



BARB Establishment Survey
Annual Data Report
Volume 1: Total Network & Appendices
July 2010 to June 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT
The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2010 - June 2011

Contents	Page
Total Network (All Areas) Annual Data Tables	1
Introduction	2
Household	
Table 1: Social Grade	3
Table 2: Housewife Age	4
Table 3: Size of Household	5
Table 4: Presence of Children	6
Table 5: Number of TV sets in household	7
Table 6: Screen size	8
Table 7: Location of ANY set in household	9
Table 8: Recorders	10
Table 9: Other TV equipment	11
Table 10: Computers and Internet	12
Sets	
Table 11: Screen Size	13
Table 12: Location of set	14
Table 13: Recorders	15
Table 14: Other TV equipment	15
Table 15: Main Set Screen Size	16
Table 16: Main Set Recorders	17
Table 17: Main Set - Other TV equipment	17
Table 18: Other Sets (non-Main Set) Screen Size	18
Table 19: Other Set (non-Main Set) Recorders	19
Table 20: Other Set (non-Main Set) - Other TV equipment	19
Individuals	
Table 21: Age of Children	20
Table 22: Adults - Age	21
Table 23: Social Grade (Adults 16+)	22
Table 24: Working Status (Adults 16+)	23
Table 25: Males - Age	24
Table 26: Social Grade (Males 16+)	25
Table 27: Working Status (Males 16+)	26
Table 28: Females - Age	27
Table 29: Social Grade (Females 16+)	28
Table 30: Working Status (Females 16+)	29
Appendices	
Appendix A: Survey objectives	
Appendix B: The sample	
Appendix C: Fieldwork and results	
Appendix D: Definitions	
Appendix E: Number of televisions in the household	
Appendix F: Rounding	
Appendix G: Sample bases for the tables	
Appendix H: Multiple households at issued addresses	
Appendix I: Weighting	
Appendix J: The Questionnaire (June 2011)	
See also	
VOLUME 2 - BBC Areas	
VOLUME 3 - ITV Areas	

This reports contains the weighted data results from the Establishment survey for the period July 2010 - June 2011

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	26934	26045	24626	10788	3863	17916	7736	10181
%V (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%V (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
AB	6207	6061	5825	2722	917	4086	1848	2238
%V	23.0%	23.3%	23.7%	25.2%	23.7%	22.8%	23.9%	22.0%
%V (All HH)		97.6%	93.8%	43.9%	14.8%	65.8%	29.8%	36.1%
%V (TV HH)			96.1%	44.9%	15.1%	67.4%	30.5%	36.9%
C1	7552	7238	6898	3117	1169	4982	2300	2682
%V	28.0%	27.8%	28.0%	28.9%	30.3%	27.8%	29.7%	26.3%
%V (All HH)		95.8%	91.3%	41.3%	15.5%	66.0%	30.5%	35.5%
%V (TV HH)			95.3%	43.1%	16.2%	68.8%	31.8%	37.1%
C2	5264	5152	4958	2371	792	3649	1809	1839
%V	19.5%	19.8%	20.1%	22.0%	20.5%	20.4%	23.4%	18.1%
%V (All HH)		97.9%	94.2%	45.0%	15.0%	69.3%	34.4%	34.9%
%V (TV HH)			96.2%	46.0%	15.4%	70.8%	35.1%	35.7%
D	4169	4020	3782	1616	578	2773	1160	1613
%V	15.5%	15.4%	15.4%	15.0%	15.0%	15.5%	15.0%	15.8%
%V (All HH)		96.4%	90.7%	38.8%	13.9%	66.5%	27.8%	38.7%
%V (TV HH)			94.1%	40.2%	14.4%	69.0%	28.9%	40.1%
E	3742	3574	3162	961	407	2427	619	1808
%V	13.9%	13.7%	12.8%	8.9%	10.5%	13.5%	8.0%	17.8%
%V (All HH)		95.5%	84.5%	25.7%	10.9%	64.9%	16.5%	48.3%
%V (TV HH)			88.5%	26.9%	11.4%	67.9%	17.3%	50.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	26934	26045	24626	10788	3863	17916	7736	10181
%V (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%V (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
Under 25	1222	1063	994	388	165	690	243	447
%V	4.5%	4.1%	4.0%	3.6%	4.3%	3.9%	3.1%	4.4%
%H (All HH)		87.0%	81.3%	31.8%	13.5%	56.5%	19.9%	36.6%
%H (TV HH)			93.5%	36.5%	15.5%	64.9%	22.9%	42.1%
25 - 34	4175	3896	3762	1942	699	2361	1205	1156
%V	15.5%	15.0%	15.3%	18.0%	18.1%	13.2%	15.6%	11.4%
%H (All HH)		93.3%	90.1%	46.5%	16.7%	56.6%	28.9%	27.7%
%H (TV HH)			96.6%	49.8%	17.9%	60.6%	30.9%	29.7%
35 - 44	4972	4826	4691	2471	874	3181	1777	1405
%V	18.5%	18.5%	19.0%	22.9%	22.6%	17.8%	23.0%	13.8%
%H (All HH)		97.1%	94.3%	49.7%	17.6%	64.0%	35.7%	28.3%
%H (TV HH)			97.2%	51.2%	18.1%	65.9%	36.8%	29.1%
45 - 54	5197	5066	4898	2363	876	3581	1871	1709
%V	19.3%	19.5%	19.9%	21.9%	22.7%	20.0%	24.2%	16.8%
%H (All HH)		97.5%	94.2%	45.5%	16.9%	68.9%	36.0%	32.9%
%H (TV HH)			96.7%	46.6%	17.3%	70.7%	36.9%	33.7%
55 - 64	4468	4388	4205	1838	640	3171	1408	1763
%V	16.6%	16.8%	17.1%	17.0%	16.6%	17.7%	18.2%	17.3%
%H (All HH)		98.2%	94.1%	41.1%	14.3%	71.0%	31.5%	39.5%
%H (TV HH)			95.8%	41.9%	14.6%	72.3%	32.1%	40.2%
65 +	6901	6806	6077	1786	609	4932	1232	3701
%V	25.6%	26.1%	24.7%	16.6%	15.8%	27.5%	15.9%	36.4%
%H (All HH)		98.6%	88.1%	25.9%	8.8%	71.5%	17.9%	53.6%
%H (TV HH)			89.3%	26.2%	8.9%	72.5%	18.1%	54.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	26934	26045	24626	10788	3863	17916	7736	10181
%V (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%V (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
1	9342	8827	7873	2285	972	6007	1377	4630
%V	34.7%	33.9%	32.0%	21.2%	25.2%	33.5%	17.8%	45.5%
%V (All HH)		94.5%	84.3%	24.5%	10.4%	64.3%	14.7%	49.6%
%V (TV HH)			89.2%	25.9%	11.0%	68.1%	15.6%	52.5%
2	8277	8109	7832	3489	1179	5760	2544	3215
%V	30.7%	31.1%	31.8%	32.3%	30.5%	32.2%	32.9%	31.6%
%V (All HH)		98.0%	94.6%	42.2%	14.2%	69.6%	30.7%	38.8%
%V (TV HH)			96.6%	43.0%	14.5%	71.0%	31.4%	39.6%
3	4035	3953	3854	2072	734	2661	1563	1098
%V	15.0%	15.2%	15.7%	19.2%	19.0%	14.9%	20.2%	10.8%
%V (All HH)		98.0%	95.5%	51.4%	18.2%	65.9%	38.7%	27.2%
%V (TV HH)			97.5%	52.4%	18.6%	67.3%	39.5%	27.8%
4	3506	3444	3390	1913	653	2382	1510	872
%V	13.0%	13.2%	13.8%	17.7%	16.9%	13.3%	19.5%	8.6%
%V (All HH)		98.2%	96.7%	54.6%	18.6%	67.9%	43.1%	24.9%
%V (TV HH)			98.4%	55.5%	19.0%	69.2%	43.8%	25.3%
5+	1774	1712	1677	1029	326	1106	741	365
%V	6.6%	6.6%	6.8%	9.5%	8.4%	6.2%	9.6%	3.6%
%V (All HH)		96.5%	94.5%	58.0%	18.4%	62.3%	41.8%	20.6%
%V (TV HH)			98.0%	60.1%	19.0%	64.6%	43.3%	21.3%
Average HH size	2.29	2.30	2.35	2.66	2.56	2.29	2.74	1.95

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 2010 - June 2011**

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	26934	26045	24626	10788	3863	17916	7736	10181
%V (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%V (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
Without	20253	19489	18207	7175	2671	13636	5162	8474
%V	75.2%	74.8%	73.9%	66.5%	69.1%	76.1%	66.7%	83.2%
%H (All HH)		96.2%	89.9%	35.4%	13.2%	67.3%	25.5%	41.8%
%H (TV HH)			93.4%	36.8%	13.7%	70.0%	26.5%	43.5%
With	6682	6557	6419	3613	1192	4280	2573	1707
%V	24.8%	25.2%	26.1%	33.5%	30.9%	23.9%	33.3%	16.8%
%H (All HH)		98.1%	96.1%	54.1%	17.8%	64.1%	38.5%	25.5%
%H (TV HH)			97.9%	55.1%	18.2%	65.3%	39.2%	26.0%
0 - 3	2600	2530	2471	1374	447	1557	869	688
%V	9.7%	9.7%	10.0%	12.7%	11.6%	8.7%	11.2%	6.8%
%H (All HH)		97.3%	95.0%	52.8%	17.2%	59.9%	33.4%	26.5%
%H (TV HH)			97.7%	54.3%	17.7%	61.5%	34.3%	27.2%
4 - 9	3252	3196	3135	1805	580	2054	1255	799
%V	12.1%	12.3%	12.7%	16.7%	15.0%	11.5%	16.2%	7.8%
%H (All HH)		98.3%	96.4%	55.5%	17.8%	63.2%	38.6%	24.6%
%H (TV HH)			98.1%	56.5%	18.1%	64.3%	39.3%	25.0%
10 - 15	3209	3170	3117	1802	599	2193	1424	769
%V	11.9%	12.2%	12.7%	16.7%	15.5%	12.2%	18.4%	7.6%
%H (All HH)		98.8%	97.1%	56.2%	18.7%	68.3%	44.4%	24.0%
%H (TV HH)			98.3%	56.8%	18.9%	69.2%	44.9%	24.3%

