



BARB Establishment Survey Quarterly Data Report: Total Network

January to March 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

January - March 2011

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This reports contains the weighted data results from the Establishment survey for the period January - March 2011

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

Appendices contain details of the survey objectives, sample design, response rates and standard definitions. A copy of the questionnaire is also included at the end of the report.

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
AB	6203	6067	5829	2707	887	4116	1846	2270
%V	22.8%	23.1%	23.4%	24.8%	22.5%	22.8%	23.4%	22.2%
%H (All HH)		97.8%	94.0%	43.6%	14.3%	66.4%	29.8%	36.6%
%H (TV HH)			96.1%	44.6%	14.6%	67.8%	30.4%	37.4%
C1	7652	7348	6995	3164	1278	5070	2427	2642
%V	28.2%	28.0%	28.1%	28.9%	32.4%	28.0%	30.8%	25.9%
%H (All HH)		96.0%	91.4%	41.3%	16.7%	66.3%	31.7%	34.5%
%H (TV HH)			95.2%	43.1%	17.4%	69.0%	33.0%	36.0%
C2	5165	4997	4818	2321	833	3460	1734	1726
%V	19.0%	19.0%	19.4%	21.2%	21.1%	19.1%	22.0%	16.9%
%H (All HH)		96.7%	93.3%	44.9%	16.1%	67.0%	33.6%	33.4%
%H (TV HH)			96.4%	46.4%	16.7%	69.2%	34.7%	34.5%
D	4318	4166	3895	1674	508	2890	1167	1722
%V	15.9%	15.9%	15.7%	15.3%	12.9%	16.0%	14.8%	16.9%
%H (All HH)		96.5%	90.2%	38.8%	11.8%	66.9%	27.0%	39.9%
%H (TV HH)			93.5%	40.2%	12.2%	69.4%	28.0%	41.3%
E	3833	3675	3326	1067	435	2540	698	1842
%V	14.1%	14.0%	13.4%	9.8%	11.0%	14.1%	8.9%	18.1%
%H (All HH)		95.9%	86.8%	27.8%	11.3%	66.3%	18.2%	48.1%
%H (TV HH)			90.5%	29.0%	11.8%	69.1%	19.0%	50.1%

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

%V = percentage of vertical total

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

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

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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	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
Under 25	1423	1221	1149	434	208	837	323	513
%V	5.2%	4.7%	4.6%	4.0%	5.3%	4.6%	4.1%	5.0%
%H (All HH)		85.8%	80.7%	30.5%	14.6%	58.8%	22.7%	36.1%
%H (TV HH)			94.1%	35.5%	17.0%	68.6%	26.5%	42.0%
25 - 34	4165	3887	3753	1955	702	2353	1242	1112
%V	15.3%	14.8%	15.1%	17.9%	17.8%	13.0%	15.8%	10.9%
%H (All HH)		93.3%	90.1%	46.9%	16.9%	56.5%	29.8%	26.7%
%H (TV HH)			96.6%	50.3%	18.1%	60.5%	32.0%	28.6%
35 - 44	4996	4863	4742	2552	868	3219	1824	1396
%V	18.4%	18.5%	19.1%	23.3%	22.0%	17.8%	23.2%	13.7%
%H (All HH)		97.3%	94.9%	51.1%	17.4%	64.4%	36.5%	27.9%
%H (TV HH)			97.5%	52.5%	17.8%	66.2%	37.5%	28.7%
45 - 54	5268	5118	4931	2352	903	3524	1790	1734
%V	19.4%	19.5%	19.8%	21.5%	22.9%	19.5%	22.7%	17.0%
%H (All HH)		97.2%	93.6%	44.6%	17.1%	66.9%	34.0%	32.9%
%H (TV HH)			96.3%	46.0%	17.6%	68.9%	35.0%	33.9%
55 - 64	4462	4390	4208	1811	606	3205	1381	1824
%V	16.4%	16.7%	16.9%	16.6%	15.4%	17.7%	17.5%	17.9%
%H (All HH)		98.4%	94.3%	40.6%	13.6%	71.8%	31.0%	40.9%
%H (TV HH)			95.9%	41.3%	13.8%	73.0%	31.5%	41.5%
65 +	6857	6774	6081	1829	655	4938	1314	3625
%V	25.2%	25.8%	24.5%	16.7%	16.6%	27.3%	16.7%	35.5%
%H (All HH)		98.8%	88.7%	26.7%	9.6%	72.0%	19.2%	52.9%
%H (TV HH)			89.8%	27.0%	9.7%	72.9%	19.4%	53.5%

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 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
1	9099	8593	7684	2245	1014	5723	1281	4442
%V	33.5%	32.7%	30.9%	20.5%	25.7%	31.7%	16.3%	43.5%
%H (All HH)		94.4%	84.4%	24.7%	11.1%	62.9%	14.1%	48.8%
%H (TV HH)			89.4%	26.1%	11.8%	66.6%	14.9%	51.7%
2	8982	8816	8548	3803	1300	6369	2857	3512
%V	33.1%	33.6%	34.4%	34.8%	33.0%	35.2%	36.3%	34.4%
%H (All HH)		98.2%	95.2%	42.3%	14.5%	70.9%	31.8%	39.1%
%H (TV HH)			97.0%	43.1%	14.7%	72.2%	32.4%	39.8%
3	4093	3997	3878	2094	740	2723	1619	1104
%V	15.1%	15.2%	15.6%	19.2%	18.8%	15.1%	20.6%	10.8%
%H (All HH)		97.7%	94.7%	51.2%	18.1%	66.5%	39.6%	27.0%
%H (TV HH)			97.0%	52.4%	18.5%	68.1%	40.5%	27.6%
4	3385	3323	3267	1865	592	2276	1436	840
%V	12.5%	12.7%	13.1%	17.1%	15.0%	12.6%	18.2%	8.2%
%H (All HH)		98.2%	96.5%	55.1%	17.5%	67.2%	42.4%	24.8%
%H (TV HH)			98.3%	56.1%	17.8%	68.5%	43.2%	25.3%
5+	1614	1524	1486	927	295	986	681	305
%V	5.9%	5.8%	6.0%	8.5%	7.5%	5.5%	8.6%	3.0%
%H (All HH)		94.4%	92.1%	57.4%	18.3%	61.1%	42.2%	18.9%
%H (TV HH)			97.5%	60.8%	19.4%	64.7%	44.7%	20.0%
Average HH size	2.27	2.28	2.31	2.62	2.48	2.27	2.70	1.94

