



# BARB Establishment Survey Quarterly Data Report: Total Network

July to September 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**

**July - September 2010**

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## **Introduction**

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This reports contains the weighted data results from the Establishment survey for the period July - September 2010

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<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b> | <b>27028</b> | <b>26109</b> | <b>24434</b>            | <b>10591</b> | <b>3844</b> | <b>17694</b> | <b>7511</b>             | <b>10182</b>   |
| %H (All HH)     |              | 96.6%        | 90.4%                   | 39.2%        | 14.2%       | 65.5%        | 27.8%                   | 37.7%          |
| %H (TV HH)      |              |              | 93.6%                   | 40.6%        | 14.7%       | 67.8%        | 28.8%                   | 39.0%          |
| <b>AB</b>       | <b>6373</b>  | <b>6242</b>  | <b>5931</b>             | <b>2760</b>  | <b>955</b>  | <b>4140</b>  | <b>1861</b>             | <b>2278</b>    |
| %V              | 23.6%        | 23.9%        | 24.3%                   | 26.1%        | 24.8%       | 23.4%        | 24.8%                   | 22.4%          |
| %H (All HH)     |              | 97.9%        | 93.1%                   | 43.3%        | 15.0%       | 65.0%        | 29.2%                   | 35.7%          |
| %H (TV HH)      |              |              | 95.0%                   | 44.2%        | 15.3%       | 66.3%        | 29.8%                   | 36.5%          |
| <b>C1</b>       | <b>7688</b>  | <b>7321</b>  | <b>6943</b>             | <b>3128</b>  | <b>1147</b> | <b>4919</b>  | <b>2207</b>             | <b>2711</b>    |
| %V              | 28.4%        | 28.0%        | 28.4%                   | 29.5%        | 29.8%       | 27.8%        | 29.4%                   | 26.6%          |
| %H (All HH)     |              | 95.2%        | 90.3%                   | 40.7%        | 14.9%       | 64.0%        | 28.7%                   | 35.3%          |
| %H (TV HH)      |              |              | 94.8%                   | 42.7%        | 15.7%       | 67.2%        | 30.1%                   | 37.0%          |
| <b>C2</b>       | <b>5171</b>  | <b>5068</b>  | <b>4824</b>             | <b>2269</b>  | <b>745</b>  | <b>3559</b>  | <b>1709</b>             | <b>1850</b>    |
| %V              | 19.1%        | 19.4%        | 19.7%                   | 21.4%        | 19.4%       | 20.1%        | 22.8%                   | 18.2%          |
| %H (All HH)     |              | 98.0%        | 93.3%                   | 43.9%        | 14.4%       | 68.8%        | 33.0%                   | 35.8%          |
| %H (TV HH)      |              |              | 95.2%                   | 44.8%        | 14.7%       | 70.2%        | 33.7%                   | 36.5%          |
| <b>D</b>        | <b>4187</b>  | <b>4028</b>  | <b>3756</b>             | <b>1584</b>  | <b>643</b>  | <b>2769</b>  | <b>1218</b>             | <b>1551</b>    |
| %V              | 15.5%        | 15.4%        | 15.4%                   | 15.0%        | 16.7%       | 15.6%        | 16.2%                   | 15.2%          |
| %H (All HH)     |              | 96.2%        | 89.7%                   | 37.8%        | 15.4%       | 66.1%        | 29.1%                   | 37.0%          |
| %H (TV HH)      |              |              | 93.2%                   | 39.3%        | 16.0%       | 68.7%        | 30.2%                   | 38.5%          |
| <b>E</b>        | <b>3609</b>  | <b>3450</b>  | <b>2980</b>             | <b>851</b>   | <b>353</b>  | <b>2307</b>  | <b>516</b>              | <b>1791</b>    |
| %V              | 13.4%        | 13.2%        | 12.2%                   | 8.0%         | 9.2%        | 13.0%        | 6.9%                    | 17.6%          |
| %H (All HH)     |              | 95.6%        | 82.6%                   | 23.6%        | 9.8%        | 63.9%        | 14.3%                   | 49.6%          |
| %H (TV HH)      |              |              | 86.4%                   | 24.7%        | 10.2%       | 66.9%        | 15.0%                   | 51.9%          |

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

%V = percentage of vertical total

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

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

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## **Household level data**

**Table 2: Housewife Age**

Platforms available in household

|                 | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b> | <b>27028</b> | <b>26109</b> | <b>24434</b>            | <b>10591</b> | <b>3844</b> | <b>17694</b> | <b>7511</b>             | <b>10182</b>   |
| %H (All HH)     |              | 96.6%        | 90.4%                   | 39.2%        | 14.2%       | 65.5%        | 27.8%                   | 37.7%          |
| %H (TV HH)      |              |              | 93.6%                   | 40.6%        | 14.7%       | 67.8%        | 28.8%                   | 39.0%          |
| <b>Under 25</b> | <b>1329</b>  | <b>1196</b>  | <b>1091</b>             | <b>431</b>   | <b>156</b>  | <b>778</b>   | <b>269</b>              | <b>510</b>     |
| %V              | 4.9%         | 4.6%         | 4.5%                    | 4.1%         | 4.1%        | 4.4%         | 3.6%                    | 5.0%           |
| %H (All HH)     |              | 90.0%        | 82.1%                   | 32.4%        | 11.7%       | 58.5%        | 20.2%                   | 38.4%          |
| %H (TV HH)      |              |              | 91.2%                   | 36.0%        | 13.0%       | 65.1%        | 22.5%                   | 42.6%          |
| <b>25 - 34</b>  | <b>4317</b>  | <b>3993</b>  | <b>3849</b>             | <b>1933</b>  | <b>753</b>  | <b>2438</b>  | <b>1226</b>             | <b>1212</b>    |
| %V              | 16.0%        | 15.3%        | 15.8%                   | 18.3%        | 19.6%       | 13.8%        | 16.3%                   | 11.9%          |
| %H (All HH)     |              | 92.5%        | 89.2%                   | 44.8%        | 17.4%       | 56.5%        | 28.4%                   | 28.1%          |
| %H (TV HH)      |              |              | 96.4%                   | 48.4%        | 18.9%       | 61.1%        | 30.7%                   | 30.4%          |
| <b>35 - 44</b>  | <b>5026</b>  | <b>4884</b>  | <b>4732</b>             | <b>2499</b>  | <b>941</b>  | <b>3198</b>  | <b>1843</b>             | <b>1355</b>    |
| %V              | 18.6%        | 18.7%        | 19.4%                   | 23.6%        | 24.5%       | 18.1%        | 24.5%                   | 13.3%          |
| %H (All HH)     |              | 97.2%        | 94.2%                   | 49.7%        | 18.7%       | 63.6%        | 36.7%                   | 27.0%          |
| %H (TV HH)      |              |              | 96.9%                   | 51.2%        | 19.3%       | 65.5%        | 37.7%                   | 27.7%          |
| <b>45 - 54</b>  | <b>5120</b>  | <b>4974</b>  | <b>4781</b>             | <b>2281</b>  | <b>795</b>  | <b>3458</b>  | <b>1720</b>             | <b>1738</b>    |
| %V              | 18.9%        | 19.1%        | 19.6%                   | 21.5%        | 20.7%       | 19.5%        | 22.9%                   | 17.1%          |
| %H (All HH)     |              | 97.1%        | 93.4%                   | 44.6%        | 15.5%       | 67.5%        | 33.6%                   | 33.9%          |
| %H (TV HH)      |              |              | 96.1%                   | 45.9%        | 16.0%       | 69.5%        | 34.6%                   | 34.9%          |
| <b>55 - 64</b>  | <b>4422</b>  | <b>4346</b>  | <b>4113</b>             | <b>1796</b>  | <b>630</b>  | <b>3032</b>  | <b>1318</b>             | <b>1714</b>    |
| %V              | 16.4%        | 16.6%        | 16.8%                   | 17.0%        | 16.4%       | 17.1%        | 17.5%                   | 16.8%          |
| %H (All HH)     |              | 98.3%        | 93.0%                   | 40.6%        | 14.2%       | 68.6%        | 29.8%                   | 38.8%          |
| %H (TV HH)      |              |              | 94.6%                   | 41.3%        | 14.5%       | 69.8%        | 30.3%                   | 39.4%          |
| <b>65 +</b>     | <b>6815</b>  | <b>6716</b>  | <b>5869</b>             | <b>1651</b>  | <b>569</b>  | <b>4790</b>  | <b>1136</b>             | <b>3654</b>    |
| %V              | 25.2%        | 25.7%        | 24.0%                   | 15.6%        | 14.8%       | 27.1%        | 15.1%                   | 35.9%          |
| %H (All HH)     |              | 98.5%        | 86.1%                   | 24.2%        | 8.3%        | 70.3%        | 16.7%                   | 53.6%          |
| %H (TV HH)      |              |              | 87.4%                   | 24.6%        | 8.5%        | 71.3%        | 16.9%                   | 54.4%          |

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

%V = percentage of vertical total

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

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

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## **Household level data**

**Table 3: Size of Household**

Platforms available in household

|                        | All          | TV           | Multi-channel | DSat         | Cable       | DTT          | DTT + Cab/DSat | DTT only     |
|------------------------|--------------|--------------|---------------|--------------|-------------|--------------|----------------|--------------|
|                        | HH           | HH           | HH            | HH           | HH          | HH           | HH             | HH           |
| <b>Total HH</b>        | <b>27028</b> | <b>26109</b> | <b>24434</b>  | <b>10591</b> | <b>3844</b> | <b>17694</b> | <b>7511</b>    | <b>10182</b> |
| %H (All HH)            |              | 96.6%        | 90.4%         | 39.2%        | 14.2%       | 65.5%        | 27.8%          | 37.7%        |
| %H (TV HH)             |              |              | 93.6%         | 40.6%        | 14.7%       | 67.8%        | 28.8%          | 39.0%        |
| <b>1</b>               | <b>9007</b>  | <b>8479</b>  | <b>7366</b>   | <b>2135</b>  | <b>891</b>  | <b>5636</b>  | <b>1287</b>    | <b>4349</b>  |
| %V                     | 33.3%        | 32.5%        | 30.1%         | 20.2%        | 23.2%       | 31.9%        | 17.1%          | 42.7%        |
| %H (All HH)            |              | 94.1%        | 81.8%         | 23.7%        | 9.9%        | 62.6%        | 14.3%          | 48.3%        |
| %H (TV HH)             |              |              | 86.9%         | 25.2%        | 10.5%       | 66.5%        | 15.2%          | 51.3%        |
| <b>2</b>               | <b>8871</b>  | <b>8680</b>  | <b>8313</b>   | <b>3580</b>  | <b>1268</b> | <b>6073</b>  | <b>2572</b>    | <b>3502</b>  |
| %V                     | 32.8%        | 33.2%        | 34.0%         | 33.8%        | 33.0%       | 34.3%        | 34.2%          | 34.4%        |
| %H (All HH)            |              | 97.8%        | 93.7%         | 40.4%        | 14.3%       | 68.5%        | 29.0%          | 39.5%        |
| %H (TV HH)             |              |              | 95.8%         | 41.2%        | 14.6%       | 70.0%        | 29.6%          | 40.3%        |
| <b>3</b>               | <b>4140</b>  | <b>4044</b>  | <b>3949</b>   | <b>2109</b>  | <b>754</b>  | <b>2681</b>  | <b>1539</b>    | <b>1141</b>  |
| %V                     | 15.3%        | 15.5%        | 16.2%         | 19.9%        | 19.6%       | 15.2%        | 20.5%          | 11.2%        |
| %H (All HH)            |              | 97.7%        | 95.4%         | 50.9%        | 18.2%       | 64.8%        | 37.2%          | 27.6%        |
| %H (TV HH)             |              |              | 97.7%         | 52.2%        | 18.6%       | 66.3%        | 38.1%          | 28.2%        |
| <b>4</b>               | <b>3459</b>  | <b>3397</b>  | <b>3330</b>   | <b>1865</b>  | <b>650</b>  | <b>2316</b>  | <b>1458</b>    | <b>858</b>   |
| %V                     | 12.8%        | 13.0%        | 13.6%         | 17.6%        | 16.9%       | 13.1%        | 19.4%          | 8.4%         |
| %H (All HH)            |              | 98.2%        | 96.3%         | 53.9%        | 18.8%       | 67.0%        | 42.2%          | 24.8%        |
| %H (TV HH)             |              |              | 98.0%         | 54.9%        | 19.1%       | 68.2%        | 42.9%          | 25.3%        |
| <b>5+</b>              | <b>1551</b>  | <b>1510</b>  | <b>1476</b>   | <b>902</b>   | <b>281</b>  | <b>988</b>   | <b>656</b>     | <b>332</b>   |
| %V                     | 5.7%         | 5.8%         | 6.0%          | 8.5%         | 7.3%        | 5.6%         | 8.7%           | 3.3%         |
| %H (All HH)            |              | 97.4%        | 95.2%         | 58.2%        | 18.1%       | 63.7%        | 42.3%          | 21.4%        |
| %H (TV HH)             |              |              | 97.7%         | 59.7%        | 18.6%       | 65.4%        | 43.4%          | 22.0%        |
| <b>Average HH size</b> | <b>2.27</b>  | <b>2.29</b>  | <b>2.34</b>   | <b>2.64</b>  | <b>2.55</b> | <b>2.29</b>  | <b>2.72</b>    | <b>1.97</b>  |