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
July 2010 - June 2011**

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	26934	26045	24626	10788	3863	17916	7736	10181
%H (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%H (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
1	10411	10411	9384	3308	1343	6065	1330	4735
%V	38.7%	40.0%	38.1%	30.7%	34.8%	33.9%	17.2%	46.5%
%H (All HH)		100.0%	90.1%	31.8%	12.9%	58.3%	12.8%	45.5%
%H (TV HH)			90.1%	31.8%	12.9%	58.3%	12.8%	45.5%
2	8780	8780	8470	3757	1283	6340	2828	3512
%V	32.6%	33.7%	34.4%	34.8%	33.2%	35.4%	36.6%	34.5%
%H (All HH)		100.0%	96.5%	42.8%	14.6%	72.2%	32.2%	40.0%
%H (TV HH)			96.5%	42.8%	14.6%	72.2%	32.2%	40.0%
3	4143	4143	4073	2084	739	3267	1951	1316
%V	15.4%	15.9%	16.5%	19.3%	19.1%	18.2%	25.2%	12.9%
%H (All HH)		100.0%	98.3%	50.3%	17.8%	78.9%	47.1%	31.8%
%H (TV HH)			98.3%	50.3%	17.8%	78.9%	47.1%	31.8%
4	1768	1768	1758	1022	344	1453	1030	423
%V	6.6%	6.8%	7.1%	9.5%	8.9%	8.1%	13.3%	4.2%
%H (All HH)		100.0%	99.4%	57.8%	19.5%	82.2%	58.3%	23.9%
%H (TV HH)			99.4%	57.8%	19.5%	82.2%	58.3%	23.9%
5+	944	944	941	617	154	792	597	195
%V	3.5%	3.6%	3.8%	5.7%	4.0%	4.4%	7.7%	1.9%
%H (All HH)		100.0%	99.7%	65.4%	16.3%	83.9%	63.2%	20.7%
%H (TV HH)			99.7%	65.4%	16.3%	83.9%	63.2%	20.7%

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
July 2010 - June 2011**

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	26934	26045	24626	10788	3863	17916	7736	10181
%H (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%H (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
Under 20"	10165	10165	9689	4314	1523	7724	3773	3952
%V	37.7%	39.0%	39.3%	40.0%	39.4%	43.1%	48.8%	38.8%
%H (All HH)		100.0%	95.3%	42.4%	15.0%	76.0%	37.1%	38.9%
%H (TV HH)			95.3%	42.4%	15.0%	76.0%	37.1%	38.9%
20" - 29"	12427	12427	11567	4711	1773	8922	3720	5202
%V	46.1%	47.7%	47.0%	43.7%	45.9%	49.8%	48.1%	51.1%
%H (All HH)		100.0%	93.1%	37.9%	14.3%	71.8%	29.9%	41.9%
%H (TV HH)			93.1%	37.9%	14.3%	71.8%	29.9%	41.9%
30" - 39"	12591	12591	12313	5881	2005	9082	4525	4557
%V	46.7%	48.3%	50.0%	54.5%	51.9%	50.7%	58.5%	44.8%
%H (All HH)		100.0%	97.8%	46.7%	15.9%	72.1%	35.9%	36.2%
%H (TV HH)			97.8%	46.7%	15.9%	72.1%	35.9%	36.2%
40" and over	7143	7143	7096	4250	1277	4908	3241	1667
%V	26.5%	27.4%	28.8%	39.4%	33.1%	27.4%	41.9%	16.4%
%H (All HH)		100.0%	99.3%	59.5%	17.9%	68.7%	45.4%	23.3%
%H (TV HH)			99.3%	59.5%	17.9%	68.7%	45.4%	23.3%

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
July 2010 - June 2011**

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	26934	26045	24626	10788	3863	17916	7736	10181
%V (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%V (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
Main living room	25731	25731	24360	10691	3834	17721	7682	10039
%V	95.5%	98.8%	98.9%	99.1%	99.2%	98.9%	99.3%	98.6%
%V (All HH)		100.0%	94.7%	41.5%	14.9%	68.9%	29.9%	39.0%
%V (TV HH)			94.7%	41.5%	14.9%	68.9%	29.9%	39.0%
Kitchen	3529	3529	3435	1735	458	2789	1504	1285
%V	13.1%	13.5%	13.9%	16.1%	11.9%	15.6%	19.4%	12.6%
%V (All HH)		100.0%	97.3%	49.2%	13.0%	79.0%	42.6%	36.4%
%V (TV HH)			97.3%	49.2%	13.0%	79.0%	42.6%	36.4%
Adult's bedroom	11897	11897	11627	5817	2011	9046	5084	3962
%V	44.2%	45.7%	47.2%	53.9%	52.1%	50.5%	65.7%	38.9%
%V (All HH)		100.0%	97.7%	48.9%	16.9%	76.0%	42.7%	33.3%
%V (TV HH)			97.7%	48.9%	16.9%	76.0%	42.7%	33.3%
Child's bedroom	2463	2463	2448	1435	489	1969	1400	569
%V	9.1%	9.5%	9.9%	13.3%	12.7%	11.0%	18.1%	5.6%
%V (All HH)		100.0%	99.4%	58.3%	19.9%	79.9%	56.8%	23.1%
%V (TV HH)			99.4%	58.3%	19.9%	79.9%	56.8%	23.1%
Other bedroom	1141	1141	1120	604	188	904	552	352
%V	4.2%	4.4%	4.5%	5.6%	4.9%	5.0%	7.1%	3.5%
%V (All HH)		100.0%	98.2%	52.9%	16.5%	79.2%	48.4%	30.9%
%V (TV HH)			98.2%	52.9%	16.5%	79.2%	48.4%	30.9%
Second living/dining room	2855	2855	2780	1452	435	2220	1281	938
%V	10.6%	11.0%	11.3%	13.5%	11.3%	12.4%	16.6%	9.2%
%V (All HH)		100.0%	97.4%	50.9%	15.2%	77.8%	44.9%	32.9%
%V (TV HH)			97.4%	50.9%	15.2%	77.8%	44.9%	32.9%
Study/office	527	527	519	284	79	407	241	166
%V	2.0%	2.0%	2.1%	2.6%	2.0%	2.3%	3.1%	1.6%
%V (All HH)		100.0%	98.5%	53.9%	15.0%	77.2%	45.7%	31.5%
%V (TV HH)			98.5%	53.9%	15.0%	77.2%	45.7%	31.5%
TV room	218	218	214	129	31	159	99	59
%V	0.8%	0.8%	0.9%	1.2%	0.8%	0.9%	1.3%	0.6%
%V (All HH)		100.0%	98.2%	59.2%	14.2%	72.9%	45.4%	27.1%
%V (TV HH)			98.2%	59.2%	14.2%	72.9%	45.4%	27.1%
No specific location	67	67	65	32	13	50	26	24
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%
%V (All HH)		100.0%	97.0%	47.8%	19.4%	74.6%	38.8%	35.8%
%V (TV HH)			97.0%	47.8%	19.4%	74.6%	38.8%	35.8%
Other	249	249	245	142	33	201	130	71
%V	0.9%	1.0%	1.0%	1.3%	0.9%	1.1%	1.7%	0.7%
%V (All HH)		100.0%	98.4%	57.0%	13.3%	80.7%	52.2%	28.5%
%V (TV HH)			98.4%	57.0%	13.3%	80.7%	52.2%	28.5%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
July 2010 - June 2011**

Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26934	26045	24626	10788	3863	17916	7736	10181
%V (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%V (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
PVR	11979	11979	11968	7819	1845	7963	5494	2469
%V	44.5%	46.0%	48.6%	72.5%	47.8%	44.4%	71.0%	24.3%
%H (All HH)		100.0%	99.9%	65.3%	15.4%	66.5%	45.9%	20.6%
%H (TV HH)			99.9%	65.3%	15.4%	66.5%	45.9%	20.6%
DVDR	4141	4141	4022	1896	632	2985	1444	1541
%V	15.4%	15.9%	16.3%	17.6%	16.4%	16.7%	18.7%	15.1%
%H (All HH)		100.0%	97.1%	45.8%	15.3%	72.1%	34.9%	37.2%
%H (TV HH)			97.1%	45.8%	15.3%	72.1%	34.9%	37.2%
VCR	4752	4752	4397	1648	697	3345	1255	2090
%V	17.6%	18.2%	17.9%	15.3%	18.0%	18.7%	16.2%	20.5%
%H (All HH)		100.0%	92.5%	34.7%	14.7%	70.4%	26.4%	44.0%
%H (TV HH)			92.5%	34.7%	14.7%	70.4%	26.4%	44.0%
Any recorder	16274	16274	15846	8763	2461	11056	6249	4807
%V	60.4%	62.5%	64.3%	81.2%	63.7%	61.7%	80.8%	47.2%
%H (All HH)		100.0%	97.4%	53.8%	15.1%	67.9%	38.4%	29.5%
%H (TV HH)			97.4%	53.8%	15.1%	67.9%	38.4%	29.5%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
July 2010 - June 2011**

