



BARB Establishment Survey Quarterly Data Report: Total Network

July to September 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

July - September 2011

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Introduction

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

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%V (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%V (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
AB	6480	6300	6164	2837	885	4631	2139	2492
%V	24.0%	24.2%	24.5%	25.3%	24.8%	23.8%	24.3%	23.4%
%V (All HH)		97.2%	95.1%	43.8%	13.7%	71.5%	33.0%	38.5%
%V (TV HH)			97.8%	45.0%	14.0%	73.5%	34.0%	39.6%
C1	7519	7206	7032	3358	1037	5385	2681	2704
%V	27.8%	27.7%	27.9%	30.0%	29.0%	27.7%	30.4%	25.4%
%V (All HH)		95.8%	93.5%	44.7%	13.8%	71.6%	35.7%	36.0%
%V (TV HH)			97.6%	46.6%	14.4%	74.7%	37.2%	37.5%
C2	5230	5081	4987	2282	795	3983	2031	1952
%V	19.4%	19.5%	19.8%	20.4%	22.3%	20.5%	23.0%	18.4%
%V (All HH)		97.2%	95.4%	43.6%	15.2%	76.2%	38.8%	37.3%
%V (TV HH)			98.1%	44.9%	15.6%	78.4%	40.0%	38.4%
D	4112	3942	3769	1637	498	2845	1167	1678
%V	15.2%	15.1%	15.0%	14.6%	13.9%	14.6%	13.2%	15.8%
%V (All HH)		95.9%	91.7%	39.8%	12.1%	69.2%	28.4%	40.8%
%V (TV HH)			95.6%	41.5%	12.6%	72.2%	29.6%	42.6%
E	3662	3497	3227	1079	357	2600	797	1803
%V	13.6%	13.4%	12.8%	9.6%	10.0%	13.4%	9.0%	17.0%
%V (All HH)		95.5%	88.1%	29.5%	9.7%	71.0%	21.8%	49.2%
%V (TV HH)			92.3%	30.9%	10.2%	74.3%	22.8%	51.6%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%H (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%H (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
Under 25	1188	1038	983	396	163	749	319	431
%V	4.4%	4.0%	3.9%	3.5%	4.6%	3.9%	3.6%	4.1%
%H (All HH)		87.4%	82.7%	33.3%	13.7%	63.0%	26.9%	36.3%
%H (TV HH)			94.7%	38.2%	15.7%	72.2%	30.7%	41.5%
25 - 34	4276	4017	3913	2163	554	2598	1373	1225
%V	15.8%	15.4%	15.5%	19.3%	15.5%	13.4%	15.6%	11.5%
%H (All HH)		93.9%	91.5%	50.6%	13.0%	60.8%	32.1%	28.6%
%H (TV HH)			97.4%	53.8%	13.8%	64.7%	34.2%	30.5%
35 - 44	4950	4763	4669	2476	831	3374	1953	1421
%V	18.3%	18.3%	18.5%	22.1%	23.3%	17.4%	22.2%	13.4%
%H (All HH)		96.2%	94.3%	50.0%	16.8%	68.2%	39.5%	28.7%
%H (TV HH)			98.0%	52.0%	17.4%	70.8%	41.0%	29.8%
45 - 54	5153	4997	4910	2378	865	3839	2111	1729
%V	19.1%	19.2%	19.5%	21.2%	24.2%	19.7%	23.9%	16.3%
%H (All HH)		97.0%	95.3%	46.1%	16.8%	74.5%	41.0%	33.6%
%H (TV HH)			98.3%	47.6%	17.3%	76.8%	42.2%	34.6%
55 - 64	4447	4320	4204	1817	618	3311	1510	1801
%V	16.5%	16.6%	16.7%	16.2%	17.3%	17.0%	17.1%	16.9%
%H (All HH)		97.1%	94.5%	40.9%	13.9%	74.5%	34.0%	40.5%
%H (TV HH)			97.3%	42.1%	14.3%	76.6%	35.0%	41.7%
65 +	6990	6892	6501	1963	541	5573	1551	4022
%V	25.9%	26.5%	25.8%	17.5%	15.1%	28.7%	17.6%	37.8%
%H (All HH)		98.6%	93.0%	28.1%	7.7%	79.7%	22.2%	57.5%
%H (TV HH)			94.3%	28.5%	7.8%	80.9%	22.5%	58.4%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

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Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%V		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%H (All HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
%H (TV HH)								
1	9389	8826	8275	2419	955	6674	1745	4929
%V	34.8%	33.9%	32.9%	21.6%	26.7%	34.3%	19.8%	46.4%
%H (All HH)		94.0%	88.1%	25.8%	10.2%	71.1%	18.6%	52.5%
%H (TV HH)			93.8%	27.4%	10.8%	75.6%	19.8%	55.8%
2	8307	8122	7962	3671	1075	6157	2896	3261
%V	30.8%	31.2%	31.6%	32.8%	30.1%	31.7%	32.9%	30.7%
%H (All HH)		97.8%	95.8%	44.2%	12.9%	74.1%	34.9%	39.3%
%H (TV HH)			98.0%	45.2%	13.2%	75.8%	35.7%	40.2%
3	4013	3917	3843	2080	625	2884	1704	1180
%V	14.9%	15.0%	15.3%	18.6%	17.5%	14.8%	19.3%	11.1%
%H (All HH)		97.6%	95.8%	51.8%	15.6%	71.9%	42.5%	29.4%
%H (TV HH)			98.1%	53.1%	16.0%	73.6%	43.5%	30.1%
4	3520	3453	3417	1980	628	2500	1638	862
%V	13.0%	13.3%	13.6%	17.7%	17.6%	12.9%	18.6%	8.1%
%H (All HH)		98.1%	97.1%	56.3%	17.8%	71.0%	46.5%	24.5%
%H (TV HH)			99.0%	57.3%	18.2%	72.4%	47.4%	25.0%
5+	1774	1710	1683	1044	289	1229	833	396
%V	6.6%	6.6%	6.7%	9.3%	8.1%	6.3%	9.4%	3.7%
%H (All HH)		96.4%	94.9%	58.9%	16.3%	69.3%	47.0%	22.3%
%H (TV HH)			98.4%	61.1%	16.9%	71.9%	48.7%	23.2%
Average HH size	2.29	2.30	2.33	2.65	2.53	2.28	2.69	1.94

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

%V = percentage of vertical total

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

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

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%V (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%V (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
Without	20212	19392	18644	7408	2504	14772	5908	8864
%V	74.8%	74.5%	74.0%	66.2%	70.1%	76.0%	67.0%	83.4%
%H (All HH)		95.9%	92.2%	36.7%	12.4%	73.1%	29.2%	43.9%
%H (TV HH)			96.1%	38.2%	12.9%	76.2%	30.5%	45.7%
With	6791	6635	6535	3785	1068	4672	2907	1765
%V	25.1%	25.5%	26.0%	33.8%	29.9%	24.0%	33.0%	16.6%
%H (All HH)		97.7%	96.2%	55.7%	15.7%	68.8%	42.8%	26.0%
%H (TV HH)			98.5%	57.0%	16.1%	70.4%	43.8%	26.6%
0 - 3	2644	2550	2515	1452	412	1686	1002	685
%V	9.8%	9.8%	10.0%	13.0%	11.5%	8.7%	11.4%	6.4%
%H (All HH)		96.4%	95.1%	54.9%	15.6%	63.8%	37.9%	25.9%
%H (TV HH)			98.6%	56.9%	16.2%	66.1%	39.3%	26.9%
4 - 9	3297	3215	3164	1864	500	2181	1344	837
%V	12.2%	12.4%	12.6%	16.7%	14.0%	11.2%	15.2%	7.9%
%H (All HH)		97.5%	96.0%	56.5%	15.2%	66.2%	40.8%	25.4%
%H (TV HH)			98.4%	58.0%	15.6%	67.8%	41.8%	26.0%
10 - 15	3205	3168	3121	1820	517	2366	1540	827
%V	11.9%	12.2%	12.4%	16.3%	14.5%	12.2%	17.5%	7.8%
%H (All HH)		98.8%	97.4%	56.8%	16.1%	73.8%	48.0%	25.8%
%H (TV HH)			98.5%	57.4%	16.3%	74.7%	48.6%	26.1%

