



BARB Establishment Survey
Annual Data Report
Volume 1: Total Network & Appendices
April 2011 to March 2012

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2011 - March 2012

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Introduction

This reports contains the weighted data results from the Establishment survey for the period April 2011 - March 2012

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.

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%H (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%H (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
AB	6486	6300	6177	2900	955	4552	2178	2374
%V	23.9%	24.1%	24.3%	26.1%	25.1%	23.4%	24.8%	22.3%
%H (All HH)		97.1%	95.2%	44.7%	14.7%	70.2%	33.6%	36.6%
%H (TV HH)			98.0%	46.0%	15.2%	72.3%	34.6%	37.7%
C1	7483	7135	6958	3098	1118	5300	2509	2791
%V	27.6%	27.3%	27.4%	27.9%	29.3%	27.3%	28.5%	26.2%
%H (All HH)		95.3%	93.0%	41.4%	14.9%	70.8%	33.5%	37.3%
%H (TV HH)			97.5%	43.4%	15.7%	74.3%	35.2%	39.1%
C2	5308	5181	5078	2376	804	3982	2044	1938
%V	19.6%	19.8%	20.0%	21.4%	21.1%	20.5%	23.3%	18.2%
%H (All HH)		97.6%	95.7%	44.8%	15.1%	75.0%	38.5%	36.5%
%H (TV HH)			98.0%	45.9%	15.5%	76.9%	39.5%	37.4%
D	4136	3978	3848	1714	550	2923	1302	1621
%V	15.2%	15.2%	15.2%	15.4%	14.4%	15.0%	14.8%	15.2%
%H (All HH)		96.2%	93.0%	41.4%	13.3%	70.7%	31.5%	39.2%
%H (TV HH)			96.7%	43.1%	13.8%	73.5%	32.7%	40.7%
E	3728	3580	3336	1034	386	2689	757	1932
%V	13.7%	13.7%	13.1%	9.3%	10.1%	13.8%	8.6%	18.1%
%H (All HH)		96.0%	89.5%	27.7%	10.4%	72.1%	20.3%	51.8%
%H (TV HH)			93.2%	28.9%	10.8%	75.1%	21.1%	54.0%

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 2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%H (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%H (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
Under 25	1214	1032	994	397	166	714	277	436
%V	4.5%	3.9%	3.9%	3.6%	4.4%	3.7%	3.2%	4.1%
%H (All HH)		85.0%	81.9%	32.7%	13.7%	58.8%	22.8%	35.9%
%H (TV HH)			96.3%	38.5%	16.1%	69.2%	26.8%	42.2%
25 - 34	4244	3978	3885	2028	667	2573	1358	1215
%V	15.6%	15.2%	15.3%	18.2%	17.5%	13.2%	15.4%	11.4%
%H (All HH)		93.7%	91.5%	47.8%	15.7%	60.6%	32.0%	28.6%
%H (TV HH)			97.7%	51.0%	16.8%	64.7%	34.1%	30.5%
35 - 44	4896	4716	4635	2424	843	3330	1918	1411
%V	18.0%	18.0%	18.3%	21.8%	22.1%	17.1%	21.8%	13.2%
%H (All HH)		96.3%	94.7%	49.5%	17.2%	68.0%	39.2%	28.8%
%H (TV HH)			98.3%	51.4%	17.9%	70.6%	40.7%	29.9%
45 - 54	5247	5109	5025	2411	882	3872	2085	1787
%V	19.3%	19.5%	19.8%	21.7%	23.1%	19.9%	23.7%	16.8%
%H (All HH)		97.4%	95.8%	46.0%	16.8%	73.8%	39.7%	34.1%
%H (TV HH)			98.4%	47.2%	17.3%	75.8%	40.8%	35.0%
55 - 64	4456	4349	4249	1873	634	3377	1600	1778
%V	16.4%	16.6%	16.7%	16.8%	16.6%	17.4%	18.2%	16.7%
%H (All HH)		97.6%	95.4%	42.0%	14.2%	75.8%	35.9%	39.9%
%H (TV HH)			97.7%	43.1%	14.6%	77.7%	36.8%	40.9%
65 +	7085	6989	6609	1988	621	5581	1552	4029
%V	26.1%	26.7%	26.0%	17.9%	16.3%	28.7%	17.7%	37.8%
%H (All HH)		98.6%	93.3%	28.1%	8.8%	78.8%	21.9%	56.9%
%H (TV HH)			94.6%	28.4%	8.9%	79.9%	22.2%	57.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%H (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%H (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
1	9483	8945	8426	2430	1014	6739	1734	5005
%V	34.9%	34.2%	33.2%	21.9%	26.6%	34.7%	19.7%	47.0%
%H (All HH)		94.3%	88.9%	25.6%	10.7%	71.1%	18.3%	52.8%
%H (TV HH)			94.2%	27.2%	11.3%	75.3%	19.4%	56.0%
2	8351	8156	8014	3643	1175	6175	2930	3245
%V	30.8%	31.2%	31.6%	32.8%	30.8%	31.8%	33.3%	30.4%
%H (All HH)		97.7%	96.0%	43.6%	14.1%	73.9%	35.1%	38.9%
%H (TV HH)			98.3%	44.7%	14.4%	75.7%	35.9%	39.8%
3	4007	3915	3858	2066	695	2863	1729	1134
%V	14.8%	15.0%	15.2%	18.6%	18.2%	14.7%	19.7%	10.6%
%H (All HH)		97.7%	96.3%	51.6%	17.3%	71.4%	43.1%	28.3%
%H (TV HH)			98.5%	52.8%	17.8%	73.1%	44.2%	29.0%
4	3515	3438	3406	1952	626	2490	1618	871
%V	13.0%	13.1%	13.4%	17.6%	16.4%	12.8%	18.4%	8.2%
%H (All HH)		97.8%	96.9%	55.5%	17.8%	70.8%	46.0%	24.8%
%H (TV HH)			99.1%	56.8%	18.2%	72.4%	47.1%	25.3%
5+	1785	1719	1693	1030	301	1179	779	400
%V	6.6%	6.6%	6.7%	9.3%	7.9%	6.1%	8.9%	3.8%
%H (All HH)		96.3%	94.8%	57.7%	16.9%	66.1%	43.6%	22.4%
%H (TV HH)			98.5%	59.9%	17.5%	68.6%	45.3%	23.3%
Average HH size	2.28	2.30	2.32	2.64	2.51	2.26	2.67	1.93

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%V (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%V (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
Without	20449	19611	18920	7473	2692	14858	5975	8882
%V	75.3%	74.9%	74.5%	67.2%	70.6%	76.4%	68.0%	83.3%
%H (All HH)		95.9%	92.5%	36.5%	13.2%	72.7%	29.2%	43.4%
%H (TV HH)			96.5%	38.1%	13.7%	75.8%	30.5%	45.3%
With	6693	6562	6477	3649	1120	4589	2815	1774
%V	24.7%	25.1%	25.5%	32.8%	29.4%	23.6%	32.0%	16.6%
%H (All HH)		98.0%	96.8%	54.5%	16.7%	68.6%	42.1%	26.5%
%H (TV HH)			98.7%	55.6%	17.1%	69.9%	42.9%	27.0%
0 - 3	2610	2539	2503	1403	417	1663	958	705
%V	9.6%	9.7%	9.9%	12.6%	10.9%	8.6%	10.9%	6.6%
%H (All HH)		97.3%	95.9%	53.8%	16.0%	63.7%	36.7%	27.0%
%H (TV HH)			98.6%	55.3%	16.4%	65.5%	37.7%	27.8%
4 - 9	3322	3257	3216	1851	550	2232	1385	847
%V	12.2%	12.4%	12.7%	16.6%	14.4%	11.5%	15.8%	7.9%
%H (All HH)		98.0%	96.8%	55.7%	16.6%	67.2%	41.7%	25.5%
%H (TV HH)			98.7%	56.8%	16.9%	68.5%	42.5%	26.0%
10 - 15	3159	3121	3084	1770	548	2297	1493	804
%V	11.6%	11.9%	12.1%	15.9%	14.4%	11.8%	17.0%	7.5%
%H (All HH)		98.8%	97.6%	56.0%	17.3%	72.7%	47.3%	25.5%
%H (TV HH)			98.8%	56.7%	17.6%	73.6%	47.8%	25.8%

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

%V = percentage of vertical total

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

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%H (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%H (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
1	10716	10716	10137	3554	1368	6937	1714	5223
%V	39.5%	40.9%	39.9%	32.0%	35.9%	35.7%	19.5%	49.0%
%H (All HH)		100.0%	94.6%	33.2%	12.8%	64.7%	16.0%	48.7%
%H (TV HH)			94.6%	33.2%	12.8%	64.7%	16.0%	48.7%
2	8823	8823	8664	3881	1322	6839	3294	3545
%V	32.5%	33.7%	34.1%	34.9%	34.7%	35.2%	37.5%	33.3%
%H (All HH)		100.0%	98.2%	44.0%	15.0%	77.5%	37.3%	40.2%
%H (TV HH)			98.2%	44.0%	15.0%	77.5%	37.3%	40.2%
3	4018	4018	3985	2090	663	3370	2087	1282
%V	14.8%	15.4%	15.7%	18.8%	17.4%	17.3%	23.7%	12.0%
%H (All HH)		100.0%	99.2%	52.0%	16.5%	83.9%	51.9%	31.9%
%H (TV HH)			99.2%	52.0%	16.5%	83.9%	51.9%	31.9%
4	1702	1702	1697	992	316	1489	1070	419
%V	6.3%	6.5%	6.7%	8.9%	8.3%	7.7%	12.2%	3.9%
%H (All HH)		100.0%	99.7%	58.3%	18.6%	87.5%	62.9%	24.6%
%H (TV HH)			99.7%	58.3%	18.6%	87.5%	62.9%	24.6%
5+	914	914	914	605	143	812	625	187
%V	3.4%	3.5%	3.6%	5.4%	3.8%	4.2%	7.1%	1.8%
%H (All HH)		100.0%	100.0%	66.2%	15.6%	88.8%	68.4%	20.5%
%H (TV HH)			100.0%	66.2%	15.6%	88.8%	68.4%	20.5%

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

%V = percentage of vertical total

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

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

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Household level data

Table 6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%H (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%H (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
Under 20"	9117	9117	8873	3979	1314	7502	3843	3659
%V	33.6%	34.8%	34.9%	35.8%	34.5%	38.6%	43.7%	34.3%
%H (All HH)		100.0%	97.3%	43.6%	14.4%	82.3%	42.2%	40.1%
%H (TV HH)			97.3%	43.6%	14.4%	82.3%	42.2%	40.1%
20" - 29"	11667	11667	11214	4614	1601	9085	3983	5102
%V	43.0%	44.6%	44.2%	41.5%	42.0%	46.7%	45.3%	47.9%
%H (All HH)		100.0%	96.1%	39.5%	13.7%	77.9%	34.1%	43.7%
%H (TV HH)			96.1%	39.5%	13.7%	77.9%	34.1%	43.7%
30" - 39"	13099	13099	12937	6044	2034	10082	5108	4974
%V	48.3%	50.0%	50.9%	54.3%	53.4%	51.8%	58.1%	46.7%
%H (All HH)		100.0%	98.8%	46.1%	15.5%	77.0%	39.0%	38.0%
%H (TV HH)			98.8%	46.1%	15.5%	77.0%	39.0%	38.0%
40" and over	8308	8308	8271	4894	1452	6054	4013	2041
%V	30.6%	31.7%	32.6%	44.0%	38.1%	31.1%	45.7%	19.2%
%H (All HH)		100.0%	99.6%	58.9%	17.5%	72.9%	48.3%	24.6%
%H (TV HH)			99.6%	58.9%	17.5%	72.9%	48.3%	24.6%