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26934	26045	24626	10788	3863	17916	7736	10181
% <i>H</i> (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
% <i>H</i> (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
Receives HDTV (via STB or built-in reception)	8027	8027	8027	4586	2021	5396	3834	1562
% <i>V</i>	29.8%	30.8%	32.6%	42.5%	52.3%	30.1%	49.6%	15.3%
% <i>H</i> (All HH)		100.0%	100.0%	57.1%	25.2%	67.2%	47.8%	19.5%
% <i>H</i> (TV HH)			100.0%	57.1%	25.2%	67.2%	47.8%	19.5%
DVD/Blu-ray player or recorder	20223	20223	19606	9056	3216	14213	6687	7526
% <i>V</i>	75.1%	77.6%	79.6%	83.9%	83.3%	79.3%	86.4%	73.9%
% <i>H</i> (All HH)		100.0%	96.9%	44.8%	15.9%	70.3%	33.1%	37.2%
% <i>H</i> (TV HH)			96.9%	44.8%	15.9%	70.3%	33.1%	37.2%

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

%*V* = percentage of vertical total

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

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

**DATA PERIOD: ANNUAL
July 2010 - June 2011**

Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26934	26045	24626	10788	3863	17916	7736	10181
%H (All HH)		96.7%	91.4%	40.1%	14.3%	66.5%	28.7%	37.8%
%H (TV HH)			94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
Has PC or Laptop	19783	19197	18692	9213	3329	13127	6779	6348
%V	73.4%	73.7%	75.9%	85.4%	86.2%	73.3%	87.6%	62.4%
%H (All HH)		97.0%	94.5%	46.6%	16.8%	66.4%	34.3%	32.1%
%H (TV HH)			97.4%	48.0%	17.3%	68.4%	35.3%	33.1%
Has broadband internet	18359	17836	17420	8781	3231	12115	6514	5602
%V	68.2%	68.5%	70.7%	81.4%	83.6%	67.6%	84.2%	55.0%
%H (All HH)		97.2%	94.9%	47.8%	17.6%	66.0%	35.5%	30.5%
%H (TV HH)			97.7%	49.2%	18.1%	67.9%	36.5%	31.4%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

**DATA PERIOD: ANNUAL
July 2010 - June 2011**

Set level data

Table 11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52572	50662	24541	8327	38628	20207	18421
%H		96.4%	46.7%	15.8%	73.5%	38.4%	35.0%
Under 20"	14123	13552	6300	2198	10932	5722	5210
%V	26.9%	26.7%	25.7%	26.4%	28.3%	28.3%	28.3%
%H		96.0%	44.6%	15.6%	77.4%	40.5%	36.9%
20" - 29"	15516	14579	6212	2278	11399	5137	6262
%V	29.5%	28.8%	25.3%	27.4%	29.5%	25.4%	34.0%
%H		94.0%	40.0%	14.7%	73.5%	33.1%	40.4%
30" - 39"	14433	14140	6976	2358	10502	5523	4979
%V	27.5%	27.9%	28.4%	28.3%	27.2%	27.3%	27.0%
%H		98.0%	48.3%	16.3%	72.8%	38.3%	34.5%
40" and over	7898	7849	4790	1409	5442	3670	1772
%V	15.0%	15.5%	19.5%	16.9%	14.1%	18.2%	9.6%
%H		99.4%	60.6%	17.8%	68.9%	46.5%	22.4%
Don't know	602	542	262	84	353	156	197
%V	1.1%	1.1%	1.1%	1.0%	0.9%	0.8%	1.1%
%H		90.0%	43.5%	14.0%	58.6%	25.9%	32.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: ANNUAL
July 2010 - June 2011**

Set level data

Table 12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52572	50662	24541	8327	38628	20207	18421
%H		96.4%	46.7%	15.8%	73.5%	38.4%	35.0%
Main living room	25944	24563	10787	3868	17877	7763	10114
%V	49.3%	48.5%	44.0%	46.5%	46.3%	38.4%	54.9%
%H		94.7%	41.6%	14.9%	68.9%	29.9%	39.0%
Kitchen	3547	3453	1745	462	2800	1512	1288
%V	6.7%	6.8%	7.1%	5.5%	7.2%	7.5%	7.0%
%H		97.3%	49.2%	13.0%	78.9%	42.6%	36.3%
Adult's bedroom	14527	14230	7285	2531	11190	6554	4635
%V	27.6%	28.1%	29.7%	30.4%	29.0%	32.4%	25.2%
%H		98.0%	50.1%	17.4%	77.0%	45.1%	31.9%
Child's bedroom	3236	3219	1909	650	2618	1898	720
%V	6.2%	6.4%	7.8%	7.8%	6.8%	9.4%	3.9%
%H		99.5%	59.0%	20.1%	80.9%	58.7%	22.2%
Other bedroom	1317	1294	722	215	1048	660	388
%V	2.5%	2.6%	2.9%	2.6%	2.7%	3.3%	2.1%
%H		98.3%	54.8%	16.3%	79.6%	50.1%	29.5%
Second living/dining room	2914	2836	1487	442	2264	1311	952
%V	5.5%	5.6%	6.1%	5.3%	5.9%	6.5%	5.2%
%H		97.3%	51.0%	15.2%	77.7%	45.0%	32.7%
Study/office	534	526	289	80	411	244	167
%V	1.0%	1.0%	1.2%	1.0%	1.1%	1.2%	0.9%
%H		98.5%	54.1%	15.0%	77.0%	45.7%	31.3%
TV room	220	216	130	32	159	100	59
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%
%H		98.2%	59.1%	14.5%	72.3%	45.5%	26.8%
No specific location	70	68	35	13	51	28	24
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		97.1%	50.0%	18.6%	72.9%	40.0%	34.3%
Other	262	258	152	35	209	137	73
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.7%	0.4%
%H		98.5%	58.0%	13.4%	79.8%	52.3%	27.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52572	50662	24541	8327	38628	20207	18421
%H		96.4%	46.7%	15.8%	73.5%	38.4%	35.0%
PVR	15189	15177	10487	2217	9928	7213	2715
%V	28.9%	30.0%	42.7%	26.6%	25.7%	35.7%	14.7%
%H		99.9%	69.0%	14.6%	65.4%	47.5%	17.9%
DVDR	4888	4760	2318	773	3557	1824	1733
%V	9.3%	9.4%	9.4%	9.3%	9.2%	9.0%	9.4%
%H		97.4%	47.4%	15.8%	72.8%	37.3%	35.5%
VCR	5446	5058	1930	828	3862	1516	2345
%V	10.4%	10.0%	7.9%	9.9%	10.0%	7.5%	12.7%
%H		92.9%	35.4%	15.2%	70.9%	27.8%	43.1%
Any recorder	21475	21004	12383	3223	14580	8887	5693
%V	40.8%	41.5%	50.5%	38.7%	37.7%	44.0%	30.9%
%H		97.8%	57.7%	15.0%	67.9%	41.4%	26.5%

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	52572	50662	24541	8327	38628	20207	18421
%H		96.4%	46.7%	15.8%	73.5%	38.4%	35.0%
Receives HDTV (via STB or built-in reception)	10223	10223	5937	2566	6932	5013	1919
%V	19.4%	20.2%	24.2%	30.8%	17.9%	24.8%	10.4%
%H		100.0%	58.1%	25.1%	67.8%	49.0%	18.8%
DVD/Blu-ray player or recorder	30001	29322	14543	5048	21997	11897	10100
%V	57.1%	57.9%	59.3%	60.6%	56.9%	58.9%	54.8%
%H		97.7%	48.5%	16.8%	73.3%	39.7%	33.7%

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 2010 - June 2011**

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26024	24611	10783	3862	17905	7733	10172
%H		94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
Under 20"	1074	836	152	94	680	89	591
%V	4.1%	3.4%	1.4%	2.4%	3.8%	1.2%	5.8%
%H		77.8%	14.2%	8.8%	63.3%	8.3%	55.0%
20" - 29"	7371	6559	1933	882	4959	1185	3775
%V	28.3%	26.7%	17.9%	22.8%	27.7%	15.3%	37.1%
%H		89.0%	26.2%	12.0%	67.3%	16.1%	51.2%
30" - 39"	10415	10147	4491	1627	7424	3315	4109
%V	40.0%	41.2%	41.6%	42.1%	41.5%	42.9%	40.4%
%H		97.4%	43.1%	15.6%	71.3%	31.8%	39.5%
40" and over	6854	6810	4083	1221	4692	3093	1599
%V	26.3%	27.7%	37.9%	31.6%	26.2%	40.0%	15.7%
%H		99.4%	59.6%	17.8%	68.5%	45.1%	23.3%
Don't know	310	259	124	37	150	51	98
%V	1.2%	1.1%	1.1%	1.0%	0.8%	0.7%	1.0%
%H		83.5%	40.0%	11.9%	48.4%	16.5%	31.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26024	24611	10783	3862	17905	7733	10172
%H		94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
PVR	11585	11574	7637	1765	7631	5309	2322
%V	44.5%	47.0%	70.8%	45.7%	42.6%	68.7%	22.8%
%H		99.9%	65.9%	15.2%	65.9%	45.8%	20.0%
DVDR	3525	3413	1562	521	2509	1143	1366
%V	13.5%	13.9%	14.5%	13.5%	14.0%	14.8%	13.4%
%H		96.8%	44.3%	14.8%	71.2%	32.4%	38.8%
VCR	3917	3579	1244	555	2715	909	1806
%V	15.1%	14.5%	11.5%	14.4%	15.2%	11.8%	17.8%
%H		91.4%	31.8%	14.2%	69.3%	23.2%	46.1%
Any recorder	15628	15218	8533	2331	10530	6008	4522
%V	60.1%	61.8%	79.1%	60.4%	58.8%	77.7%	44.5%
%H		97.4%	54.6%	14.9%	67.4%	38.4%	28.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26024	24611	10783	3862	17905	7733	10172
%H		94.6%	41.4%	14.8%	68.8%	29.7%	39.1%
Receives HDTV (via STB or built-in reception)	7661	7661	4377	1941	5100	3634	1466
%V	29.4%	31.1%	40.6%	50.3%	28.5%	47.0%	14.4%
%H		100.0%	57.1%	25.3%	66.6%	47.4%	19.1%
DVD/Blu-ray player or recorder	19058	18469	8489	3019	13304	6170	7134
%V	73.2%	75.0%	78.7%	78.2%	74.3%	79.8%	70.1%
%H		96.9%	44.5%	15.8%	69.8%	32.4%	37.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2010 - June 2011

