



BARB Establishment Survey Quarterly Data Report: Total Network

October to December 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 2011

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Introduction

This reports contains the weighted data results from the Establishment survey for the period October - December 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.

DATA PERIOD: QUARTERLY
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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27073	26138	25565	11132	3761	20024	9185	10839
%V (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%V (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
AB	6605	6409	6285	3025	946	4710	2345	2364
%V	24.4%	24.5%	24.6%	27.2%	25.2%	23.5%	25.5%	21.8%
%V (All HH)		97.0%	95.2%	45.8%	14.3%	71.3%	35.5%	35.8%
%V (TV HH)			98.1%	47.2%	14.8%	73.5%	36.6%	36.9%
C1	7619	7254	7108	3058	1123	5512	2554	2958
%V	28.1%	27.8%	27.8%	27.5%	29.9%	27.5%	27.8%	27.3%
%V (All HH)		95.2%	93.3%	40.1%	14.7%	72.3%	33.5%	38.8%
%V (TV HH)			98.0%	42.2%	15.5%	76.0%	35.2%	40.8%
C2	5189	5053	4974	2343	771	3983	2072	1911
%V	19.2%	19.3%	19.5%	21.0%	20.5%	19.9%	22.6%	17.6%
%V (All HH)		97.4%	95.9%	45.2%	14.9%	76.8%	39.9%	36.8%
%V (TV HH)			98.4%	46.4%	15.3%	78.8%	41.0%	37.8%
D	4164	4039	3960	1821	534	3103	1478	1625
%V	15.4%	15.5%	15.5%	16.4%	14.2%	15.5%	16.1%	15.0%
%V (All HH)		97.0%	95.1%	43.7%	12.8%	74.5%	35.5%	39.0%
%V (TV HH)			98.0%	45.1%	13.2%	76.8%	36.6%	40.2%
E	3495	3383	3237	884	388	2717	736	1981
%V	12.9%	12.9%	12.7%	7.9%	10.3%	13.6%	8.0%	18.3%
%V (All HH)		96.8%	92.6%	25.3%	11.1%	77.7%	21.1%	56.7%
%V (TV HH)			95.7%	26.1%	11.5%	80.3%	21.8%	58.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
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Household level data

Table 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	27073	26138	25565	11132	3761	20024	9185	10839
%V (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%V (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
Under 25	1241	1039	1025	402	140	754	263	491
%V	4.6%	4.0%	4.0%	3.6%	3.7%	3.8%	2.9%	4.5%
%H (All HH)		83.7%	82.6%	32.4%	11.3%	60.8%	21.2%	39.6%
%H (TV HH)			98.7%	38.7%	13.5%	72.6%	25.3%	47.3%
25 - 34	4176	3918	3863	1957	688	2661	1425	1237
%V	15.4%	15.0%	15.1%	17.6%	18.3%	13.3%	15.5%	11.4%
%H (All HH)		93.8%	92.5%	46.9%	16.5%	63.7%	34.1%	29.6%
%H (TV HH)			98.6%	49.9%	17.6%	67.9%	36.4%	31.6%
35 - 44	4836	4665	4616	2414	862	3444	2064	1380
%V	17.9%	17.8%	18.1%	21.7%	22.9%	17.2%	22.5%	12.7%
%H (All HH)		96.5%	95.5%	49.9%	17.8%	71.2%	42.7%	28.5%
%H (TV HH)			98.9%	51.7%	18.5%	73.8%	44.2%	29.6%
45 - 54	5250	5130	5055	2474	878	3917	2164	1753
%V	19.4%	19.6%	19.8%	22.2%	23.3%	19.6%	23.6%	16.2%
%H (All HH)		97.7%	96.3%	47.1%	16.7%	74.6%	41.2%	33.4%
%H (TV HH)			98.5%	48.2%	17.1%	76.4%	42.2%	34.2%
55 - 64	4502	4394	4318	1949	577	3543	1730	1813
%V	16.6%	16.8%	16.9%	17.5%	15.3%	17.7%	18.8%	16.7%
%H (All HH)		97.6%	95.9%	43.3%	12.8%	78.7%	38.4%	40.3%
%H (TV HH)			98.3%	44.4%	13.1%	80.6%	39.4%	41.3%
65 +	7068	6992	6689	1936	617	5704	1539	4166
%V	26.1%	26.8%	26.2%	17.4%	16.4%	28.5%	16.8%	38.4%
%H (All HH)		98.9%	94.6%	27.4%	8.7%	80.7%	21.8%	58.9%
%H (TV HH)			95.7%	27.7%	8.8%	81.6%	22.0%	59.6%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 2011

Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27073	26138	25565	11132	3761	20024	9185	10839
%H (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%H (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
1	9435	8900	8494	2392	988	6925	1789	5137
%V	34.9%	34.1%	33.2%	21.5%	26.3%	34.6%	19.5%	47.4%
%H (All HH)		94.3%	90.0%	25.4%	10.5%	73.4%	19.0%	54.4%
%H (TV HH)			95.4%	26.9%	11.1%	77.8%	20.1%	57.7%
2	8289	8113	8024	3590	1183	6351	3050	3301
%V	30.6%	31.0%	31.4%	32.2%	31.5%	31.7%	33.2%	30.5%
%H (All HH)		97.9%	96.8%	43.3%	14.3%	76.6%	36.8%	39.8%
%H (TV HH)			98.9%	44.2%	14.6%	78.3%	37.6%	40.7%
3	4053	3963	3927	2136	705	2982	1879	1104
%V	15.0%	15.2%	15.4%	19.2%	18.7%	14.9%	20.5%	10.2%
%H (All HH)		97.8%	96.9%	52.7%	17.4%	73.6%	46.4%	27.2%
%H (TV HH)			99.1%	53.9%	17.8%	75.2%	47.4%	27.9%
4	3556	3482	3452	1996	613	2585	1695	890
%V	13.1%	13.3%	13.5%	17.9%	16.3%	12.9%	18.5%	8.2%
%H (All HH)		97.9%	97.1%	56.1%	17.2%	72.7%	47.7%	25.0%
%H (TV HH)			99.1%	57.3%	17.6%	74.2%	48.7%	25.6%
5+	1739	1681	1669	1018	271	1180	773	408
%V	6.4%	6.4%	6.5%	9.1%	7.2%	5.9%	8.4%	3.8%
%H (All HH)		96.7%	96.0%	58.5%	15.6%	67.9%	44.5%	23.5%
%H (TV HH)			99.3%	60.6%	16.1%	70.2%	46.0%	24.3%
Average HH size	2.29	2.30	2.32	2.65	2.50	2.26	2.67	1.92