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

%V = percentage of vertical total

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

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

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%V		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%H (All HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
%H (TV HH)								
Main living room	25853	25853	25115	11035	3784	19224	8735	10488
%V	95.3%	98.8%	98.9%	99.2%	99.3%	98.9%	99.4%	98.4%
%H (All HH)		100.0%	97.1%	42.7%	14.6%	74.4%	33.8%	40.6%
%H (TV HH)			97.1%	42.7%	14.6%	74.4%	33.8%	40.6%
Kitchen	3515	3515	3470	1760	431	2976	1665	1311
%V	13.0%	13.4%	13.7%	15.8%	11.3%	15.3%	18.9%	12.3%
%H (All HH)		100.0%	98.7%	50.1%	12.3%	84.7%	47.4%	37.3%
%H (TV HH)			98.7%	50.1%	12.3%	84.7%	47.4%	37.3%
Adult's bedroom	11688	11688	11533	5820	1931	9487	5558	3929
%V	43.1%	44.7%	45.4%	52.3%	50.7%	48.8%	63.2%	36.9%
%H (All HH)		100.0%	98.7%	49.8%	16.5%	81.2%	47.6%	33.6%
%H (TV HH)			98.7%	49.8%	16.5%	81.2%	47.6%	33.6%
Child's bedroom	2397	2397	2387	1394	454	2003	1431	572
%V	8.8%	9.2%	9.4%	12.5%	11.9%	10.3%	16.3%	5.4%
%H (All HH)		100.0%	99.6%	58.2%	18.9%	83.6%	59.7%	23.9%
%H (TV HH)			99.6%	58.2%	18.9%	83.6%	59.7%	23.9%
Other bedroom	1184	1184	1172	647	187	1004	644	360
%V	4.4%	4.5%	4.6%	5.8%	4.9%	5.2%	7.3%	3.4%
%H (All HH)		100.0%	99.0%	54.6%	15.8%	84.8%	54.4%	30.4%
%H (TV HH)			99.0%	54.6%	15.8%	84.8%	54.4%	30.4%
Second living/dining room	2816	2816	2788	1472	424	2324	1386	939
%V	10.4%	10.8%	11.0%	13.2%	11.1%	12.0%	15.8%	8.8%
%H (All HH)		100.0%	99.0%	52.3%	15.1%	82.5%	49.2%	33.3%
%H (TV HH)			99.0%	52.3%	15.1%	82.5%	49.2%	33.3%
Study/office	545	545	540	297	74	459	278	181
%V	2.0%	2.1%	2.1%	2.7%	1.9%	2.4%	3.2%	1.7%
%H (All HH)		100.0%	99.1%	54.5%	13.6%	84.2%	51.0%	33.2%
%H (TV HH)			99.1%	54.5%	13.6%	84.2%	51.0%	33.2%
TV room	215	215	213	131	32	172	118	54
%V	0.8%	0.8%	0.8%	1.2%	0.8%	0.9%	1.3%	0.5%
%H (All HH)		100.0%	99.1%	60.9%	14.9%	80.0%	54.9%	25.1%
%H (TV HH)			99.1%	60.9%	14.9%	80.0%	54.9%	25.1%
No specific location	63	63	63	34	8	54	32	22
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	54.0%	12.7%	85.7%	50.8%	34.9%
%H (TV HH)			100.0%	54.0%	12.7%	85.7%	50.8%	34.9%
Other	241	241	241	145	35	207	143	64
%V	0.9%	0.9%	0.9%	1.3%	0.9%	1.1%	1.6%	0.6%
%H (All HH)		100.0%	100.0%	60.2%	14.5%	85.9%	59.3%	26.6%
%H (TV HH)			100.0%	60.2%	14.5%	85.9%	59.3%	26.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%V (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%V (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
PVR	13141	13141	13137	8505	2052	9264	6529	2735
%V	48.4%	50.2%	51.7%	76.5%	53.8%	47.6%	74.3%	25.7%
%H (All HH)		100.0%	100.0%	64.7%	15.6%	70.5%	49.7%	20.8%
%H (TV HH)			100.0%	64.7%	15.6%	70.5%	49.7%	20.8%
DVDR	3221	3221	3174	1499	518	2495	1297	1198
%V	11.9%	12.3%	12.5%	13.5%	13.6%	12.8%	14.8%	11.2%
%H (All HH)		100.0%	98.5%	46.5%	16.1%	77.5%	40.3%	37.2%
%H (TV HH)			98.5%	46.5%	16.1%	77.5%	40.3%	37.2%
VCR	3391	3391	3235	1160	488	2596	981	1615
%V	12.5%	13.0%	12.7%	10.4%	12.8%	13.3%	11.2%	15.2%
%H (All HH)		100.0%	95.4%	34.2%	14.4%	76.6%	28.9%	47.6%
%H (TV HH)			95.4%	34.2%	14.4%	76.6%	28.9%	47.6%
Any recorder	16197	16197	16012	9146	2496	11657	7118	4539
%V	59.7%	61.9%	63.0%	82.2%	65.5%	59.9%	81.0%	42.6%
%H (All HH)		100.0%	98.9%	56.5%	15.4%	72.0%	43.9%	28.0%
%H (TV HH)			98.9%	56.5%	15.4%	72.0%	43.9%	28.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2011 - March 2012

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
% <i>H</i> (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
% <i>H</i> (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
Receives HDTV (via STB or built-in reception)	9808	9808	9808	5546	2302	7044	4931	2113
% <i>V</i>	36.1%	37.5%	38.6%	49.9%	60.4%	36.2%	56.1%	19.8%
% <i>H</i> (All HH)		100.0%	100.0%	56.5%	23.5%	71.8%	50.3%	21.5%
% <i>H</i> (TV HH)			100.0%	56.5%	23.5%	71.8%	50.3%	21.5%
DVD/Blu-ray player or recorder	20724	20724	20372	9367	3220	15601	7640	7960
% <i>V</i>	76.4%	79.2%	80.2%	84.2%	84.5%	80.2%	86.9%	74.7%
% <i>H</i> (All HH)		100.0%	98.3%	45.2%	15.5%	75.3%	36.9%	38.4%
% <i>H</i> (TV HH)			98.3%	45.2%	15.5%	75.3%	36.9%	38.4%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27142	26173	25397	11121	3812	19446	8790	10657
%H (All HH)		96.4%	93.6%	41.0%	14.0%	71.6%	32.4%	39.3%
%H (TV HH)			97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
Has PC or Laptop	20297	19608	19305	9540	3322	14320	7695	6625
%V	74.8%	74.9%	76.0%	85.8%	87.1%	73.6%	87.5%	62.2%
%H (All HH)		96.6%	95.1%	47.0%	16.4%	70.6%	37.9%	32.6%
%H (TV HH)			98.5%	48.7%	16.9%	73.0%	39.2%	33.8%
Has broadband internet	19054	18432	18182	9196	3250	13386	7473	5913
%V	70.2%	70.4%	71.6%	82.7%	85.3%	68.8%	85.0%	55.5%
%H (All HH)		96.7%	95.4%	48.3%	17.1%	70.3%	39.2%	31.0%
%H (TV HH)			98.6%	49.9%	17.6%	72.6%	40.5%	32.1%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2011 - March 2012

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
Total Sets	52190	51173	24861	8037	41081	22244	18837
%H		98.1%	47.6%	15.4%	78.7%	42.6%	36.1%
Under 20"	12375	12092	5635	1821	10342	5600	4742
%V	23.7%	23.6%	22.7%	22.7%	25.2%	25.2%	25.2%
%H		97.7%	45.5%	14.7%	83.6%	45.3%	38.3%
20" - 29"	14689	14194	6124	2066	11652	5505	6147
%V	28.1%	27.7%	24.6%	25.7%	28.4%	24.7%	32.6%
%H		96.6%	41.7%	14.1%	79.3%	37.5%	41.8%
30" - 39"	15191	15021	7267	2423	11795	6303	5492
%V	29.1%	29.4%	29.2%	30.1%	28.7%	28.3%	29.2%
%H		98.9%	47.8%	16.0%	77.6%	41.5%	36.2%
40" and over	9321	9283	5607	1636	6830	4640	2190
%V	17.9%	18.1%	22.6%	20.4%	16.6%	20.9%	11.6%
%H		99.6%	60.2%	17.6%	73.3%	49.8%	23.5%
Don't know	615	584	229	91	461	195	266
%V	1.2%	1.1%	0.9%	1.1%	1.1%	0.9%	1.4%
%H		95.0%	37.2%	14.8%	75.0%	31.7%	43.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Sets	52190	51173	24861	8037	41081	22244	18837
%H		98.1%	47.6%	15.4%	78.7%	42.6%	36.1%
Main living room	26066	25322	11139	3817	19387	8826	10561
%V	49.9%	49.5%	44.8%	47.5%	47.2%	39.7%	56.1%
%H		97.1%	42.7%	14.6%	74.4%	33.9%	40.5%
Kitchen	3532	3487	1770	432	2990	1672	1318
%V	6.8%	6.8%	7.1%	5.4%	7.3%	7.5%	7.0%
%H		98.7%	50.1%	12.2%	84.7%	47.3%	37.3%
Adult's bedroom	14160	13992	7232	2407	11645	7094	4552
%V	27.1%	27.3%	29.1%	29.9%	28.3%	31.9%	24.2%
%H		98.8%	51.1%	17.0%	82.2%	50.1%	32.1%
Child's bedroom	3112	3100	1835	590	2618	1900	718
%V	6.0%	6.1%	7.4%	7.3%	6.4%	8.5%	3.8%
%H		99.6%	59.0%	19.0%	84.1%	61.1%	23.1%
Other bedroom	1370	1358	764	212	1168	758	410
%V	2.6%	2.7%	3.1%	2.6%	2.8%	3.4%	2.2%
%H		99.1%	55.8%	15.5%	85.3%	55.3%	29.9%
Second living/dining room	2865	2837	1502	428	2365	1412	953
%V	5.5%	5.5%	6.0%	5.3%	5.8%	6.3%	5.1%
%H		99.0%	52.4%	14.9%	82.5%	49.3%	33.3%
Study/office	552	547	302	75	465	282	183
%V	1.1%	1.1%	1.2%	0.9%	1.1%	1.3%	1.0%
%H		99.1%	54.7%	13.6%	84.2%	51.1%	33.2%
TV room	217	213	131	32	172	118	54
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%
%H		98.2%	60.4%	14.7%	79.3%	54.4%	24.9%
No specific location	65	64	35	8	55	32	22
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		98.5%	53.8%	12.3%	84.6%	49.2%	33.8%
Other	252	252	152	36	216	149	67
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.7%	0.4%
%H		100.0%	60.3%	14.3%	85.7%	59.1%	26.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52190	51173	24861	8037	41081	22244	18837
%H		98.1%	47.6%	15.4%	78.7%	42.6%	36.1%
PVR	16799	16796	11460	2528	11696	8651	3045
%V	32.2%	32.8%	46.1%	31.5%	28.5%	38.9%	16.2%
%H		100.0%	68.2%	15.0%	69.6%	51.5%	18.1%
DVDR	3703	3653	1780	597	2886	1555	1331
%V	7.1%	7.1%	7.2%	7.4%	7.0%	7.0%	7.1%
%H		98.6%	48.1%	16.1%	77.9%	42.0%	35.9%
VCR	3807	3639	1334	567	2923	1151	1772
%V	7.3%	7.1%	5.4%	7.1%	7.1%	5.2%	9.4%
%H		95.6%	35.0%	14.9%	76.8%	30.2%	46.5%
Any recorder	21188	20987	12759	3208	15179	9883	5297
%V	40.6%	41.0%	51.3%	39.9%	36.9%	44.4%	28.1%
%H		99.1%	60.2%	15.1%	71.6%	46.6%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52190	51173	24861	8037	41081	22244	18837
%H		98.1%	47.6%	15.4%	78.7%	42.6%	36.1%
Receives HDTV (via STB or built-in reception)	12898	12898	7380	3067	9385	6706	2679
%V	24.7%	25.2%	29.7%	38.2%	22.8%	30.1%	14.2%
%H		100.0%	57.2%	23.8%	72.8%	52.0%	20.8%
DVD/Blu-ray player or recorder	30724	30344	14953	5041	24017	13328	10689
%V	58.9%	59.3%	60.1%	62.7%	58.5%	59.9%	56.7%
%H		98.8%	48.7%	16.4%	78.2%	43.4%	34.8%