Set level data

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26547	26051	13758	4466	20723	12475	8249
%H		98.1%	51.8%	16.8%	78.1%	47.0%	31.1%
Under 20"	13049	12716	6148	2104	10252	5633	4619
%V	49.2%	48.8%	44.7%	47.1%	49.5%	45.2%	56.0%
%H		97.4%	47.1%	16.1%	78.6%	43.2%	35.4%
20" - 29"	8145	8019	4279	1395	6440	3952	2488
%V	30.7%	30.8%	31.1%	31.2%	31.1%	31.7%	30.2%
%H		98.5%	52.5%	17.1%	79.1%	48.5%	30.5%
30" - 39"	4018	3994	2485	731	3078	2208	870
%V	15.1%	15.3%	18.1%	16.4%	14.9%	17.7%	10.5%
%H		99.4%	61.8%	18.2%	76.6%	55.0%	21.7%
40" and over	1043	1039	707	188	750	577	173
%V	3.9%	4.0%	5.1%	4.2%	3.6%	4.6%	2.1%
%H		99.6%	67.8%	18.0%	71.9%	55.3%	16.6%
Don't know	292	283	139	47	203	104	99
%V	1.1%	1.1%	1.0%	1.1%	1.0%	0.8%	1.2%
%H		96.9%	47.6%	16.1%	69.5%	35.6%	33.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26547	26051	13758	4466	20723	12475	8249
%H		98.1%	51.8%	16.8%	78.1%	47.0%	31.1%
PVR	3604	3603	2850	452	2297	1904	393
%V	13.6%	13.8%	20.7%	10.1%	11.1%	15.3%	4.8%
%H		100.0%	79.1%	12.5%	63.7%	52.8%	10.9%
DVDR	1363	1347	756	253	1049	681	368
%V	5.1%	5.2%	5.5%	5.7%	5.1%	5.5%	4.5%
%H		98.8%	55.5%	18.6%	77.0%	50.0%	27.0%
VCR	1529	1479	686	273	1147	607	539
%V	5.8%	5.7%	5.0%	6.1%	5.5%	4.9%	6.5%
%H		96.7%	44.9%	17.9%	75.0%	39.7%	35.3%
Any recorder	5847	5786	3850	892	4050	2879	1171
%V	22.0%	22.2%	28.0%	20.0%	19.5%	23.1%	14.2%
%H		99.0%	65.8%	15.3%	69.3%	49.2%	20.0%

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	26547	26051	13758	4466	20723	12475	8249
%H		98.1%	51.8%	16.8%	78.1%	47.0%	31.1%
Receives HDTV (via STB or built-in reception)	2562	2562	1560	624	1832	1379	453
%V	9.7%	9.8%	11.3%	14.0%	8.8%	11.1%	5.5%
%H		100.0%	60.9%	24.4%	71.5%	53.8%	17.7%
DVD/Blu-ray player or recorder	10943	10853	6054	2030	8694	5727	2966
%V	41.2%	41.7%	44.0%	45.5%	42.0%	45.9%	36.0%
%H		99.2%	55.3%	18.6%	79.4%	52.3%	27.1%

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 2010 - June 2011

Individual level data

Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	61681	59983	57771	28743	9901	41023	21197	19826
<i>%H</i>		97.2%	93.7%	46.6%	16.1%	66.5%	34.4%	32.1%
Total Children	11625	11389	11171	6380	2070	7412	4510	2902
<i>%V</i>	18.8%	19.0%	19.3%	22.2%	20.9%	18.1%	21.3%	14.6%
<i>%H</i>		98.0%	96.1%	54.9%	17.8%	63.8%	38.8%	25.0%
0 - 3	3115	3026	2958	1638	534	1861	1026	835
<i>%V</i>	5.1%	5.0%	5.1%	5.7%	5.4%	4.5%	4.8%	4.2%
<i>%H</i>		97.1%	95.0%	52.6%	17.1%	59.7%	32.9%	26.8%
4 - 15	8510	8363	8214	4742	1536	5551	3484	2067
<i>%V</i>	13.8%	13.9%	14.2%	16.5%	15.5%	13.5%	16.4%	10.4%
<i>%H</i>		98.3%	96.5%	55.7%	18.0%	65.2%	40.9%	24.3%
4 - 9	4301	4214	4136	2379	759	2689	1627	1062
<i>%V</i>	7.0%	7.0%	7.2%	8.3%	7.7%	6.6%	7.7%	5.4%
<i>%H</i>		98.0%	96.2%	55.3%	17.6%	62.5%	37.8%	24.7%
10 - 15	4209	4149	4078	2363	777	2862	1857	1005
<i>%V</i>	6.8%	6.9%	7.1%	8.2%	7.8%	7.0%	8.8%	5.1%
<i>%H</i>		98.6%	96.9%	56.1%	18.5%	68.0%	44.1%	23.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2010 - June 2011

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	61681	59983	57771	28743	9901	41023	21197	19826
%H		97.2%	93.7%	46.6%	16.1%	66.5%	34.4%	32.1%
Total Adults (16+)	50056	48594	46600	22363	7830	33611	16687	16925
%V	81.2%	81.0%	80.7%	77.8%	79.1%	81.9%	78.7%	85.4%
%H		97.1%	93.1%	44.7%	15.6%	67.1%	33.3%	33.8%
16 - 19	3123	3029	2962	1637	559	2165	1355	810
%V	5.1%	5.0%	5.1%	5.7%	5.6%	5.3%	6.4%	4.1%
%H		97.0%	94.8%	52.4%	17.9%	69.3%	43.4%	25.9%
20 - 24	3925	3614	3480	1710	679	2474	1337	1137
%V	6.4%	6.0%	6.0%	5.9%	6.9%	6.0%	6.3%	5.7%
%H		92.1%	88.7%	43.6%	17.3%	63.0%	34.1%	29.0%
25 - 34	8287	7831	7592	4062	1499	4814	2684	2130
%V	13.4%	13.1%	13.1%	14.1%	15.1%	11.7%	12.7%	10.7%
%H		94.5%	91.6%	49.0%	18.1%	58.1%	32.4%	25.7%
35 - 44	8652	8435	8225	4486	1534	5556	3232	2324
%V	14.0%	14.1%	14.2%	15.6%	15.5%	13.5%	15.2%	11.7%
%H		97.5%	95.1%	51.8%	17.7%	64.2%	37.4%	26.9%
45 - 54	8705	8536	8300	4227	1475	6047	3360	2687
%V	14.1%	14.2%	14.4%	14.7%	14.9%	14.7%	15.9%	13.6%
%H		98.1%	95.3%	48.6%	16.9%	69.5%	38.6%	30.9%
55 - 64	7332	7229	6985	3231	1126	5249	2542	2707
%V	11.9%	12.1%	12.1%	11.2%	11.4%	12.8%	12.0%	13.7%
%H		98.6%	95.3%	44.1%	15.4%	71.6%	34.7%	36.9%
65+	10032	9921	9055	3010	959	7306	2176	5130
%V	16.3%	16.5%	15.7%	10.5%	9.7%	17.8%	10.3%	25.9%
%H		98.9%	90.3%	30.0%	9.6%	72.8%	21.7%	51.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2010 - June 2011

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+)	50056	48594	46600	22363	7830	33611	16687	16925
%H		97.1%	93.1%	44.7%	15.6%	67.1%	33.3%	33.8%
AB	12360	12121	11753	5881	1883	8207	4087	4121
%V	24.7%	24.9%	25.2%	26.3%	24.0%	24.4%	24.5%	24.3%
%H		98.1%	95.1%	47.6%	15.2%	66.4%	33.1%	33.3%
C1	14286	13682	13200	6457	2423	9491	4999	4492
%V	28.5%	28.2%	28.3%	28.9%	30.9%	28.2%	30.0%	26.5%
%H		95.8%	92.4%	45.2%	17.0%	66.4%	35.0%	31.4%
C2	10651	10461	10145	5175	1725	7469	4113	3356
%V	21.3%	21.5%	21.8%	23.1%	22.0%	22.2%	24.6%	19.8%
%H		98.2%	95.2%	48.6%	16.2%	70.1%	38.6%	31.5%
D	7718	7492	7137	3371	1188	5152	2499	2653
%V	15.4%	15.4%	15.3%	15.1%	15.2%	15.3%	15.0%	15.7%
%H		97.1%	92.5%	43.7%	15.4%	66.8%	32.4%	34.4%
E	5041	4838	4364	1479	611	3291	989	2303
%V	10.1%	10.0%	9.4%	6.6%	7.8%	9.8%	5.9%	13.6%
%H		96.0%	86.6%	29.3%	12.1%	65.3%	19.6%	45.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50056	48594	46600	22363	7830	33611	16687	16925
<i>%H</i>		97.1%	93.1%	44.7%	15.6%	67.1%	33.3%	33.8%
Working full time	22336	21777	21237	11323	3940	14723	8488	6234
<i>%V</i>	44.6%	44.8%	45.6%	50.6%	50.3%	43.8%	50.9%	36.8%
<i>%H</i>		97.5%	95.1%	50.7%	17.6%	65.9%	38.0%	27.9%
Working part time	5348	5241	5099	2576	920	3638	1973	1665
<i>%V</i>	10.7%	10.8%	10.9%	11.5%	11.7%	10.8%	11.8%	9.8%
<i>%H</i>		98.0%	95.3%	48.2%	17.2%	68.0%	36.9%	31.1%
Not working	22372	21577	20263	8464	2970	15251	6226	9025
<i>%V</i>	44.7%	44.4%	43.5%	37.8%	37.9%	45.4%	37.3%	53.3%
<i>%H</i>		96.4%	90.6%	37.8%	13.3%	68.2%	27.8%	40.3%

