



BARB Establishment Survey Quarterly Data Report: Total Network

October to December 2010

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 2010

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Introduction

This reports contains the weighted data results from the Establishment survey for the period October - December 2010

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27100	26225	24788	10819	3872	18069	7725	10344
%V (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%V (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
AB	6213	6070	5815	2723	924	4082	1851	2230
%V	22.9%	23.1%	23.5%	25.2%	23.9%	22.6%	24.0%	21.6%
%H (All HH)		97.7%	93.6%	43.8%	14.9%	65.7%	29.8%	35.9%
%H (TV HH)			95.8%	44.9%	15.2%	67.2%	30.5%	36.7%
C1	7663	7373	7033	3212	1131	5106	2315	2791
%V	28.3%	28.1%	28.4%	29.7%	29.2%	28.3%	30.0%	27.0%
%H (All HH)		96.2%	91.8%	41.9%	14.8%	66.6%	30.2%	36.4%
%H (TV HH)			95.4%	43.6%	15.3%	69.3%	31.4%	37.9%
C2	5454	5346	5151	2506	810	3733	1849	1883
%V	20.1%	20.4%	20.8%	23.2%	20.9%	20.7%	23.9%	18.2%
%H (All HH)		98.0%	94.4%	45.9%	14.9%	68.4%	33.9%	34.5%
%H (TV HH)			96.4%	46.9%	15.2%	69.8%	34.6%	35.2%
D	4128	3987	3744	1515	589	2773	1104	1669
%V	15.2%	15.2%	15.1%	14.0%	15.2%	15.3%	14.3%	16.1%
%H (All HH)		96.6%	90.7%	36.7%	14.3%	67.2%	26.7%	40.4%
%H (TV HH)			93.9%	38.0%	14.8%	69.6%	27.7%	41.9%
E	3642	3450	3045	863	418	2376	606	1771
%V	13.4%	13.2%	12.3%	8.0%	10.8%	13.1%	7.8%	17.1%
%H (All HH)		94.7%	83.6%	23.7%	11.5%	65.2%	16.6%	48.6%
%H (TV HH)			88.3%	25.0%	12.1%	68.9%	17.6%	51.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 2010

Household level data

Table 2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27100	26225	24788	10819	3872	18069	7725	10344
%H (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%H (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
Under 25	1388	1245	1171	478	158	801	256	545
%V	5.1%	4.7%	4.7%	4.4%	4.1%	4.4%	3.3%	5.3%
%H (All HH)		89.7%	84.4%	34.4%	11.4%	57.7%	18.4%	39.3%
%H (TV HH)			94.1%	38.4%	12.7%	64.3%	20.6%	43.8%
25 - 34	4312	4039	3900	2027	689	2439	1218	1220
%V	15.9%	15.4%	15.7%	18.7%	17.8%	13.5%	15.8%	11.8%
%H (All HH)		93.7%	90.4%	47.0%	16.0%	56.6%	28.2%	28.3%
%H (TV HH)			96.6%	50.2%	17.1%	60.4%	30.2%	30.2%
35 - 44	5100	4931	4784	2489	867	3263	1773	1491
%V	18.8%	18.8%	19.3%	23.0%	22.4%	18.1%	23.0%	14.4%
%H (All HH)		96.7%	93.8%	48.8%	17.0%	64.0%	34.8%	29.2%
%H (TV HH)			97.0%	50.5%	17.6%	66.2%	36.0%	30.2%
45 - 54	5103	4983	4818	2333	937	3577	1956	1622
%V	18.8%	19.0%	19.4%	21.6%	24.2%	19.8%	25.3%	15.7%
%H (All HH)		97.6%	94.4%	45.7%	18.4%	70.1%	38.3%	31.8%
%H (TV HH)			96.7%	46.8%	18.8%	71.8%	39.3%	32.6%
55 - 64	4410	4327	4157	1764	669	3149	1379	1770
%V	16.3%	16.5%	16.8%	16.3%	17.3%	17.4%	17.9%	17.1%
%H (All HH)		98.1%	94.3%	40.0%	15.2%	71.4%	31.3%	40.1%
%H (TV HH)			96.1%	40.8%	15.5%	72.8%	31.9%	40.9%
65 +	6787	6699	5957	1729	551	4840	1142	3698
%V	25.0%	25.5%	24.0%	16.0%	14.2%	26.8%	14.8%	35.8%
%H (All HH)		98.7%	87.8%	25.5%	8.1%	71.3%	16.8%	54.5%
%H (TV HH)			88.9%	25.8%	8.2%	72.2%	17.0%	55.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
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Household level data