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

DATA PERIOD: ANNUAL
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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
Total Main Sets	26157	25385	11117	3810	19437	8787	10650
%H		97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
Under 20"	934	802	141	83	668	91	576
%V	3.6%	3.2%	1.3%	2.2%	3.4%	1.0%	5.4%
%H		85.9%	15.1%	8.9%	71.5%	9.7%	61.7%
20" - 29"	6342	5917	1697	705	4697	1162	3536
%V	24.2%	23.3%	15.3%	18.5%	24.2%	13.2%	33.2%
%H		93.3%	26.8%	11.1%	74.1%	18.3%	55.8%
30" - 39"	10605	10450	4493	1586	8084	3647	4437
%V	40.5%	41.2%	40.4%	41.6%	41.6%	41.5%	41.7%
%H		98.5%	42.4%	15.0%	76.2%	34.4%	41.8%
40" and over	7989	7953	4699	1395	5795	3830	1965
%V	30.5%	31.3%	42.3%	36.6%	29.8%	43.6%	18.5%
%H		99.5%	58.8%	17.5%	72.5%	47.9%	24.6%
Don't know	287	263	87	40	194	57	137
%V	1.1%	1.0%	0.8%	1.0%	1.0%	0.6%	1.3%
%H		91.6%	30.3%	13.9%	67.6%	19.9%	47.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26157	25385	11117	3810	19437	8787	10650
%H		97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
PVR	12752	12749	8323	1982	8925	6336	2589
%V	48.8%	50.2%	74.9%	52.0%	45.9%	72.1%	24.3%
%H		100.0%	65.3%	15.5%	70.0%	49.7%	20.3%
DVDR	2719	2677	1222	435	2090	1045	1044
%V	10.4%	10.5%	11.0%	11.4%	10.8%	11.9%	9.8%
%H		98.5%	44.9%	16.0%	76.9%	38.4%	38.4%
VCR	2774	2628	868	399	2105	726	1378
%V	10.6%	10.4%	7.8%	10.5%	10.8%	8.3%	12.9%
%H		94.7%	31.3%	14.4%	75.9%	26.2%	49.7%
Any recorder	15634	15459	8935	2399	11181	6903	4278
%V	59.8%	60.9%	80.4%	63.0%	57.5%	78.6%	40.2%
%H		98.9%	57.2%	15.3%	71.5%	44.2%	27.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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
Total Main Sets	26157	25385	11117	3810	19437	8787	10650
%H		97.0%	42.5%	14.6%	74.3%	33.6%	40.7%
Receives HDTV (via STB or built-in reception)	9416	9416	5325	2230	6705	4707	1998
%V	36.0%	37.1%	47.9%	58.5%	34.5%	53.6%	18.8%
%H		100.0%	56.6%	23.7%	71.2%	50.0%	21.2%
DVD/Blu-ray player or recorder	19558	19224	8789	3026	14662	7094	7568
%V	74.8%	75.7%	79.1%	79.4%	75.4%	80.7%	71.1%
%H		98.3%	44.9%	15.5%	75.0%	36.3%	38.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26034	25788	13744	4227	21644	13457	8187
<i>%H</i>		99.1%	52.8%	16.2%	83.1%	51.7%	31.4%
Under 20"	11440	11290	5493	1737	9674	5508	4166
<i>%V</i>	43.9%	43.8%	40.0%	41.1%	44.7%	40.9%	50.9%
<i>%H</i>		98.7%	48.0%	15.2%	84.6%	48.1%	36.4%
20" - 29"	8347	8277	4426	1361	6955	4344	2611
<i>%V</i>	32.1%	32.1%	32.2%	32.2%	32.1%	32.3%	31.9%
<i>%H</i>		99.2%	53.0%	16.3%	83.3%	52.0%	31.3%
30" - 39"	4586	4570	2774	837	3712	2656	1055
<i>%V</i>	17.6%	17.7%	20.2%	19.8%	17.2%	19.7%	12.9%
<i>%H</i>		99.7%	60.5%	18.3%	80.9%	57.9%	23.0%
40" and over	1332	1330	908	241	1035	810	225
<i>%V</i>	5.1%	5.2%	6.6%	5.7%	4.8%	6.0%	2.7%
<i>%H</i>		99.8%	68.2%	18.1%	77.7%	60.8%	16.9%
Don't know	328	321	142	51	268	138	130
<i>%V</i>	1.3%	1.2%	1.0%	1.2%	1.2%	1.0%	1.6%
<i>%H</i>		97.9%	43.3%	15.5%	81.7%	42.1%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26034	25788	13744	4227	21644	13457	8187
%H		99.1%	52.8%	16.2%	83.1%	51.7%	31.4%
PVR	4048	4047	3137	547	2770	2314	456
%V	15.5%	15.7%	22.8%	12.9%	12.8%	17.2%	5.6%
%H		100.0%	77.5%	13.5%	68.4%	57.2%	11.3%
DVDR	984	977	558	162	797	510	287
%V	3.8%	3.8%	4.1%	3.8%	3.7%	3.8%	3.5%
%H		99.3%	56.7%	16.5%	81.0%	51.8%	29.2%
VCR	1033	1012	466	167	819	425	394
%V	4.0%	3.9%	3.4%	4.0%	3.8%	3.2%	4.8%
%H		98.0%	45.1%	16.2%	79.3%	41.1%	38.1%
Any recorder	5554	5528	3823	809	3998	2980	1018
%V	21.3%	21.4%	27.8%	19.1%	18.5%	22.1%	12.4%
%H		99.5%	68.8%	14.6%	72.0%	53.7%	18.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26034	25788	13744	4227	21644	13457	8187
%H		99.1%	52.8%	16.2%	83.1%	51.7%	31.4%
Receives HDTV (via STB or built-in reception)	3482	3482	2055	837	2680	1999	681
%V	13.4%	13.5%	15.0%	19.8%	12.4%	14.9%	8.3%
%H		100.0%	59.0%	24.0%	77.0%	57.4%	19.6%
DVD/Blu-ray player or recorder	11166	11120	6163	2015	9355	6234	3121
%V	42.9%	43.1%	44.8%	47.7%	43.2%	46.3%	38.1%
%H		99.6%	55.2%	18.0%	83.8%	55.8%	28.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

Individual level data

Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	61990	60102	58859	29350	9571	44035	23483	20551
<i>%H</i>		97.0%	94.9%	47.3%	15.4%	71.0%	37.9%	33.2%
Total Children	11677	11434	11291	6477	1914	7934	4908	3026
<i>%V</i>	18.8%	19.0%	19.2%	22.1%	20.0%	18.0%	20.9%	14.7%
<i>%H</i>		97.9%	96.7%	55.5%	16.4%	67.9%	42.0%	25.9%
0 - 3	3127	3040	2998	1686	502	1987	1146	841
<i>%V</i>	5.0%	5.1%	5.1%	5.7%	5.2%	4.5%	4.9%	4.1%
<i>%H</i>		97.2%	95.9%	53.9%	16.1%	63.5%	36.6%	26.9%
4 - 15	8550	8394	8293	4791	1411	5947	3762	2185
<i>%V</i>	13.8%	14.0%	14.1%	16.3%	14.7%	13.5%	16.0%	10.6%
<i>%H</i>		98.2%	97.0%	56.0%	16.5%	69.6%	44.0%	25.6%
4 - 9	4374	4274	4220	2443	697	2920	1800	1120
<i>%V</i>	7.1%	7.1%	7.2%	8.3%	7.3%	6.6%	7.7%	5.4%
<i>%H</i>		97.7%	96.5%	55.9%	15.9%	66.8%	41.2%	25.6%
10 - 15	4176	4121	4073	2348	714	3027	1962	1065
<i>%V</i>	6.7%	6.9%	6.9%	8.0%	7.5%	6.9%	8.4%	5.2%
<i>%H</i>		98.7%	97.5%	56.2%	17.1%	72.5%	47.0%	25.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	61990	60102	58859	29350	9571	44035	23483	20551
%H		97.0%	94.9%	47.3%	15.4%	71.0%	37.9%	33.2%
Total Adults (16+)	50313	48668	47568	22872	7657	36101	18575	17526
%V	81.2%	81.0%	80.8%	77.9%	80.0%	82.0%	79.1%	85.3%
%H		96.7%	94.5%	45.5%	15.2%	71.8%	36.9%	34.8%
16 - 19	2967	2857	2829	1552	532	2173	1382	791
%V	4.8%	4.8%	4.8%	5.3%	5.6%	4.9%	5.9%	3.8%
%H		96.3%	95.3%	52.3%	17.9%	73.2%	46.6%	26.7%
20 - 24	4039	3667	3589	1757	709	2645	1469	1176
%V	6.5%	6.1%	6.1%	6.0%	7.4%	6.0%	6.3%	5.7%
%H		90.8%	88.9%	43.5%	17.6%	65.5%	36.4%	29.1%
25 - 34	8449	7990	7820	4248	1408	5249	3006	2243
%V	13.6%	13.3%	13.3%	14.5%	14.7%	11.9%	12.8%	10.9%
%H		94.6%	92.6%	50.3%	16.7%	62.1%	35.6%	26.5%
35 - 44	8503	8239	8105	4433	1450	5779	3472	2307
%V	13.7%	13.7%	13.8%	15.1%	15.1%	13.1%	14.8%	11.2%
%H		96.9%	95.3%	52.1%	17.1%	68.0%	40.8%	27.1%
45 - 54	8815	8628	8512	4310	1509	6541	3742	2799
%V	14.2%	14.4%	14.5%	14.7%	15.8%	14.9%	15.9%	13.6%
%H		97.9%	96.6%	48.9%	17.1%	74.2%	42.5%	31.8%
55 - 64	7254	7116	6982	3262	1068	5532	2812	2719
%V	11.7%	11.8%	11.9%	11.1%	11.2%	12.6%	12.0%	13.2%
%H		98.1%	96.3%	45.0%	14.7%	76.3%	38.8%	37.5%
65+	10286	10171	9732	3311	981	8182	2691	5490
%V	16.6%	16.9%	16.5%	11.3%	10.2%	18.6%	11.5%	26.7%
%H		98.9%	94.6%	32.2%	9.5%	79.5%	26.2%	53.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2011 - March 2012

