



BARB Establishment Survey
Annual Data Report
Volume 1: Total Network & Appendices
July 2009 to June 2010

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2009 - June 2010

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Introduction

This reports contains the weighted data results from the Establishment survey for the period July 2009 - June 2010

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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	26957	26063	23916	10247	3887	16358	6360	9999
%V (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
%V (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
AB	6045	5875	5564	2623	854	3734	1592	2141
%V	22.4%	22.5%	23.3%	25.6%	22.0%	22.8%	25.0%	21.4%
%V (All HH)		97.2%	92.0%	43.4%	14.1%	61.8%	26.3%	35.4%
%V (TV HH)			94.7%	44.6%	14.5%	63.6%	27.1%	36.4%
C1	7327	7058	6552	2844	1135	4436	1802	2634
%V	27.2%	27.1%	27.4%	27.8%	29.2%	27.1%	28.3%	26.3%
%V (All HH)		96.3%	89.4%	38.8%	15.5%	60.5%	24.6%	35.9%
%V (TV HH)			92.8%	40.3%	16.1%	62.9%	25.5%	37.3%
C2	5232	5130	4830	2259	806	3315	1495	1820
%V	19.4%	19.7%	20.2%	22.0%	20.7%	20.3%	23.5%	18.2%
%V (All HH)		98.1%	92.3%	43.2%	15.4%	63.4%	28.6%	34.8%
%V (TV HH)			94.2%	44.0%	15.7%	64.6%	29.1%	35.5%
D	4248	4066	3697	1524	641	2508	947	1561
%V	15.8%	15.6%	15.5%	14.9%	16.5%	15.3%	14.9%	15.6%
%V (All HH)		95.7%	87.0%	35.9%	15.1%	59.0%	22.3%	36.7%
%V (TV HH)			90.9%	37.5%	15.8%	61.7%	23.3%	38.4%
E	4105	3935	3273	997	451	2366	524	1843
%V	15.2%	15.1%	13.7%	9.7%	11.6%	14.5%	8.2%	18.4%
%V (All HH)		95.9%	79.7%	24.3%	11.0%	57.6%	12.8%	44.9%
%V (TV HH)			83.2%	25.3%	11.5%	60.1%	13.3%	46.8%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
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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	26957	26063	23916	10247	3887	16358	6360	9999
%V (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
%V (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
Under 25	1426	1288	1190	449	216	787	254	533
%V	5.3%	4.9%	5.0%	4.4%	5.6%	4.8%	4.0%	5.3%
%V (All HH)		90.3%	83.5%	31.5%	15.1%	55.2%	17.8%	37.4%
%V (TV HH)			92.4%	34.9%	16.8%	61.1%	19.7%	41.4%
25 - 34	4263	3990	3796	1879	681	2226	964	1262
%V	15.8%	15.3%	15.9%	18.3%	17.5%	13.6%	15.2%	12.6%
%V (All HH)		93.6%	89.0%	44.1%	16.0%	52.2%	22.6%	29.6%
%V (TV HH)			95.1%	47.1%	17.1%	55.8%	24.2%	31.6%
35 - 44	5155	4985	4746	2429	890	3055	1569	1486
%V	19.1%	19.1%	19.8%	23.7%	22.9%	18.7%	24.7%	14.9%
%V (All HH)		96.7%	92.1%	47.1%	17.3%	59.3%	30.4%	28.8%
%V (TV HH)			95.2%	48.7%	17.9%	61.3%	31.5%	29.8%
45 - 54	4980	4872	4622	2186	855	3188	1542	1645
%V	18.5%	18.7%	19.3%	21.3%	22.0%	19.5%	24.2%	16.5%
%V (All HH)		97.8%	92.8%	43.9%	17.2%	64.0%	31.0%	33.0%
%V (TV HH)			94.9%	44.9%	17.5%	65.4%	31.7%	33.8%
55 - 64	4428	4323	4030	1682	628	2871	1110	1761
%V	16.4%	16.6%	16.9%	16.4%	16.2%	17.6%	17.5%	17.6%
%V (All HH)		97.6%	91.0%	38.0%	14.2%	64.8%	25.1%	39.8%
%V (TV HH)			93.2%	38.9%	14.5%	66.4%	25.7%	40.7%
65 +	6704	6606	5533	1623	617	4231	920	3311
%V	24.9%	25.3%	23.1%	15.8%	15.9%	25.9%	14.5%	33.1%
%V (All HH)		98.5%	82.5%	24.2%	9.2%	63.1%	13.7%	49.4%
%V (TV HH)			83.8%	24.6%	9.3%	64.0%	13.9%	50.1%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
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Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26063	23916	10247	3887	16358	6360	9999
%H (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
%H (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
1	8961	8421	7055	2023	948	5122	1010	4112
%V	33.2%	32.3%	29.5%	19.7%	24.4%	31.3%	15.9%	41.1%
%H (All HH)		94.0%	78.7%	22.6%	10.6%	57.2%	11.3%	45.9%
%H (TV HH)			83.8%	24.0%	11.3%	60.8%	12.0%	48.8%
2	8933	8729	8219	3522	1313	5671	2226	3445
%V	33.1%	33.5%	34.4%	34.4%	33.8%	34.7%	35.0%	34.5%
%H (All HH)		97.7%	92.0%	39.4%	14.7%	63.5%	24.9%	38.6%
%H (TV HH)			94.2%	40.3%	15.0%	65.0%	25.5%	39.5%
3	4040	3964	3836	1997	708	2466	1294	1172
%V	15.0%	15.2%	16.0%	19.5%	18.2%	15.1%	20.3%	11.7%
%H (All HH)		98.1%	95.0%	49.4%	17.5%	61.0%	32.0%	29.0%
%H (TV HH)			96.8%	50.4%	17.9%	62.2%	32.6%	29.6%
4	3388	3353	3261	1820	598	2139	1248	891
%V	12.6%	12.9%	13.6%	17.8%	15.4%	13.1%	19.6%	8.9%
%H (All HH)		99.0%	96.3%	53.7%	17.7%	63.1%	36.8%	26.3%
%H (TV HH)			97.3%	54.3%	17.8%	63.8%	37.2%	26.6%
5+	1634	1596	1546	885	321	960	581	379
%V	6.1%	6.1%	6.5%	8.6%	8.3%	5.9%	9.1%	3.8%
%H (All HH)		97.7%	94.6%	54.2%	19.6%	58.8%	35.6%	23.2%
%H (TV HH)			96.9%	55.5%	20.1%	60.2%	36.4%	23.7%
Average HH size	2.27	2.29	2.36	2.65	2.52	2.30	2.75	2.01

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
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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	26957	26063	23916	10247	3887	16358	6360	9999
%V (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
%V (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
Without	20178	19393	17454	6754	2707	12332	4201	8132
%V	74.9%	74.4%	73.0%	65.9%	69.6%	75.4%	66.1%	81.3%
%V (All HH)		96.1%	86.5%	33.5%	13.4%	61.1%	20.8%	40.3%
%V (TV HH)			90.0%	34.8%	14.0%	63.6%	21.7%	41.9%
With	6778	6670	6462	3493	1180	4026	2159	1867
%V	25.1%	25.6%	27.0%	34.1%	30.4%	24.6%	33.9%	18.7%
%V (All HH)		98.4%	95.3%	51.5%	17.4%	59.4%	31.9%	27.5%
%V (TV HH)			96.9%	52.4%	17.7%	60.4%	32.4%	28.0%
0 - 3	2593	2534	2448	1320	437	1416	705	711
%V	9.6%	9.7%	10.2%	12.9%	11.2%	8.7%	11.1%	7.1%
%V (All HH)		97.7%	94.4%	50.9%	16.9%	54.6%	27.2%	27.4%
%V (TV HH)			96.6%	52.1%	17.2%	55.9%	27.8%	28.1%
4 - 9	3168	3117	3017	1648	552	1825	976	849
%V	11.8%	12.0%	12.6%	16.1%	14.2%	11.2%	15.3%	8.5%
%V (All HH)		98.4%	95.2%	52.0%	17.4%	57.6%	30.8%	26.8%
%V (TV HH)			96.8%	52.9%	17.7%	58.5%	31.3%	27.2%
10 - 15	3262	3227	3138	1728	615	2056	1206	850
%V	12.1%	12.4%	13.1%	16.9%	15.8%	12.6%	19.0%	8.5%
%V (All HH)		98.9%	96.2%	53.0%	18.9%	63.0%	37.0%	26.1%
%V (TV HH)			97.2%	53.5%	19.1%	63.7%	37.4%	26.3%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
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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	26957	26063	23916	10247	3887	16358	6360	9999
%H (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
%H (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
1	10185	10185	8684	2979	1306	5289	893	4396
%V	37.8%	39.1%	36.3%	29.1%	33.6%	32.3%	14.0%	44.0%
%H (All HH)		100.0%	85.3%	29.2%	12.8%	51.9%	8.8%	43.2%
%H (TV HH)			85.3%	29.2%	12.8%	51.9%	8.8%	43.2%
2	8976	8976	8481	3626	1372	5939	2361	3578
%V	33.3%	34.4%	35.5%	35.4%	35.3%	36.3%	37.1%	35.8%
%H (All HH)		100.0%	94.5%	40.4%	15.3%	66.2%	26.3%	39.9%
%H (TV HH)			94.5%	40.4%	15.3%	66.2%	26.3%	39.9%
3	4158	4158	4045	2043	727	3006	1669	1337
%V	15.4%	16.0%	16.9%	19.9%	18.7%	18.4%	26.2%	13.4%
%H (All HH)		100.0%	97.3%	49.1%	17.5%	72.3%	40.1%	32.2%
%H (TV HH)			97.3%	49.1%	17.5%	72.3%	40.1%	32.2%
4	1827	1827	1798	1031	316	1396	906	490
%V	6.8%	7.0%	7.5%	10.1%	8.1%	8.5%	14.2%	4.9%
%H (All HH)		100.0%	98.4%	56.4%	17.3%	76.4%	49.6%	26.8%
%H (TV HH)			98.4%	56.4%	17.3%	76.4%	49.6%	26.8%
5+	911	911	903	567	165	725	531	194
%V	3.4%	3.5%	3.8%	5.5%	4.2%	4.4%	8.3%	1.9%
%H (All HH)		100.0%	99.1%	62.2%	18.1%	79.6%	58.3%	21.3%
%H (TV HH)			99.1%	62.2%	18.1%	79.6%	58.3%	21.3%