Table 3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27100	26225	24788	10819	3872	18069	7725	10344
%H (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%H (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
1	9053	8564	7667	2167	912	5970	1360	4610
%V	33.4%	32.7%	30.9%	20.0%	23.6%	33.0%	17.6%	44.6%
%H (All HH)		94.6%	84.7%	23.9%	10.1%	65.9%	15.0%	50.9%
%H (TV HH)			89.5%	25.3%	10.6%	69.7%	15.9%	53.8%
2	8946	8759	8432	3799	1287	6105	2686	3418
%V	33.0%	33.4%	34.0%	35.1%	33.2%	33.8%	34.8%	33.0%
%H (All HH)		97.9%	94.3%	42.5%	14.4%	68.2%	30.0%	38.2%
%H (TV HH)			96.3%	43.4%	14.7%	69.7%	30.7%	39.0%
3	4032	3950	3833	2087	703	2601	1515	1085
%V	14.9%	15.1%	15.5%	19.3%	18.2%	14.4%	19.6%	10.5%
%H (All HH)		98.0%	95.1%	51.8%	17.4%	64.5%	37.6%	26.9%
%H (TV HH)			97.0%	52.8%	17.8%	65.8%	38.4%	27.5%
4	3478	3408	3337	1875	672	2372	1501	871
%V	12.8%	13.0%	13.5%	17.3%	17.4%	13.1%	19.4%	8.4%
%H (All HH)		98.0%	95.9%	53.9%	19.3%	68.2%	43.2%	25.0%
%H (TV HH)			97.9%	55.0%	19.7%	69.6%	44.0%	25.6%
5+	1592	1545	1518	891	299	1023	662	360
%V	5.9%	5.9%	6.1%	8.2%	7.7%	5.7%	8.6%	3.5%
%H (All HH)		97.0%	95.4%	56.0%	18.8%	64.3%	41.6%	22.6%
%H (TV HH)			98.3%	57.7%	19.4%	66.2%	42.8%	23.3%
Average HH size	2.27	2.28	2.32	2.62	2.55	2.27	2.70	1.95

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

%V = percentage of vertical total

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

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

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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	27100	26225	24788	10819	3872	18069	7725	10344
%H (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%H (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
Without	20292	19538	18256	7168	2665	13725	5177	8548
%V	74.9%	74.5%	73.6%	66.3%	68.8%	76.0%	67.0%	82.6%
%H (All HH)		96.3%	90.0%	35.3%	13.1%	67.6%	25.5%	42.1%
%H (TV HH)			93.4%	36.7%	13.6%	70.2%	26.5%	43.8%
With	6808	6688	6532	3651	1207	4344	2548	1796
%V	25.1%	25.5%	26.4%	33.7%	31.2%	24.0%	33.0%	17.4%
%H (All HH)		98.2%	95.9%	53.6%	17.7%	63.8%	37.4%	26.4%
%H (TV HH)			97.7%	54.6%	18.0%	65.0%	38.1%	26.9%
0 - 3	2599	2547	2476	1364	406	1554	812	743
%V	9.6%	9.7%	10.0%	12.6%	10.5%	8.6%	10.5%	7.2%
%H (All HH)		98.0%	95.3%	52.5%	15.6%	59.8%	31.2%	28.6%
%H (TV HH)			97.2%	53.6%	15.9%	61.0%	31.9%	29.2%
4 - 9	3261	3201	3136	1783	600	2029	1205	823
%V	12.0%	12.2%	12.7%	16.5%	15.5%	11.2%	15.6%	8.0%
%H (All HH)		98.2%	96.2%	54.7%	18.4%	62.2%	37.0%	25.2%
%H (TV HH)			98.0%	55.7%	18.7%	63.4%	37.6%	25.7%
10 - 15	3239	3195	3139	1768	651	2232	1435	796
%V	12.0%	12.2%	12.7%	16.3%	16.8%	12.4%	18.6%	7.7%
%H (All HH)		98.6%	96.9%	54.6%	20.1%	68.9%	44.3%	24.6%
%H (TV HH)			98.2%	55.3%	20.4%	69.9%	44.9%	24.9%