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50313	48668	47568	22872	7657	36101	18575	17526
%H		96.7%	94.5%	45.5%	15.2%	71.8%	36.9%	34.8%
AB	12781	12478	12285	6153	1973	9028	4744	4284
%V	25.4%	25.6%	25.8%	26.9%	25.8%	25.0%	25.5%	24.4%
%H		97.6%	96.1%	48.1%	15.4%	70.6%	37.1%	33.5%
C1	14090	13395	13139	6350	2279	9953	5316	4637
%V	28.0%	27.5%	27.6%	27.8%	29.8%	27.6%	28.6%	26.5%
%H		95.1%	93.3%	45.1%	16.2%	70.6%	37.7%	32.9%
C2	10593	10392	10221	5138	1698	8019	4529	3490
%V	21.1%	21.4%	21.5%	22.5%	22.2%	22.2%	24.4%	19.9%
%H		98.1%	96.5%	48.5%	16.0%	75.7%	42.8%	32.9%
D	7784	7520	7317	3619	1139	5440	2784	2656
%V	15.5%	15.5%	15.4%	15.8%	14.9%	15.1%	15.0%	15.2%
%H		96.6%	94.0%	46.5%	14.6%	69.9%	35.8%	34.1%
E	5064	4883	4605	1612	569	3660	1202	2459
%V	10.1%	10.0%	9.7%	7.0%	7.4%	10.1%	6.5%	14.0%
%H		96.4%	90.9%	31.8%	11.2%	72.3%	23.7%	48.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50313	48668	47568	22872	7657	36101	18575	17526
%H		96.7%	94.5%	45.5%	15.2%	71.8%	36.9%	34.8%
Working full time	22307	21675	21363	11332	3894	15663	9295	6368
%V	44.3%	44.5%	44.9%	49.5%	50.9%	43.4%	50.0%	36.3%
%H		97.2%	95.8%	50.8%	17.5%	70.2%	41.7%	28.5%
Working part time	5391	5256	5170	2672	874	3874	2187	1687
%V	10.7%	10.8%	10.9%	11.7%	11.4%	10.7%	11.8%	9.6%
%H		97.5%	95.9%	49.6%	16.2%	71.9%	40.6%	31.3%
Not working	22615	21737	21036	8869	2889	16563	7093	9470
%V	44.9%	44.7%	44.2%	38.8%	37.7%	45.9%	38.2%	54.0%
%H		96.1%	93.0%	39.2%	12.8%	73.2%	31.4%	41.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2011 - March 2012

Individual level data

Table 25: Males - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	24587	23651	23146	11502	3811	17391	9300	8091
%H		96.2%	94.1%	46.8%	15.5%	70.7%	37.8%	32.9%
16 - 19	1512	1471	1456	808	284	1115	726	389
%V	6.1%	6.2%	6.3%	7.0%	7.5%	6.4%	7.8%	4.8%
%H		97.3%	96.3%	53.4%	18.8%	73.7%	48.0%	25.7%
20 - 24	2046	1848	1808	918	368	1335	781	553
%V	8.3%	7.8%	7.8%	8.0%	9.7%	7.7%	8.4%	6.8%
%H		90.3%	88.4%	44.9%	18.0%	65.2%	38.2%	27.0%
25 - 34	4276	4006	3914	2115	719	2633	1510	1123
%V	17.4%	16.9%	16.9%	18.4%	18.9%	15.1%	16.2%	13.9%
%H		93.7%	91.5%	49.5%	16.8%	61.6%	35.3%	26.3%
35 - 44	4215	4053	3985	2195	701	2814	1683	1130
%V	17.1%	17.1%	17.2%	19.1%	18.4%	16.2%	18.1%	14.0%
%H		96.2%	94.5%	52.1%	16.6%	66.8%	39.9%	26.8%
45 - 54	4335	4221	4168	2108	743	3189	1818	1371
%V	17.6%	17.8%	18.0%	18.3%	19.5%	18.3%	19.5%	16.9%
%H		97.4%	96.1%	48.6%	17.1%	73.6%	41.9%	31.6%
55 - 64	3547	3459	3395	1626	514	2681	1391	1290
%V	14.4%	14.6%	14.7%	14.1%	13.5%	15.4%	15.0%	15.9%
%H		97.5%	95.7%	45.8%	14.5%	75.6%	39.2%	36.4%
65+	4657	4593	4421	1734	482	3625	1390	2234
%V	18.9%	19.4%	19.1%	15.1%	12.6%	20.8%	14.9%	27.6%
%H		98.6%	94.9%	37.2%	10.4%	77.8%	29.8%	48.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2011 - March 2012

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24587	23651	23146	11502	3811	17391	9300	8091
%H		96.2%	94.1%	46.8%	15.5%	70.7%	37.8%	32.9%
AB	6456	6283	6185	3177	1011	4504	2437	2067
%V	26.3%	26.6%	26.7%	27.6%	26.5%	25.9%	26.2%	25.5%
%H		97.3%	95.8%	49.2%	15.7%	69.8%	37.7%	32.0%
C1	6509	6153	6057	3069	1094	4529	2568	1961
%V	26.5%	26.0%	26.2%	26.7%	28.7%	26.0%	27.6%	24.2%
%H		94.5%	93.1%	47.2%	16.8%	69.6%	39.5%	30.1%
C2	5752	5617	5516	2759	909	4326	2420	1906
%V	23.4%	23.7%	23.8%	24.0%	23.9%	24.9%	26.0%	23.6%
%H		97.7%	95.9%	48.0%	15.8%	75.2%	42.1%	33.1%
D	3758	3602	3507	1795	556	2562	1358	1204
%V	15.3%	15.2%	15.2%	15.6%	14.6%	14.7%	14.6%	14.9%
%H		95.8%	93.3%	47.8%	14.8%	68.2%	36.1%	32.0%
E	2112	1996	1881	702	241	1470	517	953
%V	8.6%	8.4%	8.1%	6.1%	6.3%	8.5%	5.6%	11.8%
%H		94.5%	89.1%	33.2%	11.4%	69.6%	24.5%	45.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2011 - March 2012

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24587	23651	23146	11502	3811	17391	9300	8091
<i>%H</i>		96.2%	94.1%	46.8%	15.5%	70.7%	37.8%	32.9%
Working full time	13909	13470	13287	7157	2392	9701	5816	3885
<i>%V</i>	56.6%	57.0%	57.4%	62.2%	62.8%	55.8%	62.5%	48.0%
<i>%H</i>		96.8%	95.5%	51.5%	17.2%	69.7%	41.8%	27.9%
Working part time	1181	1124	1091	550	172	800	414	387
<i>%V</i>	4.8%	4.8%	4.7%	4.8%	4.5%	4.6%	4.5%	4.8%
<i>%H</i>		95.2%	92.4%	46.6%	14.6%	67.7%	35.1%	32.8%
Not working	9497	9057	8768	3795	1247	6889	3070	3818
<i>%V</i>	38.6%	38.3%	37.9%	33.0%	32.7%	39.6%	33.0%	47.2%
<i>%H</i>		95.4%	92.3%	40.0%	13.1%	72.5%	32.3%	40.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2011 - March 2012

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25726	25017	24422	11370	3846	18710	9275	9435
%H		97.2%	94.9%	44.2%	14.9%	72.7%	36.1%	36.7%
16 - 19	1455	1387	1373	744	248	1058	656	402
%V	5.7%	5.5%	5.6%	6.5%	6.4%	5.7%	7.1%	4.3%
%H		95.3%	94.4%	51.1%	17.0%	72.7%	45.1%	27.6%
20 - 24	1993	1819	1781	839	341	1310	688	622
%V	7.7%	7.3%	7.3%	7.4%	8.9%	7.0%	7.4%	6.6%
%H		91.3%	89.4%	42.1%	17.1%	65.7%	34.5%	31.2%
25 - 34	4173	3984	3906	2133	688	2616	1496	1120
%V	16.2%	15.9%	16.0%	18.8%	17.9%	14.0%	16.1%	11.9%
%H		95.5%	93.6%	51.1%	16.5%	62.7%	35.8%	26.8%
35 - 44	4289	4186	4120	2239	749	2965	1789	1176
%V	16.7%	16.7%	16.9%	19.7%	19.5%	15.8%	19.3%	12.5%
%H		97.6%	96.1%	52.2%	17.5%	69.1%	41.7%	27.4%
45 - 54	4480	4407	4344	2202	766	3352	1924	1428
%V	17.4%	17.6%	17.8%	19.4%	19.9%	17.9%	20.7%	15.1%
%H		98.4%	97.0%	49.2%	17.1%	74.8%	42.9%	31.9%
55 - 64	3707	3657	3588	1637	554	2851	1421	1430
%V	14.4%	14.6%	14.7%	14.4%	14.4%	15.2%	15.3%	15.2%
%H		98.7%	96.8%	44.2%	14.9%	76.9%	38.3%	38.6%
65+	5629	5577	5311	1577	500	4557	1301	3256
%V	21.9%	22.3%	21.7%	13.9%	13.0%	24.4%	14.0%	34.5%
%H		99.1%	94.4%	28.0%	8.9%	81.0%	23.1%	57.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2011 - March 2012

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	25726	25017	24422	11370	3846	18710	9275	9435
<i>%H</i>		97.2%	94.9%	44.2%	14.9%	72.7%	36.1%	36.7%
AB	6325	6195	6100	2977	961	4524	2307	2217
<i>%V</i>	24.6%	24.8%	25.0%	26.2%	25.0%	24.2%	24.9%	23.5%
<i>%H</i>		97.9%	96.4%	47.1%	15.2%	71.5%	36.5%	35.1%
C1	7581	7242	7083	3281	1185	5424	2748	2677
<i>%V</i>	29.5%	28.9%	29.0%	28.9%	30.8%	29.0%	29.6%	28.4%
<i>%H</i>		95.5%	93.4%	43.3%	15.6%	71.5%	36.2%	35.3%
C2	4841	4775	4705	2379	789	3693	2109	1584
<i>%V</i>	18.8%	19.1%	19.3%	20.9%	20.5%	19.7%	22.7%	16.8%
<i>%H</i>		98.6%	97.2%	49.1%	16.3%	76.3%	43.6%	32.7%
D	4027	3918	3810	1824	583	2878	1426	1452
<i>%V</i>	15.7%	15.7%	15.6%	16.0%	15.2%	15.4%	15.4%	15.4%
<i>%H</i>		97.3%	94.6%	45.3%	14.5%	71.5%	35.4%	36.1%
E	2952	2887	2724	909	327	2190	685	1506
<i>%V</i>	11.5%	11.5%	11.2%	8.0%	8.5%	11.7%	7.4%	16.0%
<i>%H</i>		97.8%	92.3%	30.8%	11.1%	74.2%	23.2%	51.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2011 - March 2012

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25726	25017	24422	11370	3846	18710	9275	9435
<i>%H</i>		97.2%	94.9%	44.2%	14.9%	72.7%	36.1%	36.7%
Working full time	8398	8205	8076	4175	1502	5962	3478	2483
<i>%V</i>	32.6%	32.8%	33.1%	36.7%	39.1%	31.9%	37.5%	26.3%
<i>%H</i>		97.7%	96.2%	49.7%	17.9%	71.0%	41.4%	29.6%
Working part time	4210	4132	4079	2121	702	3074	1773	1300
<i>%V</i>	16.4%	16.5%	16.7%	18.7%	18.3%	16.4%	19.1%	13.8%
<i>%H</i>		98.1%	96.9%	50.4%	16.7%	73.0%	42.1%	30.9%
Not working	13118	12680	12267	5074	1642	9675	4023	5652
<i>%V</i>	51.0%	50.7%	50.2%	44.6%	42.7%	51.7%	43.4%	59.9%
<i>%H</i>		96.7%	93.5%	38.7%	12.5%	73.8%	30.7%	43.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information.