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 2010 - June 2011

Individual level data

Table 25: Males - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	24442	23587	22689	11278	3861	16186	8376	7809
%H		96.5%	92.8%	46.1%	15.8%	66.2%	34.3%	31.9%
16 - 19	1601	1553	1520	872	293	1101	725	376
%V	6.6%	6.6%	6.7%	7.7%	7.6%	6.8%	8.7%	4.8%
%H		97.0%	94.9%	54.5%	18.3%	68.8%	45.3%	23.5%
20 - 24	1979	1813	1753	901	328	1240	690	550
%V	8.1%	7.7%	7.7%	8.0%	8.5%	7.7%	8.2%	7.0%
%H		91.6%	88.6%	45.5%	16.6%	62.7%	34.9%	27.8%
25 - 34	4188	3913	3789	2033	756	2404	1353	1051
%V	17.1%	16.6%	16.7%	18.0%	19.6%	14.9%	16.2%	13.5%
%H		93.4%	90.5%	48.5%	18.1%	57.4%	32.3%	25.1%
35 - 44	4286	4156	4047	2209	755	2720	1579	1141
%V	17.5%	17.6%	17.8%	19.6%	19.6%	16.8%	18.9%	14.6%
%H		97.0%	94.4%	51.5%	17.6%	63.5%	36.8%	26.6%
45 - 54	4280	4176	4052	2079	704	2935	1625	1310
%V	17.5%	17.7%	17.9%	18.4%	18.2%	18.1%	19.4%	16.8%
%H		97.6%	94.7%	48.6%	16.4%	68.6%	38.0%	30.6%
55 - 64	3586	3522	3399	1608	551	2542	1264	1278
%V	14.7%	14.9%	15.0%	14.3%	14.3%	15.7%	15.1%	16.4%
%H		98.2%	94.8%	44.8%	15.4%	70.9%	35.2%	35.6%
65+	4521	4455	4130	1576	473	3244	1141	2104
%V	18.5%	18.9%	18.2%	14.0%	12.3%	20.0%	13.6%	26.9%
%H		98.5%	91.4%	34.9%	10.5%	71.8%	25.2%	46.5%

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 2010 - June 2011

Individual level data

Table 26: Social Grade (Males 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 Males (16+)	24442	23587	22689	11278	3861	16186	8376	7809
%H		96.5%	92.8%	46.1%	15.8%	66.2%	34.3%	31.9%
AB	6194	6060	5885	3004	952	4073	2080	1993
%V	25.3%	25.7%	25.9%	26.6%	24.7%	25.2%	24.8%	25.5%
%H		97.8%	95.0%	48.5%	15.4%	65.8%	33.6%	32.2%
C1	6641	6314	6126	3158	1164	4329	2435	1894
%V	27.2%	26.8%	27.0%	28.0%	30.1%	26.7%	29.1%	24.3%
%H		95.1%	92.2%	47.6%	17.5%	65.2%	36.7%	28.5%
C2	5775	5651	5469	2797	908	4018	2194	1824
%V	23.6%	24.0%	24.1%	24.8%	23.5%	24.8%	26.2%	23.4%
%H		97.9%	94.7%	48.4%	15.7%	69.6%	38.0%	31.6%
D	3767	3625	3453	1697	574	2454	1238	1216
%V	15.4%	15.4%	15.2%	15.0%	14.9%	15.2%	14.8%	15.6%
%H		96.2%	91.7%	45.0%	15.2%	65.1%	32.9%	32.3%
E	2066	1938	1755	623	263	1312	429	883
%V	8.5%	8.2%	7.7%	5.5%	6.8%	8.1%	5.1%	11.3%
%H		93.8%	84.9%	30.2%	12.7%	63.5%	20.8%	42.7%

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 2010 - June 2011

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24442	23587	22689	11278	3861	16186	8376	7809
<i>%H</i>		96.5%	92.8%	46.1%	15.8%	66.2%	34.3%	31.9%
Working full time	13938	13549	13212	7145	2415	9120	5300	3819
<i>%V</i>	57.0%	57.4%	58.2%	63.4%	62.5%	56.3%	63.3%	48.9%
<i>%H</i>		97.2%	94.8%	51.3%	17.3%	65.4%	38.0%	27.4%
Working part time	1096	1051	1003	494	167	700	346	354
<i>%V</i>	4.5%	4.5%	4.4%	4.4%	4.3%	4.3%	4.1%	4.5%
<i>%H</i>		95.9%	91.5%	45.1%	15.2%	63.9%	31.6%	32.3%
Not working	9408	8988	8474	3639	1279	6366	2730	3636
<i>%V</i>	38.5%	38.1%	37.3%	32.3%	33.1%	39.3%	32.6%	46.6%
<i>%H</i>		95.5%	90.1%	38.7%	13.6%	67.7%	29.0%	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 2010 - June 2011

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25614	25007	23910	11085	3970	17425	8310	9115
%H		97.6%	93.3%	43.3%	15.5%	68.0%	32.4%	35.6%
16 - 19	1522	1476	1442	765	266	1064	631	433
%V	5.9%	5.9%	6.0%	6.9%	6.7%	6.1%	7.6%	4.8%
%H		97.0%	94.7%	50.3%	17.5%	69.9%	41.5%	28.4%
20 - 24	1946	1802	1726	809	351	1234	647	587
%V	7.6%	7.2%	7.2%	7.3%	8.8%	7.1%	7.8%	6.4%
%H		92.6%	88.7%	41.6%	18.0%	63.4%	33.2%	30.2%
25 - 34	4099	3918	3803	2028	743	2410	1332	1079
%V	16.0%	15.7%	15.9%	18.3%	18.7%	13.8%	16.0%	11.8%
%H		95.6%	92.8%	49.5%	18.1%	58.8%	32.5%	26.3%
35 - 44	4366	4278	4179	2277	779	2836	1653	1183
%V	17.0%	17.1%	17.5%	20.5%	19.6%	16.3%	19.9%	13.0%
%H		98.0%	95.7%	52.2%	17.8%	65.0%	37.9%	27.1%
45 - 54	4424	4360	4248	2148	771	3112	1735	1377
%V	17.3%	17.4%	17.8%	19.4%	19.4%	17.9%	20.9%	15.1%
%H		98.6%	96.0%	48.6%	17.4%	70.3%	39.2%	31.1%
55 - 64	3746	3707	3586	1624	575	2707	1278	1430
%V	14.6%	14.8%	15.0%	14.7%	14.5%	15.5%	15.4%	15.7%
%H		99.0%	95.7%	43.4%	15.3%	72.3%	34.1%	38.2%
65+	5511	5466	4925	1434	486	4061	1035	3026
%V	21.5%	21.9%	20.6%	12.9%	12.2%	23.3%	12.5%	33.2%
%H		99.2%	89.4%	26.0%	8.8%	73.7%	18.8%	54.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2010 - June 2011

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+)	25614	25007	23910	11085	3970	17425	8310	9115
<i>%H</i>		97.6%	93.3%	43.3%	15.5%	68.0%	32.4%	35.6%
AB	6166	6061	5868	2877	931	4135	2007	2128
<i>%V</i>	24.1%	24.2%	24.5%	26.0%	23.5%	23.7%	24.2%	23.3%
<i>%H</i>		98.3%	95.2%	46.7%	15.1%	67.1%	32.5%	34.5%
C1	7645	7368	7074	3299	1260	5162	2564	2598
<i>%V</i>	29.8%	29.5%	29.6%	29.8%	31.7%	29.6%	30.9%	28.5%
<i>%H</i>		96.4%	92.5%	43.2%	16.5%	67.5%	33.5%	34.0%
C2	4876	4810	4675	2378	818	3451	1918	1532
<i>%V</i>	19.0%	19.2%	19.6%	21.5%	20.6%	19.8%	23.1%	16.8%
<i>%H</i>		98.6%	95.9%	48.8%	16.8%	70.8%	39.3%	31.4%
D	3952	3868	3684	1674	613	2698	1262	1437
<i>%V</i>	15.4%	15.5%	15.4%	15.1%	15.4%	15.5%	15.2%	15.8%
<i>%H</i>		97.9%	93.2%	42.4%	15.5%	68.3%	31.9%	36.4%
E	2975	2901	2609	856	348	1979	559	1420
<i>%V</i>	11.6%	11.6%	10.9%	7.7%	8.8%	11.4%	6.7%	15.6%
<i>%H</i>		97.5%	87.7%	28.8%	11.7%	66.5%	18.8%	47.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25614	25007	23910	11085	3970	17425	8310	9115
<i>%H</i>		97.6%	93.3%	43.3%	15.5%	68.0%	32.4%	35.6%
Working full time	8398	8228	8025	4179	1526	5603	3188	2415
<i>%V</i>	32.8%	32.9%	33.6%	37.7%	38.4%	32.2%	38.4%	26.5%
<i>%H</i>		98.0%	95.6%	49.8%	18.2%	66.7%	38.0%	28.8%
Working part time	4252	4189	4096	2082	753	2938	1627	1311
<i>%V</i>	16.6%	16.8%	17.1%	18.8%	19.0%	16.9%	19.6%	14.4%
<i>%H</i>		98.5%	96.3%	49.0%	17.7%	69.1%	38.3%	30.8%
Not working	12964	12589	11789	4824	1691	8885	3495	5389
<i>%V</i>	50.6%	50.3%	49.3%	43.5%	42.6%	51.0%	42.1%	59.1%
<i>%H</i>		97.1%	90.9%	37.2%	13.0%	68.5%	27.0%	41.6%