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
Without	20408	19654	18411	7303	2758	13723	5239	8485
%V	75.1%	74.9%	74.0%	66.8%	70.0%	75.9%	66.5%	83.2%
%H (All HH)		96.3%	90.2%	35.8%	13.5%	67.2%	25.7%	41.6%
%H (TV HH)			93.7%	37.2%	14.0%	69.8%	26.7%	43.2%
With	6764	6600	6452	3631	1183	4353	2635	1719
%V	24.9%	25.1%	26.0%	33.2%	30.0%	24.1%	33.5%	16.8%
%H (All HH)		97.6%	95.4%	53.7%	17.5%	64.4%	39.0%	25.4%
%H (TV HH)			97.8%	55.0%	17.9%	66.0%	39.9%	26.0%
0 - 3	2617	2521	2466	1368	437	1619	922	697
%V	9.6%	9.6%	9.9%	12.5%	11.1%	9.0%	11.7%	6.8%
%H (All HH)		96.3%	94.2%	52.3%	16.7%	61.9%	35.2%	26.6%
%H (TV HH)			97.8%	54.3%	17.3%	64.2%	36.6%	27.6%
4 - 9	3268	3210	3139	1826	567	2086	1304	781
%V	12.0%	12.2%	12.6%	16.7%	14.4%	11.5%	16.6%	7.7%
%H (All HH)		98.2%	96.1%	55.9%	17.4%	63.8%	39.9%	23.9%
%H (TV HH)			97.8%	56.9%	17.7%	65.0%	40.6%	24.3%
10 - 15	3182	3129	3076	1823	604	2125	1419	705
%V	11.7%	11.9%	12.4%	16.7%	15.3%	11.8%	18.0%	6.9%
%H (All HH)		98.3%	96.7%	57.3%	19.0%	66.8%	44.6%	22.2%
%H (TV HH)			98.3%	58.3%	19.3%	67.9%	45.3%	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 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
1	10528	10528	9524	3429	1361	6096	1373	4722
%V	38.7%	40.1%	38.3%	31.4%	34.5%	33.7%	17.4%	46.3%
%H (All HH)		100.0%	90.5%	32.6%	12.9%	57.9%	13.0%	44.9%
%H (TV HH)			90.5%	32.6%	12.9%	57.9%	13.0%	44.9%
2	8971	8971	8671	3822	1359	6520	2940	3580
%V	33.0%	34.2%	34.9%	35.0%	34.5%	36.1%	37.3%	35.1%
%H (All HH)		100.0%	96.7%	42.6%	15.1%	72.7%	32.8%	39.9%
%H (TV HH)			96.7%	42.6%	15.1%	72.7%	32.8%	39.9%
3	4144	4144	4068	2092	769	3293	1991	1302
%V	15.3%	15.8%	16.4%	19.1%	19.5%	18.2%	25.3%	12.8%
%H (All HH)		100.0%	98.2%	50.5%	18.6%	79.5%	48.0%	31.4%
%H (TV HH)			98.2%	50.5%	18.6%	79.5%	48.0%	31.4%
4	1706	1706	1699	962	330	1413	984	430
%V	6.3%	6.5%	6.8%	8.8%	8.4%	7.8%	12.5%	4.2%
%H (All HH)		100.0%	99.6%	56.4%	19.3%	82.8%	57.7%	25.2%
%H (TV HH)			99.6%	56.4%	19.3%	82.8%	57.7%	25.2%
5+	904	904	901	629	122	755	585	170
%V	3.3%	3.4%	3.6%	5.8%	3.1%	4.2%	7.4%	1.7%
%H (All HH)		100.0%	99.7%	69.6%	13.5%	83.5%	64.7%	18.8%
%H (TV HH)			99.7%	69.6%	13.5%	83.5%	64.7%	18.8%

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

%V = percentage of vertical total

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

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

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Household level data
Table 6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
Under 20"	9834	9834	9379	4212	1432	7481	3659	3822
%V	36.2%	37.5%	37.7%	38.5%	36.3%	41.4%	46.5%	37.5%
%H (All HH)		100.0%	95.4%	42.8%	14.6%	76.1%	37.2%	38.9%
%H (TV HH)			95.4%	42.8%	14.6%	76.1%	37.2%	38.9%
20" - 29"	12330	12330	11504	4594	1883	8930	3763	5167
%V	45.4%	47.0%	46.3%	42.0%	47.8%	49.4%	47.8%	50.6%
%H (All HH)		100.0%	93.3%	37.3%	15.3%	72.4%	30.5%	41.9%
%H (TV HH)			93.3%	37.3%	15.3%	72.4%	30.5%	41.9%
30" - 39"	12983	12983	12676	6014	2045	9387	4635	4751
%V	47.8%	49.5%	51.0%	55.0%	51.9%	51.9%	58.9%	46.6%
%H (All HH)		100.0%	97.6%	46.3%	15.8%	72.3%	35.7%	36.6%
%H (TV HH)			97.6%	46.3%	15.8%	72.3%	35.7%	36.6%
40" and over	7444	7444	7388	4453	1305	5149	3409	1740
%V	27.4%	28.4%	29.7%	40.7%	33.1%	28.5%	43.3%	17.1%
%H (All HH)		100.0%	99.2%	59.8%	17.5%	69.2%	45.8%	23.4%
%H (TV HH)			99.2%	59.8%	17.5%	69.2%	45.8%	23.4%

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

%V = percentage of vertical total

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

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

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DATA PERIOD: QUARTERLY

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
Main living room	25956	25956	24605	10840	3913	17889	7824	10065
%V	95.5%	98.9%	99.0%	99.1%	99.3%	99.0%	99.4%	98.6%
%H (All HH)		100.0%	94.8%	41.8%	15.1%	68.9%	30.1%	38.8%
%H (TV HH)			94.8%	41.8%	15.1%	68.9%	30.1%	38.8%
Kitchen	3357	3357	3274	1686	382	2696	1463	1233
%V	12.4%	12.8%	13.2%	15.4%	9.7%	14.9%	18.6%	12.1%
%H (All HH)		100.0%	97.5%	50.2%	11.4%	80.3%	43.6%	36.7%
%H (TV HH)			97.5%	50.2%	11.4%	80.3%	43.6%	36.7%
Adult's bedroom	11929	11929	11666	5825	2098	9131	5196	3935
%V	43.9%	45.4%	46.9%	53.3%	53.2%	50.5%	66.0%	38.6%
%H (All HH)		100.0%	97.8%	48.8%	17.6%	76.5%	43.6%	33.0%
%H (TV HH)			97.8%	48.8%	17.6%	76.5%	43.6%	33.0%
Child's bedroom	2443	2443	2424	1415	498	1940	1385	556
%V	9.0%	9.3%	9.7%	12.9%	12.6%	10.7%	17.6%	5.4%
%H (All HH)		100.0%	99.2%	57.9%	20.4%	79.4%	56.7%	22.8%
%H (TV HH)			99.2%	57.9%	20.4%	79.4%	56.7%	22.8%
Other bedroom	1140	1140	1122	570	192	928	544	384
%V	4.2%	4.3%	4.5%	5.2%	4.9%	5.1%	6.9%	3.8%
%H (All HH)		100.0%	98.4%	50.0%	16.8%	81.4%	47.7%	33.7%
%H (TV HH)			98.4%	50.0%	16.8%	81.4%	47.7%	33.7%
Second living/dining room	3065	3065	2973	1576	434	2387	1370	1017
%V	11.3%	11.7%	12.0%	14.4%	11.0%	13.2%	17.4%	10.0%
%H (All HH)		100.0%	97.0%	51.4%	14.2%	77.9%	44.7%	33.2%
%H (TV HH)			97.0%	51.4%	14.2%	77.9%	44.7%	33.2%
Study/office	510	510	508	258	70	419	239	180
%V	1.9%	1.9%	2.0%	2.4%	1.8%	2.3%	3.0%	1.8%
%H (All HH)		100.0%	99.6%	50.6%	13.7%	82.2%	46.9%	35.3%
%H (TV HH)			99.6%	50.6%	13.7%	82.2%	46.9%	35.3%
TV room	201	201	196	107	29	141	77	64
%V	0.7%	0.8%	0.8%	1.0%	0.7%	0.8%	1.0%	0.6%
%H (All HH)		100.0%	97.5%	53.2%	14.4%	70.1%	38.3%	31.8%
%H (TV HH)			97.5%	53.2%	14.4%	70.1%	38.3%	31.8%
No specific location	63	63	61	27	16	44	19	26
%V	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	96.8%	42.9%	25.4%	69.8%	30.2%	41.3%
%H (TV HH)			96.8%	42.9%	25.4%	69.8%	30.2%	41.3%
Other	227	227	220	124	35	168	102	66
%V	0.8%	0.9%	0.9%	1.1%	0.9%	0.9%	1.3%	0.6%
%H (All HH)		100.0%	96.9%	54.6%	15.4%	74.0%	44.9%	29.1%
%H (TV HH)			96.9%	54.6%	15.4%	74.0%	44.9%	29.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
January - March 2011
Household level data
Table 8: Recorders
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
PVR	12317	12317	12310	8035	1877	8171	5585	2586
%V	45.3%	46.9%	49.5%	73.5%	47.6%	45.2%	70.9%	25.3%
%H (All HH)		100.0%	99.9%	65.2%	15.2%	66.3%	45.3%	21.0%
%H (TV HH)			99.9%	65.2%	15.2%	66.3%	45.3%	21.0%
DVDR	4018	4018	3900	1809	622	2895	1379	1517
%V	14.8%	15.3%	15.7%	16.5%	15.8%	16.0%	17.5%	14.9%
%H (All HH)		100.0%	97.1%	45.0%	15.5%	72.1%	34.3%	37.8%
%H (TV HH)			97.1%	45.0%	15.5%	72.1%	34.3%	37.8%
VCR	4524	4524	4184	1496	690	3236	1197	2039
%V	16.6%	17.2%	16.8%	13.7%	17.5%	17.9%	15.2%	20.0%
%H (All HH)		100.0%	92.5%	33.1%	15.3%	71.5%	26.5%	45.1%
%H (TV HH)			92.5%	33.1%	15.3%	71.5%	26.5%	45.1%
Any recorder	16483	16483	16082	8916	2517	11211	6348	4863
%V	60.7%	62.8%	64.7%	81.5%	63.9%	62.0%	80.6%	47.7%
%H (All HH)		100.0%	97.6%	54.1%	15.3%	68.0%	38.5%	29.5%
%H (TV HH)			97.6%	54.1%	15.3%	68.0%	38.5%	29.5%