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

%V = percentage of vertical total

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

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

**DATA PERIOD: ANNUAL
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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	26957	26063	23916	10247	3887	16358	6360	9999
%V (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
%V (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
Under 20"	11582	11582	10772	4734	1766	8014	3611	4403
%V	43.0%	44.4%	45.0%	46.2%	45.4%	49.0%	56.8%	44.0%
%H (All HH)		100.0%	93.0%	40.9%	15.2%	69.2%	31.2%	38.0%
%H (TV HH)			93.0%	40.9%	15.2%	69.2%	31.2%	38.0%
20" - 29"	14007	14007	12648	5048	2020	8992	3285	5706
%V	52.0%	53.7%	52.9%	49.3%	52.0%	55.0%	51.7%	57.1%
%H (All HH)		100.0%	90.3%	36.0%	14.4%	64.2%	23.5%	40.7%
%H (TV HH)			90.3%	36.0%	14.4%	64.2%	23.5%	40.7%
30" - 39"	11249	11249	10907	5217	1877	7501	3563	3938
%V	41.7%	43.2%	45.6%	50.9%	48.3%	45.9%	56.0%	39.4%
%H (All HH)		100.0%	97.0%	46.4%	16.7%	66.7%	31.7%	35.0%
%H (TV HH)			97.0%	46.4%	16.7%	66.7%	31.7%	35.0%
40" and over	5353	5353	5288	3211	964	3491	2281	1210
%V	19.9%	20.5%	22.1%	31.3%	24.8%	21.3%	35.9%	12.1%
%H (All HH)		100.0%	98.8%	60.0%	18.0%	65.2%	42.6%	22.6%
%H (TV HH)			98.8%	60.0%	18.0%	65.2%	42.6%	22.6%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
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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	26957	26063	23916	10247	3887	16358	6360	9999
%V (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
%V (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
Main living room	25709	25709	23651	10153	3858	16171	6317	9854
%V	95.4%	98.6%	98.9%	99.1%	99.3%	98.9%	99.3%	98.5%
%V (All HH)		100.0%	92.0%	39.5%	15.0%	62.9%	24.6%	38.3%
%V (TV HH)			92.0%	39.5%	15.0%	62.9%	24.6%	38.3%
Kitchen	3557	3557	3393	1705	487	2549	1305	1244
%V	13.2%	13.6%	14.2%	16.6%	12.5%	15.6%	20.5%	12.4%
%V (All HH)		100.0%	95.4%	47.9%	13.7%	71.7%	36.7%	35.0%
%V (TV HH)			95.4%	47.9%	13.7%	71.7%	36.7%	35.0%
Adult's bedroom	12142	12142	11676	5700	2028	8511	4384	4127
%V	45.0%	46.6%	48.8%	55.6%	52.2%	52.0%	68.9%	41.3%
%V (All HH)		100.0%	96.2%	46.9%	16.7%	70.1%	36.1%	34.0%
%V (TV HH)			96.2%	46.9%	16.7%	70.1%	36.1%	34.0%
Child's bedroom	2586	2586	2535	1437	506	1875	1231	645
%V	9.6%	9.9%	10.6%	14.0%	13.0%	11.5%	19.4%	6.5%
%V (All HH)		100.0%	98.0%	55.6%	19.6%	72.5%	47.6%	24.9%
%V (TV HH)			98.0%	55.6%	19.6%	72.5%	47.6%	24.9%
Other bedroom	807	807	781	410	128	587	329	257
%V	3.0%	3.1%	3.3%	4.0%	3.3%	3.6%	5.2%	2.6%
%V (All HH)		100.0%	96.8%	50.8%	15.9%	72.7%	40.8%	31.8%
%V (TV HH)			96.8%	50.8%	15.9%	72.7%	40.8%	31.8%
Second living/dining room	2860	2860	2747	1407	426	2092	1128	964
%V	10.6%	11.0%	11.5%	13.7%	11.0%	12.8%	17.7%	9.6%
%V (All HH)		100.0%	96.0%	49.2%	14.9%	73.1%	39.4%	33.7%
%V (TV HH)			96.0%	49.2%	14.9%	73.1%	39.4%	33.7%
Study/office	528	528	516	268	80	385	211	174
%V	2.0%	2.0%	2.2%	2.6%	2.1%	2.4%	3.3%	1.7%
%V (All HH)		100.0%	97.7%	50.8%	15.2%	72.9%	40.0%	33.0%
%V (TV HH)			97.7%	50.8%	15.2%	72.9%	40.0%	33.0%
TV room	149	149	146	86	16	110	64	46
%V	0.6%	0.6%	0.6%	0.8%	0.4%	0.7%	1.0%	0.5%
%V (All HH)		100.0%	98.0%	57.7%	10.7%	73.8%	43.0%	30.9%
%V (TV HH)			98.0%	57.7%	10.7%	73.8%	43.0%	30.9%
No specific location	39	39	37	15	8	32	17	15
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.3%	0.2%
%V (All HH)		100.0%	94.9%	38.5%	20.5%	82.1%	43.6%	38.5%
%V (TV HH)			94.9%	38.5%	20.5%	82.1%	43.6%	38.5%
Other	213	213	206	108	29	164	90	74
%V	0.8%	0.8%	0.9%	1.1%	0.7%	1.0%	1.4%	0.7%
%V (All HH)		100.0%	96.7%	50.7%	13.6%	77.0%	42.3%	34.7%
%V (TV HH)			96.7%	50.7%	13.6%	77.0%	42.3%	34.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2009 - June 2010

Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26063	23916	10247	3887	16358	6360	9999
%V (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
%V (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
PVR	8928	8928	8928	6316	1266	5327	3838	1488
%V	33.1%	34.3%	37.3%	61.6%	32.6%	32.6%	60.3%	14.9%
%H (All HH)		100.0%	100.0%	70.7%	14.2%	59.7%	43.0%	16.7%
%H (TV HH)			100.0%	70.7%	14.2%	59.7%	43.0%	16.7%
DVDR	3998	3998	3889	1822	627	2780	1286	1494
%V	14.8%	15.3%	16.3%	17.8%	16.1%	17.0%	20.2%	14.9%
%H (All HH)		100.0%	97.3%	45.6%	15.7%	69.5%	32.2%	37.4%
%H (TV HH)			97.3%	45.6%	15.7%	69.5%	32.2%	37.4%
VCR	9223	9223	8384	3416	1351	5877	2160	3716
%V	34.2%	35.4%	35.1%	33.3%	34.8%	35.9%	34.0%	37.2%
%H (All HH)		100.0%	90.9%	37.0%	14.6%	63.7%	23.4%	40.3%
%H (TV HH)			90.9%	37.0%	14.6%	63.7%	23.4%	40.3%
Any recorder	16557	16557	15662	8166	2412	10320	5045	5275
%V	61.4%	63.5%	65.5%	79.7%	62.1%	63.1%	79.3%	52.8%
%H (All HH)		100.0%	94.6%	49.3%	14.6%	62.3%	30.5%	31.9%
%H (TV HH)			94.6%	49.3%	14.6%	62.3%	30.5%	31.9%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
July 2009 - June 2010**

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26063	23916	10247	3887	16358	6360	9999
% <i>H</i> (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
% <i>H</i> (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
Receives HDTV (via STB or built-in reception)	3624	3624	3624	2567	1146	1977	1977	0
% <i>V</i>	13.4%	13.9%	15.2%	25.1%	29.5%	12.1%	31.1%	0.0%
% <i>H</i> (All HH)		100.0%	100.0%	70.8%	31.6%	54.6%	54.6%	0.0%
% <i>H</i> (TV HH)			100.0%	70.8%	31.6%	54.6%	54.6%	0.0%
DVD/Blu-ray player or recorder	21182	21182	20118	9001	3373	13717	5765	7952
% <i>V</i>	78.6%	81.3%	84.1%	87.8%	86.8%	83.9%	90.6%	79.5%
% <i>H</i> (All HH)		100.0%	95.0%	42.5%	15.9%	64.8%	27.2%	37.5%
% <i>H</i> (TV HH)			95.0%	42.5%	15.9%	64.8%	27.2%	37.5%

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

%*V* = percentage of vertical total

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

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

**DATA PERIOD: ANNUAL
July 2009 - June 2010**

Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26063	23916	10247	3887	16358	6360	9999
% <i>H</i> (All HH)		96.7%	88.7%	38.0%	14.4%	60.7%	23.6%	37.1%
% <i>H</i> (TV HH)			91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
Has PC or Laptop	18716	18175	17426	8378	3172	11530	5451	6079
% <i>V</i>	69.4%	69.7%	72.9%	81.8%	81.6%	70.5%	85.7%	60.8%
% <i>H</i> (All HH)		97.1%	93.1%	44.8%	16.9%	61.6%	29.1%	32.5%
% <i>H</i> (TV HH)			95.9%	46.1%	17.5%	63.4%	30.0%	33.4%
Has broadband internet	15895	15469	14919	7348	2837	9742	4828	4914
% <i>V</i>	59.0%	59.4%	62.4%	71.7%	73.0%	59.6%	75.9%	49.1%
% <i>H</i> (All HH)		97.3%	93.9%	46.2%	17.8%	61.3%	30.4%	30.9%
% <i>H</i> (TV HH)			96.4%	47.5%	18.3%	63.0%	31.2%	31.8%

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

**DATA PERIOD: ANNUAL
July 2009 - June 2010**

Set level data

Table 11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52816	49825	23554	8365	35674	17110	18564
%H		94.3%	44.6%	15.8%	67.5%	32.4%	35.1%
Under 20"	16456	15477	7106	2581	11646	5655	5991
%V	31.2%	31.1%	30.2%	30.9%	32.6%	33.1%	32.3%
%H		94.1%	43.2%	15.7%	70.8%	34.4%	36.4%
20" - 29"	17266	15782	6589	2531	11394	4545	6849
%V	32.7%	31.7%	28.0%	30.3%	31.9%	26.6%	36.9%
%H		91.4%	38.2%	14.7%	66.0%	26.3%	39.7%
30" - 39"	12685	12321	6067	2130	8543	4265	4278
%V	24.0%	24.7%	25.8%	25.5%	23.9%	24.9%	23.0%
%H		97.1%	47.8%	16.8%	67.3%	33.6%	33.7%
40" and over	5785	5718	3511	1043	3802	2528	1274
%V	11.0%	11.5%	14.9%	12.5%	10.7%	14.8%	6.9%
%H		98.8%	60.7%	18.0%	65.7%	43.7%	22.0%
Don't know	624	527	281	79	288	118	171
%V	1.2%	1.1%	1.2%	0.9%	0.8%	0.7%	0.9%
%H		84.5%	45.0%	12.7%	46.2%	18.9%	27.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL
July 2009 - June 2010**

Set level data

Table 12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52816	49825	23554	8365	35674	17110	18564
%H		94.3%	44.6%	15.8%	67.5%	32.4%	35.1%
Main living room	26065	23982	10305	3921	16396	6420	9976
%V	49.4%	48.1%	43.8%	46.9%	46.0%	37.5%	53.7%
%H		92.0%	39.5%	15.0%	62.9%	24.6%	38.3%
Kitchen	3573	3407	1713	489	2559	1312	1247
%V	6.8%	6.8%	7.3%	5.8%	7.2%	7.7%	6.7%
%H		95.4%	47.9%	13.7%	71.6%	36.7%	34.9%
Adult's bedroom	15030	14511	7222	2585	10720	5775	4945
%V	28.5%	29.1%	30.7%	30.9%	30.0%	33.8%	26.6%
%H		96.5%	48.1%	17.2%	71.3%	38.4%	32.9%
Child's bedroom	3379	3323	1915	658	2486	1664	822
%V	6.4%	6.7%	8.1%	7.9%	7.0%	9.7%	4.4%
%H		98.3%	56.7%	19.5%	73.6%	49.2%	24.3%
Other bedroom	902	876	469	142	668	388	280
%V	1.7%	1.8%	2.0%	1.7%	1.9%	2.3%	1.5%
%H		97.1%	52.0%	15.7%	74.1%	43.0%	31.0%
Second living/dining room	2913	2799	1440	433	2134	1156	978
%V	5.5%	5.6%	6.1%	5.2%	6.0%	6.8%	5.3%
%H		96.1%	49.4%	14.9%	73.3%	39.7%	33.6%
Study/office	536	525	273	82	390	214	176
%V	1.0%	1.1%	1.2%	1.0%	1.1%	1.3%	0.9%
%H		97.9%	50.9%	15.3%	72.8%	39.9%	32.8%
TV room	151	148	86	18	112	66	47
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.4%	0.3%
%H		98.0%	57.0%	11.9%	74.2%	43.7%	31.1%
No specific location	41	38	16	8	34	19	15
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		92.7%	39.0%	19.5%	82.9%	46.3%	36.6%
Other	223	216	115	30	174	97	77
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.6%	0.4%
%H		96.9%	51.6%	13.5%	78.0%	43.5%	34.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52816	49825	23554	8365	35674	17110	18564
%H		94.3%	44.6%	15.8%	67.5%	32.4%	35.1%
PVR	11246	11246	8290	1494	6593	4943	1650
%V	21.3%	22.6%	35.2%	17.9%	18.5%	28.9%	8.9%
%H		100.0%	73.7%	13.3%	58.6%	44.0%	14.7%
DVDR	4558	4443	2132	719	3212	1549	1664
%V	8.6%	8.9%	9.1%	8.6%	9.0%	9.1%	9.0%
%H		97.5%	46.8%	15.8%	70.5%	34.0%	36.5%
VCR	10946	10040	4191	1667	7101	2784	4317
%V	20.7%	20.2%	17.8%	19.9%	19.9%	16.3%	23.3%
%H		91.7%	38.3%	15.2%	64.9%	25.4%	39.4%
Any recorder	21689	20715	11517	3156	13651	7308	6343
%V	41.1%	41.6%	48.9%	37.7%	38.3%	42.7%	34.2%
%H		95.5%	53.1%	14.6%	62.9%	33.7%	29.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52816	49825	23554	8365	35674	17110	18564
%H		94.3%	44.6%	15.8%	67.5%	32.4%	35.1%
Receives HDTV (via STB or built-in reception)	4319	4319	3114	1313	2335	2335	0
%V	8.2%	8.7%	13.2%	15.7%	6.5%	13.6%	0.0%
%H		100.0%	72.1%	30.4%	54.1%	54.1%	0.0%
DVD/Blu-ray player or recorder	31122	29915	14395	5205	21099	10372	10728
%V	58.9%	60.0%	61.1%	62.2%	59.1%	60.6%	57.8%
%H		96.1%	46.3%	16.7%	67.8%	33.3%	34.5%