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<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b> | <b>27028</b> | <b>26109</b> | <b>24434</b>            | <b>10591</b> | <b>3844</b> | <b>17694</b> | <b>7511</b>             | <b>10182</b>   |
| %H (All HH)     |              | 96.6%        | 90.4%                   | 39.2%        | 14.2%       | 65.5%        | 27.8%                   | 37.7%          |
| %H (TV HH)      |              |              | 93.6%                   | 40.6%        | 14.7%       | 67.8%        | 28.8%                   | 39.0%          |
| <b>Without</b>  | <b>20238</b> | <b>19447</b> | <b>17914</b>            | <b>6978</b>  | <b>2601</b> | <b>13380</b> | <b>4958</b>             | <b>8422</b>    |
| %V              | 74.9%        | 74.5%        | 73.3%                   | 65.9%        | 67.7%       | 75.6%        | 66.0%                   | 82.7%          |
| %H (All HH)     |              | 96.1%        | 88.5%                   | 34.5%        | 12.9%       | 66.1%        | 24.5%                   | 41.6%          |
| %H (TV HH)      |              |              | 92.1%                   | 35.9%        | 13.4%       | 68.8%        | 25.5%                   | 43.3%          |
| <b>With</b>     | <b>6790</b>  | <b>6662</b>  | <b>6520</b>             | <b>3613</b>  | <b>1243</b> | <b>4314</b>  | <b>2553</b>             | <b>1760</b>    |
| %V              | 25.1%        | 25.5%        | 26.7%                   | 34.1%        | 32.3%       | 24.4%        | 34.0%                   | 17.3%          |
| %H (All HH)     |              | 98.1%        | 96.0%                   | 53.2%        | 18.3%       | 63.5%        | 37.6%                   | 25.9%          |
| %H (TV HH)      |              |              | 97.9%                   | 54.2%        | 18.7%       | 64.8%        | 38.3%                   | 26.4%          |
| <b>0 - 3</b>    | <b>2623</b>  | <b>2547</b>  | <b>2480</b>             | <b>1348</b>  | <b>472</b>  | <b>1561</b>  | <b>856</b>              | <b>705</b>     |
| %V              | 9.7%         | 9.8%         | 10.1%                   | 12.7%        | 12.3%       | 8.8%         | 11.4%                   | 6.9%           |
| %H (All HH)     |              | 97.1%        | 94.5%                   | 51.4%        | 18.0%       | 59.5%        | 32.6%                   | 26.9%          |
| %H (TV HH)      |              |              | 97.4%                   | 52.9%        | 18.5%       | 61.3%        | 33.6%                   | 27.7%          |
| <b>4 - 9</b>    | <b>3203</b>  | <b>3147</b>  | <b>3092</b>             | <b>1766</b>  | <b>596</b>  | <b>2010</b>  | <b>1229</b>             | <b>781</b>     |
| %V              | 11.9%        | 12.1%        | 12.7%                   | 16.7%        | 15.5%       | 11.4%        | 16.4%                   | 7.7%           |
| %H (All HH)     |              | 98.3%        | 96.5%                   | 55.1%        | 18.6%       | 62.8%        | 38.4%                   | 24.4%          |
| %H (TV HH)      |              |              | 98.3%                   | 56.1%        | 18.9%       | 63.9%        | 39.1%                   | 24.8%          |
| <b>10 - 15</b>  | <b>3285</b>  | <b>3250</b>  | <b>3189</b>             | <b>1783</b>  | <b>602</b>  | <b>2247</b>  | <b>1401</b>             | <b>846</b>     |
| %V              | 12.2%        | 12.4%        | 13.1%                   | 16.8%        | 15.7%       | 12.7%        | 18.7%                   | 8.3%           |
| %H (All HH)     |              | 98.9%        | 97.1%                   | 54.3%        | 18.3%       | 68.4%        | 42.6%                   | 25.8%          |
| %H (TV HH)      |              |              | 98.1%                   | 54.9%        | 18.5%       | 69.1%        | 43.1%                   | 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<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-----------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b> | <b>27028</b> | <b>26109</b> | <b>24434</b>            | <b>10591</b> | <b>3844</b> | <b>17694</b> | <b>7511</b>             | <b>10182</b>   |
| %H (All HH)     |              | 96.6%        | 90.4%                   | 39.2%        | 14.2%       | 65.5%        | 27.8%                   | 37.7%          |
| %H (TV HH)      |              |              | 93.6%                   | 40.6%        | 14.7%       | 67.8%        | 28.8%                   | 39.0%          |
| <b>1</b>        | <b>10361</b> | <b>10361</b> | <b>9135</b>             | <b>3204</b>  | <b>1344</b> | <b>5947</b>  | <b>1349</b>             | <b>4598</b>    |
| %V              | 38.3%        | 39.7%        | 37.4%                   | 30.3%        | 35.0%       | 33.6%        | 18.0%                   | 45.2%          |
| %H (All HH)     |              | 100.0%       | 88.2%                   | 30.9%        | 13.0%       | 57.4%        | 13.0%                   | 44.4%          |
| %H (TV HH)      |              |              | 88.2%                   | 30.9%        | 13.0%       | 57.4%        | 13.0%                   | 44.4%          |
| <b>2</b>        | <b>8783</b>  | <b>8783</b>  | <b>8434</b>             | <b>3693</b>  | <b>1294</b> | <b>6270</b>  | <b>2756</b>             | <b>3514</b>    |
| %V              | 32.5%        | 33.6%        | 34.5%                   | 34.9%        | 33.7%       | 35.4%        | 36.7%                   | 34.5%          |
| %H (All HH)     |              | 100.0%       | 96.0%                   | 42.0%        | 14.7%       | 71.4%        | 31.4%                   | 40.0%          |
| %H (TV HH)      |              |              | 96.0%                   | 42.0%        | 14.7%       | 71.4%        | 31.4%                   | 40.0%          |
| <b>3</b>        | <b>4239</b>  | <b>4239</b>  | <b>4164</b>             | <b>2122</b>  | <b>731</b>  | <b>3293</b>  | <b>1927</b>             | <b>1366</b>    |
| %V              | 15.7%        | 16.2%        | 17.0%                   | 20.0%        | 19.0%       | 18.6%        | 25.7%                   | 13.4%          |
| %H (All HH)     |              | 100.0%       | 98.2%                   | 50.1%        | 17.2%       | 77.7%        | 45.5%                   | 32.2%          |
| %H (TV HH)      |              |              | 98.2%                   | 50.1%        | 17.2%       | 77.7%        | 45.5%                   | 32.2%          |
| <b>4</b>        | <b>1804</b>  | <b>1804</b>  | <b>1785</b>             | <b>1015</b>  | <b>326</b>  | <b>1433</b>  | <b>960</b>              | <b>473</b>     |
| %V              | 6.7%         | 6.9%         | 7.3%                    | 9.6%         | 8.5%        | 8.1%         | 12.8%                   | 4.6%           |
| %H (All HH)     |              | 100.0%       | 98.9%                   | 56.3%        | 18.1%       | 79.4%        | 53.2%                   | 26.2%          |
| %H (TV HH)      |              |              | 98.9%                   | 56.3%        | 18.1%       | 79.4%        | 53.2%                   | 26.2%          |
| <b>5+</b>       | <b>922</b>   | <b>922</b>   | <b>916</b>              | <b>558</b>   | <b>149</b>  | <b>751</b>   | <b>520</b>              | <b>231</b>     |
| %V              | 3.4%         | 3.5%         | 3.7%                    | 5.3%         | 3.9%        | 4.2%         | 6.9%                    | 2.3%           |
| %H (All HH)     |              | 100.0%       | 99.3%                   | 60.5%        | 16.2%       | 81.5%        | 56.4%                   | 25.1%          |
| %H (TV HH)      |              |              | 99.3%                   | 60.5%        | 16.2%       | 81.5%        | 56.4%                   | 25.1%          |

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

%V = percentage of vertical total

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

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

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## **Household level data**

**Table 6: Screen size**

Platforms available in household

|                     | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|---------------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b>     | <b>27028</b> | <b>26109</b> | <b>24434</b>            | <b>10591</b> | <b>3844</b> | <b>17694</b> | <b>7511</b>             | <b>10182</b>   |
| %H (All HH)         |              | 96.6%        | 90.4%                   | 39.2%        | 14.2%       | 65.5%        | 27.8%                   | 37.7%          |
| %H (TV HH)          |              |              | 93.6%                   | 40.6%        | 14.7%       | 67.8%        | 28.8%                   | 39.0%          |
| <b>Under 20"</b>    | <b>10822</b> | <b>10822</b> | <b>10215</b>            | <b>4425</b>  | <b>1650</b> | <b>7997</b>  | <b>3761</b>             | <b>4237</b>    |
| %V                  | 40.0%        | 41.4%        | 41.8%                   | 41.8%        | 42.9%       | 45.2%        | 50.1%                   | 41.6%          |
| %H (All HH)         |              | 100.0%       | 94.4%                   | 40.9%        | 15.2%       | 73.9%        | 34.8%                   | 39.2%          |
| %H (TV HH)          |              |              | 94.4%                   | 40.9%        | 15.2%       | 73.9%        | 34.8%                   | 39.2%          |
| <b>20" - 29"</b>    | <b>12873</b> | <b>12873</b> | <b>11849</b>            | <b>4756</b>  | <b>1739</b> | <b>9089</b>  | <b>3650</b>             | <b>5440</b>    |
| %V                  | 47.6%        | 49.3%        | 48.5%                   | 44.9%        | 45.2%       | 51.4%        | 48.6%                   | 53.4%          |
| %H (All HH)         |              | 100.0%       | 92.0%                   | 36.9%        | 13.5%       | 70.6%        | 28.4%                   | 42.3%          |
| %H (TV HH)          |              |              | 92.0%                   | 36.9%        | 13.5%       | 70.6%        | 28.4%                   | 42.3%          |
| <b>30" - 39"</b>    | <b>12341</b> | <b>12341</b> | <b>12059</b>            | <b>5788</b>  | <b>1947</b> | <b>8824</b>  | <b>4370</b>             | <b>4454</b>    |
| %V                  | 45.7%        | 47.3%        | 49.4%                   | 54.7%        | 50.7%       | 49.9%        | 58.2%                   | 43.7%          |
| %H (All HH)         |              | 100.0%       | 97.7%                   | 46.9%        | 15.8%       | 71.5%        | 35.4%                   | 36.1%          |
| %H (TV HH)          |              |              | 97.7%                   | 46.9%        | 15.8%       | 71.5%        | 35.4%                   | 36.1%          |
| <b>40" and over</b> | <b>6468</b>  | <b>6468</b>  | <b>6418</b>             | <b>3849</b>  | <b>1180</b> | <b>4423</b>  | <b>2956</b>             | <b>1467</b>    |
| %V                  | 23.9%        | 24.8%        | 26.3%                   | 36.3%        | 30.7%       | 25.0%        | 39.4%                   | 14.4%          |
| %H (All HH)         |              | 100.0%       | 99.2%                   | 59.5%        | 18.2%       | 68.4%        | 45.7%                   | 22.7%          |
| %H (TV HH)          |              |              | 99.2%                   | 59.5%        | 18.2%       | 68.4%        | 45.7%                   | 22.7%          |

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

%V = percentage of vertical total

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

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

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## **Household level data**

**Table 7: Location of ANY set in household**

Platforms available in household

|                                  | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|----------------------------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b>                  | <b>27028</b> | <b>26109</b> | <b>24434</b>            | <b>10591</b> | <b>3844</b> | <b>17694</b> | <b>7511</b>             | <b>10182</b>   |
| %H (All HH)                      |              | 96.6%        | 90.4%                   | 39.2%        | 14.2%       | 65.5%        | 27.8%                   | 37.7%          |
| %H (TV HH)                       |              |              | 93.6%                   | 40.6%        | 14.7%       | 67.8%        | 28.8%                   | 39.0%          |
| <b>Main living room</b>          | <b>25811</b> | <b>25811</b> | <b>24186</b>            | <b>10503</b> | <b>3820</b> | <b>17511</b> | <b>7469</b>             | <b>10042</b>   |
| %V                               | 95.5%        | 98.9%        | 99.0%                   | 99.2%        | 99.4%       | 99.0%        | 99.4%                   | 98.6%          |
| %H (All HH)                      |              | 100.0%       | 93.7%                   | 40.7%        | 14.8%       | 67.8%        | 28.9%                   | 38.9%          |
| %H (TV HH)                       |              |              | 93.7%                   | 40.7%        | 14.8%       | 67.8%        | 28.9%                   | 38.9%          |
| <b>Kitchen</b>                   | <b>3556</b>  | <b>3556</b>  | <b>3440</b>             | <b>1721</b>  | <b>488</b>  | <b>2689</b>  | <b>1417</b>             | <b>1272</b>    |
| %V                               | 13.2%        | 13.6%        | 14.1%                   | 16.2%        | 12.7%       | 15.2%        | 18.9%                   | 12.5%          |
| %H (All HH)                      |              | 100.0%       | 96.7%                   | 48.4%        | 13.7%       | 75.6%        | 39.8%                   | 35.8%          |
| %H (TV HH)                       |              |              | 96.7%                   | 48.4%        | 13.7%       | 75.6%        | 39.8%                   | 35.8%          |
| <b>Adult's bedroom</b>           | <b>11993</b> | <b>11993</b> | <b>11677</b>            | <b>5727</b>  | <b>1957</b> | <b>8977</b>  | <b>4856</b>             | <b>4121</b>    |
| %V                               | 44.4%        | 45.9%        | 47.8%                   | 54.1%        | 50.9%       | 50.7%        | 64.7%                   | 40.5%          |
| %H (All HH)                      |              | 100.0%       | 97.4%                   | 47.8%        | 16.3%       | 74.9%        | 40.5%                   | 34.4%          |
| %H (TV HH)                       |              |              | 97.4%                   | 47.8%        | 16.3%       | 74.9%        | 40.5%                   | 34.4%          |
| <b>Child's bedroom</b>           | <b>2579</b>  | <b>2579</b>  | <b>2567</b>             | <b>1479</b>  | <b>498</b>  | <b>2055</b>  | <b>1415</b>             | <b>640</b>     |
| %V                               | 9.5%         | 9.9%         | 10.5%                   | 14.0%        | 13.0%       | 11.6%        | 18.8%                   | 6.3%           |
| %H (All HH)                      |              | 100.0%       | 99.5%                   | 57.3%        | 19.3%       | 79.7%        | 54.9%                   | 24.8%          |
| %H (TV HH)                       |              |              | 99.5%                   | 57.3%        | 19.3%       | 79.7%        | 54.9%                   | 24.8%          |
| <b>Other bedroom</b>             | <b>1177</b>  | <b>1177</b>  | <b>1152</b>             | <b>571</b>   | <b>182</b>  | <b>885</b>   | <b>470</b>              | <b>415</b>     |
| %V                               | 4.4%         | 4.5%         | 4.7%                    | 5.4%         | 4.7%        | 5.0%         | 6.3%                    | 4.1%           |
| %H (All HH)                      |              | 100.0%       | 97.9%                   | 48.5%        | 15.5%       | 75.2%        | 39.9%                   | 35.3%          |
| %H (TV HH)                       |              |              | 97.9%                   | 48.5%        | 15.5%       | 75.2%        | 39.9%                   | 35.3%          |
| <b>Second living/dining room</b> | <b>2725</b>  | <b>2725</b>  | <b>2641</b>             | <b>1354</b>  | <b>420</b>  | <b>2086</b>  | <b>1175</b>             | <b>911</b>     |
| %V                               | 10.1%        | 10.4%        | 10.8%                   | 12.8%        | 10.9%       | 11.8%        | 15.6%                   | 8.9%           |
| %H (All HH)                      |              | 100.0%       | 96.9%                   | 49.7%        | 15.4%       | 76.6%        | 43.1%                   | 33.4%          |
| %H (TV HH)                       |              |              | 96.9%                   | 49.7%        | 15.4%       | 76.6%        | 43.1%                   | 33.4%          |
| <b>Study/office</b>              | <b>552</b>   | <b>552</b>   | <b>538</b>              | <b>292</b>   | <b>75</b>   | <b>407</b>   | <b>228</b>              | <b>179</b>     |
| %V                               | 2.0%         | 2.1%         | 2.2%                    | 2.8%         | 2.0%        | 2.3%         | 3.0%                    | 1.8%           |
| %H (All HH)                      |              | 100.0%       | 97.5%                   | 52.9%        | 13.6%       | 73.7%        | 41.3%                   | 32.4%          |
| %H (TV HH)                       |              |              | 97.5%                   | 52.9%        | 13.6%       | 73.7%        | 41.3%                   | 32.4%          |
| <b>TV room</b>                   | <b>219</b>   | <b>219</b>   | <b>218</b>              | <b>146</b>   | <b>17</b>   | <b>156</b>   | <b>99</b>               | <b>57</b>      |
| %V                               | 0.8%         | 0.8%         | 0.9%                    | 1.4%         | 0.4%        | 0.9%         | 1.3%                    | 0.6%           |
| %H (All HH)                      |              | 100.0%       | 99.5%                   | 66.7%        | 7.8%        | 71.2%        | 45.2%                   | 26.0%          |
| %H (TV HH)                       |              |              | 99.5%                   | 66.7%        | 7.8%        | 71.2%        | 45.2%                   | 26.0%          |
| <b>No specific location</b>      | <b>87</b>    | <b>87</b>    | <b>81</b>               | <b>44</b>    | <b>10</b>   | <b>60</b>    | <b>31</b>               | <b>29</b>      |
| %V                               | 0.3%         | 0.3%         | 0.3%                    | 0.4%         | 0.3%        | 0.3%         | 0.4%                    | 0.3%           |
| %H (All HH)                      |              | 100.0%       | 93.1%                   | 50.6%        | 11.5%       | 69.0%        | 35.6%                   | 33.3%          |
| %H (TV HH)                       |              |              | 93.1%                   | 50.6%        | 11.5%       | 69.0%        | 35.6%                   | 33.3%          |
| <b>Other</b>                     | <b>252</b>   | <b>252</b>   | <b>249</b>              | <b>145</b>   | <b>29</b>   | <b>202</b>   | <b>129</b>              | <b>73</b>      |
| %V                               | 0.9%         | 1.0%         | 1.0%                    | 1.4%         | 0.8%        | 1.1%         | 1.7%                    | 0.7%           |
| %H (All HH)                      |              | 100.0%       | 98.8%                   | 57.5%        | 11.5%       | 80.2%        | 51.2%                   | 29.0%          |
| %H (TV HH)                       |              |              | 98.8%                   | 57.5%        | 11.5%       | 80.2%        | 51.2%                   | 29.0%          |

