



# BARB Establishment Survey Quarterly Data Report: Total Network

January to March 2012

**BARB**  
BROADCASTERS' AUDIENCE RESEARCH BOARD

**Ipsos MediaCT**

The Media, Content and Technology Research Specialists



# **BARB ESTABLISHMENT SURVEY OF TV HOMES**

## **DATA PERIOD: QUARTERLY**

**January - March 2012**

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## **Introduction**

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

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

**DATA PERIOD: QUARTERLY**

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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
<b>Total HH</b>	<b>27142</b>	<b>26106</b>	<b>25625</b>	<b>11138</b>	<b>3936</b>	<b>20040</b>	<b>9272</b>	<b>10768</b>
%V (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%V (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>AB</b>	<b>6676</b>	<b>6470</b>	<b>6381</b>	<b>2995</b>	<b>1035</b>	<b>4759</b>	<b>2350</b>	<b>2409</b>
%V	24.6%	24.8%	24.9%	26.9%	26.3%	23.7%	25.3%	22.4%
%H (All HH)		96.9%	95.6%	44.9%	15.5%	71.3%	35.2%	36.1%
%H (TV HH)			98.6%	46.3%	16.0%	73.6%	36.3%	37.2%
<b>C1</b>	<b>7314</b>	<b>6946</b>	<b>6843</b>	<b>2952</b>	<b>1119</b>	<b>5373</b>	<b>2552</b>	<b>2821</b>
%V	26.9%	26.6%	26.7%	26.5%	28.4%	26.8%	27.5%	26.2%
%H (All HH)		95.0%	93.6%	40.4%	15.3%	73.5%	34.9%	38.6%
%H (TV HH)			98.5%	42.5%	16.1%	77.4%	36.7%	40.6%
<b>C2</b>	<b>5320</b>	<b>5184</b>	<b>5110</b>	<b>2439</b>	<b>851</b>	<b>4020</b>	<b>2157</b>	<b>1863</b>
%V	19.6%	19.9%	19.9%	21.9%	21.6%	20.1%	23.3%	17.3%
%H (All HH)		97.4%	96.1%	45.8%	16.0%	75.6%	40.5%	35.0%
%H (TV HH)			98.6%	47.0%	16.4%	77.5%	41.6%	35.9%
<b>D</b>	<b>4091</b>	<b>3918</b>	<b>3836</b>	<b>1683</b>	<b>576</b>	<b>3017</b>	<b>1394</b>	<b>1623</b>
%V	15.1%	15.0%	15.0%	15.1%	14.6%	15.1%	15.0%	15.1%
%H (All HH)		95.8%	93.8%	41.1%	14.1%	73.7%	34.1%	39.7%
%H (TV HH)			97.9%	43.0%	14.7%	77.0%	35.6%	41.4%
<b>E</b>	<b>3740</b>	<b>3589</b>	<b>3455</b>	<b>1069</b>	<b>354</b>	<b>2872</b>	<b>819</b>	<b>2053</b>
%V	13.8%	13.7%	13.5%	9.6%	9.0%	14.3%	8.8%	19.1%
%H (All HH)		96.0%	92.4%	28.6%	9.5%	76.8%	21.9%	54.9%
%H (TV HH)			96.3%	29.8%	9.9%	80.0%	22.8%	57.2%

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

%V = percentage of vertical total

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

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

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

**DATA PERIOD: QUARTERLY**

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**Household level data**

**Table 2: Housewife Age**

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
%V (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%V (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>Under 25</b>	1216	1040	1016	453	161	732	328	404
%V	4.5%	4.0%	4.0%	4.1%	4.1%	3.7%	3.5%	3.8%
%H (All HH)		85.5%	83.6%	37.3%	13.2%	60.2%	27.0%	33.2%
%H (TV HH)			97.7%	43.6%	15.5%	70.4%	31.5%	38.8%
<b>25 - 34</b>	4233	3940	3864	1999	685	2637	1448	1189
%V	15.6%	15.1%	15.1%	17.9%	17.4%	13.2%	15.6%	11.0%
%H (All HH)		93.1%	91.3%	47.2%	16.2%	62.3%	34.2%	28.1%
%H (TV HH)			98.1%	50.7%	17.4%	66.9%	36.8%	30.2%
<b>35 - 44</b>	4930	4729	4670	2439	854	3389	1969	1421
%V	18.2%	18.1%	18.2%	21.9%	21.7%	16.9%	21.2%	13.2%
%H (All HH)		95.9%	94.7%	49.5%	17.3%	68.7%	39.9%	28.8%
%H (TV HH)			98.8%	51.6%	18.1%	71.7%	41.6%	30.0%
<b>45 - 54</b>	5236	5079	5033	2353	903	3956	2106	1850
%V	19.3%	19.5%	19.6%	21.1%	22.9%	19.7%	22.7%	17.2%
%H (All HH)		97.0%	96.1%	44.9%	17.2%	75.6%	40.2%	35.3%
%H (TV HH)			99.1%	46.3%	17.8%	77.9%	41.5%	36.4%
<b>55 - 64</b>	4400	4302	4245	1816	692	3456	1670	1786
%V	16.2%	16.5%	16.6%	16.3%	17.6%	17.2%	18.0%	16.6%
%H (All HH)		97.8%	96.5%	41.3%	15.7%	78.5%	38.0%	40.6%
%H (TV HH)			98.7%	42.2%	16.1%	80.3%	38.8%	41.5%
<b>65 +</b>	7126	7016	6797	2079	640	5869	1750	4119
%V	26.3%	26.9%	26.5%	18.7%	16.3%	29.3%	18.9%	38.3%
%H (All HH)		98.5%	95.4%	29.2%	9.0%	82.4%	24.6%	57.8%
%H (TV HH)			96.9%	29.6%	9.1%	83.7%	24.9%	58.7%

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

%V = percentage of vertical total

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

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

**DATA PERIOD: 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
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
%H (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%H (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>1</b>	9472	8936	8646	2465	1086	7074	1938	5136
%V	34.9%	34.2%	33.7%	22.1%	27.6%	35.3%	20.9%	47.7%
%H (All HH)		94.3%	91.3%	26.0%	11.5%	74.7%	20.5%	54.2%
%H (TV HH)			96.8%	27.6%	12.2%	79.2%	21.7%	57.5%
<b>2</b>	8329	8101	8007	3682	1228	6288	3136	3152
%V	30.7%	31.0%	31.2%	33.1%	31.2%	31.4%	33.8%	29.3%
%H (All HH)		97.3%	96.1%	44.2%	14.7%	75.5%	37.7%	37.8%
%H (TV HH)			98.8%	45.5%	15.2%	77.6%	38.7%	38.9%
<b>3</b>	4028	3924	3880	2056	691	2972	1790	1182
%V	14.8%	15.0%	15.1%	18.5%	17.6%	14.8%	19.3%	11.0%
%H (All HH)		97.4%	96.3%	51.0%	17.2%	73.8%	44.4%	29.3%
%H (TV HH)			98.9%	52.4%	17.6%	75.7%	45.6%	30.1%
<b>4</b>	3569	3465	3435	1952	630	2535	1645	890
%V	13.1%	13.3%	13.4%	17.5%	16.0%	12.6%	17.7%	8.3%
%H (All HH)		97.1%	96.2%	54.7%	17.7%	71.0%	46.1%	24.9%
%H (TV HH)			99.1%	56.3%	18.2%	73.2%	47.5%	25.7%
<b>5+</b>	1744	1680	1656	983	301	1171	763	408
%V	6.4%	6.4%	6.5%	8.8%	7.6%	5.8%	8.2%	3.8%
%H (All HH)		96.3%	95.0%	56.4%	17.3%	67.1%	43.8%	23.4%
%H (TV HH)			98.6%	58.5%	17.9%	69.7%	45.4%	24.3%
<b>Average HH size</b>	2.28	2.29	2.30	2.62	2.48	2.25	2.62	1.93