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

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Household level data

Table 5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%H (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%H (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
1	10506	10506	9848	3509	1192	6868	1701	5167
%V	38.9%	40.4%	39.1%	31.3%	33.4%	35.3%	19.3%	48.6%
%H (All HH)		100.0%	93.7%	33.4%	11.3%	65.4%	16.2%	49.2%
%H (TV HH)			93.7%	33.4%	11.3%	65.4%	16.2%	49.2%
2	8813	8813	8663	3947	1231	6811	3260	3551
%V	32.6%	33.9%	34.4%	35.3%	34.5%	35.0%	37.0%	33.4%
%H (All HH)		100.0%	98.3%	44.8%	14.0%	77.3%	37.0%	40.3%
%H (TV HH)			98.3%	44.8%	14.0%	77.3%	37.0%	40.3%
3	4056	4056	4024	2123	671	3429	2128	1301
%V	15.0%	15.6%	16.0%	19.0%	18.8%	17.6%	24.1%	12.2%
%H (All HH)		100.0%	99.2%	52.3%	16.5%	84.5%	52.5%	32.1%
%H (TV HH)			99.2%	52.3%	16.5%	84.5%	52.5%	32.1%
4	1712	1712	1703	994	327	1480	1057	423
%V	6.3%	6.6%	6.8%	8.9%	9.2%	7.6%	12.0%	4.0%
%H (All HH)		100.0%	99.5%	58.1%	19.1%	86.4%	61.7%	24.7%
%H (TV HH)			99.5%	58.1%	19.1%	86.4%	61.7%	24.7%
5+	940	940	940	620	150	857	670	187
%V	3.5%	3.6%	3.7%	5.5%	4.2%	4.4%	7.6%	1.8%
%H (All HH)		100.0%	100.0%	66.0%	16.0%	91.2%	71.3%	19.9%
%H (TV HH)			100.0%	66.0%	16.0%	91.2%	71.3%	19.9%

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

%V = percentage of vertical total

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

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

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July - September 2011

Household level data

Table 6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%H (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%H (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
Under 20"	9272	9272	9018	4032	1318	7630	3882	3748
%V	34.3%	35.6%	35.8%	36.0%	36.9%	39.2%	44.0%	35.3%
%H (All HH)		100.0%	97.3%	43.5%	14.2%	82.3%	41.9%	40.4%
%H (TV HH)			97.3%	43.5%	14.2%	82.3%	41.9%	40.4%
20" - 29"	11983	11983	11452	4792	1585	9311	4117	5194
%V	44.4%	46.0%	45.5%	42.8%	44.4%	47.9%	46.7%	48.9%
%H (All HH)		100.0%	95.6%	40.0%	13.2%	77.7%	34.4%	43.3%
%H (TV HH)			95.6%	40.0%	13.2%	77.7%	34.4%	43.3%
30" - 39"	12951	12951	12796	6088	1924	10076	5154	4922
%V	48.0%	49.8%	50.8%	54.4%	53.9%	51.8%	58.5%	46.3%
%H (All HH)		100.0%	98.8%	47.0%	14.9%	77.8%	39.8%	38.0%
%H (TV HH)			98.8%	47.0%	14.9%	77.8%	39.8%	38.0%
40" and over	7950	7950	7910	4809	1326	5811	3908	1902
%V	29.4%	30.5%	31.4%	43.0%	37.1%	29.9%	44.3%	17.9%
%H (All HH)		100.0%	99.5%	60.5%	16.7%	73.1%	49.2%	23.9%
%H (TV HH)			99.5%	60.5%	16.7%	73.1%	49.2%	23.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

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Household level data

Table 7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%V (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%V (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
Main living room	25688	25688	24876	11092	3548	19202	8753	10450
%V	95.1%	98.7%	98.8%	99.1%	99.3%	98.8%	99.3%	98.3%
%V (All HH)		100.0%	96.8%	43.2%	13.8%	74.8%	34.1%	40.7%
%V (TV HH)			96.8%	43.2%	13.8%	74.8%	34.1%	40.7%
Kitchen	3446	3446	3404	1690	425	2961	1645	1317
%V	12.8%	13.2%	13.5%	15.1%	11.9%	15.2%	18.7%	12.4%
%V (All HH)		100.0%	98.8%	49.0%	12.3%	85.9%	47.7%	38.2%
%V (TV HH)			98.8%	49.0%	12.3%	85.9%	47.7%	38.2%
Adult's bedroom	11754	11754	11604	5940	1918	9545	5638	3907
%V	43.5%	45.2%	46.1%	53.1%	53.7%	49.1%	64.0%	36.8%
%V (All HH)		100.0%	98.7%	50.5%	16.3%	81.2%	48.0%	33.2%
%V (TV HH)			98.7%	50.5%	16.3%	81.2%	48.0%	33.2%
Child's bedroom	2414	2414	2401	1452	445	2014	1464	550
%V	8.9%	9.3%	9.5%	13.0%	12.5%	10.4%	16.6%	5.2%
%V (All HH)		100.0%	99.5%	60.1%	18.4%	83.4%	60.6%	22.8%
%V (TV HH)			99.5%	60.1%	18.4%	83.4%	60.6%	22.8%
Other bedroom	1222	1222	1208	631	188	1025	614	411
%V	4.5%	4.7%	4.8%	5.6%	5.3%	5.3%	7.0%	3.9%
%V (All HH)		100.0%	98.9%	51.6%	15.4%	83.9%	50.2%	33.6%
%V (TV HH)			98.9%	51.6%	15.4%	83.9%	50.2%	33.6%
Second living/dining room	2819	2819	2801	1469	392	2370	1388	982
%V	10.4%	10.8%	11.1%	13.1%	11.0%	12.2%	15.7%	9.2%
%V (All HH)		100.0%	99.4%	52.1%	13.9%	84.1%	49.2%	34.8%
%V (TV HH)			99.4%	52.1%	13.9%	84.1%	49.2%	34.8%
Study/office	587	587	578	329	76	500	312	188
%V	2.2%	2.3%	2.3%	2.9%	2.1%	2.6%	3.5%	1.8%
%V (All HH)		100.0%	98.5%	56.0%	12.9%	85.2%	53.2%	32.0%
%V (TV HH)			98.5%	56.0%	12.9%	85.2%	53.2%	32.0%
TV room	174	174	170	112	23	142	105	37
%V	0.6%	0.7%	0.7%	1.0%	0.6%	0.7%	1.2%	0.3%
%V (All HH)		100.0%	97.7%	64.4%	13.2%	81.6%	60.3%	21.3%
%V (TV HH)			97.7%	64.4%	13.2%	81.6%	60.3%	21.3%
No specific location	67	67	66	27	4	59	23	35
%V	0.2%	0.3%	0.3%	0.2%	0.1%	0.3%	0.3%	0.3%
%V (All HH)		100.0%	98.5%	40.3%	6.0%	88.1%	34.3%	52.2%
%V (TV HH)			98.5%	40.3%	6.0%	88.1%	34.3%	52.2%
Other	281	281	281	181	30	229	159	71
%V	1.0%	1.1%	1.1%	1.6%	0.8%	1.2%	1.8%	0.7%
%V (All HH)		100.0%	100.0%	64.4%	10.7%	81.5%	56.6%	25.3%
%V (TV HH)			100.0%	64.4%	10.7%	81.5%	56.6%	25.3%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