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

DATA PERIOD: QUARTERLY
January - March 2011
Household level data
Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
Receives HDTV (via STB or built-in reception)	8518	8518	8518	4888	2079	5700	3987	1713
%V	31.3%	32.4%	34.3%	44.7%	52.7%	31.5%	50.6%	16.8%
%H (All HH)		100.0%	100.0%	57.4%	24.4%	66.9%	46.8%	20.1%
%H (TV HH)			100.0%	57.4%	24.4%	66.9%	46.8%	20.1%
DVD/Blu-ray player or recorder	20764	20764	20101	9273	3290	14662	6904	7758
%V	76.4%	79.1%	80.8%	84.8%	83.5%	81.1%	87.7%	76.0%
%H (All HH)		100.0%	96.8%	44.7%	15.8%	70.6%	33.2%	37.4%
%H (TV HH)			96.8%	44.7%	15.8%	70.6%	33.2%	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 2011
Household level data
Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27172	26253	24863	10934	3942	18076	7873	10203
%H (All HH)		96.6%	91.5%	40.2%	14.5%	66.5%	29.0%	37.5%
%H (TV HH)			94.7%	41.6%	15.0%	68.9%	30.0%	38.9%
Has PC or Laptop	20170	19551	18990	9415	3368	13355	6943	6412
%V	74.2%	74.5%	76.4%	86.1%	85.4%	73.9%	88.2%	62.8%
%H (All HH)		96.9%	94.1%	46.7%	16.7%	66.2%	34.4%	31.8%
%H (TV HH)			97.1%	48.2%	17.2%	68.3%	35.5%	32.8%
Has broadband internet	18731	18185	17748	8973	3290	12354	6665	5688
%V	68.9%	69.3%	71.4%	82.1%	83.5%	68.3%	84.7%	55.7%
%H (All HH)		97.1%	94.8%	47.9%	17.6%	66.0%	35.6%	30.4%
%H (TV HH)			97.6%	49.3%	18.1%	67.9%	36.7%	31.3%

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 2011
Set level data
Table 11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52588	50710	24625	8358	38733	20351	18382
%H		96.4%	46.8%	15.9%	73.7%	38.7%	35.0%
Under 20"	13426	12885	6121	2000	10366	5477	4889
%V	25.5%	25.4%	24.9%	23.9%	26.8%	26.9%	26.6%
%H		96.0%	45.6%	14.9%	77.2%	40.8%	36.4%
20" - 29"	15356	14438	6056	2373	11334	5114	6220
%V	29.2%	28.5%	24.6%	28.4%	29.3%	25.1%	33.8%
%H		94.0%	39.4%	15.5%	73.8%	33.3%	40.5%
30" - 39"	14928	14617	7139	2455	10898	5705	5193
%V	28.4%	28.8%	29.0%	29.4%	28.1%	28.0%	28.3%
%H		97.9%	47.8%	16.4%	73.0%	38.2%	34.8%
40" and over	8241	8186	5029	1467	5731	3893	1838
%V	15.7%	16.1%	20.4%	17.6%	14.8%	19.1%	10.0%
%H		99.3%	61.0%	17.8%	69.5%	47.2%	22.3%
Don't know	636	585	279	64	404	162	242
%V	1.2%	1.2%	1.1%	0.8%	1.0%	0.8%	1.3%
%H		92.0%	43.9%	10.1%	63.5%	25.5%	38.1%

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 2011

Set level data
Table 12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52588	50710	24625	8358	38733	20351	18382
%H		96.4%	46.8%	15.9%	73.7%	38.7%	35.0%
Main living room	26140	24781	10924	3940	18019	7887	10131
%V	49.7%	48.9%	44.4%	47.1%	46.5%	38.8%	55.1%
%H		94.8%	41.8%	15.1%	68.9%	30.2%	38.8%
Kitchen	3368	3285	1693	386	2702	1468	1233
%V	6.4%	6.5%	6.9%	4.6%	7.0%	7.2%	6.7%
%H		97.5%	50.3%	11.5%	80.2%	43.6%	36.6%
Adult's bedroom	14393	14106	7291	2550	11125	6605	4519
%V	27.4%	27.8%	29.6%	30.5%	28.7%	32.5%	24.6%
%H		98.0%	50.7%	17.7%	77.3%	45.9%	31.4%
Child's bedroom	3182	3161	1859	660	2566	1866	700
%V	6.1%	6.2%	7.5%	7.9%	6.6%	9.2%	3.8%
%H		99.3%	58.4%	20.7%	80.6%	58.6%	22.0%
Other bedroom	1345	1324	706	218	1093	664	428
%V	2.6%	2.6%	2.9%	2.6%	2.8%	3.3%	2.3%
%H		98.4%	52.5%	16.2%	81.3%	49.4%	31.8%
Second living/dining room	3120	3029	1609	445	2433	1404	1029
%V	5.9%	6.0%	6.5%	5.3%	6.3%	6.9%	5.6%
%H		97.1%	51.6%	14.3%	78.0%	45.0%	33.0%
Study/office	527	525	270	73	427	245	182
%V	1.0%	1.0%	1.1%	0.9%	1.1%	1.2%	1.0%
%H		99.6%	51.2%	13.9%	81.0%	46.5%	34.5%
TV room	204	200	109	31	145	81	64
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%
%H		98.0%	53.4%	15.2%	71.1%	39.7%	31.4%
No specific location	65	63	29	17	46	20	26
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		96.9%	44.6%	26.2%	70.8%	30.8%	40.0%
Other	243	236	135	38	177	109	68
%V	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.4%
%H		97.1%	55.6%	15.6%	72.8%	44.9%	28.0%