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

%V = percentage of vertical total

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

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

**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
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
%V (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%V (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>Without</b>	20417	19530	19101	7534	2773	15314	6363	8951
%V	75.2%	74.8%	74.5%	67.6%	70.5%	76.4%	68.6%	83.1%
%H (All HH)		95.7%	93.6%	36.9%	13.6%	75.0%	31.2%	43.8%
%H (TV HH)			97.8%	38.6%	14.2%	78.4%	32.6%	45.8%
<b>With</b>	6724	6577	6524	3604	1163	4726	2909	1817
%V	24.8%	25.2%	25.5%	32.4%	29.5%	23.6%	31.4%	16.9%
%H (All HH)		97.8%	97.0%	53.6%	17.3%	70.3%	43.3%	27.0%
%H (TV HH)			99.2%	54.8%	17.7%	71.9%	44.2%	27.6%
<b>0 - 3</b>	2610	2531	2496	1383	417	1726	1010	716
%V	9.6%	9.7%	9.7%	12.4%	10.6%	8.6%	10.9%	6.6%
%H (All HH)		97.0%	95.6%	53.0%	16.0%	66.1%	38.7%	27.4%
%H (TV HH)			98.6%	54.6%	16.5%	68.2%	39.9%	28.3%
<b>4 - 9</b>	3342	3284	3264	1828	587	2321	1434	888
%V	12.3%	12.6%	12.7%	16.4%	14.9%	11.6%	15.5%	8.2%
%H (All HH)		98.3%	97.7%	54.7%	17.6%	69.4%	42.9%	26.6%
%H (TV HH)			99.4%	55.7%	17.9%	70.7%	43.7%	27.0%
<b>10 - 15</b>	3184	3135	3118	1746	606	2323	1521	802
%V	11.7%	12.0%	12.2%	15.7%	15.4%	11.6%	16.4%	7.4%
%H (All HH)		98.5%	97.9%	54.8%	19.0%	73.0%	47.8%	25.2%
%H (TV HH)			99.5%	55.7%	19.3%	74.1%	48.5%	25.6%

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**

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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
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
%H (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%H (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>1</b>	10886	10886	10520	3720	1363	7383	1948	5435
%V	40.1%	41.7%	41.1%	33.4%	34.6%	36.8%	21.0%	50.5%
%H (All HH)		100.0%	96.6%	34.2%	12.5%	67.8%	17.9%	49.9%
%H (TV HH)			96.6%	34.2%	12.5%	67.8%	17.9%	49.9%
<b>2</b>	8862	8862	8758	3929	1433	7123	3614	3509
%V	32.7%	33.9%	34.2%	35.3%	36.4%	35.5%	39.0%	32.6%
%H (All HH)		100.0%	98.8%	44.3%	16.2%	80.4%	40.8%	39.6%
%H (TV HH)			98.8%	44.3%	16.2%	80.4%	40.8%	39.6%
<b>3</b>	3886	3886	3878	2023	700	3321	2109	1212
%V	14.3%	14.9%	15.1%	18.2%	17.8%	16.6%	22.7%	11.3%
%H (All HH)		100.0%	99.8%	52.1%	18.0%	85.5%	54.3%	31.2%
%H (TV HH)			99.8%	52.1%	18.0%	85.5%	54.3%	31.2%
<b>4</b>	1633	1633	1628	926	286	1451	1010	441
%V	6.0%	6.3%	6.4%	8.3%	7.3%	7.2%	10.9%	4.1%
%H (All HH)		100.0%	99.7%	56.7%	17.5%	88.9%	61.8%	27.0%
%H (TV HH)			99.7%	56.7%	17.5%	88.9%	61.8%	27.0%
<b>5+</b>	840	840	840	541	153	762	591	171
%V	3.1%	3.2%	3.3%	4.9%	3.9%	3.8%	6.4%	1.6%
%H (All HH)		100.0%	100.0%	64.4%	18.2%	90.7%	70.4%	20.4%
%H (TV HH)			100.0%	64.4%	18.2%	90.7%	70.4%	20.4%

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

%V = percentage of vertical total

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

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



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**Household level data**

**Table 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
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
%H (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%H (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>Under 20"</b>	8274	8274	8126	3581	1273	7038	3678	3359
%V	30.5%	31.7%	31.7%	32.2%	32.3%	35.1%	39.7%	31.2%
%H (All HH)		100.0%	98.2%	43.3%	15.4%	85.1%	44.5%	40.6%
%H (TV HH)			98.2%	43.3%	15.4%	85.1%	44.5%	40.6%
<b>20" - 29"</b>	11000	11000	10764	4354	1600	8937	4010	4927
%V	40.5%	42.1%	42.0%	39.1%	40.7%	44.6%	43.2%	45.8%
%H (All HH)		100.0%	97.9%	39.6%	14.5%	81.2%	36.5%	44.8%
%H (TV HH)			97.9%	39.6%	14.5%	81.2%	36.5%	44.8%
<b>30" - 39"</b>	13295	13295	13188	6040	2086	10501	5318	5184
%V	49.0%	50.9%	51.5%	54.2%	53.0%	52.4%	57.4%	48.1%
%H (All HH)		100.0%	99.2%	45.4%	15.7%	79.0%	40.0%	39.0%
%H (TV HH)			99.2%	45.4%	15.7%	79.0%	40.0%	39.0%
<b>40" and over</b>	9146	9146	9100	5233	1652	6829	4480	2349
%V	33.7%	35.0%	35.5%	47.0%	42.0%	34.1%	48.3%	21.8%
%H (All HH)		100.0%	99.5%	57.2%	18.1%	74.7%	49.0%	25.7%
%H (TV HH)			99.5%	57.2%	18.1%	74.7%	49.0%	25.7%

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

%V = percentage of vertical total

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

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

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

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**Household level data**

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

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
%V (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%V (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>Main living room</b>	25794	25794	25341	11068	3891	19807	9207	10600
%V	95.0%	98.8%	98.9%	99.4%	98.9%	98.8%	99.3%	98.4%
%V (All HH)		100.0%	98.2%	42.9%	15.1%	76.8%	35.7%	41.1%
%V (TV HH)			98.2%	42.9%	15.1%	76.8%	35.7%	41.1%
<b>Kitchen</b>	3459	3459	3436	1679	506	2964	1679	1285
%V	12.7%	13.2%	13.4%	15.1%	12.9%	14.8%	18.1%	11.9%
%V (All HH)		100.0%	99.3%	48.5%	14.6%	85.7%	48.5%	37.1%
%V (TV HH)			99.3%	48.5%	14.6%	85.7%	48.5%	37.1%
<b>Adult's bedroom</b>	11325	11325	11228	5595	1975	9495	5673	3821
%V	41.7%	43.4%	43.8%	50.2%	50.2%	47.4%	61.2%	35.5%
%V (All HH)		100.0%	99.1%	49.4%	17.4%	83.8%	50.1%	33.7%
%V (TV HH)			99.1%	49.4%	17.4%	83.8%	50.1%	33.7%
<b>Child's bedroom</b>	2399	2399	2399	1331	492	2023	1423	600
%V	8.8%	9.2%	9.4%	12.0%	12.5%	10.1%	15.3%	5.6%
%V (All HH)		100.0%	100.0%	55.5%	20.5%	84.3%	59.3%	25.0%
%V (TV HH)			100.0%	55.5%	20.5%	84.3%	59.3%	25.0%
<b>Other bedroom</b>	1165	1165	1159	639	208	1006	666	340
%V	4.3%	4.5%	4.5%	5.7%	5.3%	5.0%	7.2%	3.2%
%V (All HH)		100.0%	99.5%	54.8%	17.9%	86.4%	57.2%	29.2%
%V (TV HH)			99.5%	54.8%	17.9%	86.4%	57.2%	29.2%
<b>Second living/dining room</b>	2763	2763	2744	1480	436	2316	1421	895
%V	10.2%	10.6%	10.7%	13.3%	11.1%	11.6%	15.3%	8.3%
%V (All HH)		100.0%	99.3%	53.6%	15.8%	83.8%	51.4%	32.4%
%V (TV HH)			99.3%	53.6%	15.8%	83.8%	51.4%	32.4%
<b>Study/office</b>	530	530	529	308	83	452	299	153
%V	2.0%	2.0%	2.1%	2.8%	2.1%	2.3%	3.2%	1.4%
%V (All HH)		100.0%	99.8%	58.1%	15.7%	85.3%	56.4%	28.9%
%V (TV HH)			99.8%	58.1%	15.7%	85.3%	56.4%	28.9%
<b>TV room</b>	228	228	228	135	37	183	123	60
%V	0.8%	0.9%	0.9%	1.2%	0.9%	0.9%	1.3%	0.6%
%V (All HH)		100.0%	100.0%	59.2%	16.2%	80.3%	53.9%	26.3%
%V (TV HH)			100.0%	59.2%	16.2%	80.3%	53.9%	26.3%
<b>No specific location</b>	52	52	52	27	8	49	30	19
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
%V (All HH)		100.0%	100.0%	51.9%	15.4%	94.2%	57.7%	36.5%
%V (TV HH)			100.0%	51.9%	15.4%	94.2%	57.7%	36.5%
<b>Other</b>	166	166	166	103	24	144	99	46
%V	0.6%	0.6%	0.6%	0.9%	0.6%	0.7%	1.1%	0.4%
%V (All HH)		100.0%	100.0%	62.0%	14.5%	86.7%	59.6%	27.7%
%V (TV HH)			100.0%	62.0%	14.5%	86.7%	59.6%	27.7%