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 8: Recorders**

Platforms available in household

|                     | All<br>HH    | TV<br>HH     | Multi-<br>channel<br>HH | DSat<br>HH   | Cable<br>HH | DTT<br>HH    | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|---------------------|--------------|--------------|-------------------------|--------------|-------------|--------------|-------------------------|----------------|
| <b>Total HH</b>     | <b>27028</b> | <b>26109</b> | <b>24434</b>            | <b>10591</b> | <b>3844</b> | <b>17694</b> | <b>7511</b>             | <b>10182</b>   |
| %H (All HH)         |              | 96.6%        | 90.4%                   | 39.2%        | 14.2%       | 65.5%        | 27.8%                   | 37.7%          |
| %H (TV HH)          |              |              | 93.6%                   | 40.6%        | 14.7%       | 67.8%        | 28.8%                   | 39.0%          |
| <b>PVR</b>          | <b>11464</b> | <b>11464</b> | <b>11453</b>            | <b>7483</b>  | <b>1795</b> | <b>7571</b>  | <b>5265</b>             | <b>2306</b>    |
| %V                  | 42.4%        | 43.9%        | 46.9%                   | 70.7%        | 46.7%       | 42.8%        | 70.1%                   | 22.6%          |
| %H (All HH)         |              | 100.0%       | 99.9%                   | 65.3%        | 15.7%       | 66.0%        | 45.9%                   | 20.1%          |
| %H (TV HH)          |              |              | 99.9%                   | 65.3%        | 15.7%       | 66.0%        | 45.9%                   | 20.1%          |
| <b>DVDR</b>         | <b>4619</b>  | <b>4619</b>  | <b>4468</b>             | <b>2107</b>  | <b>696</b>  | <b>3320</b>  | <b>1599</b>             | <b>1721</b>    |
| %V                  | 17.1%        | 17.7%        | 18.3%                   | 19.9%        | 18.1%       | 18.8%        | 21.3%                   | 16.9%          |
| %H (All HH)         |              | 100.0%       | 96.7%                   | 45.6%        | 15.1%       | 71.9%        | 34.6%                   | 37.3%          |
| %H (TV HH)          |              |              | 96.7%                   | 45.6%        | 15.1%       | 71.9%        | 34.6%                   | 37.3%          |
| <b>VCR</b>          | <b>5364</b>  | <b>5364</b>  | <b>4924</b>             | <b>1879</b>  | <b>757</b>  | <b>3653</b>  | <b>1342</b>             | <b>2310</b>    |
| %V                  | 19.8%        | 20.5%        | 20.2%                   | 17.7%        | 19.7%       | 20.6%        | 17.9%                   | 22.7%          |
| %H (All HH)         |              | 100.0%       | 91.8%                   | 35.0%        | 14.1%       | 68.1%        | 25.0%                   | 43.1%          |
| %H (TV HH)          |              |              | 91.8%                   | 35.0%        | 14.1%       | 68.1%        | 25.0%                   | 43.1%          |
| <b>Any recorder</b> | <b>16281</b> | <b>16281</b> | <b>15751</b>            | <b>8567</b>  | <b>2454</b> | <b>10928</b> | <b>6047</b>             | <b>4881</b>    |
| %V                  | 60.2%        | 62.4%        | 64.5%                   | 80.9%        | 63.8%       | 61.8%        | 80.5%                   | 47.9%          |
| %H (All HH)         |              | 100.0%       | 96.7%                   | 52.6%        | 15.1%       | 67.1%        | 37.1%                   | 30.0%          |
| %H (TV HH)          |              |              | 96.7%                   | 52.6%        | 15.1%       | 67.1%        | 37.1%                   | 30.0%          |

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 9: Other TV equipment**

Platforms available in household

|                                                          | All<br>HH | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|----------------------------------------------------------|-----------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total HH</b>                                          | 27028     | 26109    | 24434                   | 10591      | 3844        | 17694     | 7511                    | 10182          |
| %H (All HH)                                              |           | 96.6%    | 90.4%                   | 39.2%      | 14.2%       | 65.5%     | 27.8%                   | 37.7%          |
| %H (TV HH)                                               |           |          | 93.6%                   | 40.6%      | 14.7%       | 67.8%     | 28.8%                   | 39.0%          |
| <b>Receives HDTV (via STB<br/>or built-in reception)</b> | 7103      | 7103     | 7103                    | 4031       | 1880        | 4720      | 3416                    | 1304           |
| %V                                                       | 26.3%     | 27.2%    | 29.1%                   | 38.1%      | 48.9%       | 26.7%     | 45.5%                   | 12.8%          |
| %H (All HH)                                              |           | 100.0%   | 100.0%                  | 56.8%      | 26.5%       | 66.5%     | 48.1%                   | 18.4%          |
| %H (TV HH)                                               |           |          | 100.0%                  | 56.8%      | 26.5%       | 66.5%     | 48.1%                   | 18.4%          |
| <b>DVD/Blu-ray player or<br/>recorder</b>                | 19793     | 19793    | 19132                   | 8729       | 3142        | 13792     | 6367                    | 7425           |
| %V                                                       | 73.2%     | 75.8%    | 78.3%                   | 82.4%      | 81.7%       | 77.9%     | 84.8%                   | 72.9%          |
| %H (All HH)                                              |           | 100.0%   | 96.7%                   | 44.1%      | 15.9%       | 69.7%     | 32.2%                   | 37.5%          |
| %H (TV HH)                                               |           |          | 96.7%                   | 44.1%      | 15.9%       | 69.7%     | 32.2%                   | 37.5%          |

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

%V = percentage of vertical total

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

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

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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## **Household level data**

**Table 10: Computers and Internet**

Platforms available in household

|                               | All<br>HH | TV<br>HH | Multi-<br>channel<br>HH | DSat<br>HH | Cable<br>HH | DTT<br>HH | DTT +<br>Cab/DSat<br>HH | DTT only<br>HH |
|-------------------------------|-----------|----------|-------------------------|------------|-------------|-----------|-------------------------|----------------|
| <b>Total HH</b>               | 27028     | 26109    | 24434                   | 10591      | 3844        | 17694     | 7511                    | 10182          |
| %H (All HH)                   |           | 96.6%    | 90.4%                   | 39.2%      | 14.2%       | 65.5%     | 27.8%                   | 37.7%          |
| %H (TV HH)                    |           |          | 93.6%                   | 40.6%      | 14.7%       | 67.8%     | 28.8%                   | 39.0%          |
| <b>Has PC or Laptop</b>       | 19685     | 19094    | 18495                   | 8961       | 3339        | 12906     | 6531                    | 6376           |
| %V                            | 72.8%     | 73.1%    | 75.7%                   | 84.6%      | 86.9%       | 72.9%     | 87.0%                   | 62.6%          |
| %H (All HH)                   |           | 97.0%    | 94.0%                   | 45.5%      | 17.0%       | 65.6%     | 33.2%                   | 32.4%          |
| %H (TV HH)                    |           |          | 96.9%                   | 46.9%      | 17.5%       | 67.6%     | 34.2%                   | 33.4%          |
| <b>Has broadband internet</b> | 18060     | 17540    | 17051                   | 8503       | 3236        | 11714     | 6228                    | 5486           |
| %V                            | 66.8%     | 67.2%    | 69.8%                   | 80.3%      | 84.2%       | 66.2%     | 82.9%                   | 53.9%          |
| %H (All HH)                   |           | 97.1%    | 94.4%                   | 47.1%      | 17.9%       | 64.9%     | 34.5%                   | 30.4%          |
| %H (TV HH)                    |           |          | 97.2%                   | 48.5%      | 18.4%       | 66.8%     | 35.5%                   | 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

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 2010**

**Set level data**

**Table 11: Screen Size**

Platforms available in Household

|                     | TV           | Multi-channel | DSat         | Cable       | DTT          | DTT + Cab/DSat | DTT only     |
|---------------------|--------------|---------------|--------------|-------------|--------------|----------------|--------------|
|                     | HH           | HH            | HH           | HH          | HH           | HH             | HH           |
| <b>Total Sets</b>   | <b>52836</b> | <b>50579</b>  | <b>24079</b> | <b>8208</b> | <b>38159</b> | <b>19319</b>   | <b>18840</b> |
| %H                  |              | 95.7%         | 45.6%        | 15.5%       | 72.2%        | 36.6%          | 35.7%        |
| <b>Under 20"</b>    | <b>15278</b> | <b>14541</b>  | <b>6546</b>  | <b>2410</b> | <b>11457</b> | <b>5717</b>    | <b>5740</b>  |
| %V                  | 28.9%        | 28.7%         | 27.2%        | 29.4%       | 30.0%        | 29.6%          | 30.5%        |
| %H                  |              | 95.2%         | 42.8%        | 15.8%       | 75.0%        | 37.4%          | 37.6%        |
| <b>20" - 29"</b>    | <b>15971</b> | <b>14859</b>  | <b>6282</b>  | <b>2181</b> | <b>11551</b> | <b>5030</b>    | <b>6521</b>  |
| %V                  | 30.2%        | 29.4%         | 26.1%        | 26.6%       | 30.3%        | 26.0%          | 34.6%        |
| %H                  |              | 93.0%         | 39.3%        | 13.7%       | 72.3%        | 31.5%          | 40.8%        |
| <b>30" - 39"</b>    | <b>13992</b> | <b>13702</b>  | <b>6774</b>  | <b>2236</b> | <b>10094</b> | <b>5229</b>    | <b>4865</b>  |
| %V                  | 26.5%        | 27.1%         | 28.1%        | 27.2%       | 26.5%        | 27.1%          | 25.8%        |
| %H                  |              | 97.9%         | 48.4%        | 16.0%       | 72.1%        | 37.4%          | 34.8%        |
| <b>40" and over</b> | <b>7062</b>  | <b>7013</b>   | <b>4233</b>  | <b>1283</b> | <b>4831</b>  | <b>3244</b>    | <b>1588</b>  |
| %V                  | 13.4%        | 13.9%         | 17.6%        | 15.6%       | 12.7%        | 16.8%          | 8.4%         |
| %H                  |              | 99.3%         | 59.9%        | 18.2%       | 68.4%        | 45.9%          | 22.5%        |
| <b>Don't know</b>   | <b>534</b>   | <b>464</b>    | <b>245</b>   | <b>98</b>   | <b>226</b>   | <b>99</b>      | <b>127</b>   |
| %V                  | 1.0%         | 0.9%          | 1.0%         | 1.2%        | 0.6%         | 0.5%           | 0.7%         |
| %H                  |              | 86.9%         | 45.9%        | 18.4%       | 42.3%        | 18.5%          | 23.8%        |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

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**Set level data**

**Table 12: Location of set**

Platforms available in Household

|                                  | TV           | Multi-channel | DSat         | Cable       | DTT          | DTT + Cab/DSat | DTT only     |
|----------------------------------|--------------|---------------|--------------|-------------|--------------|----------------|--------------|
|                                  | HH           | HH            | HH           | HH          | HH           | HH             | HH           |
| <b>Total Sets</b>                | <b>52836</b> | <b>50579</b>  | <b>24079</b> | <b>8208</b> | <b>38159</b> | <b>19319</b>   | <b>18840</b> |
| %H                               |              | 95.7%         | 45.6%        | 15.5%       | 72.2%        | 36.6%          | 35.7%        |
| <b>Main living room</b>          | <b>26026</b> | <b>24393</b>  | <b>10608</b> | <b>3843</b> | <b>17674</b> | <b>7554</b>    | <b>10121</b> |
| %V                               | 49.3%        | 48.2%         | 44.1%        | 46.8%       | 46.3%        | 39.1%          | 53.7%        |
| %H                               |              | 93.7%         | 40.8%        | 14.8%       | 67.9%        | 29.0%          | 38.9%        |
| <b>Kitchen</b>                   | <b>3570</b>  | <b>3452</b>   | <b>1726</b>  | <b>491</b>  | <b>2698</b>  | <b>1422</b>    | <b>1276</b>  |
| %V                               | 6.8%         | 6.8%          | 7.2%         | 6.0%        | 7.1%         | 7.4%           | 6.8%         |
| %H                               |              | 96.7%         | 48.3%        | 13.8%       | 75.6%        | 39.8%          | 35.7%        |
| <b>Adult's bedroom</b>           | <b>14552</b> | <b>14204</b>  | <b>7029</b>  | <b>2451</b> | <b>11054</b> | <b>6151</b>    | <b>4903</b>  |
| %V                               | 27.5%        | 28.1%         | 29.2%        | 29.9%       | 29.0%        | 31.8%          | 26.0%        |
| %H                               |              | 97.6%         | 48.3%        | 16.8%       | 76.0%        | 42.3%          | 33.7%        |
| <b>Child's bedroom</b>           | <b>3410</b>  | <b>3394</b>   | <b>1996</b>  | <b>658</b>  | <b>2738</b>  | <b>1923</b>    | <b>814</b>   |
| %V                               | 6.5%         | 6.7%          | 8.3%         | 8.0%        | 7.2%         | 10.0%          | 4.3%         |
| %H                               |              | 99.5%         | 58.5%        | 19.3%       | 80.3%        | 56.4%          | 23.9%        |
| <b>Other bedroom</b>             | <b>1357</b>  | <b>1329</b>   | <b>681</b>   | <b>208</b>  | <b>1025</b>  | <b>567</b>     | <b>457</b>   |
| %V                               | 2.6%         | 2.6%          | 2.8%         | 2.5%        | 2.7%         | 2.9%           | 2.4%         |
| %H                               |              | 97.9%         | 50.2%        | 15.3%       | 75.5%        | 41.8%          | 33.7%        |
| <b>Second living/dining room</b> | <b>2780</b>  | <b>2690</b>   | <b>1382</b>  | <b>425</b>  | <b>2129</b>  | <b>1200</b>    | <b>929</b>   |
| %V                               | 5.3%         | 5.3%          | 5.7%         | 5.2%        | 5.6%         | 6.2%           | 4.9%         |
| %H                               |              | 96.8%         | 49.7%        | 15.3%       | 76.6%        | 43.2%          | 33.4%        |
| <b>Study/office</b>              | <b>554</b>   | <b>540</b>    | <b>294</b>   | <b>75</b>   | <b>407</b>   | <b>228</b>     | <b>179</b>   |
| %V                               | 1.0%         | 1.1%          | 1.2%         | 0.9%        | 1.1%         | 1.2%           | 1.0%         |
| %H                               |              | 97.5%         | 53.1%        | 13.5%       | 73.5%        | 41.2%          | 32.3%        |
| <b>TV room</b>                   | <b>221</b>   | <b>220</b>    | <b>148</b>   | <b>17</b>   | <b>156</b>   | <b>99</b>      | <b>57</b>    |
| %V                               | 0.4%         | 0.4%          | 0.6%         | 0.2%        | 0.4%         | 0.5%           | 0.3%         |
| %H                               |              | 99.5%         | 67.0%        | 7.7%        | 70.6%        | 44.8%          | 25.8%        |
| <b>No specific location</b>      | <b>93</b>    | <b>87</b>     | <b>49</b>    | <b>10</b>   | <b>66</b>    | <b>36</b>      | <b>29</b>    |
| %V                               | 0.2%         | 0.2%          | 0.2%         | 0.1%        | 0.2%         | 0.2%           | 0.2%         |
| %H                               |              | 93.5%         | 52.7%        | 10.8%       | 71.0%        | 38.7%          | 31.2%        |
| <b>Other</b>                     | <b>274</b>   | <b>270</b>    | <b>165</b>   | <b>29</b>   | <b>213</b>   | <b>139</b>     | <b>74</b>    |
| %V                               | 0.5%         | 0.5%          | 0.7%         | 0.4%        | 0.6%         | 0.7%           | 0.4%         |
| %H                               |              | 98.5%         | 60.2%        | 10.6%       | 77.7%        | 50.7%          | 27.0%        |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: QUARTERLY