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 2011

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52588	50710	24625	8358	38733	20351	18382
%H		96.4%	46.8%	15.9%	73.7%	38.7%	35.0%
PVR	15576	15568	10737	2243	10203	7348	2854
%V	29.6%	30.7%	43.6%	26.8%	26.3%	36.1%	15.5%
%H		99.9%	68.9%	14.4%	65.5%	47.2%	18.3%
DVDR	4718	4588	2241	721	3426	1741	1685
%V	9.0%	9.0%	9.1%	8.6%	8.8%	8.6%	9.2%
%H		97.2%	47.5%	15.3%	72.6%	36.9%	35.7%
VCR	5160	4799	1723	825	3736	1436	2300
%V	9.8%	9.5%	7.0%	9.9%	9.6%	7.1%	12.5%
%H		93.0%	33.4%	16.0%	72.4%	27.8%	44.6%
Any recorder	21595	21158	12486	3227	14718	8961	5758
%V	41.1%	41.7%	50.7%	38.6%	38.0%	44.0%	31.3%
%H		98.0%	57.8%	14.9%	68.2%	41.5%	26.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	52588	50710	24625	8358	38733	20351	18382
%H		96.4%	46.8%	15.9%	73.7%	38.7%	35.0%
Receives HDTV (via STB or built-in reception)	10882	10882	6388	2655	7403	5333	2070
%V	20.7%	21.5%	25.9%	31.8%	19.1%	26.2%	11.3%
%H		100.0%	58.7%	24.4%	68.0%	49.0%	19.0%
DVD/Blu-ray player or recorder	30839	30097	14927	5172	22684	12267	10417
%V	58.6%	59.4%	60.6%	61.9%	58.6%	60.3%	56.7%
%H		97.6%	48.4%	16.8%	73.6%	39.8%	33.8%

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 2011
Set level data
Table 15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26242	24856	10934	3939	18070	7871	10199
%H		94.7%	41.7%	15.0%	68.9%	30.0%	38.9%
Under 20"	991	783	161	97	609	81	528
%V	3.8%	3.2%	1.5%	2.5%	3.4%	1.0%	5.2%
%H		79.0%	16.2%	9.8%	61.5%	8.2%	53.3%
20" - 29"	7190	6415	1867	919	4821	1167	3655
%V	27.4%	25.8%	17.1%	23.3%	26.7%	14.8%	35.8%
%H		89.2%	26.0%	12.8%	67.1%	16.2%	50.8%
30" - 39"	10606	10307	4507	1642	7552	3311	4241
%V	40.4%	41.5%	41.2%	41.7%	41.8%	42.1%	41.6%
%H		97.2%	42.5%	15.5%	71.2%	31.2%	40.0%
40" and over	7124	7070	4273	1248	4913	3261	1652
%V	27.1%	28.4%	39.1%	31.7%	27.2%	41.4%	16.2%
%H		99.2%	60.0%	17.5%	69.0%	45.8%	23.2%
Don't know	331	281	125	33	174	51	123
%V	1.3%	1.1%	1.1%	0.8%	1.0%	0.6%	1.2%
%H		84.9%	37.8%	10.0%	52.6%	15.4%	37.2%

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 2011

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26242	24856	10934	3939	18070	7871	10199
%H		94.7%	41.7%	15.0%	68.9%	30.0%	38.9%
PVR	11917	11909	7871	1792	7821	5401	2420
%V	45.4%	47.9%	72.0%	45.5%	43.3%	68.6%	23.7%
%H		99.9%	66.0%	15.0%	65.6%	45.3%	20.3%
DVDR	3400	3292	1495	509	2414	1087	1327
%V	13.0%	13.2%	13.7%	12.9%	13.4%	13.8%	13.0%
%H		96.8%	44.0%	15.0%	71.0%	32.0%	39.0%
VCR	3712	3401	1119	557	2637	879	1757
%V	14.1%	13.7%	10.2%	14.1%	14.6%	11.2%	17.2%
%H		91.6%	30.1%	15.0%	71.0%	23.7%	47.3%
Any recorder	15789	15417	8695	2370	10648	6096	4552
%V	60.2%	62.0%	79.5%	60.2%	58.9%	77.4%	44.6%
%H		97.6%	55.1%	15.0%	67.4%	38.6%	28.8%

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	26242	24856	10934	3939	18070	7871	10199
%H		94.7%	41.7%	15.0%	68.9%	30.0%	38.9%
Receives HDTV (via STB or built-in reception)	8102	8102	4671	2007	5353	3782	1572
%V	30.9%	32.6%	42.7%	51.0%	29.6%	48.0%	15.4%
%H		100.0%	57.7%	24.8%	66.1%	46.7%	19.4%
DVD/Blu-ray player or recorder	19578	18947	8706	3102	13722	6375	7348
%V	74.6%	76.2%	79.6%	78.8%	75.9%	81.0%	72.0%
%H		96.8%	44.5%	15.8%	70.1%	32.6%	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 2011

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26345	25854	13691	4419	20663	12480	8183
%H		98.1%	52.0%	16.8%	78.4%	47.4%	31.1%
Under 20"	12435	12102	5960	1903	9757	5396	4361
%V	47.2%	46.8%	43.5%	43.1%	47.2%	43.2%	53.3%
%H		97.3%	47.9%	15.3%	78.5%	43.4%	35.1%
20" - 29"	8166	8023	4189	1454	6512	3947	2565
%V	31.0%	31.0%	30.6%	32.9%	31.5%	31.6%	31.3%
%H		98.2%	51.3%	17.8%	79.7%	48.3%	31.4%
30" - 39"	4323	4310	2632	813	3346	2394	952
%V	16.4%	16.7%	19.2%	18.4%	16.2%	19.2%	11.6%
%H		99.7%	60.9%	18.8%	77.4%	55.4%	22.0%
40" and over	1117	1115	756	218	818	632	186
%V	4.2%	4.3%	5.5%	4.9%	4.0%	5.1%	2.3%
%H		99.8%	67.7%	19.5%	73.2%	56.6%	16.7%
Don't know	305	303	154	31	229	111	118
%V	1.2%	1.2%	1.1%	0.7%	1.1%	0.9%	1.4%
%H		99.3%	50.5%	10.2%	75.1%	36.4%	38.7%

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 2011

Set level data

Table 19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26345	25854	13691	4419	20663	12480	8183
%H		98.1%	52.0%	16.8%	78.4%	47.4%	31.1%
PVR	3659	3659	2866	451	2382	1948	434
%V	13.9%	14.2%	20.9%	10.2%	11.5%	15.6%	5.3%
%H		100.0%	78.3%	12.3%	65.1%	53.2%	11.9%
DVDR	1317	1296	745	212	1012	654	358
%V	5.0%	5.0%	5.4%	4.8%	4.9%	5.2%	4.4%
%H		98.4%	56.6%	16.1%	76.8%	49.7%	27.2%
VCR	1449	1398	603	268	1099	557	543
%V	5.5%	5.4%	4.4%	6.1%	5.3%	4.5%	6.6%
%H		96.5%	41.6%	18.5%	75.8%	38.4%	37.5%
Any recorder	5806	5741	3791	857	4071	2865	1206
%V	22.0%	22.2%	27.7%	19.4%	19.7%	23.0%	14.7%
%H		98.9%	65.3%	14.8%	70.1%	49.3%	20.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26345	25854	13691	4419	20663	12480	8183
%H		98.1%	52.0%	16.8%	78.4%	47.4%	31.1%
Receives HDTV (via STB or built-in reception)	2780	2780	1716	649	2050	1552	498
%V	10.6%	10.8%	12.5%	14.7%	9.9%	12.4%	6.1%
%H		100.0%	61.7%	23.3%	73.7%	55.8%	17.9%
DVD/Blu-ray player or recorder	11261	11150	6221	2070	8961	5892	3069
%V	42.7%	43.1%	45.4%	46.8%	43.4%	47.2%	37.5%
%H		99.0%	55.2%	18.4%	79.6%	52.3%	27.3%