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
July 2009 - June 2010**

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26037	23897	10240	3885	16345	6357	9988
<i>%H</i>		91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
Under 20"	1335	948	206	109	715	80	635
<i>%V</i>	5.1%	4.0%	2.0%	2.8%	4.4%	1.3%	6.4%
<i>%H</i>		71.0%	15.4%	8.2%	53.6%	6.0%	47.6%
20" - 29"	9572	8276	2603	1233	5782	1303	4479
<i>%V</i>	36.8%	34.6%	25.4%	31.7%	35.4%	20.5%	44.8%
<i>%H</i>		86.5%	27.2%	12.9%	60.4%	13.6%	46.8%
30" - 39"	9694	9367	4241	1585	6392	2765	3627
<i>%V</i>	37.2%	39.2%	41.4%	40.8%	39.1%	43.5%	36.3%
<i>%H</i>		96.6%	43.7%	16.4%	65.9%	28.5%	37.4%
40" and over	5129	5066	3074	925	3334	2178	1156
<i>%V</i>	19.7%	21.2%	30.0%	23.8%	20.4%	34.3%	11.6%
<i>%H</i>		98.8%	59.9%	18.0%	65.0%	42.5%	22.5%
Don't know	307	240	117	33	121	30	91
<i>%V</i>	1.2%	1.0%	1.1%	0.8%	0.7%	0.5%	0.9%
<i>%H</i>		78.2%	38.1%	10.7%	39.4%	9.8%	29.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL
July 2009 - June 2010**

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26037	23897	10240	3885	16345	6357	9988
%H		91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
PVR	8628	8628	6154	1195	5083	3680	1402
%V	33.1%	36.1%	60.1%	30.8%	31.1%	57.9%	14.0%
%H		100.0%	71.3%	13.9%	58.9%	42.7%	16.2%
DVDR	3682	3579	1650	569	2529	1123	1406
%V	14.1%	15.0%	16.1%	14.6%	15.5%	17.7%	14.1%
%H		97.2%	44.8%	15.5%	68.7%	30.5%	38.2%
VCR	7885	7082	2777	1112	4936	1669	3267
%V	30.3%	29.6%	27.1%	28.6%	30.2%	26.3%	32.7%
%H		89.8%	35.2%	14.1%	62.6%	21.2%	41.4%
Any recorder	15764	14903	7903	2252	9730	4807	4923
%V	60.5%	62.4%	77.2%	58.0%	59.5%	75.6%	49.3%
%H		94.5%	50.1%	14.3%	61.7%	30.5%	31.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26037	23897	10240	3885	16345	6357	9988
%H		91.8%	39.3%	14.9%	62.8%	24.4%	38.4%
Receives HDTV (via STB or built-in reception)	3479	3479	2449	1104	1889	1889	0
%V	13.4%	14.6%	23.9%	28.4%	11.6%	29.7%	0.0%
%H		100.0%	70.4%	31.7%	54.3%	54.3%	0.0%
DVD/Blu-ray player or recorder	20159	19132	8507	3219	12984	5383	7601
%V	77.4%	80.1%	83.1%	82.9%	79.4%	84.7%	76.1%
%H		94.9%	42.2%	16.0%	64.4%	26.7%	37.7%

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
July 2009 - June 2010**

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26779	25928	13314	4479	19329	10754	8576
<i>%H</i>		96.8%	49.7%	16.7%	72.2%	40.2%	32.0%
Under 20"	15120	14530	6900	2472	10932	5576	5356
<i>%V</i>	56.5%	56.0%	51.8%	55.2%	56.6%	51.9%	62.5%
<i>%H</i>		96.1%	45.6%	16.3%	72.3%	36.9%	35.4%
20" - 29"	7694	7506	3986	1298	5612	3241	2371
<i>%V</i>	28.7%	28.9%	29.9%	29.0%	29.0%	30.1%	27.6%
<i>%H</i>		97.6%	51.8%	16.9%	72.9%	42.1%	30.8%
30" - 39"	2991	2954	1826	545	2151	1499	651
<i>%V</i>	11.2%	11.4%	13.7%	12.2%	11.1%	13.9%	7.6%
<i>%H</i>		98.8%	61.0%	18.2%	71.9%	50.1%	21.8%
40" and over	656	652	437	119	468	350	119
<i>%V</i>	2.4%	2.5%	3.3%	2.7%	2.4%	3.3%	1.4%
<i>%H</i>		99.4%	66.6%	18.1%	71.3%	53.4%	18.1%
Don't know	317	287	164	46	167	87	80
<i>%V</i>	1.2%	1.1%	1.2%	1.0%	0.9%	0.8%	0.9%
<i>%H</i>		90.5%	51.7%	14.5%	52.7%	27.4%	25.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26779	25928	13314	4479	19329	10754	8576
%H		96.8%	49.7%	16.7%	72.2%	40.2%	32.0%
PVR	2618	2618	2136	299	1510	1263	247
%V	9.8%	10.1%	16.0%	6.7%	7.8%	11.7%	2.9%
%H		100.0%	81.6%	11.4%	57.7%	48.2%	9.4%
DVDR	876	864	481	151	683	426	258
%V	3.3%	3.3%	3.6%	3.4%	3.5%	4.0%	3.0%
%H		98.6%	54.9%	17.2%	78.0%	48.6%	29.5%
VCR	3061	2958	1414	555	2164	1115	1050
%V	11.4%	11.4%	10.6%	12.4%	11.2%	10.4%	12.2%
%H		96.6%	46.2%	18.1%	70.7%	36.4%	34.3%
Any recorder	5925	5812	3614	904	3921	2501	1420
%V	22.1%	22.4%	27.1%	20.2%	20.3%	23.3%	16.6%
%H		98.1%	61.0%	15.3%	66.2%	42.2%	24.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26779	25928	13314	4479	19329	10754	8576
%H		96.8%	49.7%	16.7%	72.2%	40.2%	32.0%
Receives HDTV (via STB or built-in reception)	840	840	665	209	446	446	0
%V	3.1%	3.2%	5.0%	4.7%	2.3%	4.1%	0.0%
%H		100.0%	79.2%	24.9%	53.1%	53.1%	0.0%
DVD/Blu-ray player or recorder	10962	10783	5888	1986	8115	4988	3127
%V	40.9%	41.6%	44.2%	44.3%	42.0%	46.4%	36.5%
%H		98.4%	53.7%	18.1%	74.0%	45.5%	28.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL
July 2009 - June 2010**

Individual level data

Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	61323	59790	56375	27122	9815	37581	17467	20114
<i>%H</i>		97.5%	91.9%	44.2%	16.0%	61.3%	28.5%	32.8%
Total Children	11631	11429	11072	6081	2052	6801	3710	3091
<i>%V</i>	19.0%	19.1%	19.6%	22.4%	20.9%	18.1%	21.2%	15.4%
<i>%H</i>		98.3%	95.2%	52.3%	17.6%	58.5%	31.9%	26.6%
0 - 3	3080	3011	2906	1566	521	1679	833	846
<i>%V</i>	5.0%	5.0%	5.2%	5.8%	5.3%	4.5%	4.8%	4.2%
<i>%H</i>		97.8%	94.4%	50.8%	16.9%	54.5%	27.0%	27.5%
4 - 15	8551	8418	8166	4515	1532	5122	2877	2245
<i>%V</i>	13.9%	14.1%	14.5%	16.6%	15.6%	13.6%	16.5%	11.2%
<i>%H</i>		98.4%	95.5%	52.8%	17.9%	59.9%	33.6%	26.3%
4 - 9	4231	4154	4019	2208	719	2433	1295	1138
<i>%V</i>	6.9%	6.9%	7.1%	8.1%	7.3%	6.5%	7.4%	5.7%
<i>%H</i>		98.2%	95.0%	52.2%	17.0%	57.5%	30.6%	26.9%
10 - 15	4320	4264	4147	2307	812	2689	1582	1107
<i>%V</i>	7.0%	7.1%	7.4%	8.5%	8.3%	7.2%	9.1%	5.5%
<i>%H</i>		98.7%	96.0%	53.4%	18.8%	62.2%	36.6%	25.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	61323	59790	56375	27122	9815	37581	17467	20114
%H		97.5%	91.9%	44.2%	16.0%	61.3%	28.5%	32.8%
Total Adults (16+)	49691	48361	45302	21042	7763	30781	13757	17024
%V	81.0%	80.9%	80.4%	77.6%	79.1%	81.9%	78.8%	84.6%
%H		97.3%	91.2%	42.3%	15.6%	61.9%	27.7%	34.3%
16 - 19	3142	3090	2984	1527	581	2085	1159	926
%V	5.1%	5.2%	5.3%	5.6%	5.9%	5.5%	6.6%	4.6%
%H		98.3%	95.0%	48.6%	18.5%	66.4%	36.9%	29.5%
20 - 24	3920	3706	3532	1624	731	2382	1151	1232
%V	6.4%	6.2%	6.3%	6.0%	7.4%	6.3%	6.6%	6.1%
%H		94.5%	90.1%	41.4%	18.6%	60.8%	29.4%	31.4%
25 - 34	8130	7706	7372	3797	1367	4398	2109	2288
%V	13.3%	12.9%	13.1%	14.0%	13.9%	11.7%	12.1%	11.4%
%H		94.8%	90.7%	46.7%	16.8%	54.1%	25.9%	28.1%
35 - 44	8837	8597	8228	4351	1540	5246	2805	2442
%V	14.4%	14.4%	14.6%	16.0%	15.7%	14.0%	16.1%	12.1%
%H		97.3%	93.1%	49.2%	17.4%	59.4%	31.7%	27.6%
45 - 54	8525	8381	8026	3977	1482	5513	2827	2686
%V	13.9%	14.0%	14.2%	14.7%	15.1%	14.7%	16.2%	13.4%
%H		98.3%	94.1%	46.7%	17.4%	64.7%	33.2%	31.5%
55 - 64	7298	7166	6764	3002	1093	4788	2043	2744
%V	11.9%	12.0%	12.0%	11.1%	11.1%	12.7%	11.7%	13.6%
%H		98.2%	92.7%	41.1%	15.0%	65.6%	28.0%	37.6%
65+	9839	9716	8398	2763	969	6368	1662	4706
%V	16.0%	16.3%	14.9%	10.2%	9.9%	16.9%	9.5%	23.4%
%H		98.7%	85.4%	28.1%	9.8%	64.7%	16.9%	47.8%

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
July 2009 - June 2010

Individual level data

Table 23: Social Grade (Adults 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 Adults (16+)	49691	48361	45302	21042	7763	30781	13757	17024
%H		97.3%	91.2%	42.3%	15.6%	61.9%	27.7%	34.3%
AB	11999	11733	11231	5597	1761	7567	3550	4017
%V	24.1%	24.3%	24.8%	26.6%	22.7%	24.6%	25.8%	23.6%
%H		97.8%	93.6%	46.6%	14.7%	63.1%	29.6%	33.5%
C1	13707	13288	12558	5847	2310	8425	3887	4538
%V	27.6%	27.5%	27.7%	27.8%	29.8%	27.4%	28.3%	26.7%
%H		96.9%	91.6%	42.7%	16.9%	61.5%	28.4%	33.1%
C2	10602	10441	9957	4897	1740	6857	3402	3455
%V	21.3%	21.6%	22.0%	23.3%	22.4%	22.3%	24.7%	20.3%
%H		98.5%	93.9%	46.2%	16.4%	64.7%	32.1%	32.6%
D	7776	7501	6947	3135	1272	4664	2049	2614
%V	15.6%	15.5%	15.3%	14.9%	16.4%	15.2%	14.9%	15.4%
%H		96.5%	89.3%	40.3%	16.4%	60.0%	26.4%	33.6%
E	5606	5398	4610	1565	679	3268	869	2399
%V	11.3%	11.2%	10.2%	7.4%	8.7%	10.6%	6.3%	14.1%
%H		96.3%	82.2%	27.9%	12.1%	58.3%	15.5%	42.8%

