



BARB Establishment Survey Quarterly Data Report

January to March 2010

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: QUARTERLY

January - March 2010

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This reports contains the weighted data results from the Establishment survey for the period January - March 2010

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

Appendices contain details fo 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	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
AB	5845	5666	5399	2534	858	3702	1629	2074
%V	21.7%	21.8%	22.5%	24.5%	21.9%	22.3%	24.5%	20.8%
%H (All HH)		96.9%	92.4%	43.4%	14.7%	63.3%	27.9%	35.5%
%H (TV HH)			95.3%	44.7%	15.1%	65.3%	28.8%	36.6%
C1	7448	7158	6693	2972	1154	4605	1969	2636
%V	27.7%	27.6%	27.9%	28.8%	29.5%	27.7%	29.6%	26.5%
%H (All HH)		96.1%	89.9%	39.9%	15.5%	61.8%	26.4%	35.4%
%H (TV HH)			93.5%	41.5%	16.1%	64.3%	27.5%	36.8%
C2	5159	5058	4810	2275	830	3291	1525	1767
%V	19.2%	19.5%	20.1%	22.0%	21.2%	19.8%	22.9%	17.7%
%H (All HH)		98.0%	93.2%	44.1%	16.1%	63.8%	29.6%	34.3%
%H (TV HH)			95.1%	45.0%	16.4%	65.1%	30.2%	34.9%
D	4341	4151	3767	1513	656	2567	958	1608
%V	16.1%	16.0%	15.7%	14.7%	16.8%	15.5%	14.4%	16.2%
%H (All HH)		95.6%	86.8%	34.9%	15.1%	59.1%	22.1%	37.0%
%H (TV HH)			90.7%	36.4%	15.8%	61.8%	23.1%	38.7%
E	4090	3919	3284	1028	417	2442	572	1870
%V	15.2%	15.1%	13.7%	10.0%	10.7%	14.7%	8.6%	18.8%
%H (All HH)		95.8%	80.3%	25.1%	10.2%	59.7%	14.0%	45.7%
%H (TV HH)			83.8%	26.2%	10.6%	62.3%	14.6%	47.7%

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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DATA PERIOD: QUARTERLY

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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	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
Under 25	1391	1248	1143	433	204	755	240	515
%V	5.2%	4.8%	4.8%	4.2%	5.2%	4.5%	3.6%	5.2%
%H (All HH)		89.7%	82.2%	31.1%	14.7%	54.3%	17.3%	37.0%
%H (TV HH)			91.6%	34.7%	16.3%	60.5%	19.2%	41.3%
25 - 34	4260	3965	3782	1849	671	2258	981	1278
%V	15.8%	15.3%	15.8%	17.9%	17.1%	13.6%	14.7%	12.8%
%H (All HH)		93.1%	88.8%	43.4%	15.8%	53.0%	23.0%	30.0%
%H (TV HH)			95.4%	46.6%	16.9%	56.9%	24.7%	32.2%
35 - 44	5200	5036	4816	2440	882	3144	1593	1551
%V	19.3%	19.4%	20.1%	23.6%	22.5%	18.9%	23.9%	15.6%
%H (All HH)		96.8%	92.6%	46.9%	17.0%	60.5%	30.6%	29.8%
%H (TV HH)			95.6%	48.5%	17.5%	62.4%	31.6%	30.8%
45 - 54	4954	4855	4587	2242	825	3243	1634	1610
%V	18.4%	18.7%	19.2%	21.7%	21.1%	19.5%	24.6%	16.2%
%H (All HH)		98.0%	92.6%	45.3%	16.7%	65.5%	33.0%	32.5%
%H (TV HH)			94.5%	46.2%	17.0%	66.8%	33.7%	33.2%
55 - 64	4432	4292	4017	1649	702	2911	1199	1712
%V	16.5%	16.5%	16.8%	16.0%	17.9%	17.5%	18.0%	17.2%
%H (All HH)		96.8%	90.6%	37.2%	15.8%	65.7%	27.1%	38.6%
%H (TV HH)			93.6%	38.4%	16.4%	67.8%	27.9%	39.9%
65 +	6646	6556	5607	1709	631	4297	1006	3291
%V	24.7%	25.3%	23.4%	16.6%	16.1%	25.9%	15.1%	33.1%
%H (All HH)		98.6%	84.4%	25.7%	9.5%	64.7%	15.1%	49.5%
%H (TV HH)			85.5%	26.1%	9.6%	65.5%	15.3%	50.2%

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: QUARTERLY

January - March 2010

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	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
1	8917	8363	7131	2124	943	5232	1133	4099
%V	33.2%	32.2%	29.8%	20.6%	24.1%	31.5%	17.0%	41.2%
%H (All HH)		93.8%	80.0%	23.8%	10.6%	58.7%	12.7%	46.0%
%H (TV HH)			85.3%	25.4%	11.3%	62.6%	13.5%	49.0%
2	8834	8640	8130	3486	1299	5707	2296	3411
%V	32.9%	33.3%	33.9%	33.8%	33.2%	34.4%	34.5%	34.3%
%H (All HH)		97.8%	92.0%	39.5%	14.7%	64.6%	26.0%	38.6%
%H (TV HH)			94.1%	40.3%	15.0%	66.1%	26.6%	39.5%
3	4102	3996	3866	1996	720	2506	1315	1191
%V	15.3%	15.4%	16.1%	19.3%	18.4%	15.1%	19.8%	12.0%
%H (All HH)		97.4%	94.2%	48.7%	17.6%	61.1%	32.1%	29.0%
%H (TV HH)			96.7%	49.9%	18.0%	62.7%	32.9%	29.8%
4	3433	3383	3295	1836	584	2236	1319	917
%V	12.8%	13.0%	13.8%	17.8%	14.9%	13.5%	19.8%	9.2%
%H (All HH)		98.5%	96.0%	53.5%	17.0%	65.1%	38.4%	26.7%
%H (TV HH)			97.4%	54.3%	17.3%	66.1%	39.0%	27.1%
5+	1597	1570	1531	880	368	926	589	337
%V	5.9%	6.0%	6.4%	8.5%	9.4%	5.6%	8.9%	3.4%
%H (All HH)		98.3%	95.9%	55.1%	23.0%	58.0%	36.9%	21.1%
%H (TV HH)			97.5%	56.1%	23.4%	59.0%	37.5%	21.5%
Average HH size	2.28	2.30	2.36	2.63	2.57	2.29	2.72	2.01

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

%V = percentage of vertical total

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

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

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Household level data
Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
Without	20015	19201	17409	6807	2702	12488	4420	8069
%V	74.5%	74.0%	72.7%	65.9%	69.0%	75.2%	66.4%	81.1%
%H (All HH)		95.9%	87.0%	34.0%	13.5%	62.4%	22.1%	40.3%
%H (TV HH)			90.7%	35.5%	14.1%	65.0%	23.0%	42.0%
With	6868	6750	6544	3515	1213	4119	2233	1886
%V	25.5%	26.0%	27.3%	34.1%	31.0%	24.8%	33.6%	18.9%
%H (All HH)		98.3%	95.3%	51.2%	17.7%	60.0%	32.5%	27.5%
%H (TV HH)			96.9%	52.1%	18.0%	61.0%	33.1%	27.9%
0 - 3	2537	2480	2397	1278	446	1442	760	682
%V	9.4%	9.6%	10.0%	12.4%	11.4%	8.7%	11.4%	6.9%
%H (All HH)		97.8%	94.5%	50.4%	17.6%	56.8%	30.0%	26.9%
%H (TV HH)			96.7%	51.5%	18.0%	58.1%	30.6%	27.5%
4 - 9	3205	3145	3051	1678	585	1837	1010	827
%V	11.9%	12.1%	12.7%	16.3%	14.9%	11.1%	15.2%	8.3%
%H (All HH)		98.1%	95.2%	52.4%	18.3%	57.3%	31.5%	25.8%
%H (TV HH)			97.0%	53.4%	18.6%	58.4%	32.1%	26.3%
10 - 15	3333	3290	3199	1747	648	2101	1247	855
%V	12.4%	12.7%	13.4%	16.9%	16.6%	12.7%	18.7%	8.6%
%H (All HH)		98.7%	96.0%	52.4%	19.4%	63.0%	37.4%	25.7%
%H (TV HH)			97.2%	53.1%	19.7%	63.9%	37.9%	26.0%

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

%V = percentage of vertical total

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

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

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Household level data
Table 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
1	9973	9973	8534	2846	1283	5347	929	4417
%V	37.1%	38.4%	35.6%	27.6%	32.8%	32.2%	14.0%	44.4%
%H (All HH)		100.0%	85.6%	28.5%	12.9%	53.6%	9.3%	44.3%
%H (TV HH)			85.6%	28.5%	12.9%	53.6%	9.3%	44.3%
2	9079	9079	8667	3770	1425	6065	2498	3567
%V	33.8%	35.0%	36.2%	36.5%	36.4%	36.5%	37.5%	35.8%
%H (All HH)		100.0%	95.5%	41.5%	15.7%	66.8%	27.5%	39.3%
%H (TV HH)			95.5%	41.5%	15.7%	66.8%	27.5%	39.3%
3	4173	4173	4063	2101	720	3060	1758	1301
%V	15.5%	16.1%	17.0%	20.4%	18.4%	18.4%	26.4%	13.1%
%H (All HH)		100.0%	97.4%	50.3%	17.3%	73.3%	42.1%	31.2%
%H (TV HH)			97.4%	50.3%	17.3%	73.3%	42.1%	31.2%
4	1794	1794	1772	1023	315	1409	925	484
%V	6.7%	6.9%	7.4%	9.9%	8.0%	8.5%	13.9%	4.9%
%H (All HH)		100.0%	98.8%	57.0%	17.6%	78.5%	51.6%	27.0%
%H (TV HH)			98.8%	57.0%	17.6%	78.5%	51.6%	27.0%
5+	923	923	908	582	169	718	539	180
%V	3.4%	3.6%	3.8%	5.6%	4.3%	4.3%	8.1%	1.8%
%H (All HH)		100.0%	98.4%	63.1%	18.3%	77.8%	58.4%	19.5%
%H (TV HH)			98.4%	63.1%	18.3%	77.8%	58.4%	19.5%