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

%V = percentage of vertical total

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

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

**DATA PERIOD: QUARTERLY**

**January - March 2012**

**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
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
%V (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%V (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>PVR</b>	13709	13709	13708	8721	2325	9863	7021	2842
%V	50.5%	52.5%	53.5%	78.3%	59.1%	49.2%	75.7%	26.4%
%H (All HH)		100.0%	100.0%	63.6%	17.0%	71.9%	51.2%	20.7%
%H (TV HH)			100.0%	63.6%	17.0%	71.9%	51.2%	20.7%
<b>DVDR</b>	2793	2793	2776	1252	524	2200	1149	1051
%V	10.3%	10.7%	10.8%	11.2%	13.3%	11.0%	12.4%	9.8%
%H (All HH)		100.0%	99.4%	44.8%	18.8%	78.8%	41.1%	37.6%
%H (TV HH)			99.4%	44.8%	18.8%	78.8%	41.1%	37.6%
<b>VCR</b>	2563	2563	2488	837	377	2053	763	1290
%V	9.4%	9.8%	9.7%	7.5%	9.6%	10.2%	8.2%	12.0%
%H (All HH)		100.0%	97.1%	32.7%	14.7%	80.1%	29.8%	50.3%
%H (TV HH)			97.1%	32.7%	14.7%	80.1%	29.8%	50.3%
<b>Any recorder</b>	16142	16142	16062	9180	2720	11875	7519	4355
%V	59.5%	61.8%	62.7%	82.4%	69.1%	59.3%	81.1%	40.4%
%H (All HH)		100.0%	99.5%	56.9%	16.9%	73.6%	46.6%	27.0%
%H (TV HH)			99.5%	56.9%	16.9%	73.6%	46.6%	27.0%

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

%V = percentage of vertical total

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

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

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

**DATA PERIOD: QUARTERLY**

**January - March 2012**

**Household level data**

**Table 9: Other TV equipment**

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
% <i>H</i> (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
% <i>H</i> (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>Receives HDTV (via STB or built-in reception)</b>	11111	11111	11111	6101	2628	8159	5583	2575
% <i>V</i>	40.9%	42.6%	43.4%	54.8%	66.8%	40.7%	60.2%	23.9%
% <i>H</i> (All HH)		100.0%	100.0%	54.9%	23.7%	73.4%	50.2%	23.2%
% <i>H</i> (TV HH)			100.0%	54.9%	23.7%	73.4%	50.2%	23.2%
<b>DVD/Blu-ray player or recorder</b>	20923	20923	20716	9380	3349	16307	8106	8201
% <i>V</i>	77.1%	80.1%	80.8%	84.2%	85.1%	81.4%	87.4%	76.2%
% <i>H</i> (All HH)		100.0%	99.0%	44.8%	16.0%	77.9%	38.7%	39.2%
% <i>H</i> (TV HH)			99.0%	44.8%	16.0%	77.9%	38.7%	39.2%

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

%*V* = percentage of vertical total

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

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

**DATA PERIOD: QUARTERLY**

**January - March 2012**

**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
<b>Total HH</b>	27142	26106	25625	11138	3936	20040	9272	10768
%H (All HH)		96.2%	94.4%	41.0%	14.5%	73.8%	34.2%	39.7%
%H (TV HH)			98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>Has PC or Laptop</b>	20568	19803	19580	9572	3458	14823	8070	6753
%V	75.8%	75.9%	76.4%	85.9%	87.9%	74.0%	87.0%	62.7%
%H (All HH)		96.3%	95.2%	46.5%	16.8%	72.1%	39.2%	32.8%
%H (TV HH)			98.9%	48.3%	17.5%	74.9%	40.8%	34.1%
<b>Has broadband internet</b>	19371	18683	18495	9304	3384	13876	7871	6005
%V	71.4%	71.6%	72.2%	83.5%	86.0%	69.2%	84.9%	55.8%
%H (All HH)		96.4%	95.5%	48.0%	17.5%	71.6%	40.6%	31.0%
%H (TV HH)			99.0%	49.8%	18.1%	74.3%	42.1%	32.1%

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

%V = percentage of vertical total

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

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

**DATA PERIOD: QUARTERLY**  
**January - March 2012**

**Set level data**

**Table 11: Screen Size**

Platforms available in Household

	<b>TV</b>	<b>Multi-channel</b>	<b>DSat</b>	<b>Cable</b>	<b>DTT</b>	<b>DTT + Cab/DSat</b>	<b>DTT only</b>
	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>
<b>Total Sets</b>	51377	50763	24310	8308	41548	22775	18774
%H		98.8%	47.3%	16.2%	80.9%	44.3%	36.5%
<b>Under 20"</b>	10994	10833	4914	1728	9473	5173	4301
%V	21.4%	21.3%	20.2%	20.8%	22.8%	22.7%	22.9%
%H		98.5%	44.7%	15.7%	86.2%	47.1%	39.1%
<b>20" - 29"</b>	13895	13625	5779	2057	11452	5507	5945
%V	27.0%	26.8%	23.8%	24.8%	27.6%	24.2%	31.7%
%H		98.1%	41.6%	14.8%	82.4%	39.6%	42.8%
<b>30" - 39"</b>	15450	15343	7250	2547	12304	6587	5716
%V	30.1%	30.2%	29.8%	30.7%	29.6%	28.9%	30.4%
%H		99.3%	46.9%	16.5%	79.6%	42.6%	37.0%
<b>40" and over</b>	10349	10300	6057	1903	7769	5244	2525
%V	20.1%	20.3%	24.9%	22.9%	18.7%	23.0%	13.4%
%H		99.5%	58.5%	18.4%	75.1%	50.7%	24.4%
<b>Don't know</b>	689	661	309	73	551	264	286
%V	1.3%	1.3%	1.3%	0.9%	1.3%	1.2%	1.5%
%H		95.9%	44.8%	10.6%	80.0%	38.3%	41.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: QUARTERLY**  
**January - March 2012**

**Set level data**

**Table 12: Location of set**

Platforms available in Household

	<b>TV</b>	<b>Multi-channel</b>	<b>DSat</b>	<b>Cable</b>	<b>DTT</b>	<b>DTT +</b>	<b>DTT only</b>
	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>Cab/DSat</b>	<b>HH</b>
<b>Total Sets</b>	51377	50763	24310	8308	41548	22775	18774
%H		98.8%	47.3%	16.2%	80.9%	44.3%	36.5%
<b>Main living room</b>	26055	25592	11205	3931	20013	9329	10683
%V	50.7%	50.4%	46.1%	47.3%	48.2%	41.0%	56.9%
%H		98.2%	43.0%	15.1%	76.8%	35.8%	41.0%
<b>Kitchen</b>	3487	3464	1691	507	2989	1687	1302
%V	6.8%	6.8%	7.0%	6.1%	7.2%	7.4%	6.9%
%H		99.3%	48.5%	14.5%	85.7%	48.4%	37.3%
<b>Adult's bedroom</b>	13559	13456	6791	2417	11520	7058	4462
%V	26.4%	26.5%	27.9%	29.1%	27.7%	31.0%	23.8%
%H		99.2%	50.1%	17.8%	85.0%	52.1%	32.9%
<b>Child's bedroom</b>	3118	3118	1771	625	2647	1896	751
%V	6.1%	6.1%	7.3%	7.5%	6.4%	8.3%	4.0%
%H		100.0%	56.8%	20.0%	84.9%	60.8%	24.1%
<b>Other bedroom</b>	1367	1361	770	237	1192	807	385
%V	2.7%	2.7%	3.2%	2.9%	2.9%	3.5%	2.1%
%H		99.6%	56.3%	17.3%	87.2%	59.0%	28.2%
<b>Second living/dining room</b>	2801	2781	1503	439	2348	1442	905
%V	5.5%	5.5%	6.2%	5.3%	5.7%	6.3%	4.8%
%H		99.3%	53.7%	15.7%	83.8%	51.5%	32.3%
<b>Study/office</b>	531	530	309	83	453	300	153
%V	1.0%	1.0%	1.3%	1.0%	1.1%	1.3%	0.8%
%H		99.8%	58.2%	15.6%	85.3%	56.5%	28.8%
<b>TV room</b>	229	229	135	37	184	123	61
%V	0.4%	0.5%	0.6%	0.4%	0.4%	0.5%	0.3%
%H		100.0%	59.0%	16.2%	80.3%	53.7%	26.6%
<b>No specific location</b>	54	54	28	8	51	30	20
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	51.9%	14.8%	94.4%	55.6%	37.0%
<b>Other</b>	176	176	108	24	153	102	51
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%
%H		100.0%	61.4%	13.6%	86.9%	58.0%	29.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: QUARTERLY**