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
July 2009 - June 2010

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	49691	48361	45302	21042	7763	30781	13757	17024
<i>%H</i>		97.3%	91.2%	42.3%	15.6%	61.9%	27.7%	34.3%
Working full time	22400	21796	20961	10799	3885	13717	7163	6554
<i>%V</i>	45.1%	45.1%	46.3%	51.3%	50.0%	44.6%	52.1%	38.5%
<i>%H</i>		97.3%	93.6%	48.2%	17.3%	61.2%	32.0%	29.3%
Working part time	4957	4872	4658	2263	809	3164	1533	1631
<i>%V</i>	10.0%	10.1%	10.3%	10.8%	10.4%	10.3%	11.1%	9.6%
<i>%H</i>		98.3%	94.0%	45.7%	16.3%	63.8%	30.9%	32.9%
Not working	22334	21692	19683	7979	3069	13899	5061	8839
<i>%V</i>	44.9%	44.9%	43.4%	37.9%	39.5%	45.2%	36.8%	51.9%
<i>%H</i>		97.1%	88.1%	35.7%	13.7%	62.2%	22.7%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2009 - June 2010

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24247	23451	22078	10544	3861	14890	6933	7957
%H		96.7%	91.1%	43.5%	15.9%	61.4%	28.6%	32.8%
16 - 19	1643	1620	1568	820	314	1105	641	465
%V	6.8%	6.9%	7.1%	7.8%	8.1%	7.4%	9.2%	5.8%
%H		98.6%	95.4%	49.9%	19.1%	67.3%	39.0%	28.3%
20 - 24	1959	1840	1756	821	368	1192	591	602
%V	8.1%	7.8%	8.0%	7.8%	9.5%	8.0%	8.5%	7.6%
%H		93.9%	89.6%	41.9%	18.8%	60.8%	30.2%	30.7%
25 - 34	4091	3810	3630	1855	691	2192	1061	1132
%V	16.9%	16.2%	16.4%	17.6%	17.9%	14.7%	15.3%	14.2%
%H		93.1%	88.7%	45.3%	16.9%	53.6%	25.9%	27.7%
35 - 44	4371	4226	4028	2144	746	2522	1333	1189
%V	18.0%	18.0%	18.2%	20.3%	19.3%	16.9%	19.2%	14.9%
%H		96.7%	92.2%	49.1%	17.1%	57.7%	30.5%	27.2%
45 - 54	4197	4107	3922	1967	731	2680	1397	1284
%V	17.3%	17.5%	17.8%	18.7%	18.9%	18.0%	20.2%	16.1%
%H		97.9%	93.4%	46.9%	17.4%	63.9%	33.3%	30.6%
55 - 64	3570	3492	3296	1486	538	2332	1024	1308
%V	14.7%	14.9%	14.9%	14.1%	13.9%	15.7%	14.8%	16.4%
%H		97.8%	92.3%	41.6%	15.1%	65.3%	28.7%	36.6%
65+	4416	4356	3877	1452	473	2865	887	1979
%V	18.2%	18.6%	17.6%	13.8%	12.3%	19.2%	12.8%	24.9%
%H		98.6%	87.8%	32.9%	10.7%	64.9%	20.1%	44.8%

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
July 2009 - June 2010

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24247	23451	22078	10544	3861	14890	6933	7957
%H		96.7%	91.1%	43.5%	15.9%	61.4%	28.6%	32.8%
AB	6040	5887	5654	2870	907	3783	1823	1960
%V	24.9%	25.1%	25.6%	27.2%	23.5%	25.4%	26.3%	24.6%
%H		97.5%	93.6%	47.5%	15.0%	62.6%	30.2%	32.5%
C1	6404	6161	5876	2842	1109	3884	1888	1996
%V	26.4%	26.3%	26.6%	27.0%	28.7%	26.1%	27.2%	25.1%
%H		96.2%	91.8%	44.4%	17.3%	60.6%	29.5%	31.2%
C2	5710	5604	5329	2604	934	3679	1811	1868
%V	23.5%	23.9%	24.1%	24.7%	24.2%	24.7%	26.1%	23.5%
%H		98.1%	93.3%	45.6%	16.4%	64.4%	31.7%	32.7%
D	3766	3594	3325	1553	620	2216	1026	1189
%V	15.5%	15.3%	15.1%	14.7%	16.1%	14.9%	14.8%	14.9%
%H		95.4%	88.3%	41.2%	16.5%	58.8%	27.2%	31.6%
E	2327	2206	1893	675	291	1328	384	944
%V	9.6%	9.4%	8.6%	6.4%	7.5%	8.9%	5.5%	11.9%
%H		94.8%	81.3%	29.0%	12.5%	57.1%	16.5%	40.6%

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

July 2009 - June 2010

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24247	23451	22078	10544	3861	14890	6933	7957
<i>%H</i>		96.7%	91.1%	43.5%	15.9%	61.4%	28.6%	32.8%
Working full time	13933	13513	12986	6790	2379	8434	4436	3998
<i>%V</i>	57.5%	57.6%	58.8%	64.4%	61.6%	56.6%	64.0%	50.2%
<i>%H</i>		97.0%	93.2%	48.7%	17.1%	60.5%	31.8%	28.7%
Working part time	926	896	830	370	134	583	249	333
<i>%V</i>	3.8%	3.8%	3.8%	3.5%	3.5%	3.9%	3.6%	4.2%
<i>%H</i>		96.8%	89.6%	40.0%	14.5%	63.0%	26.9%	36.0%
Not working	9389	9043	8262	3384	1348	5874	2248	3625
<i>%V</i>	38.7%	38.6%	37.4%	32.1%	34.9%	39.4%	32.4%	45.6%
<i>%H</i>		96.3%	88.0%	36.0%	14.4%	62.6%	23.9%	38.6%

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
July 2009 - June 2010**

Individual level data

Table 28: Females - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	25444	24910	23225	10497	3902	15891	6824	9067
%H		97.9%	91.3%	41.3%	15.3%	62.5%	26.8%	35.6%
16 - 19	1498	1469	1415	707	267	980	518	462
%V	5.9%	5.9%	6.1%	6.7%	6.8%	6.2%	7.6%	5.1%
%H		98.1%	94.5%	47.2%	17.8%	65.4%	34.6%	30.8%
20 - 24	1960	1866	1776	803	363	1190	560	630
%V	7.7%	7.5%	7.6%	7.6%	9.3%	7.5%	8.2%	6.9%
%H		95.2%	90.6%	41.0%	18.5%	60.7%	28.6%	32.1%
25 - 34	4039	3895	3742	1942	677	2205	1049	1157
%V	15.9%	15.6%	16.1%	18.5%	17.4%	13.9%	15.4%	12.8%
%H		96.4%	92.6%	48.1%	16.8%	54.6%	26.0%	28.6%
35 - 44	4466	4371	4199	2208	794	2724	1471	1253
%V	17.6%	17.5%	18.1%	21.0%	20.3%	17.1%	21.6%	13.8%
%H		97.9%	94.0%	49.4%	17.8%	61.0%	32.9%	28.1%
45 - 54	4329	4274	4104	2010	750	2833	1431	1402
%V	17.0%	17.2%	17.7%	19.1%	19.2%	17.8%	21.0%	15.5%
%H		98.7%	94.8%	46.4%	17.3%	65.4%	33.1%	32.4%
55 - 64	3728	3674	3467	1516	555	2456	1020	1436
%V	14.7%	14.7%	14.9%	14.4%	14.2%	15.5%	14.9%	15.8%
%H		98.6%	93.0%	40.7%	14.9%	65.9%	27.4%	38.5%
65+	5423	5360	4521	1311	496	3503	775	2728
%V	21.3%	21.5%	19.5%	12.5%	12.7%	22.0%	11.4%	30.1%
%H		98.8%	83.4%	24.2%	9.1%	64.6%	14.3%	50.3%

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
July 2009 - June 2010

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+)	25444	24910	23225	10497	3902	15891	6824	9067
<i>%H</i>		97.9%	91.3%	41.3%	15.3%	62.5%	26.8%	35.6%
AB	5959	5847	5577	2728	854	3784	1727	2057
<i>%V</i>	23.4%	23.5%	24.0%	26.0%	21.9%	23.8%	25.3%	22.7%
<i>%H</i>		98.1%	93.6%	45.8%	14.3%	63.5%	29.0%	34.5%
C1	7303	7127	6682	3005	1201	4541	1999	2542
<i>%V</i>	28.7%	28.6%	28.8%	28.6%	30.8%	28.6%	29.3%	28.0%
<i>%H</i>		97.6%	91.5%	41.1%	16.4%	62.2%	27.4%	34.8%
C2	4892	4837	4628	2293	806	3178	1591	1587
<i>%V</i>	19.2%	19.4%	19.9%	21.8%	20.7%	20.0%	23.3%	17.5%
<i>%H</i>		98.9%	94.6%	46.9%	16.5%	65.0%	32.5%	32.4%
D	4011	3907	3622	1582	652	2448	1023	1425
<i>%V</i>	15.8%	15.7%	15.6%	15.1%	16.7%	15.4%	15.0%	15.7%
<i>%H</i>		97.4%	90.3%	39.4%	16.3%	61.0%	25.5%	35.5%
E	3278	3192	2716	889	388	1940	484	1456
<i>%V</i>	12.9%	12.8%	11.7%	8.5%	9.9%	12.2%	7.1%	16.1%
<i>%H</i>		97.4%	82.9%	27.1%	11.8%	59.2%	14.8%	44.4%

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
July 2009 - June 2010

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25444	24910	23225	10497	3902	15891	6824	9067
<i>%H</i>		97.9%	91.3%	41.3%	15.3%	62.5%	26.8%	35.6%
Working full time	8467	8283	7975	4009	1506	5283	2728	2556
<i>%V</i>	33.3%	33.3%	34.3%	38.2%	38.6%	33.2%	40.0%	28.2%
<i>%H</i>		97.8%	94.2%	47.3%	17.8%	62.4%	32.2%	30.2%
Working part time	4032	3977	3828	1893	675	2582	1284	1298
<i>%V</i>	15.8%	16.0%	16.5%	18.0%	17.3%	16.2%	18.8%	14.3%
<i>%H</i>		98.6%	94.9%	46.9%	16.7%	64.0%	31.8%	32.2%
Not working	12945	12650	11421	4595	1721	8026	2812	5213
<i>%V</i>	50.9%	50.8%	49.2%	43.8%	44.1%	50.5%	41.2%	57.5%
<i>%H</i>		97.7%	88.2%	35.5%	13.3%	62.0%	21.7%	40.3%