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27073	26138	25565	11132	3761	20024	9185	10839
%V (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%V (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
Without	20354	19535	19019	7474	2658	15222	6226	8997
%V	75.2%	74.7%	74.4%	67.1%	70.7%	76.0%	67.8%	83.0%
%H (All HH)		96.0%	93.4%	36.7%	13.1%	74.8%	30.6%	44.2%
%H (TV HH)			97.4%	38.3%	13.6%	77.9%	31.9%	46.1%
With	6719	6603	6546	3658	1103	4802	2959	1842
%V	24.8%	25.3%	25.6%	32.9%	29.3%	24.0%	32.2%	17.0%
%H (All HH)		98.3%	97.4%	54.4%	16.4%	71.5%	44.0%	27.4%
%H (TV HH)			99.1%	55.4%	16.7%	72.7%	44.8%	27.9%
0 - 3	2650	2598	2575	1432	392	1762	1002	761
%V	9.8%	9.9%	10.1%	12.9%	10.4%	8.8%	10.9%	7.0%
%H (All HH)		98.0%	97.2%	54.0%	14.8%	66.5%	37.8%	28.7%
%H (TV HH)			99.1%	55.1%	15.1%	67.8%	38.6%	29.3%
4 - 9	3282	3224	3196	1845	555	2297	1480	818
%V	12.1%	12.3%	12.5%	16.6%	14.8%	11.5%	16.1%	7.5%
%H (All HH)		98.2%	97.4%	56.2%	16.9%	70.0%	45.1%	24.9%
%H (TV HH)			99.1%	57.2%	17.2%	71.2%	45.9%	25.4%
10 - 15	3171	3129	3099	1742	533	2400	1531	869
%V	11.7%	12.0%	12.1%	15.6%	14.2%	12.0%	16.7%	8.0%
%H (All HH)		98.7%	97.7%	54.9%	16.8%	75.7%	48.3%	27.4%
%H (TV HH)			99.0%	55.7%	17.0%	76.7%	48.9%	27.8%