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

%V = percentage of vertical total

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

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

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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	27100	26225	24788	10819	3872	18069	7725	10344
%V (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%V (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
1	10507	10507	9489	3230	1285	6326	1341	4985
%V	38.8%	40.1%	38.3%	29.9%	33.2%	35.0%	17.4%	48.2%
%H (All HH)		100.0%	90.3%	30.7%	12.2%	60.2%	12.8%	47.4%
%H (TV HH)			90.3%	30.7%	12.2%	60.2%	12.8%	47.4%
2	8865	8865	8517	3814	1276	6277	2766	3511
%V	32.7%	33.8%	34.4%	35.3%	33.0%	34.7%	35.8%	33.9%
%H (All HH)		100.0%	96.1%	43.0%	14.4%	70.8%	31.2%	39.6%
%H (TV HH)			96.1%	43.0%	14.4%	70.8%	31.2%	39.6%
3	4228	4228	4170	2177	766	3309	2009	1300
%V	15.6%	16.1%	16.8%	20.1%	19.8%	18.3%	26.0%	12.6%
%H (All HH)		100.0%	98.6%	51.5%	18.1%	78.3%	47.5%	30.7%
%H (TV HH)			98.6%	51.5%	18.1%	78.3%	47.5%	30.7%
4	1725	1725	1714	1040	352	1384	1016	369
%V	6.4%	6.6%	6.9%	9.6%	9.1%	7.7%	13.2%	3.6%
%H (All HH)		100.0%	99.4%	60.3%	20.4%	80.2%	58.9%	21.4%
%H (TV HH)			99.4%	60.3%	20.4%	80.2%	58.9%	21.4%
5+	899	899	897	558	193	773	594	179
%V	3.3%	3.4%	3.6%	5.2%	5.0%	4.3%	7.7%	1.7%
%H (All HH)		100.0%	99.8%	62.1%	21.5%	86.0%	66.1%	19.9%
%H (TV HH)			99.8%	62.1%	21.5%	86.0%	66.1%	19.9%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

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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	27100	26225	24788	10819	3872	18069	7725	10344
%V (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%V (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
Under 20"	10227	10227	9748	4373	1640	7663	3781	3881
%V	37.7%	39.0%	39.3%	40.4%	42.4%	42.4%	48.9%	37.5%
%H (All HH)		100.0%	95.3%	42.8%	16.0%	74.9%	37.0%	37.9%
%H (TV HH)			95.3%	42.8%	16.0%	74.9%	37.0%	37.9%
20" - 29"	12653	12653	11780	4871	1789	9028	3763	5265
%V	46.7%	48.2%	47.5%	45.0%	46.2%	50.0%	48.7%	50.9%
%H (All HH)		100.0%	93.1%	38.5%	14.1%	71.4%	29.7%	41.6%
%H (TV HH)			93.1%	38.5%	14.1%	71.4%	29.7%	41.6%
30" - 39"	12430	12430	12142	5800	1998	8875	4392	4483
%V	45.9%	47.4%	49.0%	53.6%	51.6%	49.1%	56.9%	43.3%
%H (All HH)		100.0%	97.7%	46.7%	16.1%	71.4%	35.3%	36.1%
%H (TV HH)			97.7%	46.7%	16.1%	71.4%	35.3%	36.1%
40" and over	7036	7036	6991	4186	1273	4875	3229	1646
%V	26.0%	26.8%	28.2%	38.7%	32.9%	27.0%	41.8%	15.9%
%H (All HH)		100.0%	99.4%	59.5%	18.1%	69.3%	45.9%	23.4%
%H (TV HH)			99.4%	59.5%	18.1%	69.3%	45.9%	23.4%

