



BARB Establishment Survey Quarterly Data Report: Total Network

April to June 2010

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2010

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

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
%V (All HH)		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
%V (TV HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
AB	6023	5886	5650	2649	887	3885	1713	2172
%V	22.3%	22.5%	23.1%	25.5%	22.6%	22.6%	25.0%	21.1%
%H (All HH)		97.7%	93.8%	44.0%	14.7%	64.5%	28.4%	36.1%
%H (TV HH)			96.0%	45.0%	15.1%	66.0%	29.1%	36.9%
C1	7532	7268	6787	2921	1164	4727	1982	2745
%V	27.9%	27.8%	27.8%	28.1%	29.7%	27.5%	28.9%	26.6%
%H (All HH)		96.5%	90.1%	38.8%	15.5%	62.8%	26.3%	36.4%
%H (TV HH)			93.4%	40.2%	16.0%	65.0%	27.3%	37.8%
C2	5316	5217	4984	2293	823	3542	1620	1921
%V	19.7%	20.0%	20.4%	22.1%	21.0%	20.6%	23.6%	18.6%
%H (All HH)		98.1%	93.8%	43.1%	15.5%	66.6%	30.5%	36.1%
%H (TV HH)			95.5%	44.0%	15.8%	67.9%	31.1%	36.8%
D	4290	4142	3853	1566	656	2700	1036	1665
%V	15.9%	15.8%	15.8%	15.1%	16.7%	15.7%	15.1%	16.2%
%H (All HH)		96.6%	89.8%	36.5%	15.3%	62.9%	24.1%	38.8%
%H (TV HH)			93.0%	37.8%	15.8%	65.2%	25.0%	40.2%
E	3795	3637	3133	955	394	2309	505	1804
%V	14.1%	13.9%	12.8%	9.2%	10.0%	13.5%	7.4%	17.5%
%H (All HH)		95.8%	82.6%	25.2%	10.4%	60.8%	13.3%	47.5%
%H (TV HH)			86.1%	26.3%	10.8%	63.5%	13.9%	49.6%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2010

Household level data

Table 2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
%V (All HH)		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
%V (TV HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
Under 25	1440	1302	1207	445	222	803	250	553
%V	5.3%	5.0%	4.9%	4.3%	5.7%	4.7%	3.6%	5.4%
%V (All HH)		90.4%	83.8%	30.9%	15.4%	55.8%	17.4%	38.4%
%V (TV HH)			92.7%	34.2%	17.1%	61.7%	19.2%	42.5%
25 - 34	4281	4006	3860	1885	730	2309	1031	1277
%V	15.9%	15.3%	15.8%	18.2%	18.6%	13.5%	15.0%	12.4%
%V (All HH)		93.6%	90.2%	44.0%	17.1%	53.9%	24.1%	29.8%
%V (TV HH)			96.4%	47.1%	18.2%	57.6%	25.7%	31.9%
35 - 44	5106	4971	4753	2475	868	3232	1769	1463
%V	18.9%	19.0%	19.5%	23.8%	22.1%	18.8%	25.8%	14.2%
%V (All HH)		97.4%	93.1%	48.5%	17.0%	63.3%	34.6%	28.7%
%V (TV HH)			95.6%	49.8%	17.5%	65.0%	35.6%	29.4%
45 - 54	4981	4894	4696	2173	888	3332	1640	1692
%V	18.5%	18.7%	19.2%	20.9%	22.6%	19.4%	23.9%	16.4%
%V (All HH)		98.3%	94.3%	43.6%	17.8%	66.9%	32.9%	34.0%
%V (TV HH)			96.0%	44.4%	18.1%	68.1%	33.5%	34.6%
55 - 64	4433	4348	4132	1724	627	2982	1162	1820
%V	16.4%	16.6%	16.9%	16.6%	16.0%	17.4%	16.9%	17.7%
%V (All HH)		98.1%	93.2%	38.9%	14.1%	67.3%	26.2%	41.1%
%V (TV HH)			95.0%	39.7%	14.4%	68.6%	26.7%	41.9%
65 +	6715	6629	5759	1681	589	4505	1004	3502
%V	24.9%	25.3%	23.6%	16.2%	15.0%	26.2%	14.6%	34.0%
%V (All HH)		98.7%	85.8%	25.0%	8.8%	67.1%	15.0%	52.2%
%V (TV HH)			86.9%	25.4%	8.9%	68.0%	15.1%	52.8%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

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Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
%V		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
%V (All HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
%V (TV HH)								
1	8961	8491	7330	2000	960	5397	1008	4389
%V	33.2%	32.5%	30.0%	19.3%	24.5%	31.4%	14.7%	42.6%
%V (All HH)		94.8%	81.8%	22.3%	10.7%	60.2%	11.2%	49.0%
%V (TV HH)			86.3%	23.6%	11.3%	63.6%	11.9%	51.7%
2	8941	8728	8348	3584	1356	5917	2453	3463
%V	33.2%	33.4%	34.2%	34.5%	34.6%	34.5%	35.8%	33.6%
%V (All HH)		97.6%	93.4%	40.1%	15.2%	66.2%	27.4%	38.7%
%V (TV HH)			95.6%	41.1%	15.5%	67.8%	28.1%	39.7%
3	4028	3970	3877	2067	701	2568	1415	1154
%V	14.9%	15.2%	15.9%	19.9%	17.9%	15.0%	20.6%	11.2%
%V (All HH)		98.6%	96.3%	51.3%	17.4%	63.8%	35.1%	28.6%
%V (TV HH)			97.7%	52.1%	17.7%	64.7%	35.6%	29.1%
4	3436	3409	3348	1859	626	2291	1370	921
%V	12.7%	13.0%	13.7%	17.9%	16.0%	13.3%	20.0%	8.9%
%V (All HH)		99.2%	97.4%	54.1%	18.2%	66.7%	39.9%	26.8%
%V (TV HH)			98.2%	54.5%	18.4%	67.2%	40.2%	27.0%
5+	1590	1552	1503	873	281	991	610	380
%V	5.9%	5.9%	6.2%	8.4%	7.2%	5.8%	8.9%	3.7%
%V (All HH)		97.6%	94.5%	54.9%	17.7%	62.3%	38.4%	23.9%
%V (TV HH)			96.8%	56.3%	18.1%	63.9%	39.3%	24.5%
Average HH size	2.27	2.29	2.34	2.66	2.49	2.30	2.76	1.99