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 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	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
Under 20"	11468	11468	10701	4833	1708	8033	3739	4294
%V	42.7%	44.2%	44.7%	46.8%	43.6%	48.4%	56.2%	43.1%
%H (All HH)		100.0%	93.3%	42.1%	14.9%	70.0%	32.6%	37.4%
%H (TV HH)			93.3%	42.1%	14.9%	70.0%	32.6%	37.4%
20" - 29"	13841	13841	12592	5092	2041	9065	3462	5603
%V	51.5%	53.3%	52.6%	49.3%	52.1%	54.6%	52.0%	56.3%
%H (All HH)		100.0%	91.0%	36.8%	14.7%	65.5%	25.0%	40.5%
%H (TV HH)			91.0%	36.8%	14.7%	65.5%	25.0%	40.5%
30" - 39"	11564	11564	11273	5415	1936	7875	3803	4072
%V	43.0%	44.6%	47.1%	52.5%	49.5%	47.4%	57.2%	40.9%
%H (All HH)		100.0%	97.5%	46.8%	16.7%	68.1%	32.9%	35.2%
%H (TV HH)			97.5%	46.8%	16.7%	68.1%	32.9%	35.2%
40" and over	5424	5424	5358	3241	989	3545	2323	1222
%V	20.2%	20.9%	22.4%	31.4%	25.3%	21.3%	34.9%	12.3%
%H (All HH)		100.0%	98.8%	59.8%	18.2%	65.4%	42.8%	22.5%
%H (TV HH)			98.8%	59.8%	18.2%	65.4%	42.8%	22.5%

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 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	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
Main living room	25596	25596	23668	10230	3883	16387	6596	9791
%V	95.2%	98.6%	98.8%	99.1%	99.2%	98.7%	99.1%	98.4%
%H (All HH)		100.0%	92.5%	40.0%	15.2%	64.0%	25.8%	38.3%
%H (TV HH)			92.5%	40.0%	15.2%	64.0%	25.8%	38.3%
Kitchen	3562	3562	3400	1713	532	2559	1365	1194
%V	13.3%	13.7%	14.2%	16.6%	13.6%	15.4%	20.5%	12.0%
%H (All HH)		100.0%	95.5%	48.1%	14.9%	71.8%	38.3%	33.5%
%H (TV HH)			95.5%	48.1%	14.9%	71.8%	38.3%	33.5%
Adult's bedroom	12283	12283	11870	5921	2087	8649	4597	4053
%V	45.7%	47.3%	49.6%	57.4%	53.3%	52.1%	69.1%	40.7%
%H (All HH)		100.0%	96.6%	48.2%	17.0%	70.4%	37.4%	33.0%
%H (TV HH)			96.6%	48.2%	17.0%	70.4%	37.4%	33.0%
Child's bedroom	2503	2503	2462	1452	450	1843	1231	612
%V	9.3%	9.6%	10.3%	14.1%	11.5%	11.1%	18.5%	6.1%
%H (All HH)		100.0%	98.4%	58.0%	18.0%	73.6%	49.2%	24.5%
%H (TV HH)			98.4%	58.0%	18.0%	73.6%	49.2%	24.5%
Other bedroom	876	876	849	454	152	638	379	259
%V	3.3%	3.4%	3.5%	4.4%	3.9%	3.8%	5.7%	2.6%
%H (All HH)		100.0%	96.9%	51.8%	17.4%	72.8%	43.3%	29.6%
%H (TV HH)			96.9%	51.8%	17.4%	72.8%	43.3%	29.6%
Second living/dining room	2962	2962	2875	1439	478	2250	1240	1010
%V	11.0%	11.4%	12.0%	13.9%	12.2%	13.5%	18.6%	10.1%
%H (All HH)		100.0%	97.1%	48.6%	16.1%	76.0%	41.9%	34.1%
%H (TV HH)			97.1%	48.6%	16.1%	76.0%	41.9%	34.1%
Study/office	552	552	542	261	99	413	222	191
%V	2.1%	2.1%	2.3%	2.5%	2.5%	2.5%	3.3%	1.9%
%H (All HH)		100.0%	98.2%	47.3%	17.9%	74.8%	40.2%	34.6%
%H (TV HH)			98.2%	47.3%	17.9%	74.8%	40.2%	34.6%
TV room	140	140	138	73	20	109	60	50
%V	0.5%	0.5%	0.6%	0.7%	0.5%	0.7%	0.9%	0.5%
%H (All HH)		100.0%	98.6%	52.1%	14.3%	77.9%	42.9%	35.7%
%H (TV HH)			98.6%	52.1%	14.3%	77.9%	42.9%	35.7%
No specific location	27	27	27	7	5	25	11	14
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	25.9%	18.5%	92.6%	40.7%	51.9%
%H (TV HH)			100.0%	25.9%	18.5%	92.6%	40.7%	51.9%
Other	204	204	203	107	30	159	87	72
%V	0.8%	0.8%	0.8%	1.0%	0.8%	1.0%	1.3%	0.7%
%H (All HH)		100.0%	99.5%	52.5%	14.7%	77.9%	42.6%	35.3%
%H (TV HH)			99.5%	52.5%	14.7%	77.9%	42.6%	35.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
January - March 2010
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	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
PVR	9189	9189	9189	6606	1298	5567	4129	1438
%V	34.2%	35.4%	38.4%	64.0%	33.2%	33.5%	62.1%	14.4%
%H (All HH)		100.0%	100.0%	71.9%	14.1%	60.6%	44.9%	15.6%
%H (TV HH)			100.0%	71.9%	14.1%	60.6%	44.9%	15.6%
DVDR	4148	4148	4044	1835	667	3014	1400	1614
%V	15.4%	16.0%	16.9%	17.8%	17.0%	18.1%	21.0%	16.2%
%H (All HH)		100.0%	97.5%	44.2%	16.1%	72.7%	33.8%	38.9%
%H (TV HH)			97.5%	44.2%	16.1%	72.7%	33.8%	38.9%
VCR	9093	9093	8293	3321	1392	5914	2234	3680
%V	33.8%	35.0%	34.6%	32.2%	35.6%	35.6%	33.6%	37.0%
%H (All HH)		100.0%	91.2%	36.5%	15.3%	65.0%	24.6%	40.5%
%H (TV HH)			91.2%	36.5%	15.3%	65.0%	24.6%	40.5%
Any recorder	16732	16732	15879	8354	2475	10627	5371	5255
%V	62.2%	64.5%	66.3%	80.9%	63.2%	64.0%	80.7%	52.8%
%H (All HH)		100.0%	94.9%	49.9%	14.8%	63.5%	32.1%	31.4%
%H (TV HH)			94.9%	49.9%	14.8%	63.5%	32.1%	31.4%

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

DATA PERIOD: QUARTERLY

January - March 2010

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	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
 Receives HDTV (via STB or built-in reception)	3744	3744	3744	2668	1179	2089	2089	0
%V	13.9%	14.4%	15.6%	25.8%	30.1%	12.6%	31.4%	0.0%
%H (All HH)		100.0%	100.0%	71.3%	31.5%	55.8%	55.8%	0.0%
%H (TV HH)			100.0%	71.3%	31.5%	55.8%	55.8%	0.0%
 DVD/Blu-ray player or recorder	21078	21078	20105	9085	3359	13944	6054	7890
%V	78.4%	81.2%	83.9%	88.0%	85.8%	84.0%	91.0%	79.3%
%H (All HH)		100.0%	95.4%	43.1%	15.9%	66.2%	28.7%	37.4%
%H (TV HH)			95.4%	43.1%	15.9%	66.2%	28.7%	37.4%

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

DATA PERIOD: QUARTERLY
January - March 2010
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	26883	25951	23953	10322	3915	16608	6653	9955
%H (All HH)		96.5%	89.1%	38.4%	14.6%	61.8%	24.7%	37.0%
%H (TV HH)			92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
Has PC or Laptop	18754	18178	17446	8415	3182	11718	5663	6055
%V	69.8%	70.0%	72.8%	81.5%	81.3%	70.6%	85.1%	60.8%
%H (All HH)		96.9%	93.0%	44.9%	17.0%	62.5%	30.2%	32.3%
%H (TV HH)			96.0%	46.3%	17.5%	64.5%	31.2%	33.3%
Has broadband internet	16156	15685	15158	7478	2851	10025	5013	5012
%V	60.1%	60.4%	63.3%	72.4%	72.8%	60.4%	75.3%	50.3%
%H (All HH)		97.1%	93.8%	46.3%	17.6%	62.1%	31.0%	31.0%
%H (TV HH)			96.6%	47.7%	18.2%	63.9%	32.0%	32.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