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 2011
Individual level data
Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	61637	59748	57518	28600	9794	41020	21219	19801
%H		96.9%	93.3%	46.4%	15.9%	66.6%	34.4%	32.1%
Total Children	11580	11276	11055	6410	2005	7335	4535	2800
%V	18.8%	18.9%	19.2%	22.4%	20.5%	17.9%	21.4%	14.1%
%H		97.4%	95.5%	55.4%	17.3%	63.3%	39.2%	24.2%
0 - 3	3103	2963	2901	1613	494	1888	1044	844
%V	5.0%	5.0%	5.0%	5.6%	5.0%	4.6%	4.9%	4.3%
%H		95.5%	93.5%	52.0%	15.9%	60.8%	33.6%	27.2%
4 - 15	8477	8313	8153	4797	1511	5447	3490	1956
%V	13.8%	13.9%	14.2%	16.8%	15.4%	13.3%	16.4%	9.9%
%H		98.1%	96.2%	56.6%	17.8%	64.3%	41.2%	23.1%
4 - 9	4293	4204	4115	2411	720	2692	1666	1026
%V	7.0%	7.0%	7.2%	8.4%	7.4%	6.6%	7.9%	5.2%
%H		97.9%	95.9%	56.2%	16.8%	62.7%	38.8%	23.9%
10 - 15	4184	4109	4038	2387	790	2754	1824	930
%V	6.8%	6.9%	7.0%	8.3%	8.1%	6.7%	8.6%	4.7%
%H		98.2%	96.5%	57.1%	18.9%	65.8%	43.6%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2011

Individual level data
Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	61637	59748	57518	28600	9794	41020	21219	19801
%H		96.9%	93.3%	46.4%	15.9%	66.6%	34.4%	32.1%
Total Adults (16+)	50057	48472	46463	22190	7790	33685	16684	17001
%V	81.2%	81.1%	80.8%	77.6%	79.5%	82.1%	78.6%	85.9%
%H		96.8%	92.8%	44.3%	15.6%	67.3%	33.3%	34.0%
16 - 19	2944	2785	2729	1496	507	1992	1221	770
%V	4.8%	4.7%	4.7%	5.2%	5.2%	4.9%	5.8%	3.9%
%H		94.6%	92.7%	50.8%	17.2%	67.7%	41.5%	26.2%
20 - 24	4185	3814	3618	1728	703	2636	1397	1239
%V	6.8%	6.4%	6.3%	6.0%	7.2%	6.4%	6.6%	6.3%
%H		91.1%	86.5%	41.3%	16.8%	63.0%	33.4%	29.6%
25 - 34	8275	7816	7564	4004	1550	4835	2757	2078
%V	13.4%	13.1%	13.2%	14.0%	15.8%	11.8%	13.0%	10.5%
%H		94.5%	91.4%	48.4%	18.7%	58.4%	33.3%	25.1%
35 - 44	8703	8486	8298	4574	1525	5603	3272	2331
%V	14.1%	14.2%	14.4%	16.0%	15.6%	13.7%	15.4%	11.8%
%H		97.5%	95.3%	52.6%	17.5%	64.4%	37.6%	26.8%
45 - 54	8653	8465	8209	4148	1438	5912	3192	2720
%V	14.0%	14.2%	14.3%	14.5%	14.7%	14.4%	15.0%	13.7%
%H		97.8%	94.9%	47.9%	16.6%	68.3%	36.9%	31.4%
55 - 64	7312	7223	6981	3194	1092	5307	2537	2770
%V	11.9%	12.1%	12.1%	11.2%	11.1%	12.9%	12.0%	14.0%
%H		98.8%	95.5%	43.7%	14.9%	72.6%	34.7%	37.9%
65+	9985	9882	9063	3047	975	7400	2308	5092
%V	16.2%	16.5%	15.8%	10.7%	10.0%	18.0%	10.9%	25.7%
%H		99.0%	90.8%	30.5%	9.8%	74.1%	23.1%	51.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2011

Individual level data
Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50057	48472	46463	22190	7790	33685	16684	17001
%H		96.8%	92.8%	44.3%	15.6%	67.3%	33.3%	34.0%
AB	12225	12001	11584	5695	1808	8161	3986	4176
%V	24.4%	24.8%	24.9%	25.7%	23.2%	24.2%	23.9%	24.6%
%H		98.2%	94.8%	46.6%	14.8%	66.8%	32.6%	34.2%
C1	14531	13879	13383	6527	2625	9747	5291	4456
%V	29.0%	28.6%	28.8%	29.4%	33.7%	28.9%	31.7%	26.2%
%H		95.5%	92.1%	44.9%	18.1%	67.1%	36.4%	30.7%
C2	10298	10029	9745	4993	1716	7064	3894	3170
%V	20.6%	20.7%	21.0%	22.5%	22.0%	21.0%	23.3%	18.6%
%H		97.4%	94.6%	48.5%	16.7%	68.6%	37.8%	30.8%
D	7918	7660	7242	3423	1009	5295	2450	2845
%V	15.8%	15.8%	15.6%	15.4%	13.0%	15.7%	14.7%	16.7%
%H		96.7%	91.5%	43.2%	12.7%	66.9%	30.9%	35.9%
E	5085	4903	4509	1552	631	3417	1063	2354
%V	10.2%	10.1%	9.7%	7.0%	8.1%	10.1%	6.4%	13.8%
%H		96.4%	88.7%	30.5%	12.4%	67.2%	20.9%	46.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
January - March 2011
Individual level data
Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50057	48472	46463	22190	7790	33685	16684	17001
%H		96.8%	92.8%	44.3%	15.6%	67.3%	33.3%	34.0%
Working full time	22425	21851	21274	11276	4011	14712	8457	6255
%V	44.8%	45.1%	45.8%	50.8%	51.5%	43.7%	50.7%	36.8%
%H		97.4%	94.9%	50.3%	17.9%	65.6%	37.7%	27.9%
Working part time	5442	5323	5156	2584	874	3711	1966	1745
%V	10.9%	11.0%	11.1%	11.6%	11.2%	11.0%	11.8%	10.3%
%H		97.8%	94.7%	47.5%	16.1%	68.2%	36.1%	32.1%
Not working	22190	21299	20033	8331	2905	15262	6261	9001
%V	44.3%	43.9%	43.1%	37.5%	37.3%	45.3%	37.5%	52.9%
%H		96.0%	90.3%	37.5%	13.1%	68.8%	28.2%	40.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2011

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24430	23508	22607	11222	3843	16173	8360	7813
%H		96.2%	92.5%	45.9%	15.7%	66.2%	34.2%	32.0%
16 - 19	1519	1438	1412	819	245	1047	674	373
%V	6.2%	6.1%	6.2%	7.3%	6.4%	6.5%	8.1%	4.8%
%H		94.7%	93.0%	53.9%	16.1%	68.9%	44.4%	24.6%
20 - 24	2103	1909	1821	930	361	1293	731	562
%V	8.6%	8.1%	8.1%	8.3%	9.4%	8.0%	8.7%	7.2%
%H		90.8%	86.6%	44.2%	17.2%	61.5%	34.8%	26.7%
25 - 34	4167	3894	3763	2009	787	2381	1374	1006
%V	17.1%	16.6%	16.6%	17.9%	20.5%	14.7%	16.4%	12.9%
%H		93.4%	90.3%	48.2%	18.9%	57.1%	33.0%	24.1%
35 - 44	4309	4180	4100	2236	751	2773	1591	1182
%V	17.6%	17.8%	18.1%	19.9%	19.5%	17.1%	19.0%	15.1%
%H		97.0%	95.1%	51.9%	17.4%	64.4%	36.9%	27.4%
45 - 54	4258	4133	4013	2070	667	2846	1524	1322
%V	17.4%	17.6%	17.8%	18.4%	17.4%	17.6%	18.2%	16.9%
%H		97.1%	94.2%	48.6%	15.7%	66.8%	35.8%	31.0%
55 - 64	3575	3527	3388	1581	547	2560	1268	1292
%V	14.6%	15.0%	15.0%	14.1%	14.2%	15.8%	15.2%	16.5%
%H		98.7%	94.8%	44.2%	15.3%	71.6%	35.5%	36.1%
65+	4499	4427	4109	1577	484	3274	1198	2076
%V	18.4%	18.8%	18.2%	14.1%	12.6%	20.2%	14.3%	26.6%
%H		98.4%	91.3%	35.1%	10.8%	72.8%	26.6%	46.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2011