July - September 2011

Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%H (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%H (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
PVR	12901	12901	12899	8509	1854	9175	6476	2699
%V	47.8%	49.6%	51.2%	76.0%	51.9%	47.2%	73.5%	25.4%
%H (All HH)		100.0%	100.0%	66.0%	14.4%	71.1%	50.2%	20.9%
%H (TV HH)			100.0%	66.0%	14.4%	71.1%	50.2%	20.9%
DVDR	3306	3306	3250	1557	502	2621	1396	1225
%V	12.2%	12.7%	12.9%	13.9%	14.1%	13.5%	15.8%	11.5%
%H (All HH)		100.0%	98.3%	47.1%	15.2%	79.3%	42.2%	37.1%
%H (TV HH)			98.3%	47.1%	15.2%	79.3%	42.2%	37.1%
VCR	3553	3553	3398	1207	521	2751	1043	1708
%V	13.2%	13.7%	13.5%	10.8%	14.6%	14.1%	11.8%	16.1%
%H (All HH)		100.0%	95.6%	34.0%	14.7%	77.4%	29.4%	48.1%
%H (TV HH)			95.6%	34.0%	14.7%	77.4%	29.4%	48.1%
Any recorder	16110	16110	15916	9176	2302	11734	7114	4620
%V	59.7%	61.9%	63.2%	82.0%	64.4%	60.3%	80.7%	43.5%
%H (All HH)		100.0%	98.8%	57.0%	14.3%	72.8%	44.2%	28.7%
%H (TV HH)			98.8%	57.0%	14.3%	72.8%	44.2%	28.7%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

July - September 2011

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
% <i>H</i> (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
% <i>H</i> (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
Receives HDTV (via STB or built-in reception)	9358	9358	9358	5459	2056	6753	4756	1996
% <i>V</i>	34.7%	36.0%	37.2%	48.8%	57.6%	34.7%	54.0%	18.8%
% <i>H</i> (All HH)		100.0%	100.0%	58.3%	22.0%	72.2%	50.8%	21.3%
% <i>H</i> (TV HH)			100.0%	58.3%	22.0%	72.2%	50.8%	21.3%
DVD/Blu-ray player or recorder	20565	20565	20166	9455	3024	15505	7630	7875
% <i>V</i>	76.2%	79.0%	80.1%	84.5%	84.7%	79.7%	86.6%	74.1%
% <i>H</i> (All HH)		100.0%	98.1%	46.0%	14.7%	75.4%	37.1%	38.3%
% <i>H</i> (TV HH)			98.1%	46.0%	14.7%	75.4%	37.1%	38.3%

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

%*V* = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

July - September 2011

Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27004	26027	25179	11193	3572	19444	8815	10629
%H (All HH)		96.4%	93.2%	41.4%	13.2%	72.0%	32.6%	39.4%
%H (TV HH)			96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
Has PC or Laptop	20109	19420	19072	9589	3106	14253	7671	6582
%V	74.5%	74.6%	75.7%	85.7%	87.0%	73.3%	87.0%	61.9%
%H (All HH)		96.6%	94.8%	47.7%	15.4%	70.9%	38.1%	32.7%
%H (TV HH)			98.2%	49.4%	16.0%	73.4%	39.5%	33.9%
Has broadband internet	18839	18270	17999	9241	3056	13352	7451	5901
%V	69.8%	70.2%	71.5%	82.6%	85.6%	68.7%	84.5%	55.5%
%H (All HH)		97.0%	95.5%	49.1%	16.2%	70.9%	39.6%	31.3%
%H (TV HH)			98.5%	50.6%	16.7%	73.1%	40.8%	32.3%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY
July - September 2011

Set level data

Table 11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	52220	51132	25099	7778	41301	22428	18873
%H		97.9%	48.1%	14.9%	79.1%	42.9%	36.1%
Under 20"	12619	12333	5712	1864	10591	5724	4867
%V	24.2%	24.1%	22.8%	24.0%	25.6%	25.5%	25.8%
%H		97.7%	45.3%	14.8%	83.9%	45.4%	38.6%
20" - 29"	15115	14538	6367	2080	11917	5663	6254
%V	28.9%	28.4%	25.4%	26.7%	28.9%	25.2%	33.1%
%H		96.2%	42.1%	13.8%	78.8%	37.5%	41.4%
30" - 39"	15027	14871	7319	2279	11828	6367	5461
%V	28.8%	29.1%	29.2%	29.3%	28.6%	28.4%	28.9%
%H		99.0%	48.7%	15.2%	78.7%	42.4%	36.3%
40" and over	8912	8871	5506	1478	6558	4513	2046
%V	17.1%	17.3%	21.9%	19.0%	15.9%	20.1%	10.8%
%H		99.5%	61.8%	16.6%	73.6%	50.6%	23.0%
Don't know	546	519	196	78	406	161	245
%V	1.0%	1.0%	0.8%	1.0%	1.0%	0.7%	1.3%
%H		95.1%	35.9%	14.3%	74.4%	29.5%	44.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2011

Set level data

Table 12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52220	51132	25099	7778	41301	22428	18873
%H		97.9%	48.1%	14.9%	79.1%	42.9%	36.1%
Main living room	25895	25075	11182	3579	19346	8818	10528
%V	49.6%	49.0%	44.6%	46.0%	46.8%	39.3%	55.8%
%H		96.8%	43.2%	13.8%	74.7%	34.1%	40.7%
Kitchen	3453	3411	1697	425	2969	1651	1318
%V	6.6%	6.7%	6.8%	5.5%	7.2%	7.4%	7.0%
%H		98.8%	49.1%	12.3%	86.0%	47.8%	38.2%
Adult's bedroom	14342	14177	7432	2434	11825	7287	4538
%V	27.5%	27.7%	29.6%	31.3%	28.6%	32.5%	24.0%
%H		98.8%	51.8%	17.0%	82.5%	50.8%	31.6%
Child's bedroom	3112	3097	1886	597	2602	1928	674
%V	6.0%	6.1%	7.5%	7.7%	6.3%	8.6%	3.6%
%H		99.5%	60.6%	19.2%	83.6%	62.0%	21.7%
Other bedroom	1393	1379	729	209	1178	706	472
%V	2.7%	2.7%	2.9%	2.7%	2.9%	3.1%	2.5%
%H		99.0%	52.3%	15.0%	84.6%	50.7%	33.9%
Second living/dining room	2892	2874	1513	398	2435	1430	1005
%V	5.5%	5.6%	6.0%	5.1%	5.9%	6.4%	5.3%
%H		99.4%	52.3%	13.8%	84.2%	49.4%	34.8%
Study/office	598	589	336	78	505	315	189
%V	1.1%	1.2%	1.3%	1.0%	1.2%	1.4%	1.0%
%H		98.5%	56.2%	13.0%	84.4%	52.7%	31.6%
TV room	174	170	112	23	142	105	37
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.5%	0.2%
%H		97.7%	64.4%	13.2%	81.6%	60.3%	21.3%
No specific location	67	66	27	4	59	23	35
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		98.5%	40.3%	6.0%	88.1%	34.3%	52.2%
Other	295	295	187	32	242	165	77
%V	0.6%	0.6%	0.7%	0.4%	0.6%	0.7%	0.4%
%H		100.0%	63.4%	10.8%	82.0%	55.9%	26.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2011