2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:

Age of housewife
Size of household
Presence of children
Social grade
Age
Sex
Working status (adults)
Terminal age of education
Number of sets
Set characteristics
Ownership of TV related equipment

3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between April 2011 and March 2012

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: April 2011 - March 2012							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	80,388	18688	2429	10245	3799	2404	2864
Shop / Business	919	252	17	126	53	18	35
Demolished / Incomplete	186	34	0	14	15	3	5
Empty	5,430	736	98	786	183	149	146
Holiday Home	722	28	26	21	21	21	102
Other Non Effective	1,116	190	33	141	48	40	45
Eligible Addresses	72,015	17448	2255	9157	3479	2173	2531
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	746	447	14	14	3	27	51
Total Additional Households	2,844	2557	2125	2113	2103	2128	2153
Total Valid Households	81,069	19114	2446	10258	3797	2431	2904
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,915	3227	177	834	373	216	177
	9.8%	16.9%	7.2%	8.1%	9.8%	8.9%	6.1%
No English Spoken	155	83	1	15	10	2	3
	0.2%	0.4%	0.0%	0.1%	0.3%	0.1%	0.1%
Refusals	16,095	4586	515	2040	837	399	802
	19.9%	24.0%	21.1%	19.9%	22.0%	16.4%	27.6%
Total Interviews	56,904	11218	1753	7369	2577	1814	1922
	70.2%	58.7%	71.7%	71.8%	67.9%	74.6%	66.2%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4766	5298	2784	6995	6769	4881	8466
Shop / Business	38	31	23	90	81	67	88
Demolished / Incomplete	12	2	3	27	27	19	25
Empty	183	303	174	559	697	515	901
Holiday Home	50	30	64	54	100	75	130
Other Non Effective	69	27	29	133	58	94	209
Eligible Addresses	4414	4905	2491	6132	5806	4111	7113
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	26	19	10	21	39	11	64
Total Additional Households	2129	2123	2115	2127	2146	2119	2173
Total Valid Households	4791	5317	2794	7010	6802	4883	8522
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	507	359	260	530	390	359	506
	10.6%	6.8%	9.3%	7.6%	5.7%	7.4%	5.9%
No English Spoken	8	8	4	5	3	10	3
	0.2%	0.2%	0.1%	0.1%	0.0%	0.2%	0.0%
Refusals	1144	980	431	1363	1217	657	1124
	23.9%	18.4%	15.4%	19.4%	17.9%	13.5%	13.2%
Total Interviews	3132	3970	2099	5112	5192	3857	6889
	65.4%	74.7%	75.1%	72.9%	76.3%	79.0%	80.8%

Response Analysis: April 2011 - March 2012							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	80,388	19107	11100	7079	5543	1983	6408
Shop / Business	919	257	146	96	25	18	79
Demolished / Incomplete	186	34	22	27	3	0	27
Empty	5,430	753	805	578	327	104	652
Holiday Home	722	30	27	29	48	17	84
Other Non Effective	1,116	192	164	129	37	15	57
Eligible Addresses	72,015	17841	9936	6220	5103	1829	5509
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	746	449	14	21	23	0	39
Total Additional Households	2,844	2548	2114	2122	2125	2103	2149
Total Valid Households	81,069	19536	11114	7095	5566	1983	6441
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,915	3269	905	538	377	209	377
	9.8%	16.7%	8.1%	7.6%	6.8%	10.5%	5.9%
No English Spoken	155	85	16	5	8	4	3
	0.2%	0.4%	0.1%	0.1%	0.1%	0.2%	0.0%
Refusals	16,095	4695	2208	1388	1036	300	1161
	19.9%	24.0%	19.9%	19.6%	18.6%	15.1%	18.0%
Total Interviews	56,904	11487	7985	5164	4145	1470	4900
	70.2%	58.8%	71.8%	72.8%	74.5%	74.1%	76.1%

	ITV Meridian (South, South-East & Channel)	ITV East of England	ITV South-West	ITV Ulster	ITV Border	ITV HTV West	ITV HTV Wales
Addresses Issued	5982	3883	2728	4881	898	2330	8466
Shop / Business	35	51	34	67	8	15	88
Demolished / Incomplete	4	15	5	19	2	3	25
Empty	249	176	138	515	90	142	901
Holiday Home	73	21	98	75	68	22	130
Other Non Effective	71	51	39	94	11	47	209
Eligible Addresses	5550	3569	2414	4111	719	2101	7113
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	45	3	44	11	6	27	64
Total Additional Households	2156	2107	2149	2117	2113	2135	2173
Total Valid Households	6029	3881	2761	4883	902	2356	8522
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	570	394	151	359	48	212	506
	9.5%	10.2%	5.5%	7.4%	5.3%	9.0%	5.9%
No English Spoken	9	9	1	10	0	2	3
	0.1%	0.2%	0.0%	0.2%	0.0%	0.1%	0.0%
Refusals	1398	846	780	657	121	381	1124
	23.2%	21.8%	28.3%	13.5%	13.4%	16.2%	13.2%
Total Interviews	4052	2632	1829	3857	733	1761	6889
	67.2%	67.8%	66.2%	79.0%	81.3%	74.7%	80.8%

Appendix D

Definitions

Population

The "All Households" and "Individuals in all Households" values are based on Office of National Statistics estimates and projections.

Private household

Interviews are only carried out at private households. A private household consists of either one person living alone or a group of people, usually but not always members of one family, who live together and whose food and other household expenses are managed as one unit.

Working TV Set

A TV set is defined as working if it is in working order and is used at least once every six months or if arrangements have been made to repair the set in the next 4 weeks.

TV household

A TV Household is a household which has at least one BARB defined working television set.

Multichannel household

A multichannel household is defined as a household which receives broadcasts from any station other than BBC1, BBC2, ITV, CH4, five, S4C or RTE. It excludes homes which receive only terrestrial stations via cable.

DSAT / DTT / Cable

Reception by digital satellite / digital terrestrial / digital or analogue cable.

BBC areas

These are as defined by BARB at the date of the survey.

ITV areas

These are as defined by BARB at the date of the survey. S4C results are based on homes in the principality of Wales.

Household member

Every individual who lives regularly in a private household address is included as a regular household member.

Household members include:

- a) All relatives living in the household for at least four nights a week.
- b) Married people living away from home most of the week but who return to their spouse at this household for at least one night per week (e.g. at weekends).
- c) Any who are away in hospital or on a business trip at the time of the interview, unless they have been away for more than six months.
- d) Fisherman or armed forces personnel where this is their only permanent address.
- e) Children under 16 years away at boarding school.
- f) Boarders in residence for at least four nights a week unless they are married and return to their own spouse at least one night per week.

Household member (cont)

Household members exclude:

- a) Students, over 16 years away at school, college or university.
- b) Armed forces or merchant navy personnel who are stationed permanently away from home.
- c) Lodgers from separate households as they cater for themselves (whereas boarders have at least one meal provided by the housewife).

Housewife or Houseperson

The housewife is the member of the household who is solely or mainly responsible for the household duties.

- a) There is one and only one housewife in a household
- b) A housewife may be male or female
- c) If two person of different sex share the household duties the women is regarded as the housewife
- d) If two people of the same sex claim shared responsibility, the elder is taken as the housewife
- e) Paid domestic help is never the housewife.

Head of household

The Head of the Household is the member of the household who meets one or more of the following requirements:

- a) Owns the property.
- b) Is legally responsible for the rent of the accommodation.
- c) Has the use of the accommodation because of the job.
- d) Is related to the owner or tenant who is not a regular member of the household. For example the wife of a member of the armed forces who is permanently posted away from home will be the Head of the Household.

Joint responsibility for head of household can be claimed between a couple who share ownership, however in such cases a single head of household will be defined based on sex (the male will be taken in a mixed-sex couple) and age, with the eldest being taken.

Social Grading

The social grade of a household is determined by the occupation of the Chief Income Earner.

Chief income earner

The Chief Income Earner is the member of the household with the greatest total income, whether from employment, pensions, state benefits, investments or any other sources.

Screen size

The size of the television screen is measured diagonally across the screen.

Employment status

In the report tables, working F/T is defined as those working 30 or more hours per week while working P/T is defined as those working between 8 and 29 hours per week (the working category in the projected tables include those working 8 or more hours per week). Adults and housewives working less than 8 hours per week or in full time education are included in the "not working" groups.

Appendix E

Number of televisions in the household

The Establishment Survey report provides data for only those sets which are working or temporarily out of order.

Any set “permanently out of order” has been deducted from the number of sets in a household. Thus, if a household has two sets and one of the two is “permanently out of order”, it has been treated as a single set household in the tables. Similarly, if a household has only one set, which is “permanently out of order”, it is shown as a “No TV” household.

Appendix F

Rounding

The values shown in the tables in this report are those obtained from the weighted sample data rounded to the nearest thousand. The effect of this is that in some instances the component parts in a table may not sum exactly to the total and, similarly, values in the one table may not sum to a value in another table (e.g. men + women might not equal adults).

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from April 2011 to March 2012

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

Total Network	All Households	Total TV Households	Multichannel Households
All Households	56904	55208	53654
All Sets	113724	113724	111597
All Individuals	140086	136306	133486
Children 0-15	27769	27208	26823
All Adults	112317	109098	106663
Adult Males	54028	52270	51176
Adult Females	58289	56828	55487

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	11218	10732	10185
All Sets	21065	21065	20368
All Individuals	29559	28378	27325
Children 0-15	6094	5916	5765
All Adults	23465	22462	21560
Adult Males	11486	10913	10490
Adult Females	11979	11549	11070

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1753	1715	1632
All Sets	3647	3647	3532
All Individuals	4244	4168	4043
Children 0-15	826	812	797
All Adults	3418	3356	3246
Adult Males	1618	1591	1547
Adult Females	1800	1765	1699

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	7369	7151	7021
All Sets	14705	14705	14540
All Individuals	18199	17709	17481
Children 0-15	3656	3562	3532
All Adults	14543	14147	13949
Adult Males	7023	6807	6719
Adult Females	7520	7340	7230

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2577	2503	2458
All Sets	5225	5225	5160
All Individuals	6394	6230	6137
Children 0-15	1283	1251	1229
All Adults	5111	4979	4908
Adult Males	2484	2415	2390
Adult Females	2627	2564	2518

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1814	1754	1752
All Sets	3567	3567	3564
All Individuals	4386	4251	4249
Children 0-15	804	781	781
All Adults	3582	3470	3468
Adult Males	1735	1680	1680
Adult Females	1847	1790	1788

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	1922	1869	1865
All Sets	3823	3823	3816
All Individuals	4517	4400	4395
Children 0-15	806	780	780
All Adults	3711	3620	3615
Adult Males	1776	1728	1725
Adult Females	1935	1892	1890

BBC South	All Households	Total TV Households	Multichannel Households
All Households	3132	3049	2963
All Sets	6313	6313	6203
All Individuals	7790	7609	7466
Children 0-15	1600	1576	1566
All Adults	6190	6033	5900
Adult Males	2999	2906	2851
Adult Females	3191	3127	3049