January - March 2010

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	52785	50021	23914	8459	36160	17802	18359
%H		94.8%	45.3%	16.0%	68.5%	33.7%	34.8%
Under 20"	16229	15276	7177	2526	11569	5799	5770
%V	30.7%	30.5%	30.0%	29.9%	32.0%	32.6%	31.4%
%H		94.1%	44.2%	15.6%	71.3%	35.7%	35.6%
20" - 29"	17115	15762	6642	2581	11564	4816	6749
%V	32.4%	31.5%	27.8%	30.5%	32.0%	27.1%	36.8%
%H		92.1%	38.8%	15.1%	67.6%	28.1%	39.4%
30" - 39"	13056	12750	6356	2178	8960	4559	4401
%V	24.7%	25.5%	26.6%	25.7%	24.8%	25.6%	24.0%
%H		97.7%	48.7%	16.7%	68.6%	34.9%	33.7%
40" and over	5848	5782	3519	1099	3845	2568	1277
%V	11.1%	11.6%	14.7%	13.0%	10.6%	14.4%	7.0%
%H		98.9%	60.2%	18.8%	65.7%	43.9%	21.8%
Don't know	535	451	221	76	221	60	161
%V	1.0%	0.9%	0.9%	0.9%	0.6%	0.3%	0.9%
%H		84.3%	41.3%	14.2%	41.3%	11.2%	30.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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	52785	50021	23914	8459	36160	17802	18359
%H		94.8%	45.3%	16.0%	68.5%	33.7%	34.8%
Main living room	25865	23928	10353	3928	16568	6681	9887
%V	49.0%	47.8%	43.3%	46.4%	45.8%	37.5%	53.9%
%H		92.5%	40.0%	15.2%	64.1%	25.8%	38.2%
Kitchen	3575	3413	1723	534	2568	1370	1198
%V	6.8%	6.8%	7.2%	6.3%	7.1%	7.7%	6.5%
%H		95.5%	48.2%	14.9%	71.8%	38.3%	33.5%
Adult's bedroom	15109	14620	7447	2582	10813	5962	4852
%V	28.6%	29.2%	31.1%	30.5%	29.9%	33.5%	26.4%
%H		96.8%	49.3%	17.1%	71.6%	39.5%	32.1%
Child's bedroom	3273	3227	1917	598	2450	1666	784
%V	6.2%	6.5%	8.0%	7.1%	6.8%	9.4%	4.3%
%H		98.6%	58.6%	18.3%	74.9%	50.9%	24.0%
Other bedroom	992	963	528	166	737	447	289
%V	1.9%	1.9%	2.2%	2.0%	2.0%	2.5%	1.6%
%H		97.1%	53.2%	16.7%	74.3%	45.1%	29.1%
Second living/dining room	3019	2932	1476	495	2295	1279	1017
%V	5.7%	5.9%	6.2%	5.9%	6.3%	7.2%	5.5%
%H		97.1%	48.9%	16.4%	76.0%	42.4%	33.7%
Study/office	562	552	267	99	420	225	195
%V	1.1%	1.1%	1.1%	1.2%	1.2%	1.3%	1.1%
%H		98.2%	47.5%	17.6%	74.7%	40.0%	34.7%
TV room	141	139	73	20	110	60	51
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%
%H		98.6%	51.8%	14.2%	78.0%	42.6%	36.2%
No specific location	32	32	12	5	30	16	14
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	37.5%	15.6%	93.8%	50.0%	43.8%
Other	215	214	117	32	169	97	72
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.5%	0.4%
%H		99.5%	54.4%	14.9%	78.6%	45.1%	33.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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	52785	50021	23914	8459	36160	17802	18359
%H		94.8%	45.3%	16.0%	68.5%	33.7%	34.8%
PVR	11561	11561	8628	1519	6914	5307	1607
%V	21.9%	23.1%	36.1%	18.0%	19.1%	29.8%	8.8%
%H		100.0%	74.6%	13.1%	59.8%	45.9%	13.9%
DVDR	4861	4754	2203	810	3597	1755	1842
%V	9.2%	9.5%	9.2%	9.6%	9.9%	9.9%	10.0%
%H		97.8%	45.3%	16.7%	74.0%	36.1%	37.9%
VCR	10745	9886	4047	1707	7118	2859	4259
%V	20.4%	19.8%	16.9%	20.2%	19.7%	16.1%	23.2%
%H		92.0%	37.7%	15.9%	66.2%	26.6%	39.6%
Any recorder	21938	21008	11718	3249	14128	7783	6345
%V	41.6%	42.0%	49.0%	38.4%	39.1%	43.7%	34.6%
%H		95.8%	53.4%	14.8%	64.4%	35.5%	28.9%

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	52785	50021	23914	8459	36160	17802	18359
%H		94.8%	45.3%	16.0%	68.5%	33.7%	34.8%
Receives HDTV (via STB or built-in reception)	4492	4492	3268	1345	2458	2458	0
%V	8.5%	9.0%	13.7%	15.9%	6.8%	13.8%	0.0%
%H		100.0%	72.8%	29.9%	54.7%	54.7%	0.0%
DVD/Blu-ray player or recorder	31012	29915	14618	5152	21390	10788	10602
%V	58.8%	59.8%	61.1%	60.9%	59.2%	60.6%	57.7%
%H		96.5%	47.1%	16.6%	69.0%	34.8%	34.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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	25920	23927	10311	3912	16590	6647	9943
%H		92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
Under 20"	1327	931	183	97	733	82	651
%V	5.1%	3.9%	1.8%	2.5%	4.4%	1.2%	6.5%
%H		70.2%	13.8%	7.3%	55.2%	6.2%	49.1%
20" - 29"	9156	7961	2553	1136	5637	1331	4306
%V	35.3%	33.3%	24.8%	29.0%	34.0%	20.0%	43.3%
%H		86.9%	27.9%	12.4%	61.6%	14.5%	47.0%
30" - 39"	9961	9684	4366	1689	6738	2994	3744
%V	38.4%	40.5%	42.3%	43.2%	40.6%	45.0%	37.7%
%H		97.2%	43.8%	17.0%	67.6%	30.1%	37.6%
40" and over	5217	5152	3113	952	3394	2223	1172
%V	20.1%	21.5%	30.2%	24.3%	20.5%	33.4%	11.8%
%H		98.8%	59.7%	18.2%	65.1%	42.6%	22.5%
Don't know	260	198	96	37	88	17	71
%V	1.0%	0.9%	0.9%	1.0%	0.6%	0.3%	0.8%
%H		77.0%	35.7%	14.9%	36.1%	7.4%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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	25920	23927	10311	3912	16590	6647	9943
%H		92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
PVR	8892	8892	6449	1221	5310	3959	1352
%V	34.3%	37.2%	62.5%	31.2%	32.0%	59.6%	13.6%
%H		100.0%	72.5%	13.7%	59.7%	44.5%	15.2%
DVDR	3832	3739	1673	605	2758	1235	1523
%V	14.8%	15.6%	16.2%	15.5%	16.6%	18.6%	15.3%
%H		97.6%	43.7%	15.8%	72.0%	32.2%	39.7%
VCR	7752	6990	2693	1148	4955	1727	3228
%V	29.9%	29.2%	26.1%	29.3%	29.9%	26.0%	32.5%
%H		90.2%	34.7%	14.8%	63.9%	22.3%	41.6%
Any recorder	15934	15116	8088	2306	10027	5121	4905
%V	61.5%	63.2%	78.4%	58.9%	60.4%	77.0%	49.3%
%H		94.9%	50.8%	14.5%	62.9%	32.1%	30.8%

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	25920	23927	10311	3912	16590	6647	9943
%H		92.3%	39.8%	15.1%	64.0%	25.6%	38.4%
Receives HDTV (via STB or built-in reception)	3598	3598	2549	1136	1991	1991	0
%V	13.9%	15.0%	24.7%	29.0%	12.0%	30.0%	0.0%
%H		100.0%	70.8%	31.6%	55.3%	55.3%	0.0%
DVD/Blu-ray player or recorder	20023	19086	8566	3219	13160	5644	7516
%V	77.2%	79.8%	83.1%	82.3%	79.3%	84.9%	75.6%
%H		95.3%	42.8%	16.1%	65.7%	28.2%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26865	26094	13603	4547	19570	11155	8415
%H		97.1%	50.6%	16.9%	72.8%	41.5%	31.3%
Under 20"	14903	14345	6994	2429	10836	5717	5119
%V	55.5%	55.0%	51.4%	53.4%	55.4%	51.3%	60.8%
%H		96.3%	46.9%	16.3%	72.7%	38.4%	34.3%
20" - 29"	7960	7801	4089	1445	5927	3484	2443
%V	29.6%	29.9%	30.1%	31.8%	30.3%	31.2%	29.0%
%H		98.0%	51.4%	18.2%	74.5%	43.8%	30.7%
30" - 39"	3096	3066	1990	488	2222	1565	657
%V	11.5%	11.7%	14.6%	10.7%	11.4%	14.0%	7.8%
%H		99.0%	64.3%	15.8%	71.8%	50.5%	21.2%
40" and over	631	630	406	147	451	345	106
%V	2.3%	2.4%	3.0%	3.2%	2.3%	3.1%	1.3%
%H		99.8%	64.3%	23.3%	71.5%	54.7%	16.8%
Don't know	275	252	125	39	134	43	90
%V	1.8%	1.8%	1.7%	1.9%	1.7%	1.4%	2.0%
%H		94.7%	46.0%	17.9%	66.2%	31.6%	34.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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	26865	26094	13603	4547	19570	11155	8415
%H		97.1%	50.6%	16.9%	72.8%	41.5%	31.3%
PVR	2669	2669	2179	298	1604	1349	255
%V	9.9%	10.2%	16.0%	6.6%	8.2%	12.1%	3.0%
%H		100.0%	81.6%	11.2%	60.1%	50.5%	9.6%
DVDR	1029	1014	529	205	839	520	319
%V	3.8%	3.9%	3.9%	4.5%	4.3%	4.7%	3.8%
%H		98.5%	51.4%	19.9%	81.5%	50.5%	31.0%
VCR	2993	2896	1355	559	2163	1132	1032
%V	11.1%	11.1%	10.0%	12.3%	11.1%	10.1%	12.3%
%H		96.8%	45.3%	18.7%	72.3%	37.8%	34.5%
Any recorder	6004	5892	3629	943	4101	2661	1440
%V	22.3%	22.6%	26.7%	20.7%	21.0%	23.9%	17.1%
%H		98.1%	60.4%	15.7%	68.3%	44.3%	24.0%