Individual level data
Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24430	23508	22607	11222	3843	16173	8360	7813
%H		96.2%	92.5%	45.9%	15.7%	66.2%	34.2%	32.0%
AB	6131	6008	5791	2903	922	4024	2016	2008
%V	25.1%	25.6%	25.6%	25.9%	24.0%	24.9%	24.1%	25.7%
%H		98.0%	94.5%	47.3%	15.0%	65.6%	32.9%	32.8%
C1	6792	6448	6257	3245	1246	4496	2601	1895
%V	27.8%	27.4%	27.7%	28.9%	32.4%	27.8%	31.1%	24.3%
%H		94.9%	92.1%	47.8%	18.3%	66.2%	38.3%	27.9%
C2	5613	5446	5275	2718	928	3785	2076	1709
%V	23.0%	23.2%	23.3%	24.2%	24.1%	23.4%	24.8%	21.9%
%H		97.0%	94.0%	48.4%	16.5%	67.4%	37.0%	30.4%
D	3833	3674	3481	1715	473	2515	1214	1301
%V	15.7%	15.6%	15.4%	15.3%	12.3%	15.6%	14.5%	16.7%
%H		95.9%	90.8%	44.7%	12.3%	65.6%	31.7%	33.9%
E	2060	1931	1803	642	274	1353	453	900
%V	8.4%	8.2%	8.0%	5.7%	7.1%	8.4%	5.4%	11.5%
%H		93.7%	87.5%	31.2%	13.3%	65.7%	22.0%	43.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
January - March 2011
Individual level data
Table 27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24430	23508	22607	11222	3843	16173	8360	7813
%H		96.2%	92.5%	45.9%	15.7%	66.2%	34.2%	32.0%
Working full time	13962	13561	13216	7121	2415	9091	5238	3853
%V	57.2%	57.7%	58.5%	63.5%	62.8%	56.2%	62.7%	49.3%
%H		97.1%	94.7%	51.0%	17.3%	65.1%	37.5%	27.6%
Working part time	1131	1086	1029	497	150	747	366	380
%V	4.6%	4.6%	4.6%	4.4%	3.9%	4.6%	4.4%	4.9%
%H		96.0%	91.0%	43.9%	13.3%	66.0%	32.4%	33.6%
Not working	9336	8862	8363	3604	1277	6336	2755	3580
%V	38.2%	37.7%	37.0%	32.1%	33.2%	39.2%	33.0%	45.8%
%H		94.9%	89.6%	38.6%	13.7%	67.9%	29.5%	38.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2011

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	Multi-	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	channel	HH	HH	HH	Cab/DSat	HH
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25627	24965	23856	10968	3947	17512	8324	9188
%H		97.4%	93.1%	42.8%	15.4%	68.3%	32.5%	35.9%
16 - 19	1425	1347	1317	677	262	945	548	397
%V	5.6%	5.4%	5.5%	6.2%	6.6%	5.4%	6.6%	4.3%
%H		94.5%	92.4%	47.5%	18.4%	66.3%	38.5%	27.9%
20 - 24	2082	1905	1797	798	342	1343	666	677
%V	8.1%	7.6%	7.5%	7.3%	8.7%	7.7%	8.0%	7.4%
%H		91.5%	86.3%	38.3%	16.4%	64.5%	32.0%	32.5%
25 - 34	4108	3922	3801	1995	763	2454	1382	1072
%V	16.0%	15.7%	15.9%	18.2%	19.3%	14.0%	16.6%	11.7%
%H		95.5%	92.5%	48.6%	18.6%	59.7%	33.6%	26.1%
35 - 44	4395	4306	4199	2337	774	2830	1681	1149
%V	17.1%	17.2%	17.6%	21.3%	19.6%	16.2%	20.2%	12.5%
%H		98.0%	95.5%	53.2%	17.6%	64.4%	38.2%	26.1%
45 - 54	4395	4332	4196	2078	770	3066	1668	1398
%V	17.1%	17.4%	17.6%	18.9%	19.5%	17.5%	20.0%	15.2%
%H		98.6%	95.5%	47.3%	17.5%	69.8%	38.0%	31.8%
55 - 64	3737	3696	3592	1612	544	2747	1269	1478
%V	14.6%	14.8%	15.1%	14.7%	13.8%	15.7%	15.2%	16.1%
%H		98.9%	96.1%	43.1%	14.6%	73.5%	34.0%	39.6%
65+	5486	5455	4954	1470	491	4127	1110	3016
%V	21.4%	21.9%	20.8%	13.4%	12.4%	23.6%	13.3%	32.8%
%H		99.4%	90.3%	26.8%	9.0%	75.2%	20.2%	55.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

January - March 2011

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

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25627	24965	23856	10968	3947	17512	8324	9188
%H		97.4%	93.1%	42.8%	15.4%	68.3%	32.5%	35.9%
AB	6094	5993	5793	2792	887	4137	1969	2168
%V	23.8%	24.0%	24.3%	25.5%	22.5%	23.6%	23.7%	23.6%
%H		98.3%	95.1%	45.8%	14.6%	67.9%	32.3%	35.6%
C1	7739	7431	7126	3282	1378	5251	2690	2561
%V	30.2%	29.8%	29.9%	29.9%	34.9%	30.0%	32.3%	27.9%
%H		96.0%	92.1%	42.4%	17.8%	67.9%	34.8%	33.1%
C2	4685	4583	4470	2275	789	3279	1819	1460
%V	18.3%	18.4%	18.7%	20.7%	20.0%	18.7%	21.9%	15.9%
%H		97.8%	95.4%	48.6%	16.8%	70.0%	38.8%	31.2%
D	4085	3986	3761	1708	537	2781	1236	1545
%V	15.9%	16.0%	15.8%	15.6%	13.6%	15.9%	14.8%	16.8%
%H		97.6%	92.1%	41.8%	13.1%	68.1%	30.3%	37.8%
E	3025	2972	2706	910	357	2064	610	1454
%V	11.8%	11.9%	11.3%	8.3%	9.0%	11.8%	7.3%	15.8%
%H		98.2%	89.5%	30.1%	11.8%	68.2%	20.2%	48.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
January - March 2011
Individual level data
Table 30: Working Status (Females 16+)
Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25627	24965	23856	10968	3947	17512	8324	9188
%H		97.4%	93.1%	42.8%	15.4%	68.3%	32.5%	35.9%
Working full time	8463	8290	8058	4155	1596	5621	3218	2403
%V	33.0%	33.2%	33.8%	37.9%	40.4%	32.1%	38.7%	26.2%
%H		98.0%	95.2%	49.1%	18.9%	66.4%	38.0%	28.4%
Working part time	4310	4237	4127	2087	724	2964	1600	1364
%V	16.8%	17.0%	17.3%	19.0%	18.3%	16.9%	19.2%	14.8%
%H		98.3%	95.8%	48.4%	16.8%	68.8%	37.1%	31.6%
Not working	12854	12438	11671	4727	1627	8927	3506	5421
%V	50.2%	49.8%	48.9%	43.1%	41.2%	51.0%	42.1%	59.0%
%H		96.8%	90.8%	36.8%	12.7%	69.4%	27.3%	42.2%

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

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 2011

The following table shows the fieldwork results. Data are given for the total sample.

An explanation of some of the terms is given below.

SHOP/BUSINESS

The small user part of the Postcode Addresses File lists delivery points. It includes any business which receives an average of fewer than 20 letters per day. These addresses are ineligible for interview unless there is a private household at the same address.

OTHER NON EFFECTIVE

This category includes all reasons other than those shown in the table for classifying the addresses as non-effective.