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 2010 and June 2011

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: July 2010 - June 2011							
	Total Network	BBC London	BBC South East	BBC Midlands	BBC East	BBC West	BBC South-West
Addresses Issued	79,550	16654	2205	9306	4168	2619	2861
Shop / Business	787	196	34	82	29	16	35
Demolished / Incomplete	158	19	0	26	12	2	9
Empty	5,845	773	133	806	287	148	173
Holiday Home	618	27	9	16	37	12	105
Other Non Effective	1,188	224	50	149	46	45	60
Eligible Addresses	70,954	15415	1979	8227	3757	2396	2479
Substitute Addresses	2,098	2110	2111	2099	2100	2101	2102
Multiple Occupancy Addresses	938	570	12	55	13	42	46
Total Additional Households	3,036	2680	2123	2154	2113	2143	2148
Total Valid Households	80,454	17222	2219	9357	4181	2664	2894
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,878	2832	297	833	423	295	178
	9.8%	16.4%	13.4%	8.9%	10.1%	11.1%	6.2%
No English Spoken	144	51	5	25	4	4	2
	0.2%	0.3%	0.2%	0.3%	0.1%	0.2%	0.1%
Refusals	15,478	4170	508	1862	940	399	681
	19.2%	24.2%	22.9%	19.9%	22.5%	15.0%	23.5%
Total Interviews	56,954	10169	1409	6637	2814	1966	2033
	70.8%	59.0%	63.5%	70.9%	67.3%	73.8%	70.2%

	BBC South	BBC Yorkshire & Lincolnshire	BBC North-East & Cumbria	BBC North-West	BBC Scotland	BBC Ulster	BBC Wales
Addresses Issued	4828	6288	3285	6926	7113	4635	8662
Shop / Business	59	33	18	58	88	62	77
Demolished / Incomplete	8	14	6	11	20	21	10
Empty	227	425	223	499	631	638	882
Holiday Home	29	17	34	61	98	48	125
Other Non Effective	77	64	34	97	95	123	124
Eligible Addresses	4428	5735	2970	6200	6181	3743	7444
Substitute Addresses	2103	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	43	16	4	20	42	8	67
Total Additional Households	2146	2120	2109	2126	2149	2116	2176
Total Valid Households	4867	6306	3290	6947	7150	4629	8728
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	552	303	255	522	480	369	539
	11.3%	4.8%	7.8%	7.5%	6.7%	8.0%	6.2%
No English Spoken	6	12	3	12	11	3	6
	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%
Refusals	976	1145	563	1424	1268	583	959
	20.1%	18.2%	17.1%	20.5%	17.7%	12.6%	11.0%
Total Interviews	3333	4846	2469	4989	5391	3674	7224
	68.5%	76.8%	75.0%	71.8%	75.4%	79.4%	82.8%

Response Analysis: July 2010 - June 2011							
	Total Network	ITV London	ITV Midlands	ITV North-West	ITV Yorkshire	ITV North-East	ITV Scotland (Central & North)
Addresses Issued	79,550	16996	10081	6936	6578	2400	6696
Shop / Business	787	206	89	54	36	11	75
Demolished / Incomplete	158	19	26	10	13	4	18
Empty	5,845	793	839	495	430	150	597
Holiday Home	618	28	20	45	26	9	81
Other Non Effective	1,188	241	164	97	65	18	81
Eligible Addresses	70,954	15709	8943	6235	6008	2208	5844
Substitute Addresses	2,098	2099	2100	2101	2102	2103	2110
Multiple Occupancy Addresses	938	572	59	20	18	0	41
Total Additional Households	3,036	2671	2159	2121	2120	2103	2151
Total Valid Households	80,454	17568	10137	6959	6596	2402	6733
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	7,878	2864	899	527	322	207	460
	9.8%	16.3%	8.9%	7.6%	4.9%	8.6%	6.8%
No English Spoken	144	51	25	12	12	3	10
	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	0.1%
Refusals	15,478	4257	1984	1435	1196	433	1227
	19.2%	24.2%	19.6%	20.6%	18.1%	18.0%	18.2%
Total Interviews	56,954	10396	7229	4985	5066	1759	5036
	70.8%	59.2%	71.3%	71.6%	76.8%	73.2%	74.8%

	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	5852	4312	2725	4635	1077	2600	8662
Shop / Business	74	29	34	62	21	19	77
Demolished / Incomplete	8	12	9	21	6	2	10
Empty	298	287	169	638	109	158	882
Holiday Home	33	37	105	48	49	12	125
Other Non Effective	113	43	48	123	26	45	124
Eligible Addresses	5326	3904	2360	3743	866	2364	7444
Substitute Addresses	2111	2104	2105	2106	2107	2108	2109
Multiple Occupancy Addresses	51	11	46	8	3	42	67
Total Additional Households	2162	2115	2151	2114	2110	2150	2176
Total Valid Households	5898	4323	2760	4629	1077	2644	8728
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non Contacts	742	441	165	369	49	294	539
	12.6%	10.2%	6.0%	8.0%	4.5%	11.1%	6.2%
No English Spoken	11	4	2	3	1	4	6
	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Refusals	1267	963	662	583	124	388	959
	21.5%	22.3%	24.0%	12.6%	11.5%	14.7%	11.0%
Total Interviews	3878	2915	1931	3674	903	1958	7224
	65.8%	67.4%	70.0%	79.4%	83.8%	74.1%	82.8%

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

The following tables gives the unweighted sample bases for the main report tables. They are an aggregation of all fieldwork from July 2010 to June 2011

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	56728	55163	52507
All Sets	114683	114683	111003
All Individuals	137607	134283	129651
Children 0-15	26828	26301	25760
All Adults	110779	107982	103891
Adult Males	53377	51798	49993
Adult Females	57402	56184	53898

Sample bases: BBC Areas

BBC London	All Households	Total TV Households	Multichannel Households
All Households	9997	9597	8879
All Sets	19027	19027	18088
All Individuals	25848	24973	23654
Children 0-15	5362	5228	5066
All Adults	20486	19745	18588
Adult Males	9955	9529	9003
Adult Females	10531	10216	9585

BBC South-East	All Households	Total TV Households	Multichannel Households
All Households	1555	1507	1407
All Sets	3213	3213	3068
All Individuals	3753	3616	3435
Children 0-15	701	686	664
All Adults	3052	2930	2771
Adult Males	1461	1397	1333
Adult Females	1591	1533	1438

BBC Midlands	All Households	Total TV Households	Multichannel Households
All Households	6898	6724	6329
All Sets	14052	14052	13522
All Individuals	17130	16739	16048
Children 0-15	3441	3360	3275
All Adults	13689	13379	12773
Adult Males	6607	6435	6169
Adult Females	7082	6944	6604

BBC East	All Households	Total TV Households	Multichannel Households
All Households	2696	2631	2461
All Sets	5496	5496	5253
All Individuals	6511	6364	6093
Children 0-15	1281	1260	1233
All Adults	5230	5104	4860
Adult Males	2543	2480	2370
Adult Females	2687	2624	2490

Sample bases: BBC Areas

BBC West	All Households	Total TV Households	Multichannel Households
All Households	1992	1930	1923
All Sets	3866	3866	3858
All Individuals	4735	4615	4608
Children 0-15	862	843	843
All Adults	3873	3772	3765
Adult Males	1892	1830	1827
Adult Females	1981	1942	1938

BBC South-West	All Households	Total TV Households	Multichannel Households
All Households	2041	1987	1973
All Sets	4023	4023	3996
All Individuals	4719	4592	4565
Children 0-15	820	784	779
All Adults	3899	3808	3786
Adult Males	1868	1822	1814
Adult Females	2031	1986	1972

BBC South	All Households	Total TV Households	Multichannel Households
All Households	3364	3270	3106
All Sets	6718	6718	6496
All Individuals	8179	7990	7721
Children 0-15	1607	1581	1558
All Adults	6572	6409	6163
Adult Males	3153	3065	2965
Adult Females	3419	3344	3198

BBC Yorkshire & Lincolnshire	All Households	Total TV Households	Multichannel Households
All Households	4161	4053	3827
All Sets	8820	8820	8490
All Individuals	9766	9567	9203
Children 0-15	1916	1892	1856
All Adults	7850	7675	7347
Adult Males	3763	3658	3503
Adult Females	4087	4017	3844

Sample bases: BBC Areas

BBC North-East & Cumbria	All Households	Total TV Households	Multichannel Households
All Households	2511	2463	2349
All Sets	5269	5269	5104
All Individuals	5870	5775	5596
Children 0-15	1066	1061	1044
All Adults	4804	4714	4552
Adult Males	2301	2247	2176
Adult Females	2503	2467	2376

BBC North-West	All Households	Total TV Households	Multichannel Households
All Households	4798	4681	4662
All Sets	9813	9813	9790
All Individuals	11581	11306	11270
Children 0-15	2269	2209	2201
All Adults	9312	9097	9069
Adult Males	4499	4377	4362
Adult Females	4813	4720	4707

BBC Scotland	All Households	Total TV Households	Multichannel Households
All Households	5748	5603	5397
All Sets	11730	11730	11478
All Individuals	12855	12560	12240
Children 0-15	2225	2185	2152
All Adults	10630	10375	10088
Adult Males	5008	4872	4751
Adult Females	5622	5503	5337

BBC Ulster	All Households	Total TV Households	Multichannel Households
All Households	3729	3654	3140
All Sets	8120	8120	7334
All Individuals	9502	9363	8413
Children 0-15	2053	2035	1915
All Adults	7449	7328	6498
Adult Males	3599	3522	3164
Adult Females	3850	3806	3334

Sample bases: BBC Areas

BBC Wales	All Households	Total TV Households	Multichannel Households
All Households	7238	7063	7054
All Sets	14536	14536	14526
All Individuals	17158	16823	16805
Children 0-15	3225	3177	3174
All Adults	13933	13646	13631
Adult Males	6728	6564	6556
Adult Females	7205	7082	7075