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	26865	26094	13603	4547	19570	11155	8415
%H		97.1%	50.6%	16.9%	72.8%	41.5%	31.3%
Receives HDTV (via STB or built-in reception)	894	894	718	209	468	468	0
%V	3.3%	3.4%	5.3%	4.6%	2.4%	4.2%	0.0%
%H		100.0%	80.3%	23.4%	52.3%	52.3%	0.0%
DVD/Blu-ray player or recorder	10989	10829	6053	1933	8230	5144	3086
%V	40.9%	41.5%	44.5%	42.5%	42.1%	46.1%	36.7%
%H		98.5%	55.1%	17.6%	74.9%	46.8%	28.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

Individual level data
Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	61243	59625	56419	27156	10051	38066	18100	19966
%H		97.4%	92.1%	44.3%	16.4%	62.2%	29.6%	32.6%
Total Children	11609	11402	11065	6052	2145	6826	3819	3008
%V	19.0%	19.1%	19.6%	22.3%	21.3%	17.9%	21.1%	15.1%
%H		98.2%	95.3%	52.1%	18.5%	58.8%	32.9%	25.9%
0 - 3	3052	2987	2888	1535	544	1712	895	817
%V	5.0%	5.0%	5.1%	5.7%	5.4%	4.5%	4.9%	4.1%
%H		97.9%	94.6%	50.3%	17.8%	56.1%	29.3%	26.8%
4 - 15	8556	8415	8177	4517	1601	5114	2924	2191
%V	14.0%	14.1%	14.5%	16.6%	15.9%	13.4%	16.2%	11.0%
%H		98.4%	95.6%	52.8%	18.7%	59.8%	34.2%	25.6%
4 - 9	4213	4137	4011	2210	756	2394	1297	1097
%V	6.9%	6.9%	7.1%	8.1%	7.5%	6.3%	7.2%	5.5%
%H		98.2%	95.2%	52.5%	17.9%	56.8%	30.8%	26.0%
10 - 15	4344	4279	4166	2307	845	2720	1627	1094
%V	7.1%	7.2%	7.4%	8.5%	8.4%	7.1%	9.0%	5.5%
%H		98.5%	95.9%	53.1%	19.5%	62.6%	37.5%	25.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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	61243	59625	56419	27156	10051	38066	18100	19966
%H		97.4%	92.1%	44.3%	16.4%	62.2%	29.6%	32.6%
Total Adults (16+)	49634	48223	45354	21104	7906	31239	14281	16958
%V	81.0%	80.9%	80.4%	77.7%	78.7%	82.1%	78.9%	84.9%
%H		97.2%	91.4%	42.5%	15.9%	62.9%	28.8%	34.2%
16 - 19	3128	3074	2962	1498	548	2133	1163	970
%V	5.1%	5.2%	5.3%	5.5%	5.5%	5.6%	6.4%	4.9%
%H		98.3%	94.7%	47.9%	17.5%	68.2%	37.2%	31.0%
20 - 24	3947	3695	3505	1635	726	2410	1175	1235
%V	6.4%	6.2%	6.2%	6.0%	7.2%	6.3%	6.5%	6.2%
%H		93.6%	88.8%	41.4%	18.4%	61.1%	29.8%	31.3%
25 - 34	8106	7657	7367	3763	1407	4427	2155	2272
%V	13.2%	12.8%	13.1%	13.9%	14.0%	11.6%	11.9%	11.4%
%H		94.5%	90.9%	46.4%	17.4%	54.6%	26.6%	28.0%
35 - 44	8898	8660	8299	4401	1515	5339	2857	2482
%V	14.5%	14.5%	14.7%	16.2%	15.1%	14.0%	15.8%	12.4%
%H		97.3%	93.3%	49.5%	17.0%	60.0%	32.1%	27.9%
45 - 54	8468	8329	7966	3991	1476	5560	2902	2658
%V	13.8%	14.0%	14.1%	14.7%	14.7%	14.6%	16.0%	13.3%
%H		98.4%	94.1%	47.1%	17.4%	65.7%	34.3%	31.4%
55 - 64	7291	7120	6759	2961	1246	4881	2242	2639
%V	11.9%	11.9%	12.0%	10.9%	12.4%	12.8%	12.4%	13.2%
%H		97.7%	92.7%	40.6%	17.1%	66.9%	30.8%	36.2%
65+	9796	9688	8497	2855	987	6490	1788	4702
%V	16.0%	16.2%	15.1%	10.5%	9.8%	17.0%	9.9%	23.6%
%H		98.9%	86.7%	29.1%	10.1%	66.3%	18.3%	48.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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+)	49634	48223	45354	21104	7906	31239	14281	16958
%H		97.2%	91.4%	42.5%	15.9%	62.9%	28.8%	34.2%
AB	11664	11377	10959	5423	1776	7536	3595	3940
%V	23.5%	23.6%	24.2%	25.7%	22.5%	24.1%	25.2%	23.2%
%H		97.5%	94.0%	46.5%	15.2%	64.6%	30.8%	33.8%
C1	13975	13518	12834	6011	2385	8797	4204	4593
%V	28.2%	28.0%	28.3%	28.5%	30.2%	28.2%	29.4%	27.1%
%H		96.7%	91.8%	43.0%	17.1%	62.9%	30.1%	32.9%
C2	10560	10415	10008	4960	1804	6870	3464	3406
%V	21.3%	21.6%	22.1%	23.5%	22.8%	22.0%	24.3%	20.1%
%H		98.6%	94.8%	47.0%	17.1%	65.1%	32.8%	32.3%
D	7821	7500	6921	3075	1292	4656	2063	2593
%V	15.8%	15.6%	15.3%	14.6%	16.3%	14.9%	14.4%	15.3%
%H		95.9%	88.5%	39.3%	16.5%	59.5%	26.4%	33.2%
E	5613	5413	4632	1635	649	3381	954	2426
%V	11.3%	11.2%	10.2%	7.7%	8.2%	10.8%	6.7%	14.3%
%H		96.4%	82.5%	29.1%	11.6%	60.2%	17.0%	43.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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+)	49634	48223	45354	21104	7906	31239	14281	16958
%H		97.2%	91.4%	42.5%	15.9%	62.9%	28.8%	34.2%
Working full time	22134	21521	20764	10691	3974	13718	7331	6387
%V	44.6%	44.6%	45.8%	50.7%	50.3%	43.9%	51.3%	37.7%
%H		97.2%	93.8%	48.3%	18.0%	62.0%	33.1%	28.9%
Working part time	4911	4807	4597	2281	779	3145	1538	1607
%V	9.9%	10.0%	10.1%	10.8%	9.9%	10.1%	10.8%	9.5%
%H		97.9%	93.6%	46.4%	15.9%	64.0%	31.3%	32.7%
Not working	22588	21895	19993	8132	3152	14376	5413	8964
%V	45.5%	45.4%	44.1%	38.5%	39.9%	46.0%	37.9%	52.9%
%H		96.9%	88.5%	36.0%	14.0%	63.6%	24.0%	39.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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+)	24215	23373	22092	10623	3964	15024	7168	7855
%H		96.5%	91.2%	43.9%	16.4%	62.0%	29.6%	32.4%
16 - 19	1666	1638	1588	823	307	1147	652	495
%V	6.9%	7.0%	7.2%	7.7%	7.7%	7.6%	9.1%	6.3%
%H		98.3%	95.3%	49.4%	18.4%	68.8%	39.1%	29.7%
20 - 24	1963	1823	1733	857	364	1186	608	577
%V	8.1%	7.8%	7.8%	8.1%	9.2%	7.9%	8.5%	7.3%
%H		92.9%	88.3%	43.7%	18.5%	60.4%	31.0%	29.4%
25 - 34	4055	3757	3618	1817	718	2196	1064	1132
%V	16.7%	16.1%	16.4%	17.1%	18.1%	14.6%	14.8%	14.4%
%H		92.7%	89.2%	44.8%	17.7%	54.2%	26.2%	27.9%
35 - 44	4403	4257	4060	2205	737	2536	1373	1163
%V	18.2%	18.2%	18.4%	20.8%	18.6%	16.9%	19.2%	14.8%
%H		96.7%	92.2%	50.1%	16.7%	57.6%	31.2%	26.4%
45 - 54	4167	4086	3904	1943	729	2706	1389	1317
%V	17.2%	17.5%	17.7%	18.3%	18.4%	18.0%	19.4%	16.8%
%H		98.1%	93.7%	46.6%	17.5%	64.9%	33.3%	31.6%
55 - 64	3564	3461	3284	1471	614	2369	1133	1236
%V	14.7%	14.8%	14.9%	13.8%	15.5%	15.8%	15.8%	15.7%
%H		97.1%	92.1%	41.3%	17.2%	66.5%	31.8%	34.7%
65+	4396	4352	3904	1508	494	2884	949	1934
%V	18.2%	18.6%	17.7%	14.2%	12.5%	19.2%	13.2%	24.6%
%H		99.0%	88.8%	34.3%	11.2%	65.6%	21.6%	44.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		24215	23373	22092	10623	3964	15024	7168	7855
	%H		96.5%	91.2%	43.9%	16.4%	62.0%	29.6%	32.4%
AB		5931	5764	5571	2803	951	3795	1864	1931
	%V	24.5%	24.7%	25.2%	26.4%	24.0%	25.3%	26.0%	24.6%
	%H		97.2%	93.9%	47.3%	16.0%	64.0%	31.4%	32.6%
C1		6490	6235	5970	2911	1138	4015	2006	2009
	%V	26.8%	26.7%	27.0%	27.4%	28.7%	26.7%	28.0%	25.6%
	%H		96.1%	92.0%	44.9%	17.5%	61.9%	30.9%	31.0%
C2		5727	5621	5370	2655	965	3671	1825	1845
	%V	23.7%	24.0%	24.3%	25.0%	24.3%	24.4%	25.5%	23.5%
	%H		98.1%	93.8%	46.4%	16.9%	64.1%	31.9%	32.2%
D		3753	3547	3262	1508	613	2194	1037	1157
	%V	15.5%	15.2%	14.8%	14.2%	15.5%	14.6%	14.5%	14.7%
	%H		94.5%	86.9%	40.2%	16.3%	58.5%	27.6%	30.8%
E		2313	2206	1918	746	297	1349	436	912
	%V	9.6%	9.4%	8.7%	7.0%	7.5%	9.0%	6.1%	11.6%
	%H		95.4%	82.9%	32.3%	12.8%	58.3%	18.8%	39.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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+)	24215	23373	22092	10623	3964	15024	7168	7855
%H		96.5%	91.2%	43.9%	16.4%	62.0%	29.6%	32.4%
Working full time	13752	13332	12849	6706	2424	8433	4522	3911
%V	56.8%	57.0%	58.2%	63.1%	61.2%	56.1%	63.1%	49.8%
%H		96.9%	93.4%	48.8%	17.6%	61.3%	32.9%	28.4%
Working part time	951	916	858	401	128	599	256	344
%V	3.9%	3.9%	3.9%	3.8%	3.2%	4.0%	3.6%	4.4%
%H		96.3%	90.2%	42.2%	13.5%	63.0%	26.9%	36.2%
Not working	9511	9126	8384	3515	1412	5991	2391	3600
%V	39.3%	39.0%	38.0%	33.1%	35.6%	39.9%	33.4%	45.8%
%H		96.0%	88.2%	37.0%	14.8%	63.0%	25.1%	37.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25419	24850	23263	10481	3942	16216	7113	9103
%H		97.8%	91.5%	41.2%	15.5%	63.8%	28.0%	35.8%
16 - 19	1462	1436	1373	675	241	986	511	475
%V	5.8%	5.8%	5.9%	6.4%	6.1%	6.1%	7.2%	5.2%
%H		98.2%	93.9%	46.2%	16.5%	67.4%	35.0%	32.5%
20 - 24	1984	1872	1772	779	361	1224	567	658
%V	7.8%	7.5%	7.6%	7.4%	9.2%	7.5%	8.0%	7.2%
%H		94.4%	89.3%	39.3%	18.2%	61.7%	28.6%	33.2%
25 - 34	4051	3900	3749	1947	689	2231	1091	1140
%V	15.9%	15.7%	16.1%	18.6%	17.5%	13.8%	15.3%	12.5%
%H		96.3%	92.5%	48.1%	17.0%	55.1%	26.9%	28.1%
35 - 44	4496	4403	4239	2197	778	2802	1483	1319
%V	17.7%	17.7%	18.2%	21.0%	19.7%	17.3%	20.8%	14.5%
%H		97.9%	94.3%	48.9%	17.3%	62.3%	33.0%	29.3%
45 - 54	4301	4243	4061	2048	747	2854	1513	1341
%V	16.9%	17.1%	17.5%	19.5%	18.9%	17.6%	21.3%	14.7%
%H		98.7%	94.4%	47.6%	17.4%	66.4%	35.2%	31.2%
55 - 64	3727	3660	3475	1489	632	2512	1109	1403
%V	14.7%	14.7%	14.9%	14.2%	16.0%	15.5%	15.6%	15.4%
%H		98.2%	93.2%	40.0%	17.0%	67.4%	29.8%	37.6%
65+	5399	5335	4593	1347	493	3606	839	2767
%V	21.2%	21.5%	19.7%	12.9%	12.5%	22.2%	11.8%	30.4%
%H		98.8%	85.1%	24.9%	9.1%	66.8%	15.5%	51.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