SUBSTITUTE ADDRESSES

Ineligible addresses are replaced with substitute addresses - see Appendix B - Selection of addresses.

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

Some addresses, such as houses converted into flats, yield more than one household. The procedure at these addresses is described in Appendix H.

NON CONTACT

In these cases the address was believed to be occupied but no reply was obtained from at least 4 calls. At least two of those calls were made in the evening or at a weekend.

REFUSAL

All total and partial refusals by, or on behalf of, either the head of household or 'housewife', or a partner of either of these, are included in this group.

Response Analysis: January - March 2011	
	Total Network
Addresses Issued	19,819
Shop / Business	228
Demolished / Incomplete	29
Empty	1,386
Holiday Home	157
Other Non Effective	311
Eligible Addresses	17,708
Substitute Addresses	2,098
Multiple Occupancy Addresses	181
Total Additional Households	2,279
Total Valid Households	19,991
	100.0%
Non Contacts	1,732
	8.7%
No English Spoken	24
	0.1%
Refusals	3,972
	19.9%
Total Interviews	14,263
	71.3%

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

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 aggregate of all fieldwork from January to March 2011

	All Households	Total TV Households	Multichannel Households
All Households	14263	13864	13220
All Sets	29076	29076	28178
All Individuals	34974	34077	32937
Children 0-15	6815	6650	6515
All Adults	28159	27427	26422
Adult Males	13604	13192	12761
Adult Females	14555	14235	13661

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (March 2011)

BARB Establishment Survey

Questionnaire Script

March 2011

Version 3 – 18/05/2011

NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents:

“ Good morning/afternoon/evening. My name is from Ipsos MORI, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence. “

PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER [JOINT] HEAD OF HOUSEHOLD, [JOINT] HOUSEPERSON OR THE SPOUSE OR PARTNER OF THE HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.

ASK ALL			
H1	SHOW CARD		MP
	Which of the following kinds of TV programmes do you like to watch?		
	Films	1	Classical Music 16
	British Drama	2	Arts 17
	US Drama	3	Science/technology 18
	British Soaps	4	Documentaries 19
	Australian Soaps	5	Nature/wildlife 20
	British Comedy	6	Religious 21
	US Comedy	7	Current Affairs 22
	Quiz/Game Shows	8	National News 23
	Chat Shows	9	Local/Regional News 24
	Animation	10	Financial/Business 25
	DIY/Home/Garden improvement	11	Consumer 26
	Cookery	12	Reality 27
	Sport	13	Don't know
	Fashion	14	No answer
	Pop/Rock Music	15	

ASK ALL			
H2	SHOW CARD		
Intro	How much do you agree or disagree with each of the following statements?		
H2	Watching TV is my main leisure activity		SP
H3	I can usually find something to watch on TV		SP
H4	I always make sure I have the latest TV technology		SP
H5	I structure my evening's activity around the TV schedule		SP
H6	I watch programmes my friends or colleagues talk about		SP
H7	The TV schedules are filled with 'mindless' programmes		SP
	I agree strongly I agree slightly I neither agree or disagree I disagree slightly I disagree strongly Don't know		

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

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

START OF TV PRE-SET LOOP

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

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

ASK FOR ALL SETS		
S3	Where is the set usually located?	SP
	A. Main living room	
	B. Kitchen (which is not the main living room)	
	C. Adult's bedroom (which is not the main living room)	
	D. Child's bedroom (0-15) (which is not the main living room)	
	E. Other bedroom	
	F. Second living/dining room	
	G. Study /office	
	H. TV room	
	I. No specific location/frequently moved	
	J. Other (WRITE IN)	

START OF SET LOOP

REPEAT QUESTIONS S4 – S36 FOR ALL WORKING TV SETS – THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:		
A) IN USE (CODE 1 AT S1)		
B) TEMPORARILY OUT OF ORDER (TO BE REPAIRED WITHIN THE NEXT 4 WEEKS) (CODE 2 AT S1)		
C) IN WORKING ORDER AND USED AT LEAST ONCE EVERY SIX MONTHS OR MORE OFTEN (CODE 3 AT S1 AND ALSO CODE 1 OR 2 OR 3 OR 4 AT S2 FOR THAT SET)		
(IF 1st TV) Talking about your main set only, which is located in the <<INSERT S3 RESPONSE>>.		
FOR ALL OTHER TVS "NOW TALKING ABOUT YOUR 2nd/3rd set..." ETC AS APPLICABLE FOR S4-S38		
DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT		

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S26		
S38	SHOW SCREEN In which ways do the recorders connected or built-in to this set record and store TV programmes? On to Video Tapes On to DVD or Blu-ray disks On to a built-in hard drive that can record TV programmes without the need for tapes or DVDs None of these Don't know	MP
ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
S52	Do you have a DVD or Blu-ray player connected or built into this set? This will NOT be able to record TV programmes but will be able to play back bought or rented DVDs or Blu-ray disks. Yes No Don't know	SP
ASK FOR ALL TVS ONLY IF IN ULSTER REGION LIST OPTIONS G TO J		
S26	SHOW SCREEN Which of the following channels can be received on this set? A. BBC1 B. BBC2 C. ITV1 D. Channel 4 E. five F. S4C (Sianel Pedwar Cymru) G. RTE 1 (Radio Telefis Eireann) H. RTE 2 I. TV3 (Ireland) J. TG4 (Ireland – formerly TnaG) Don't know No answer	MP
ASK FOR ALL TVS		
S27	SHOW SCREEN Which of the following ITV1 channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. NOTE: Check that there is no confusion between ITV1 programmes and ITV1 channels received A. STV (formerly Grampian), with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV1 Border E. ITV1 Tyne Tees F. ITV1 Granada G. ITV1 Yorkshire (formerly Yorkshire – YTV) H. ITV1 Wales (formerly HTV Wales) I. ITV1 Central J. ITV1 Anglia K. ITV1 Westcountry L. ITV1 West (formerly HTV West) M. ITV1 London (formerly Carlton and London Weekend/LWT) N. ITV1 Meridian O. Channel Don't know No answer	MP

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

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

S28 ASK FOR ADDITIONAL SETS ONLY

SP

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

Yes
No
Don't know

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

S29 SHOW SCREEN

MP

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

ROTATE ORDER OF SCREENS

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

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

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

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

SP

Yes
No

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

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

SP

Yes
No

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

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

SP

Yes
No

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

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

SP

Yes
No

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

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

Yes
No

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

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

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

IF SATELLITE DISH (YES AT S11) ASK S34

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

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

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

S35 SHOW SCREEN SP

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

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

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

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

S36 SHOW SCREEN SP

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

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

REPEAT S4 – S36 FOR ALL TV SETS

END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

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

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

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

ASK IF TWO OR MORE ITV1 STATIONS RECEIVED AT S27, OTHERWISE SKIP TO P1		
H24	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT S27) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?	
RESTRICT LIST TO ITV1 STATIONS CLAIMED AT ANY ITERATION OF S27 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED		
	A. STV (formerly Grampian), with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV1 Border E. ITV1 Tyne Tees F. ITV1 Granada G. ITV1 Yorkshire (formerly Yorkshire - YTV) H. ITV1 Wales (formerly HTV Wales) I. ITV1 Central J. ITV1 Anglia K. ITV1 Westcountry L. ITV1 West (formerly HTV West) M. ITV1 London (formerly Carlton and London Weekend/LWT) N. ITV1 Meridian O. Channel	
NOTE: Answers must add up to 10		
H24	So out of every ten hours you and your household watch ITV1 stations, you would view ____ SP Check hours of ____ (FIRST CHANNEL RECEIVED AT S27) , ____ hours ____ (SECOND CHANNEL RECEIVED AT S27) and..... (INCLUDE ALL ITV1 CHANNELS USED AT S27B WITH THE RESPONSE GIVEN ABOVE)	
	Yes No	
If correct code appropriately, if incorrect ask again		
ASK IF ANY SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H16		
H22	SHOW SCREEN	MP
	Thinking about other ways that television sets can be used; which of the following equipment do you have which is used with any of your TV sets? Personal computer (PC)/laptop Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these Don't know	
ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT H22		
H23	SHOW SCREEN	MP
	Which games console or consoles do you have which are used with any of your TV sets? Nintendo Game Cube Nintendo Wii Other Nintendo PS2 PS3 Other Playstation Xbox Xbox 360 Any other games/computer console Don't know	

ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT H22		
H54	SHOW SCREEN	MP
In addition to playing games; which of the following do you use your games console(s) for? To connect to the internet To watch TV programmes To play DVD or Blu-ray disks None of these Don't know		

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

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

PC AND LAPTOP SECTION

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

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

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

ASK ALL		
H55	HOUSEHOLD COMPOSITION	
Intro	Now I would like you to tell me about the people usually living in your household; by this I mean household members who share a communal living space and/or at least one meal a day.	