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

%V = percentage of vertical total

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

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

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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	27073	26138	25565	11132	3761	20024	9185	10839
%H (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%H (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
1	10722	10722	10302	3461	1412	7320	1876	5444
%V	39.6%	41.0%	40.3%	31.1%	37.5%	36.6%	20.4%	50.2%
%H (All HH)		100.0%	96.1%	32.3%	13.2%	68.3%	17.5%	50.8%
%H (TV HH)			96.1%	32.3%	13.2%	68.3%	17.5%	50.8%
2	8660	8660	8530	3769	1327	6853	3348	3505
%V	32.0%	33.1%	33.4%	33.9%	35.3%	34.2%	36.5%	32.3%
%H (All HH)		100.0%	98.5%	43.5%	15.3%	79.1%	38.7%	40.5%
%H (TV HH)			98.5%	43.5%	15.3%	79.1%	38.7%	40.5%
3	4094	4094	4078	2246	575	3502	2213	1290
%V	15.1%	15.7%	16.0%	20.2%	15.3%	17.5%	24.1%	11.9%
%H (All HH)		100.0%	99.6%	54.9%	14.0%	85.5%	54.1%	31.5%
%H (TV HH)			99.6%	54.9%	14.0%	85.5%	54.1%	31.5%
4	1716	1716	1712	1029	317	1510	1111	399
%V	6.3%	6.6%	6.7%	9.2%	8.4%	7.5%	12.1%	3.7%
%H (All HH)		100.0%	99.8%	60.0%	18.5%	88.0%	64.7%	23.3%
%H (TV HH)			99.8%	60.0%	18.5%	88.0%	64.7%	23.3%
5+	946	946	944	627	130	839	637	203
%V	3.5%	3.6%	3.7%	5.6%	3.5%	4.2%	6.9%	1.9%
%H (All HH)		100.0%	99.8%	66.3%	13.7%	88.7%	67.3%	21.5%
%H (TV HH)			99.8%	66.3%	13.7%	88.7%	67.3%	21.5%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 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	27073	26138	25565	11132	3761	20024	9185	10839
%H (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%H (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
Under 20"	9001	9001	8791	4038	1265	7511	3954	3557
%V	33.2%	34.4%	34.4%	36.3%	33.6%	37.5%	43.0%	32.8%
%H (All HH)		100.0%	97.7%	44.9%	14.1%	83.4%	43.9%	39.5%
%H (TV HH)			97.7%	44.9%	14.1%	83.4%	43.9%	39.5%
20" - 29"	11459	11459	11151	4604	1422	9225	4034	5191
%V	42.3%	43.8%	43.6%	41.4%	37.8%	46.1%	43.9%	47.9%
%H (All HH)		100.0%	97.3%	40.2%	12.4%	80.5%	35.2%	45.3%
%H (TV HH)			97.3%	40.2%	12.4%	80.5%	35.2%	45.3%
30" - 39"	13203	13203	13076	6086	2044	10372	5340	5032
%V	48.8%	50.5%	51.1%	54.7%	54.3%	51.8%	58.1%	46.4%
%H (All HH)		100.0%	99.0%	46.1%	15.5%	78.6%	40.4%	38.1%
%H (TV HH)			99.0%	46.1%	15.5%	78.6%	40.4%	38.1%
40" and over	8396	8396	8376	5004	1447	6321	4281	2040
%V	31.0%	32.1%	32.8%	45.0%	38.5%	31.6%	46.6%	18.8%
%H (All HH)		100.0%	99.8%	59.6%	17.2%	75.3%	51.0%	24.3%
%H (TV HH)			99.8%	59.6%	17.2%	75.3%	51.0%	24.3%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: 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	27073	26138	25565	11132	3761	20024	9185	10839
%V (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%V (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
Main living room	25805	25805	25269	11036	3743	19787	9133	10654
%V	95.3%	98.7%	98.8%	99.1%	99.5%	98.8%	99.4%	98.3%
%H (All HH)		100.0%	97.9%	42.8%	14.5%	76.7%	35.4%	41.3%
%H (TV HH)			97.9%	42.8%	14.5%	76.7%	35.4%	41.3%
Kitchen	3521	3521	3471	1817	353	2997	1678	1319
%V	13.0%	13.5%	13.6%	16.3%	9.4%	15.0%	18.3%	12.2%
%H (All HH)		100.0%	98.6%	51.6%	10.0%	85.1%	47.7%	37.5%
%H (TV HH)			98.6%	51.6%	10.0%	85.1%	47.7%	37.5%
Adult's bedroom	11763	11763	11631	5987	1858	9690	5783	3907
%V	43.4%	45.0%	45.5%	53.8%	49.4%	48.4%	63.0%	36.0%
%H (All HH)		100.0%	98.9%	50.9%	15.8%	82.4%	49.2%	33.2%
%H (TV HH)			98.9%	50.9%	15.8%	82.4%	49.2%	33.2%
Child's bedroom	2364	2364	2359	1381	414	2046	1446	600
%V	8.7%	9.0%	9.2%	12.4%	11.0%	10.2%	15.7%	5.5%
%H (All HH)		100.0%	99.8%	58.4%	17.5%	86.5%	61.2%	25.4%
%H (TV HH)			99.8%	58.4%	17.5%	86.5%	61.2%	25.4%
Other bedroom	1152	1152	1148	673	151	992	660	333
%V	4.3%	4.4%	4.5%	6.0%	4.0%	5.0%	7.2%	3.1%
%H (All HH)		100.0%	99.7%	58.4%	13.1%	86.1%	57.3%	28.9%
%H (TV HH)			99.7%	58.4%	13.1%	86.1%	57.3%	28.9%
Second living/dining room	2913	2913	2893	1526	432	2453	1478	976
%V	10.8%	11.1%	11.3%	13.7%	11.5%	12.3%	16.1%	9.0%
%H (All HH)		100.0%	99.3%	52.4%	14.8%	84.2%	50.7%	33.5%
%H (TV HH)			99.3%	52.4%	14.8%	84.2%	50.7%	33.5%
Study/office	571	571	571	317	58	484	281	203
%V	2.1%	2.2%	2.2%	2.8%	1.5%	2.4%	3.1%	1.9%
%H (All HH)		100.0%	100.0%	55.5%	10.2%	84.8%	49.2%	35.6%
%H (TV HH)			100.0%	55.5%	10.2%	84.8%	49.2%	35.6%
TV room	244	244	244	160	28	205	145	59
%V	0.9%	0.9%	1.0%	1.4%	0.7%	1.0%	1.6%	0.5%
%H (All HH)		100.0%	100.0%	65.6%	11.5%	84.0%	59.4%	24.2%
%H (TV HH)			100.0%	65.6%	11.5%	84.0%	59.4%	24.2%
No specific location	68	68	68	51	9	61	51	10
%V	0.3%	0.3%	0.3%	0.5%	0.2%	0.3%	0.6%	0.1%
%H (All HH)		100.0%	100.0%	75.0%	13.2%	89.7%	75.0%	14.7%
%H (TV HH)			100.0%	75.0%	13.2%	89.7%	75.0%	14.7%
Other	239	239	239	126	51	206	144	62
%V	0.9%	0.9%	0.9%	1.1%	1.4%	1.0%	1.6%	0.6%
%H (All HH)		100.0%	100.0%	52.7%	21.3%	86.2%	60.3%	25.9%
%H (TV HH)			100.0%	52.7%	21.3%	86.2%	60.3%	25.9%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 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	27073	26138	25565	11132	3761	20024	9185	10839
%V (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%V (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
PVR	13303	13303	13298	8623	2111	9570	6865	2706
%V	49.1%	50.9%	52.0%	77.5%	56.1%	47.8%	74.7%	25.0%
%H (All HH)		100.0%	100.0%	64.8%	15.9%	71.9%	51.6%	20.3%
%H (TV HH)			100.0%	64.8%	15.9%	71.9%	51.6%	20.3%
DVDR	3140	3140	3119	1498	499	2528	1359	1169
%V	11.6%	12.0%	12.2%	13.5%	13.3%	12.6%	14.8%	10.8%
%H (All HH)		100.0%	99.3%	47.7%	15.9%	80.5%	43.3%	37.2%
%H (TV HH)			99.3%	47.7%	15.9%	80.5%	43.3%	37.2%
VCR	3144	3144	3018	1070	423	2461	911	1550
%V	11.6%	12.0%	11.8%	9.6%	11.2%	12.3%	9.9%	14.3%
%H (All HH)		100.0%	96.0%	34.0%	13.5%	78.3%	29.0%	49.3%
%H (TV HH)			96.0%	34.0%	13.5%	78.3%	29.0%	49.3%
Any recorder	16169	16169	16025	9234	2508	11854	7423	4431
%V	59.7%	61.9%	62.7%	83.0%	66.7%	59.2%	80.8%	40.9%
%H (All HH)		100.0%	99.1%	57.1%	15.5%	73.3%	45.9%	27.4%
%H (TV HH)			99.1%	57.1%	15.5%	73.3%	45.9%	27.4%

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

October - December 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	27073	26138	25565	11132	3761	20024	9185	10839
%V (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%V (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
Receives HDTV (via STB or built-in reception)	9916	9916	9916	5577	2339	7304	5166	2138
%V	36.6%	37.9%	38.8%	50.1%	62.2%	36.5%	56.2%	19.7%
%V (All HH)		100.0%	100.0%	56.2%	23.6%	73.7%	52.1%	21.6%
%V (TV HH)			100.0%	56.2%	23.6%	73.7%	52.1%	21.6%
DVD/Blu-ray player or recorder	20741	20741	20484	9359	3177	16088	7992	8096
%V	76.6%	79.4%	80.1%	84.1%	84.5%	80.3%	87.0%	74.7%
%V (All HH)		100.0%	98.8%	45.1%	15.3%	77.6%	38.5%	39.0%
%V (TV HH)			98.8%	45.1%	15.3%	77.6%	38.5%	39.0%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