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
%H (All HH)		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
%H (TV HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
Without	20183	19481	17893	6808	2787	12907	4494	8413
%V	74.9%	74.5%	73.3%	65.6%	71.0%	75.2%	65.5%	81.6%
%H (All HH)		96.5%	88.7%	33.7%	13.8%	63.9%	22.3%	41.7%
%H (TV HH)			91.8%	34.9%	14.3%	66.3%	23.1%	43.2%
With	6774	6669	6515	3575	1137	4257	2362	1895
%V	25.1%	25.5%	26.7%	34.4%	29.0%	24.8%	34.5%	18.4%
%H (All HH)		98.4%	96.2%	52.8%	16.8%	62.8%	34.9%	28.0%
%H (TV HH)			97.7%	53.6%	17.0%	63.8%	35.4%	28.4%
0 - 3	2577	2524	2462	1338	423	1439	697	742
%V	9.6%	9.7%	10.1%	12.9%	10.8%	8.4%	10.2%	7.2%
%H (All HH)		97.9%	95.5%	51.9%	16.4%	55.8%	27.0%	28.8%
%H (TV HH)			97.5%	53.0%	16.8%	57.0%	27.6%	29.4%
4 - 9	3207	3159	3077	1661	544	2008	1108	900
%V	11.9%	12.1%	12.6%	16.0%	13.9%	11.7%	16.2%	8.7%
%H (All HH)		98.5%	95.9%	51.8%	17.0%	62.6%	34.5%	28.1%
%H (TV HH)			97.4%	52.6%	17.2%	63.6%	35.1%	28.5%
10 - 15	3262	3221	3159	1794	565	2219	1366	853
%V	12.1%	12.3%	12.9%	17.3%	14.4%	12.9%	19.9%	8.3%
%H (All HH)		98.7%	96.8%	55.0%	17.3%	68.0%	41.9%	26.1%
%H (TV HH)			98.1%	55.7%	17.5%	68.9%	42.4%	26.5%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
%H (All HH)		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
%H (TV HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
1	10312	10312	9077	3029	1315	5655	923	4731
%V	38.3%	39.4%	37.2%	29.2%	33.5%	32.9%	13.5%	45.9%
%H (All HH)		100.0%	88.0%	29.4%	12.8%	54.8%	9.0%	45.9%
%H (TV HH)			88.0%	29.4%	12.8%	54.8%	9.0%	45.9%
2	8920	8920	8498	3647	1380	6113	2537	3575
%V	33.1%	34.1%	34.8%	35.1%	35.2%	35.6%	37.0%	34.7%
%H (All HH)		100.0%	95.3%	40.9%	15.5%	68.5%	28.4%	40.1%
%H (TV HH)			95.3%	40.9%	15.5%	68.5%	28.4%	40.1%
3	4137	4137	4085	2085	739	3173	1868	1305
%V	15.3%	15.8%	16.7%	20.1%	18.8%	18.5%	27.2%	12.7%
%H (All HH)		100.0%	98.7%	50.4%	17.9%	76.7%	45.2%	31.5%
%H (TV HH)			98.7%	50.4%	17.9%	76.7%	45.2%	31.5%
4	1832	1832	1803	1033	306	1438	941	497
%V	6.8%	7.0%	7.4%	9.9%	7.8%	8.4%	13.7%	4.8%
%H (All HH)		100.0%	98.4%	56.4%	16.7%	78.5%	51.4%	27.1%
%H (TV HH)			98.4%	56.4%	16.7%	78.5%	51.4%	27.1%
5+	942	942	937	588	180	783	587	196
%V	3.5%	3.6%	3.8%	5.7%	4.6%	4.6%	8.6%	1.9%
%H (All HH)		100.0%	99.5%	62.4%	19.1%	83.1%	62.3%	20.8%
%H (TV HH)			99.5%	62.4%	19.1%	83.1%	62.3%	20.8%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
%V		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
%H (All HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
%H (TV HH)								
Under 20"	11200	11200	10507	4560	1750	8106	3803	4303
%V	41.5%	42.8%	43.0%	43.9%	44.6%	47.2%	55.5%	41.7%
%H (All HH)		100.0%	93.8%	40.7%	15.6%	72.4%	34.0%	38.4%
%H (TV HH)			93.8%	40.7%	15.6%	72.4%	34.0%	38.4%
20" - 29"	13436	13436	12406	4919	1967	9170	3526	5644
%V	49.8%	51.4%	50.8%	47.4%	50.1%	53.4%	51.4%	54.8%
%H (All HH)		100.0%	92.3%	36.6%	14.6%	68.2%	26.2%	42.0%
%H (TV HH)			92.3%	36.6%	14.6%	68.2%	26.2%	42.0%
30" - 39"	11917	11917	11620	5472	2015	8185	3928	4256
%V	44.2%	45.6%	47.6%	52.7%	51.4%	47.7%	57.3%	41.3%
%H (All HH)		100.0%	97.5%	45.9%	16.9%	68.7%	33.0%	35.7%
%H (TV HH)			97.5%	45.9%	16.9%	68.7%	33.0%	35.7%
40" and over	6019	6019	5968	3640	1071	4054	2691	1363
%V	22.3%	23.0%	24.5%	35.1%	27.3%	23.6%	39.3%	13.2%
%H (All HH)		100.0%	99.2%	60.5%	17.8%	67.4%	44.7%	22.6%
%H (TV HH)			99.2%	60.5%	17.8%	67.4%	44.7%	22.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2010

Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
%V (All HH)		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
%V (TV HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
Main living room	25805	25805	24142	10285	3899	16978	6815	10163
%V	95.7%	98.7%	98.9%	99.1%	99.4%	98.9%	99.4%	98.6%
%V (All HH)		100.0%	93.6%	39.9%	15.1%	65.8%	26.4%	39.4%
%V (TV HH)			93.6%	39.9%	15.1%	65.8%	26.4%	39.4%
Kitchen	3473	3473	3344	1751	444	2588	1409	1180
%V	12.9%	13.3%	13.7%	16.9%	11.3%	15.1%	20.6%	11.4%
%V (All HH)		100.0%	96.3%	50.4%	12.8%	74.5%	40.6%	34.0%
%V (TV HH)			96.3%	50.4%	12.8%	74.5%	40.6%	34.0%
Adult's bedroom	12079	12079	11732	5703	2082	8811	4696	4115
%V	44.8%	46.2%	48.1%	54.9%	53.1%	51.3%	68.5%	39.9%
%V (All HH)		100.0%	97.1%	47.2%	17.2%	72.9%	38.9%	34.1%
%V (TV HH)			97.1%	47.2%	17.2%	72.9%	38.9%	34.1%
Child's bedroom	2636	2636	2601	1442	521	2058	1377	680
%V	9.8%	10.1%	10.7%	13.9%	13.3%	12.0%	20.1%	6.6%
%V (All HH)		100.0%	98.7%	54.7%	19.8%	78.1%	52.2%	25.8%
%V (TV HH)			98.7%	54.7%	19.8%	78.1%	52.2%	25.8%
Other bedroom	937	937	921	506	138	717	428	290
%V	3.5%	3.6%	3.8%	4.9%	3.5%	4.2%	6.2%	2.8%
%V (All HH)		100.0%	98.3%	54.0%	14.7%	76.5%	45.7%	30.9%
%V (TV HH)			98.3%	54.0%	14.7%	76.5%	45.7%	30.9%
Second living/dining room	2858	2858	2766	1425	445	2156	1204	953
%V	10.6%	10.9%	11.3%	13.7%	11.3%	12.6%	17.6%	9.2%
%V (All HH)		100.0%	96.8%	49.9%	15.6%	75.4%	42.1%	33.3%
%V (TV HH)			96.8%	49.9%	15.6%	75.4%	42.1%	33.3%
Study/office	584	584	575	327	63	425	234	191
%V	2.2%	2.2%	2.4%	3.1%	1.6%	2.5%	3.4%	1.9%
%V (All HH)		100.0%	98.5%	56.0%	10.8%	72.8%	40.1%	32.7%
%V (TV HH)			98.5%	56.0%	10.8%	72.8%	40.1%	32.7%
TV room	195	195	190	129	16	142	94	48
%V	0.7%	0.7%	0.8%	1.2%	0.4%	0.8%	1.4%	0.5%
%V (All HH)		100.0%	97.4%	66.2%	8.2%	72.8%	48.2%	24.6%
%V (TV HH)			97.4%	66.2%	8.2%	72.8%	48.2%	24.6%
No specific location	40	40	37	10	7	33	14	20
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%V (All HH)		100.0%	92.5%	25.0%	17.5%	82.5%	35.0%	50.0%
%V (TV HH)			92.5%	25.0%	17.5%	82.5%	35.0%	50.0%
Other	245	245	235	124	36	202	117	84
%V	0.9%	0.9%	1.0%	1.2%	0.9%	1.2%	1.7%	0.8%
%V (All HH)		100.0%	95.9%	50.6%	14.7%	82.4%	47.8%	34.3%
%V (TV HH)			95.9%	50.6%	14.7%	82.4%	47.8%	34.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2010

Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
%V (All HH)		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
%V (TV HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
PVR	9563	9563	9563	6760	1353	5822	4247	1575
%V	35.5%	36.6%	39.2%	65.1%	34.5%	33.9%	61.9%	15.3%
%H (All HH)		100.0%	100.0%	70.7%	14.1%	60.9%	44.4%	16.5%
%H (TV HH)			100.0%	70.7%	14.1%	60.9%	44.4%	16.5%
DVDR	4184	4184	4073	1956	628	2911	1370	1541
%V	15.5%	16.0%	16.7%	18.8%	16.0%	17.0%	20.0%	15.0%
%H (All HH)		100.0%	97.3%	46.7%	15.0%	69.6%	32.7%	36.8%
%H (TV HH)			97.3%	46.7%	15.0%	69.6%	32.7%	36.8%
VCR	8343	8343	7697	3091	1222	5589	2107	3483
%V	30.9%	31.9%	31.5%	29.8%	31.1%	32.6%	30.7%	33.8%
%H (All HH)		100.0%	92.3%	37.0%	14.6%	67.0%	25.3%	41.7%
%H (TV HH)			92.3%	37.0%	14.6%	67.0%	25.3%	41.7%
Any recorder	16509	16509	15800	8391	2395	10618	5429	5189
%V	61.2%	63.1%	64.7%	80.8%	61.0%	61.9%	79.2%	50.3%
%H (All HH)		100.0%	95.7%	50.8%	14.5%	64.3%	32.9%	31.4%
%H (TV HH)			95.7%	50.8%	14.5%	64.3%	32.9%	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: QUARTERLY

April - June 2010

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
% <i>H</i> (All HH)		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
% <i>H</i> (TV HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
Receives HDTV (via STB or built-in reception)	4333	4333	4333	3167	1259	2435	2435	0
% <i>V</i>	16.1%	16.6%	17.8%	30.5%	32.1%	14.2%	35.5%	0.0%
% <i>H</i> (All HH)		100.0%	100.0%	73.1%	29.1%	56.2%	56.2%	0.0%
% <i>H</i> (TV HH)			100.0%	73.1%	29.1%	56.2%	56.2%	0.0%
DVD/Blu-ray player or recorder	20916	20916	20056	9015	3343	14019	6119	7900
% <i>V</i>	77.6%	80.0%	82.2%	86.8%	85.2%	81.7%	89.3%	76.6%
% <i>H</i> (All HH)		100.0%	95.9%	43.1%	16.0%	67.0%	29.3%	37.8%
% <i>H</i> (TV HH)			95.9%	43.1%	16.0%	67.0%	29.3%	37.8%

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

%*V* = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

April - June 2010

Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	26957	26150	24408	10383	3924	17163	6856	10307
% <i>H</i> (All HH)		97.0%	90.5%	38.5%	14.6%	63.7%	25.4%	38.2%
% <i>H</i> (TV HH)			93.3%	39.7%	15.0%	65.6%	26.2%	39.4%
Has PC or Laptop	19211	18690	18069	8613	3272	12344	5963	6381
% <i>V</i>	71.3%	71.5%	74.0%	83.0%	83.4%	71.9%	87.0%	61.9%
% <i>H</i> (All HH)		97.3%	94.1%	44.8%	17.0%	64.3%	31.0%	33.2%
% <i>H</i> (TV HH)			96.7%	46.1%	17.5%	66.0%	31.9%	34.1%
Has broadband internet	16767	16323	15809	7694	2998	10684	5384	5300
% <i>V</i>	62.2%	62.4%	64.8%	74.1%	76.4%	62.3%	78.5%	51.4%
% <i>H</i> (All HH)		97.4%	94.3%	45.9%	17.9%	63.7%	32.1%	31.6%
% <i>H</i> (TV HH)			96.9%	47.1%	18.4%	65.5%	33.0%	32.5%

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

%*V* = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
April - June 2010

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52923	50548	23895	8453	37327	18511	18816
%H		95.5%	45.2%	16.0%	70.5%	35.0%	35.6%
Under 20"	15646	14840	6740	2499	11569	5804	5766
%V	29.6%	29.4%	28.2%	29.6%	31.0%	31.4%	30.6%
%H		94.8%	43.1%	16.0%	73.9%	37.1%	36.9%
20" - 29"	16582	15450	6396	2458	11575	4797	6778
%V	31.3%	30.6%	26.8%	29.1%	31.0%	25.9%	36.0%
%H		93.2%	38.6%	14.8%	69.8%	28.9%	40.9%
30" - 39"	13600	13296	6466	2304	9467	4787	4679
%V	25.7%	26.3%	27.1%	27.3%	25.4%	25.9%	24.9%
%H		97.8%	47.5%	16.9%	69.6%	35.2%	34.4%
40" and over	6508	6456	3979	1151	4409	2963	1446
%V	12.3%	12.8%	16.7%	13.6%	11.8%	16.0%	7.7%
%H		99.2%	61.1%	17.7%	67.7%	45.5%	22.2%
Don't know	587	506	314	41	307	160	147
%V	1.1%	1.0%	1.3%	0.5%	0.8%	0.9%	0.8%
%H		86.2%	53.5%	7.0%	52.3%	27.3%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
April - June 2010

Set level data

Table 12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Sets	52923	50548	23895	8453	37327	18511	18816
%H		95.5%	45.2%	16.0%	70.5%	35.0%	35.6%
Main living room	26052	24366	10392	3938	17160	6914	10245
%V	49.2%	48.2%	43.5%	46.6%	46.0%	37.4%	54.4%
%H		93.5%	39.9%	15.1%	65.9%	26.5%	39.3%
Kitchen	3485	3356	1758	444	2598	1414	1184
%V	6.6%	6.6%	7.4%	5.3%	7.0%	7.6%	6.3%
%H		96.3%	50.4%	12.7%	74.5%	40.6%	34.0%
Adult's bedroom	14960	14578	7251	2682	11061	6183	4878
%V	28.3%	28.8%	30.3%	31.7%	29.6%	33.4%	25.9%
%H		97.4%	48.5%	17.9%	73.9%	41.3%	32.6%
Child's bedroom	3382	3343	1855	660	2677	1800	877
%V	6.4%	6.6%	7.8%	7.8%	7.2%	9.7%	4.7%
%H		98.8%	54.8%	19.5%	79.2%	53.2%	25.9%
Other bedroom	1054	1038	591	153	817	510	307
%V	2.0%	2.1%	2.5%	1.8%	2.2%	2.8%	1.6%
%H		98.5%	56.1%	14.5%	77.5%	48.4%	29.1%
Second living/dining room	2902	2808	1446	450	2193	1223	969
%V	5.5%	5.6%	6.1%	5.3%	5.9%	6.6%	5.1%
%H		96.8%	49.8%	15.5%	75.6%	42.1%	33.4%
Study/office	590	581	330	63	428	234	194
%V	1.1%	1.1%	1.4%	0.7%	1.1%	1.3%	1.0%
%H		98.5%	55.9%	10.7%	72.5%	39.7%	32.9%
TV room	195	190	129	16	142	94	48
%V	0.4%	0.4%	0.5%	0.2%	0.4%	0.5%	0.3%
%H		97.4%	66.2%	8.2%	72.8%	48.2%	24.6%
No specific location	40	37	10	7	33	14	20
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		92.5%	25.0%	17.5%	82.5%	35.0%	50.0%
Other	262	252	132	39	218	126	92
%V	0.5%	0.5%	0.6%	0.5%	0.6%	0.7%	0.5%
%H		96.2%	50.4%	14.9%	83.2%	48.1%	35.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2010

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52923	50548	23895	8453	37327	18511	18816
%H		95.5%	45.2%	16.0%	70.5%	35.0%	35.6%
PVR	12155	12155	8969	1596	7279	5523	1756
%V	23.0%	24.0%	37.5%	18.9%	19.5%	29.8%	9.3%
%H		100.0%	73.8%	13.1%	59.9%	45.4%	14.4%
DVDR	4809	4694	2329	716	3385	1670	1715
%V	9.1%	9.3%	9.7%	8.5%	9.1%	9.0%	9.1%
%H		97.6%	48.4%	14.9%	70.4%	34.7%	35.7%
VCR	9868	9174	3816	1529	6693	2716	3977
%V	18.6%	18.1%	16.0%	18.1%	17.9%	14.7%	21.1%
%H		93.0%	38.7%	15.5%	67.8%	27.5%	40.3%
Any recorder	21744	20982	11994	3129	14029	7880	6148
%V	41.1%	41.5%	50.2%	37.0%	37.6%	42.6%	32.7%
%H		96.5%	55.2%	14.4%	64.5%	36.2%	28.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52923	50548	23895	8453	37327	18511	18816
%H		95.5%	45.2%	16.0%	70.5%	35.0%	35.6%
Receives HDTV (via STB or built-in reception)	5113	5113	3798	1424	2897	2897	0
%V	9.7%	10.1%	15.9%	16.8%	7.8%	15.7%	0.0%
%H		100.0%	74.3%	27.9%	56.7%	56.7%	0.0%
DVD/Blu-ray player or recorder	30902	29948	14382	5232	21738	11010	10728
%V	58.4%	59.2%	60.2%	61.9%	58.2%	59.5%	57.0%
%H		96.9%	46.5%	16.9%	70.3%	35.6%	34.7%