January - March 2012

**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
<b>Total Sets</b>	51377	50763	24310	8308	41548	22775	18774
%H		98.8%	47.3%	16.2%	80.9%	44.3%	36.5%
<b>PVR</b>	17609	17609	11832	2892	12494	9340	3154
%V	34.3%	34.7%	48.7%	34.8%	30.1%	41.0%	16.8%
%H		100.0%	67.2%	16.4%	71.0%	53.0%	17.9%
<b>DVDR</b>	3186	3169	1459	608	2529	1361	1167
%V	6.2%	6.2%	6.0%	7.3%	6.1%	6.0%	6.2%
%H		99.5%	45.8%	19.1%	79.4%	42.7%	36.6%
<b>VCR</b>	2824	2749	932	430	2281	876	1405
%V	5.5%	5.4%	3.8%	5.2%	5.5%	3.8%	7.5%
%H		97.3%	33.0%	15.2%	80.8%	31.0%	49.8%
<b>Any recorder</b>	21064	20984	12797	3466	15392	10365	5027
%V	41.0%	41.3%	52.6%	41.7%	37.0%	45.5%	26.8%
%H		99.6%	60.8%	16.5%	73.1%	49.2%	23.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 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
<b>Total Sets</b>	51377	50763	24310	8308	41548	22775	18774
%H		98.8%	47.3%	16.2%	80.9%	44.3%	36.5%
<b>Receives HDTV (via STB or built-in reception)</b>	14865	14865	8286	3606	11061	7788	3272
%V	28.9%	29.3%	34.1%	43.4%	26.6%	34.2%	17.4%
%H		100.0%	55.7%	24.3%	74.4%	52.4%	22.0%
<b>DVD/Blu-ray player or recorder</b>	31104	30880	15018	5254	25051	14053	10998
%V	60.5%	60.8%	61.8%	63.2%	60.3%	61.7%	58.6%
%H		99.3%	48.3%	16.9%	80.5%	45.2%	35.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total



**BARB ESTABLISHMENT SURVEY OF TV HOMES**

**DATA PERIOD: QUARTERLY**  
**January - March 2012**

**Set level data**

**Table 15: Main Set Screen Size**

Platforms available in Household

	<b>TV</b>	<b>Multi-channel</b>	<b>DSat</b>	<b>Cable</b>	<b>DTT</b>	<b>DTT + Cab/DSat</b>	<b>DTT only</b>
	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>	<b>HH</b>
<b>Total Main Sets</b>	26086	25608	11138	3933	20024	9269	10755
%H		98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
<b>Under 20"</b>	825	733	131	65	620	86	534
%V	3.2%	2.9%	1.2%	1.7%	3.1%	0.9%	5.0%
%H		88.8%	15.9%	7.9%	75.2%	10.4%	64.7%
<b>20" - 29"</b>	5608	5382	1502	656	4366	1113	3253
%V	21.5%	21.0%	13.5%	16.7%	21.8%	12.0%	30.2%
%H		96.0%	26.8%	11.7%	77.9%	19.8%	58.0%
<b>30" - 39"</b>	10577	10476	4382	1594	8285	3721	4564
%V	40.5%	40.9%	39.3%	40.5%	41.4%	40.1%	42.4%
%H		99.0%	41.4%	15.1%	78.3%	35.2%	43.2%
<b>40" and over</b>	8798	8752	5032	1594	6539	4287	2252
%V	33.7%	34.2%	45.2%	40.5%	32.7%	46.3%	20.9%
%H		99.5%	57.2%	18.1%	74.3%	48.7%	25.6%
<b>Don't know</b>	279	266	91	24	214	62	152
%V	1.1%	1.0%	0.8%	0.6%	1.1%	0.7%	1.4%
%H		95.3%	32.6%	8.6%	76.7%	22.2%	54.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: QUARTERLY**

January - March 2012

**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
<b>Total Main Sets</b>	26086	25608	11138	3933	20024	9269	10755
%H		98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
PVR	13353	13352	8569	2257	9555	6862	2693
%V	51.2%	52.1%	76.9%	57.4%	47.7%	74.0%	25.0%
%H		100.0%	64.2%	16.9%	71.6%	51.4%	20.2%
DVDR	2357	2342	997	440	1843	910	932
%V	9.0%	9.1%	9.0%	11.2%	9.2%	9.8%	8.7%
%H		99.4%	42.3%	18.7%	78.2%	38.6%	39.5%
VCR	2108	2038	621	320	1672	566	1106
%V	8.1%	8.0%	5.6%	8.1%	8.3%	6.1%	10.3%
%H		96.7%	29.5%	15.2%	79.3%	26.9%	52.5%
Any recorder	15661	15587	9008	2627	11455	7328	4127
%V	60.0%	60.9%	80.9%	66.8%	57.2%	79.1%	38.4%
%H		99.5%	57.5%	16.8%	73.1%	46.8%	26.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total Main Sets</b>	26086	25608	11138	3933	20024	9269	10755
%H		98.2%	42.7%	15.1%	76.8%	35.5%	41.2%
Receives HDTV (via STB or built-in reception)	10689	10689	5878	2554	7799	5364	2435
%V	41.0%	41.7%	52.8%	64.9%	38.9%	57.9%	22.6%
%H		100.0%	55.0%	23.9%	73.0%	50.2%	22.8%
DVD/Blu-ray player or recorder	19794	19600	8845	3151	15387	7590	7797
%V	75.9%	76.5%	79.4%	80.1%	76.8%	81.9%	72.5%
%H		99.0%	44.7%	15.9%	77.7%	38.3%	39.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

**DATA PERIOD: QUARTERLY**

**January - March 2012**

**Set level data**

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

Platforms available in Household

	<b>TV HH</b>	<b>Multi- channel HH</b>	<b>DSat HH</b>	<b>Cable HH</b>	<b>DTT HH</b>	<b>DTT + Cab/DSat HH</b>	<b>DTT only HH</b>
<b>Total Other Sets</b>	25291	25155	13172	4375	21525	13506	8019
<i>%H</i>		99.5%	52.1%	17.3%	85.1%	53.4%	31.7%
<b>Under 20"</b>	10170	10100	4784	1663	8854	5087	3767
<i>%V</i>	40.2%	40.2%	36.3%	38.0%	41.1%	37.7%	47.0%
<i>%H</i>		99.3%	47.0%	16.4%	87.1%	50.0%	37.0%
<b>20" - 29"</b>	8287	8244	4276	1401	7086	4394	2692
<i>%V</i>	32.8%	32.8%	32.5%	32.0%	32.9%	32.5%	33.6%
<i>%H</i>		99.5%	51.6%	16.9%	85.5%	53.0%	32.5%
<b>30" - 39"</b>	4873	4867	2868	953	4019	2866	1152
<i>%V</i>	19.3%	19.3%	21.8%	21.8%	18.7%	21.2%	14.4%
<i>%H</i>		99.9%	58.9%	19.6%	82.5%	58.8%	23.6%
<b>40" and over</b>	1551	1548	1025	309	1230	956	273
<i>%V</i>	6.1%	6.2%	7.8%	7.1%	5.7%	7.1%	3.4%
<i>%H</i>		99.8%	66.1%	19.9%	79.3%	61.6%	17.6%
<b>Don't know</b>	410	395	218	49	337	202	134
<i>%V</i>	1.6%	1.6%	1.7%	1.1%	1.6%	1.5%	1.7%
<i>%H</i>		96.3%	53.2%	12.0%	82.2%	49.3%	32.7%