October - December 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	27073	26138	25565	11132	3761	20024	9185	10839
%H (All HH)		96.5%	94.4%	41.1%	13.9%	74.0%	33.9%	40.0%
%H (TV HH)			97.8%	42.6%	14.4%	76.6%	35.1%	41.5%
Has PC or Laptop	20390	19707	19483	9631	3290	14844	8131	6713
%V	75.3%	75.4%	76.2%	86.5%	87.5%	74.1%	88.5%	61.9%
%H (All HH)		96.7%	95.6%	47.2%	16.1%	72.8%	39.9%	32.9%
%H (TV HH)			98.9%	48.9%	16.7%	75.3%	41.3%	34.1%
Has broadband internet	19181	18532	18342	9259	3236	13884	7885	5999
%V	70.8%	70.9%	71.7%	83.2%	86.0%	69.3%	85.8%	55.3%
%H (All HH)		96.6%	95.6%	48.3%	16.9%	72.4%	41.1%	31.3%
%H (TV HH)			99.0%	50.0%	17.5%	74.9%	42.5%	32.4%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 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	52333	51577	25290	7741	42143	23131	19011
%H		98.6%	48.3%	14.8%	80.5%	44.2%	36.3%
Under 20"	12331	12089	5772	1724	10413	5730	4683
%V	23.6%	23.4%	22.8%	22.3%	24.7%	24.8%	24.6%
%H		98.0%	46.8%	14.0%	84.4%	46.5%	38.0%
20" - 29"	14464	14126	6199	1804	11826	5617	6209
%V	27.6%	27.4%	24.5%	23.3%	28.1%	24.3%	32.7%
%H		97.7%	42.9%	12.5%	81.8%	38.8%	42.9%
30" - 39"	15428	15296	7399	2442	12216	6635	5581
%V	29.5%	29.7%	29.3%	31.5%	29.0%	28.7%	29.4%
%H		99.1%	48.0%	15.8%	79.2%	43.0%	36.2%
40" and over	9426	9406	5710	1649	7123	4915	2207
%V	18.0%	18.2%	22.6%	21.3%	16.9%	21.2%	11.6%
%H		99.8%	60.6%	17.5%	75.6%	52.1%	23.4%
Don't know	683	660	210	122	565	234	331
%V	1.3%	1.3%	0.8%	1.6%	1.3%	1.0%	1.7%
%H		96.6%	30.7%	17.9%	82.7%	34.3%	48.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2011

Set level data

Table 12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Sets	52333	51577	25290	7741	42143	23131	19011
%H		98.6%	48.3%	14.8%	80.5%	44.2%	36.3%
Main living room	25979	25441	11129	3765	19924	9212	10713
%V	49.6%	49.3%	44.0%	48.6%	47.3%	39.8%	56.4%
%H		97.9%	42.8%	14.5%	76.7%	35.5%	41.2%
Kitchen	3536	3487	1827	353	3008	1684	1324
%V	6.8%	6.8%	7.2%	4.6%	7.1%	7.3%	7.0%
%H		98.6%	51.7%	10.0%	85.1%	47.6%	37.4%
Adult's bedroom	14313	14173	7525	2312	11916	7419	4498
%V	27.3%	27.5%	29.8%	29.9%	28.3%	32.1%	23.7%
%H		99.0%	52.6%	16.2%	83.3%	51.8%	31.4%
Child's bedroom	3059	3054	1803	553	2661	1905	756
%V	5.8%	5.9%	7.1%	7.1%	6.3%	8.2%	4.0%
%H		99.8%	58.9%	18.1%	87.0%	62.3%	24.7%
Other bedroom	1357	1352	788	173	1174	771	403
%V	2.6%	2.6%	3.1%	2.2%	2.8%	3.3%	2.1%
%H		99.6%	58.1%	12.7%	86.5%	56.8%	29.7%
Second living/dining room	2945	2925	1545	438	2482	1499	983
%V	5.6%	5.7%	6.1%	5.7%	5.9%	6.5%	5.2%
%H		99.3%	52.5%	14.9%	84.3%	50.9%	33.4%
Study/office	581	581	325	58	494	289	205
%V	1.1%	1.1%	1.3%	0.7%	1.2%	1.2%	1.1%
%H		100.0%	55.9%	10.0%	85.0%	49.7%	35.3%
TV room	245	245	161	29	206	147	59
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.6%	0.3%
%H		100.0%	65.7%	11.8%	84.1%	60.0%	24.1%
No specific location	68	68	51	9	61	51	10
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		100.0%	75.0%	13.2%	89.7%	75.0%	14.7%
Other	249	249	137	51	217	155	62
%V	0.5%	0.5%	0.5%	0.7%	0.5%	0.7%	0.3%
%H		100.0%	55.0%	20.5%	87.1%	62.2%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 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	52333	51577	25290	7741	42143	23131	19011
%H		98.6%	48.3%	14.8%	80.5%	44.2%	36.3%
PVR	17112	17107	11718	2587	12167	9154	3014
%V	32.7%	33.2%	46.3%	33.4%	28.9%	39.6%	15.9%
%H		100.0%	68.5%	15.1%	71.1%	53.5%	17.6%
DVDR	3602	3580	1796	543	2932	1627	1305
%V	6.9%	6.9%	7.1%	7.0%	7.0%	7.0%	6.9%
%H		99.4%	49.9%	15.1%	81.4%	45.2%	36.2%
VCR	3562	3421	1266	477	2793	1082	1710
%V	6.8%	6.6%	5.0%	6.2%	6.6%	4.7%	9.0%
%H		96.0%	35.5%	13.4%	78.4%	30.4%	48.0%
Any recorder	21179	21018	12925	3159	15475	10300	5176
%V	40.5%	40.8%	51.1%	40.8%	36.7%	44.5%	27.2%
%H		99.2%	61.0%	14.9%	73.1%	48.6%	24.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 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	52333	51577	25290	7741	42143	23131	19011
%H		98.6%	48.3%	14.8%	80.5%	44.2%	36.3%
Receives HDTV (via STB or built-in reception)	13096	13096	7486	3128	9723	7034	2690
%V	25.0%	25.4%	29.6%	40.4%	23.1%	30.4%	14.1%
%H		100.0%	57.2%	23.9%	74.2%	53.7%	20.5%
DVD/Blu-ray player or recorder	30772	30490	14991	4936	24624	13774	10850
%V	58.8%	59.1%	59.3%	63.8%	58.4%	59.5%	57.1%
%H		99.1%	48.7%	16.0%	80.0%	44.8%	35.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2011