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: QUARTERLY
April - June 2010

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26123	24385	10378	3918	17150	6854	10295
<i>%H</i>		93.3%	39.7%	15.0%	65.7%	26.2%	39.4%
Under 20"	1354	979	199	101	760	80	681
<i>%V</i>	5.2%	4.0%	1.9%	2.6%	4.4%	1.2%	6.6%
<i>%H</i>		72.3%	14.7%	7.5%	56.1%	5.9%	50.3%
20" - 29"	8602	7626	2200	1128	5524	1199	4325
<i>%V</i>	32.9%	31.3%	21.2%	28.8%	32.2%	17.5%	42.0%
<i>%H</i>		88.7%	25.6%	13.1%	64.2%	13.9%	50.3%
30" - 39"	10112	9827	4341	1647	6867	2950	3917
<i>%V</i>	38.7%	40.3%	41.8%	42.0%	40.0%	43.0%	38.0%
<i>%H</i>		97.2%	42.9%	16.3%	67.9%	29.2%	38.7%
40" and over	5779	5730	3502	1029	3882	2583	1299
<i>%V</i>	22.1%	23.5%	33.7%	26.3%	22.6%	37.7%	12.6%
<i>%H</i>		99.2%	60.6%	17.8%	67.2%	44.7%	22.5%
Don't know	276	223	136	12	116	43	73
<i>%V</i>	1.1%	0.9%	1.3%	0.3%	0.7%	0.6%	0.7%
<i>%H</i>		80.8%	49.3%	4.3%	42.0%	15.6%	26.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2010

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26123	24385	10378	3918	17150	6854	10295
%H		93.3%	39.7%	15.0%	65.7%	26.2%	39.4%
PVR	9259	9259	6602	1279	5585	4094	1491
%V	35.4%	38.0%	63.6%	32.6%	32.6%	59.7%	14.5%
%H		100.0%	71.3%	13.8%	60.3%	44.2%	16.1%
DVDR	3838	3732	1763	562	2646	1195	1451
%V	14.7%	15.3%	17.0%	14.3%	15.4%	17.4%	14.1%
%H		97.2%	45.9%	14.6%	68.9%	31.1%	37.8%
VCR	7073	6450	2479	994	4647	1594	3053
%V	27.1%	26.5%	23.9%	25.4%	27.1%	23.3%	29.7%
%H		91.2%	35.0%	14.1%	65.7%	22.5%	43.2%
Any recorder	15743	15058	8160	2225	10015	5179	4836
%V	60.3%	61.8%	78.6%	56.8%	58.4%	75.6%	47.0%
%H		95.6%	51.8%	14.1%	63.6%	32.9%	30.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26123	24385	10378	3918	17150	6854	10295
%H		93.3%	39.7%	15.0%	65.7%	26.2%	39.4%
Receives HDTV (via STB or built-in reception)	4155	4155	3028	1202	2334	2334	0
%V	15.9%	17.0%	29.2%	30.7%	13.6%	34.1%	0.0%
%H		100.0%	72.9%	28.9%	56.2%	56.2%	0.0%
DVD/Blu-ray player or recorder	19834	19001	8486	3173	13239	5714	7524
%V	75.9%	77.9%	81.8%	81.0%	77.2%	83.4%	73.1%
%H		95.8%	42.8%	16.0%	66.7%	28.8%	37.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2010

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	26800	26163	13518	4535	20177	11657	8521
<i>%H</i>		<i>97.6%</i>	<i>50.4%</i>	<i>16.9%</i>	<i>75.3%</i>	<i>43.5%</i>	<i>31.8%</i>
Under 20"	14292	13861	6541	2398	10809	5724	5085
<i>%V</i>	<i>53.3%</i>	<i>53.0%</i>	<i>48.4%</i>	<i>52.9%</i>	<i>53.6%</i>	<i>49.1%</i>	<i>59.7%</i>
<i>%H</i>		<i>97.0%</i>	<i>45.8%</i>	<i>16.8%</i>	<i>75.6%</i>	<i>40.1%</i>	<i>35.6%</i>
20" - 29"	7981	7824	4196	1330	6051	3597	2453
<i>%V</i>	<i>29.8%</i>	<i>29.9%</i>	<i>31.0%</i>	<i>29.3%</i>	<i>30.0%</i>	<i>30.9%</i>	<i>28.8%</i>
<i>%H</i>		<i>98.0%</i>	<i>52.6%</i>	<i>16.7%</i>	<i>75.8%</i>	<i>45.1%</i>	<i>30.7%</i>
30" - 39"	3488	3469	2126	657	2600	1837	763
<i>%V</i>	<i>13.0%</i>	<i>13.3%</i>	<i>15.7%</i>	<i>14.5%</i>	<i>12.9%</i>	<i>15.8%</i>	<i>9.0%</i>
<i>%H</i>		<i>99.5%</i>	<i>61.0%</i>	<i>18.8%</i>	<i>74.5%</i>	<i>52.7%</i>	<i>21.9%</i>
40" and over	729	726	477	121	527	380	147
<i>%V</i>	<i>2.7%</i>	<i>2.8%</i>	<i>3.5%</i>	<i>2.7%</i>	<i>2.6%</i>	<i>3.3%</i>	<i>1.7%</i>
<i>%H</i>		<i>99.6%</i>	<i>65.4%</i>	<i>16.6%</i>	<i>72.3%</i>	<i>52.1%</i>	<i>20.2%</i>
Don't know	311	283	178	28	191	118	73
<i>%V</i>	<i>1.2%</i>	<i>1.1%</i>	<i>1.3%</i>	<i>0.6%</i>	<i>0.9%</i>	<i>1.0%</i>	<i>0.9%</i>
<i>%H</i>		<i>91.0%</i>	<i>57.2%</i>	<i>9.0%</i>	<i>61.4%</i>	<i>37.9%</i>	<i>23.5%</i>

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2010

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26800	26163	13518	4535	20177	11657	8521
%H		97.6%	50.4%	16.9%	75.3%	43.5%	31.8%
PVR	2896	2896	2367	317	1694	1429	265
%V	10.8%	11.1%	17.5%	7.0%	8.4%	12.3%	3.1%
%H		100.0%	81.7%	10.9%	58.5%	49.3%	9.2%
DVDR	970	962	565	154	739	475	264
%V	3.6%	3.7%	4.2%	3.4%	3.7%	4.1%	3.1%
%H		99.2%	58.2%	15.9%	76.2%	49.0%	27.2%
VCR	2795	2724	1338	535	2046	1122	924
%V	10.4%	10.4%	9.9%	11.8%	10.1%	9.6%	10.8%
%H		97.5%	47.9%	19.1%	73.2%	40.1%	33.1%
Any recorder	6001	5924	3834	905	4014	2702	1312
%V	22.4%	22.6%	28.4%	20.0%	19.9%	23.2%	15.4%
%H		98.7%	63.9%	15.1%	66.9%	45.0%	21.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	26800	26163	13518	4535	20177	11657	8521
%H		97.6%	50.4%	16.9%	75.3%	43.5%	31.8%
Receives HDTV (via STB or built-in reception)	958	958	770	222	564	564	0
%V	3.6%	3.7%	5.7%	4.9%	2.8%	4.8%	0.0%
%H		100.0%	80.4%	23.2%	58.9%	58.9%	0.0%
DVD/Blu-ray player or recorder	11068	10947	5895	2059	8499	5295	3204
%V	41.3%	41.8%	43.6%	45.4%	42.1%	45.4%	37.6%
%H		98.9%	53.3%	18.6%	76.8%	47.8%	28.9%