ASK ALL		
H55	How many individuals are there in your household altogether, including any children and yourself?	NUM
WRITE IN		(00-99)

START OF PERSON LOOP**ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55****IF H55 = 1 GO TO P2****IF H55>1 SHOW P2 INTRO****IF PERSON 1 GO TO P2 INTRO1, THEN P2****IF PERSON 2, 3, 4 ETC. GO TO P2 INTRO2 THEN P2**

P2 I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order:

- you
- your spouse or partner
- any children starting with the eldest
- anyone else

P2 Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc) household member

Intro2

FOR PERSON 1 SHOW HEADER 'RESPONDENT'**FOR PERSON 2, 3, 4 ETC. SHOW HEADER 'HOUSEHOLD MEMBER 2, 3, 4 ETC'****ASK ALL**

P2 Record sex of respondent (IF RESPONDENT) SP

What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT)

(MAY NOT BE BLANK)

Male
Female

ASK ALL

P3 What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday?

MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER

(ALLOW REF) WRITE IN >

ASK IF P3 IS REF

P4 Record age group household member falls into SP

(MAY NOT BE BLANK)

(1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age

Under 16
16-19
20-24
25-34
35-44
45-54
55-64
65-74
75+

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

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

(MAY NOT BE BLANK)

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

ASK ALL (REMOVE PENDING CONFIRMATION)		
P6	SHOW SCREEN Which of the categories on this screen applies to you (IF RESPONDENT) this person (IF NOT RESPONDENT)? By head of household we mean the person who either owns the property or is legally responsible for the rent or mortgage. For 2 or more household members to share this responsibility then they must be equally responsible. Head of household — if only 1 head of household Joint head of household — if 2 or more households members share this responsibility equally Spouse/partner of head of household Parent of head of household Son/daughter of head of household Other	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P8		
P7	Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the parent or guardian of anyone in the household? Yes No	SP
ASK ALL		
P8	Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the child or dependant of anyone in the household? Yes No	SP
ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P11		
P9	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) Full time paid work (30+ hours per week) Part time paid work (8-29 hours per week) Part time paid work (under 8 hours per week) Full time education Unemployed (seeking work) Retired Not in paid employment (and not seeking work)	SP
ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT P9, OTHERWISE SKIP TO P11		
P10	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16-18 years 19 years and over Still in full time education Don't know Refused	SP
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP

ASK IF YES (CODE 1) AT P11, OTHERWISE GO TO P13		
P12	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know		
ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
Yes No Don't know		
IF YES (CODE 1) AT P13 OTHERWISE GO TO P15		
P14	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know		
ASK ALL		
P15	Do you (IF RESPONDENT) Does this person (IF NOT RESPONDENT) have any long-term disability, health problem or illness, which limits their daily activities or the work they can do?	SP
Yes No Refused		
ASK ALL		
P16	SHOW SCREEN	SP
Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to? White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused (Code from list to continue)		
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		

END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS

ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know		
ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27		
H26	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know		
ASK ALL		
H27	SHOW SCREEN	MP
Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these		
IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H56 AND H28-H30 = 1)		
H56	Which of the household members you have mentioned is the Head of Household? By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD	MP
IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)		
H28	Which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON	MP

IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)		
H29	And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops. In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be equally responsible. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP

IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest</u> income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	MP

IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE AT Q56 (H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE – THEN STATE:		
I would now like to check some details about you (<i>IF RESPONDENT</i>) household member <<<i>INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED</i>>> (<i>IF NOT RESPONDENT</i>).		

ASK ALL	
H57	IF CIE IS: RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of <<i>INSERT CIE PERSON NUMBER'S</i>> <u>present job</u> NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of <<i>INSERT CIE PERSON NUMBER'S</i>> <u>previous job</u>
	WRITE IN Don't know Refused

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

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

ASK ALL	
H37	Are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) self-employed? PLEASE GIVE DETAILS. Yes No Don't know Refused

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

ASK ALL	
H39	What jobs <u>do</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>does</u> (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>did</u> (IF CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) actually do? PLEASE GIVE DETAILS. WRITE IN Don't know Refused

ASK ALL	
H40	Are (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) a manager or a foreman/supervisor? Yes – manager Yes – foreman/supervisor No Don't know

ASK IF YES (CODE 1 OR 2) AT H40, OTHERWISE SKIP TO H43	
H41	How many people work at the place? ENTER NUMERICAL RESPONSE Don't know

ASK IF H40 = YES (CODE 1 OR 2)	
H42	How many people <u>are</u> (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) <u>is</u> (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) <u>were</u> (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) <u>was</u> (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) responsible for? ENTER NUMERICAL RESPONSE Don't know

ASK ALL		
H43	Have you (<i>IF RESPONDENT</i>) Has he (<i>IF THE CIE IS MALE AT P2 AND NOT RESPONDENT</i>) she (<i>IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT</i>) any qualifications? NOTE: If teacher – state whether primary, secondary or other level. (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details. WRITE IN Don't know Refused	
IF CIE RETIRED (CODE 6 AT P9) ASK H31 IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9) ASK H32 OTHERWISE SKIP TO H35		
H31	(<i>IF RESPONDENT USE 'YOU'/'YOUR' THROUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT</i>) You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments. Yes (retired/pensioner/widow with income other than or in addition to state benefits) No (retired/pensioner/widow with state benefits only) Don't know Refused	SP
PLEASE NOW SKIP TO H44		
ASK IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9)		
H32	How long have you (<i>IF RESPONDENT</i>) has household member <<INSERT PERSON NUMBER>> (<i>IF NOT RESPONDENT</i>) been unemployed (<i>IF UNEMPLOYED AT P9</i>) not been in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) for Less than 6 months More than 6 months Don't know Refused	SP
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34		
H33	And previously, were you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>).... In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education Don't know Refused	SP
PLEASE NOW SKIP TO H44		
ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32		
H34	Is that Unemployed (<i>IF UNEMPLOYED AT P9</i>) Not in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) with income other than or in addition to state benefits? Unemployed (<i>IF UNEMPLOYED AT P9</i>) Not in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc. Don't know Refused	SP

CODE FOR ALL		
H44	BRING UP SUMMARY SCREEN FOR H35-H43 CODE SOCIAL GRADE MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN. A B C1 C2 D E	SP
ASK ALL		
H45	SHOW SCREEN Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? 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	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 (Scotland) 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	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 H47, OTHERWISE GO TO H50		
H48	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both Other Don't know Refused	MP (SP)

ASK ALL WITH ANY TELEPHONE AT H48

H49 What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection?

NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number

WRITE IN
Refused

ASK ALL:

H50 Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. BARB's TV viewing research is carried out by a number of agencies, ourselves, Ipsos MORI, TNS, Kantar Media and RSMB Television Research.

SP

Yes
No