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

%V = percentage of vertical total

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

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

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Household level data

Table 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	27100	26225	24788	10819	3872	18069	7725	10344
%V (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%V (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
Main living room	25869	25869	24484	10701	3835	17838	7644	10193
%V	95.5%	98.6%	98.8%	98.9%	99.0%	98.7%	99.0%	98.5%
%V (All HH)		100.0%	94.6%	41.4%	14.8%	69.0%	29.5%	39.4%
%V (TV HH)			94.6%	41.4%	14.8%	69.0%	29.5%	39.4%
Kitchen	3602	3602	3485	1706	520	2808	1483	1325
%V	13.3%	13.7%	14.1%	15.8%	13.4%	15.5%	19.2%	12.8%
%V (All HH)		100.0%	96.8%	47.4%	14.4%	78.0%	41.2%	36.8%
%V (TV HH)			96.8%	47.4%	14.4%	78.0%	41.2%	36.8%
Adult's bedroom	11982	11982	11710	5987	2069	8990	5150	3839
%V	44.2%	45.7%	47.2%	55.3%	53.4%	49.8%	66.7%	37.1%
%V (All HH)		100.0%	97.7%	50.0%	17.3%	75.0%	43.0%	32.0%
%V (TV HH)			97.7%	50.0%	17.3%	75.0%	43.0%	32.0%
Child's bedroom	2444	2444	2433	1431	509	1943	1383	560
%V	9.0%	9.3%	9.8%	13.2%	13.1%	10.8%	17.9%	5.4%
%V (All HH)		100.0%	99.5%	58.6%	20.8%	79.5%	56.6%	22.9%
%V (TV HH)			99.5%	58.6%	20.8%	79.5%	56.6%	22.9%
Other bedroom	1052	1052	1031	612	181	800	535	264
%V	3.9%	4.0%	4.2%	5.7%	4.7%	4.4%	6.9%	2.6%
%V (All HH)		100.0%	98.0%	58.2%	17.2%	76.0%	50.9%	25.1%
%V (TV HH)			98.0%	58.2%	17.2%	76.0%	50.9%	25.1%
Second living/dining room	2820	2820	2745	1432	427	2199	1272	926
%V	10.4%	10.8%	11.1%	13.2%	11.0%	12.2%	16.5%	9.0%
%V (All HH)		100.0%	97.3%	50.8%	15.1%	78.0%	45.1%	32.8%
%V (TV HH)			97.3%	50.8%	15.1%	78.0%	45.1%	32.8%
Study/office	574	574	567	341	96	423	272	151
%V	2.1%	2.2%	2.3%	3.2%	2.5%	2.3%	3.5%	1.5%
%V (All HH)		100.0%	98.8%	59.4%	16.7%	73.7%	47.4%	26.3%
%V (TV HH)			98.8%	59.4%	16.7%	73.7%	47.4%	26.3%
TV room	230	230	228	136	35	177	111	66
%V	0.8%	0.9%	0.9%	1.3%	0.9%	1.0%	1.4%	0.6%
%V (All HH)		100.0%	99.1%	59.1%	15.2%	77.0%	48.3%	28.7%
%V (TV HH)			99.1%	59.1%	15.2%	77.0%	48.3%	28.7%
No specific location	54	54	54	26	14	49	30	19
%V	0.2%	0.2%	0.2%	0.2%	0.4%	0.3%	0.4%	0.2%
%V (All HH)		100.0%	100.0%	48.1%	25.9%	90.7%	55.6%	35.2%
%V (TV HH)			100.0%	48.1%	25.9%	90.7%	55.6%	35.2%
Other	237	237	230	126	32	199	128	71
%V	0.9%	0.9%	0.9%	1.2%	0.8%	1.1%	1.7%	0.7%
%V (All HH)		100.0%	97.0%	53.2%	13.5%	84.0%	54.0%	30.0%
%V (TV HH)			97.0%	53.2%	13.5%	84.0%	54.0%	30.0%