Individual level data
Table 29: Social Grade (Females 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		25419	24850	23263	10481	3942	16216	7113	9103
	%H		97.8%	91.5%	41.2%	15.5%	63.8%	28.0%	35.8%
AB		5733	5613	5388	2620	825	3741	1731	2010
	%V	22.6%	22.6%	23.2%	25.0%	20.9%	23.1%	24.3%	22.1%
	%H		97.9%	94.0%	45.7%	14.4%	65.3%	30.2%	35.1%
C1		7485	7283	6864	3099	1247	4782	2198	2584
	%V	29.4%	29.3%	29.5%	29.6%	31.6%	29.5%	30.9%	28.4%
	%H		97.3%	91.7%	41.4%	16.7%	63.9%	29.4%	34.5%
C2		4833	4794	4638	2306	839	3199	1638	1561
	%V	19.0%	19.3%	19.9%	22.0%	21.3%	19.7%	23.0%	17.1%
	%H		99.2%	96.0%	47.7%	17.4%	66.2%	33.9%	32.3%
D		4068	3953	3659	1567	679	2462	1027	1435
	%V	16.0%	15.9%	15.7%	15.0%	17.2%	15.2%	14.4%	15.8%
	%H		97.2%	89.9%	38.5%	16.7%	60.5%	25.2%	35.3%
E		3300	3207	2713	889	352	2032	518	1514
	%V	13.0%	12.9%	11.7%	8.5%	8.9%	12.5%	7.3%	16.6%
	%H		97.2%	82.2%	26.9%	10.7%	61.6%	15.7%	45.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2010

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+)	25419	24850	23263	10481	3942	16216	7113	9103
%H		97.8%	91.5%	41.2%	15.5%	63.8%	28.0%	35.8%
Working full time	8381	8190	7915	3985	1550	5285	2809	2476
%V	33.0%	33.0%	34.0%	38.0%	39.3%	32.6%	39.5%	27.2%
%H		97.7%	94.4%	47.5%	18.5%	63.1%	33.5%	29.5%
Working part time	3960	3891	3739	1880	651	2546	1282	1264
%V	15.6%	15.7%	16.1%	17.9%	16.5%	15.7%	18.0%	13.9%
%H		98.3%	94.4%	47.5%	16.4%	64.3%	32.4%	31.9%
Not working	13077	12769	11609	4617	1740	8385	3022	5363
%V	51.4%	51.4%	49.9%	44.1%	44.1%	51.7%	42.5%	58.9%
%H		97.6%	88.8%	35.3%	13.3%	64.1%	23.1%	41.0%

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 January and March 2010

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: Jan - Mar 2010	
	Total Network
Addresses Issued	19,933
Shop / Business	155
Demolished / Incomplete	26
Empty	1,477
Holiday Home	145
Other Non Effective	291
Eligible Addresses	17,839
Substitute Addresses	2,098
Multiple Occupancy Addresses	220
Total Additional Households	2,318
Total Valid Households	20,161
	100.0%
Non Contacts	1,997
	9.9%
No English Spoken	27
	0.1%
Refusals	3,925
	19.5%
Total Interviews	14,212
	70.5%

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

	All Households	Total TV Households	Multichannel Households
All Households	14212	13791	12791
All Sets	28588	28588	27157
All Individuals	33570	32778	31079
Children 0-15	6524	6418	6220
All Adults	27046	26360	24859
Adult Males	12978	12583	11927
Adult Females	14068	13777	12932

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

The Questionnaire (March 2010)

BARB Establishment Survey

Questionnaire Script

March 2010

Version 1 – 09/02/2010

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
QA	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
QB1			
(H3)	I can usually find something to watch on TV		SP
QB2.			
(H4)	I always make sure I have the latest TV technology		SP
QB3			
(H5)	I structure my evening's activity around the TV schedule		SP
QB4			
(H6)	I watch programmes my friends or colleagues talk about		SP
QB5			
(H7)	The TV schedules are filled with 'mindless' programmes		SP
QB6			
	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) Q1	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 Q1 (H8) > 9		
(H9) Q1a	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 Q1 (H8)		

START OF TV PRE-SET LOOP

ASK FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1 (H8)). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 (H8) GOTO Q2a2 (H10).		
(S1) 3a	SHOW SCREEN 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	SP

ASK IF TV SET CODED 3 AT Q3A (S1). IF NO SETS CODED 3 AT Q3A (S1) SKIP TO Q14A (S3)		
(S2) 3b	How often do you expect to use this set in the future? More than once a month Every month Once every 3 months Once every 6 months Less often	SP

ASK FOR ALL SETS		
(S3) 14a	Where is the set usually located? 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)	SP

START OF SET LOOP

REPEAT QUESTIONS Q7X – Q23A (S4 – S38) FOR ALL WORKING TV SETS – THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:

- A) **IN USE (CODE 1 AT Q3A (S1))**
- B) **TEMPORARILY OUT OF ORDER (TO BE REPAIRED WITHIN THE NEXT 4 WEEKS) (CODE 2 AT Q3A (S1))**
- C) **IN WORKING ORDER AND USED AT LEAST ONCE EVERY SIX MONTHS OR MORE OFTEN (CODE 3 AT Q3A (S1) AND ALSO CODE 1 OR 2 OR 3 OR 4 AT Q3B (S2) FOR THAT SET)**

IF PC/LAPTOP WITH TV CARD (CODE 1) AT Q2C/Q2G (S42/S45) AND CODE 1-4 AT Q2D/Q2H (S43/S46) ASK Q14C TO Q20A11 / Q23B TO Q23D (S8 – S16 AND S39 – S41) ONLY

IF PC/LAPTOP WITH INTERNET (CODE 2) AT Q2C/Q2G (S42/S45) ASK Q23D (S41) ONLY

(IF TV) Talking about your **main set** only, which is located in the <<INSERT Q14a (S3) RESPONSE>>.

(IF PC) Talking about your **1st PC** only, which is located in the <<INSERT Q2d2 (S44) RESPONSE>>.

(IF LAPTOP) Talking about your **1st laptop** only, which is located in the <<INSERT Q2h2 (S47) RESPONSE>>.