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Set level data

Table 13: Recorders

Platforms available in Household

|                     | TV    | Multi-channel | DSat  | Cable | DTT   | DTT + Cab/DSat | DTT only |
|---------------------|-------|---------------|-------|-------|-------|----------------|----------|
|                     | HH    | HH            | HH    | HH    | HH    | HH             | HH       |
| <b>Total Sets</b>   | 52836 | 50579         | 24079 | 8208  | 38159 | 19319          | 18840    |
| %H                  |       | 95.7%         | 45.6% | 15.5% | 72.2% | 36.6%          | 35.7%    |
| <b>PVR</b>          | 14485 | 14467         | 10027 | 2080  | 9467  | 6924           | 2543     |
| %V                  | 27.4% | 28.6%         | 41.6% | 25.3% | 24.8% | 35.8%          | 13.5%    |
| %H                  |       | 99.9%         | 69.2% | 14.4% | 65.4% | 47.8%          | 17.6%    |
| <b>DVDR</b>         | 5517  | 5350          | 2570  | 871   | 3996  | 2011           | 1985     |
| %V                  | 10.4% | 10.6%         | 10.7% | 10.6% | 10.5% | 10.4%          | 10.5%    |
| %H                  |       | 97.0%         | 46.6% | 15.8% | 72.4% | 36.5%          | 36.0%    |
| <b>VCR</b>          | 6220  | 5729          | 2214  | 905   | 4266  | 1626           | 2640     |
| %V                  | 11.8% | 11.3%         | 9.2%  | 11.0% | 11.2% | 8.4%           | 14.0%    |
| %H                  |       | 92.1%         | 35.6% | 14.5% | 68.6% | 26.1%          | 42.4%    |
| <b>Any recorder</b> | 21684 | 21085         | 12178 | 3212  | 14635 | 8714           | 5920     |
| %V                  | 41.0% | 41.7%         | 50.6% | 39.1% | 38.4% | 45.1%          | 31.4%    |
| %H                  |       | 97.2%         | 56.2% | 14.8% | 67.5% | 40.2%          | 27.3%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

|                                                      | TV    | Multi-channel | DSat  | Cable | DTT   | DTT + Cab/DSat | DTT only |
|------------------------------------------------------|-------|---------------|-------|-------|-------|----------------|----------|
|                                                      | HH    | HH            | HH    | HH    | HH    | HH             | HH       |
| <b>Total Sets</b>                                    | 52836 | 50579         | 24079 | 8208  | 38159 | 19319          | 18840    |
| %H                                                   |       | 95.7%         | 45.6% | 15.5% | 72.2% | 36.6%          | 35.7%    |
| <b>Receives HDTV (via STB or built-in reception)</b> | 8742  | 8742          | 5057  | 2247  | 5821  | 4238           | 1582     |
| %V                                                   | 16.5% | 17.3%         | 21.0% | 27.4% | 15.3% | 21.9%          | 8.4%     |
| %H                                                   |       | 100.0%        | 57.8% | 25.7% | 66.6% | 48.5%          | 18.1%    |
| <b>DVD/Blu-ray player or recorder</b>                | 29017 | 28295         | 13777 | 4811  | 20991 | 10995          | 9996     |
| %V                                                   | 54.9% | 55.9%         | 57.2% | 58.6% | 55.0% | 56.9%          | 53.1%    |
| %H                                                   |       | 97.5%         | 47.5% | 16.6% | 72.3% | 37.9%          | 34.4%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 15: Main Set Screen Size

Platforms available in Household

|                        | TV           | Multi-channel | DSat         | Cable       | DTT          | DTT + Cab/DSat | DTT only     |
|------------------------|--------------|---------------|--------------|-------------|--------------|----------------|--------------|
|                        | HH           | HH            | HH           | HH          | HH           | HH             | HH           |
| <b>Total Main Sets</b> | <b>26089</b> | <b>24422</b>  | <b>10591</b> | <b>3844</b> | <b>17682</b> | <b>7511</b>    | <b>10170</b> |
| %H                     |              | 93.6%         | 40.6%        | 14.7%       | 67.8%        | 28.8%          | 39.0%        |
| <b>Under 20"</b>       | <b>1211</b>  | <b>889</b>    | <b>141</b>   | <b>94</b>   | <b>729</b>   | <b>73</b>      | <b>656</b>   |
| %V                     | 4.6%         | 3.6%          | 1.3%         | 2.4%        | 4.1%         | 1.0%           | 6.5%         |
| %H                     |              | 73.4%         | 11.6%        | 7.8%        | 60.2%        | 6.0%           | 54.2%        |
| <b>20" - 29"</b>       | <b>8046</b>  | <b>7069</b>   | <b>2089</b>  | <b>969</b>  | <b>5337</b>  | <b>1305</b>    | <b>4032</b>  |
| %V                     | 30.8%        | 28.9%         | 19.7%        | 25.2%       | 30.2%        | 17.4%          | 39.6%        |
| %H                     |              | 87.9%         | 26.0%        | 12.0%       | 66.3%        | 16.2%          | 50.1%        |
| <b>30" - 39"</b>       | <b>10331</b> | <b>10066</b>  | <b>4534</b>  | <b>1613</b> | <b>7285</b>  | <b>3282</b>    | <b>4002</b>  |
| %V                     | 39.6%        | 41.2%         | 42.8%        | 42.0%       | 41.2%        | 43.7%          | 39.4%        |
| %H                     |              | 97.4%         | 43.9%        | 15.6%       | 70.5%        | 31.8%          | 38.7%        |
| <b>40" and over</b>    | <b>6200</b>  | <b>6154</b>   | <b>3692</b>  | <b>1124</b> | <b>4222</b>  | <b>2808</b>    | <b>1414</b>  |
| %V                     | 23.8%        | 25.2%         | 34.9%        | 29.2%       | 23.9%        | 37.4%          | 13.9%        |
| %H                     |              | 99.3%         | 59.5%        | 18.1%       | 68.1%        | 45.3%          | 22.8%        |
| <b>Don't know</b>      | <b>301</b>   | <b>243</b>    | <b>136</b>   | <b>44</b>   | <b>109</b>   | <b>43</b>      | <b>66</b>    |
| %V                     | 1.2%         | 1.0%          | 1.3%         | 1.1%        | 0.6%         | 0.6%           | 0.6%         |
| %H                     |              | 80.7%         | 45.2%        | 14.6%       | 36.2%        | 14.3%          | 21.9%        |

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

%V = percentage of vertical total

%H = percentage of horizontal total

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**Set level data**

**Table 16: Main Set Recorders**

Platforms available in Household

|                        | TV    | Multi-channel | DSat  | Cable | DTT   | DTT + Cab/DSat | DTT only |
|------------------------|-------|---------------|-------|-------|-------|----------------|----------|
|                        | HH    | HH            | HH    | HH    | HH    | HH             | HH       |
| <b>Total Main Sets</b> | 26089 | 24422         | 10591 | 3844  | 17682 | 7511           | 10170    |
| %H                     |       | 93.6%         | 40.6% | 14.7% | 67.8% | 28.8%          | 39.0%    |
| <b>PVR</b>             | 11070 | 11059         | 7317  | 1713  | 7224  | 5082           | 2141     |
| %V                     | 42.4% | 45.3%         | 69.1% | 44.6% | 40.9% | 67.7%          | 21.1%    |
| %H                     |       | 99.9%         | 66.1% | 15.5% | 65.3% | 45.9%          | 19.3%    |
| <b>DVDR</b>            | 3925  | 3780          | 1750  | 553   | 2769  | 1247           | 1522     |
| %V                     | 15.0% | 15.5%         | 16.5% | 14.4% | 15.7% | 16.6%          | 15.0%    |
| %H                     |       | 96.3%         | 44.6% | 14.1% | 70.5% | 31.8%          | 38.8%    |
| <b>VCR</b>             | 4460  | 4040          | 1456  | 597   | 2975  | 970            | 2005     |
| %V                     | 17.1% | 16.5%         | 13.7% | 15.5% | 16.8% | 12.9%          | 19.7%    |
| %H                     |       | 90.6%         | 32.6% | 13.4% | 66.7% | 21.7%          | 45.0%    |
| <b>Any recorder</b>    | 15638 | 15131         | 8361  | 2322  | 10394 | 5813           | 4580     |
| %V                     | 59.9% | 62.0%         | 78.9% | 60.4% | 58.8% | 77.4%          | 45.0%    |
| %H                     |       | 96.8%         | 53.5% | 14.8% | 66.5% | 37.2%          | 29.3%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 17: Main Set - Other TV equipment**

Platforms available in household

|                                                      | TV    | Multi-channel | DSat  | Cable | DTT   | DTT + Cab/DSat | DTT only |
|------------------------------------------------------|-------|---------------|-------|-------|-------|----------------|----------|
|                                                      | HH    | HH            | HH    | HH    | HH    | HH             | HH       |
| <b>Total Main Sets</b>                               | 26089 | 24422         | 10591 | 3844  | 17682 | 7511           | 10170    |
| %H                                                   |       | 93.6%         | 40.6% | 14.7% | 67.8% | 28.8%          | 39.0%    |
| <b>Receives HDTV (via STB or built-in reception)</b> | 6767  | 6767          | 3825  | 1812  | 4445  | 3222           | 1222     |
| %V                                                   | 25.9% | 27.7%         | 36.1% | 47.1% | 25.1% | 42.9%          | 12.0%    |
| %H                                                   |       | 100.0%        | 56.5% | 26.8% | 65.7% | 47.6%          | 18.1%    |
| <b>DVD/Blu-ray player or recorder</b>                | 18623 | 17997         | 8199  | 2918  | 12914 | 5887           | 7027     |
| %V                                                   | 71.4% | 73.7%         | 77.4% | 75.9% | 73.0% | 78.4%          | 69.1%    |
| %H                                                   |       | 96.6%         | 44.0% | 15.7% | 69.3% | 31.6%          | 37.7%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

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**Set level data**

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

Platforms available in Household

|                         | TV           | Multi-channel | DSat         | Cable       | DTT          | DTT + Cab/DSat | DTT only    |
|-------------------------|--------------|---------------|--------------|-------------|--------------|----------------|-------------|
|                         | HH           | HH            | HH           | HH          | HH           | HH             | HH          |
| <b>Total Other Sets</b> | <b>26748</b> | <b>26158</b>  | <b>13487</b> | <b>4364</b> | <b>20478</b> | <b>11808</b>   | <b>8670</b> |
| %H                      |              | 97.8%         | 50.4%        | 16.3%       | 76.6%        | 44.1%          | 32.4%       |
| <b>Under 20"</b>        | <b>14067</b> | <b>13652</b>  | <b>6405</b>  | <b>2316</b> | <b>10728</b> | <b>5644</b>    | <b>5084</b> |
| %V                      | 52.6%        | 52.2%         | 47.5%        | 53.1%       | 52.4%        | 47.8%          | 58.6%       |
| %H                      |              | 97.0%         | 45.5%        | 16.5%       | 76.3%        | 40.1%          | 36.1%       |
| <b>20" - 29"</b>        | <b>7925</b>  | <b>7790</b>   | <b>4192</b>  | <b>1212</b> | <b>6214</b>  | <b>3725</b>    | <b>2489</b> |
| %V                      | 29.6%        | 29.8%         | 31.1%        | 27.8%       | 30.3%        | 31.5%          | 28.7%       |
| %H                      |              | 98.3%         | 52.9%        | 15.3%       | 78.4%        | 47.0%          | 31.4%       |
| <b>30" - 39"</b>        | <b>3661</b>  | <b>3636</b>   | <b>2240</b>  | <b>622</b>  | <b>2810</b>  | <b>1947</b>    | <b>863</b>  |
| %V                      | 13.7%        | 13.9%         | 16.6%        | 14.3%       | 13.7%        | 16.5%          | 10.0%       |
| %H                      |              | 99.3%         | 61.2%        | 17.0%       | 76.8%        | 53.2%          | 23.6%       |
| <b>40" and over</b>     | <b>863</b>   | <b>859</b>    | <b>541</b>   | <b>159</b>  | <b>609</b>   | <b>436</b>     | <b>174</b>  |
| %V                      | 3.2%         | 3.3%          | 4.0%         | 3.6%        | 3.0%         | 3.7%           | 2.0%        |
| %H                      |              | 99.5%         | 62.7%        | 18.4%       | 70.6%        | 50.5%          | 20.2%       |
| <b>Don't know</b>       | <b>233</b>   | <b>221</b>    | <b>109</b>   | <b>55</b>   | <b>117</b>   | <b>56</b>      | <b>61</b>   |
| %V                      | 0.9%         | 0.8%          | 0.8%         | 1.3%        | 0.6%         | 0.5%           | 0.7%        |
| %H                      |              | 94.8%         | 46.8%        | 23.6%       | 50.2%        | 24.0%          | 26.2%       |

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

%V = percentage of vertical total

%H = percentage of horizontal total

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**DATA PERIOD: QUARTERLY**

**July - September 2010**

**Set level data**

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

Platforms available in Household

|                         | TV    | Multi-channel | DSat  | Cable | DTT   | DTT + Cab/DSat | DTT only |
|-------------------------|-------|---------------|-------|-------|-------|----------------|----------|
|                         | HH    | HH            | HH    | HH    | HH    | HH             | HH       |
| <b>Total Other Sets</b> | 26748 | 26158         | 13487 | 4364  | 20478 | 11808          | 8670     |
| %H                      |       | 97.8%         | 50.4% | 16.3% | 76.6% | 44.1%          | 32.4%    |
| <b>PVR</b>              | 3415  | 3408          | 2710  | 367   | 2243  | 1842           | 401      |
| %V                      | 12.8% | 13.0%         | 20.1% | 8.4%  | 11.0% | 15.6%          | 4.6%     |
| %H                      |       | 99.8%         | 79.4% | 10.7% | 65.7% | 53.9%          | 11.7%    |
| <b>DVDR</b>             | 1592  | 1571          | 819   | 318   | 1226  | 763            | 463      |
| %V                      | 6.0%  | 6.0%          | 6.1%  | 7.3%  | 6.0%  | 6.5%           | 5.3%     |
| %H                      |       | 98.7%         | 51.4% | 20.0% | 77.0% | 47.9%          | 29.1%    |
| <b>VCR</b>              | 1760  | 1689          | 757   | 307   | 1291  | 656            | 635      |
| %V                      | 6.6%  | 6.5%          | 5.6%  | 7.0%  | 6.3%  | 5.6%           | 7.3%     |
| %H                      |       | 96.0%         | 43.0% | 17.4% | 73.4% | 37.3%          | 36.1%    |
| <b>Any recorder</b>     | 6046  | 5954          | 3817  | 890   | 4241  | 2901           | 1340     |
| %V                      | 22.6% | 22.8%         | 28.3% | 20.4% | 20.7% | 24.6%          | 15.5%    |
| %H                      |       | 98.5%         | 63.1% | 14.7% | 70.1% | 48.0%          | 22.2%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 20: Other Set (non-Main Set) - Other TV equipment**