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52220	51132	25099	7778	41301	22428	18873
%H		97.9%	48.1%	14.9%	79.1%	42.9%	36.1%
PVR	16396	16395	11297	2308	11580	8542	3037
%V	31.4%	32.1%	45.0%	29.7%	28.0%	38.1%	16.1%
%H		100.0%	68.9%	14.1%	70.6%	52.1%	18.5%
DVDR	3865	3807	1899	565	3082	1697	1385
%V	7.4%	7.4%	7.6%	7.3%	7.5%	7.6%	7.3%
%H		98.5%	49.1%	14.6%	79.7%	43.9%	35.8%
VCR	3969	3807	1384	606	3065	1199	1866
%V	7.6%	7.4%	5.5%	7.8%	7.4%	5.3%	9.9%
%H		95.9%	34.9%	15.3%	77.2%	30.2%	47.0%
Any recorder	21083	20878	12696	3002	15331	9856	5475
%V	40.4%	40.8%	50.6%	38.6%	37.1%	43.9%	29.0%
%H		99.0%	60.2%	14.2%	72.7%	46.7%	26.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52220	51132	25099	7778	41301	22428	18873
%H		97.9%	48.1%	14.9%	79.1%	42.9%	36.1%
Receives HDTV (via STB or built-in reception)	12077	12077	7052	2701	8852	6303	2549
%V	23.1%	23.6%	28.1%	34.7%	21.4%	28.1%	13.5%
%H		100.0%	58.4%	22.4%	73.3%	52.2%	21.1%
DVD/Blu-ray player or recorder	30535	30119	15134	4801	23927	13366	10561
%V	58.5%	58.9%	60.3%	61.7%	57.9%	59.6%	56.0%
%H		98.6%	49.6%	15.7%	78.4%	43.8%	34.6%

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
July - September 2011

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Main Sets	26022	25174	11193	3569	19441	8815	10626
%H		96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
Under 20"	975	831	149	81	688	87	601
%V	3.7%	3.3%	1.3%	2.3%	3.5%	1.0%	5.7%
%H		85.2%	15.3%	8.3%	70.6%	8.9%	61.6%
20" - 29"	6640	6142	1796	709	4923	1259	3664
%V	25.5%	24.4%	16.0%	19.9%	25.3%	14.3%	34.5%
%H		92.5%	27.0%	10.7%	74.1%	19.0%	55.2%
30" - 39"	10557	10408	4583	1470	8139	3719	4420
%V	40.6%	41.3%	40.9%	41.2%	41.9%	42.2%	41.6%
%H		98.6%	43.4%	13.9%	77.1%	35.2%	41.9%
40" and over	7600	7562	4594	1269	5521	3700	1821
%V	29.2%	30.0%	41.0%	35.6%	28.4%	42.0%	17.1%
%H		99.5%	60.4%	16.7%	72.6%	48.7%	24.0%
Don't know	251	231	71	40	171	51	120
%V	1.0%	0.9%	0.6%	1.1%	0.9%	0.6%	1.1%
%H		92.0%	28.3%	15.9%	68.1%	20.3%	47.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2011

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26022	25174	11193	3569	19441	8815	10626
%H		96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
PVR	12485	12483	8324	1778	8791	6254	2537
%V	48.0%	49.6%	74.4%	49.8%	45.2%	70.9%	23.9%
%H		100.0%	66.7%	14.2%	70.4%	50.1%	20.3%
DVDR	2795	2739	1289	424	2190	1144	1046
%V	10.7%	10.9%	11.5%	11.9%	11.3%	13.0%	9.8%
%H		98.0%	46.1%	15.2%	78.4%	40.9%	37.4%
VCR	2841	2696	886	417	2174	760	1414
%V	10.9%	10.7%	7.9%	11.7%	11.2%	8.6%	13.3%
%H		94.9%	31.2%	14.7%	76.5%	26.8%	49.8%
Any recorder	15496	15310	8967	2200	11182	6871	4312
%V	59.5%	60.8%	80.1%	61.6%	57.5%	77.9%	40.6%
%H		98.8%	57.9%	14.2%	72.2%	44.3%	27.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26022	25174	11193	3569	19441	8815	10626
%H		96.7%	43.0%	13.7%	74.7%	33.9%	40.8%
Receives HDTV (via STB or built-in reception)	8954	8954	5232	1983	6391	4511	1880
%V	34.4%	35.6%	46.7%	55.6%	32.9%	51.2%	17.7%
%H		100.0%	58.4%	22.1%	71.4%	50.4%	21.0%
DVD/Blu-ray player or recorder	19357	18966	8856	2812	14528	7059	7469
%V	74.4%	75.3%	79.1%	78.8%	74.7%	80.1%	70.3%
%H		98.0%	45.8%	14.5%	75.1%	36.5%	38.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2011

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26198	25958	13906	4209	21860	13613	8247
%H		99.1%	53.1%	16.1%	83.4%	52.0%	31.5%
Under 20"	11644	11502	5563	1783	9904	5637	4267
%V	44.4%	44.3%	40.0%	42.4%	45.3%	41.4%	51.7%
%H		98.8%	47.8%	15.3%	85.1%	48.4%	36.6%
20" - 29"	8476	8396	4571	1371	6994	4404	2590
%V	32.4%	32.3%	32.9%	32.6%	32.0%	32.4%	31.4%
%H		99.1%	53.9%	16.2%	82.5%	52.0%	30.6%
30" - 39"	4471	4463	2736	809	3689	2648	1041
%V	17.1%	17.2%	19.7%	19.2%	16.9%	19.5%	12.6%
%H		99.8%	61.2%	18.1%	82.5%	59.2%	23.3%
40" and over	1312	1309	912	209	1037	813	225
%V	5.0%	5.0%	6.6%	5.0%	4.7%	6.0%	2.7%
%H		99.8%	69.5%	15.9%	79.0%	62.0%	17.1%
Don't know	295	287	125	38	236	111	125
%V	1.1%	1.1%	0.9%	0.9%	1.1%	0.8%	1.5%
%H		97.3%	42.4%	12.9%	80.0%	37.6%	42.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2011

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26198	25958	13906	4209	21860	13613	8247
%H		99.1%	53.1%	16.1%	83.4%	52.0%	31.5%
PVR	3912	3912	2973	530	2789	2289	500
%V	14.9%	15.1%	21.4%	12.6%	12.8%	16.8%	6.1%
%H		100.0%	76.0%	13.5%	71.3%	58.5%	12.8%
DVDR	1071	1068	610	140	892	553	339
%V	4.1%	4.1%	4.4%	3.3%	4.1%	4.1%	4.1%
%H		99.7%	57.0%	13.1%	83.3%	51.6%	31.7%
VCR	1128	1111	498	190	891	440	452
%V	4.3%	4.3%	3.6%	4.5%	4.1%	3.2%	5.5%
%H		98.5%	44.1%	16.8%	79.0%	39.0%	40.1%
Any recorder	5587	5567	3730	802	4148	2985	1164
%V	21.3%	21.4%	26.8%	19.1%	19.0%	21.9%	14.1%
%H		99.6%	66.8%	14.4%	74.2%	53.4%	20.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26198	25958	13906	4209	21860	13613	8247
%H		99.1%	53.1%	16.1%	83.4%	52.0%	31.5%
Receives HDTV (via STB or built-in reception)	3123	3123	1819	718	2461	1792	670
%V	11.9%	12.0%	13.1%	17.1%	11.3%	13.2%	8.1%
%H		100.0%	58.2%	23.0%	78.8%	57.4%	21.5%
DVD/Blu-ray player or recorder	11179	11152	6279	1989	9399	6307	3092
%V	42.7%	43.0%	45.2%	47.3%	43.0%	46.3%	37.5%
%H		99.8%	56.2%	17.8%	84.1%	56.4%	27.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY
July - September 2011