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

*%V = percentage of vertical total*

*%H = percentage of horizontal total*

**DATA PERIOD: QUARTERLY**

January - March 2012

**Set level data**

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total Other Sets</b>	25291	25155	13172	4375	21525	13506	8019
%H		99.5%	52.1%	17.3%	85.1%	53.4%	31.7%
PVR	4256	4256	3263	635	2939	2478	461
%V	16.8%	16.9%	24.8%	14.5%	13.7%	18.3%	5.7%
%H		100.0%	76.7%	14.9%	69.1%	58.2%	10.8%
DVDR	829	827	462	168	686	451	235
%V	3.3%	3.3%	3.5%	3.8%	3.2%	3.3%	2.9%
%H		99.8%	55.7%	20.3%	82.8%	54.4%	28.3%
VCR	716	711	311	110	609	310	298
%V	2.8%	2.8%	2.4%	2.5%	2.8%	2.3%	3.7%
%H		99.3%	43.4%	15.4%	85.1%	43.3%	41.6%
Any recorder	5402	5397	3789	839	3936	3037	900
%V	21.4%	21.5%	28.8%	19.2%	18.3%	22.5%	11.2%
%H		99.9%	70.1%	15.5%	72.9%	56.2%	16.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**Set level data**

**Table 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
<b>Total Other Sets</b>	25291	25155	13172	4375	21525	13506	8019
%H		99.5%	52.1%	17.3%	85.1%	53.4%	31.7%
Receives HDTV (via STB or built-in reception)	4176	4176	2407	1053	3262	2424	838
%V	16.5%	16.6%	18.3%	24.1%	15.2%	17.9%	10.5%
%H		100.0%	57.6%	25.2%	78.1%	58.0%	20.1%
DVD/Blu-ray player or recorder	11310	11280	6173	2103	9664	6462	3201
%V	44.7%	44.8%	46.9%	48.1%	44.9%	47.8%	39.9%
%H		99.7%	54.6%	18.6%	85.4%	57.1%	28.3%

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**  
**January - March 2012**

**Individual level data**

**Table 21: Age of Children**

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total Inds</b>	61990	59878	59020	29146	9763	45058	24310	20747
<i>%H</i>		96.6%	95.2%	47.0%	15.7%	72.7%	39.2%	33.5%
<b>Total Children</b>	11687	11423	11338	6382	2014	8152	5086	3067
<i>%V</i>	18.9%	19.1%	19.2%	21.9%	20.6%	18.1%	20.9%	14.8%
<i>%H</i>		97.7%	97.0%	54.6%	17.2%	69.8%	43.5%	26.2%
<b>0 - 3</b>	3108	3003	2962	1652	493	2054	1204	850
<i>%V</i>	5.0%	5.0%	5.0%	5.7%	5.0%	4.6%	5.0%	4.1%
<i>%H</i>		96.6%	95.3%	53.2%	15.9%	66.1%	38.7%	27.3%
<b>4 - 15</b>	8579	8419	8376	4731	1522	6098	3882	2217
<i>%V</i>	13.8%	14.1%	14.2%	16.2%	15.6%	13.5%	16.0%	10.7%
<i>%H</i>		98.1%	97.6%	55.1%	17.7%	71.1%	45.3%	25.8%
<b>4 - 9</b>	4393	4307	4285	2435	741	3039	1885	1154
<i>%V</i>	7.1%	7.2%	7.3%	8.4%	7.6%	6.7%	7.8%	5.6%
<i>%H</i>		98.0%	97.5%	55.4%	16.9%	69.2%	42.9%	26.3%
<b>10 - 15</b>	4186	4112	4091	2296	781	3059	1996	1063
<i>%V</i>	6.8%	6.9%	6.9%	7.9%	8.0%	6.8%	8.2%	5.1%
<i>%H</i>		98.2%	97.7%	54.8%	18.7%	73.1%	47.7%	25.4%

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

*%V = percentage of vertical total*

*%H = percentage of horizontal total*

**DATA PERIOD: QUARTERLY**

January - March 2012

**Individual level data**

**Table 22: Adults - Age**

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
<b>Total Inds</b>	61990	59878	59020	29146	9763	45058	24310	20747
%H		96.6%	95.2%	47.0%	15.7%	72.7%	39.2%	33.5%
<b>Total Adults (16+)</b>	50303	48456	47682	22764	7749	36905	19225	17681
%V	81.1%	80.9%	80.8%	78.1%	79.4%	81.9%	79.1%	85.2%
%H		96.3%	94.8%	45.3%	15.4%	73.4%	38.2%	35.1%
<b>16 - 19</b>	2929	2788	2774	1528	507	2158	1381	777
%V	4.7%	4.7%	4.7%	5.2%	5.2%	4.8%	5.7%	3.7%
%H		95.2%	94.7%	52.2%	17.3%	73.7%	47.1%	26.5%
<b>20 - 24</b>	4067	3704	3643	1805	668	2692	1477	1216
%V	6.6%	6.2%	6.2%	6.2%	6.8%	6.0%	6.1%	5.9%
%H		91.1%	89.6%	44.4%	16.4%	66.2%	36.3%	29.9%
<b>25 - 34</b>	8449	7939	7775	4178	1420	5360	3129	2231
%V	13.6%	13.3%	13.2%	14.3%	14.5%	11.9%	12.9%	10.8%
%H		94.0%	92.0%	49.4%	16.8%	63.4%	37.0%	26.4%
<b>35 - 44</b>	8503	8199	8089	4381	1461	5866	3541	2325
%V	13.7%	13.7%	13.7%	15.0%	15.0%	13.0%	14.6%	11.2%
%H		96.4%	95.1%	51.5%	17.2%	69.0%	41.6%	27.3%
<b>45 - 54</b>	8815	8590	8507	4250	1523	6679	3813	2866
%V	14.2%	14.3%	14.4%	14.6%	15.6%	14.8%	15.7%	13.8%
%H		97.4%	96.5%	48.2%	17.3%	75.8%	43.3%	32.5%
<b>55 - 64</b>	7254	7096	7012	3192	1162	5640	2886	2754
%V	11.7%	11.9%	11.9%	11.0%	11.9%	12.5%	11.9%	13.3%
%H		97.8%	96.7%	44.0%	16.0%	77.8%	39.8%	38.0%
<b>65+</b>	10286	10141	9882	3430	1009	8510	2998	5512
%V	16.6%	16.9%	16.7%	11.8%	10.3%	18.9%	12.3%	26.6%
%H		98.6%	96.1%	33.3%	9.8%	82.7%	29.1%	53.6%

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**

**January - March 2012**

**Individual level data**

**Table 23: Social Grade (Adults 16+)**

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total Adults (16+)</b>	50303	48456	47682	22764	7749	36905	19225	17681
%H		96.3%	94.8%	45.3%	15.4%	73.4%	38.2%	35.1%
<b>AB</b>	13111	12743	12591	6297	2137	9347	5053	4295
%V	26.1%	26.3%	26.4%	27.7%	27.6%	25.3%	26.3%	24.3%
%H		97.2%	96.0%	48.0%	16.3%	71.3%	38.5%	32.8%
<b>C1</b>	13785	13006	12838	6002	2181	10037	5273	4764
%V	27.4%	26.8%	26.9%	26.4%	28.1%	27.2%	27.4%	26.9%
%H		94.3%	93.1%	43.5%	15.8%	72.8%	38.3%	34.6%
<b>C2</b>	10533	10308	10170	5163	1721	8014	4613	3401
%V	20.9%	21.3%	21.3%	22.7%	22.2%	21.7%	24.0%	19.2%
%H		97.9%	96.6%	49.0%	16.3%	76.1%	43.8%	32.3%
<b>D</b>	7818	7522	7368	3642	1180	5683	3027	2656
%V	15.5%	15.5%	15.5%	16.0%	15.2%	15.4%	15.7%	15.0%
%H		96.2%	94.2%	46.6%	15.1%	72.7%	38.7%	34.0%
<b>E</b>	5056	4877	4716	1660	530	3825	1258	2566
%V	10.1%	10.1%	9.9%	7.3%	6.8%	10.4%	6.5%	14.5%
%H		96.5%	93.3%	32.8%	10.5%	75.7%	24.9%	50.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: QUARTERLY**