FOR ALL OTHER TVS, PCS AND LAPTOPS START “NOW TALKING ABOUT YOUR 2nd set/PC/laptop, 3rd set/PC/laptop ...” ETC AS APPLICABLE FOR Q7x-23d (S4-S41) DISPLAY ON SCREEN WHICH TV, PC OR LAPTOP IS BEING TALKED ABOUT

(S4) SHOW SCREEN SP

7x

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

8a

WRITE IN (2 digits required)

Don't know

ASK ONLY IF WORKING TV SET

(S6) NOTE: Was the diagonal screen measurement ...?

8a2

SP

Claim

Actual measurement

ASK ONLY IF WORKING TV SET

(S7) Is this set mounted on a wall?

13b

SP

Yes

No

Don't know

ASK IF CODE 1 – ‘No specific location’ at Q14a/Q2d2/Q2h2 (S3/S44/S47) OTHERWISE GO TO 17biii (S9) INTRO

(S8) SHOW SCREEN

14c

SP

On average, how often would you say this set (**IF TV**) PC (**IF PC**) laptop (**IF LAPTOP**) 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 TV OR (PC/LAPTOP AND NOT INTERNET (CODE 2) AT Q2c/Q2g (S42/S45)) OTHERWISE SKIP TO Q23d (S41)		
(S9) 17b(iii) .Intro	SHOW SCREEN I would now like to ask you about the ways that this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) receives its television channels. Before asking these questions I would like to explain what 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 (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) 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 (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) via a separate box [or to a TV set that has digital TV reception built in] (<i>IF TV</i>), for example a Sky or freesat dish.	
By which of the following methods are you currently able to receive channels on this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>)? If you are able to receive your channels by more than one method on this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) we are interested in all methods whether they are used or not.		
(S9) 17b-iii	SHOW SCREEN A normal aerial and could include Freeview	SP
(S10) 17b-ii	SHOW SCREEN A connection to a cable TV Supplier, for example via Virgin Media cable	SP
(S11) 17b-i	SHOW SCREEN A satellite dish, for example a Sky or freesat dish	SP
(S12) 17b-iv	Any other method	SP
Yes No		
ASK IF OTHER METHOD (Q17b(iv) (S12) = Yes)), OTHERWISE SKIP TO Q17f (S14)		
(S13) 17b1	SHOWSCREEN Which service provider do you receive your channels from via this other method? NOTE: For a more detailed explanation click on further information Tiscali TV BT Vision Other (Specify) Further information	SP
ASK IF NORMAL AERIAL (Q17b(iii) (S9) = Yes), OTHERWISE SKIP TO Q20a (S15)		
(S14) 17f	SHOW SCREEN You have said this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) 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. (<i>IF TV</i>) 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. (<i>IF PC/LAPTOP</i>) This can be with either a separate box that connects to your PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) or by a PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) TV card 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 Q17b(ii) (S10) OTHERWISE GO TO Q20a11 (S16)		
(S15) 20a	SHOW SCREEN You have said this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) is able to receive its channels via cable. Does it receive digital TV services via this cable connection? Yes – receives digital cable No – does not receive digital cable Don't know	SP
ASK IF YES AT Q17b(i) (S11) OTHERWISE GO TO Q20a7 (S17)		
(S16) 20a11	SHOW SCREEN You have said this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) is able to receive its channels via satellite. Does it receive digital TV services via this satellite dish? If your set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) does not receive digital satellite most of the channels would be non-UK, for example, you would not receive Sky One, E4, BBC 3 or ITV2. Yes – receives digital satellite No – does not receive digital satellite Don't know	SP
ASK FOR TVS ONLY. IF PC/LAPTOP GO TO Q23b (S39).		
(S17) 20a7	SHOW SCREEN So just to recap, this TV is << RESPONSE TO Q7x (S4) >> and receives its TV channels via << LIST ALL RESPONSES TO PLATFORMS IN THE FOLLOWING ORDER: Q17biii (and Q17f), Q17bii, Q17bi, Q17biv (and Q17b1) (S9 (and S14), S10, S11, S12 (and S13)) >>. Is this correct? [INSERT APPROPRIATE PICTORIAL REPRESENTATION] Yes No	SP
IF YES CONTINUE TO Q20a6 (S18), IF NO STATE		
In that case I need to ask you some questions again		
Return to Q17b(i/ii/iii/iv) intro-Q20a11 (S9 intro-S16)		
ASK IF YES AT Q17b(i) (S11)), OTHERWISE GO TO Q20a5 (S24)		
(S18) 20a6	SHOW SCREEN How do you receive your satellite service? Sky – with subscription Sky – without subscription Freesat – not Sky Other – not Sky or Freesat Don't know	SP
ASK IF SKY (CODE 1 OR 2) AT Q20a6 (S18), OTHERWISE GO TO Q20a8 (S22)		
(S20) 20a3	SHOW SCREEN Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes without the need for tapes or DVDs. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK IF SKY (CODE 1 OR 2) AT Q20a6 (S18), OTHERWISE GO TO Q20a8 (S22)		
(S21) 20a4	SHOW SCREEN I would now like to ask you about High Definition television, or HDTV. You need a HDTV box to view HDTV. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT (CODE 3) AT Q20a6 (S18), OTHERWISE GO TO Q20a5 (S24)		
(S22) 20a8	SHOW SCREEN Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes without the need for tapes or DVDs NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK IF FREESAT (CODE 3) AT Q20a6 (S18), OTHERWISE GO TO Q20a5 (S24)		
(S23) 20a9	SHOW SCREEN 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	SP
ASK IF YES AT Q17b(ii) (S10), OTHERWISE GO TO Q20a10 (S25)		
(S24) 20a5	SHOW SCREEN You have said this set is able to receive its channels via cable. (IF Q17b(iii) or (i) or (iv) (S9, S11 OR S12) = YES) Is this set connected to V+ or cable PVR or DVR service? V+ is a box that enables you to record TV programmes without the need for tapes or DVDs. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP

ASK IF YES (CODES 1 OR 2) AT Q17f (S14), OTHERWISE GO TO Q16a (S26)		
(S25) 20a10	SHOW SCREEN You have said this set is able to receive its channels digitally via a normal aerial. <i>(IF Q17b(ii) or (i) or (iv) (S10 or S11 or S12) = YES)</i> <i>(IF CODE 1 AT Q17f (S14))</i> Does the separate box used to receive these digital TV services on this set also work as a PVR or DVR? <i>(IF CODE 2 AT Q17f (S14)) AND:</i> <i>(Q17b(ii) and (i) and (iv) (S10 AND S11 AND S12) = NO)</i> Is this set connected to a PVR or DVR box? <i>(Q20a3 and Q20a4 and Q20a8 and Q20a9 and Q20a5 (S20-S24) all = NO)</i> Is this set connected to a PVR or DVR box? <i>(ELSE)</i> Is this set connected to a PVR or DVR box in addition to the: <i>(Q20a3 (S20) = YES and Q20a4 (S21) = NO)</i> Sky+ box? <i>(Q20a4 (S21) = YES)</i> Sky+ HD box? <i>(Q20a8 (S22) = YES and Q20a9 (S23) = NO)</i> Freesat+ box? <i>(Q20a9 (S23) = YES)</i> Freesat+ HD box? <i>(Q20a5 (S24) = YES)</i> V+ box? PVRs or DVRs are boxes that enable you to record TV programmes without the need for tapes or DVDs. NOTE: For a more detailed explanation click on further information Yes No Don't know Further information	SP
ASK FOR ALL TVS ONLY IF IN ULSTER REGION LIST OPTIONS G TO J		
(S26) 16a	SHOW SCREEN Which of the following channels can be received on this set? A. BBC1 B. BBC2 C. ITV1 D. Channel 4 E. five F. S4C (Sianel Pedwar Cymru) G. RTE 1 (Radio Telefis Eireann) H. RTE 2 I. TV3 (Ireland) J. TG4 (Ireland – formerly TnaG) Don't know No answer	MP

ASK FOR ALL TVS		
(S27) 16b	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 Q17B (iil/iv), Q17f, Q20a and Q20a11 (S10, 11, 12, 14, 15 and 16) ASK Q22a (S28) IF MAIN SET OR (ADDITIONAL SETS AND DIFFERENT RECEPTION METHOD(S)) SKIP TO Q22b (S29)		
(S28) 22a	ASK FOR ADDITIONAL SETS ONLY Does this set receive exactly the same channels as the main set? Yes No	SP
IF YES (CODE 1) AT Q22a (S28) SKIP TO Q17c2 (S30). IF NO (CODE 2) ASK Q22b (S29)		
(S29) 22b	SHOW SCREEN Which of the following channels are <u>currently</u> received on this set? ROTATE ORDER OF SCREENS A. BBC 3 B. BBC 4 C. ITV 2 D. Sky One E. G.O.L.D. (formerly UKTV Gold) F. Hallmark G. Challenge TV H. Living I. National Geographic J. CBeebies K. BBC News (formerly BBC News 24) L. Nickelodeon M. Bravo N. Any Sky Movies channel O. Sky News P. Sky Sports 1, 2 or 3 Don't know No answer	MP
IF MULTIPLE PLATFORMS CLAIMED – I.E. ANY TWO OR MORE OF 17bii/i/iv (S10, 11, 12) AND Q17F(S14) = CODES 1 OR 2 – SKIP CONFLICT QUESTIONS Q17c2-c6 (S30-S33) AND GO TO Q17d (S49)		
ASK IF ANY CHANNEL SELECTED AT Q22B (S29) AND Q20a11 (S16) = CODE 2 AND (Q20a6 (S18) NOT CODE 1 OR 2)		
(S30) 17c2	Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite? Yes No	SP