Platforms available in household

|                                                      | TV    | Multi-channel | DSat  | Cable | DTT   | DTT + Cab/DSat | DTT only |
|------------------------------------------------------|-------|---------------|-------|-------|-------|----------------|----------|
|                                                      | HH    | HH            | HH    | HH    | HH    | HH             | HH       |
| <b>Total Other Sets</b>                              | 26748 | 26158         | 13487 | 4364  | 20478 | 11808          | 8670     |
| %H                                                   |       | 97.8%         | 50.4% | 16.3% | 76.6% | 44.1%          | 32.4%    |
| <b>Receives HDTV (via STB or built-in reception)</b> | 1976  | 1976          | 1233  | 435   | 1376  | 1016           | 360      |
| %V                                                   | 7.4%  | 7.6%          | 9.1%  | 10.0% | 6.7%  | 8.6%           | 4.2%     |
| %H                                                   |       | 100.0%        | 62.4% | 22.0% | 69.6% | 51.4%          | 18.2%    |
| <b>DVD/Blu-ray player or recorder</b>                | 10394 | 10298         | 5578  | 1893  | 8077  | 5107           | 2969     |
| %V                                                   | 38.9% | 39.4%         | 41.4% | 43.4% | 39.4% | 43.3%          | 34.2%    |
| %H                                                   |       | 99.1%         | 53.7% | 18.2% | 77.7% | 49.1%          | 28.6%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 2010**

**Individual level data**

**Table 21: Age of Children**

Platforms available in household

|                       | All   | TV    | Multi-channel | DSat  | Cable | DTT   | DTT + Cab/DSat | DTT only |
|-----------------------|-------|-------|---------------|-------|-------|-------|----------------|----------|
|                       | HH    | HH    | HH            | HH    | HH    | HH    | HH             | HH       |
| <b>Total Inds</b>     | 61427 | 59740 | 57155         | 27986 | 9808  | 40436 | 20423          | 20013    |
| %H                    |       | 97.3% | 93.0%         | 45.6% | 16.0% | 65.8% | 33.2%          | 32.6%    |
| <b>Total Children</b> | 11631 | 11398 | 11160         | 6275  | 2118  | 7421  | 4456           | 2965     |
| %V                    | 18.9% | 19.1% | 19.5%         | 22.4% | 21.6% | 18.4% | 21.8%          | 14.8%    |
| %H                    |       | 98.0% | 96.0%         | 54.0% | 18.2% | 63.8% | 38.3%          | 25.5%    |
| <b>0 - 3</b>          | 3123  | 3030  | 2953          | 1612  | 563   | 1858  | 1021           | 836      |
| %V                    | 5.1%  | 5.1%  | 5.2%          | 5.8%  | 5.7%  | 4.6%  | 5.0%           | 4.2%     |
| %H                    |       | 97.0% | 94.6%         | 51.6% | 18.0% | 59.5% | 32.7%          | 26.8%    |
| <b>4 - 15</b>         | 8508  | 8368  | 8207          | 4663  | 1555  | 5563  | 3434           | 2129     |
| %V                    | 13.9% | 14.0% | 14.4%         | 16.7% | 15.9% | 13.8% | 16.8%          | 10.6%    |
| %H                    |       | 98.4% | 96.5%         | 54.8% | 18.3% | 65.4% | 40.4%          | 25.0%    |
| <b>4 - 9</b>          | 4217  | 4132  | 4054          | 2332  | 787   | 2629  | 1617           | 1011     |
| %V                    | 6.9%  | 6.9%  | 7.1%          | 8.3%  | 8.0%  | 6.5%  | 7.9%           | 5.1%     |
| %H                    |       | 98.0% | 96.1%         | 55.3% | 18.7% | 62.3% | 38.3%          | 24.0%    |
| <b>10 - 15</b>        | 4291  | 4236  | 4153          | 2331  | 768   | 2935  | 1817           | 1118     |
| %V                    | 7.0%  | 7.1%  | 7.3%          | 8.3%  | 7.8%  | 7.3%  | 8.9%           | 5.6%     |
| %H                    |       | 98.7% | 96.8%         | 54.3% | 17.9% | 68.4% | 42.3%          | 26.1%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 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       |
| <b>Total Inds</b>         | 61427 | 59740 | 57155         | 27986 | 9808  | 40436 | 20423          | 20013    |
| %H                        |       | 97.3% | 93.0%         | 45.6% | 16.0% | 65.8% | 33.2%          | 32.6%    |
| <b>Total Adults (16+)</b> | 49796 | 48341 | 45995         | 21711 | 7690  | 33015 | 15967          | 17048    |
| %V                        | 81.1% | 80.9% | 80.5%         | 77.6% | 78.4% | 81.6% | 78.2%          | 85.2%    |
| %H                        |       | 97.1% | 92.4%         | 43.6% | 15.4% | 66.3% | 32.1%          | 34.2%    |
| <b>16 - 19</b>            | 3136  | 3073  | 2967          | 1645  | 562   | 2168  | 1361           | 807      |
| %V                        | 5.1%  | 5.1%  | 5.2%          | 5.9%  | 5.7%  | 5.4%  | 6.7%           | 4.0%     |
| %H                        |       | 98.0% | 94.6%         | 52.5% | 17.9% | 69.1% | 43.4%          | 25.7%    |
| <b>20 - 24</b>            | 3931  | 3656  | 3509          | 1707  | 616   | 2482  | 1264           | 1218     |
| %V                        | 6.4%  | 6.1%  | 6.1%          | 6.1%  | 6.3%  | 6.1%  | 6.2%           | 6.1%     |
| %H                        |       | 93.0% | 89.3%         | 43.4% | 15.7% | 63.1% | 32.2%          | 31.0%    |
| <b>25 - 34</b>            | 8179  | 7681  | 7434          | 3824  | 1465  | 4740  | 2490           | 2250     |
| %V                        | 13.3% | 12.9% | 13.0%         | 13.7% | 14.9% | 11.7% | 12.2%          | 11.2%    |
| %H                        |       | 93.9% | 90.9%         | 46.8% | 17.9% | 58.0% | 30.4%          | 27.5%    |
| <b>35 - 44</b>            | 8793  | 8569  | 8321          | 4552  | 1643  | 5662  | 3401           | 2261     |
| %V                        | 14.3% | 14.3% | 14.6%         | 16.3% | 16.8% | 14.0% | 16.7%          | 11.3%    |
| %H                        |       | 97.5% | 94.6%         | 51.8% | 18.7% | 64.4% | 38.7%          | 25.7%    |
| <b>45 - 54</b>            | 8568  | 8382  | 8117          | 4062  | 1396  | 5859  | 3148           | 2712     |
| %V                        | 13.9% | 14.0% | 14.2%         | 14.5% | 14.2% | 14.5% | 15.4%          | 13.6%    |
| %H                        |       | 97.8% | 94.7%         | 47.4% | 16.3% | 68.4% | 36.7%          | 31.7%    |
| <b>55 - 64</b>            | 7302  | 7208  | 6915          | 3130  | 1097  | 5079  | 2332           | 2747     |
| %V                        | 11.9% | 12.1% | 12.1%         | 11.2% | 11.2% | 12.6% | 11.4%          | 13.7%    |
| %H                        |       | 98.7% | 94.7%         | 42.9% | 15.0% | 69.6% | 31.9%          | 37.6%    |
| <b>65+</b>                | 9888  | 9774  | 8733          | 2791  | 911   | 7025  | 1971           | 5053     |
| %V                        | 16.1% | 16.4% | 15.3%         | 10.0% | 9.3%  | 17.4% | 9.7%           | 25.2%    |
| %H                        |       | 98.8% | 88.3%         | 28.2% | 9.2%  | 71.0% | 19.9%          | 51.1%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 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       |
| <b>Total Adults (16+)</b> |    | 49796 | 48341 | 45995         | 21711 | 7690  | 33015 | 15967          | 17048    |
|                           | %H |       | 97.1% | 92.4%         | 43.6% | 15.4% | 66.3% | 32.1%          | 34.2%    |
| <b>AB</b>                 |    | 12574 | 12324 | 11845         | 5872  | 1896  | 8238  | 4007           | 4231     |
|                           | %V | 25.3% | 25.5% | 25.8%         | 27.0% | 24.7% | 25.0% | 25.1%          | 24.8%    |
|                           | %H |       | 98.0% | 94.2%         | 46.7% | 15.1% | 65.5% | 31.9%          | 33.6%    |
| <b>C1</b>                 |    | 14409 | 13778 | 13246         | 6427  | 2308  | 9322  | 4715           | 4608     |
|                           | %V | 28.9% | 28.5% | 28.8%         | 29.6% | 30.0% | 28.2% | 29.5%          | 27.0%    |
|                           | %H |       | 95.6% | 91.9%         | 44.6% | 16.0% | 64.7% | 32.7%          | 32.0%    |
| <b>C2</b>                 |    | 10394 | 10223 | 9855          | 4855  | 1684  | 7268  | 3848           | 3421     |
|                           | %V | 20.9% | 21.1% | 21.4%         | 22.4% | 21.9% | 22.0% | 24.1%          | 20.1%    |
|                           | %H |       | 98.4% | 94.8%         | 46.7% | 16.2% | 69.9% | 37.0%          | 32.9%    |
| <b>D</b>                  |    | 7617  | 7400  | 6981          | 3233  | 1252  | 5128  | 2565           | 2563     |
|                           | %V | 15.3% | 15.3% | 15.2%         | 14.9% | 16.3% | 15.5% | 16.1%          | 15.0%    |
|                           | %H |       | 97.2% | 91.7%         | 42.4% | 16.4% | 67.3% | 33.7%          | 33.6%    |
| <b>E</b>                  |    | 4803  | 4615  | 4067          | 1323  | 550   | 3058  | 833            | 2226     |
|                           | %V | 9.6%  | 9.5%  | 8.8%          | 6.1%  | 7.2%  | 9.3%  | 5.2%           | 13.1%    |
|                           | %H |       | 96.1% | 84.7%         | 27.5% | 11.5% | 63.7% | 17.3%          | 46.3%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY****July - September 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       |
| <b>Total Adults (16+)</b> | 49796 | 48341 | 45995         | 21711 | 7690  | 33015 | 15967          | 17048    |
| %H                        |       | 97.1% | 92.4%         | 43.6% | 15.4% | 66.3% | 32.1%          | 34.2%    |
| <b>Working full time</b>  | 22461 | 21851 | 21261         | 11042 | 3863  | 14726 | 8153           | 6573     |
| %V                        | 45.1% | 45.2% | 46.2%         | 50.9% | 50.2% | 44.6% | 51.1%          | 38.6%    |
| %H                        |       | 97.3% | 94.7%         | 49.2% | 17.2% | 65.6% | 36.3%          | 29.3%    |
| <b>Working part time</b>  | 5263  | 5170  | 5008          | 2493  | 949   | 3510  | 1876           | 1634     |
| %V                        | 10.6% | 10.7% | 10.9%         | 11.5% | 12.3% | 10.6% | 11.7%          | 9.6%     |
| %H                        |       | 98.2% | 95.2%         | 47.4% | 18.0% | 66.7% | 35.6%          | 31.0%    |
| <b>Not working</b>        | 22073 | 21321 | 19726         | 8176  | 2877  | 14779 | 5938           | 8841     |
| %V                        | 44.3% | 44.1% | 42.9%         | 37.7% | 37.4% | 44.8% | 37.2%          | 51.9%    |
| %H                        |       | 96.6% | 89.4%         | 37.0% | 13.0% | 67.0% | 26.9%          | 40.1%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 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          |
| <b>Total Males (16+)</b> | <b>24306</b> | <b>23411</b> | <b>22336</b>  | <b>10976</b> | <b>3769</b> | <b>15907</b> | <b>8087</b>    | <b>7820</b> |
| %H                       |              | 96.3%        | 91.9%         | 45.2%        | 15.5%       | 65.4%        | 33.3%          | 32.2%       |
| <b>16 - 19</b>           | <b>1623</b>  | <b>1581</b>  | <b>1531</b>   | <b>883</b>   | <b>310</b>  | <b>1104</b>  | <b>736</b>     | <b>369</b>  |
| %V                       | 6.7%         | 6.8%         | 6.9%          | 8.0%         | 8.2%        | 6.9%         | 9.1%           | 4.7%        |
| %H                       |              | 97.4%        | 94.3%         | 54.4%        | 19.1%       | 68.0%        | 45.3%          | 22.7%       |
| <b>20 - 24</b>           | <b>1984</b>  | <b>1828</b>  | <b>1758</b>   | <b>918</b>   | <b>306</b>  | <b>1225</b>  | <b>679</b>     | <b>545</b>  |
| %V                       | 8.2%         | 7.8%         | 7.9%          | 8.4%         | 8.1%        | 7.7%         | 8.4%           | 7.0%        |
| %H                       |              | 92.1%        | 88.6%         | 46.3%        | 15.4%       | 61.7%        | 34.2%          | 27.5%       |
| <b>25 - 34</b>           | <b>4116</b>  | <b>3798</b>  | <b>3668</b>   | <b>1922</b>  | <b>693</b>  | <b>2350</b>  | <b>1242</b>    | <b>1108</b> |
| %V                       | 16.9%        | 16.2%        | 16.4%         | 17.5%        | 18.4%       | 14.8%        | 15.4%          | 14.2%       |
| %H                       |              | 92.3%        | 89.1%         | 46.7%        | 16.8%       | 57.1%        | 30.2%          | 26.9%       |
| <b>35 - 44</b>           | <b>4350</b>  | <b>4211</b>  | <b>4067</b>   | <b>2244</b>  | <b>787</b>  | <b>2761</b>  | <b>1659</b>    | <b>1102</b> |
| %V                       | 17.9%        | 18.0%        | 18.2%         | 20.4%        | 20.9%       | 17.4%        | 20.5%          | 14.1%       |
| %H                       |              | 96.8%        | 93.5%         | 51.6%        | 18.1%       | 63.5%        | 38.1%          | 25.3%       |
| <b>45 - 54</b>           | <b>4217</b>  | <b>4106</b>  | <b>3943</b>   | <b>1995</b>  | <b>691</b>  | <b>2874</b>  | <b>1588</b>    | <b>1286</b> |
| %V                       | 17.3%        | 17.5%        | 17.7%         | 18.2%        | 18.3%       | 18.1%        | 19.6%          | 16.4%       |
| %H                       |              | 97.4%        | 93.5%         | 47.3%        | 16.4%       | 68.2%        | 37.7%          | 30.5%       |
| <b>55 - 64</b>           | <b>3571</b>  | <b>3509</b>  | <b>3364</b>   | <b>1538</b>  | <b>533</b>  | <b>2451</b>  | <b>1134</b>    | <b>1317</b> |
| %V                       | 14.7%        | 15.0%        | 15.1%         | 14.0%        | 14.1%       | 15.4%        | 14.0%          | 16.8%       |
| %H                       |              | 98.3%        | 94.2%         | 43.1%        | 14.9%       | 68.6%        | 31.8%          | 36.9%       |
| <b>65+</b>               | <b>4444</b>  | <b>4378</b>  | <b>4006</b>   | <b>1476</b>  | <b>449</b>  | <b>3141</b>  | <b>1048</b>    | <b>2093</b> |
| %V                       | 18.3%        | 18.7%        | 17.9%         | 13.4%        | 11.9%       | 19.7%        | 13.0%          | 26.8%       |
| %H                       |              | 98.5%        | 90.1%         | 33.2%        | 10.1%       | 70.7%        | 23.6%          | 47.1%       |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 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       |
| <b>Total Males (16+)</b> |    | 24306 | 23411 | 22336         | 10976 | 3769  | 15907 | 8087           | 7820     |
|                          | %H |       | 96.3% | 91.9%         | 45.2% | 15.5% | 65.4% | 33.3%          | 32.2%    |
| <b>AB</b>                |    | 6269  | 6120  | 5917          | 2977  | 949   | 4138  | 2068           | 2069     |
|                          | %V | 25.8% | 26.1% | 26.5%         | 27.1% | 25.2% | 26.0% | 25.6%          | 26.5%    |
|                          | %H |       | 97.6% | 94.4%         | 47.5% | 15.1% | 66.0% | 33.0%          | 33.0%    |
| <b>C1</b>                |    | 6799  | 6433  | 6225          | 3236  | 1108  | 4278  | 2346           | 1932     |
|                          | %V | 28.0% | 27.5% | 27.9%         | 29.5% | 29.4% | 26.9% | 29.0%          | 24.7%    |
|                          | %H |       | 94.6% | 91.6%         | 47.6% | 16.3% | 62.9% | 34.5%          | 28.4%    |
| <b>C2</b>                |    | 5571  | 5464  | 5241          | 2587  | 880   | 3872  | 2046           | 1826     |
|                          | %V | 22.9% | 23.3% | 23.5%         | 23.6% | 23.3% | 24.3% | 25.3%          | 23.4%    |
|                          | %H |       | 98.1% | 94.1%         | 46.4% | 15.8% | 69.5% | 36.7%          | 32.8%    |
| <b>D</b>                 |    | 3756  | 3604  | 3386          | 1624  | 616   | 2450  | 1270           | 1180     |
|                          | %V | 15.5% | 15.4% | 15.2%         | 14.8% | 16.3% | 15.4% | 15.7%          | 15.1%    |
|                          | %H |       | 96.0% | 90.1%         | 43.2% | 16.4% | 65.2% | 33.8%          | 31.4%    |
| <b>E</b>                 |    | 1911  | 1790  | 1567          | 553   | 216   | 1169  | 357            | 812      |
|                          | %V | 7.9%  | 7.6%  | 7.0%          | 5.0%  | 5.7%  | 7.3%  | 4.4%           | 10.4%    |
|                          | %H |       | 93.7% | 82.0%         | 28.9% | 11.3% | 61.2% | 18.7%          | 42.5%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 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          |
| <b>Total Males (16+)</b> | <b>24306</b> | <b>23411</b> | <b>22336</b>  | <b>10976</b> | <b>3769</b> | <b>15907</b> | <b>8087</b>    | <b>7820</b> |
| %H                       |              | 96.3%        | 91.9%         | 45.2%        | 15.5%       | 65.4%        | 33.3%          | 32.2%       |
| <b>Working full time</b> | <b>13863</b> | <b>13438</b> | <b>13060</b>  | <b>6900</b>  | <b>2361</b> | <b>9068</b>  | <b>5122</b>    | <b>3946</b> |
| %V                       | 57.0%        | 57.4%        | 58.5%         | 62.9%        | 62.6%       | 57.0%        | 63.3%          | 50.5%       |
| %H                       |              | 96.9%        | 94.2%         | 49.8%        | 17.0%       | 65.4%        | 36.9%          | 28.5%       |
| <b>Working part time</b> | <b>1031</b>  | <b>988</b>   | <b>926</b>    | <b>449</b>   | <b>167</b>  | <b>614</b>   | <b>286</b>     | <b>328</b>  |
| %V                       | 4.2%         | 4.2%         | 4.1%          | 4.1%         | 4.4%        | 3.9%         | 3.5%           | 4.2%        |
| %H                       |              | 95.8%        | 89.8%         | 43.5%        | 16.2%       | 59.6%        | 27.7%          | 31.8%       |
| <b>Not working</b>       | <b>9411</b>  | <b>8985</b>  | <b>8351</b>   | <b>3627</b>  | <b>1241</b> | <b>6225</b>  | <b>2679</b>    | <b>3546</b> |
| %V                       | 38.7%        | 38.4%        | 37.4%         | 33.0%        | 32.9%       | 39.1%        | 33.1%          | 45.3%       |
| %H                       |              | 95.5%        | 88.7%         | 38.5%        | 13.2%       | 66.1%        | 28.5%          | 37.7%       |