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: QUARTERLY

April - June 2010

Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	61323	59925	57227	27570	9782	39481	18941	20540
<i>%H</i>		97.7%	93.3%	45.0%	16.0%	64.4%	30.9%	33.5%
Total Children	11594	11402	11142	6121	1938	7274	4037	3237
<i>%V</i>	18.9%	19.0%	19.5%	22.2%	19.8%	18.4%	21.3%	15.8%
<i>%H</i>		98.3%	96.1%	52.8%	16.7%	62.7%	34.8%	27.9%
0 - 3	3062	2998	2918	1584	494	1712	825	888
<i>%V</i>	5.0%	5.0%	5.1%	5.7%	5.1%	4.3%	4.4%	4.3%
<i>%H</i>		97.9%	95.3%	51.7%	16.1%	55.9%	26.9%	29.0%
4 - 15	8533	8404	8224	4537	1444	5562	3212	2350
<i>%V</i>	13.9%	14.0%	14.4%	16.5%	14.8%	14.1%	17.0%	11.4%
<i>%H</i>		98.5%	96.4%	53.2%	16.9%	65.2%	37.6%	27.5%
4 - 9	4250	4179	4080	2212	699	2681	1470	1210
<i>%V</i>	6.9%	7.0%	7.1%	8.0%	7.1%	6.8%	7.8%	5.9%
<i>%H</i>		98.3%	96.0%	52.0%	16.4%	63.1%	34.6%	28.5%
10 - 15	4282	4224	4144	2325	745	2882	1742	1140
<i>%V</i>	7.0%	7.0%	7.2%	8.4%	7.6%	7.3%	9.2%	5.6%
<i>%H</i>		98.6%	96.8%	54.3%	17.4%	67.3%	40.7%	26.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2010

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	61323	59925	57227	27570	9782	39481	18941	20540
%H		97.7%	93.3%	45.0%	16.0%	64.4%	30.9%	33.5%
Total Adults (16+)	49728	48523	46085	21449	7844	32207	14904	17303
%V	81.1%	81.0%	80.5%	77.8%	80.2%	81.6%	78.7%	84.2%
%H		97.6%	92.7%	43.1%	15.8%	64.8%	30.0%	34.8%
16 - 19	3138	3103	3000	1604	561	2161	1282	879
%V	5.1%	5.2%	5.2%	5.8%	5.7%	5.5%	6.8%	4.3%
%H		98.9%	95.6%	51.1%	17.9%	68.9%	40.9%	28.0%
20 - 24	3960	3758	3595	1627	803	2439	1208	1231
%V	6.5%	6.3%	6.3%	5.9%	8.2%	6.2%	6.4%	6.0%
%H		94.9%	90.8%	41.1%	20.3%	61.6%	30.5%	31.1%
25 - 34	8130	7689	7457	3797	1432	4590	2267	2323
%V	13.3%	12.8%	13.0%	13.8%	14.6%	11.6%	12.0%	11.3%
%H		94.6%	91.7%	46.7%	17.6%	56.5%	27.9%	28.6%
35 - 44	8837	8645	8325	4428	1521	5584	3113	2471
%V	14.4%	14.4%	14.5%	16.1%	15.5%	14.1%	16.4%	12.0%
%H		97.8%	94.2%	50.1%	17.2%	63.2%	35.2%	28.0%
45 - 54	8525	8411	8127	4015	1491	5728	2999	2729
%V	13.9%	14.0%	14.2%	14.6%	15.2%	14.5%	15.8%	13.3%
%H		98.7%	95.3%	47.1%	17.5%	67.2%	35.2%	32.0%
55 - 64	7298	7187	6896	3058	1113	4984	2191	2793
%V	11.9%	12.0%	12.1%	11.1%	11.4%	12.6%	11.6%	13.6%
%H		98.5%	94.5%	41.9%	15.3%	68.3%	30.0%	38.3%
65+	9839	9731	8685	2920	924	6722	1844	4878
%V	16.0%	16.2%	15.2%	10.6%	9.4%	17.0%	9.7%	23.7%
%H		98.9%	88.3%	29.7%	9.4%	68.3%	18.7%	49.6%

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: QUARTERLY

April - June 2010

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	49728	48523	46085	21449	7844	32207	14904	17303
%H		97.6%	92.7%	43.1%	15.8%	64.8%	30.0%	34.8%
AB	11947	11734	11374	5744	1835	7839	3885	3954
%V	24.0%	24.2%	24.7%	26.8%	23.4%	24.3%	26.1%	22.9%
%H		98.2%	95.2%	48.1%	15.4%	65.6%	32.5%	33.1%
C1	14092	13663	12981	6095	2341	9017	4373	4644
%V	28.3%	28.2%	28.2%	28.4%	29.8%	28.0%	29.3%	26.8%
%H		97.0%	92.1%	43.3%	16.6%	64.0%	31.0%	33.0%
C2	10624	10458	10075	4887	1744	7159	3580	3578
%V	21.4%	21.6%	21.9%	22.8%	22.2%	22.2%	24.0%	20.7%
%H		98.4%	94.8%	46.0%	16.4%	67.4%	33.7%	33.7%
D	7855	7638	7224	3243	1304	4995	2234	2761
%V	15.8%	15.7%	15.7%	15.1%	16.6%	15.5%	15.0%	16.0%
%H		97.2%	92.0%	41.3%	16.6%	63.6%	28.4%	35.1%
E	5211	5029	4431	1481	619	3198	832	2366
%V	10.5%	10.4%	9.6%	6.9%	7.9%	9.9%	5.6%	13.7%
%H		96.5%	85.0%	28.4%	11.9%	61.4%	16.0%	45.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2010

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	49728	48523	46085	21449	7844	32207	14904	17303
<i>%H</i>		97.6%	92.7%	43.1%	15.8%	64.8%	30.0%	34.8%
Working full time	22394	21864	21176	10816	3995	14405	7782	6622
<i>%V</i>	45.0%	45.1%	45.9%	50.4%	50.9%	44.7%	52.2%	38.3%
<i>%H</i>		97.6%	94.6%	48.3%	17.8%	64.3%	34.8%	29.6%
Working part time	4972	4893	4756	2350	790	3334	1679	1655
<i>%V</i>	10.0%	10.1%	10.3%	11.0%	10.1%	10.4%	11.3%	9.6%
<i>%H</i>		98.4%	95.7%	47.3%	15.9%	67.1%	33.8%	33.3%
Not working	22363	21766	20153	8283	3058	14468	5443	9025
<i>%V</i>	45.0%	44.9%	43.7%	38.6%	39.0%	44.9%	36.5%	52.2%
<i>%H</i>		97.3%	90.1%	37.0%	13.7%	64.7%	24.3%	40.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2010

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+)	24283	23576	22486	10763	3896	15620	7536	8085
%H		97.1%	92.6%	44.3%	16.0%	64.3%	31.0%	33.3%
16 - 19	1657	1644	1595	879	279	1158	706	452
%V	6.8%	7.0%	7.1%	8.2%	7.2%	7.4%	9.4%	5.6%
%H		99.2%	96.3%	53.0%	16.8%	69.9%	42.6%	27.3%
20 - 24	1981	1868	1782	826	427	1228	654	574
%V	8.2%	7.9%	7.9%	7.7%	11.0%	7.9%	8.7%	7.1%
%H		94.3%	90.0%	41.7%	21.6%	62.0%	33.0%	29.0%
25 - 34	4091	3811	3670	1810	717	2305	1115	1190
%V	16.8%	16.2%	16.3%	16.8%	18.4%	14.8%	14.8%	14.7%
%H		93.2%	89.7%	44.2%	17.5%	56.3%	27.3%	29.1%
35 - 44	4371	4252	4097	2164	767	2679	1476	1203
%V	18.0%	18.0%	18.2%	20.1%	19.7%	17.2%	19.6%	14.9%
%H		97.3%	93.7%	49.5%	17.5%	61.3%	33.8%	27.5%
45 - 54	4197	4131	3971	2022	722	2765	1479	1286
%V	17.3%	17.5%	17.7%	18.8%	18.5%	17.7%	19.6%	15.9%
%H		98.4%	94.6%	48.2%	17.2%	65.9%	35.2%	30.6%
55 - 64	3570	3508	3361	1506	562	2438	1114	1324
%V	14.7%	14.9%	14.9%	14.0%	14.4%	15.6%	14.8%	16.4%
%H		98.3%	94.1%	42.2%	15.7%	68.3%	31.2%	37.1%
65+	4416	4363	4010	1555	423	3047	992	2055
%V	18.2%	18.5%	17.8%	14.4%	10.9%	19.5%	13.2%	25.4%
%H		98.8%	90.8%	35.2%	9.6%	69.0%	22.5%	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: QUARTERLY