January - March 2012

**Individual level data**

**Table 24: Working Status (Adults 16+)**

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
<b>Total Adults (16+)</b>	50303	48456	47682	22764	7749	36905	19225	17681
%H		96.3%	94.8%	45.3%	15.4%	73.4%	38.2%	35.1%
<b>Working full time</b>	22267	21598	21330	11207	4011	15979	9629	6351
%V	44.3%	44.6%	44.7%	49.2%	51.8%	43.3%	50.1%	35.9%
%H		97.0%	95.8%	50.3%	18.0%	71.8%	43.2%	28.5%
<b>Working part time</b>	5359	5194	5135	2690	872	3852	2205	1646
%V	10.7%	10.7%	10.8%	11.8%	11.3%	10.4%	11.5%	9.3%
%H		96.9%	95.8%	50.2%	16.3%	71.9%	41.1%	30.7%
<b>Not working</b>	22677	21663	21217	8867	2866	17074	7391	9683
%V	45.1%	44.7%	44.5%	39.0%	37.0%	46.3%	38.4%	54.8%
%H		95.5%	93.6%	39.1%	12.6%	75.3%	32.6%	42.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total



**DATA PERIOD: QUARTERLY**  
**January - March 2012**

**Individual level data**

**Table 25: Males - Age**

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
<b>Total Males (16+)</b>	24566	23507	23127	11444	3838	17776	9667	8109
%H		95.7%	94.1%	46.6%	15.6%	72.4%	39.4%	33.0%
16 - 19	1459	1401	1392	777	253	1082	703	379
%V	5.9%	6.0%	6.0%	6.8%	6.6%	6.1%	7.3%	4.7%
%H		96.0%	95.4%	53.3%	17.3%	74.2%	48.2%	26.0%
20 - 24	2078	1879	1850	957	369	1380	824	556
%V	8.5%	8.0%	8.0%	8.4%	9.6%	7.8%	8.5%	6.9%
%H		90.4%	89.0%	46.1%	17.8%	66.4%	39.7%	26.8%
25 - 34	4276	3966	3880	2097	709	2667	1563	1105
%V	17.4%	16.9%	16.8%	18.3%	18.5%	15.0%	16.2%	13.6%
%H		92.8%	90.7%	49.0%	16.6%	62.4%	36.6%	25.8%
35 - 44	4215	4036	3980	2166	729	2864	1736	1128
%V	17.2%	17.2%	17.2%	18.9%	19.0%	16.1%	18.0%	13.9%
%H		95.8%	94.4%	51.4%	17.3%	67.9%	41.2%	26.8%
45 - 54	4335	4192	4144	2083	725	3281	1885	1396
%V	17.6%	17.8%	17.9%	18.2%	18.9%	18.5%	19.5%	17.2%
%H		96.7%	95.6%	48.1%	16.7%	75.7%	43.5%	32.2%
55 - 64	3547	3456	3418	1593	553	2743	1421	1322
%V	14.4%	14.7%	14.8%	13.9%	14.4%	15.4%	14.7%	16.3%
%H		97.4%	96.4%	44.9%	15.6%	77.3%	40.1%	37.3%
65+	4657	4578	4463	1771	500	3759	1535	2224
%V	19.0%	19.5%	19.3%	15.5%	13.0%	21.1%	15.9%	27.4%
%H		98.3%	95.8%	38.0%	10.7%	80.7%	33.0%	47.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**BARB ESTABLISHMENT SURVEY OF TV HOMES**

**DATA PERIOD: QUARTERLY**  
**January - March 2012**

**Individual level data**

**Table 26: Social Grade (Males 16+)**

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total Males (16+)</b>	24566	23507	23127	11444	3838	17776	9667	8109
%H		95.7%	94.1%	46.6%	15.6%	72.4%	39.4%	33.0%
<b>AB</b>	6598	6387	6319	3254	1069	4674	2607	2067
%V	26.9%	27.2%	27.3%	28.4%	27.9%	26.3%	27.0%	25.5%
%H		96.8%	95.8%	49.3%	16.2%	70.8%	39.5%	31.3%
<b>C1</b>	6419	5988	5918	2883	1021	4588	2515	2073
%V	26.1%	25.5%	25.6%	25.2%	26.6%	25.8%	26.0%	25.6%
%H		93.3%	92.2%	44.9%	15.9%	71.5%	39.2%	32.3%
<b>C2</b>	5793	5647	5567	2832	973	4390	2561	1829
%V	23.6%	24.0%	24.1%	24.7%	25.4%	24.7%	26.5%	22.6%
%H		97.5%	96.1%	48.9%	16.8%	75.8%	44.2%	31.6%
<b>D</b>	3716	3547	3465	1766	559	2651	1459	1192
%V	15.1%	15.1%	15.0%	15.4%	14.6%	14.9%	15.1%	14.7%
%H		95.5%	93.2%	47.5%	15.0%	71.3%	39.3%	32.1%
<b>E</b>	2041	1938	1858	709	216	1473	525	948
%V	8.3%	8.2%	8.0%	6.2%	5.6%	8.3%	5.4%	11.7%
%H		95.0%	91.0%	34.7%	10.6%	72.2%	25.7%	46.4%

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**

**January - March 2012**

**Individual level data**

**Table 27: Working Status (Males 16+)**

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
<b>Total Males (16+)</b>	24566	23507	23127	11444	3838	17776	9667	8109
<i>%H</i>		95.7%	94.1%	46.6%	15.6%	72.4%	39.4%	33.0%
<b>Working full time</b>	13867	13389	13231	7072	2449	9908	6041	3867
<i>%V</i>	56.4%	57.0%	57.2%	61.8%	63.8%	55.7%	62.5%	47.7%
<i>%H</i>		96.6%	95.4%	51.0%	17.7%	71.5%	43.6%	27.9%
<b>Working part time</b>	1190	1120	1100	574	171	808	429	378
<i>%V</i>	4.8%	4.8%	4.8%	5.0%	4.5%	4.5%	4.4%	4.7%
<i>%H</i>		94.1%	92.4%	48.2%	14.4%	67.9%	36.1%	31.8%
<b>Not working</b>	9509	8998	8796	3798	1218	7060	3196	3864
<i>%V</i>	38.7%	38.3%	38.0%	33.2%	31.7%	39.7%	33.1%	47.7%
<i>%H</i>		94.6%	92.5%	39.9%	12.8%	74.2%	33.6%	40.6%

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

*%V = percentage of vertical total*

*%H = percentage of horizontal total*

**DATA PERIOD: QUARTERLY**  
**January - March 2012**

**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
<b>Total Females (16+)</b>	25737	24949	24555	11320	3911	19129	9558	9572
%H		96.9%	95.4%	44.0%	15.2%	74.3%	37.1%	37.2%
16 - 19	1470	1387	1382	751	254	1076	678	398
%V	5.7%	5.6%	5.6%	6.6%	6.5%	5.6%	7.1%	4.2%
%H		94.4%	94.0%	51.1%	17.3%	73.2%	46.1%	27.1%
20 - 24	1989	1825	1793	848	299	1313	653	660
%V	7.7%	7.3%	7.3%	7.5%	7.6%	6.9%	6.8%	6.9%
%H		91.8%	90.1%	42.6%	15.0%	66.0%	32.8%	33.2%
25 - 34	4173	3973	3895	2081	712	2693	1566	1127
%V	16.2%	15.9%	15.9%	18.4%	18.2%	14.1%	16.4%	11.8%
%H		95.2%	93.3%	49.9%	17.1%	64.5%	37.5%	27.0%
35 - 44	4289	4163	4109	2215	732	3002	1805	1198
%V	16.7%	16.7%	16.7%	19.6%	18.7%	15.7%	18.9%	12.5%
%H		97.1%	95.8%	51.6%	17.1%	70.0%	42.1%	27.9%
45 - 54	4480	4398	4364	2167	798	3398	1928	1470
%V	17.4%	17.6%	17.8%	19.1%	20.4%	17.8%	20.2%	15.4%
%H		98.2%	97.4%	48.4%	17.8%	75.8%	43.0%	32.8%
55 - 64	3707	3639	3594	1599	609	2897	1465	1432
%V	14.4%	14.6%	14.6%	14.1%	15.6%	15.1%	15.3%	15.0%
%H		98.2%	97.0%	43.1%	16.4%	78.1%	39.5%	38.6%
65+	5629	5563	5420	1658	508	4751	1463	3288
%V	21.9%	22.3%	22.1%	14.6%	13.0%	24.8%	15.3%	34.4%
%H		98.8%	96.3%	29.5%	9.0%	84.4%	26.0%	58.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