Individual level data

Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	61784	59928	58544	29611	9028	44316	23703	20612
<i>%H</i>		97.0%	94.8%	47.9%	14.6%	71.7%	38.4%	33.4%
Total Children	11707	11418	11241	6579	1790	7979	4960	3020
<i>%V</i>	18.9%	19.1%	19.2%	22.2%	19.8%	18.0%	20.9%	14.7%
<i>%H</i>		97.5%	96.0%	56.2%	15.3%	68.2%	42.4%	25.8%
0 - 3	3147	3032	2992	1738	487	2002	1192	810
<i>%V</i>	5.1%	5.1%	5.1%	5.9%	5.4%	4.5%	5.0%	3.9%
<i>%H</i>		96.3%	95.1%	55.2%	15.5%	63.6%	37.9%	25.7%
4 - 15	8560	8386	8249	4841	1303	5978	3768	2210
<i>%V</i>	13.9%	14.0%	14.1%	16.3%	14.4%	13.5%	15.9%	10.7%
<i>%H</i>		98.0%	96.4%	56.6%	15.2%	69.8%	44.0%	25.8%
4 - 9	4297	4174	4099	2417	625	2847	1743	1105
<i>%V</i>	7.0%	7.0%	7.0%	8.2%	6.9%	6.4%	7.4%	5.4%
<i>%H</i>		97.1%	95.4%	56.2%	14.5%	66.3%	40.6%	25.7%
10 - 15	4263	4212	4150	2424	679	3130	2025	1105
<i>%V</i>	6.9%	7.0%	7.1%	8.2%	7.5%	7.1%	8.5%	5.4%
<i>%H</i>		98.8%	97.3%	56.9%	15.9%	73.4%	47.5%	25.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2011

Individual level data

Table 22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	61784	59928	58544	29611	9028	44316	23703	20612
%H		97.0%	94.8%	47.9%	14.6%	71.7%	38.4%	33.4%
Total Adults (16+)	50077	48511	47303	23032	7237	36336	18744	17593
%V	81.1%	80.9%	80.8%	77.8%	80.2%	82.0%	79.1%	85.4%
%H		96.9%	94.5%	46.0%	14.5%	72.6%	37.4%	35.1%
16 - 19	3006	2944	2911	1604	566	2257	1455	802
%V	4.9%	4.9%	5.0%	5.4%	6.3%	5.1%	6.1%	3.9%
%H		97.9%	96.8%	53.4%	18.8%	75.1%	48.4%	26.7%
20 - 24	3963	3673	3560	1820	702	2709	1602	1107
%V	6.4%	6.1%	6.1%	6.1%	7.8%	6.1%	6.8%	5.4%
%H		92.7%	89.8%	45.9%	17.7%	68.4%	40.4%	27.9%
25 - 34	8341	7872	7705	4297	1165	5257	2935	2322
%V	13.5%	13.1%	13.2%	14.5%	12.9%	11.9%	12.4%	11.3%
%H		94.4%	92.4%	51.5%	14.0%	63.0%	35.2%	27.8%
35 - 44	8602	8330	8171	4574	1370	5909	3561	2348
%V	13.9%	13.9%	14.0%	15.4%	15.2%	13.3%	15.0%	11.4%
%H		96.8%	95.0%	53.2%	15.9%	68.7%	41.4%	27.3%
45 - 54	8741	8535	8408	4249	1532	6537	3797	2741
%V	14.1%	14.2%	14.4%	14.3%	17.0%	14.8%	16.0%	13.3%
%H		97.6%	96.2%	48.6%	17.5%	74.8%	43.4%	31.4%
55 - 64	7306	7149	6993	3224	1030	5551	2747	2804
%V	11.8%	11.9%	11.9%	10.9%	11.4%	12.5%	11.6%	13.6%
%H		97.9%	95.7%	44.1%	14.1%	76.0%	37.6%	38.4%
65+	10116	10008	9554	3265	873	8116	2647	5469
%V	16.4%	16.7%	16.3%	11.0%	9.7%	18.3%	11.2%	26.5%
%H		98.9%	94.4%	32.3%	8.6%	80.2%	26.2%	54.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

July - September 2011

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50077	48511	47303	23032	7237	36336	18744	17593
%H		96.9%	94.5%	46.0%	14.5%	72.6%	37.4%	35.1%
AB	12843	12538	12316	6067	1823	9258	4696	4562
%V	25.6%	25.8%	26.0%	26.3%	25.2%	25.5%	25.1%	25.9%
%H		97.6%	95.9%	47.2%	14.2%	72.1%	36.6%	35.5%
C1	14118	13591	13322	6842	2137	10167	5645	4522
%V	28.2%	28.0%	28.2%	29.7%	29.5%	28.0%	30.1%	25.7%
%H		96.3%	94.4%	48.5%	15.1%	72.0%	40.0%	32.0%
C2	10493	10283	10142	5014	1738	8139	4641	3498
%V	21.0%	21.2%	21.4%	21.8%	24.0%	22.4%	24.8%	19.9%
%H		98.0%	96.7%	47.8%	16.6%	77.6%	44.2%	33.3%
D	7680	7356	7095	3448	1010	5248	2506	2742
%V	15.3%	15.2%	15.0%	15.0%	14.0%	14.4%	13.4%	15.6%
%H		95.8%	92.4%	44.9%	13.2%	68.3%	32.6%	35.7%
E	4943	4743	4428	1661	528	3523	1255	2268
%V	9.9%	9.8%	9.4%	7.2%	7.3%	9.7%	6.7%	12.9%
%H		96.0%	89.6%	33.6%	10.7%	71.3%	25.4%	45.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2011

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	50077	48511	47303	23032	7237	36336	18744	17593
%H		96.9%	94.5%	46.0%	14.5%	72.6%	37.4%	35.1%
Working full time	22367	21694	21376	11397	3708	15913	9386	6527
%V	44.7%	44.7%	45.2%	49.5%	51.2%	43.8%	50.1%	37.1%
%H		97.0%	95.6%	51.0%	16.6%	71.1%	42.0%	29.2%
Working part time	5452	5292	5182	2655	866	3951	2210	1741
%V	10.9%	10.9%	11.0%	11.5%	12.0%	10.9%	11.8%	9.9%
%H		97.1%	95.0%	48.7%	15.9%	72.5%	40.5%	31.9%
Not working	22257	21525	20744	8980	2664	16473	7147	9325
%V	44.4%	44.4%	43.9%	39.0%	36.8%	45.3%	38.1%	53.0%
%H		96.7%	93.2%	40.3%	12.0%	74.0%	32.1%	41.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY
July - September 2011

Individual level data

Table 25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24444	23537	22996	11520	3587	17495	9314	8181
%H		96.3%	94.1%	47.1%	14.7%	71.6%	38.1%	33.5%
16 - 19	1575	1546	1529	845	290	1209	778	431
%V	6.4%	6.6%	6.6%	7.3%	8.1%	6.9%	8.4%	5.3%
%H		98.2%	97.1%	53.7%	18.4%	76.8%	49.4%	27.4%
20 - 24	1951	1794	1732	901	380	1307	820	487
%V	8.0%	7.6%	7.5%	7.8%	10.6%	7.5%	8.8%	6.0%
%H		92.0%	88.8%	46.2%	19.5%	67.0%	42.0%	25.0%
25 - 34	4217	3950	3864	2116	588	2666	1468	1197
%V	17.3%	16.8%	16.8%	18.4%	16.4%	15.2%	15.8%	14.6%
%H		93.7%	91.6%	50.2%	13.9%	63.2%	34.8%	28.4%
35 - 44	4262	4098	4020	2259	645	2888	1711	1177
%V	17.4%	17.4%	17.5%	19.6%	18.0%	16.5%	18.4%	14.4%
%H		96.2%	94.3%	53.0%	15.1%	67.8%	40.1%	27.6%
45 - 54	4299	4177	4123	2097	772	3146	1834	1312
%V	17.6%	17.7%	17.9%	18.2%	21.5%	18.0%	19.7%	16.0%
%H		97.2%	95.9%	48.8%	18.0%	73.2%	42.7%	30.5%
55 - 64	3573	3468	3388	1593	489	2693	1352	1341
%V	14.6%	14.7%	14.7%	13.8%	13.6%	15.4%	14.5%	16.4%
%H		97.1%	94.8%	44.6%	13.7%	75.4%	37.8%	37.5%
65+	4566	4505	4339	1708	423	3587	1352	2235
%V	18.7%	19.1%	18.9%	14.8%	11.8%	20.5%	14.5%	27.3%
%H		98.7%	95.0%	37.4%	9.3%	78.6%	29.6%	48.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