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26119	25554	11128	3761	20016	9185	10831
%H		97.8%	42.6%	14.4%	76.6%	35.2%	41.5%
Under 20"	915	805	126	95	689	104	585
%V	3.5%	3.2%	1.1%	2.5%	3.4%	1.1%	5.4%
%H		88.0%	13.8%	10.4%	75.3%	11.4%	63.9%
20" - 29"	6137	5841	1652	621	4746	1165	3580
%V	23.5%	22.9%	14.8%	16.5%	23.7%	12.7%	33.1%
%H		95.2%	26.9%	10.1%	77.3%	19.0%	58.3%
30" - 39"	10654	10536	4469	1616	8269	3766	4503
%V	40.8%	41.2%	40.2%	43.0%	41.3%	41.0%	41.6%
%H		98.9%	41.9%	15.2%	77.6%	35.3%	42.3%
40" and over	8085	8065	4800	1377	6066	4078	1988
%V	31.0%	31.6%	43.1%	36.6%	30.3%	44.4%	18.4%
%H		99.8%	59.4%	17.0%	75.0%	50.4%	24.6%
Don't know	328	307	81	51	246	71	175
%V	1.3%	1.2%	0.7%	1.4%	1.2%	0.8%	1.6%
%H		93.6%	24.7%	15.5%	75.0%	21.6%	53.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2011

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26119	25554	11128	3761	20016	9185	10831
%H		97.8%	42.6%	14.4%	76.6%	35.2%	41.5%
PVR	12912	12909	8445	2036	9227	6666	2561
%V	49.4%	50.5%	75.9%	54.1%	46.1%	72.6%	23.6%
%H		100.0%	65.4%	15.8%	71.5%	51.6%	19.8%
DVDR	2627	2610	1207	419	2096	1083	1013
%V	10.1%	10.2%	10.8%	11.1%	10.5%	11.8%	9.4%
%H		99.4%	45.9%	15.9%	79.8%	41.2%	38.6%
VCR	2615	2498	824	351	2037	696	1342
%V	10.0%	9.8%	7.4%	9.3%	10.2%	7.6%	12.4%
%H		95.5%	31.5%	13.4%	77.9%	26.6%	51.3%
Any recorder	15629	15500	9036	2419	11403	7220	4183
%V	59.8%	60.7%	81.2%	64.3%	57.0%	78.6%	38.6%
%H		99.2%	57.8%	15.5%	73.0%	46.2%	26.8%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	26119	25554	11128	3761	20016	9185	10831
%H		97.8%	42.6%	14.4%	76.6%	35.2%	41.5%
Receives HDTV (via STB or built-in reception)	9513	9513	5353	2268	6941	4922	2019
%V	36.4%	37.2%	48.1%	60.3%	34.7%	53.6%	18.6%
%H		100.0%	56.3%	23.8%	73.0%	51.7%	21.2%
DVD/Blu-ray player or recorder	19547	19310	8738	2993	15127	7410	7717
%V	74.8%	75.6%	78.5%	79.6%	75.6%	80.7%	71.2%
%H		98.8%	44.7%	15.3%	77.4%	37.9%	39.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 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	26214	26024	14162	3980	22127	13946	8180
<i>%H</i>		99.3%	54.0%	15.2%	84.4%	53.2%	31.2%
Under 20"	11417	11284	5646	1629	9724	5626	4098
<i>%V</i>	43.6%	43.4%	39.9%	40.9%	43.9%	40.3%	50.1%
<i>%H</i>		98.8%	49.5%	14.3%	85.2%	49.3%	35.9%
20" - 29"	8326	8285	4547	1183	7080	4451	2629
<i>%V</i>	31.8%	31.8%	32.1%	29.7%	32.0%	31.9%	32.1%
<i>%H</i>		99.5%	54.6%	14.2%	85.0%	53.5%	31.6%
30" - 39"	4774	4761	2930	826	3947	2869	1078
<i>%V</i>	18.2%	18.3%	20.7%	20.8%	17.8%	20.6%	13.2%
<i>%H</i>		99.7%	61.4%	17.3%	82.7%	60.1%	22.6%
40" and over	1341	1341	911	271	1056	837	219
<i>%V</i>	5.1%	5.2%	6.4%	6.8%	4.8%	6.0%	2.7%
<i>%H</i>		100.0%	67.9%	20.2%	78.7%	62.4%	16.3%
Don't know	355	353	129	71	320	163	157
<i>%V</i>	1.4%	1.4%	0.9%	1.8%	1.4%	1.2%	1.9%
<i>%H</i>		99.4%	36.3%	20.0%	90.1%	45.9%	44.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 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	26214	26024	14162	3980	22127	13946	8180
%H		99.3%	54.0%	15.2%	84.4%	53.2%	31.2%
PVR	4201	4198	3273	551	2940	2488	452
%V	16.0%	16.1%	23.1%	13.8%	13.3%	17.8%	5.5%
%H		99.9%	77.9%	13.1%	70.0%	59.2%	10.8%
DVDR	975	970	589	124	835	544	292
%V	3.7%	3.7%	4.2%	3.1%	3.8%	3.9%	3.6%
%H		99.5%	60.4%	12.7%	85.6%	55.8%	29.9%
VCR	947	923	442	126	755	386	369
%V	3.6%	3.5%	3.1%	3.2%	3.4%	2.8%	4.5%
%H		97.5%	46.7%	13.3%	79.7%	40.8%	39.0%
Any recorder	5550	5518	3889	740	4073	3080	993
%V	21.2%	21.2%	27.5%	18.6%	18.4%	22.1%	12.1%
%H		99.4%	70.1%	13.3%	73.4%	55.5%	17.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26214	26024	14162	3980	22127	13946	8180
%H		99.3%	54.0%	15.2%	84.4%	53.2%	31.2%
Receives HDTV (via STB or built-in reception)	3583	3583	2133	859	2783	2112	671
%V	13.7%	13.8%	15.1%	21.6%	12.6%	15.1%	8.2%
%H		100.0%	59.5%	24.0%	77.7%	58.9%	18.7%
DVD/Blu-ray player or recorder	11225	11180	6252	1943	9497	6364	3132
%V	42.8%	43.0%	44.1%	48.8%	42.9%	45.6%	38.3%
%H		99.6%	55.7%	17.3%	84.6%	56.7%	27.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 2011