**DATA PERIOD: QUARTERLY**

January - March 2012

**Individual level data**

**Table 29: Social Grade (Females 16+)**

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
<b>Total Females (16+)</b>	25737	24949	24555	11320	3911	19129	9558	9572
<i>%H</i>		96.9%	95.4%	44.0%	15.2%	74.3%	37.1%	37.2%
<b>AB</b>	6513	6356	6272	3043	1068	4673	2445	2228
<i>%V</i>	25.3%	25.5%	25.5%	26.9%	27.3%	24.4%	25.6%	23.3%
<i>%H</i>		97.6%	96.3%	46.7%	16.4%	71.7%	37.5%	34.2%
<b>C1</b>	7366	7019	6920	3119	1160	5449	2758	2691
<i>%V</i>	28.6%	28.1%	28.2%	27.6%	29.7%	28.5%	28.9%	28.1%
<i>%H</i>		95.3%	93.9%	42.3%	15.7%	74.0%	37.4%	36.5%
<b>C2</b>	4740	4661	4603	2331	748	3624	2052	1572
<i>%V</i>	18.4%	18.7%	18.7%	20.6%	19.1%	18.9%	21.5%	16.4%
<i>%H</i>		98.3%	97.1%	49.2%	15.8%	76.5%	43.3%	33.2%
<b>D</b>	4102	3974	3903	1875	621	3032	1568	1464
<i>%V</i>	15.9%	15.9%	15.9%	16.6%	15.9%	15.9%	16.4%	15.3%
<i>%H</i>		96.9%	95.1%	45.7%	15.1%	73.9%	38.2%	35.7%
<b>E</b>	3016	2938	2858	951	314	2352	734	1618
<i>%V</i>	11.7%	11.8%	11.6%	8.4%	8.0%	12.3%	7.7%	16.9%
<i>%H</i>		97.4%	94.8%	31.5%	10.4%	78.0%	24.3%	53.6%

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**

**January - March 2012**

**Individual level data**

**Table 30: Working Status (Females 16+)**

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
<b>Total Females (16+)</b>	25737	24949	24555	11320	3911	19129	9558	9572
<i>%H</i>		96.9%	95.4%	44.0%	15.2%	74.3%	37.1%	37.2%
Working full time	8400	8209	8100	4136	1563	6071	3587	2484
<i>%V</i>	32.6%	32.9%	33.0%	36.5%	40.0%	31.7%	37.5%	26.0%
<i>%H</i>		97.7%	96.4%	49.2%	18.6%	72.3%	42.7%	29.6%
Working part time	4169	4074	4035	2116	701	3044	1776	1268
<i>%V</i>	16.2%	16.3%	16.4%	18.7%	17.9%	15.9%	18.6%	13.2%
<i>%H</i>		97.7%	96.8%	50.8%	16.8%	73.0%	42.6%	30.4%
Not working	13168	12666	12421	5069	1648	10014	4195	5820
<i>%V</i>	51.2%	50.8%	50.6%	44.8%	42.1%	52.3%	43.9%	60.8%
<i>%H</i>		96.2%	94.3%	38.5%	12.5%	76.0%	31.9%	44.2%

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

*%V = percentage of vertical total*

*%H = percentage of horizontal total*

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## **Appendix A**

### **Survey objectives**

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
  - a) television ownership
  - b) television reception
  - c) ownership of television related equipment
  - d) detailed demographic information.
  
2. To obtain targets for the results of the survey for various interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:  
  
Age of housewife  
Size of household  
Presence of children  
Social grade  
Age  
Sex  
Working status (adults)  
Terminal age of education  
Number of sets  
Set characteristics  
Ownership of TV related equipment
  
3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each BARB region the various strata are correctly represented.

## **Appendix B**

### **The sample**

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

### **POPULATION DEFINITIONS AND GEOGRAPHY**

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

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

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

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

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

### **SAMPLE STRATIFICATION**

The sample is stratified using the following variables:

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

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

### **SAMPLE SELECTION**

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



a) Selection of output areas

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

*Type A - Higher Population Density*

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

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

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

*Type B - Lower Population Density*

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

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

b) Selection of addresses

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

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

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

## **Appendix C**

### **Fieldwork and results**

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

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

An explanation of some of the terms is given below.

#### **SHOP/BUSINESS**

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

#### **OTHER NON EFFECTIVE**

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

#### **SUBSTITUTE ADDRESSES**

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

#### **ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES**

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

#### **NON CONTACT**

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

#### **REFUSAL**

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

<b>Response Analysis: January - March 2012</b>	
	Total Network
Addresses Issued	20,076
Shop / Business	220
Demolished / Incomplete	28
Empty	1,325
Holiday Home	183
Other Non Effective	233
Eligible Addresses	18,087
Substitute Addresses	2,098
Multiple Occupancy Addresses	165
Total Additional Households	2,263
Total Valid Households	20,243
	100.0%
Non Contacts	1,770
	8.7%
No English Spoken	47
	0.2%
Refusals	4,344
	21.5%
Total Interviews	14,082
	69.6%

## 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 January to March 2012

	<b>All Households</b>	<b>Total TV Households</b>	<b>Multichannel Households</b>
All Households	14082	13635	13366
All Sets	27760	27760	27411
All Individuals	35031	33962	33425
Children 0-15	7030	6874	6808
All Adults	28001	27088	26617
Adult Males	13532	13033	12808
Adult Females	14469	14055	13809



## **Appendix H**

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

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

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

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

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

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

## **Appendix I**

### **Weighting**

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

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

Sex by age profiles for each standard region

The age profiles used break down into the following groups:

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

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

**Appendix J**

**The Questionnaire (March 2012)**

# **BARB Establishment Survey**

## **Questionnaire Script**

**March 2012**

**Version 1 – 01/12/2011**

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

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

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

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

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

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

**ASK IF H8 > 9**

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

Yes

No

**IF NO, ROUTE BACK TO H8**

---

**START OF TV PRE-SET LOOP**

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

**S1 SHOW SCREEN** SP

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

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

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

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

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

**ASK FOR ALL SETS**

**S3** Where is the set usually located? SP

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

**START OF SET LOOP**

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

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

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

**S4 SHOW SCREEN SP**

Which of these images most closely resembles this set?

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

**ASK ONLY IF WORKING TV SET**

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

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

**ASK ONLY IF WORKING TV SET**

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

- Claim
- Actual measurement

**ASK ONLY IF WORKING TV SET**

**S7** Is this set mounted on a wall? SP

- Yes
- No
- Don't know

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

**S8 SHOW SCREEN SP**

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

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



**ASK IF BARB WORKING TV SET**

**S9- S12 Intro**      **SHOW SCREEN**

**(For 1<sup>st</sup> set asked about – i.e. Main set or 2<sup>nd</sup> set if Main is not BARB Working etc.)** I would now like to ask you about the ways that this set receives its television channels. Before asking these questions I would like to explain what the main reception methods are:

**For all other set loops)** Again; I'm going to ask you about the ways that this set receives its television channels. As a reminder the main reception methods are:

- 1) Via a normal aerial – this can be either an outdoor or indoor aerial and could include Freeview.
- 2) Via a connection to a cable TV supplier – cable TV suppliers deliver their signal through underground cables. The cable network is connected to your TV via a separate box, for example Virgin Media.
- 3) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV via a separate box [or to a TV set that has digital TV reception built in], for example a Sky or freesat dish.