July - September 2011

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24444	23537	22996	11520	3587	17495	9314	8181
%H		96.3%	94.1%	47.1%	14.7%	71.6%	38.1%	33.5%
AB	6574	6407	6293	3173	955	4685	2442	2244
%V	26.9%	27.2%	27.4%	27.5%	26.6%	26.8%	26.2%	27.4%
%H		97.5%	95.7%	48.3%	14.5%	71.3%	37.1%	34.1%
C1	6492	6210	6115	3305	992	4638	2736	1902
%V	26.6%	26.4%	26.6%	28.7%	27.7%	26.5%	29.4%	23.2%
%H		95.7%	94.2%	50.9%	15.3%	71.4%	42.1%	29.3%
C2	5624	5491	5404	2624	904	4344	2409	1935
%V	23.0%	23.3%	23.5%	22.8%	25.2%	24.8%	25.9%	23.7%
%H		97.6%	96.1%	46.7%	16.1%	77.2%	42.8%	34.4%
D	3669	3480	3361	1705	509	2424	1223	1201
%V	15.0%	14.8%	14.6%	14.8%	14.2%	13.9%	13.1%	14.7%
%H		94.8%	91.6%	46.5%	13.9%	66.1%	33.3%	32.7%
E	2084	1949	1823	712	227	1404	505	899
%V	8.5%	8.3%	7.9%	6.2%	6.3%	8.0%	5.4%	11.0%
%H		93.5%	87.5%	34.2%	10.9%	67.4%	24.2%	43.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

July - September 2011

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24444	23537	22996	11520	3587	17495	9314	8181
<i>%H</i>		96.3%	94.1%	47.1%	14.7%	71.6%	38.1%	33.5%
Working full time	13967	13500	13310	7180	2293	9872	5873	3999
<i>%V</i>	57.1%	57.4%	57.9%	62.3%	63.9%	56.4%	63.1%	48.9%
<i>%H</i>		96.7%	95.3%	51.4%	16.4%	70.7%	42.0%	28.6%
Working part time	1168	1110	1067	548	170	786	414	371
<i>%V</i>	4.8%	4.7%	4.6%	4.8%	4.7%	4.5%	4.4%	4.5%
<i>%H</i>		95.0%	91.4%	46.9%	14.6%	67.3%	35.4%	31.8%
Not working	9309	8927	8618	3791	1124	6837	3026	3810
<i>%V</i>	38.1%	37.9%	37.5%	32.9%	31.3%	39.1%	32.5%	46.6%
<i>%H</i>		95.9%	92.6%	40.7%	12.1%	73.4%	32.5%	40.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

July - September 2011

Individual level data

Table 28: Females - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	25633	24974	24307	11513	3650	18841	9430	9411
%H		97.4%	94.8%	44.9%	14.2%	73.5%	36.8%	36.7%
16 - 19	1431	1398	1382	759	276	1048	677	371
%V	5.6%	5.6%	5.7%	6.6%	7.6%	5.6%	7.2%	3.9%
%H		97.7%	96.6%	53.0%	19.3%	73.2%	47.3%	25.9%
20 - 24	2012	1879	1829	919	323	1402	782	620
%V	7.8%	7.5%	7.5%	8.0%	8.8%	7.4%	8.3%	6.6%
%H		93.4%	90.9%	45.7%	16.1%	69.7%	38.9%	30.8%
25 - 34	4123	3922	3841	2181	577	2591	1466	1124
%V	16.1%	15.7%	15.8%	18.9%	15.8%	13.8%	15.5%	11.9%
%H		95.1%	93.2%	52.9%	14.0%	62.8%	35.6%	27.3%
35 - 44	4340	4232	4150	2315	725	3021	1851	1170
%V	16.9%	16.9%	17.1%	20.1%	19.9%	16.0%	19.6%	12.4%
%H		97.5%	95.6%	53.3%	16.7%	69.6%	42.6%	27.0%
45 - 54	4443	4359	4285	2152	760	3392	1963	1429
%V	17.3%	17.5%	17.6%	18.7%	20.8%	18.0%	20.8%	15.2%
%H		98.1%	96.4%	48.4%	17.1%	76.3%	44.2%	32.2%
55 - 64	3733	3681	3605	1631	541	2858	1396	1463
%V	14.6%	14.7%	14.8%	14.2%	14.8%	15.2%	14.8%	15.5%
%H		98.6%	96.6%	43.7%	14.5%	76.6%	37.4%	39.2%
65+	5550	5503	5215	1557	449	4529	1296	3234
%V	21.7%	22.0%	21.5%	13.5%	12.3%	24.0%	13.7%	34.4%
%H		99.2%	94.0%	28.1%	8.1%	81.6%	23.4%	58.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
July - September 2011

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25633	24974	24307	11513	3650	18841	9430	9411
<i>%H</i>		97.4%	94.8%	44.9%	14.2%	73.5%	36.8%	36.7%
AB	6269	6131	6023	2894	868	4573	2255	2318
<i>%V</i>	24.5%	24.5%	24.8%	25.1%	23.8%	24.3%	23.9%	24.6%
<i>%H</i>		97.8%	96.1%	46.2%	13.8%	72.9%	36.0%	37.0%
C1	7626	7380	7207	3537	1145	5529	2909	2620
<i>%V</i>	29.8%	29.6%	29.6%	30.7%	31.4%	29.3%	30.8%	27.8%
<i>%H</i>		96.8%	94.5%	46.4%	15.0%	72.5%	38.1%	34.4%
C2	4869	4792	4738	2390	835	3796	2233	1563
<i>%V</i>	19.0%	19.2%	19.5%	20.8%	22.9%	20.1%	23.7%	16.6%
<i>%H</i>		98.4%	97.3%	49.1%	17.1%	78.0%	45.9%	32.1%
D	4011	3877	3733	1743	502	2825	1283	1542
<i>%V</i>	15.6%	15.5%	15.4%	15.1%	13.8%	15.0%	13.6%	16.4%
<i>%H</i>		96.7%	93.1%	43.5%	12.5%	70.4%	32.0%	38.4%
E	2859	2794	2605	949	301	2119	750	1369
<i>%V</i>	11.2%	11.2%	10.7%	8.2%	8.2%	11.2%	8.0%	14.5%
<i>%H</i>		97.7%	91.1%	33.2%	10.5%	74.1%	26.2%	47.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