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 July 2009 and June 2010

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: July 2009 - June 2010							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South- West
Addresses Issued	79,564	16725	2172	9183	4217	2570	2732
Shop / Business	779	182	34	87	36	14	38
Demolished / Incomplete	158	24	0	8	17	2	5
Empty	5,921	782	130	822	294	129	161
Holiday Home	627	27	9	13	48	6	115
Other Non Effective	1,209	231	62	130	47	49	58
Eligible Addresses	70,870	15479	1937	8123	3775	2370	2355
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	911	532	13	88	11	52	40
Total Additional Households	3,009	2642	2124	2187	2111	2153	2142
Total Valid Households	80,452	17255	2186	9265	4229	2624	2761
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	8,767	3183	289	950	451	318	184
	10.9%	18.4%	13.2%	10.3%	10.7%	12.1%	6.7%
No English Spoken	122	48	1	18	3	5	1
	0.2%	0.3%	0.0%	0.2%	0.1%	0.2%	0.0%
Refusals	14,665	3963	542	1715	824	362	649
	18.2%	23.0%	24.8%	18.5%	19.5%	13.8%	23.5%
Total Interviews	56,898	10061	1354	6582	2951	1939	1927
	70.7%	58.3%	61.9%	71.0%	69.8%	73.9%	69.8%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North- East & Cumbria	BBC North- West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4936	6602	3269	6980	6948	4572	8658
Shop / Business	37	40	15	45	102	70	79
Demolished / Incomplete	11	10	10	15	26	22	8
Empty	227	430	224	555	576	674	917
Holiday Home	32	16	39	38	92	47	145
Other Non Effective	85	62	34	131	104	94	122
Eligible Addresses	4544	6044	2947	6196	6048	3665	7387
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	38	17	4	23	33	6	54
Total Additional Households	2141	2121	2109	2129	2140	2114	2163
Total Valid Households	4974	6624	3274	7010	6983	4564	8703
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	645	369	282	575	538	391	592
	13.0%	5.6%	8.6%	8.2%	7.7%	8.6%	6.8%
No English Spoken	7	10	1	11	10	2	5
	0.1%	0.2%	0.0%	0.2%	0.1%	0.0%	0.1%
Refusals	949	1155	513	1342	1209	561	881
	19.1%	17.4%	15.7%	19.1%	17.3%	12.3%	10.1%
Total Interviews	3373	5090	2478	5082	5226	3610	7225
	67.8%	76.8%	75.7%	72.5%	74.8%	79.1%	83.0%

Response Analysis: July 2009 - June 2010							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	79,564	17039	9947	6998	6914	2373	6528
Shop / Business	779	187	90	43	42	8	91
Demolished / Incomplete	158	25	9	14	9	8	23
Empty	5,921	794	850	554	442	158	539
Holiday Home	627	27	18	29	26	13	71
Other Non Effective	1,209	255	143	132	65	19	86
Eligible Addresses	70,870	15751	8837	6226	6330	2167	5718
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	911	532	92	23	19	0	32
Total Additional Households	3,009	2631	2192	2124	2121	2103	2142
Total Valid Households	80,452	17571	10034	7028	6938	2373	6562
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	8,767	3223	1024	580	387	230	518
	10.9%	18.3%	10.2%	8.3%	5.6%	9.7%	7.9%
No English Spoken	122	48	18	11	10	1	10
	0.2%	0.3%	0.2%	0.2%	0.1%	0.0%	0.2%
Refusals	14,665	4051	1835	1364	1211	361	1173
	18.2%	23.1%	18.3%	19.4%	17.5%	15.2%	17.9%
Total Interviews	56,898	10249	7157	5073	5330	1781	4861
	70.7%	58.3%	71.3%	72.2%	76.8%	75.1%	74.1%

	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	5826	4357	2732	4572	1050	2570	8658
Shop / Business	61	36	38	70	18	16	79
Demolished / Incomplete	9	17	5	22	7	2	8
Empty	294	299	161	674	95	144	917
Holiday Home	33	48	115	47	46	9	145
Other Non Effective	116	40	58	94	29	50	122
Eligible Addresses	5313	3917	2355	3665	855	2349	7387
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	47	11	40	6	3	52	54
Total Additional Households	2158	2115	2145	2112	2110	2160	2163
Total Valid Households	5872	4369	2761	4564	1053	2624	8703
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	808	467	184	391	50	313	592
	13.8%	10.7%	6.7%	8.6%	4.7%	11.9%	6.8%
No English Spoken	8	3	1	2	0	5	5
	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%	0.1%
Refusals	1239	855	649	561	122	363	881
	21.1%	19.6%	23.5%	12.3%	11.6%	13.8%	10.1%
Total Interviews	3817	3044	1927	3610	881	1943	7225
	65.0%	69.7%	69.8%	79.1%	83.7%	74.0%	83.0%

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 July 2009 to June 2010

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	56898	55315	50977
All Sets	114515	114515	108323
All Individuals	134356	131423	124103
Children 0-15	26195	25762	24921
All Adults	108161	105661	99182
Adult Males	51743	50307	47480
Adult Females	56418	55354	51702

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	10061	9661	8694
All Sets	19004	19004	17712
All Individuals	24793	24000	22292
Children 0-15	5058	4923	4701
All Adults	19735	19077	17591
Adult Males	9491	9118	8421
Adult Females	10244	9959	9170

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1354	1327	1192
All Sets	2863	2863	2652
All Individuals	3229	3180	2938
Children 0-15	632	629	600
All Adults	2597	2551	2338
Adult Males	1248	1226	1148
Adult Females	1349	1325	1190

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	6582	6390	5776
All Sets	13170	13170	12282
All Individuals	15732	15388	14384
Children 0-15	3108	3046	2948
All Adults	12624	12342	11436
Adult Males	6070	5906	5513
Adult Females	6554	6436	5923

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2951	2885	2581
All Sets	5934	5934	5509
All Individuals	6805	6700	6210
Children 0-15	1295	1284	1234
All Adults	5510	5416	4976
Adult Males	2648	2592	2417
Adult Females	2862	2824	2559

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1939	1882	1769
All Sets	3711	3711	3558
All Individuals	4396	4300	4112
Children 0-15	791	778	755
All Adults	3605	3522	3357
Adult Males	1722	1678	1605
Adult Females	1883	1844	1752

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	2040	1967	1917
All Sets	4041	4041	3952
All Individuals	4627	4501	4416
Children 0-15	836	817	812
All Adults	3791	3684	3604
Adult Males	1786	1727	1694
Adult Females	2005	1957	1910

BBC South	All Households	Total TV Households	Multichannel Households
All Households	3260	3185	2958
All Sets	6603	6603	6275
All Individuals	7662	7526	7140
Children 0-15	1393	1385	1341
All Adults	6269	6141	5799
Adult Males	3038	2964	2821
Adult Females	3231	3177	2978

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	5090	4984	4576
All Sets	11080	11080	10475
All Individuals	12124	11909	11230
Children 0-15	2495	2460	2380
All Adults	9629	9449	8850
Adult Males	4619	4513	4268
Adult Females	5010	4936	4582

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2478	2433	2282
All Sets	5197	5197	4978
All Individuals	5668	5588	5348
Children 0-15	1053	1045	1020
All Adults	4615	4543	4328
Adult Males	2213	2165	2069
Adult Females	2402	2378	2259

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	5082	4910	4792
All Sets	9929	9929	9784
All Individuals	11833	11544	11350
Children 0-15	2250	2210	2189
All Adults	9583	9334	9161
Adult Males	4581	4440	4359
Adult Females	5002	4894	4802

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	5226	5076	4732
All Sets	10697	10697	10187
All Individuals	11612	11309	10779
Children 0-15	2089	2043	1999
All Adults	9523	9266	8780
Adult Males	4476	4325	4105
Adult Females	5047	4941	4675

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3610	3539	2874
All Sets	7714	7714	6726
All Individuals	9001	8872	7669
Children 0-15	1909	1895	1730
All Adults	7092	6977	5939
Adult Males	3392	3322	2863
Adult Females	3700	3655	3076

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	7225	7076	6834
All Sets	14572	14572	14233
All Individuals	16874	16606	16235
Children 0-15	3286	3247	3212
All Adults	13588	13359	13023
Adult Males	6459	6331	6197
Adult Females	7129	7028	6826

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4301	4177	3808
All Sets	8677	8677	8140
All Individuals	10455	10226	9636
Children 0-15	2090	2049	2007
All Adults	8365	8177	7629
Adult Males	4014	3905	3671
Adult Females	4351	4272	3958

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2281	2213	1968
All Sets	4493	4493	4142
All Individuals	5277	5162	4748
Children 0-15	1018	997	941
All Adults	4259	4165	3807
Adult Males	2056	2001	1842
Adult Females	2203	2164	1965

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	10249	9842	8858
All Sets	19388	19388	18069
All Individuals	25222	24412	22682
Children 0-15	5133	4996	4772
All Adults	20089	19416	17910
Adult Males	9658	9276	8573
Adult Females	10431	10140	9337

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7157	6945	6276
All Sets	14263	14263	13300
All Individuals	17123	16740	15641
Children 0-15	3371	3307	3198
All Adults	13752	13433	12443
Adult Males	6606	6423	5992
Adult Females	7146	7010	6451

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	5073	4904	4781
All Sets	9941	9941	9788
All Individuals	11828	11544	11339
Children 0-15	2245	2205	2181
All Adults	9583	9339	9158
Adult Males	4589	4450	4365
Adult Females	4994	4889	4793

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	5330	5221	4785
All Sets	11605	11605	10951
All Individuals	12691	12472	11749
Children 0-15	2595	2560	2480
All Adults	10096	9912	9269
Adult Males	4841	4732	4469
Adult Females	5255	5180	4800

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1781	1743	1624
All Sets	3680	3680	3515
All Individuals	4019	3953	3768
Children 0-15	773	767	748
All Adults	3246	3186	3020
Adult Males	1543	1502	1426
Adult Females	1703	1684	1594

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3706	3611	3392
All Sets	7647	7647	7328
All Individuals	8311	8125	7807
Children 0-15	1527	1499	1479
All Adults	6784	6626	6328
Adult Males	3162	3068	2935
Adult Females	3622	3558	3393

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1155	1111	993
All Sets	2381	2381	2199
All Individuals	2536	2441	2237
Children 0-15	438	424	400
All Adults	2098	2017	1837
Adult Males	1004	957	872
Adult Females	1094	1060	965

ITV Meridian	All Households	Total TV Households	Multichannel Households
All Households	3817	3739	3430
All Sets	7930	7930	7451
All Individuals	8986	8848	8304
Children 0-15	1667	1659	1595
All Adults	7319	7189	6709
Adult Males	3533	3461	3272
Adult Females	3786	3728	3437

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	3044	2978	2671
All Sets	6138	6138	5710
All Individuals	7064	6960	6461
Children 0-15	1365	1354	1302
All Adults	5699	5606	5159
Adult Males	2746	2690	2512
Adult Females	2953	2916	2647

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1927	1856	1835
All Sets	3787	3787	3752
All Individuals	4356	4232	4197
Children 0-15	776	757	756
All Adults	3580	3475	3441
Adult Males	1687	1630	1616
Adult Females	1893	1845	1825

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3610	3539	2874
All Sets	7714	7714	6726
All Individuals	9001	8872	7669
Children 0-15	1909	1895	1730
All Adults	7092	6977	5939
Adult Males	3392	3322	2863
Adult Females	3700	3655	3076

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	881	864	855
All Sets	1758	1758	1746
All Individuals	1978	1943	1931
Children 0-15	333	327	326
All Adults	1645	1616	1605
Adult Males	802	787	784
Adult Females	843	829	821

Sample bases: ITV Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1943	1886	1769
All Sets	3711	3711	3555
All Individuals	4367	4275	4083
Children 0-15	777	765	742
All Adults	3590	3510	3341
Adult Males	1721	1678	1604
Adult Females	1869	1832	1737

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	7225	7076	6834
All Sets	14572	14572	14233
All Individuals	16874	16606	16235
Children 0-15	3286	3247	3212
All Adults	13588	13359	13023
Adult Males	6459	6331	6197
Adult Females	7129	7028	6826

ITV Total Scotland	All Households	Total TV Households	Multichannel Households
All Households	4861	4722	4385
All Sets	10028	10028	9527
All Individuals	10847	10566	10044
Children 0-15	1965	1923	1879
All Adults	8882	8643	8165
Adult Males	4166	4025	3807
Adult Females	4716	4618	4358

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	9168	8962	8603
All Sets	18283	18283	17788
All Individuals	21241	20881	20318
Children 0-15	4063	4012	3954
All Adults	17178	16869	16364
Adult Males	8180	8009	7801
Adult Females	8998	8860	8563

Sample bases: ITV Areas

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	11095	10818	10438
All Sets	22070	22070	21540
All Individuals	25597	25113	24515
Children 0-15	4839	4769	4710
All Adults	20758	20344	19805
Adult Males	9867	9639	9417
Adult Females	10891	10705	10388

