i> does <i>(IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT)</i> did <i>(IF CIE IS UNEMPLOYED/RETIRED)</i> you <i>(IF RESPONDENT)</i> he <i>(IF CIE IS MALE AT P2 AND NOT RESPONDENT)</i> she <i>(IF CIE IS FEMALE AT P2 AND NOT RESPONDENT)</i> work in?
WRITE IN Don't know Refused	

ASK ALL	
H36	What <u>is</u> <i>(IF CIE IS IN EMPLOYMENT AT P9)</i> <u>was</u> <i>(IF CIE IS UNEMPLOYED/RETIRED)</i> 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 <i>(IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT)</i> Is <i>(IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT)</i> Were <i>(IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT)</i> Was <i>(IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT)</i> you <i>(IF RESPONDENT)</i> he <i>(IF CIE IS MALE AT P2 AND NOT RESPONDENT)</i> she <i>(IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT)</i> self-employed? PLEASE GIVE DETAILS.
Yes No Don't know Refused	

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

ASK ALL		
H43	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications? NOTE: 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	(IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) 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.	SP
	Yes (retired/pensioner/widow with income other than or in addition to state benefits) No (retired/pensioner/widow with state benefits only) Don't know Refused	

PLEASE NOW SKIP TO H44		
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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 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP		
ASK ALL				
H45	SHOW SCREEN 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 style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Daily Telegraph The Guardian The Scotsman The Herald The Daily Mirror The Independent Daily Record Daily Star Financial Times </td> <td style="width: 50%; vertical-align: top;"> The Sun The Times Daily Express Daily Mail Daily Sport Any Evening Paper None of these Don't know </td> </tr> </table>	Daily Telegraph The Guardian The Scotsman The Herald The Daily Mirror The Independent Daily Record Daily Star Financial Times	The Sun The Times Daily Express Daily Mail Daily Sport Any Evening Paper None of these Don't know	MP
Daily Telegraph The Guardian The Scotsman The Herald The Daily Mirror The Independent Daily Record Daily Star Financial Times	The Sun The Times Daily Express Daily Mail Daily Sport Any Evening Paper None of these Don't know			

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, Kantar Media and RSMB Television Research.	SP																
Yes No																		