April - June 2010

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24283	23576	22486	10763	3896	15620	7536	8085
%H		97.1%	92.6%	44.3%	16.0%	64.3%	31.0%	33.3%
AB	6002	5886	5716	2951	923	3892	1969	1923
%V	24.7%	25.0%	25.4%	27.4%	23.7%	24.9%	26.1%	23.8%
%H		98.1%	95.2%	49.2%	15.4%	64.8%	32.8%	32.0%
C1	6610	6367	6070	2945	1126	4176	2137	2040
%V	27.2%	27.0%	27.0%	27.4%	28.9%	26.7%	28.4%	25.2%
%H		96.3%	91.8%	44.6%	17.0%	63.2%	32.3%	30.9%
C2	5729	5621	5404	2599	937	3868	1924	1944
%V	23.6%	23.8%	24.0%	24.1%	24.1%	24.8%	25.5%	24.0%
%H		98.1%	94.3%	45.4%	16.4%	67.5%	33.6%	33.9%
D	3757	3624	3435	1607	649	2340	1118	1222
%V	15.5%	15.4%	15.3%	14.9%	16.7%	15.0%	14.8%	15.1%
%H		96.5%	91.4%	42.8%	17.3%	62.3%	29.8%	32.5%
E	2184	2079	1861	661	260	1344	388	956
%V	9.0%	8.8%	8.3%	6.1%	6.7%	8.6%	5.1%	11.8%
%H		95.2%	85.2%	30.3%	11.9%	61.5%	17.8%	43.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

April - June 2010

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24283	23576	22486	10763	3896	15620	7536	8085
<i>%H</i>		97.1%	92.6%	44.3%	16.0%	64.3%	31.0%	33.3%
Working full time	13969	13599	13150	6826	2452	8857	4814	4043
<i>%V</i>	57.5%	57.7%	58.5%	63.4%	62.9%	56.7%	63.9%	50.0%
<i>%H</i>		97.4%	94.1%	48.9%	17.6%	63.4%	34.5%	28.9%
Working part time	951	912	874	408	135	617	283	334
<i>%V</i>	3.9%	3.9%	3.9%	3.8%	3.5%	4.0%	3.8%	4.1%
<i>%H</i>		95.9%	91.9%	42.9%	14.2%	64.9%	29.8%	35.1%
Not working	9364	9066	8462	3528	1308	6147	2439	3708
<i>%V</i>	38.6%	38.5%	37.6%	32.8%	33.6%	39.4%	32.4%	45.9%
<i>%H</i>		96.8%	90.4%	37.7%	14.0%	65.6%	26.0%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2010

Individual level data

Table 28: Females - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	25445	24947	23600	10687	3948	16587	7369	9218
%H		98.0%	92.7%	42.0%	15.5%	65.2%	29.0%	36.2%
16 - 19	1481	1459	1406	724	282	1003	576	427
%V	5.8%	5.8%	6.0%	6.8%	7.1%	6.0%	7.8%	4.6%
%H		98.5%	94.9%	48.9%	19.0%	67.7%	38.9%	28.8%
20 - 24	1979	1889	1813	801	376	1211	554	656
%V	7.8%	7.6%	7.7%	7.5%	9.5%	7.3%	7.5%	7.1%
%H		95.5%	91.6%	40.5%	19.0%	61.2%	28.0%	33.1%
25 - 34	4039	3879	3787	1987	715	2285	1152	1133
%V	15.9%	15.5%	16.0%	18.6%	18.1%	13.8%	15.6%	12.3%
%H		96.0%	93.8%	49.2%	17.7%	56.6%	28.5%	28.1%
35 - 44	4466	4393	4229	2264	754	2905	1637	1268
%V	17.6%	17.6%	17.9%	21.2%	19.1%	17.5%	22.2%	13.8%
%H		98.4%	94.7%	50.7%	16.9%	65.0%	36.7%	28.4%
45 - 54	4329	4280	4156	1994	769	2963	1520	1443
%V	17.0%	17.2%	17.6%	18.7%	19.5%	17.9%	20.6%	15.7%
%H		98.9%	96.0%	46.1%	17.8%	68.4%	35.1%	33.3%
55 - 64	3728	3679	3535	1553	551	2545	1077	1469
%V	14.7%	14.7%	15.0%	14.5%	14.0%	15.3%	14.6%	15.9%
%H		98.7%	94.8%	41.7%	14.8%	68.3%	28.9%	39.4%
65+	5423	5368	4675	1364	501	3675	852	2823
%V	21.3%	21.5%	19.8%	12.8%	12.7%	22.2%	11.6%	30.6%
%H		99.0%	86.2%	25.2%	9.2%	67.8%	15.7%	52.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

April - June 2010

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	25445	24947	23600	10687	3948	16587	7369	9218
<i>%H</i>		98.0%	92.7%	42.0%	15.5%	65.2%	29.0%	36.2%
AB	5944	5848	5658	2793	912	3947	1916	2031
<i>%V</i>	23.4%	23.4%	24.0%	26.1%	23.1%	23.8%	26.0%	22.0%
<i>%H</i>		98.4%	95.2%	47.0%	15.3%	66.4%	32.2%	34.2%
C1	7481	7297	6911	3150	1214	4840	2236	2604
<i>%V</i>	29.4%	29.3%	29.3%	29.5%	30.7%	29.2%	30.3%	28.2%
<i>%H</i>		97.5%	92.4%	42.1%	16.2%	64.7%	29.9%	34.8%
C2	4895	4838	4671	2288	807	3290	1656	1634
<i>%V</i>	19.2%	19.4%	19.8%	21.4%	20.4%	19.8%	22.5%	17.7%
<i>%H</i>		98.8%	95.4%	46.7%	16.5%	67.2%	33.8%	33.4%
D	4098	4014	3789	1636	656	2655	1116	1539
<i>%V</i>	16.1%	16.1%	16.1%	15.3%	16.6%	16.0%	15.1%	16.7%
<i>%H</i>		98.0%	92.5%	39.9%	16.0%	64.8%	27.2%	37.6%
E	3027	2950	2570	820	359	1854	444	1410
<i>%V</i>	11.9%	11.8%	10.9%	7.7%	9.1%	11.2%	6.0%	15.3%
<i>%H</i>		97.5%	84.9%	27.1%	11.9%	61.2%	14.7%	46.6%

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: QUARTERLY
April - June 2010

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25445	24947	23600	10687	3948	16587	7369	9218
<i>%H</i>		98.0%	92.7%	42.0%	15.5%	65.2%	29.0%	36.2%
Working full time	8425	8265	8026	3990	1543	5548	2968	2579
<i>%V</i>	33.1%	33.1%	34.0%	37.3%	39.1%	33.4%	40.3%	28.0%
<i>%H</i>		98.1%	95.3%	47.4%	18.3%	65.9%	35.2%	30.6%
Working part time	4021	3982	3882	1942	655	2718	1397	1321
<i>%V</i>	15.8%	16.0%	16.4%	18.2%	16.6%	16.4%	19.0%	14.3%
<i>%H</i>		99.0%	96.5%	48.3%	16.3%	67.6%	34.7%	32.9%
Not working	12999	12700	11692	4755	1750	8321	3003	5318
<i>%V</i>	51.1%	50.9%	49.5%	44.5%	44.3%	50.2%	40.8%	57.7%
<i>%H</i>		97.7%	89.9%	36.6%	13.5%	64.0%	23.1%	40.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:
 - Age of housewife
 - Size of household
 - Presence of children
 - Social grade
 - Age
 - Sex
 - Working status (adults)
 - Terminal age of education
 - Number of sets
 - Set characteristics
 - Ownership of TV related equipment