July - September 2011

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25633	24974	24307	11513	3650	18841	9430	9411
<i>%H</i>		97.4%	94.8%	44.9%	14.2%	73.5%	36.8%	36.7%
Working full time	8400	8195	8066	4217	1415	6040	3513	2527
<i>%V</i>	32.8%	32.8%	33.2%	36.6%	38.8%	32.1%	37.3%	26.9%
<i>%H</i>		97.6%	96.0%	50.2%	16.8%	71.9%	41.8%	30.1%
Working part time	4284	4182	4115	2107	696	3165	1796	1369
<i>%V</i>	16.7%	16.7%	16.9%	18.3%	19.1%	16.8%	19.0%	14.5%
<i>%H</i>		97.6%	96.1%	49.2%	16.2%	73.9%	41.9%	32.0%
Not working	12949	12597	12126	5189	1540	9636	4121	5515
<i>%V</i>	50.5%	50.4%	49.9%	45.1%	42.2%	51.1%	43.7%	58.6%
<i>%H</i>		97.3%	93.6%	40.1%	11.9%	74.4%	31.8%	42.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Appendix A

Survey objectives

The Establishment Survey has three major purposes:

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

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

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

Appendix B

The sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

Type A - Higher Population Density

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

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

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

Type B - Lower Population Density

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

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

b) Selection of addresses

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

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

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

Appendix C

Fieldwork and results

The tables in this report are based on Establishment Survey interviews carried out between July and September 2011

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: July - September 2011	
	Total Network
Addresses Issued	20,314
Shop / Business	241
Demolished / Incomplete	44
Empty	1,267
Holiday Home	215
Other Non Effective	277
Eligible Addresses	18,270
Substitute Addresses	2,098
Multiple Occupancy Addresses	235
Total Additional Households	2,333
Total Valid Households	20,527
	100.0%
Non Contacts	2,293
	11.2%
No English Spoken	26
	0.1%
Refusals	3,892
	19.0%
Total Interviews	14,316
	69.7%

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 July to September 2011

	All Households	Total TV Households	Multichannel Households
All Households	14316	13869	13428
All Sets	28606	28606	28008
All Individuals	35157	34190	33372
Children 0-15	7018	6843	6714
All Adults	28139	27347	26658
Adult Males	13496	13056	12753
Adult Females	14643	14291	13905

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 (September 2011)

BARB Establishment Survey

Questionnaire Script

September 2011

Version 4 – 16/06/2011

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

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

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

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

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

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

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

START OF TV PRE-SET LOOP

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

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

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

START OF SET LOOP

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

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

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

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

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

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

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

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

By which of the following methods are you currently able to receive channels on this set? If you are able to receive your channels by more than one method on this set we are interested in all methods whether they are used or not.		
S9	SHOW SCREEN	SP
A normal aerial and could include Freeview		
S10	SHOW SCREEN	SP
A connection to a cable TV Supplier, for example via Virgin Media cable		
S11	SHOW SCREEN	SP
A satellite dish, for example a Sky or freesat dish		
S12	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		

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

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

IF YES CONTINUE TO S18, IF NO STATE

In that case I need to ask you some questions again

Return to S9 intro

ASK IF YES AT S11, OTHERWISE GO TO S24

S18	SHOW SCREEN	MP (only 1 Sky code permitted)
	How do you receive your satellite service?	
	Sky – with subscription	
	Sky – without subscription	
	Freesat – not Sky	
	Other – not Sky or Freesat	
	Don't know	

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

S20	SHOW SCREEN	SP
	Is this set connected to Sky+? Sky+ is a box that enables you to record TV programmes without the need for tapes or DVDs.	
	NOTE: For a more detailed explanation click on further information	
	Yes	
	No	
	Don't know	
	Further information	

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

S21	SHOW SCREEN	SP
	I would now like to ask you about High Definition television, or HDTV. You need a HDTV box to view HDTV.	
	Is this set connected to Sky+ HD? Sky+ HD is the high definition service available with Sky	
	NOTE: For a more detailed explanation click on further information	
	Yes	
	No	
	Don't know	
	Further information	

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

S22	SHOW SCREEN	SP
	Is this set connected to freesat+? Freesat+ is a box that enables you to record TV programmes without the need for tapes or DVDs	
	NOTE: For a more detailed explanation click on further information	
	Yes	
	No	
	Don't know	
	Further information	

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

S23	SHOW SCREEN	SP
	I would now like to ask you about High Definition television, or HDTV.	
	Is this set connected to freesat HD? freesat HD is the high definition service available with freesat	
	NOTE: For a more detailed explanation click on further information	
	Yes	
	No	
	Don't know	
	Further information	

ASK IF YES AT S10, OTHERWISE GO TO S25

S24 SHOW SCREEN SP

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

NOTE: For a more detailed explanation click on further information

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

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

S53 SHOW SCREEN SP

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

NOTE: For a more detailed explanation click on further information

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

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

S25 SHOW SCREEN SP

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

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

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

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

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

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

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

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

(**S22 = YES**) Freesat+ box?

(**S24 = YES**) cable box?

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

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

NOTE: For a more detailed explanation click on further information

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

ASK IF YES (CODES 1 OR 2) AT S14, OTHERWISE GO TO S51**S50 SHOW SCREEN SP**

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

NOTE: For a more detailed explanation click on further information

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

ASK FOR ALL TVS**S51 (S20 = 1 OR S21=1 OR S22 = 1 OR S24 = 1 OR S25 = 1) SP**

In addition to the
 (S20=1 AND S21=2/9) Sky+ box
 (S21=1) Sky+ HD box
 (S22=1) Freesat+ box
 (S24=1) cable box
 (S25=1) Freeview Digital Video Recorder (DVR) or PVR
 Do you have any other (if S20=1 or S21=1 or S22=1 or S23=1 or S24=1 or S25=1) equipment connected or built into this set that allows you to record TV programmes?

- Yes
- No
- Don't know

ASK IF RECORDERS ARE CONNECTED (S51=1) OTHERWISE GO TO S26**S38 SHOW SCREEN MP**

In which ways do the recorders connected or built-in to this set record and store TV programmes?

- On to Video Tapes
- On to DVD or Blu-ray disks
- On to a built-in hard drive that can record TV programmes without the need for tapes or DVDs
- None of these
- Don't know

ASK FOR ALL TVS THAT DO NOT HAVE A DVD OR BLU-RAY CLAIM AT S38**S52 Do you have a DVD or Blu-ray player connected or built into this set? This will NOT be able to record TV programmes but will be able to play back bought or rented DVDs or Blu-ray disks. SP**

- Yes
- No
- Don't know

ASK FOR ALL TVS**ONLY IF IN ULSTER REGION LIST OPTIONS G TO J****S26 SHOW SCREEN MP**

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

- A. BBC1
- B. BBC2
- C. ITV1
- D. Channel 4
- E. 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

ASK FOR ALL TVS		
S27	SHOW SCREEN	MP
<p>Which of the following <u>ITV1</u> channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make.</p> <p>NOTE: Check that there is no confusion between ITV1 programmes and ITV1 channels received</p> <ul style="list-style-type: none"> A. STV (formerly Grampian), with local news North Tonight B. STV, with local news Scotland Today C. UTV (Ulster) D. ITV1 Border E. ITV1 Tyne Tees F. ITV1 Granada G. ITV1 Yorkshire (formerly Yorkshire – YTV) H. ITV1 Wales (formerly HTV Wales) I. ITV1 Central J. ITV1 Anglia K. ITV1 Westcountry L. ITV1 West (formerly HTV West) M. ITV1 London (formerly Carlton and London Weekend/LWT) N. ITV1 Meridian O. Channel Don't know No answer 		

IF <u>ADDITIONAL SETS</u> 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
<p>Does this set receive exactly the same channels as the main set?</p> <ul style="list-style-type: none"> Yes No Don't know 		

IF YES (CODE 1) AT S28, SKIP TO S30. IF NO (CODE 2) ASK S29		
S29	SHOW SCREEN	MP
<p>Which of the following channels are currently received on this set?</p> <p>ROTATE ORDER OF SCREENS</p> <ul style="list-style-type: none"> A. BBC 3 B. BBC 4 C. ITV 2 D. Sky One E. G.O.L.D. (formerly UKTV Gold) F. Universal (formerly Hallmark) G. Challenge TV H. Sky Living (formerly Living) I. National Geographic J. CBeebies K. BBC HD L. Nickelodeon N. Any Sky Movies channel O. Sky News P. Sky Sports 1, 2, 3 or 4 Don't know No answer 		