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

%V = percentage of vertical total

%H = percentage of horizontal total

# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 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          |
| <b>Total Females (16+)</b> | <b>25491</b> | <b>24930</b> | <b>23659</b>  | <b>10735</b> | <b>3921</b> | <b>17108</b> | <b>7880</b>    | <b>9228</b> |
| %H                         |              | 97.8%        | 92.8%         | 42.1%        | 15.4%       | 67.1%        | 30.9%          | 36.2%       |
| <b>16 - 19</b>             | <b>1513</b>  | <b>1492</b>  | <b>1436</b>   | <b>762</b>   | <b>252</b>  | <b>1063</b>  | <b>625</b>     | <b>438</b>  |
| %V                         | 5.9%         | 6.0%         | 6.1%          | 7.1%         | 6.4%        | 6.2%         | 7.9%           | 4.7%        |
| %H                         |              | 98.6%        | 94.9%         | 50.4%        | 16.7%       | 70.3%        | 41.3%          | 28.9%       |
| <b>20 - 24</b>             | <b>1948</b>  | <b>1827</b>  | <b>1751</b>   | <b>790</b>   | <b>310</b>  | <b>1257</b>  | <b>584</b>     | <b>673</b>  |
| %V                         | 7.6%         | 7.3%         | 7.4%          | 7.4%         | 7.9%        | 7.3%         | 7.4%           | 7.3%        |
| %H                         |              | 93.8%        | 89.9%         | 40.6%        | 15.9%       | 64.5%        | 30.0%          | 34.5%       |
| <b>25 - 34</b>             | <b>4062</b>  | <b>3883</b>  | <b>3767</b>   | <b>1902</b>  | <b>772</b>  | <b>2390</b>  | <b>1248</b>    | <b>1142</b> |
| %V                         | 15.9%        | 15.6%        | 15.9%         | 17.7%        | 19.7%       | 14.0%        | 15.8%          | 12.4%       |
| %H                         |              | 95.6%        | 92.7%         | 46.8%        | 19.0%       | 58.8%        | 30.7%          | 28.1%       |
| <b>35 - 44</b>             | <b>4442</b>  | <b>4358</b>  | <b>4254</b>   | <b>2308</b>  | <b>856</b>  | <b>2901</b>  | <b>1742</b>    | <b>1159</b> |
| %V                         | 17.4%        | 17.5%        | 18.0%         | 21.5%        | 21.8%       | 17.0%        | 22.1%          | 12.6%       |
| %H                         |              | 98.1%        | 95.8%         | 52.0%        | 19.3%       | 65.3%        | 39.2%          | 26.1%       |
| <b>45 - 54</b>             | <b>4351</b>  | <b>4275</b>  | <b>4173</b>   | <b>2066</b>  | <b>705</b>  | <b>2985</b>  | <b>1559</b>    | <b>1426</b> |
| %V                         | 17.1%        | 17.1%        | 17.6%         | 19.2%        | 18.0%       | 17.4%        | 19.8%          | 15.5%       |
| %H                         |              | 98.3%        | 95.9%         | 47.5%        | 16.2%       | 68.6%        | 35.8%          | 32.8%       |
| <b>55 - 64</b>             | <b>3731</b>  | <b>3699</b>  | <b>3551</b>   | <b>1592</b>  | <b>565</b>  | <b>2627</b>  | <b>1198</b>    | <b>1430</b> |
| %V                         | 14.6%        | 14.8%        | 15.0%         | 14.8%        | 14.4%       | 15.4%        | 15.2%          | 15.5%       |
| %H                         |              | 99.1%        | 95.2%         | 42.7%        | 15.1%       | 70.4%        | 32.1%          | 38.3%       |
| <b>65+</b>                 | <b>5444</b>  | <b>5396</b>  | <b>4727</b>   | <b>1316</b>  | <b>461</b>  | <b>3884</b>  | <b>923</b>     | <b>2960</b> |
| %V                         | 21.4%        | 21.6%        | 20.0%         | 12.3%        | 11.8%       | 22.7%        | 11.7%          | 32.1%       |
| %H                         |              | 99.1%        | 86.8%         | 24.2%        | 8.5%        | 71.3%        | 17.0%          | 54.4%       |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY**

**July - September 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       |
| <b>Total Females (16+)</b> |    | 25491 | 24930 | 23659         | 10735 | 3921  | 17108 | 7880           | 9228     |
|                            | %H |       | 97.8% | 92.8%         | 42.1% | 15.4% | 67.1% | 30.9%          | 36.2%    |
| <b>AB</b>                  |    | 6304  | 6204  | 5928          | 2896  | 947   | 4100  | 1939           | 2162     |
|                            | %V | 24.7% | 24.9% | 25.1%         | 27.0% | 24.2% | 24.0% | 24.6%          | 23.4%    |
|                            | %H |       | 98.4% | 94.0%         | 45.9% | 15.0% | 65.0% | 30.8%          | 34.3%    |
| <b>C1</b>                  |    | 7610  | 7345  | 7021          | 3191  | 1199  | 5044  | 2369           | 2676     |
|                            | %V | 29.9% | 29.5% | 29.7%         | 29.7% | 30.6% | 29.5% | 30.1%          | 29.0%    |
|                            | %H |       | 96.5% | 92.3%         | 41.9% | 15.8% | 66.3% | 31.1%          | 35.2%    |
| <b>C2</b>                  |    | 4823  | 4759  | 4614          | 2269  | 804   | 3396  | 1802           | 1595     |
|                            | %V | 18.9% | 19.1% | 19.5%         | 21.1% | 20.5% | 19.9% | 22.9%          | 17.3%    |
|                            | %H |       | 98.7% | 95.7%         | 47.0% | 16.7% | 70.4% | 37.4%          | 33.1%    |
| <b>D</b>                   |    | 3861  | 3796  | 3596          | 1609  | 637   | 2678  | 1295           | 1383     |
|                            | %V | 15.1% | 15.2% | 15.2%         | 15.0% | 16.2% | 15.7% | 16.4%          | 15.0%    |
|                            | %H |       | 98.3% | 93.1%         | 41.7% | 16.5% | 69.4% | 33.5%          | 35.8%    |
| <b>E</b>                   |    | 2893  | 2825  | 2500          | 770   | 334   | 1889  | 476            | 1413     |
|                            | %V | 11.3% | 11.3% | 10.6%         | 7.2%  | 8.5%  | 11.0% | 6.0%           | 15.3%    |
|                            | %H |       | 97.6% | 86.4%         | 26.6% | 11.5% | 65.3% | 16.5%          | 48.8%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**DATA PERIOD: QUARTERLY****July - September 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       |
| <b>Total Females (16+)</b> | 25491 | 24930 | 23659         | 10735 | 3921  | 17108 | 7880           | 9228     |
| %H                         |       | 97.8% | 92.8%         | 42.1% | 15.4% | 67.1% | 30.9%          | 36.2%    |
| <b>Working full time</b>   | 8597  | 8413  | 8201          | 4142  | 1502  | 5658  | 3031           | 2627     |
| %V                         | 33.7% | 33.7% | 34.7%         | 38.6% | 38.3% | 33.1% | 38.5%          | 28.5%    |
| %H                         |       | 97.9% | 95.4%         | 48.2% | 17.5% | 65.8% | 35.3%          | 30.6%    |
| <b>Working part time</b>   | 4232  | 4181  | 4082          | 2044  | 783   | 2896  | 1590           | 1306     |
| %V                         | 16.6% | 16.8% | 17.3%         | 19.0% | 20.0% | 16.9% | 20.2%          | 14.2%    |
| %H                         |       | 98.8% | 96.5%         | 48.3% | 18.5% | 68.4% | 37.6%          | 30.9%    |
| <b>Not working</b>         | 12662 | 12336 | 11376         | 4549  | 1636  | 8554  | 3259           | 5295     |
| %V                         | 49.7% | 49.5% | 48.1%         | 42.4% | 41.7% | 50.0% | 41.4%          | 57.4%    |
| %H                         |       | 97.4% | 89.8%         | 35.9% | 12.9% | 67.6% | 25.7%          | 41.8%    |

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

%V = percentage of vertical total

%H = percentage of horizontal total

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## **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 July and September 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.

| <b>Response Analysis: July - September 2010</b> |               |
|-------------------------------------------------|---------------|
|                                                 | Total Network |
| Addresses Issued                                | 19,832        |
| Shop / Business                                 | 231           |
| Demolished / Incomplete                         | 51            |
| Empty                                           | 1,468         |
| Holiday Home                                    | 153           |
| Other Non Effective                             | 303           |
| Eligible Addresses                              | 17,626        |
| Substitute Addresses                            | 2,098         |
| Multiple Occupancy Addresses                    | 262           |
| Total Additional Households                     | 2,360         |
| Total Valid Households                          | 20,081        |
|                                                 | 100.0%        |
| Non Contacts                                    | 1,790         |
|                                                 | 8.9%          |
| No English Spoken                               | 49            |
|                                                 | 0.2%          |
| Refusals                                        | 4,041         |
|                                                 | 20.1%         |
| Total Interviews                                | 14,201        |
|                                                 | 70.7%         |

## 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 July to September 2010

|                 | All Households | Total TV Households | Multichannel Households |
|-----------------|----------------|---------------------|-------------------------|
| All Households  | 14201          | 13823               | 13025                   |
| All Sets        | 28713          | 28713               | 27616                   |
| All Individuals | 34158          | 33399               | 32037                   |
| Children 0-15   | 6693           | 6568                | 6420                    |
| All Adults      | 27465          | 26831               | 25617                   |
| Adult Males     | 13204          | 12824               | 12290                   |
| Adult Females   | 14261          | 14007               | 13327                   |

## **Appendix H**

### **Multiple households at issued addresses**

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

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

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

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

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

## **Appendix I**

### **Weighting**

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

## **Appendix J**

### **The Questionnaire (September 2010)**

# **BARB Establishment Survey**

## **Questionnaire Script**

**September 2010**

Version 8 – 09/06/2010

**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.**

| <b>ASK ALL</b> |                                                                     |    |                        |
|----------------|---------------------------------------------------------------------|----|------------------------|
| <b>H1</b>      | <b>SHOW CARD</b>                                                    |    | <b>MP</b>              |
|                | 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 |                        |