BBC Midlands West	All Households	Total TV Households	Multichannel Households
All Households	4473	4351	4108
All Sets	9062	9062	8731
All Individuals	11068	10787	10388
Children 0-15	2218	2153	2106
All Adults	8850	8634	8282
Adult Males	4260	4148	3991
Adult Females	4590	4486	4291

BBC Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2425	2373	2221
All Sets	4990	4990	4791
All Individuals	6062	5952	5660
Children 0-15	1223	1207	1169
All Adults	4839	4745	4491
Adult Males	2347	2287	2178
Adult Females	2492	2458	2313

Sample bases: ITV Areas

ITV London	All Households	Total TV Households	Multichannel Households
All Households	10239	9825	9083
All Sets	19453	19453	18488
All Individuals	26499	25590	24212
Children 0-15	5511	5370	5191
All Adults	20988	20220	19021
Adult Males	10189	9751	9206
Adult Females	10799	10469	9815

ITV Midlands	All Households	Total TV Households	Multichannel Households
All Households	7518	7317	6902
All Sets	15280	15280	14722
All Individuals	18706	18258	17536
Children 0-15	3749	3660	3571
All Adults	14957	14598	13965
Adult Males	7232	7032	6754
Adult Females	7725	7566	7211

ITV North-West	All Households	Total TV Households	Multichannel Households
All Households	4838	4721	4693
All Sets	9927	9927	9891
All Individuals	11676	11400	11344
Children 0-15	2301	2241	2230
All Adults	9375	9159	9114
Adult Males	4521	4398	4374
Adult Females	4854	4761	4740

ITV Yorkshire	All Households	Total TV Households	Multichannel Households
All Households	4326	4217	3983
All Sets	9206	9206	8862
All Individuals	10150	9951	9580
Children 0-15	1982	1958	1922
All Adults	8168	7993	7658
Adult Males	3911	3806	3651
Adult Females	4257	4187	4007

Sample bases: ITV Areas

ITV North-East	All Households	Total TV Households	Multichannel Households
All Households	1756	1723	1629
All Sets	3755	3755	3623
All Individuals	4156	4080	3935
Children 0-15	758	753	741
All Adults	3398	3327	3194
Adult Males	1645	1605	1545
Adult Females	1753	1722	1649

ITV Central Scotland	All Households	Total TV Households	Multichannel Households
All Households	3912	3833	3639
All Sets	7923	7923	7683
All Individuals	8763	8622	8327
Children 0-15	1535	1523	1495
All Adults	7228	7099	6832
Adult Males	3370	3297	3184
Adult Females	3858	3802	3648

ITV North Scotland	All Households	Total TV Households	Multichannel Households
All Households	1454	1396	1384
All Sets	3012	3012	3000
All Individuals	3231	3089	3064
Children 0-15	536	508	503
All Adults	2695	2581	2561
Adult Males	1293	1238	1230
Adult Females	1402	1343	1331

ITV South, South East and Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	3999	3896	3672
All Sets	8146	8146	7825
All Individuals	9633	9381	9004
Children 0-15	1857	1824	1792
All Adults	7776	7557	7212
Adult Males	3708	3593	3454
Adult Females	4068	3964	3758

Sample bases: ITV Areas

ITV East of England	All Households	Total TV Households	Multichannel Households
All Households	2818	2752	2573
All Sets	5768	5768	5507
All Individuals	6765	6621	6339
Children 0-15	1322	1302	1276
All Adults	5443	5319	5063
Adult Males	2655	2590	2477
Adult Females	2788	2729	2586

ITV South West	All Households	Total TV Households	Multichannel Households
All Households	1933	1881	1878
All Sets	3790	3790	3785
All Individuals	4462	4342	4338
Children 0-15	764	731	731
All Adults	3698	3611	3607
Adult Males	1771	1727	1726
Adult Females	1927	1884	1881

ITV Ulster	All Households	Total TV Households	Multichannel Households
All Households	3729	3654	3140
All Sets	8120	8120	7334
All Individuals	9502	9363	8413
Children 0-15	2053	2035	1915
All Adults	7449	7328	6498
Adult Males	3599	3522	3164
Adult Females	3850	3806	3334

ITV Border	All Households	Total TV Households	Multichannel Households
All Households	1003	980	980
All Sets	1958	1958	1958
All Individuals	2245	2214	2214
Children 0-15	382	382	382
All Adults	1863	1832	1832
Adult Males	897	875	875
Adult Females	966	957	957

Sample bases: BBC Areas

ITV HTV West	All Households	Total TV Households	Multichannel Households
All Households	1965	1905	1897
All Sets	3809	3809	3799
All Individuals	4661	4549	4540
Children 0-15	853	837	837
All Adults	3808	3712	3703
Adult Males	1858	1800	1797
Adult Females	1950	1912	1906

ITV HTV Wales	All Households	Total TV Households	Multichannel Households
All Households	7238	7063	7054
All Sets	14536	14536	14526
All Individuals	17158	16823	16805
Children 0-15	3225	3177	3174
All Adults	13933	13646	13631
Adult Males	6728	6564	6556
Adult Females	7205	7082	7075

ITV Channel Islands	All Households	Total TV Households	Multichannel Households
All Households	108	106	95
All Sets	233	233	211
All Individuals	257	250	227
Children 0-15	56	53	48
All Adults	201	197	179
Adult Males	97	95	88
Adult Females	104	102	91

ITV Midlands West	All Households	Total TV Households	Multichannel Households
All Households	5173	5024	4759
All Sets	10462	10462	10100
All Individuals	12821	12483	12050
Children 0-15	2557	2484	2433
All Adults	10264	9999	9617
Adult Males	4958	4818	4647
Adult Females	5306	5181	4970

Sample bases: BBC Areas

ITV Midlands East	All Households	Total TV Households	Multichannel Households
All Households	2345	2293	2143
All Sets	4818	4818	4622
All Individuals	5885	5775	5486
Children 0-15	1192	1176	1138
All Adults	4693	4599	4348
Adult Males	2274	2214	2107
Adult Females	2419	2385	2241

ITV Scotland	All Households	Total TV Households	Multichannel Households
All Households	5366	5229	5023
All Sets	10935	10935	10683
All Individuals	11994	11711	11391
Children 0-15	2071	2031	1998
All Adults	9923	9680	9393
Adult Males	4663	4535	4414
Adult Females	5260	5145	4979

ITV Wales & West	All Households	Total TV Households	Multichannel Households
All Households	9203	8968	8951
All Sets	18345	18345	18325
All Individuals	21819	21372	21345
Children 0-15	4078	4014	4011
All Adults	17741	17358	17334
Adult Males	8586	8364	8353
Adult Females	9155	8994	8981

ITV West Macro	All Households	Total TV Households	Multichannel Households
All Households	11136	10849	10829
All Sets	22135	22135	22110
All Individuals	26281	25714	25683
Children 0-15	4842	4745	4742
All Adults	21439	20969	20941
Adult Males	10357	10091	10079
Adult Females	11082	10878	10862

Sample bases: ITV Areas

ITV MidWest	All Households	Total TV Households	Multichannel Households
All Households	18654	18166	17731
All Sets	37415	37415	36832
All Individuals	44987	43972	43219
Children 0-15	8591	8405	8313
All Adults	36396	35567	34906
Adult Males	17589	17123	16833
Adult Females	18807	18444	18073

ITV South & South East	All Households	Total TV Households	Multichannel Households
All Households	3891	3790	3577
All Sets	7913	7913	7614
All Individuals	9376	9131	8777
Children 0-15	1801	1771	1744
All Adults	7575	7360	7033
Adult Males	3611	3498	3366
Adult Females	3964	3862	3667

ITV South East Macro	All Households	Total TV Households	Multichannel Households
All Households	6817	6648	6245
All Sets	13914	13914	13332
All Individuals	16398	16002	15343
Children 0-15	3179	3126	3068
All Adults	13219	12876	12275
Adult Males	6363	6183	5931
Adult Females	6856	6693	6344

North Macro	All Households	Total TV Households	Multichannel Households
All Households	11923	11641	11285
All Sets	24846	24846	24334
All Individuals	28227	27645	27073
Children 0-15	5423	5334	5275
All Adults	22804	22311	21798
Adult Males	10974	10684	10445
Adult Females	11830	11627	11353

Sample bases: ITV Areas

ITV Yorks / North East Macro	All Households	Total TV Households	Multichannel Households
All Households	6082	5940	5612
All Sets	12961	12961	12485
All Individuals	14306	14031	13515
Children 0-15	2740	2711	2663
All Adults	11566	11320	10852
Adult Males	5556	5411	5196
Adult Females	6010	5909	5656

ITV North-West / Border Macro	All Households	Total TV Households	Multichannel Households
All Households	5841	5701	5673
All Sets	11885	11885	11849
All Individuals	13921	13614	13558
Children 0-15	2683	2623	2612
All Adults	11238	10991	10946
Adult Males	5418	5273	5249
Adult Females	5820	5718	5697

S4C	All Households	Total TV Households	Multichannel Households
All Households	7238	7063	7054
All Sets	14536	14536	14526
All Individuals	17158	16823	16805
Children 0-15	3225	3177	3174
All Adults	13933	13646	13631
Adult Males	6728	6564	6556
Adult Females	7205	7082	7075

C4/Five South Macro Region	All Households	Total TV Households	Multichannel Households
All Households	17953	17497	17074
All Sets	36049	36049	35442
All Individuals	42679	41716	41026
Children 0-15	8021	7871	7810
All Adults	34658	33845	33216
Adult Males	16720	16274	16010
Adult Females	17938	17571	17206

Sample bases: ITV Areas

C4/Five North Macro Region	All Households	Total TV Households	Multichannel Households
All Households	10920	10661	10305
All Sets	22888	22888	22376
All Individuals	25982	25431	24859
Children 0-15	5041	4952	4893
All Adults	20941	20479	19966
Adult Males	10077	9809	9570
Adult Females	10864	10670	10396