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	18252	17763	16714
All Sets	36333	36333	34840
All Individuals	42720	41853	40156
Children 0-15	8210	8076	7908
All Adults	34510	33777	32248
Adult Males	16473	16062	15409
Adult Females	18037	17715	16839

ITV South & South-East	All Households	Total TV Households	Multichannel Households
All Households	3704	3628	3348
All Sets	7676	7676	7251
All Individuals	8715	8579	8085
Children 0-15	1607	1599	1539
All Adults	7108	6980	6546
Adult Males	3434	3364	3194
Adult Females	3674	3616	3352

ITV Meridian / Anglia Region	All Households	Total TV Households	Multichannel Households
All Households	6861	6717	6101
All Sets	14068	14068	13161
All Individuals	16050	15808	14765
Children 0-15	3032	3013	2897
All Adults	13018	12795	11868
Adult Males	6279	6151	5784
Adult Females	6739	6644	6084

Sample bases: ITV Areas

ITV Granada North Region	All Households	Total TV Households	Multichannel Households
All Households	13065	12732	12045
All Sets	26984	26984	26000
All Individuals	30516	29912	28787
Children 0-15	5946	5859	5735
All Adults	24570	24053	23052
Adult Males	11775	11471	11044
Adult Females	12795	12582	12008

ITV Yorks / Tyne Tees Region	All Households	Total TV Households	Multichannel Households
All Households	7111	6964	6409
All Sets	15285	15285	14466
All Individuals	16710	16425	15517
Children 0-15	3368	3327	3228
All Adults	13342	13098	12289
Adult Males	6384	6234	5895
Adult Females	6958	6864	6394

ITV North-West / Border Region	All Households	Total TV Households	Multichannel Households
All Households	5954	5768	5636
All Sets	11699	11699	11534
All Individuals	13806	13487	13270
Children 0-15	2578	2532	2507
All Adults	11228	10955	10763
Adult Males	5391	5237	5149
Adult Females	5837	5718	5614

S4C	All Households	Total TV Households	Multichannel Households
All Households	7225	7076	6834
All Sets	14572	14572	14233
All Individuals	16874	16606	16235
Children 0-15	3286	3247	3212
All Adults	13588	13359	13023
Adult Males	6459	6331	6197
Adult Females	7129	7028	6826

Sample bases: ITV Areas

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	17956	17535	16539
All Sets	36138	36138	34701
All Individuals	41647	40921	39280
Children 0-15	7871	7782	7607
All Adults	33776	33139	31673
Adult Males	16146	15790	15201
Adult Females	17630	17349	16472

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	12184	11868	11190
All Sets	25226	25226	24254
All Individuals	28538	27969	26856
Children 0-15	5613	5532	5409
All Adults	22925	22437	21447
Adult Males	10973	10684	10260
Adult Females	11952	11753	11187

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	5742	5586	5240
All Sets	11786	11786	11273
All Individuals	12825	12509	11975
Children 0-15	2298	2250	2205
All Adults	10527	10259	9770
Adult Males	4968	4812	4591
Adult Females	5559	5447	5179

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 (June 2010)

BARB Establishment Survey

Questionnaire Script

June 2010

Version 1 – 17/03/2010

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

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

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

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

ASK ALL			
H2	SHOW CARD		
Intro	How much do you agree or disagree with each of the following statements?		
(H2)	Watching TV is my main leisure activity		SP
QB1			
(H3)	I can usually find something to watch on TV		SP
QB2.			
(H4)	I always make sure I have the latest TV technology		SP
QB3			
(H5)	I structure my evening's activity around the TV schedule		SP
QB4			
(H6)	I watch programmes my friends or colleagues talk about		SP
QB5			
(H7)	The TV schedules are filled with 'mindless' programmes		SP
QB6			
	I agree strongly		
	I agree slightly		
	I neither agree or disagree		
	I disagree slightly		
	I disagree strongly		
	Don't know		

ASK ALL			
H8	Now I would like to ask you some detailed questions about your television sets and the channels you can receive.		
Intro			

(H8) Q1	How many TV sets are there in your household? Please include every TV set of any type or size (even those that are not used or not in working order), but do not include any personal computers (PCs) or laptops.	
	WRITE IN Don't know Refused	

ASK IF Q1 (H8) > 9		
(H9) Q1a	You have said that you have <<insert number of TVs claimed at Q1>> TV sets. Is this correct	SP
	Yes No	
IF NO, ROUTE BACK TO Q1 (H8)		

START OF TV PRE-SET LOOP

ASK FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1 (H8)). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 (H8) GOTO Q2a2 (H10).		
(S1) 3a	SHOW SCREEN Which of the statements on this screen applies for each of the television sets in your household. Starting with your main set , is this television set (IF MAIN SET) Now thinking about your <<INSERT second, third, etc>> set , is this television set (IF SET 2+)	SP
	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 Q3A (S1). IF NO SETS CODED 3 AT Q3A (S1) SKIP TO Q14A (S3)		
(S2) 3b	How often do you expect to use this set in the future?	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) 14a	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 Q7X – Q23A (S4 – S38) FOR ALL WORKING TV SETS – THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:

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

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

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

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

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

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

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

(S4) SHOW SCREEN SP

7x Which of these images most closely resembles this set?

Image 1: a LCD or Plasma TV which is only a few inches thick

Image 2: a traditional bulkier TV, which can be as deep as it is wide

Other

Don't know

ASK ONLY IF WORKING TV SET

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

8a

WRITE IN (2 digits required)

Don't know

ASK ONLY IF WORKING TV SET

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

8a2 SP

Claim

Actual measurement

ASK ONLY IF WORKING TV SET

(S7) Is this set mounted on a wall?

13b SP

Yes

No

Don't know

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

(S8) SHOW SCREEN SP

14c

On average, how often would you say this set (**IF TV**) PC (**IF PC**) laptop (**IF LAPTOP**) is moved?

Every or most days

At least once a week

At least once a month

At least once every three months

At least once every six months

Less often

Don't know

ASK IF TV OR (PC/LAPTOP AND NOT INTERNET (CODE 2) AT Q2c/Q2g (S42/S45)) OTHERWISE SKIP TO Q23d (S41)	
(S9) 17b(iii) .Intro	SHOW SCREEN I would now like to ask you about the ways that this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) receives its television channels. Before asking these questions I would like to explain what the main reception methods are: 1) Via a normal aerial – this can be either an outdoor or indoor aerial and could include Freeview. 2) Via a connection to a cable TV supplier – cable TV suppliers deliver their signal through underground cables. The cable network is connected to your TV (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) via a separate box, for example Virgin Media. 3) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) via a separate box [or to a TV set that has digital TV reception built in] (<i>IF TV</i>), for example a Sky or freesat dish.

By which of the following methods are you currently able to receive channels on this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>)? If you are able to receive your channels by more than one method on this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) we are interested in all methods whether they are used or not.		
(S9) 17b-iii	SHOW SCREEN A normal aerial and could include Freeview	SP
(S10) 17b-ii	SHOW SCREEN A connection to a cable TV Supplier, for example via Virgin Media cable	SP
(S11) 17b-i	SHOW SCREEN A satellite dish, for example a Sky or freesat dish	SP
(S12) 17b-iv	Any other method	SP
	Yes	
	No	

ASK IF OTHER METHOD (Q17b(iv) (S12) = Yes), OTHERWISE SKIP TO Q17f (S14)		
(S13) 17b1	SHOWSCREEN Which service provider do you receive your channels from via this other method? NOTE: For a more detailed explanation click on further information TalkTalk TV (formerly Tiscali TV) BT Vision Other (Specify) Further information	SP

ASK IF NORMAL AERIAL (Q17b(iii) (S9) = Yes), OTHERWISE SKIP TO Q20a (S15)		
(S14) 17f	SHOW SCREEN You have said this set (<i>IF TV</i>) PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) is able to receive its channels via a normal aerial. Does it receive digital TV services via this normal aerial? This digital service is known as Freeview and gives you a selection of 16 or more channels. (<i>IF TV</i>) This can be with either a separate box that connects to your TV or by a TV set that has digital TV reception built in. (<i>IF PC/LAPTOP</i>) This can be with either a separate box that connects to your PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) or by a PC (<i>IF PC</i>) laptop (<i>IF LAPTOP</i>) TV card that has digital TV reception built in. Yes – with a separate box Yes – with built in reception No Don't know	SP

ASK IF YES AT Q17b(ii) (S10) OTHERWISE GO TO Q20a11 (S16)

(S15) SHOW SCREEN SP
20a

You have said this set (*IF TV*) PC (*IF PC*) laptop (*IF LAPTOP*) is able to receive its channels via cable. Does it receive **digital** TV services via this cable connection?

Yes – receives digital cable
No – does not receive digital cable
Don't know

ASK IF YES AT Q17b(i) (S11) OTHERWISE GO TO Q20a7 (S17)

(S16) SHOW SCREEN SP
20a11

You have said this set (*IF TV*) PC (*IF PC*) laptop (*IF LAPTOP*) is able to receive its channels via satellite. Does it receive **digital** TV services via this satellite dish? If your set (*IF TV*) PC (*IF PC*) laptop (*IF LAPTOP*) does not receive digital satellite most of the channels would be non-UK, for example, you would not receive Sky One, E4, BBC 3 or ITV2.

Yes – receives digital satellite
No – does not receive digital satellite
Don't know

ASK FOR TVS ONLY. IF PC/LAPTOP GO TO Q23b (S39).

(S17) SHOW SCREEN SP
20a7

So just to recap, this TV is <<**RESPONSE TO Q7x (S4)**>> and receives its TV channels via <<**LIST ALL RESPONSES TO PLATFORMS IN THE FOLLOWING ORDER: Q17biii (and Q17f), Q17bii, Q17bi, Q17biv (and Q17b1) (S9 (and S14), S10, S11, S12 (and S13))**>>. Is this correct?

[INSERT APPROPRIATE PICTORIAL REPRESENTATION]

Yes
No

IF YES CONTINUE TO Q20a6 (S18), IF NO STATE

In that case I need to ask you some questions again

Return to Q17b(i/ii/iii/iv) intro-Q20a11 (S9 intro-S16)

ASK IF YES AT Q17b(i) (S11)), OTHERWISE GO TO Q20a5 (S24)

(S18) SHOW SCREEN SP
20a6

How do you receive your satellite service?

Sky – with subscription
Sky – without subscription
Freesat – **not** Sky
Other – **not** Sky or Freesat
Don't know

ASK IF SKY (CODE 1 OR 2) AT Q20a6 (S18), OTHERWISE GO TO Q20a8 (S22)

(S20) SHOW SCREEN SP
20a3

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

NOTE: For a more detailed explanation click on further information

Yes
No
Don't know
Further information

ASK IF SKY (CODE 1 OR 2) AT Q20a6 (S18), OTHERWISE GO TO Q20a8 (S22)	
(S21) 20a4	<p>SHOW SCREEN SP</p> <p>I would now like to ask you about High Definition television, or HDTV. You need a HDTV box to view HDTV. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky</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 Q20a6 (S18), OTHERWISE GO TO Q20a5 (S24)	
(S22) 20a8	<p>SHOW SCREEN SP</p> <p>Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes without the need for tapes or DVDs</p> <p>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 Q20a6 (S18), OTHERWISE GO TO Q20a5 (S24)	
(S23) 20a9	<p>SHOW SCREEN SP</p> <p>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</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 AT Q17b(ii) (S10), OTHERWISE GO TO Q20a10 (S25)	
(S24) 20a5	<p>SHOW SCREEN SP</p> <p>You have said this set is able to receive its channels via cable. (IF Q17b(iii) or (i) or (iv) (S9, S11 OR S12) = YES) Is this set connected to V+ or cable PVR or DVR service? V+ is a box that enables you to record TV programmes without the need for tapes or DVDs.</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 Q17f (S14), OTHERWISE GO TO Q16a (S26)

(S25) SHOW SCREEN

SP

20a10

You have said this set is able to receive its channels digitally via a normal aerial. **(IF Q17b(ii) or (i) or (iv) (S10 or S11 or S12) = YES)**

(IF CODE 1 AT Q17f (S14)) Does the separate box used to receive these digital TV services on this set also work as a PVR or DVR?