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between April and June 2010

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: April - June 2010	
	Total Network
Addresses Issued	19,895
Shop / Business	206
Demolished / Incomplete	39
Empty	1,461
Holiday Home	195
Other Non Effective	279
Eligible Addresses	17,715
Substitute Addresses	2,098
Multiple Occupancy Addresses	218
Total Additional Households	2,316
Total Valid Households	20,102
	<i>100.0%</i>
Non Contacts	2,023
	<i>10.1%</i>
No English Spoken	35
	<i>0.2%</i>
Refusals	3,622
	<i>18.0%</i>
Total Interviews	14,422
	<i>71.7%</i>

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

	All Households	Total TV Households	Multichannel Households
All Households	14422	14045	13190
All Sets	28996	28996	27807
All Individuals	33993	33276	31857
Children 0-15	6606	6488	6332
All Adults	27387	26788	25525
Adult Males	13028	12692	12141
Adult Females	14359	14096	13384

Appendix H

Multiple households at issued addresses

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

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

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

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

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

Appendix I

Weighting

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

Appendix J

The Questionnaire (June 2010)

BARB Establishment Survey

Questionnaire Script

June 2010

Version 1 – 17/03/2010

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

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

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

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

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

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

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

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

START OF TV PRE-SET LOOP

ASK FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1 (H8)). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 (H8) GOTO Q2a2 (H10).		
(S1) 3a	SHOW SCREEN Which of the statements on this screen applies for each of the television sets in your household. Starting with your main set , is this television set (IF MAIN SET) Now thinking about your <<INSERT second, third, etc>> set , is this television set (IF SET 2+)	SP
	In use as a television Normally in use but temporarily out of order? (to be repaired within the next 4 weeks) Not in use but in working order Never used as a television set (for example only used with computer or games console) Permanently out of order Don't know	

ASK IF TV SET CODED 3 AT Q3A (S1). IF NO SETS CODED 3 AT Q3A (S1) SKIP TO Q14A (S3)		
(S2) 3b	How often do you expect to use this set in the future?	SP
	More than once a month Every month Once every 3 months Once every 6 months Less often Don't know	

ASK FOR ALL SETS		
(S3) 14a	Where is the set usually located?	SP
	A. Main living room B. Kitchen (which is not the main living room) C. Adult's bedroom (which is not the main living room) D. Child's bedroom (0-15) (which is not the main living room) E. Other bedroom F. Second living/dining room G. Study /office H. TV room I. No specific location/frequently moved J. Other (WRITE IN)	

START OF SET LOOP

REPEAT QUESTIONS Q7X – Q23A (S4 – S38) FOR ALL WORKING TV SETS – THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:

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

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

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

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

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

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

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

(S4) SHOW SCREEN SP

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

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

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

Other

Don't know

ASK ONLY IF WORKING TV SET

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

8a

WRITE IN (2 digits required)

Don't know

ASK ONLY IF WORKING TV SET

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

8a2 SP

Claim

Actual measurement

ASK ONLY IF WORKING TV SET

(S7) Is this set mounted on a wall?

13b SP

Yes

No

Don't know

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

(S8) SHOW SCREEN SP

14c On average, how often would you say this set (**IF TV**) PC (**IF PC**) laptop (**IF LAPTOP**) is moved?

Every or most days

At least once a week

At least once a month

At least once every three months

At least once every six months

Less often

Don't know

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

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

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

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

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

(S15) SHOW SCREEN SP
20a

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

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

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

(S16) SHOW SCREEN SP
20a11

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

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

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

(S17) SHOW SCREEN SP
20a7

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

[INSERT APPROPRIATE PICTORIAL REPRESENTATION]

Yes
No

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

In that case I need to ask you some questions again

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

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

(S18) SHOW SCREEN SP
20a6

How do you receive your satellite service?

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

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

(S20) SHOW SCREEN SP
20a3

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

NOTE: For a more detailed explanation click on further information

Yes
No
Don't know
Further information

ASK IF SKY (CODE 1 OR 2) AT Q20a6 (S18), OTHERWISE GO TO Q20a8 (S22)	
(S21) 20a4	SHOW SCREEN SP I would now like to ask you about High Definition television, or HDTV. You need a HDTV box to view HDTV. Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky NOTE: For a more detailed explanation click on further information Yes No Don't know Further information

ASK IF FREESAT (CODE 3) AT Q20a6 (S18), OTHERWISE GO TO Q20a5 (S24)	
(S22) 20a8	SHOW SCREEN SP Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes without the need for tapes or DVDs NOTE: For a more detailed explanation click on further information Yes No Don't know Further information

ASK IF FREESAT (CODE 3) AT Q20a6 (S18), OTHERWISE GO TO Q20a5 (S24)	
(S23) 20a9	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 Q17b(ii) (S10), OTHERWISE GO TO Q20a10 (S25)	
(S24) 20a5	SHOW SCREEN SP You have said this set is able to receive its channels via cable. (IF Q17b(iii) or (i) or (iv) (S9, S11 OR S12) = YES) Is this set connected to V+ or cable PVR or DVR service? V+ is a box that enables you to record TV programmes without the need for tapes or DVDs. 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 Q17f (S14), OTHERWISE GO TO Q16a (S26)

(S25) SHOW SCREEN

SP

20a10

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

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

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

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

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

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

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

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

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

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

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

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

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further information

ASK FOR ALL TVS

ONLY IF IN ULSTER REGION LIST OPTIONS G TO J

(S26) SHOW SCREEN

MP

16a

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

A. BBC1

B. BBC2

C. ITV1

D. Channel 4

E. five

F. S4C (Sianel Pedwar Cymru)

G. RTE 1 (Radio Telefis Eireann)

H. RTE 2

I. TV3 (Ireland)

J. TG4 (Ireland – formerly TnaG)

Don't know

No answer

ASK FOR ALL TVS

(S27) SHOW SCREEN MP
16b

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

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

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

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

(S28) ASK FOR ADDITIONAL SETS ONLY SP
22a

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

- Yes
- No
- Don't know

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

(S29) SHOW SCREEN MP
22b

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

ROTATE ORDER OF SCREENS

A. BBC 3	J. CBeebies
B. BBC 4	K. BBC News (formerly BBC News 24)
C. ITV 2	L. Nickelodeon
D. Sky One	M. Bravo
E. G.O.L.D. (formerly UKTV Gold)	N. Any Sky Movies channel
F. Hallmark	O. Sky News
G. Challenge TV	P. Sky Sports 1, 2 or 3
H. Living	Don't know
I. National Geographic	No answer

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

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

(S30) SP
17c2

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

- Yes
- No

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

(S31) Some of the channels you have stated are not available via a normal aerial and digital box. Is it possible that you receive your signal via a satellite dish or connection to a cable TV supplier? SP
17c3

Yes
No

ASK IF ANY CHANNEL SELECTED AT Q22B (S29) AND Q17F (S14) = CODE 3 AND NONE OF Q17Bii/i/iv (S10, 11, 12) = YES

(S32) Some of the channels you have stated are not available unless you receive digital via a normal aerial. Is it possible you receive digital television via a normal aerial? SP
17c5