C4/Five Scotland Macro Region	All Households	Total TV Households	Multichannel Households
All Households	6369	6209	6003
All Sets	12893	12893	12641
All Individuals	14239	13925	13605
Children 0-15	2453	2413	2380
All Adults	11786	11512	11225
Adult Males	5560	5410	5289
Adult Females	6226	6102	5936

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 2011)

BARB Establishment Survey

Questionnaire Script

June 2011

Version 3 – 18/05/2011

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

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

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

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

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

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

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

START OF TV PRE-SET LOOP

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

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

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

START OF SET LOOP

REPEAT QUESTIONS S4 – S36 FOR ALL WORKING TV SETS – THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:		
A) IN USE (CODE 1 AT S1)		
B) TEMPORARILY OUT OF ORDER (TO BE REPAIRED WITHIN THE NEXT 4 WEEKS) (CODE 2 AT S1)		
C) IN WORKING ORDER AND USED AT LEAST ONCE EVERY SIX MONTHS OR MORE OFTEN (CODE 3 AT S1 AND ALSO CODE 1 OR 2 OR 3 OR 4 AT S2 FOR THAT SET)		

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ASK IF FREESAT (CODE 3) AT S18, OTHERWISE GO TO S24		
S22	SHOW SCREEN	SP
<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 S18, OTHERWISE GO TO S24

S23 SHOW SCREEN

SP

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

NOTE: For a more detailed explanation click on further information

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

ASK IF YES AT S10, OTHERWISE GO TO S25

S24 SHOW SCREEN

SP

You have said this set is able to receive its channels via cable. (**IF S9, S11 OR S12 = YES**) Is this set connected to V+? V+ is a box that enables you to record TV programmes without the need for tapes or DVDs.

NOTE: For a more detailed explanation click on further information

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

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

S53 SHOW SCREEN

SP

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

NOTE: For a more detailed explanation click on further information

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

ASK IF YES (CODES 1 OR 2) AT S14, OTHERWISE GO TO S51

S25 SHOW SCREEN

SP

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

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

(IF CODE 2 AT S14) AND:

(S10 AND S11 AND S12 = NO) Is this set connected to a Digital Video Recorder (DVR) or PVR box?

(S20-S22 AND S24 all = NO) Is this set connected to a Digital Video Recorder (DVR) or PVR box?

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

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

(S21 = YES) Sky+ HD box?

(S22 = YES) Freesat+ box?

(S24 = YES) V+ box?

NOTE: removed Freesat + HD (S23) as non DVR Freesat HD boxes are now available

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

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further information

ASK IF YES (CODES 1 OR 2) AT S14, OTHERWISE GO TO S51

S50 SHOW SCREEN

SP

I would now like to ask you about High Definition television, or HDTV.

Is this set connected to freeview HD? freeview HD is the high definition service available with freeview

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further information

ASK FOR ALL TVS

S51 (S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1)

SP

In addition to the

(S20=1 AND S21=2/9) Sky+ box

(S21=1) Sky+ HD box

(S22=1) Freesat+ box

(S24=1) V+ box

(S25=1) Freeview Digital Video Recorder (DVR) or PVR

Do you have any other (if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1) equipment connected or built into this set that allows you to record TV programmes?

Yes

No

Don't know

ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S26

S38	SHOW SCREEN	MP
In which ways do the recorders connected or built-in to this set record and store TV programmes?		
On to Video Tapes		
On to DVD or Blu-ray disks		
On to a built-in hard drive that can record TV programmes without the need for tapes or DVDs		
None of these		
Don't know		

ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38

S52	Do you have a DVD or Blu-ray player connected or built into this set? This will NOT be able to record TV programmes but will be able to play back bought or rented DVDs or Blu-ray disks.	SP
Yes		
No		
Don't know		

ASK FOR ALL TVS ONLY IF IN ULSTER REGION LIST OPTIONS G TO J

S26	SHOW SCREEN	MP
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
Which of the following <u>ITV1</u> channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make.		
NOTE: Check that there is no confusion between ITV1 programmes and ITV1 channels received		
A. STV (formerly Grampian), with local news North Tonight		
B. STV, with local news Scotland Today		
C. UTV (Ulster)		
D. ITV1 Border		
E. ITV1 Tyne Tees		
F. ITV1 Granada		
G. ITV1 Yorkshire (formerly Yorkshire – YTV)		
H. ITV1 Wales (formerly HTV Wales)		
I. ITV1 Central		
J. ITV1 Anglia		
K. ITV1 Westcountry		
L. ITV1 West (formerly HTV West)		
M. ITV1 London (formerly Carlton and London Weekend/LWT)		
N. ITV1 Meridian		
O. Channel		
Don't know		
No answer		

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

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

S28 ASK FOR ADDITIONAL SETS ONLY SP

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

- Yes
- No
- Don't know

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

S29 SHOW SCREEN MP

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

ROTATE ORDER OF SCREENS

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

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

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

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

- Yes
- No

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

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

- Yes
- No

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

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

- Yes
- No

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

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

- Yes
- No

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

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

Yes
No

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

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

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

IF SATELLITE DISH (YES AT S11) ASK S34

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

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

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

S35 **SHOW SCREEN** SP

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

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

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

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

S36 **SHOW SCREEN** SP

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

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

REPEAT S4 – S36 FOR ALL TV SETS

END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

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

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

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

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

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

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

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

NOTE: Answers must add up to 10

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

- Yes
- No

If correct code appropriately, if incorrect ask again

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

H22 **SHOW SCREEN** MP

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

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

ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT H22

H23 **SHOW SCREEN** MP

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

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

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

IF GAMES CONSOLES USED TO CONNECT TO THE INTERNET (H54=CODE 1) – CODE AS 1 AND SKIP TO H17 OTHERWISE ASK H16

H16	Do you or anyone in your household ever access the internet at home by any method	SP
	Yes	
	No	
	Don't know	

ASK IF YES (CODE 1) AT H16

H17	Do you or anyone in your household subscribe to a broadband provider to access the internet at home? This can be via a standard broadband connection or via mobile.	SP
	Yes	
	No	
	Don't know	

PC AND LAPTOP SECTION

ASK ALL

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

ASK IF H51>9. IF CODED AS NO, ROUTE BACK TO H51

H52	You have said that you have <<insert number of computers claimed at H51>> computers. Is this correct	SP
	Yes	
	No	

ASK IF H51>0

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

ASK ALL

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

ASK ALL

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

START OF PERSON LOOP

ASK A PERSON LOOP FOR EACH HH MEMBER IDENTIFIED AT H55

IF H55 = 1 GO TO P2

IF H55>1 SHOW P2 INTRO

IF PERSON 1 GO TO P2 INTRO1, THEN P2

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

P2 I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order:
Intro1
- you
- your spouse or partner
- any children starting with the eldest
- anyone else

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

FOR PERSON 1 SHOW HEADER 'RESPONDENT'

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

ASK ALL

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

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

(MAY NOT BE BLANK)

Male
Female

ASK ALL

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

MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER

WRITE IN >

(ALLOW REF)

ASK IF P3 IS REF

P4 Record age group household member falls into SP

(MAY NOT BE BLANK)

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

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

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

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

(MAY NOT BE BLANK)

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

ASK ALL (REMOVE PENDING CONFIRMATION)		
P6	SHOW SCREEN	SP
<p>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.</p> <p> 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 </p>		

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

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

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

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

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

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

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

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

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

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

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS

END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS

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

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

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

IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H56 AND H28-H30 = 1)		
H56	Which of the household members you have mentioned is the Head of Household? By Head of Household we mean the person who either owns the property or is legally responsible for the rent or mortgage. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible	MP
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HEAD OF HOUSEHOLD		

IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)		
H28	Which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. For 2 or more household members to share this responsibility then they must be equally responsible	MP
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON		

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

IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are 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	
H57	<p>IF CIE IS:</p> <p>RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u></p> <p>RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u></p> <p>NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>present job</u></p> <p>NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of <INSERT CIE PERSON NUMBER'S> <u>previous job</u></p>
WRITE IN Don't know Refused	

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

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

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

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

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

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

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

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

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

IF CIE RETIRED (CODE 6 AT P9) ASK H31 IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9) ASK H32 OTHERWISE SKIP TO H35	
H31	(IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments. Yes (retired/pensioner/widow with income other than or in addition to state benefits) No (retired/pensioner/widow with state benefits only) Don't know Refused

PLEASE NOW SKIP TO H44

ASK IF CIE UNEMPLOYED (CODE 5 AT P9) OR NOT IN PAID EMPLOYMENT (CODE 7 AT P9)	
H32	How long have you (<i>IF RESPONDENT</i>) has household member <<INSERT PERSON NUMBER>> (<i>IF NOT RESPONDENT</i>) been unemployed (<i>IF UNEMPLOYED AT P9</i>) not been in paid employment (<i>IF NOT IN PAID EMPLOYMENT AT P9</i>) for SP Less than 6 months More than 6 months Don't know Refused

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT LESS THAN 6 MONTHS, (CODE 1) AT H32, OTHERWISE ASK H34	
H33	And previously, were you (<i>IF RESPONDENT</i>) they (<i>IF NOT RESPONDENT</i>).... SP In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education Don't know Refused

PLEASE NOW SKIP TO H44

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

CODE FOR ALL		
H44	BRING UP SUMMARY SCREEN FOR H35-H43	SP
	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	SHOW SCREEN	MP
	Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?	
	Daily Telegraph	The Sun
	The Guardian	The Times
	The Scotsman	Daily Express
	The Herald	Daily Mail
	The Daily Mirror	Daily Sport
	The Independent	Any Evening Paper
	Daily Record	None of these
	Daily Star	Don't know
	Financial Times	

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

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

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

ASK ALL WITH ANY TELEPHONE AT H48

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

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

WRITE IN
Refused

ASK ALL:

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

Yes
No