ASK IF ANY OF THE FOLLOWING CHANNELS SELECTED AT Q22B (S29) (BRAVO, CHALLENGE TV, SKY MOVIES, SKY ONE, SKY SPORT 1, SKY SPORTS EXTRA) AND Q17F (S14) = CODE 1 OR 2		
(S31) 17c3	Some of the channels you have stated are not available via a normal aerial and digital box. Is it possible that you receive your signal via a satellite dish or connection to a cable TV supplier?	SP
	Yes No	
ASK IF ANY CHANNEL SELECTED AT Q22B (S29) AND Q17F (S14) = CODE 3 AND NONE OF Q17Bii/iii/iv (S10, 11, 12) = YES		
(S32) 17c5	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 Q22B (S29) (BRAVO, CHALLENGE TV, HALLMARK, LIVING, NATIONAL GEOGRAPHIC, NICKELODEON, SKY MOVIES, SKY ONE, SKY SPORT 1, G.O.L.D) AND Q20A6 (S18) = CODE 3		
(S33) 17c6	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 CABLE CONNECTION (S10 = CODE 1) AND NONE OF THE FOLLOWING CHANNELS SELECTED AT S29: HALLMARK, G.O.L.D., NICKELODEON, LIVING, BRAVO, CHALLENGE TV, SKY ONE, NATIONAL GEOGRAPHIC, SKY MOVIES, SKY SPORTS 1.		
(S48)	The channels you have stated could all be viewed by receiving a digital signal via a normal aerial (known as freeview). Could you confirm that you do receive channels on this set via cable TV connection?	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.		
ASK Q17b(i/ii/iii/iv) (S9, S10, S11, S12), Q17f (S14) and Q20a and Q20a11 (S15, S16) AGAIN, DO NOT ASK Q22b (S29) AGAIN EVEN IF CONFLICT REMAINS		
IF SATELLITE DISH (YES AT Q17b(i) (S11)) ASK 17d (S34)		
(S34) 17d	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 Q17b(iii) (S9)– CODE 1 AND (Q17b (ii/iii/iv) (S10, S11, S12) NOT CODE 2 OR Q17f (S14) NOT CODE 3)		
(S35) 17e	SHOW SCREEN (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	SP
ASK IF NO ADDITIONAL CHANNELS RECEIVED AT Q17b (ii&i&iv) (S10&11&12) = CODE 2 AND Q17f (S14) NOT EQUAL CODES 1 or 2		
(S36) 18a	SHOW SCREEN 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	SP
ASK IF Q16a (S26) (CODE 5) FIVE AND Q17f (S14) = (CODE 3) NO AND Q17b(ii/iii/iv) (S10/11/12) = (CODE 2) NO		
(S37) 16c	SHOW SCREEN Which of the statements on this card best describes the reception quality on this set for five? Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies Don't know No answer	SP
ASK FOR ALL TVS		
(S38) 23a	SHOW SCREEN Which of the following pieces of equipment are connected or built-in to this set? VCR or Video Cassette Recorder (that can record programmes on to tape) DVD or Blu-ray recorder (that can record programmes on to DVDs or Blu-ray disks) DVD or Blu-ray player (able to play back bought or rented DVDs or Blu-ray disks, but not able to record television programmes) None of these Don't know	MP
ASK Q23b/c/d (S39, S40, S41) IF PC OR LAPTOP AND TV CARD (CODE 1) AT Q2c/Q2g (S42/S45) AND Q2d/Q2h (S43/S46) = CODE 1-4 IF INTERNET (CODE 2) AT Q2c/Q2g(S42, S45) GO TO Q23d (S41) IF TV THEN SKIP		
(S39) 23b	Do you or anyone in your household ever access the internet on this PC (IF PC) / laptop (IF LAPTOP)? Yes No Don't know	SP

ASK IF YES (CODE 1) AT Q23b (S39), OTHERWISE SKIP		
(S40) 23c	Do you access the internet via broadband through this PC (IF PC) / laptop (IF LAPTOP) ?	SP
	Yes No Don't know	
ASK IF INTERNET (CODE 2) AT Q2c/Q2g (S42/S45) OR IF YES (CODE 1) AT Q23c (S40), OTHERWISE SKIP		
(S41) 23d	Do you or anyone in your household use on demand TV services on this PC (IF PC) / laptop (IF LAPTOP) ? On demand TV services allow programmes and films to be watched as they get sent to your computer, or to be downloaded and watched later. Examples of these include BBC iPlayer, ITV Player, 4oD, Demand five, Sky Player and S4C Clic.	SP
	Yes No Don't know	
REPEAT Q14c TO Q23d (S8 – S41) FOR ALL OTHER TVS/PCS/LAPTOPS		

START OF PC AND LAPTOP SECTION

ASK ALL		
(H10) 2a2	How many personal computers (PCs) are there in your household? Please do not include laptops as I will ask about these separately.	
	WRITE IN Don't know Refused	
ASK IF Q2A2 (H10) > 9. IF CODED AS NO, ROUTE BACK TO Q2A2 (H10)		
(H11) 2a2a	You have said that you have <<insert number of PCs claimed at Q2a2>> PCs. Is this correct	SP
	Yes No	
IF NUMBER OF PCS >1 AT Q2A2 (H10) ASK H12A, IF NUMBER OF PCS = 1 ASK H12B, IF NUMBER OF PCS = 0 GO TO Q2E		
(H12a)) 2b	SHOW SCREEN How many of your PCs receive standard TV transmissions? By this I mean you can watch channels on your PC as if it was an ordinary television. This does not include programmes that are downloaded and watched outside of a channel's normal schedule, for example BBC iPlayer NOTE: For a more detailed explanation click on further information WRITE IN > Don't know Refused Further information	
(H12b))	SHOW SCREEN Does your PC receive standard TV transmissions? By this I mean you can watch channels on your PC as if it was an ordinary television. This does not include programmes that are downloaded and watched outside of a channel's normal schedule, for example BBC iPlayer NOTE: For a more detailed explanation click on further information Yes No Don't know Refused Further information	SP

ST ART OF PC PRE-SET LOOP

ASK Q2C/Q2D/Q2D2 (S42-S44) FOR EACH PC MENTIONED AT Q2B (H12), OTHERWISE GO TO Q2E (H13)		
(S42)	SHOW SCREEN	SP
2c	In which way do you receive the standard TV transmissions on your PC?	
	TV card – this allows you to connect an aerial, satellite or cable system to your PC	
	Internet – you do not need an aerial connection but can watch TV programmes as live	
	Don't know	

ASK Q2C/Q2D/Q2D2 (S42-S44) FOR EACH PC MENTIONED AT Q2B (H12), OTHERWISE GO TO Q2E (H13)		
(S43)	How often is the PC used for this purpose?	SP
2d		
	More than once a month	
	Every month	
	Once every 3 months	
	Once every 6 months	
	Less often	
	Don't know	

ASK Q2C/Q2D/Q2D2 (S42-S44) FOR EACH PC MENTIONED AT Q2B (H12), OTHERWISE GO TO Q2E (H13)		
(S44)	Where is the PC usually located?	SP
2d2		
	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)	

END OF PC PRE-SET LOOP – CONTINUATION OF PC AND LAPTOP SECTION

ASK ALL		
(H13)	How many laptops are there in your household?	
2e.		
	WRITE IN	
	Don't know	
	Refused	

ASK IF Q2E (H13) > 9. IF CODED AS NO, ROUTE BACK TO Q2E (H13)		
(H14)	You have said that you have <<insert number of laptops claimed at Q2a2>> laptops. Is this correct	SP
2e2		
	Yes	
	No	

IF NUMBER OF LAPTOPS >1 AT Q2E (H13) ASK H15A, IF NUMBER OF LAPTOPS = 1 ASK H15B, IF NUMBER OF LAPTOPS = 0 GO TO Q14C (S8) OR Q2I (H16)		
(H15a)	SHOW SCREEN	
) 2f		
	How many of your laptops receive standard TV transmissions? By this I mean you can watch channels on your laptop as if it was an ordinary television. This does not include programmes that are downloaded and watched outside of a channel's normal schedule, for example BBC iPlayer	
	NOTE: For a more detailed explanation click on further information	
	WRITE IN >	
	Don't know	
	Refused	
	Further information	

(H15b)	SHOW SCREEN	SP
	Does your laptop receive standard TV transmissions? By this I mean you can watch channels on your laptop as if it was an ordinary television. This does not include programmes that are downloaded and watched outside of a channel's normal schedule, for example BBC iPlayer	
	NOTE: For a more detailed explanation click on further information	
	Yes No Don't know Refused Further information	

START OF LAPTOP PRE-SET LOOP

ASK Q2G/Q2H/Q2H2 (S45-S47) FOR EACH LAPTOP MENTIONED AT Q2F (H15), OTHERWISE GO TO Q14C (S8) OR Q2I (H16)		
(S45)	SHOW SCREEN	SP
2g	In which way do you receive the standard TV transmissions on your laptop?	
	TV card – this allows you to connect an aerial, satellite or cable system to your PC	
	Internet – you do not need an aerial connection but can watch TV programmes as live	
	Don't know	
ASK Q2G/Q2H/Q2H2 (S45-S47) FOR EACH LAPTOP MENTIONED AT Q2F (H15), OTHERWISE GO TO Q14C (S8) OR Q2I (H16)		
(S46)	How often is the laptop used for this purpose?	SP
2h	More than once a month	
	Every month	
	Once every 3 months	
	Once every 6 months	
	Less often	
	Don't know	
ASK Q2G/Q2H/Q2H2 (S45-S47) FOR EACH LAPTOP MENTIONED AT Q2F (H15), OTHERWISE GO TO Q14C (S8) OR Q2I (H16)		
(S47)	Where is the laptop usually located?	SP
2h2	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)	
REPEAT QUESTIONS Q14c to Q20a11 / Q23b to Q23d (S8-S16 / S39-S41) FOR ALL PCS/LAPTOPS USED TO RECEIVE STANDARD TV TRANSMISSIONS AT LEAST ONCE EVERY SIX MONTHS (CODE 1 OR 2 OR 3 OR 4 AT Q2D/Q2H (S43/S46)) OTHERWISE GO TO Q2I (H16)		