(IF CODE 2 AT Q17f (S14)) AND:

(Q17b(ii) and (i) and (iv) (S10 AND S11 AND S12) = NO) Is this set connected to a PVR or DVR box?

(Q20a3 and Q20a4 and Q20a8 and Q20a9 and Q20a5 (S20-S24) all = NO) Is this set connected to a PVR or DVR box?

(ELSE) Is this set connected to a PVR or DVR box in addition to the:

(Q20a3 (S20) = YES and Q20a4 (S21) = NO) Sky+ box?

(Q20a4 (S21) = YES) Sky+ HD box?

(Q20a8 (S22) = YES and Q20a9 (S23) = NO) Freesat+ box?

(Q20a9 (S23) = YES) Freesat+ HD box?

(Q20a5 (S24) = YES) V+ box?

PVRs or DVRs are boxes that enable you to record TV programmes without the need for tapes or DVDs.

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further information

ASK FOR ALL TVS

ONLY IF IN ULSTER REGION LIST OPTIONS G TO J

(S26) SHOW SCREEN

MP

16a

Which of the following channels can be received on this set?

A. BBC1

B. BBC2

C. ITV1

D. Channel 4

E. five

F. S4C (Sianel Pedwar Cymru)

G. RTE 1 (Radio Telefis Eireann)

H. RTE 2

I. TV3 (Ireland)

J. TG4 (Ireland – formerly TnaG)

Don't know

No answer

ASK FOR ALL TVS

(S27) SHOW SCREEN MP
16b

Which of the following ITV1 channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make.

NOTE: Check that there is no confusion between ITV1 programmes and ITV1 channels received

- A. STV (formerly Grampian), with local news North Tonight
- B. STV, with local news Scotland Today
- C. UTV (Ulster)
- D. ITV1 Border
- E. ITV1 Tyne Tees
- F. ITV1 Granada
- G. ITV1 Yorkshire (formerly Yorkshire – YTV)
- H. ITV1 Wales (formerly HTV Wales)
- I. ITV1 Central
- J. ITV1 Anglia
- K. ITV1 Westcountry
- L. ITV1 West (formerly HTV West)
- M. ITV1 London (formerly Carlton and London Weekend/LWT)
- N. ITV1 Meridian
- O. Channel
- Don't know
- No answer

**IF ADDITIONAL SETS AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT Q17B (ii/i/iv), Q17f, Q20a and Q20a11 (S10, 11, 12, 14, 15 and 16) ASK Q22a (S28)
IF MAIN SET OR (ADDITIONAL SETS AND DIFFERENT RECEPTION METHOD(S)) SKIP TO Q22b (S29)**

(S28) ASK FOR ADDITIONAL SETS ONLY SP
22a

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

- Yes
- No
- Don't know

IF YES (CODE 1) AT Q22a (S28) SKIP TO Q17c2 (S30). IF NO (CODE 2) ASK Q22b (S29)

(S29) SHOW SCREEN MP
22b

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 News (formerly BBC News 24)
C. ITV 2	L. Nickelodeon
D. Sky One	M. Bravo
E. G.O.L.D. (formerly UKTV Gold)	N. Any Sky Movies channel
F. Hallmark	O. Sky News
G. Challenge TV	P. Sky Sports 1, 2 or 3
H. Living	Don't know
I. National Geographic	No answer

IF MULTIPLE PLATFORMS CLAIMED – I.E. ANY TWO OR MORE OF 17bii/i/iv (S10, 11, 12) AND Q17F(S14) = CODES 1 OR 2 – SKIP CONFLICT QUESTIONS Q17c2-c6 (S30-S33) AND GO TO Q17d (S49)

ASK IF ANY CHANNEL SELECTED AT Q22B (S29) AND Q20a11 (S16) = CODE 2 AND (Q20a6 (S18) NOT CODE 1 OR 2)

(S30) SP
17c2

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

- Yes
- No

ASK IF ANY OF THE FOLLOWING CHANNELS SELECTED AT Q22B (S29) (BRAVO, CHALLENGE TV, SKY MOVIES, SKY ONE, SKY SPORT 1, SKY SPORTS EXTRA) AND Q17F (S14) = CODE 1 OR 2

(S31) 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
17c3

Yes
No

ASK IF ANY CHANNEL SELECTED AT Q22B (S29) AND Q17F (S14) = CODE 3 AND NONE OF Q17Bii/i/iv (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
17c5

Yes
No

ASK IF ANY OF THE FOLLOWING CHANNELS SELECTED AT Q22B (S29) (BRAVO, CHALLENGE TV, HALLMARK, LIVING, NATIONAL GEOGRAPHIC, NICKELODEON, SKY MOVIES, SKY ONE, SKY SPORT 1, G.O.L.D) AND Q20A6 (S18) = CODE 3

(S33) Some of the channels you have stated are not available from freesat. Is it possible you receive digital satellite from Sky? SP
17c6

Yes
No

ASK IF CABLE CONNECTION (S10 = CODE 1) AND NONE OF THE FOLLOWING CHANNELS SELECTED AT S29: HALLMARK, G.O.L.D., NICKELODEON, LIVING, BRAVO, CHALLENGE TV, SKY ONE, NATIONAL GEOGRAPHIC, SKY MOVIES, SKY SPORTS 1.

(S48) The channels you have stated could all be viewed by receiving a digital signal via a normal aerial (known as freeview). Could you confirm that you do receive channels on this set via cable TV connection? SP

Yes
No

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

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

Yes
No

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

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

ASK Q17b(i/ii/iii/iv) (S9, S10, S11, S12), Q17f (S14) and Q20a and Q20a11 (S15, S16) AGAIN, DO NOT ASK Q22b (S29) AGAIN EVEN IF CONFLICT REMAINS

IF SATELLITE DISH (YES AT Q17b(i) (S11)) ASK 17d (S34)

(S34) Is the satellite dish that you receive your signal from...? SP
17d

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

ASK ALL WITH ADDITIONAL CHANNELS Q17b(iii) (S9)– CODE 1 AND (Q17b (ii/i/iv) (S10, S11, S12) NOT CODE 2 OR Q17f (S14) NOT CODE 3)

(S35) SHOW SCREEN

SP

17e

(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 AT Q17b (ii&i&iv) (S10&11&12) = CODE 2 AND Q17f (S14) NOT EQUAL CODES 1 or 2

(S36) SHOW SCREEN

SP

18a

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

ASK IF Q16a (S26) (CODE 5) FIVE AND Q17f (S14) = (CODE 3) NO AND Q17b(ii/i/iv) (S10/11/12) = (CODE 2) NO

(S37) SHOW SCREEN

SP

16c

Which of the statements on this card best describes the reception quality on this set for five?

- Reception is too bad to ever be viewed
- Very poor picture or sound - rarely viewable
- Often poor picture or sound - but usually still viewable
- Usually good picture and sound - although it is sometimes poor but viewable
- Usually very good picture and sound - although sometimes it varies a little
- Always an excellent picture and sound - it almost never varies
- Don't know
- No answer

ASK FOR ALL TVS

(S38) SHOW SCREEN

MP

23a

Which of the following pieces of equipment are connected or built-in to this set?

- VCR or Video Cassette Recorder (that can record programmes on to tape)
- DVD or Blu-ray **recorder** (that can **record** programmes on to DVDs or Blu-ray disks)
- DVD or Blu-ray **player** (able to play back bought or rented DVDs or Blu-ray disks, but not able to record television programmes)
- None of these
- Don't know

**ASK Q23b/c/d (S39, S40, S41) IF PC OR LAPTOP AND TV CARD (CODE 1) AT Q2c/Q2g (S42/S45) AND Q2d/Q2h (S43/S46) = CODE 1-4
IF INTERNET (CODE 2) AT Q2c/Q2g(S42, S45) GO TO Q23d (S41)
IF TV THEN SKIP**

(S39) Do you or anyone in your household ever access the internet on this PC (IF PC) / laptop (IF LAPTOP)?

SP

23b

- Yes
- No
- Don't know

ASK IF YES (CODE 1) AT Q23b (S39), OTHERWISE SKIP		
(S40) 23c	Do you access the internet via broadband through this PC (<i>IF PC</i>) / laptop (<i>IF LAPTOP</i>)?	SP
	Yes	
	No	
	Don't know	

ASK IF INTERNET (CODE 2) AT Q2c/Q2g (S42/S45) OR IF YES (CODE 1) AT Q23c (S40), OTHERWISE SKIP		
(S41) 23d	Do you or anyone in your household use on demand TV services on this PC (<i>IF PC</i>) / laptop (<i>IF LAPTOP</i>)? On demand TV services allow programmes and films to be watched as they get sent to your computer, or to be downloaded and watched later. Examples of these include BBC iPlayer, ITV Player, 4oD, Demand five, Sky Player and S4C Clic.	SP
	Yes	
	No	
	Don't know	

REPEAT Q14c TO Q23d (S8 – S41) FOR ALL OTHER TVS/PCS/LAPTOPS

START OF PC AND LAPTOP SECTION

ASK ALL		
(H10) 2a2	How many personal computers (PCs) are there in your household? Please do not include laptops as I will ask about these separately.	
	WRITE IN	
	Don't know	
	Refused	

ASK IF Q2A2 (H10) > 9. IF CODED AS NO, ROUTE BACK TO Q2A2 (H10)		
(H11) 2a2a	You have said that you have <<insert number of PCs claimed at Q2a2>> PCs. Is this correct	SP
	Yes	
	No	

IF NUMBER OF PCS >1 AT Q2A2 (H10) ASK H12A, IF NUMBER OF PCS = 1 ASK H12B, IF NUMBER OF PCS = 0 GO TO Q2E

(H12a)) 2b	SHOW SCREEN How many of your PCs receive standard TV transmissions? By this I mean you can watch channels on your PC as if it was an ordinary television. This does not include programmes that are downloaded and watched outside of a channel's normal schedule, for example BBC iPlayer	
	NOTE: For a more detailed explanation click on further information	
	WRITE IN >	
	Don't know	
	Refused	
	Further information	

(H12b))	SHOW SCREEN Does your PC receive standard TV transmissions? By this I mean you can watch channels on your PC as if it was an ordinary television. This does not include programmes that are downloaded and watched outside of a channel's normal schedule, for example BBC iPlayer	SP
	NOTE: For a more detailed explanation click on further information	
	Yes	
	No	
	Don't know	
	Refused	
	Further information	

START OF PC PRE-SET LOOP

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

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

ASK Q2C/Q2D/Q2D2 (S42-S44) FOR EACH PC MENTIONED AT Q2B (H12), OTHERWISE GO TO Q2E (H13)	
(S44)	SP
2d2	Where is the PC usually located? A. Main living room B. Kitchen (which is not the main living room) C. Adult's bedroom (which is not the main living room) D. Child's bedroom (0-15) (which is not the main living room) E. Other bedroom F. Second living/dining room G. Study /office H. TV room I. No specific location/frequently moved J. Other (WRITE IN)

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

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

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

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

(H15b)	SHOW SCREEN	SP
	Does your laptop receive standard TV transmissions? By this I mean you can watch channels on your laptop as if it was an ordinary television. This does not include programmes that are downloaded and watched outside of a channel's normal schedule, for example BBC iPlayer	
	NOTE: For a more detailed explanation click on further information	
	<ul style="list-style-type: none"> Yes No Don't know Refused Further information 	

START OF LAPTOP PRE-SET LOOP

ASK Q2G/Q2H/Q2H2 (S45-S47) FOR EACH LAPTOP MENTIONED AT Q2F (H15), OTHERWISE GO TO Q14C (S8) OR Q2I (H16)		
(S45)	SHOW SCREEN	SP
2g	In which way do you receive the standard TV transmissions on your laptop?	
	<ul style="list-style-type: none"> TV card – this allows you to connect an aerial, satellite or cable system to your PC Internet – you do not need an aerial connection but can watch TV programmes as live Don't know 	