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	3970	3857	3776
All Sets	8208	8208	8098
All Individuals	9451	9235	9096
Children 0-15	1980	1952	1928
All Adults	7471	7283	7168
Adult Males	3568	3471	3415
Adult Females	3903	3812	3753

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2099	2062	1989
All Sets	4425	4425	4319
All Individuals	4825	4745	4634
Children 0-15	817	815	806
All Adults	4008	3930	3828
Adult Males	1899	1857	1811
Adult Females	2109	2073	2017

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5112	5004	4991
All Sets	10527	10527	10512
All Individuals	12645	12410	12388
Children 0-15	2540	2509	2507
All Adults	10105	9901	9881
Adult Males	4843	4733	4720
Adult Females	5262	5168	5161

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	5192	5018	4967
All Sets	10376	10376	10306
All Individuals	11770	11407	11314
Children 0-15	2081	2055	2042
All Adults	9689	9352	9272
Adult Males	4600	4427	4391
Adult Females	5089	4925	4881

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3857	3771	3340
All Sets	8181	8181	7527
All Individuals	9811	9625	8835
Children 0-15	2174	2138	2032
All Adults	7637	7487	6803
Adult Males	3613	3525	3228
Adult Females	4024	3962	3575

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	6889	6723	6715
All Sets	13662	13662	13652
All Individuals	16495	16139	16123
Children 0-15	3108	3061	3058
All Adults	13387	13078	13065
Adult Males	6384	6217	6209
Adult Females	7003	6861	6856

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4511	4370	4287
All Sets	8952	8952	8845
All Individuals	11066	10748	10606
Children 0-15	2219	2149	2131
All Adults	8847	8599	8475
Adult Males	4278	4148	4093
Adult Females	4569	4451	4382

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2858	2781	2734
All Sets	5753	5753	5695
All Individuals	7133	6961	6875
Children 0-15	1437	1413	1401
All Adults	5696	5548	5474
Adult Males	2745	2659	2626
Adult Females	2951	2889	2848

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	11487	10995	10434
All Sets	21527	21527	20811
All Individuals	30210	29014	27935
Children 0-15	6239	6055	5896
All Adults	23971	22959	22039
Adult Males	11722	11148	10717
Adult Females	12249	11811	11322

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7985	7751	7615
All Sets	15984	15984	15812
All Individuals	19842	19322	19085
Children 0-15	4022	3925	3895
All Adults	15820	15397	15190
Adult Males	7644	7412	7323
Adult Females	8176	7985	7867

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5164	5055	5042
All Sets	10626	10626	10611
All Individuals	12757	12520	12498
Children 0-15	2569	2538	2536
All Adults	10188	9982	9962
Adult Males	4888	4776	4763
Adult Females	5300	5206	5199

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	4145	4034	3939
All Sets	8603	8603	8473
All Individuals	9807	9594	9435
Children 0-15	2030	2002	1976
All Adults	7777	7592	7459
Adult Males	3717	3622	3555
Adult Females	4060	3970	3904

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1470	1443	1385
All Sets	3184	3184	3099
All Individuals	3444	3376	3286
Children 0-15	582	580	573
All Adults	2862	2796	2713
Adult Males	1350	1318	1282
Adult Females	1512	1478	1431

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3611	3505	3459
All Sets	7158	7158	7093
All Individuals	8300	8080	7998
Children 0-15	1532	1516	1503
All Adults	6768	6564	6495
Adult Males	3202	3099	3069
Adult Females	3566	3465	3426

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1289	1230	1225
All Sets	2632	2632	2627
All Individuals	2844	2718	2707
Children 0-15	459	449	449
All Adults	2385	2269	2258
Adult Males	1144	1086	1080
Adult Females	1241	1183	1178

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	4052	3944	3799
All Sets	8260	8260	8068
All Individuals	9908	9676	9443
Children 0-15	1979	1941	1917
All Adults	7929	7735	7526
Adult Males	3801	3695	3609
Adult Females	4128	4040	3917

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2632	2557	2509
All Sets	5385	5385	5315
All Individuals	6518	6354	6263
Children 0-15	1297	1268	1253
All Adults	5221	5086	5010
Adult Males	2542	2468	2441
Adult Females	2679	2618	2569

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1829	1782	1778
All Sets	3629	3629	3622
All Individuals	4274	4170	4165
Children 0-15	745	722	722
All Adults	3529	3448	3443
Adult Males	1688	1645	1642
Adult Females	1841	1803	1801

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3857	3771	3340
All Sets	8181	8181	7527
All Individuals	9811	9625	8835
Children 0-15	2174	2138	2032
All Adults	7637	7487	6803
Adult Males	3613	3525	3228
Adult Females	4024	3962	3575

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	733	714	714
All Sets	1419	1419	1419
All Individuals	1616	1587	1587
Children 0-15	251	251	251
All Adults	1365	1336	1336
Adult Males	650	629	629
Adult Females	715	707	707

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1761	1704	1700
All Sets	3474	3474	3468
All Individuals	4260	4131	4126
Children 0-15	782	762	762
All Adults	3478	3369	3364
Adult Males	1683	1630	1629
Adult Females	1795	1739	1735

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	6889	6723	6715
All Sets	13662	13662	13652
All Individuals	16495	16139	16123
Children 0-15	3108	3061	3058
All Adults	13387	13078	13065
Adult Males	6384	6217	6209
Adult Females	7003	6861	6856

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	93	87	87
All Sets	194	194	194
All Individuals	243	230	230
Children 0-15	61	58	58
All Adults	182	172	172
Adult Males	88	83	83
Adult Females	94	89	89

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5166	5009	4920
All Sets	10320	10320	10206
All Individuals	12798	12450	12299
Children 0-15	2596	2523	2505
All Adults	10202	9927	9794
Adult Males	4939	4793	4736
Adult Females	5263	5134	5058

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2819	2742	2695
All Sets	5664	5664	5606
All Individuals	7044	6872	6786
Children 0-15	1426	1402	1390
All Adults	5618	5470	5396
Adult Males	2705	2619	2587
Adult Females	2913	2851	2809

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	4900	4735	4684
All Sets	9790	9790	9720
All Individuals	11144	10798	10705
Children 0-15	1991	1965	1952
All Adults	9153	8833	8753
Adult Males	4346	4185	4149
Adult Females	4807	4648	4604

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	8650	8427	8415
All Sets	17136	17136	17120
All Individuals	20755	20270	20249
Children 0-15	3890	3823	3820
All Adults	16865	16447	16429
Adult Males	8067	7847	7838
Adult Females	8798	8600	8591

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	10479	10209	10193
All Sets	20765	20765	20742
All Individuals	25029	24440	24414
Children 0-15	4635	4545	4542
All Adults	20394	19895	19872
Adult Males	9755	9492	9480
Adult Females	10639	10403	10392

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	18464	17960	17808
All Sets	36749	36749	36554
All Individuals	44871	43762	43499
Children 0-15	8657	8470	8437
All Adults	36214	35292	35062
Adult Males	17399	16904	16803
Adult Females	18815	18388	18259

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3959	3857	3712
All Sets	8066	8066	7874
All Individuals	9665	9446	9213
Children 0-15	1918	1883	1859
All Adults	7747	7563	7354
Adult Males	3713	3612	3526
Adult Females	4034	3951	3828

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6684	6501	6308
All Sets	13645	13645	13383
All Individuals	16426	16030	15706
Children 0-15	3276	3209	3170
All Adults	13150	12821	12536
Adult Males	6343	6163	6050
Adult Females	6807	6658	6486

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11512	11246	11080
All Sets	23832	23832	23602
All Individuals	27624	27077	26806
Children 0-15	5432	5371	5336
All Adults	22192	21706	21470
Adult Males	10605	10345	10229
Adult Females	11587	11361	11241

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	5615	5477	5324
All Sets	11787	11787	11572
All Individuals	13251	12970	12721
Children 0-15	2612	2582	2549
All Adults	10639	10388	10172
Adult Males	5067	4940	4837
Adult Females	5572	5448	5335

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5897	5769	5756
All Sets	12045	12045	12030
All Individuals	14373	14107	14085
Children 0-15	2820	2789	2787
All Adults	11553	11318	11298
Adult Males	5538	5405	5392
Adult Females	6015	5913	5906

S4C	All Households	Total TV Households	Multichannel Households
All Households	6889	6723	6715
All Sets	13662	13662	13652
All Individuals	16495	16139	16123
Children 0-15	3108	3061	3058
All Adults	13387	13078	13065
Adult Males	6384	6217	6209
Adult Females	7003	6861	6856

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	17163	16710	16501
All Sets	34410	34410	34125
All Individuals	41455	40470	40120
Children 0-15	7911	7754	7712
All Adults	33544	32716	32408
Adult Males	16098	15655	15530
Adult Females	17446	17061	16878

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10779	10532	10366
All Sets	22413	22413	22183
All Individuals	26008	25490	25219
Children 0-15	5181	5120	5085
All Adults	20827	20370	20134
Adult Males	9955	9716	9600
Adult Females	10872	10654	10534

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	5633	5449	5398
All Sets	11209	11209	11139
All Individuals	12760	12385	12292
Children 0-15	2242	2216	2203
All Adults	10518	10169	10089
Adult Males	4996	4814	4778
Adult Females	5522	5355	5311

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (March 2012)

BARB Establishment Survey

Questionnaire Script

March 2012

Version 1 – 01/12/2011

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

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

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

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

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

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

ASK IF H8 > 9

H9 You have said that you have <<insert number of TVs claimed at Q1>> TV sets. Is this correct **SP**

Yes

No

IF NO, ROUTE BACK TO H8

START OF TV PRE-SET LOOP

**ASK FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT H8). MAY INCLUDE UP TO 9 SETS
IF NO TV AT H8 GOTO H16.**

S1 SHOW SCREEN SP

Which of the statements on this screen applies for each of the television sets in your household.
Starting with your **main set**, is this television set (**IF MAIN SET**)
Now thinking about your <<**INSERT second, third, etc**>> set, is this television set (**IF SET 2+**)

- In use as a television
- Normally in use but temporarily out of order? (to be repaired within the next 4 weeks)
- Not in use but in working order
- Never** used as a television set (for example only used with computer or games console)
- Permanently out of order
- Don't know

ASK IF TV SET CODED 3 AT S1. IF NO SETS CODED 3 AT S1 SKIP TO S3

S2 How often do you expect to use this set in the future? SP

- More than once a month
- Every month
- Once every 3 months
- Once every 6 months
- Less often
- Don't know

ASK FOR ALL SETS

S3 Where is the set usually located? SP

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

START OF SET LOOP

REPEAT QUESTIONS S4 – S36 FOR ALL WORKING TV SETS – THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:

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

(IF 1ST TV) Talking about your main set only, which is located in the <<INSERT S3 RESPONSE>>. FOR ALL OTHER TVS “NOW TALKING ABOUT YOUR 2ND/3RD set...” ETC AS APPLICABLE FOR S4-S38 DISPLAY ON SCREEN WHICH TV IS BEING TALKED ABOUT

S4 SHOW SCREEN SP

Which of these images most closely resembles this set?