END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

ASK IF NO PREVIOUS NET CLAIM: I.E. NOT [S42 OR S45 = INTERNET (CODE 2) OR S39 = YES (CODE 1)]		
(H16) 2i	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 Q2i (H16) OR S39 = YES (CODE 1) AND S40 = NO (CODE 2), OTHERWISE GO TO Q26b (H19)		
(H17) 2j	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	

ASK IF YES (CODE 1) AT Q2j (H17) OR ANY PREVIOUS BROADBAND CLAIM I.E. {[S42 OR S45 = INTERNET (CODE 2) OR S40 = YES (CODE 1)] AND S41 NOT YES (CODE 1)}		
(H18) 2k	Do you or anyone in your household use on demand TV services via a PC or laptop? On demand TV services allow programmes and films to be watched as they get sent to your computer or mobile device, or to be downloaded and watched later. Examples of these include BBC iPlayer, ITV Player, 4oD, Demand five, Sky Player and S4C Clic	SP
	Yes	
	No	
	Don't know	

ASK IF ANY SET CODED YES AT Q17b(iii) (S9), OTHERWISE GO TO Q30i (H20)		
(H19) 26b	You said this set is able to receive its channels via a normal aerial, does your household <u>currently</u> 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 ALL		
(H20) 30i	Do you have a second home either in the UK or abroad?	MP
	Yes – UK	
	Yes – abroad	
	No	(SP)
	Don't know	

ASK IF YES-UK OR YES-ABROAD (CODE 1/2) AT Q30i (H20)		
(H21) 30j	Do you have any equipment for receiving additional UK channels at any of these?	MP
	Yes - Satellite	
	Yes - Cable	
	Yes - Digital via a normal aerial	
	No	
	Don't know	

ASK IF ANY SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO Q38 (H24)		
(H22) 31a	Now some questions about other ways that television sets can be used. SHOW SCREEN 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	MP
ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT Q31a (H22)		
(H23) 31b	SHOW SCREEN 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	MP
ASK IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B (S27), OTHERWISE SKIP TO Q43 (P1)		
(H24) 38	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B (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 Q16b (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) 38 Check	So out of every ten hours you and your household watch ITV1 stations, you would view ____ hours of ____ (FIRST CHANNEL RECEIVED AT Q16B(S27)), ____ hours ____ (SECOND CHANNEL RECEIVED AT 16B) and..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE) Yes No	SP
If correct code appropriately, if incorrect ask again		

START OF PERSON LOOP

FOR P1 ONLY	
(P1) 43 Intro	HOUSEHOLD COMPOSITION 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). NOTE: Please tell me about the members of your household in the following order: - you - your spouse or partner - any children starting with the eldest - anyone else
FOR P2 ONWARDS	
(P1) 43	Is there anyone else living here? Yes No
IF YES CONTINUE TO Q44 (P2), IF NO GO TO Q55f (H25)	
ASK ALL	
(P2) 44	Record sex of <u>respondent</u> (<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
ASK ALL	
(P3) 45	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 (ALLOW REF)
WRITE IN >	
ASK IF Q45 (P3) IS REF	
(P4) 46	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+
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT Q46 (P4). OTHERWISE SKIP TO Q48 (P6)	
(P5) 47	Are you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>)... (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated

ASK ALL		
(P6) 48	SHOW SCREEN Which of the categories on this screen applies to you (IF RESPONDENT) this person (IF NOT RESPONDENT)? By head of household we mean the person who either owns the property or is legally responsible for the rent or mortgage. For 2 or more household members to share this responsibility then they must be equally responsible. Head of household – if only 1 head of household Joint head of household – if 2 or more households members share this responsibility equally Spouse/partner of head of household Parent of head of household Son/daughter of head of household Other	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT Q46 (P4). OTHERWISE SKIP TO Q50 (P8)		
(P7) 49	Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the parent or guardian of anyone in the household? Yes No	SP
ASK ALL		
(P8) 50	Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the child or dependant of anyone in the household? Yes No	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT Q46 (P4). OTHERWISE SKIP TO Q53 (P11)		
(P9) 51	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week Full time education Unemployed Retired Not Employed i.e. not working or housewife/husband	SP
ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT Q51 (P9), OTHERWISE SKIP TO Q53 (P11)		
(P10) 52	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16-18 years 19 years and over Still in education Don't know Refused	SP
ASK ALL		
(P11) 53	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP

ASK IF YES (CODE 1) AT Q53 (P11), OTHERWISE GO TO Q54a (P13)		
(P12) 54	SHOW SCREEN 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	SP
ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO Q55d (P15)		
(P13) 54a	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP
IF YES (CODE 1) AT Q54a (P13) OTHERWISE GO TO Q55d (P15)		
(P14) 54b	SHOW SCREEN 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	SP
ASK ALL		
(P15) 55d	Do you (IF RESPONDENT) Does this person (IF NOT RESPONDENT) have any long-term disability, health problem or illness, which limits their daily activities or the work they can do? Yes No Refused	SP
ASK ALL		
(P16) 64	SHOW SCREEN Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to? White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused (Code from list to continue)	SP
LOOP BACK TO Q43 (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 Q54 (P12), OTHERWISE SKIP TO Q55h (H26)		
(H25) 55f	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) 55h	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) 55g	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 60b (H31) INTRO (CODE Q56/Q57/Q58 (H28-H30) = 1)		
(H28) 57	Which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON	MP
IF A SINGLE ADULT HOUSEHOLD SKIP TO 60b (H31) INTRO (CODE Q56/Q57/Q58 (H28-H30) = 1)		
(H29) 58	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 60b (H31) INTRO (CODE Q56/Q57/Q58 (H28-H30) = 1)		
(H30) 56	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> 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 .	MP
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE		

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		
(H35) 61a Intro	Please give full details of your (IF RESPONDENT) household member << INSERT PERSON NUMBER >>'s (IF NOT RESPONDENT) <u>present job</u> (IF THE CIE IS IN EMPLOYMENT AT Q51 (P9)) <u>previous job</u> (IF THE CIE IS UNEMPLOYED/RETIRED AT Q51 (P9))	
(H35) 61a	What type of firm or organisation do (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) work in?	
WRITE IN Don't know Refused		

ASK ALL		
(H36) 61b	What <u>is</u> (IF CIE IS IN EMPLOYMENT AT Q51 (P9)) <u>was</u> (IF CIE IS UNEMPLOYED/RETIRED) the position held or job title?	
NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.		
WRITE IN Don't know Refused		

ASK ALL		
(H37) 61b2	Are (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT Q51 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 Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS.	SP
Yes No Don't know Refused		

ASK IF SELF EMPLOYED (CODE 1 AT Q61b2 (H37)), OTHERWISE SKIP TO Q61c (H39)	
(H38) 61b3	How many staff <u>do</u> (IF CIE IS IN EMPLOYMENT AT Q51 AND RESPONDENT) <u>does</u> (IF THE CIE IS IN EMPLOYMENT AT Q51 (P9) AND NOT RESPONDENT) <u>did</u> (IF THE CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE Don't know
ASK ALL	
(H39) 61c	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT Q51 AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (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) 61d	Are (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT Q51 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 Q44 (P2) AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know
ASK IF YES (CODE 1 OR 2) AT 61D (H40), OTHERWISE SKIP TO Q61G (H43)	
(H41) 61e	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know
ASK IF Q61d (H40) = YES (CODE 1 OR 2)	
(H42) 61f	How many people are (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT Q51 (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 Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know
ASK ALL	
(H43) 61g	Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT Q44 (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 Q51 (P9)) ASK Q60B (H31) IF CIE UNEMPLOYED (CODE 5 AT Q51 (P9)) ASK Q60C (H32) OTHERWISE SKIP TO Q61a (H35)		
(H31) 60b	Are you (IF RESPONDENT) Is household member << INSERT PERSON NUMBER >> (IF NOT RESPONDENT) Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state benefits only? By this I mean does not receive any income or pension to do with any previous job or from savings, investment, etc. Don't know Refused	SP
PLEASE NOW SKIP TO Q62 (H44)		
ASK IF CIE UNEMPLOYED (CODE 6 AT Q51 (P9))		
(H32) 60c	How long have you (IF RESPONDENT) has household member << INSERT PERSON NUMBER >> (IF NOT RESPONDENT) been unemployed for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1) AT Q60C (H32), OTHERWISE ASK Q60E (H34)		
(H33) 60d	And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... 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 Q62 (H44)		
ASK IF UNEMPLOYED MORE THAN 6 MONTHS, (CODE 2) AT Q60C (H32)		
(H34) 60e	Is that Unemployed with income other than or in addition to state benefits? Unemployed 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) 62	BRING UP SUMMARY SCREEN FOR Q61a-g (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) 59a	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)? 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
ASK ALL		
(H46) 59b	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)? Sunday Telegraph The Observer Sunday Post Sunday Mirror Independent on Sunday Sunday Mail News of the World Daily Star Sunday The Sunday Times The Sunday People The Sunday Express The Mail on Sunday Sunday Sport None of these Don't know	MP
ASK ALL		
(H47) 63a	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? Yes No Don't know	SP
ASK IF YES (CODE 1) AT Q63a (H47), OTHERWISE GO TO Q64b (H50)		
(H48) 63b	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both Other Don't know Refused	MP (SP)
ASK ALL WITH ANY TELEPHONE AT Q63b (H48)		
(H49) 63d	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) 64b	Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. BARB's TV viewing research is carried out by a number of agencies, ourselves, Ipsos MORI, TNS and RSMB Television Research. Yes No	SP