Yes
No

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

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

Yes
No

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

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

Yes
No

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

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

Yes
No

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

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

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

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

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

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

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

(S35) SHOW SCREEN

SP

17e

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

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

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

ASK IF NO ADDITIONAL CHANNELS RECEIVED AT Q17b (ii&i&iv) (S10&11&12) = CODE 2 AND Q17f (S14) NOT EQUAL CODES 1 or 2

(S36) SHOW SCREEN

SP

18a

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

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

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

(S37) SHOW SCREEN

SP

16c

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

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

ASK FOR ALL TVS

(S38) SHOW SCREEN

MP

23a

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

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

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

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

SP

23b

- Yes
- No
- Don't know

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

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

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

START OF PC AND LAPTOP SECTION

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

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

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

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

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

START OF PC PRE-SET LOOP

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

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

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

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

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

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

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

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

START OF LAPTOP PRE-SET LOOP

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

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

ASK Q2G/Q2H/Q2H2 (S45-S47) FOR EACH LAPTOP MENTIONED AT Q2F (H15), OTHERWISE GO TO Q14C (S8) OR Q2I (H16)		
(S47)	Where is the laptop usually located?	SP
2h2	<ul style="list-style-type: none"> A. Main living room B. Kitchen (which is not the main living room) C. Adult's bedroom (which is not the main living room) D. Child's bedroom (0-15) (which is not the main living room) E. Other bedroom F. Second living/dining room G. Study /office H. TV room I. No specific location/frequently moved J. Other (WRITE IN) 	

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

END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

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

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

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

ASK IF ANY SET CODED YES AT Q17b(iii) (S9), OTHERWISE GO TO Q30i (H20)		
(H19) 26b	You said this set is able to receive its channels via a normal aerial, does your household currently pay a subscription for receiving extra digital TV channels via a normal aerial?	SP
	Receive channels free of charge only	
	Pay subscription e.g. Top Up TV	
	Don't know	

ASK ALL		
(H20) 30i	Do you have a second home either in the UK or abroad?	MP
	Yes – UK	
	Yes – abroad	
	No	(SP)
	Don't know	

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

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

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

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

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

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

If correct code appropriately, if incorrect ask again

START OF PERSON LOOP

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS

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

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

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

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

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

IF A SINGLE ADULT HOUSEHOLD SKIP TO 60b (H31) INTRO (CODE Q56/Q57/Q58 (H28-H30) = 1)

(H30) 56 And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the largest income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are **equal**. MP

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

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

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

ASK ALL

(H35) 61a Please give full details of your (**IF RESPONDENT**) household member <<**INSERT PERSON NUMBER**>>'s (**IF NOT RESPONDENT**) present job (**IF THE CIE IS IN EMPLOYMENT AT Q51 (P9)**) previous job (**IF THE CIE IS UNEMPLOYED/RETIRED AT Q51 (P9)**)
Intro

(H35) 61a What type of firm or organisation do (**IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND RESPONDENT**) does (**IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND NOT RESPONDENT**) did (**IF CIE IS UNEMPLOYED/RETIRED**) you (**IF RESPONDENT**) he (**IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT**) she (**IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT**) work in?

WRITE IN
Don't know
Refused

ASK ALL

(H36) 61b What is (**IF CIE IS IN EMPLOYMENT AT Q51 (P9)**) was (**IF CIE IS UNEMPLOYED/RETIRED**) the position held or job title?

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

WRITE IN
Don't know
Refused

ASK ALL

(H37) 61b2 Are (**IF CIE IS IN EMPLOYMENT AT Q51 (P9) AND RESPONDENT**) Is (**IF CIE IS IN EMPLOYMENT AT Q51 AND NOT RESPONDENT**) Were (**IF THE CIE IS UNEMPLOYED/RETIRED AND RESPONDENT**) Was (**IF THE CIE IS UNEMPLOYED/RETIRED AND NOT RESPONDENT**) you (**IF RESPONDENT**) he (**IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT**) she (**IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT**) self-employed? **PLEASE GIVE DETAILS.** SP

Yes
No
Don't know
Refused

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

(H38) How many staff **do** (IF CIE IS IN EMPLOYMENT AT Q51 AND RESPONDENT) **does** (IF THE CIE IS IN EMPLOYMENT AT Q51 (P9) AND NOT RESPONDENT) **did** (IF THE CIE IS UNEMPLOYED/RETIRED) you (IF RESPONDENT) he (IF CIE IS MALE AT Q44 (P2) AND NOT RESPONDENT) she (IF CIE IS FEMALE AT Q44 (P2) AND NOT RESPONDENT) employ?
61b3 **PLEASE GIVE DETAILS.**

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

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

WRITE IN
Don't know
Refused

ASK ALL

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

SP

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

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

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

ENTER NUMERICAL RESPONSE
Don't know

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

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

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

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

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

WRITE IN
Don't know
Refused

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

(H31) (IF RESPONDENT USE 'YOU'/'YOUR' THOUGHOUT OTHERWISE USE 'THEY'/'THEIR' THROUGHOUT) SP
 60b
 You said that you/they are retired. Thinking about your/their sources of income: do you/they have any income in addition to state benefits? To receive state benefits only you/they would not receive any income or pension to do with any previous job or from savings or investments.
 Yes (retired/pensioner/widow with income other than or in addition to state benefits)
 No (retired/pensioner/widow with state benefits only)
 Don't know
 Refused

PLEASE NOW SKIP TO Q62 (H44)

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

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

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

(H33) And previously, were you (IF RESPONDENT) they (IF NOT RESPONDENT).... SP
 60d
 In full time employment (30+ hours per week)
 In part time employment (8-29 hours per week)
 In full time education
 Don't know
 Refused

PLEASE NOW SKIP TO Q62 (H44)

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

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

CODE FOR ALL

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

ASK ALL																				
(H45) 59a	SHOW SCREEN Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?	MP																		
	<table border="0"> <tr> <td>Daily Telegraph</td> <td>The Sun</td> </tr> <tr> <td>The Guardian</td> <td>The Times</td> </tr> <tr> <td>The Scotsman</td> <td>Daily Express</td> </tr> <tr> <td>The Herald</td> <td>Daily Mail</td> </tr> <tr> <td>The Daily Mirror</td> <td>Daily Sport</td> </tr> <tr> <td>The Independent</td> <td>Any Evening Paper</td> </tr> <tr> <td>Daily Record</td> <td>None of these</td> </tr> <tr> <td>Daily Star</td> <td>Don't know</td> </tr> <tr> <td>Financial Times</td> <td></td> </tr> </table>	Daily Telegraph	The Sun	The Guardian	The Times	The Scotsman	Daily Express	The Herald	Daily Mail	The Daily Mirror	Daily Sport	The Independent	Any Evening Paper	Daily Record	None of these	Daily Star	Don't know	Financial Times		
Daily Telegraph	The Sun																			
The Guardian	The Times																			
The Scotsman	Daily Express																			
The Herald	Daily Mail																			
The Daily Mirror	Daily Sport																			
The Independent	Any Evening Paper																			
Daily Record	None of these																			
Daily Star	Don't know																			
Financial Times																				

ASK ALL																		
(H46) 59b	SHOW SCREEN Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?	MP																
	<table border="0"> <tr> <td>Sunday Telegraph</td> <td>The Sunday Times</td> </tr> <tr> <td>The Observer</td> <td>The Sunday People</td> </tr> <tr> <td>Sunday Post</td> <td>The Sunday Express</td> </tr> <tr> <td>Sunday Mirror</td> <td>The Mail on Sunday</td> </tr> <tr> <td>Independent on Sunday</td> <td>Sunday Sport</td> </tr> <tr> <td>Sunday Mail</td> <td>None of these</td> </tr> <tr> <td>News of the World</td> <td>Don't know</td> </tr> <tr> <td>Daily Star Sunday</td> <td></td> </tr> </table>	Sunday Telegraph	The Sunday Times	The Observer	The Sunday People	Sunday Post	The Sunday Express	Sunday Mirror	The Mail on Sunday	Independent on Sunday	Sunday Sport	Sunday Mail	None of these	News of the World	Don't know	Daily Star Sunday		
Sunday Telegraph	The Sunday Times																	
The Observer	The Sunday People																	
Sunday Post	The Sunday Express																	
Sunday Mirror	The Mail on Sunday																	
Independent on Sunday	Sunday Sport																	
Sunday Mail	None of these																	
News of the World	Don't know																	
Daily Star Sunday																		

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

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

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

ASK ALL:

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

Yes

No