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

| <b>ASK ALL</b> |                                                                                                                                                                                                                   |  |  |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| <b>H8</b>      | Now I would like to ask you some detailed questions about your television sets and the channels you can receive.                                                                                                  |  |  |
| <b>Intro</b>   |                                                                                                                                                                                                                   |  |  |
| <b>H8</b>      | 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<br>Don't know<br>Refused                                                                                                                                                                                 |  |  |

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

#### START OF TV PRE-SET LOOP

|                                                                                                                  |                                                                                                                                                                                                                                                                                                   |    |
|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT H8). MAY INCLUDE UP TO 9 SETS<br/>IF NO TV AT H8 GOTO H16.</b> |                                                                                                                                                                                                                                                                                                   |    |
| <b>S1</b>                                                                                                        | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                | SP |
|                                                                                                                  | Which of the statements on this screen applies for each of the television sets in your household.<br>Starting with your <b>main set</b> , is this television set ( <b>IF MAIN SET</b> )<br>Now thinking about your <<INSERT second, third, etc>> set, is this television set ( <b>IF SET 2+</b> ) |    |
|                                                                                                                  | 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                                                                                                                                                                                                                                                                   |    |
|                                                                                                                  | <b>Never</b> used as a television set (for example only used with computer or games console)                                                                                                                                                                                                      |    |
|                                                                                                                  | Permanently out of order                                                                                                                                                                                                                                                                          |    |
|                                                                                                                  | Don't know                                                                                                                                                                                                                                                                                        |    |

|                                                                         |                                                        |    |
|-------------------------------------------------------------------------|--------------------------------------------------------|----|
| <b>ASK IF TV SET CODED 3 AT S1. IF NO SETS CODED 3 AT S1 SKIP TO S3</b> |                                                        |    |
| <b>S2</b>                                                               | 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                                             |    |

|                         |                                                               |    |
|-------------------------|---------------------------------------------------------------|----|
| <b>ASK FOR ALL SETS</b> |                                                               |    |
| <b>S3</b>               | 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

|                                                                                                                                                   |  |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| <b>REPEAT QUESTIONS S4 – S36 FOR ALL WORKING TV SETS – THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:</b>                            |  |  |
| <b>A) IN USE (CODE 1 AT S1)</b>                                                                                                                   |  |  |
| <b>B) TEMPORARILY OUT OF ORDER (TO BE REPAIRED WITHIN THE NEXT 4 WEEKS) (CODE 2 AT S1)</b>                                                        |  |  |
| <b>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)</b> |  |  |
| <b>(IF 1<sup>st</sup> TV) Talking about your main set only, which is located in the &lt;&lt;INSERT S3 RESPONSE&gt;&gt;.</b>                       |  |  |
| <b>FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2<sup>nd</sup>/3<sup>rd</sup> set...” ETC AS APPLICABLE FOR S4-S38</b>                               |  |  |
| <b>DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT</b>                                                                                           |  |  |

|                                                                       |                    |           |
|-----------------------------------------------------------------------|--------------------|-----------|
| <b>S4</b>                                                             | <b>SHOW SCREEN</b> | <b>SP</b> |
| 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                                                            |                    |           |

|                                   |                                                                                               |  |
|-----------------------------------|-----------------------------------------------------------------------------------------------|--|
| <b>ASK ONLY IF WORKING TV SET</b> |                                                                                               |  |
| <b>S5</b>                         | 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                        |                                                                                               |  |

|                                   |                                                       |           |
|-----------------------------------|-------------------------------------------------------|-----------|
| <b>ASK ONLY IF WORKING TV SET</b> |                                                       |           |
| <b>S6</b>                         | <b>NOTE: Was the diagonal screen measurement ...?</b> | <b>SP</b> |
| Claim                             |                                                       |           |
| Actual measurement                |                                                       |           |

|                                   |                                |           |
|-----------------------------------|--------------------------------|-----------|
| <b>ASK ONLY IF WORKING TV SET</b> |                                |           |
| <b>S7</b>                         | Is this set mounted on a wall? | <b>SP</b> |
| Yes                               |                                |           |
| No                                |                                |           |
| Don't know                        |                                |           |

|                                                                              |                    |           |
|------------------------------------------------------------------------------|--------------------|-----------|
| <b>ASK IF CODE 1 – 'No specific location' at S3 OTHERWISE GO TO S9 INTRO</b> |                    |           |
| <b>S8</b>                                                                    | <b>SHOW SCREEN</b> | <b>SP</b> |
| 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                                                                   |                    |           |

|                                                                                                                                                                                                                                                                                                          |                    |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--|
| <b>ASK IF BARB WORKING TV SET</b>                                                                                                                                                                                                                                                                        |                    |  |
| <b>S9-<br/>S12<br/>Intro</b>                                                                                                                                                                                                                                                                             | <b>SHOW SCREEN</b> |  |
| <b>(For 1<sup>st</sup> set asked about – i.e. Main set or 2<sup>nd</sup> set if Main is not BARB Working etc.)</b> 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: |                    |  |
| <b>For all other set loops)</b> 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. |                                                                                               |    |
| <b>S9</b>                                                                                                                                                                                                                             | <b>SHOW SCREEN</b><br>A normal aerial and could include Freeview                              | SP |
| <b>S10</b>                                                                                                                                                                                                                            | <b>SHOW SCREEN</b><br>A connection to a cable TV Supplier, for example via Virgin Media cable | SP |
| <b>S11</b>                                                                                                                                                                                                                            | <b>SHOW SCREEN</b><br>A satellite dish, for example a Sky or freesat dish                     | SP |
| <b>S12</b>                                                                                                                                                                                                                            | Any other method                                                                              | SP |
| Yes<br>No                                                                                                                                                                                                                             |                                                                                               |    |

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

|                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF NORMAL AERIAL (S9 = Yes), OTHERWISE SKIP TO S15</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
| <b>S14</b>                                                    | <b>SHOW SCREEN</b><br>You have said this set is able to receive its channels via a normal aerial. Does it receive <b>digital</b> 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.<br><br>Yes – with a separate box<br>Yes – with built in reception<br>No<br>Don't know | SP |

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

|                                              |                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF YES AT S11 OTHERWISE GO TO S17</b> |                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| <b>S16</b>                                   | <b>SHOW SCREEN</b><br><br>You have said this set is able to receive its channels via satellite. Does it receive <b>digital</b> 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.<br><br>Yes – receives digital satellite<br>No – does not receive digital satellite<br>Don't know | SP |

  

|                                   |                                                                                                                                                                                                                                                                                                                               |    |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK ONLY IF WORKING TV SET</b> |                                                                                                                                                                                                                                                                                                                               |    |
| <b>S17</b>                        | <b>SHOW SCREEN</b><br><br>So just to recap, this TV is << <b>RESPONSE TO S4</b> >> and receives its TV channels via << <b>LIST ALL RESPONSES TO PLATFORMS IN THE FOLLOWING ORDER: S9 (and S14), S10, S11, S12 (and S13)</b> >>. Is this correct?<br><br><b>[INSERT APPROPRIATE PICTORIAL REPRESENTATION]</b><br><br>Yes<br>No | SP |

  

|                                                     |  |  |
|-----------------------------------------------------|--|--|
| <b>IF YES CONTINUE TO S18, IF NO STATE</b>          |  |  |
| In that case I need to ask you some questions again |  |  |
| <b>Return to S9 intro</b>                           |  |  |

  

|                                               |                                                                                                                                                                                                                  |                                                |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>ASK IF YES AT S11, OTHERWISE GO TO S24</b> |                                                                                                                                                                                                                  |                                                |
| <b>S18</b>                                    | <b>SHOW SCREEN</b><br><br>How do you receive your satellite service?<br><br>Sky – with subscription<br>Sky – without subscription<br>Freesat – <b>not</b> Sky<br>Other – <b>not</b> Sky or Freesat<br>Don't know | MP<br>(only 1<br>Sky<br>code<br>permitt<br>ed) |

  

|                                                             |                                                                                                                                                                                                                                                                                            |    |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22</b> |                                                                                                                                                                                                                                                                                            |    |
| <b>S20</b>                                                  | <b>SHOW SCREEN</b><br><br>Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes without the need for tapes or DVDs.<br><br><b>NOTE: For a more detailed explanation click on further information</b><br><br>Yes<br>No<br>Don't know<br>Further information | SP |

  

|                                                             |                                                                                                                                                                                                                                                                                                                                                                          |    |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF SKY (CODE 1 OR 2) AT S18, OTHERWISE GO TO S22</b> |                                                                                                                                                                                                                                                                                                                                                                          |    |
| <b>S21</b>                                                  | <b>SHOW SCREEN</b><br><br>I would now like to ask you about High Definition television, or HDTV. You need a HDTV box to view HDTV.<br>Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky<br><br><b>NOTE: For a more detailed explanation click on further information</b><br><br>Yes<br>No<br>Don't know<br>Further information | SP |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                |                    |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------|
| <b>ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S24</b>                                                                                                                                                                                                                                                                                                                                                                                     |                    |           |
| <b>S22</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>SHOW SCREEN</b> | <b>SP</b> |
| <p>Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes without the need for tapes or DVDs</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p> <a href="#">Yes</a><br/> <a href="#">No</a><br/> <a href="#">Don't know</a><br/> <a href="#">Further information</a> </p>                                                                                         |                    |           |
| <b>ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S24</b>                                                                                                                                                                                                                                                                                                                                                                                     |                    |           |
| <b>S23</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>SHOW SCREEN</b> | <b>SP</b> |
| <p>I would now like to ask you about High Definition television, or HDTV.<br/>Is this set connected to freesat HD? freesat HD is the high definition service available with freesat</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p> <a href="#">Yes</a><br/> <a href="#">No</a><br/> <a href="#">Don't know</a><br/> <a href="#">Further information</a> </p>                                         |                    |           |
| <b>ASK IF YES AT S10, OTHERWISE GO TO S25</b>                                                                                                                                                                                                                                                                                                                                                                                                  |                    |           |
| <b>S24</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>SHOW SCREEN</b> | <b>SP</b> |
| <p>You have said this set is able to receive its channels via cable. <b>(IF S9, S11 OR S12 = YES)</b> Is this set connected to V+? V+ is a box that enables you to record TV programmes without the need for tapes or DVDs.</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p> <a href="#">Yes</a><br/> <a href="#">No</a><br/> <a href="#">Don't know</a><br/> <a href="#">Further information</a> </p> |                    |           |
| <b>ASK IF YES AT S10 AND NO AT S24 OTHERWISE GO TO S25</b>                                                                                                                                                                                                                                                                                                                                                                                     |                    |           |
| <b>S53</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>SHOW SCREEN</b> | <b>SP</b> |
| <p>I would now like to ask you about High Definition television, or HDTV.<br/>Is this set connected to a Virgin HD box? Virgin HD is the high definition service available with Virgin Media's cable service</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <p> <a href="#">Yes</a><br/> <a href="#">No</a><br/> <a href="#">Don't know</a><br/> <a href="#">Further information</a> </p>                |                    |           |

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

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

|                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|----------|-----------|----------|----------------|------------|----------|----------------------------------|---------------------------|-------------|-------------|-----------------|----------------------------|-----------|------------|------------------------|-----------|----|
| <b>IF <u>ADDITIONAL SETS</u> AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT S10, 11, 12, 14, 15 and 16) ASK S28</b><br><b>IF MAIN SET OR (ADDITIONAL SETS AND DIFFERENT RECEPTION METHOD(S)) SKIP TO S29</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>S28</b>                                                                                                                                                                                                                | <b>ASK FOR ADDITIONAL SETS ONLY</b><br><br>Does this set receive exactly the same channels as the main set?<br><br>Yes<br>No<br>Don't know                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SP       |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>IF YES (CODE 1) AT S28, SKIP TO S30. IF NO (CODE 2) ASK S29</b>                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>S29</b>                                                                                                                                                                                                                | <b>SHOW SCREEN</b><br><br>Which of the following channels are <u>currently</u> received on this set?<br><br><b>ROTATE ORDER OF SCREENS</b><br><br><table border="0"> <tr> <td>A. BBC 3</td> <td>J. CBeebies</td> </tr> <tr> <td>B. BBC 4</td> <td>K. BBC HD</td> </tr> <tr> <td>C. ITV 2</td> <td>L. Nickelodeon</td> </tr> <tr> <td>D. Sky One</td> <td>M. Bravo</td> </tr> <tr> <td>E. G.O.L.D. (formerly UKTV Gold)</td> <td>N. Any Sky Movies channel</td> </tr> <tr> <td>F. Hallmark</td> <td>O. Sky News</td> </tr> <tr> <td>G. Challenge TV</td> <td>P. Sky Sports 1, 2, 3 or 4</td> </tr> <tr> <td>H. Living</td> <td>Don't know</td> </tr> <tr> <td>I. National Geographic</td> <td>No answer</td> </tr> </table> | 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 | MP |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>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</b>                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>ASK IF ANY CHANNEL SELECTED AT S29 AND S16 = CODE 2 AND (S18 NOT CODE 1 OR 2)</b>                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>S30</b>                                                                                                                                                                                                                | Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite?<br><br>Yes<br>No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | SP       |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>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</b>                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>S31</b>                                                                                                                                                                                                                | 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?<br><br>Yes<br>No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | SP       |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>ASK IF ANY CHANNEL SELECTED AT S29 AND S14 = CODE 3 AND NONE OF S10, 11, 12 = YES</b>                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>S32</b>                                                                                                                                                                                                                | 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?<br><br>Yes<br>No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SP       |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>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</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |
| <b>S33</b>                                                                                                                                                                                                                | Some of the channels you have stated are not available from freesat. Is it possible you receive digital satellite from Sky?<br><br>Yes<br>No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | SP       |             |          |           |          |                |            |          |                                  |                           |             |             |                 |                            |           |            |                        |           |    |

**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

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

|                                                                                                                                                                                                                                              |                                                                                                                                                                     |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT H22</b>                                                                                                                                                                                         |                                                                                                                                                                     |    |
| <b>H54</b>                                                                                                                                                                                                                                   | <b>SHOW SCREEN</b>                                                                                                                                                  | MP |
| <p>In addition to playing games; which of the following do you use your games console(s) for?</p> <p>To connect to the internet</p> <p>To watch TV programmes</p> <p>To play DVD or Blu-ray disks</p> <p>None of these</p> <p>Don't know</p> |                                                                                                                                                                     |    |
| <b>IF GAMES CONSOLES USED TO CONNECT TO THE INTERNET (H54=CODE 1) – CODE AS 1 AND SKIP TO H17 OTHERWISE ASK H16</b>                                                                                                                          |                                                                                                                                                                     |    |
| <b>H16</b>                                                                                                                                                                                                                                   | Do you or anyone in your household ever access the internet at home by any method                                                                                   | SP |
| <p>Yes</p> <p>No</p> <p>Don't know</p>                                                                                                                                                                                                       |                                                                                                                                                                     |    |
| <b>ASK IF YES (CODE 1) AT H16</b>                                                                                                                                                                                                            |                                                                                                                                                                     |    |
| <b>H17</b>                                                                                                                                                                                                                                   | 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 |
| <p>Yes</p> <p>No</p> <p>Don't know</p>                                                                                                                                                                                                       |                                                                                                                                                                     |    |