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

ASK IF ANY 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
<ul style="list-style-type: none"> 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 <u>only</u> 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 <u>only</u> 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 <u>only</u> 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		
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END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

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

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

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

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

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

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

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

NOTE: Answers must add up to 10

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

Yes
No

If correct code appropriately, if incorrect ask again

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

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

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

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

ASK IF GAMES COMPUTER/CONSOLE (CODE 2) AT H22		
H23	SHOW SCREEN	MP
	Which games console or consoles do you have which are used with any of your TV sets?	
	Nintendo Game Cube	
	Nintendo Wii	
	Other Nintendo	
	PS2	
	PS3	
	Other Playstation	
	Xbox	
	Xbox 360	
	Any other games/computer console	
	Don't know	

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

IF GAMES CONSOLES USED TO CONNECT TO THE INTERNET (H54=CODE 1) – CODE AS 1 AND SKIP TO H17 OTHERWISE ASK H16		
H16	Do you or anyone in your household ever access the internet at home by any method	SP
	Yes	
	No	
	Don't know	

ASK IF YES (CODE 1) AT H16		
H17	Do you or anyone in your household subscribe to a broadband provider to access the internet at home? This can be via a standard broadband connection or via mobile.	SP
	Yes	
	No	
	Don't know	

PC AND LAPTOP SECTION

ASK ALL		
H51 intro	I now want to ask you about any computers in your household.	
	By computer I mean any desktop, laptop or notebook device including PCs and Macs.	
H51	How many computers are there in your household?	
	WRITE IN	
	Don't know	
	Refused	
ASK IF H51>9. IF CODED AS NO, ROUTE BACK TO H51		
H52	You have said that you have <<insert number of computers claimed at H51>> computers. Is this correct	SP
	Yes	
	No	

ASK IF H51>0		
H53	(IF 1 COMPUTER) Is this computer ever used to watch TV programmes via the internet? (IF 2+ COMPUTERS) Are any of these computers ever used to watch TV programmes via the internet?	SP
	Yes No	

ASK IF H53 = YES		
H58	How often is your computer (IF 1 COMPUTER) are any of your computers (IF 2+ COMPUTERS) used to watch TV programmes via the internet?	SP
	Daily At least once a week At least once a month Less often than once a month Don't know	

ASK IF H53 = YES		
H59	How often do you personally use the internet for watching TV programmes?	SP
	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	I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order:
Intro1	<ul style="list-style-type: none"> - you - your spouse or partner - any children starting with the eldest - anyone else

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

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

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

ASK ALL		
P3	What was your (<i>IF RESPONDENT</i>) their (<i>IF NOT RESPONDENT</i>) age on your (<i>IF RESPONDENT</i>) their (<i>IF NOT RESPONDENT</i>) last birthday? MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER (ALLOW REF)	WRITE IN >

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

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

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

ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT P9, OTHERWISE SKIP TO P11		
P10	SHOW SCREEN	SP
At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?		
<ul style="list-style-type: none"> 15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused 		

ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
<ul style="list-style-type: none"> Yes No Don't know 		

ASK IF YES (CODE 1) AT P11, OTHERWISE GO TO P13		
P12	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh?		
<ul style="list-style-type: none"> Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh Don't know 		

ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
<ul style="list-style-type: none"> Yes No Don't know 		

IF YES (CODE 1) AT P13 OTHERWISE GO TO P15		
P14	SHOW SCREEN	SP
How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Gaelic?		
<ul style="list-style-type: none"> Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic Don't know 		

ASK ALL		
P15	SHOW SCREEN	SP
Are your (IF RESPONDENT) their (IF NOT RESPONDENT) day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?		
Note: Please include any health problems related to old age		
<ul style="list-style-type: none"> Yes – limited a lot Yes – limited a little No Refused 		

ASK ALL**P16 SHOW SCREEN**

SP

Which of these ethnic backgrounds do you consider **yourself (IF RESPONDENT)** **this person (IF NOT RESPONDENT)** to belong to?

White

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy or Irish Traveller
- Any other White background (specify)

Mixed/multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed/multiple ethnic background (specify)

Asian/Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background (specify)

Black/African/Caribbean/Black British

- African
- Caribbean
- Any other African/Caribbean background (specify)

Any other ethnic background

- Arab
- Any other ethnic group (specify)

Refused (Code from list to continue)

LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS**END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS****ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26****H25 SHOW SCREEN**

SP

What language do you prefer to speak? (**ASK IF 1 PERSON HOUSEHOLD**)
 What language does the household use most of the time? (**ASK IF 2+ PERSON HOUSEHOLD**)

- Welsh
- English
- Welsh and English equally
- Welsh and other language other than English (equally)
- Other
- Don't know

ASK IF ANY PERSON CODE 1,2,3 or 4 AT Q54b P14, OTHERWISE SKIP TO Q55g H27**H26 SHOW SCREEN**

SP

What language do you prefer to speak? (**ASK IF 1 PERSON HOUSEHOLD**)
 What language does the household use most of the time? (**ASK IF 2+ PERSON HOUSEHOLD**)

- Gaelic
- English
- Gaelic and English equally
- Gaelic and other language other than English (equally)
- Other
- Don't know

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

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

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

IF A SINGLE ADULT HOUSEHOLD SKIP TO H57 (CODE H28-H30 = 1)		
H29	And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops?	MP
<p>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.</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER</p>		

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
<p>By that I mean the person with the <u>largest</u> 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.</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE</p>		

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

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

ASK ALL

H57 IF CIE IS:

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

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

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

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

WRITE IN
Don't know
Refused

ASK ALL

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

WRITE IN
Don't know
Refused

ASK ALL

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

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

WRITE IN
Don't know
Refused

ASK ALL

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

Yes
No
Don't know
Refused

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

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

ENTER NUMERICAL RESPONSE
Don't know

ASK ALL

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

WRITE IN
 Don't know
 Refused

ASK ALL

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

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

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

H41 How many people work at the place?

ENTER NUMERICAL RESPONSE
 Don't know

ASK IF H40 = YES (CODE 1 OR 2)

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

ENTER NUMERICAL RESPONSE
 Don't know

ASK ALL

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

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

WRITE IN
 Don't know
 Refused

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

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

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

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

PLEASE NOW SKIP TO H44

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

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

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

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

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

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

PLEASE NOW SKIP TO H44

ASK IF UNEMPLOYED/NOT IN PAID EMPLOYMENT MORE THAN 6 MONTHS, (CODE 2) AT H32

H34 Is that SP

Unemployed (*IF UNEMPLOYED AT P9*) Not in paid employment (*IF NOT IN PAID EMPLOYMENT AT P9*) with income other than or in addition to state benefits?
Unemployed (*IF UNEMPLOYED AT P9*) Not in paid employment (*IF NOT IN PAID EMPLOYMENT AT P9*) with state benefit only? By this I mean does not receive any income to do with any previous job or from savings, investment, etc.
Don't know
Refused

CODE FOR ALL

H44 BRING UP SUMMARY SCREEN FOR H35-H43 SP

CODE SOCIAL GRADE

MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.

A
B
C1
C2
D
E

ASK ALL

H45 SHOW SCREEN MP

Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)?

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

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

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

ASK ALL WITH ANY TELEPHONE AT 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		
<p>WRITE IN</p> <p>Refused</p>		

ASK ALL:		
H50	Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of 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
<p>Yes</p> <p>No</p>		