- Image 1: a LCD or Plasma TV which is only a few inches thick
- Image 2: a traditional bulkier TV, which can be as deep as it is wide
- Other
- Don't know

ASK ONLY IF WORKING TV SET

S5 What is the screen size, in inches? By that I mean the diagonal measurement across the screen

- WRITE IN (2 digits required)
- Don't know

ASK ONLY IF WORKING TV SET

S6 NOTE: Was the diagonal screen measurement ...? SP

- Claim
- Actual measurement

ASK ONLY IF WORKING TV SET

S7 Is this set mounted on a wall? SP

- Yes
- No
- Don't know

ASK IF CODE 1 – ‘No specific location’ at S3 OTHERWISE GO TO S9 INTRO

S8 SHOW SCREEN SP

On average, how often would you say this set is moved?

- Every or most days
- At least once a week
- At least once a month
- At least once every three months
- At least once every six months
- Less often
- Don't know

ASK IF BARB WORKING TV SET	
S9- S12 Intro	<p>SHOW SCREEN</p> <p>(For 1st set asked about – i.e. Main set or 2nd set if Main is not BARB Working etc.) I would now like to ask you about the ways that this set receives its television channels. Before asking these questions I would like to explain what the main reception methods are:</p> <p>For all other set loops) Again; I'm going to ask you about the ways that this set receives its television channels. As a reminder the main reception methods are:</p> <p>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.</p>

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

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

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

ASK IF YES AT S10 OTHERWISE GO TO S17		
S15	SHOW SCREEN	SP
<p>You have said this set is able to receive its channels via cable. Does it receive digital TV services via this cable connection?</p> <p>Yes – receives digital cable No – does not receive digital cable Don't know</p>		

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

IF YES CONTINUE TO S18, IF NO STATE		
In that case I need to ask you some questions again		
Return to S9 intro		

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

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

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

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S24

S22 SHOW SCREEN

SP

Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes without the need for tapes or DVDs

NOTE: For a more detailed explanation click on further information

- Yes
- No
- Don't know
- Further information

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S24

S23 SHOW SCREEN

SP

I would now like to ask you about High Definition television, or HDTV.
Is this set connected to freesat HD? freesat HD is the high definition service available with freesat

NOTE: For a more detailed explanation click on further information

- Yes
- No
- Don't know
- Further information

ASK IF YES AT S10, OTHERWISE GO TO S25

S24 SHOW SCREEN

SP

You have said this set is able to receive TV services via cable.
Can the cable box also be used to record TV programmes? Cable boxes that can record TV programmes include V+ and Tivo.

NOTE: For a more detailed explanation click on further information

- Yes
- No
- Don't know
- Further information

ASK IF YES AT S10 AND NO AT S24 OTHERWISE GO TO S25

S53 SHOW SCREEN

SP

I would now like to ask you about High Definition television, or HDTV.
Is this set connected to a Virgin HD box? Virgin HD is the high definition service available with Virgin Media's cable service

NOTE: For a more detailed explanation click on further information

- Yes
- No
- Don't know
- Further information

ASK IF YES (CODES 1 OR 2) AT S14, OTHERWISE GO TO S51		
S25	SHOW SCREEN	SP
<p>You have said this set is able to receive its channels digitally via a normal aerial. (IF S10 or S11 or S12 = YES)</p> <p>(IF CODE 1 AT S14) Does the separate box used to receive these digital TV services on this set also work as a Digital Video Recorder (DVR) or PVR?</p> <p>(IF CODE 2 AT S14) AND: (S10 AND S11 AND S12 = NO) Is this set connected to a Digital Video Recorder (DVR) or PVR box? (S20-S22 AND S24 all = NO) Is this set connected to a Digital Video Recorder (DVR) or PVR box?</p> <p>(ELSE) Is this set connected to a Digital Video Recorder (DVR) or PVR box in addition to the: (S20 = YES and (S21) = NO) Sky+ box? (S21 = YES) Sky+ HD box? (S22 = YES) Freesat+ box? (S24 = YES) cable box?</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>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		

ASK IF YES (CODES 1 OR 2) AT S14, OTHERWISE GO TO S51		
S50	SHOW SCREEN	SP
<p>I would now like to ask you about High Definition television, or HDTV. Is this set connected to freeview HD? freeview HD is the high definition service available with freeview</p> <p>NOTE: For a more detailed explanation click on further information</p> <p>Yes No Don't know Further information</p>		

ASK FOR ALL TVS		
S51	(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1)	SP
<p>In addition to the (S20=1 AND S21=2/9) Sky+ box (S21=1) Sky+ HD box (S22=1) Freesat+ box (S24=1) cable box (S25=1) Freeview Digital Video Recorder (DVR) or PVR</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 No Don't know</p>		

ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S26		
S38	SHOW SCREEN	MP
<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 On to DVD or Blu-ray disks On to a built-in hard drive that can record TV programmes without the need for tapes or DVDs None of these Don't know</p>		

ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38		
S52	Do you have a DVD or Blu-ray player connected or built into this set? This will NOT be able to record TV programmes but will be able to play back bought or rented DVDs or Blu-ray disks.	SP
<p>Yes No Don't know</p>		

ASK FOR ALL TVS ONLY IF IN ULSTER REGION LIST OPTIONS G TO J		
S26	SHOW SCREEN	MP
<p>Which of the following channels can be received on this set?</p> <p>A. BBC1 B. BBC2 C. ITV1 D. Channel 4 E. Channel 5 F. S4C (Sianel Pedwar Cymru) G. RTE 1 (Radio Telefis Eireann) H. RTE 2 I. TV3 (Ireland) J. TG4 (Ireland – formerly TnaG) Don't know No answer</p>		

ASK FOR ALL TVS		
S27	SHOW SCREEN	MP
<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>NOTE: Check that there is no confusion between ITV1 programmes and ITV1 channels received</p> <p>A. STV (formerly Grampian), with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV1 Border E. ITV1 Tyne Tees F. ITV1 Granada G. ITV1 Yorkshire (formerly Yorkshire – YTV) H. ITV1 Wales (formerly HTV Wales) I. ITV1 Central J. ITV1 Anglia K. ITV1 Westcountry L. ITV1 West (formerly HTV West) M. ITV1 London (formerly Carlton and London Weekend/LWT) N. ITV1 Meridian O. Channel Don't know No answer</p>		

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

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

S28 ASK FOR ADDITIONAL SETS ONLY SP

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

- Yes
- No
- Don't know

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

S29 SHOW SCREEN MP

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

ROTATE ORDER OF SCREENS

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

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

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

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

- Yes
- No

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

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

- Yes
- No

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

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

- Yes
- No

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

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

Yes
No

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

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

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

IF SATELLITE DISH (YES AT S11) ASK S34

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

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

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

S35 SHOW SCREEN **SP**

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

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

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

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

S36 SHOW SCREEN **SP**

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

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

REPEAT S4 – S36 FOR ALL TV SETS

END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

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

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

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

ASK IF TWO OR MORE ITV1 STATIONS RECEIVED AT S27, OTHERWISE SKIP TO P1

H24 You have said you receive ____ (**ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT S27**)
For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?

RESTRICT LIST TO ITV1 STATIONS CLAIMED AT ANY ITERATION OF S27 AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED

- A. STV (formerly Grampian), with local news North Tonight
- B. STV, with local news Scotland Today
- C. UTV (Ulster)
- D. ITV1 Border
- E. ITV1 Tyne Tees
- F. ITV1 Granada
- G. ITV1 Yorkshire (formerly Yorkshire - YTV)
- H. ITV1 Wales (formerly HTV Wales)
- I. ITV1 Central
- J. ITV1 Anglia
- K. ITV1 Westcountry
- L. ITV1 West (formerly HTV West)
- M. ITV1 London (formerly Carlton and London Weekend/LWT)
- N. ITV1 Meridian
- O. Channel

NOTE: Answers must add up to 10

H24 So out of every ten hours you and your household watch ITV1 stations, you would view __ **SP**
Check hours of ____ (**FIRST CHANNEL RECEIVED AT S27**), __ hours __ (**SECOND CHANNEL RECEIVED AT S27**) and..... (**INCLUDE ALL ITV1 CHANNELS USED AT S27B WITH THE RESPONSE GIVEN ABOVE**)

- Yes
- No

If correct code appropriately, if incorrect ask again

ASK IF ANY SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO H16

H22 **SHOW SCREEN** **MP**

Thinking about other ways that television sets can be used; which of the following equipment do you have which is used with any of your TV sets?

- Personal computer (PC)/laptop
- Games Computer/console
- Video camera/camcorder
- Karaoke video machine
- Other Equipment
- None of these
- Don't know

ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT H22**H23 SHOW SCREEN MP**

Which games console or consoles do you have which are used with any of your TV sets?

- Nintendo Game Cube
- Nintendo Wii
- Other Nintendo
- PS2
- PS3
- Other Playstation
- Xbox
- Xbox 360
- Any other games/computer console
- Don't know

ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT H22**H54 SHOW SCREEN MP**

In addition to playing games; which of the following do you use your games console(s) for?

- To connect to the internet
- To watch TV programmes
- To play DVD or Blu-ray disks
- None of these
- Don't know

IF GAMES CONSOLES USED TO CONNECT TO THE INTERNET (H54=CODE 1) – CODE AS 1 AND SKIP TO H17 OTHERWISE ASK H16**H16 Do you or anyone in your household ever access the internet at home by any method SP**

- Yes
- No
- Don't know

ASK IF YES (CODE 1) AT H16**H17 Do you or anyone in your household subscribe to a broadband provider to access the internet at home? This can be via a standard broadband connection or via mobile. SP**

- Yes
- No
- Don't know

PC AND LAPTOP SECTION

ASK ALL	
H51 intro	I now want to ask you about any computers in your household. By computer I mean any desktop, laptop or notebook device including PCs and Macs.
H51	How many computers are there in your household? WRITE IN Don't know Refused
ASK IF H51>9. IF CODED AS NO, ROUTE BACK TO H51	
H52	You have said that you have <<insert number of computers claimed at H51>> computers. Is this correct SP Yes No
ASK IF H51>0	
H53	(IF 1 COMPUTER) Is this computer ever used to watch TV programmes via the internet? SP (IF 2+ COMPUTERS) Are any of these computers ever used to watch TV programmes via the internet? Yes No
ASK IF H53 = YES	
H58	How often is your computer (IF 1 COMPUTER) are any of your computers (IF 2+ COMPUTERS) used to watch TV programmes via the internet at home? SP Daily At least once a week At least once a month Less often than once a month Don't know
ASK IF H53 = YES	
H59	How often do you personally use the internet for watching TV programmes at home? SP Daily At least once a week At least once a month Less often than once a month Don't know
ASK IF NUMBER OF WORKING SETS = 0 AND H53 = YES (WORKING SETS DEFINED AS S1=1,2 OR S2 = 1-4)	
H60	How often do you personally use the internet for watching TV programmes <u>live</u> (i.e. at the time they are broadcast) at home? Daily At least once a week At least once a month Less often than once a month Don't know

ASK ALL

H55 HOUSEHOLD COMPOSITION

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

ASK ALL

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

START OF PERSON LOOP

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

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

P2 Intro1 I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order:

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

P2 Intro2 Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc) household member

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

ASK ALL

P2 Record sex of respondent (*IF RESPONDENT*) SP

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

(MAY NOT BE BLANK)

Male
Female

ASK ALL

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

MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER

WRITE IN >

(ALLOW REF)

ASK IF P3 IS REF

P4 Record age group household member falls into SP

(MAY NOT BE BLANK)

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

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

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

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

(MAY NOT BE BLANK)