## PC AND LAPTOP SECTION

|                                                                                   |                                                                                                                                                                                                                 |    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK ALL</b>                                                                    |                                                                                                                                                                                                                 |    |
| <b>H51 intro</b>                                                                  | I now want to ask you about any computers in your household.                                                                                                                                                    |    |
| By computer I mean any desktop, laptop or notebook device including PCs and Macs. |                                                                                                                                                                                                                 |    |
| <b>H51</b>                                                                        | How many computers are there in your household?                                                                                                                                                                 |    |
| <p>WRITE IN</p> <p>Don't know</p> <p>Refused</p>                                  |                                                                                                                                                                                                                 |    |
| <b>ASK IF H51&gt;9. IF CODED AS NO, ROUTE BACK TO H51</b>                         |                                                                                                                                                                                                                 |    |
| <b>H52</b>                                                                        | You have said that you have <<insert number of computers claimed at H51>> computers. Is this correct                                                                                                            | SP |
| <p>Yes</p> <p>No</p>                                                              |                                                                                                                                                                                                                 |    |
| <b>ASK IF H51&gt;0: OTHERWISE GO TO H24</b>                                       |                                                                                                                                                                                                                 |    |
| <b>H53</b>                                                                        | <p><b>(IF 1 COMPUTER)</b> Is this computer ever used to watch TV programmes via the internet?</p> <p><b>(IF 2+ COMPUTERS)</b> Are any of these computers ever used to watch TV programmes via the internet?</p> | SP |
| <p>Yes</p> <p>No</p>                                                              |                                                                                                                                                                                                                 |    |

## START OF PERSON LOOP

| FOR P1 ONLY                                                        |                                                                                                                                                                                                                                                                                   |            |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>P1</b>                                                          | <b>HOUSEHOLD COMPOSITION</b>                                                                                                                                                                                                                                                      |            |
| 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).<br><b>NOTE:</b> Please tell me about the members of your household in the following order: |            |
|                                                                    | <ul style="list-style-type: none"> <li>- you</li> <li>- your spouse or partner</li> <li>- any children starting with the eldest</li> <li>- anyone else</li> </ul>                                                                                                                 |            |
| FOR P2 ONWARDS                                                     |                                                                                                                                                                                                                                                                                   |            |
| <b>P1</b>                                                          | Is there anyone else living here?                                                                                                                                                                                                                                                 | SP         |
|                                                                    | Yes                                                                                                                                                                                                                                                                               |            |
|                                                                    | No                                                                                                                                                                                                                                                                                |            |
| IF YES CONTINUE TO P2, IF NO GO TO H25                             |                                                                                                                                                                                                                                                                                   |            |
| ASK ALL                                                            |                                                                                                                                                                                                                                                                                   |            |
| <b>P2</b>                                                          | Record sex of <b>respondent</b> ( <i>IF RESPONDENT</i> )                                                                                                                                                                                                                          | SP         |
|                                                                    | What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? ( <i>IF NOT RESPONDENT</i> )                                                                                                                                                                                   |            |
|                                                                    | <b>(MAY NOT BE BLANK)</b>                                                                                                                                                                                                                                                         |            |
|                                                                    | Male                                                                                                                                                                                                                                                                              |            |
|                                                                    | Female                                                                                                                                                                                                                                                                            |            |
| ASK ALL                                                            |                                                                                                                                                                                                                                                                                   |            |
| <b>P3</b>                                                          | 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?                                                                                                                  |            |
|                                                                    | <b>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</b>                                                                                                                                                                                                                             |            |
|                                                                    | (ALLOW REF)                                                                                                                                                                                                                                                                       | WRITE IN > |
| ASK IF P3 IS REF                                                   |                                                                                                                                                                                                                                                                                   |            |
| <b>P4</b>                                                          | Record age group household member falls into                                                                                                                                                                                                                                      | SP         |
|                                                                    | <b>(MAY NOT BE BLANK)</b>                                                                                                                                                                                                                                                         |            |
|                                                                    | <b>(1<sup>st</sup> ITERATION ONLY)</b> 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 |                                                                                                                                                                                                                                                                                   |            |
| <b>P5</b>                                                          | Are you ( <i>IF RESPONDENT</i> ) they ( <i>IF NOT RESPONDENT</i> )...                                                                                                                                                                                                             | SP         |
|                                                                    | <b>(MAY NOT BE BLANK)</b>                                                                                                                                                                                                                                                         |            |
|                                                                    | Married/living as married                                                                                                                                                                                                                                                         |            |
|                                                                    | Single/widowed/divorced/separated                                                                                                                                                                                                                                                 |            |

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>ASK ALL</b>                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P6</b>                                                                     | <b>SHOW SCREEN</b><br><br>Which of the categories on this screen applies to you ( <b>IF RESPONDENT</b> ) this person ( <b>IF NOT RESPONDENT</b> )? 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 <b>equally</b> responsible.<br><br>Head of household – if only 1 head of household<br>Joint head of household – if 2 or more households members share this responsibility <b>equally</b><br>Spouse/partner of head of household<br>Parent of head of household<br>Son/daughter of head of household<br>Other | SP |
| <b>ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P8</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P7</b>                                                                     | Are you ( <b>IF RESPONDENT</b> ) this person ( <b>IF NOT RESPONDENT</b> ) the parent or guardian of anyone in the household?<br><br>Yes<br>No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SP |
| <b>ASK ALL</b>                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P8</b>                                                                     | Are you ( <b>IF RESPONDENT</b> ) this person ( <b>IF NOT RESPONDENT</b> ) the child or dependant of anyone in the household?<br><br>Yes<br>No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SP |
| <b>ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P11</b>    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P9</b>                                                                     | <b>SHOW SCREEN</b><br><br>What is your ( <b>IF RESPONDENT</b> ) their ( <b>IF NOT RESPONDENT</b> ) working status?<br><br><b>(MAY NOT BE BLANK)</b><br><br>30+ hours/week<br>8-29 hours/week<br>Less than 8 hours/week<br>Full time education<br>Unemployed<br>Retired<br>Not Employed i.e. not working or housewife/husband                                                                                                                                                                                                                                                                                                                                            | SP |
| <b>ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT P9, OTHERWISE SKIP TO P11</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P10</b>                                                                    | <b>SHOW SCREEN</b><br><br>At what age did you ( <b>IF RESPONDENT</b> ) they ( <b>IF NOT RESPONDENT</b> ) complete full time education?<br><br>15 years and under<br>16-18 years<br>19 years and over<br>Still in education<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                                                                                                                                     | SP |
| <b>ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13</b>                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <b>P11</b>                                                                    | Can you ( <b>IF RESPONDENT</b> ) this person ( <b>IF NOT RESPONDENT</b> ) speak Welsh?<br><br>Yes<br>No<br>Don't know                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | SP |

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

**END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26</b>                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>H25</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>SP</b> |
| What language do you prefer to speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>What language does the household use most of the time? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br><br>Welsh<br>English<br>Welsh and English equally<br>Welsh and other language other than English (equally)<br>Other<br>Don't know                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27</b>                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>H26</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>SP</b> |
| What language do you prefer to speak? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>What language does the household use most of the time? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br><br>Gaelic<br>English<br>Gaelic and English equally<br>Gaelic and other language other than English (equally)<br>Other<br>Don't know                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>ASK ALL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>H27</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>MP</b> |
| Do you work for any of the following? ( <b>ASK IF 1 PERSON HOUSEHOLD</b> )<br>Do you or does any member of your household work for any of these? ( <b>ASK IF 2+ PERSON HOUSEHOLD</b> )<br><br>A television station, that is either the BBC or a commercial channel<br>A radio station, that is either the BBC or a commercial station<br>Journalism for a newspaper, magazine or online publisher<br>An advertising or media agency<br>A market research company<br>None of these |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)</b>                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>H28</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Which of the household members you have mentioned is the member of the family who is <b>solely or mainly</b> 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 <b>equally</b> responsible<br><br><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON</b>                                                                                                                                                                                              | <b>MP</b> |
| <b>IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)</b>                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>H29</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 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 <b>equally</b> responsible.<br><br><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER</b> | <b>MP</b> |

| 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 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 <b>equal</b> . | 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                               | 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 P9) <u>previous job</u> (IF THE CIE IS UNEMPLOYED/RETIRED AT P9)                                                                     |  |
| H35                               | What type of firm or organisation do (IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT) does (IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT) did (IF CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF CIE IS FEMALE AT P2 AND NOT RESPONDENT) work in? |  |
| WRITE IN<br>Don't know<br>Refused |                                                                                                                                                                                                                                                                                                          |  |

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

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

**ASK ALL**

|            |                                                                                                                                                                                                                                                                                                                                      |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>H39</b> | 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<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                    |

|                |                                                                                                                                                                                                                                                                                                                                                                |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK ALL</b> |                                                                                                                                                                                                                                                                                                                                                                |
| <b>H40</b>     | 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<br>Yes – foreman/supervisor<br>No<br>Don't know                                                                                                                                                                                                                                                                                                  |

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

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

|                |                                                                                                                                                                                                                                                                                                                                               |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ASK ALL</b> |                                                                                                                                                                                                                                                                                                                                               |
| <b>H43</b>     | Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT P2 AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT) any qualifications?<br><br><b>NOTE: If teacher – state whether primary, secondary or other level.</b><br><b>(Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details.</b> |
|                | WRITE IN<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                             |

|                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>IF CIE RETIRED (CODE 6 AT P9) ASK H31</b><br><b>IF CIE UNEMPLOYED (CODE 5 AT P9) ASK H32</b><br><b>OTHERWISE SKIP TO H35</b> |                                                                                                                                                                                                                                                                                                                                                                               |
| <b>H31</b>                                                                                                                      | (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)<br>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)<br>No (retired/pensioner/widow with state benefits only)<br>Don't know<br>Refused                                                                                                                                                                                                       |
| <b>PLEASE NOW SKIP TO H44</b>                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                               |

|                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------|--------------|-----------|--------------|---------------|------------|------------|------------------|-------------|-----------------|-------------------|--------------|---------------|------------|------------|-----------------|--|--|
| <b>ASK IF CIE UNEMPLOYED (CODE 5 AT P9)</b>                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>H32</b>                                                                      | How long have you ( <i>IF RESPONDENT</i> ) has household member << <i>INSERT PERSON NUMBER</i> >> ( <i>IF NOT RESPONDENT</i> ) been unemployed for                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | SP              |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
|                                                                                 | Less than 6 months<br>More than 6 months<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>ASK IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>H33</b>                                                                      | And previously, were you ( <i>IF RESPONDENT</i> ) they ( <i>IF NOT RESPONDENT</i> )....                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SP              |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
|                                                                                 | In full time employment (30+ hours per week)<br>In part time employment (8-29 hours per week)<br>In full time education<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>PLEASE NOW SKIP TO H44</b>                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>ASK IF UNEMPLOYED MORE THAN 6 MONTHS, (CODE 2) AT H32</b>                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>H34</b>                                                                      | Is that ....                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SP              |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
|                                                                                 | Unemployed with income other than or in addition to state benefits?<br>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.<br>Don't know<br>Refused                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>CODE FOR ALL</b>                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>H44</b>                                                                      | <b>BRING UP SUMMARY SCREEN FOR H35-H43</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | SP              |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
|                                                                                 | CODE SOCIAL GRADE<br><br><b>MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.</b><br><br>A<br>B<br>C1<br>C2<br>D<br>E                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>ASK ALL</b>                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| <b>H45</b>                                                                      | <b>SHOW SCREEN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | MP              |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
|                                                                                 | Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?<br><br><table border="0"> <tr> <td>Daily Telegraph</td> <td>The Sun</td> </tr> <tr> <td>The Guardian</td> <td>The Times</td> </tr> <tr> <td>The Scotsman</td> <td>Daily Express</td> </tr> <tr> <td>The Herald</td> <td>Daily Mail</td> </tr> <tr> <td>The Daily Mirror</td> <td>Daily Sport</td> </tr> <tr> <td>The Independent</td> <td>Any Evening Paper</td> </tr> <tr> <td>Daily Record</td> <td>None of these</td> </tr> <tr> <td>Daily Star</td> <td>Don't know</td> </tr> <tr> <td>Financial Times</td> <td></td> </tr> </table> | Daily Telegraph | The Sun | The Guardian | The Times | The Scotsman | Daily Express | The Herald | Daily Mail | The Daily Mirror | Daily Sport | The Independent | Any Evening Paper | Daily Record | None of these | Daily Star | Don't know | Financial Times |  |  |
| Daily Telegraph                                                                 | The Sun                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| The Guardian                                                                    | The Times                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| The Scotsman                                                                    | Daily Express                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| The Herald                                                                      | Daily Mail                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| The Daily Mirror                                                                | Daily Sport                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| The Independent                                                                 | Any Evening Paper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| Daily Record                                                                    | None of these                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| Daily Star                                                                      | Don't know                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |
| Financial Times                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |         |              |           |              |               |            |            |                  |             |                 |                   |              |               |            |            |                 |  |  |

| ASK ALL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----|------------------|------------------|--------------|-------------------|-------------|--------------------|---------------|--------------------|-----------------------|--------------|------------------------|---------------|-------------------|------------|-------------------|--|
| <b>H46</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>SHOW SCREEN</b> | MP |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?                                                                                                                                                                                                                                                                                                                                                                     |                    |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| <table border="0"> <tr> <td>Sunday Telegraph</td> <td>The Sunday Times</td> </tr> <tr> <td>The Observer</td> <td>The Sunday People</td> </tr> <tr> <td>Sunday Post</td> <td>The Sunday Express</td> </tr> <tr> <td>Sunday Mirror</td> <td>The Mail on Sunday</td> </tr> <tr> <td>Independent on Sunday</td> <td>Sunday Sport</td> </tr> <tr> <td>Sunday Mail (Scotland)</td> <td>None of these</td> </tr> <tr> <td>News of the World</td> <td>Don't know</td> </tr> <tr> <td>Daily Star Sunday</td> <td></td> </tr> </table> |                    |    | Sunday Telegraph | The Sunday Times | The Observer | The Sunday People | Sunday Post | The Sunday Express | Sunday Mirror | The Mail on Sunday | Independent on Sunday | Sunday Sport | Sunday Mail (Scotland) | None of these | News of the World | Don't know | Daily Star Sunday |  |
| Sunday Telegraph                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | The Sunday Times   |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| The Observer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | The Sunday People  |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| Sunday Post                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | The Sunday Express |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| Sunday Mirror                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | The Mail on Sunday |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| Independent on Sunday                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Sunday Sport       |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| Sunday Mail (Scotland)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | None of these      |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| News of the World                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Don't know         |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |
| Daily Star Sunday                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    |    |                  |                  |              |                   |             |                    |               |                    |                       |              |                        |               |                   |            |                   |  |

| ASK ALL                 |                                                                                                                                               |    |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>H47</b>              | Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? | SP |
| Yes<br>No<br>Don't know |                                                                                                                                               |    |

| ASK IF YES (CODE 1) AT H47, OTHERWISE GO TO H50                        |                                                                                                          |      |
|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------|
| <b>H48</b>                                                             | Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these? | MP   |
| Landline<br>Mobile telephone<br>Both<br>Other<br>Don't know<br>Refused |                                                                                                          |      |
|                                                                        |                                                                                                          | (SP) |

| ASK ALL WITH ANY TELEPHONE AT H48                                                                     |                                                                                                                              |  |
|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--|
| <b>H49</b>                                                                                            | What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection? |  |
| <b>NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number</b> |                                                                                                                              |  |
| WRITE IN<br>Refused                                                                                   |                                                                                                                              |  |

| ASK ALL:   |                                                                                                                                                                                                                                                                                                                                                          |    |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>H50</b> | 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. | SP |
| Yes<br>No  |                                                                                                                                                                                                                                                                                                                                                          |    |