By which of the following methods are you currently able to receive channels on this set? If you are able to receive your channels by more than one method on this set we are interested in all methods whether they are used or not.

<b>S9</b>	<b>SHOW SCREEN</b>	SP
	A normal aerial and could include Freeview	
<b>S10</b>	<b>SHOW SCREEN</b>	SP
	A connection to a cable TV Supplier, for example via Virgin Media cable	
<b>S11</b>	<b>SHOW SCREEN</b>	SP
	A satellite dish, for example a Sky or freesat dish	
<b>S12</b>	Any other method	SP
	Yes	
	No	

**ASK IF OTHER METHOD (S12 = Yes), OTHERWISE SKIP TO S14**

**S13**      **SHOWSCREEN**      SP

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

**ASK IF NORMAL AERIAL (S9 = Yes), OTHERWISE SKIP TO S15**

**S14**      **SHOW SCREEN**      SP

You have said this set is able to receive its channels via a normal aerial. Does it receive **digital** TV services via this normal aerial? This digital service is known as Freeview and gives you a selection of 16 or more channels. This can be with either a separate box that connects to your TV or by a TV set that has digital TV reception built in.

- Yes – with a separate box
- Yes – with built in reception
- No
- Don't know

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

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

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

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

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

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

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

**S22 SHOW SCREEN**

SP

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

**NOTE: For a more detailed explanation click on further information**

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

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

**S23 SHOW SCREEN**

SP

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

**NOTE: For a more detailed explanation click on further information**

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

**ASK IF YES AT S10, OTHERWISE GO TO S25**

**S24 SHOW SCREEN**

SP

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

**NOTE: For a more detailed explanation click on further information**

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

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

**S53 SHOW SCREEN**

SP

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

**NOTE: For a more detailed explanation click on further information**

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

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

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

<b>ASK FOR ALL TVS</b>		
<b>S51</b>	<b>(S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1)</b>	<b>SP</b>
<p>In addition to the  <b>(S20=1 AND S21=2/9)</b> Sky+ box  <b>(S21=1)</b> Sky+ HD box  <b>(S22=1)</b> Freesat+ box  <b>(S24=1)</b> cable box  <b>(S25=1)</b> Freeview Digital Video Recorder (DVR) or PVR</p> <p>Do you have any other (if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1) equipment connected or built into this set that allows you to record TV programmes?</p> <p>Yes  No  Don't know</p>		

<b>ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S26</b>		
<b>S38</b>	<b>SHOW SCREEN</b>	<b>MP</b>
<p>In which ways do the recorders connected or built-in to this set record and store TV programmes?</p> <p>On to Video Tapes  On to DVD or Blu-ray disks  On to a built-in hard drive that can record TV programmes without the need for tapes or DVDs  None of these  Don't know</p>		

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

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

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

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

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

**S28 ASK FOR ADDITIONAL SETS ONLY**

SP

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

- Yes
- No
- Don't know

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

**S29 SHOW SCREEN**

MP

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

**ROTATE ORDER OF SCREENS**

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

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

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

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

SP

- Yes
- No

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

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

SP

- Yes
- No

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

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

SP

- Yes
- No

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

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

Yes  
No

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

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

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

**IF SATELLITE DISH (YES AT S11) ASK S34**

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

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

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

**S35 SHOW SCREEN** SP

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

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

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

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

**S36 SHOW SCREEN** SP

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

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

**REPEAT S4 – S36 FOR ALL TV SETS**

## END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

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

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

Receive channels free of charge only

Pay subscription e.g. Top Up TV

Don't know

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

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

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

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

### NOTE: Answers must add up to 10

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

Yes

No

If correct code appropriately, if incorrect ask again

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

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

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

Personal computer (PC)/laptop

Games Computer/console

Video camera/camcorder

Karaoke video machine

Other Equipment

None of these

Don't know



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

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

<b>IF GAMES CONSOLES USED TO CONNECT TO THE INTERNET (H54=CODE 1) – CODE AS 1 AND SKIP TO H17 OTHERWISE ASK H16</b>		
<b>H16</b>	Do you or anyone in your household ever access the internet at home by any method	<b>SP</b>
<ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Don't know</li> </ul>		

<b>ASK IF YES (CODE 1) AT H16</b>		
<b>H17</b>	Do you or anyone in your household subscribe to a broadband provider to access the internet at home? This can be via a standard broadband connection or via mobile.	<b>SP</b>
<ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Don't know</li> </ul>		

## PC AND LAPTOP SECTION

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

---

**ASK ALL**

**H55 HOUSEHOLD COMPOSITION**

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

**ASK ALL**

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

---

**START OF PERSON LOOP**

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

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

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

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

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

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

**ASK ALL**

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

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

**(MAY NOT BE BLANK)**

Male  
Female

**ASK ALL**

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

**MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER**

WRITE IN >

(ALLOW REF)

**ASK IF P3 IS REF**

**P4** Record age group household member falls into SP

**(MAY NOT BE BLANK)**

**(1<sup>st</sup> ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age**

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

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

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

**(MAY NOT BE BLANK)**

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

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

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

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

<b>ASK IF YES (CODE 1) AT P11, OTHERWISE GO TO P13</b>		
<b>P12</b>	<b>SHOW SCREEN</b>	<b>SP</b>
How well do you <b>(IF RESPONDENT)</b> does this person <b>(IF NOT RESPONDENT)</b> 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		

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

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

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

<b>ASK ALL</b>		
<b>P16</b>	<b>SHOW SCREEN</b>	<b>SP</b>
<p>Which of these ethnic backgrounds do you consider <b>yourself (IF RESPONDENT) this person (IF NOT RESPONDENT)</b> to belong to?</p> <p>White</p> <ul style="list-style-type: none"> <li>- English/Welsh/Scottish/Northern Irish/British</li> <li>- Irish</li> <li>- Gypsy or Irish Traveller</li> <li>- Any other White background (specify)</li> </ul> <p>Mixed/multiple ethnic groups</p> <ul style="list-style-type: none"> <li>- White and Black Caribbean</li> <li>- White and Black African</li> <li>- White and Asian</li> <li>- Any other mixed/multiple ethnic background (specify)</li> </ul> <p>Asian/Asian British</p> <ul style="list-style-type: none"> <li>- Indian</li> <li>- Pakistani</li> <li>- Bangladeshi</li> <li>- Chinese</li> <li>- Any other Asian background (specify)</li> </ul> <p>Black/African/Caribbean/Black British</p> <ul style="list-style-type: none"> <li>- African</li> <li>- Caribbean</li> <li>- Any other African/Caribbean background (specify)</li> </ul> <p>Any other ethnic background</p> <ul style="list-style-type: none"> <li>- Arab</li> <li>- Any other ethnic group (specify)</li> </ul> <p>Refused (Code from list to continue)</p>		

**LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**ASK ALL**

**H57 IF CIE IS:**

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

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

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

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

WRITE IN  
Don't know  
Refused

**ASK ALL**

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

WRITE IN  
Don't know  
Refused



**ASK ALL**

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

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

WRITE IN  
Don't know  
Refused

**ASK ALL**

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

Yes  
No  
Don't know  
Refused

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

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

ENTER NUMERICAL RESPONSE  
Don't know

**ASK ALL**

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

WRITE IN  
Don't know  
Refused

**ASK ALL**

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

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

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

**H41** How many people work at the place?

ENTER NUMERICAL RESPONSE  
Don't know

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

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

ENTER NUMERICAL RESPONSE  
Don't know

**ASK ALL**

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

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

WRITE IN  
Don't know  
Refused

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

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

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

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

**PLEASE NOW SKIP TO H44**

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

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

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

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

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

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

**PLEASE NOW SKIP TO H44**

<b>ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32</b>		
<b>H34</b>	Is that ....	SP
	Unemployed ( <b>IF UNEMPLOYED AT P9</b> ) Not in paid employment ( <b>IF NOT IN PAID EMPLOYMENT AT P9</b> ) with income other than or in addition to state benefits? Unemployed ( <b>IF UNEMPLOYED AT P9</b> ) Not in paid employment ( <b>IF NOT IN PAID EMPLOYMENT AT P9</b> ) 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	

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

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

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

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

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

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

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

**ASK ALL WITH ANY TELEPHONE AT H48**

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

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

WRITE IN  
Refused

**ASK ALL:**

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

Yes  
No