Individual level data

Table 21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	61887	60117	59234	29539	9408	45347	24537	20811
<i>%H</i>		97.1%	95.7%	47.7%	15.2%	73.3%	39.6%	33.6%
Total Children	11682	11473	11375	6478	1888	8245	5120	3126
<i>%V</i>	18.9%	19.1%	19.2%	21.9%	20.1%	18.2%	20.9%	15.0%
<i>%H</i>		98.2%	97.4%	55.5%	16.2%	70.6%	43.8%	26.8%
0 - 3	3167	3109	3082	1725	467	2095	1190	904
<i>%V</i>	5.1%	5.2%	5.2%	5.8%	5.0%	4.6%	4.8%	4.3%
<i>%H</i>		98.2%	97.3%	54.5%	14.7%	66.2%	37.6%	28.5%
4 - 15	8515	8364	8292	4753	1420	6150	3929	2221
<i>%V</i>	13.8%	13.9%	14.0%	16.1%	15.1%	13.6%	16.0%	10.7%
<i>%H</i>		98.2%	97.4%	55.8%	16.7%	72.2%	46.1%	26.1%
4 - 9	4306	4209	4173	2414	724	2971	1906	1065
<i>%V</i>	7.0%	7.0%	7.0%	8.2%	7.7%	6.6%	7.8%	5.1%
<i>%H</i>		97.7%	96.9%	56.1%	16.8%	69.0%	44.3%	24.7%
10 - 15	4209	4155	4120	2339	696	3180	2023	1156
<i>%V</i>	6.8%	6.9%	7.0%	7.9%	7.4%	7.0%	8.2%	5.6%
<i>%H</i>		98.7%	97.9%	55.6%	16.5%	75.6%	48.1%	27.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 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	61887	60117	59234	29539	9408	45347	24537	20811
%H		97.1%	95.7%	47.7%	15.2%	73.3%	39.6%	33.6%
Total Adults (16+)	50205	48645	47859	23061	7520	37102	19417	17685
%V	81.1%	80.9%	80.8%	78.1%	79.9%	81.8%	79.1%	85.0%
%H		96.9%	95.3%	45.9%	15.0%	73.9%	38.7%	35.2%
16 - 19	2968	2832	2817	1519	523	2224	1407	817
%V	4.8%	4.7%	4.8%	5.1%	5.6%	4.9%	5.7%	3.9%
%H		95.4%	94.9%	51.2%	17.6%	74.9%	47.4%	27.5%
20 - 24	4030	3657	3615	1801	645	2680	1472	1208
%V	6.5%	6.1%	6.1%	6.1%	6.9%	5.9%	6.0%	5.8%
%H		90.7%	89.7%	44.7%	16.0%	66.5%	36.5%	30.0%
25 - 34	8395	7984	7869	4245	1419	5481	3213	2268
%V	13.6%	13.3%	13.3%	14.4%	15.1%	12.1%	13.1%	10.9%
%H		95.1%	93.7%	50.6%	16.9%	65.3%	38.3%	27.0%
35 - 44	8553	8293	8213	4545	1480	6021	3756	2265
%V	13.8%	13.8%	13.9%	15.4%	15.7%	13.3%	15.3%	10.9%
%H		97.0%	96.0%	53.1%	17.3%	70.4%	43.9%	26.5%
45 - 54	8778	8612	8521	4373	1491	6618	3859	2759
%V	14.2%	14.3%	14.4%	14.8%	15.8%	14.6%	15.7%	13.3%
%H		98.1%	97.1%	49.8%	17.0%	75.4%	44.0%	31.4%
55 - 64	7280	7156	7056	3377	989	5756	3030	2726
%V	11.8%	11.9%	11.9%	11.4%	10.5%	12.7%	12.3%	13.1%
%H		98.3%	96.9%	46.4%	13.6%	79.1%	41.6%	37.4%
65+	10201	10111	9767	3201	974	8322	2681	5641
%V	16.5%	16.8%	16.5%	10.8%	10.4%	18.4%	10.9%	27.1%
%H		99.1%	95.7%	31.4%	9.5%	81.6%	26.3%	55.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 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+)	50205	48645	47859	23061	7520	37102	19417	17685
%H		96.9%	95.3%	45.9%	15.0%	73.9%	38.7%	35.2%
AB	12850	12548	12376	6357	1915	9256	5043	4213
%V	25.6%	25.8%	25.9%	27.6%	25.5%	24.9%	26.0%	23.8%
%H		97.6%	96.3%	49.5%	14.9%	72.0%	39.2%	32.8%
C1	14355	13630	13443	6371	2307	10310	5470	4840
%V	28.6%	28.0%	28.1%	27.6%	30.7%	27.8%	28.2%	27.4%
%H		94.9%	93.6%	44.4%	16.1%	71.8%	38.1%	33.7%
C2	10408	10202	10076	5076	1649	8045	4561	3485
%V	20.7%	21.0%	21.1%	22.0%	21.9%	21.7%	23.5%	19.7%
%H		98.0%	96.8%	48.8%	15.8%	77.3%	43.8%	33.5%
D	7849	7654	7518	3862	1067	5788	3145	2644
%V	15.6%	15.7%	15.7%	16.7%	14.2%	15.6%	16.2%	15.0%
%H		97.5%	95.8%	49.2%	13.6%	73.7%	40.1%	33.7%
E	4742	4610	4447	1394	583	3702	1199	2503
%V	9.4%	9.5%	9.3%	6.0%	7.8%	10.0%	6.2%	14.2%
%H		97.2%	93.8%	29.4%	12.3%	78.1%	25.3%	52.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 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+)	50205	48645	47859	23061	7520	37102	19417	17685
%H		96.9%	95.3%	45.9%	15.0%	73.9%	38.7%	35.2%
Working full time	22504	21880	21649	11609	3864	16188	9800	6388
%V	44.8%	45.0%	45.2%	50.3%	51.4%	43.6%	50.5%	36.1%
%H		97.2%	96.2%	51.6%	17.2%	71.9%	43.5%	28.4%
Working part time	5371	5265	5208	2660	836	4017	2275	1741
%V	10.7%	10.8%	10.9%	11.5%	11.1%	10.8%	11.7%	9.8%
%H		98.0%	97.0%	49.5%	15.6%	74.8%	42.4%	32.4%
Not working	22330	21499	21002	8792	2820	16898	7342	9556
%V	44.5%	44.2%	43.9%	38.1%	37.5%	45.5%	37.8%	54.0%
%H		96.3%	94.1%	39.4%	12.6%	75.7%	32.9%	42.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2011