ASK Q2G/Q2H/Q2H2 (S45-S47) FOR EACH LAPTOP MENTIONED AT Q2F (H15), OTHERWISE GO TO Q14C (S8) OR Q2I (H16)		
(S46)	How often is the laptop used for this purpose?	SP
2h	<ul style="list-style-type: none"> More than once a month Every month Once every 3 months Once every 6 months Less often Don't know 	

ASK Q2G/Q2H/Q2H2 (S45-S47) FOR EACH LAPTOP MENTIONED AT Q2F (H15), OTHERWISE GO TO Q14C (S8) OR Q2I (H16)		
(S47)	Where is the laptop usually located?	SP
2h2	<ul style="list-style-type: none"> 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) 	

<p>REPEAT QUESTIONS Q14c to Q20a11 / Q23b to Q23d (S8-S16 / S39-S41) FOR ALL PCS/LAPTOPS USED TO RECEIVE STANDARD TV TRANSMISSIONS AT LEAST ONCE EVERY SIX MONTHS (CODE 1 OR 2 OR 3 OR 4 AT Q2D/Q2H (S43/S46))</p> <p>OTHERWISE GO TO Q2I (H16)</p>

END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

ASK IF NO PREVIOUS NET CLAIM: I.E. NOT [S42 OR S45 = INTERNET (CODE 2) OR S39 = YES (CODE 1)]		
(H16) 2i	Do you or anyone in your household ever access the internet at home by any method	SP
	Yes	
	No	
	Don't know	

ASK IF YES (CODE 1) AT Q2i (H16) OR S39 = YES (CODE 1) AND S40 = NO (CODE 2), OTHERWISE GO TO Q26b (H19)		
(H17) 2j	Do you or anyone in your household subscribe to a broadband provider to access the internet at home? This can be via a standard broadband connection or via mobile.	SP
	Yes	
	No	
	Don't know	

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

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

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

ASK IF ANY SET LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO Q38 (H24)		
(H22) 31a	Now some questions about other ways that television sets can be used. SHOW SCREEN Which of the following equipment do you have which is used with any of your TV sets? <ul style="list-style-type: none"> Personal computer (PC)/laptop Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these Don't know 	MP

ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT Q31a (H22)		
(H23) 31b	SHOW SCREEN Which games console or consoles do you have which are used with any of your TV sets? <ul style="list-style-type: none"> Nintendo Game Cube Nintendo Wii Other Nintendo PS2 PS3 Other Playstation Xbox Xbox 360 Any other games/computer console Don't know 	MP

ASK IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B (S27), OTHERWISE SKIP TO Q43 (P1)		
(H24) 38	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B (S27)) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?	

RESTRICT LIST TO ITV1 STATIONS CLAIMED AT ANY ITERATION OF Q16b (S27) AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED		
	<ul style="list-style-type: none"> A. STV (formerly Grampian), with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV1 Border E. ITV1 Tyne Tees F. ITV1 Granada G. ITV1 Yorkshire (formerly Yorkshire - YTV) H. ITV1 Wales (formerly HTV Wales) I. ITV1 Central J. ITV1 Anglia K. ITV1 Westcountry L. ITV1 West (formerly HTV West) M. ITV1 London (formerly Carlton and London Weekend/LWT) N. ITV1 Meridian O. Channel 	

NOTE: Answers must add up to 10		
(H24) 38 Check	So out of every ten hours you and your household watch ITV1 stations, you would view ____ hours of ____ (FIRST CHANNEL RECEIVED AT Q16B(S27)), ____ hours ____ (SECOND CHANNEL RECEIVED AT 16B) and..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE) <ul style="list-style-type: none"> Yes No 	SP

If correct code appropriately, if incorrect ask again

START OF PERSON LOOP

FOR P1 ONLY	
(P1) 43 Intro	HOUSEHOLD COMPOSITION Now I would like you to tell me about the people usually living in your household (by this I mean household members who share a communal living space and/or at least one meal a day). NOTE: Please tell me about the members of your household in the following order: <ul style="list-style-type: none">- you- your spouse or partner- any children starting with the eldest- anyone else

FOR P2 ONWARDS		
(P1) 43	Is there anyone else living here? Yes No	SP

IF YES CONTINUE TO Q44 (P2), IF NO GO TO Q55f (H25)

ASK ALL		
(P2) 44	Record sex of <u>respondent</u> (<i>IF RESPONDENT</i>) What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (<i>IF NOT RESPONDENT</i>) (MAY NOT BE BLANK) Male Female	SP

ASK ALL		
(P3) 45	What was your (<i>IF RESPONDENT</i>) their (<i>IF NOT RESPONDENT</i>) age on your (<i>IF RESPONDENT</i>) their (<i>IF NOT RESPONDENT</i>) last birthday? MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER <p style="text-align: right;">WRITE IN ></p> <p>(ALLOW REF)</p>	

ASK IF Q45 (P3) IS REF		
(P4) 46	Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+	SP

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT Q46 (P4). OTHERWISE SKIP TO Q48 (P6)		
(P5) 47	Are you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>)... (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP

ASK ALL		
(P6) 48	SHOW SCREEN Which of the categories on this screen applies to you (IF RESPONDENT) this person (IF NOT RESPONDENT)? By head of household we mean the person who either owns the property or is legally responsible for the rent or mortgage. For 2 or more household members to share this responsibility then they must be equally responsible. Head of household – if only 1 head of household Joint head of household – if 2 or more households members share this responsibility equally Spouse/partner of head of household Parent of head of household Son/daughter of head of household Other	SP

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT Q46 (P4). OTHERWISE SKIP TO Q50 (P8)		
(P7) 49	Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the parent or guardian of anyone in the household? Yes No	SP

ASK ALL		
(P8) 50	Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the child or dependant of anyone in the household? Yes No	SP

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT Q46 (P4). OTHERWISE SKIP TO Q53 (P11)		
(P9) 51	SHOW SCREEN What is your (IF RESPONDENT) their (IF NOT RESPONDENT) working status? (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week Full time education Unemployed Retired Not Employed i.e. not working or housewife/husband	SP

ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT Q51 (P9), OTHERWISE SKIP TO Q53 (P11)		
(P10) 52	SHOW SCREEN At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education? 15 years and under 16-18 years 19 years and over Still in education Don't know Refused	SP

ASK ALL		
(P11) 53	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh? Yes No Don't know	SP

ASK IF YES (CODE 1) AT Q53 (P11), OTHERWISE GO TO Q54a (P13)		
(P12) 54	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know	SP

ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO Q55d (P15)		
(P13) 54a	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic? Yes No Don't know	SP

IF YES (CODE 1) AT Q54a (P13) OTHERWISE GO TO Q55d (P15)		
(P14) 54b	SHOW SCREEN How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know	SP

ASK ALL		
(P15) 55d	Do you (IF RESPONDENT) Does this person (IF NOT RESPONDENT) have any long-term disability, health problem or illness, which limits their daily activities or the work they can do? Yes No Refused	SP

ASK ALL		
(P16) 64	SHOW SCREEN Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to? White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused (Code from list to continue)	SP
LOOP BACK TO Q43 (P1) FOR MAXIMUM OF 9 PERSONS		

END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS

ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54 (P12), OTHERWISE SKIP TO Q55h (H26)		
(H25)	SHOW SCREEN	SP
55f	What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know	

ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b (P14), OTHERWISE SKIP TO Q55g (H27)		
(H26)	SHOW SCREEN	SP
55h	What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know	

ASK ALL		
(H27)	SHOW SCREEN	MP
55g	Do you work for any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these	

IF A SINGLE ADULT HOUSEHOLD SKIP TO 60b (H31) INTRO (CODE Q56/Q57/Q58 (H28-H30) = 1)		
(H28)	Which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON	MP
57		

IF A SINGLE ADULT HOUSEHOLD SKIP TO 60b (H31) INTRO (CODE Q56/Q57/Q58 (H28-H30) = 1)		
(H29)	And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops. In a situation where there are two people involved, for example, person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper. For 2 or more household members to share this responsibility then they must be equally responsible. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER	MP
58		

IF A SINGLE ADULT HOUSEHOLD SKIP TO 60b (H31) INTRO (CODE Q56/Q57/Q58 (H28-H30) = 1)	
(H30) 56	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal .
	MP
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE	

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

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

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

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

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

ASK IF SELF EMPLOYED (CODE 1 AT Q61b2 (H37)), OTHERWISE SKIP TO Q61c (H39)

(H38) How many staff **do** (IF CIE IS IN EMPLOYMENT AT Q51 AND RESPONDENT) **does** (IF THE CIE IS IN EMPLOYMENT AT Q51 (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 Q44 (P2) AND NOT RESPONDENT) employ?
61b3 **PLEASE GIVE DETAILS.**

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

(H39) What jobs **do** (IF CIE IS IN EMPLOYMENT AT Q51 AND RESPONDENT) **does** (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND NOT RESPONDENT) **did** (IF CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) actually do?
61c **PLEASE GIVE DETAILS.**

WRITE IN
Don't know
Refused

ASK ALL

(H40) Are (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND RESPONDENT) Is (IF CIE IS IN EMPLOYMENT AT Q51 AND NOT RESPONDENT) Were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) Was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) a manager or a foreman/supervisor?
61d SP

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

ASK IF YES (CODE 1 OR 2) AT 61D (H40), OTHERWISE SKIP TO Q61G (H43)

(H41) How many people work at the place?
61e

ENTER NUMERICAL RESPONSE
Don't know

ASK IF Q61d (H40) = YES (CODE 1 OR 2)

(H42) How many people are (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND RESPONDENT) is (IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND NOT RESPONDENT) were (IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT) was (IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) responsible for?
61f

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

(H43) Have you (IF RESPONDENT) Has he (IF THE CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF THE CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) any qualifications?
61g

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

WRITE IN
Don't know
Refused

IF CIE RETIRED (CODE 6 AT Q51 (P9)) ASK Q60B (H31)
IF CIE UNEMPLOYED (CODE 5 AT Q51 (P9)) ASK Q60C (H32)
OTHERWISE SKIP TO Q61a (H35)

(H31) (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP
60b
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 Q62 (H44)

ASK IF CIE UNEMPLOYED (CODE 6 AT Q51 (P9))

(H32) How long have you (IF RESPONDENT) has household member <<INSERT PERSON NUMBER>> (IF NOT RESPONDENT) been unemployed for SP
60c
Less than 6 months
More than 6 months
Don't know
Refused

ASK IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1) AT Q60C (H32), OTHERWISE ASK Q60E (H34)

(H33) And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... SP
60d
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 Q62 (H44)

ASK IF UNEMPLOYED MORE THAN 6 MONTHS, (CODE 2) AT Q60C (H32)

(H34) Is that SP
60e
Unemployed with income other than or in addition to state benefits?
Unemployed with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc.
Don't know
Refused

CODE FOR ALL

(H44) BRING UP SUMMARY SCREEN FOR Q61a-g (H35-H43) SP
62
CODE SOCIAL GRADE
MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.
A
B
C1
C2
D
E

ASK ALL																				
(H45) 59a	SHOW SCREEN Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?	MP																		
	<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) 59b	SHOW SCREEN Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?	MP																
	<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</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	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	None of these																	
News of the World	Don't know																	
Daily Star Sunday																		

ASK ALL		
(H47) 63a	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over?	SP
	<p>Yes</p> <p>No</p> <p>Don't know</p>	

ASK IF YES (CODE 1) AT Q63a (H47), OTHERWISE GO TO Q64b (H50)		
(H48) 63b	Which does your household have; a landline, a mobile phone owned by an adult aged 16+, or both of these?	MP
	<p>Landline</p> <p>Mobile telephone</p> <p>Both</p> <p>Other</p> <p>Don't know</p> <p>Refused</p>	(SP)

ASK ALL WITH ANY TELEPHONE AT Q63b (H48)		
(H49) 63d	What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection?	
	<p>NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number</p> <p>WRITE IN</p> <p>Refused</p>	

ASK ALL:

(H50) Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of **SP**
64b BARB in the next 12 months? This would be regarding your TV viewing and there would be no
obligation for you to take part. BARB's TV viewing research is carried out by a number of
agencies, ourselves, Ipsos MORI, TNS and RSMB Television Research.

Yes

No