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

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P11		
P9	SHOW SCREEN	SP
What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status?		
(MAY NOT BE BLANK)		
Full time paid work (30+ hours per week)		
Part time paid work (8-29 hours per week)		
Part time paid work (under 8 hours per week)		
Full time education		
Unemployed (seeking work)		
Retired		
Not in paid employment (and not seeking work)		

ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT P9, OTHERWISE SKIP TO P11		
P10	SHOW SCREEN	SP
At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?		
15 years and under		
16 years		
17-18 years		
19 years and over		
Still in full time education		
Don't know		
Refused		

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
Yes		
No		
Don't know		

ASK IF YES (CODE 1) AT P11, OTHERWISE GO TO P13		
P12	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh?		
Understand, speak, write and read Welsh EXTREMELY WELL		
Understand, speak, write and read Welsh QUITE WELL		
Understand, speak, write and read A LITTLE Welsh		
Can understand and speak SOME Welsh		
Can understand A LITTLE Welsh		
Don't know		

ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
Yes		
No		
Don't know		

IF YES (CODE 1) AT P13 OTHERWISE GO TO P15		
P14	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Gaelic?		
Understand, speak, write and read Gaelic EXTREMELY WELL		
Understand, speak, write and read Gaelic QUITE WELL		
Understand, speak, write and read A LITTLE Gaelic		
Can understand and speak SOME Gaelic		
Can understand A LITTLE Gaelic		
Don't know		

ASK ALL		
P15	SHOW SCREEN	SP
Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?		
Note: Please include any health problems related to old age		
Yes – limited a lot		
Yes – limited a little		
No		
Refused		

ASK ALL		
P16	SHOW SCREEN	SP
Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to?		
White		
– English/Welsh/Scottish/Northern Irish/British		
– Irish		
– Gypsy or Irish Traveller		
– Any other White background (specify)		
Mixed/multiple ethnic groups		
– White and Black Caribbean		
– White and Black African		
– White and Asian		
– Any other mixed/multiple ethnic background (specify)		
Asian/Asian British		
– Indian		
– Pakistani		
– Bangladeshi		
– Chinese		
– Any other Asian background (specify)		
Black/African/Caribbean/Black British		
– African		
– Caribbean		
– Any other African/Caribbean background (specify)		
Any other ethnic background		
– Arab		
– Any other ethnic group (specify)		
Refused (Code from list to continue)		

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS

ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
<p>What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)</p> <p>Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know</p>		

ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27		
H26	SHOW SCREEN	SP
<p>What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)</p> <p>Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know</p>		

ASK ALL		
H27	SHOW SCREEN	MP
<p>Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD)</p> <p>A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these</p>		

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H56 AND H28-H30 = 1)		
H56	Which of the household members you have mentioned is the Head of Household?	MP
<p>By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD</p>		

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H28	Which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties?	MP
<p>This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON</p>		

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)

H29 And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops? MP

In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be **equally** responsible.

LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)

H30 And which of the household members you have mentioned is the chief income earner in your household? MP

By that I mean the person with the largest income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are **equal**.

LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE

IF 2 OR MORE HOUSEHOLD MEMBERS CODED AS CIE AT Q56 (H30) THEN SELECT CIE AS FOLLOWS - IF OF DIFFERENT SEX THE MAN IS THE CIE - IF SAME SEX THE ELDEST IS THE CIE – IF ONLY 1 HOUSEHOLD MEMBER CODED THEY ARE THE CIE – THEN STATE:

I would now like to check some details about you (**IF RESPONDENT**) household member <<**INSERT PERSON NUMBER, SEX AND AGE OF HOUSEHOLD MEMBER SELECTED**>> (**IF NOT RESPONDENT**).

ASK ALL

H57 IF CIE IS:

RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of your present job

RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of your previous job

NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of <**INSERT CIE PERSON NUMBER'S**> present job

NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of <**INSERT CIE PERSON NUMBER'S**> previous job

WRITE IN
Don't know
Refused

ASK ALL

H35 What type of firm or organisation do (**IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT**) does (**IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT**) did (**IF CIE IS UNEMPLOYED/RETIRED**) you (**IF RESPONDENT**) he (**IF CIE IS MALE AT P2 AND NOT RESPONDENT**) she (**IF CIE IS FEMALE AT P2 AND NOT RESPONDENT**) work in?

WRITE IN
Don't know
Refused

ASK ALL

H36 What **is** (*IF CIE IS IN EMPLOYMENT AT P9*) **was** (*IF CIE IS UNEMPLOYED/RETIRED*) the position held or job title?

NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.

WRITE IN
Don't know
Refused

ASK ALL

H37 Are (*IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT*) **Is** (*IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT*) **Were** (*IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT*) **Was** (*IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT*) you (*IF RESPONDENT*) he (*IF CIE IS MALE AT P2 AND NOT RESPONDENT*) she (*IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT*) self-employed? **PLEASE GIVE DETAILS.** SP

Yes
No
Don't know
Refused

ASK IF SELF EMPLOYED (CODE 1 AT H37), OTHERWISE SKIP TO H39

H38 How many staff **do** (*IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT*) **does** (*IF THE CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT*) **did** (*IF THE CIE IS UNEMPLOYED/RETIRED*) you (*IF RESPONDENT*) he (*IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT*) she (*IF CIE IS FEMALE AT P2 AND NOT RESPONDENT*) employ? **PLEASE GIVE DETAILS.**

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

H39 What jobs **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 Q44 (P2) AND NOT RESPONDENT*) actually do? **PLEASE GIVE DETAILS.**

WRITE IN
Don't know
Refused

ASK ALL

H40 Are (*IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT*) **Is** (*IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT*) **Were** (*IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT*) **Was** (*IF THE CIE IS UNEMPLOYED/RETIRED*) you (*IF RESPONDENT*) he (*IF CIE IS MALE AT P2 AND NOT RESPONDENT*) she (*IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT*) a manager or a foreman/supervisor? SP

Yes – manager
Yes – foreman/supervisor
No
Don't know

ASK IF YES (CODE 1 OR 2) AT H40, OTHERWISE SKIP TO H43

H41 How many people work at the place?

ENTER NUMERICAL RESPONSE
Don't know

ASK IF H40 = YES (CODE 1 OR 2)

H42 How many people are *(IF CIE IS IN EMPLOYMENT AT P9 AND RESPONDENT)* is *(IF CIE IS IN EMPLOYMENT AT P9 AND NOT RESPONDENT)* were *(IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT)* was *(IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT)* you *(IF RESPONDENT)* he *(IF CIE IS MALE AT P2 AND NOT RESPONDENT)* she *(IF CIE IS FEMALE AT P2 AND NOT RESPONDENT)* responsible for?

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

H43 Have you *(IF RESPONDENT)* Has he *(IF THE CIE IS MALE AT P2 AND NOT RESPONDENT)* she *(IF THE CIE IS FEMALE AT P2 AND NOT RESPONDENT)* any qualifications?

NOTE: If teacher – state whether primary, secondary or other level. (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details.

WRITE IN
Don't know
Refused

IF CIE RETIRED (CODE 6 AT P9) ASK H31
IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9) ASK H32
OTHERWISE SKIP TO H35

H31 *(IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT)* SP

You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments.

Yes (retired/pensioner/widow with income other than or in addition to state benefits)
No (retired/pensioner/widow with state benefits only)
Don't know
Refused

PLEASE NOW SKIP TO H44

ASK IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9)

H32 How long have you *(IF RESPONDENT)* has household member <<INSERT PERSON NUMBER>> *(IF NOT RESPONDENT)* been unemployed *(IF UNEMPLOYED AT P9)* not been in paid employment *(IF NOT IN PAID EMPLOYMENT AT P9)* for SP

Less than 6 months
More than 6 months
Don't know
Refused

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34

H33 And previously, were you *(IF RESPONDENT)* they *(IF NOT RESPONDENT)*.... SP

In full time employment (30+ hours per week)
In part time employment (8-29 hours per week)
In full time education
Don't know
Refused

PLEASE NOW SKIP TO H44

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32		
H34	Is that	SP
	<p>Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with income other than or in addition to state benefits?</p> <p>Unemployed (IF UNEMPLOYED AT P9) Not in paid employment (IF NOT IN PAID EMPLOYMENT AT P9) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc.</p> <p>Don't know</p> <p>Refused</p>	

CODE FOR ALL		
H44	BRING UP SUMMARY SCREEN FOR H35-H43	SP
	<p>CODE SOCIAL GRADE</p> <p>MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.</p> <p>A</p> <p>B</p> <p>C1</p> <p>C2</p> <p>D</p> <p>E</p>	

ASK ALL																				
H45	SHOW SCREEN	MP																		
	<p>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)?</p> <table border="0"> <tr> <td>Daily Telegraph</td> <td>The Sun</td> </tr> <tr> <td>The Guardian</td> <td>The Times</td> </tr> <tr> <td>The Scotsman</td> <td>Daily Express</td> </tr> <tr> <td>The Herald</td> <td>Daily Mail</td> </tr> <tr> <td>The Daily Mirror</td> <td>Daily Sport</td> </tr> <tr> <td>The Independent</td> <td>Any Evening Paper</td> </tr> <tr> <td>Daily Record</td> <td>None of these</td> </tr> <tr> <td>Daily Star</td> <td>Don't know</td> </tr> <tr> <td>Financial Times</td> <td></td> </tr> </table>	Daily Telegraph	The Sun	The Guardian	The Times	The Scotsman	Daily Express	The Herald	Daily Mail	The Daily Mirror	Daily Sport	The Independent	Any Evening Paper	Daily Record	None of these	Daily Star	Don't know	Financial Times		
Daily Telegraph	The Sun																			
The Guardian	The Times																			
The Scotsman	Daily Express																			
The Herald	Daily Mail																			
The Daily Mirror	Daily Sport																			
The Independent	Any Evening Paper																			
Daily Record	None of these																			
Daily Star	Don't know																			
Financial Times																				

ASK ALL																		
H46	SHOW SCREEN	MP																
	<p>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)?</p> <table border="0"> <tr> <td>Sunday Telegraph</td> <td>The Sunday Times</td> </tr> <tr> <td>The Observer</td> <td>The Sunday People</td> </tr> <tr> <td>Sunday Post</td> <td>The Sunday Express</td> </tr> <tr> <td>Sunday Mirror</td> <td>The Mail on Sunday</td> </tr> <tr> <td>Independent on Sunday</td> <td>Sunday Sport</td> </tr> <tr> <td>Sunday Mail (Scotland)</td> <td>None of these</td> </tr> <tr> <td>News of the World</td> <td>Don't know</td> </tr> <tr> <td>Daily Star Sunday</td> <td></td> </tr> </table>	Sunday Telegraph	The Sunday Times	The Observer	The Sunday People	Sunday Post	The Sunday Express	Sunday Mirror	The Mail on Sunday	Independent on Sunday	Sunday Sport	Sunday Mail (Scotland)	None of these	News of the World	Don't know	Daily Star Sunday		
Sunday Telegraph	The Sunday Times																	
The Observer	The Sunday People																	
Sunday Post	The Sunday Express																	
Sunday Mirror	The Mail on Sunday																	
Independent on Sunday	Sunday Sport																	
Sunday Mail (Scotland)	None of these																	
News of the World	Don't know																	
Daily Star Sunday																		

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

ASK IF YES (CODE 1) AT H47, OTHERWISE GO TO H50

H48 Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these? MP

Landline
Mobile telephone
Both (SP)
Other
Don't know
Refused

ASK ALL WITH ANY TELEPHONE AT H48

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

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

WRITE IN
Refused

ASK ALL:

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

Yes
No