Individual level data

Table 25: Males - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	24545	23676	23315	11673	3796	17904	9831	8073
%H		96.5%	95.0%	47.6%	15.5%	72.9%	40.1%	32.9%
16 - 19	1531	1489	1480	811	304	1170	780	390
%V	6.2%	6.3%	6.3%	6.9%	8.0%	6.5%	7.9%	4.8%
%H		97.3%	96.7%	53.0%	19.9%	76.4%	50.9%	25.5%
20 - 24	2041	1855	1828	943	347	1351	797	554
%V	8.3%	7.8%	7.8%	8.1%	9.1%	7.5%	8.1%	6.9%
%H		90.9%	89.6%	46.2%	17.0%	66.2%	39.0%	27.1%
25 - 34	4247	4007	3942	2116	728	2744	1603	1141
%V	17.3%	16.9%	16.9%	18.1%	19.2%	15.3%	16.3%	14.1%
%H		94.3%	92.8%	49.8%	17.1%	64.6%	37.7%	26.9%
35 - 44	4238	4074	4031	2293	690	2899	1816	1083
%V	17.3%	17.2%	17.3%	19.6%	18.2%	16.2%	18.5%	13.4%
%H		96.1%	95.1%	54.1%	16.3%	68.4%	42.9%	25.6%
45 - 54	4317	4218	4186	2135	749	3257	1897	1360
%V	17.6%	17.8%	18.0%	18.3%	19.7%	18.2%	19.3%	16.8%
%H		97.7%	97.0%	49.5%	17.4%	75.4%	43.9%	31.5%
55 - 64	3560	3471	3418	1679	494	2785	1521	1264
%V	14.5%	14.7%	14.7%	14.4%	13.0%	15.6%	15.5%	15.7%
%H		97.5%	96.0%	47.2%	13.9%	78.2%	42.7%	35.5%
65+	4611	4562	4430	1697	484	3698	1417	2281
%V	18.8%	19.3%	19.0%	14.5%	12.8%	20.7%	14.4%	28.3%
%H		98.9%	96.1%	36.8%	10.5%	80.2%	30.7%	49.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 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+)	24545	23676	23315	11673	3796	17904	9831	8073
%H		96.5%	95.0%	47.6%	15.5%	72.9%	40.1%	32.9%
AB	6458	6277	6189	3277	989	4611	2623	1989
%V	26.3%	26.5%	26.5%	28.1%	26.1%	25.8%	26.7%	24.6%
%H		97.2%	95.8%	50.7%	15.3%	71.4%	40.6%	30.8%
C1	6603	6282	6219	3113	1150	4665	2668	1997
%V	26.9%	26.5%	26.7%	26.7%	30.3%	26.1%	27.1%	24.7%
%H		95.1%	94.2%	47.1%	17.4%	70.6%	40.4%	30.2%
C2	5638	5495	5411	2733	883	4315	2444	1870
%V	23.0%	23.2%	23.2%	23.4%	23.3%	24.1%	24.9%	23.2%
%H		97.5%	96.0%	48.5%	15.7%	76.5%	43.3%	33.2%
D	3857	3733	3665	1931	526	2782	1545	1237
%V	15.7%	15.8%	15.7%	16.5%	13.9%	15.5%	15.7%	15.3%
%H		96.8%	95.0%	50.1%	13.6%	72.1%	40.1%	32.1%
E	1988	1888	1832	621	248	1531	552	980
%V	8.1%	8.0%	7.9%	5.3%	6.5%	8.6%	5.6%	12.1%
%H		95.0%	92.2%	31.2%	12.5%	77.0%	27.8%	49.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 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+)	24545	23676	23315	11673	3796	17904	9831	8073
<i>%H</i>		96.5%	95.0%	47.6%	15.5%	72.9%	40.1%	32.9%
Working full time	14028	13591	13449	7369	2357	9971	6116	3855
<i>%V</i>	57.2%	57.4%	57.7%	63.1%	62.1%	55.7%	62.2%	47.8%
<i>%H</i>		96.9%	95.9%	52.5%	16.8%	71.1%	43.6%	27.5%
Working part time	1197	1145	1120	518	173	872	435	437
<i>%V</i>	4.9%	4.8%	4.8%	4.4%	4.6%	4.9%	4.4%	5.4%
<i>%H</i>		95.7%	93.6%	43.3%	14.5%	72.8%	36.3%	36.5%
Not working	9321	8940	8747	3786	1266	7060	3280	3780
<i>%V</i>	38.0%	37.8%	37.5%	32.4%	33.4%	39.4%	33.4%	46.8%
<i>%H</i>		95.9%	93.8%	40.6%	13.6%	75.7%	35.2%	40.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2011

Individual level data

Table 28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25659	24969	24544	11388	3724	19198	9586	9612
%H		97.3%	95.7%	44.4%	14.5%	74.8%	37.4%	37.5%
16 - 19	1436	1343	1337	709	219	1055	627	427
%V	5.6%	5.4%	5.4%	6.2%	5.9%	5.5%	6.5%	4.4%
%H		93.5%	93.1%	49.4%	15.3%	73.5%	43.7%	29.7%
20 - 24	1989	1802	1788	858	297	1329	675	654
%V	7.8%	7.2%	7.3%	7.5%	8.0%	6.9%	7.0%	6.8%
%H		90.6%	89.9%	43.1%	14.9%	66.8%	33.9%	32.9%
25 - 34	4148	3977	3927	2129	692	2736	1610	1127
%V	16.2%	15.9%	16.0%	18.7%	18.6%	14.3%	16.8%	11.7%
%H		95.9%	94.7%	51.3%	16.7%	66.0%	38.8%	27.2%
35 - 44	4314	4220	4182	2252	790	3122	1940	1182
%V	16.8%	16.9%	17.0%	19.8%	21.2%	16.3%	20.2%	12.3%
%H		97.8%	96.9%	52.2%	18.3%	72.4%	45.0%	27.4%
45 - 54	4462	4394	4336	2238	742	3361	1962	1399
%V	17.4%	17.6%	17.7%	19.7%	19.9%	17.5%	20.5%	14.6%
%H		98.5%	97.2%	50.2%	16.6%	75.3%	44.0%	31.4%
55 - 64	3720	3685	3638	1697	496	2971	1509	1462
%V	14.5%	14.8%	14.8%	14.9%	13.3%	15.5%	15.7%	15.2%
%H		99.1%	97.8%	45.6%	13.3%	79.9%	40.6%	39.3%
65+	5590	5549	5337	1504	489	4624	1264	3360
%V	21.8%	22.2%	21.7%	13.2%	13.1%	24.1%	13.2%	35.0%
%H		99.3%	95.5%	26.9%	8.7%	82.7%	22.6%	60.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 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+)	25659	24969	24544	11388	3724	19198	9586	9612
<i>%H</i>		97.3%	95.7%	44.4%	14.5%	74.8%	37.4%	37.5%
AB	6391	6271	6187	3081	925	4645	2420	2224
<i>%V</i>	24.9%	25.1%	25.2%	27.1%	24.8%	24.2%	25.2%	23.1%
<i>%H</i>		98.1%	96.8%	48.2%	14.5%	72.7%	37.9%	34.8%
C1	7752	7348	7224	3259	1157	5645	2802	2844
<i>%V</i>	30.2%	29.4%	29.4%	28.6%	31.1%	29.4%	29.2%	29.6%
<i>%H</i>		94.8%	93.2%	42.0%	14.9%	72.8%	36.1%	36.7%
C2	4770	4707	4665	2344	765	3731	2117	1614
<i>%V</i>	18.6%	18.9%	19.0%	20.6%	20.5%	19.4%	22.1%	16.8%
<i>%H</i>		98.7%	97.8%	49.1%	16.0%	78.2%	44.4%	33.8%
D	3992	3921	3852	1931	540	3007	1600	1407
<i>%V</i>	15.6%	15.7%	15.7%	17.0%	14.5%	15.7%	16.7%	14.6%
<i>%H</i>		98.2%	96.5%	48.4%	13.5%	75.3%	40.1%	35.2%
E	2754	2722	2616	773	336	2170	647	1524
<i>%V</i>	10.7%	10.9%	10.7%	6.8%	9.0%	11.3%	6.7%	15.9%
<i>%H</i>		98.8%	95.0%	28.1%	12.2%	78.8%	23.5%	55.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 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+)	25659	24969	24544	11388	3724	19198	9586	9612
<i>%H</i>		97.3%	95.7%	44.4%	14.5%	74.8%	37.4%	37.5%
Working full time	8476	8289	8200	4240	1508	6216	3683	2533
<i>%V</i>	33.0%	33.2%	33.4%	37.2%	40.5%	32.4%	38.4%	26.4%
<i>%H</i>		97.8%	96.7%	50.0%	17.8%	73.3%	43.5%	29.9%
Working part time	4174	4121	4089	2142	662	3144	1840	1304
<i>%V</i>	16.3%	16.5%	16.7%	18.8%	17.8%	16.4%	19.2%	13.6%
<i>%H</i>		98.7%	98.0%	51.3%	15.9%	75.3%	44.1%	31.2%
Not working	13010	12559	12255	5006	1555	9838	4062	5775
<i>%V</i>	50.7%	50.3%	49.9%	44.0%	41.8%	51.2%	42.4%	60.1%
<i>%H</i>		96.5%	94.2%	38.5%	12.0%	75.6%	31.2%	44.4%

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 October and December 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: October - December 2011	
	Total Network
Addresses Issued	20,191
Shop / Business	222
Demolished / Incomplete	67
Empty	1,382
Holiday Home	144
Other Non Effective	272
Eligible Addresses	18,104
Substitute Addresses	2,098
Multiple Occupancy Addresses	187
Total Additional Households	2,285
Total Valid Households	20,363
	100.0%
Non Contacts	1,908
	9.4%
No English Spoken	32
	0.2%
Refusals	4,224
	20.7%
Total Interviews	14,199
	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 October to December 2011

	All Households	Total TV Households	Multichannel Households
All Households	14199	13793	13486
All Sets	28504	28504	28074
All Individuals	34924	34043	33509
Children 0-15	6893	6779	6710
All Adults	28031	27264	26799
Adult Males	13517	13107	12902
Adult Females	14514	14157	13897

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 (December 2011)

BARB Establishment Survey

Questionnaire Script

December 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> <table border="0"> <tr> <td>A. BBC 3</td> <td>J. CBeebies</td> </tr> <tr> <td>B. BBC 4</td> <td>K. BBC HD</td> </tr> <tr> <td>C. ITV 2</td> <td>L. Nickelodeon</td> </tr> <tr> <td>D. Sky One</td> <td>N. Any Sky Movies channel</td> </tr> <tr> <td>E. G.O.L.D. (formerly UKTV Gold)</td> <td>O. Sky News</td> </tr> <tr> <td>F. Universal (formerly Hallmark)</td> <td>P. Sky Sports 1, 2, 3 or 4</td> </tr> <tr> <td>G. Challenge TV</td> <td>Don't know</td> </tr> <tr> <td>H. Sky Living (formerly Living)</td> <td>No answer</td> </tr> <tr> <td>I. National Geographic</td> <td></td> </tr> </table>			A. BBC 3	J. CBeebies	B. BBC 4	K. BBC HD	C. ITV 2	L. Nickelodeon	D. Sky One	N. Any Sky Movies channel	E. G.O.L.D. (formerly UKTV Gold)	O. Sky News	F. Universal (formerly Hallmark)	P. Sky Sports 1, 2, 3 or 4	G. Challenge TV	Don't know	H. Sky Living (formerly Living)	No answer	I. National Geographic	
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H. Sky Living (formerly Living)	No answer																			
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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

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
<p>At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?</p> <p>15 years and under 16 years 17-18 years 19 years and over Still in full time education Don't know Refused</p>		
ASK IF IN BBC WALES REGION, OTHERWISE GO TO P13		
P11	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Welsh?	SP
<p>Yes No Don't know</p>		
ASK IF YES (CODE 1) AT P11, OTHERWISE GO TO P13		
P12	SHOW SCREEN	SP
<p>How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Welsh?</p> <p>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</p>		
ASK IF IN BBC SCOTLAND REGION, OTHERWISE GO TO P15		
P13	Can you (IF RESPONDENT) this person (IF NOT RESPONDENT) speak Gaelic?	SP
<p>Yes No Don't know</p>		
IF YES (CODE 1) AT P13 OTHERWISE GO TO P15		
P14	SHOW SCREEN	SP
<p>How well do you (IF RESPONDENT) does this person (IF NOT RESPONDENT) speak Gaelic?</p> <p>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</p>		
ASK ALL		
P15	SHOW SCREEN	SP
<p>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?</p> <p>Note: Please include any health problems related to old age</p> <p>Yes – limited a lot Yes – limited a little No Refused</p>		

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 income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal.</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</p> <p>The Guardian</p> <p>The Scotsman</p> <p>The Herald</p> <p>The Daily Mirror</p> <p>The Independent</p> <p>Daily Record</p> <p>Daily Star</p> <p>Financial Times</p>	<p>The Sun</p> <p>The Times</p> <p>Daily Express</p> <p>Daily Mail</p> <p>Daily Sport</p> <p>Any Evening Paper</p> <p>None of these</p> <p>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>		