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 2010

Household level data

Table 8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27100	26225	24788	10819	3872	18069	7725	10344
%V (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%V (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
PVR	11876	11876	11856	7774	1860	7816	5394	2423
%V	43.8%	45.3%	47.8%	71.9%	48.0%	43.3%	69.8%	23.4%
%H (All HH)		100.0%	99.8%	65.5%	15.7%	65.8%	45.4%	20.4%
%H (TV HH)			99.8%	65.5%	15.7%	65.8%	45.4%	20.4%
DVDR	4326	4326	4204	1964	662	3130	1498	1632
%V	16.0%	16.5%	17.0%	18.2%	17.1%	17.3%	19.4%	15.8%
%H (All HH)		100.0%	97.2%	45.4%	15.3%	72.4%	34.6%	37.7%
%H (TV HH)			97.2%	45.4%	15.3%	72.4%	34.6%	37.7%
VCR	4876	4876	4500	1686	698	3444	1273	2170
%V	18.0%	18.6%	18.2%	15.6%	18.0%	19.1%	16.5%	21.0%
%H (All HH)		100.0%	92.3%	34.6%	14.3%	70.6%	26.1%	44.5%
%H (TV HH)			92.3%	34.6%	14.3%	70.6%	26.1%	44.5%
Any recorder	16437	16437	15975	8780	2484	11142	6209	4933
%V	60.7%	62.7%	64.4%	81.2%	64.2%	61.7%	80.4%	47.7%
%H (All HH)		100.0%	97.2%	53.4%	15.1%	67.8%	37.8%	30.0%
%H (TV HH)			97.2%	53.4%	15.1%	67.8%	37.8%	30.0%

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 2010

Household level data

Table 9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27100	26225	24788	10819	3872	18069	7725	10344
%V (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
%V (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
Receives HDTV (via STB or built-in reception)	7788	7788	7788	4424	1996	5226	3699	1526
%V	28.7%	29.7%	31.4%	40.9%	51.5%	28.9%	47.9%	14.8%
%V (All HH)		100.0%	100.0%	56.8%	25.6%	67.1%	47.5%	19.6%
%V (TV HH)			100.0%	56.8%	25.6%	67.1%	47.5%	19.6%
DVD/Blu-ray player or recorder	20349	20349	19723	9132	3223	14272	6677	7595
%V	75.1%	77.6%	79.6%	84.4%	83.2%	79.0%	86.4%	73.4%
%V (All HH)		100.0%	96.9%	44.9%	15.8%	70.1%	32.8%	37.3%
%V (TV HH)			96.9%	44.9%	15.8%	70.1%	32.8%	37.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY

October - December 2010

Household level data

Table 10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	27100	26225	24788	10819	3872	18069	7725	10344
% <i>H</i> (All HH)		96.8%	91.5%	39.9%	14.3%	66.7%	28.5%	38.2%
% <i>H</i> (TV HH)			94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
Has PC or Laptop	19958	19377	18900	9291	3321	13286	6766	6521
% <i>V</i>	73.6%	73.9%	76.2%	85.9%	85.8%	73.5%	87.6%	63.0%
% <i>H</i> (All HH)		97.1%	94.7%	46.6%	16.6%	66.6%	33.9%	32.7%
% <i>H</i> (TV HH)			97.5%	47.9%	17.1%	68.6%	34.9%	33.7%
Has broadband internet	18477	17967	17544	8799	3212	12258	6496	5762
% <i>V</i>	68.2%	68.5%	70.8%	81.3%	83.0%	67.8%	84.1%	55.7%
% <i>H</i> (All HH)		97.2%	95.0%	47.6%	17.4%	66.3%	35.2%	31.2%
% <i>H</i> (TV HH)			97.6%	49.0%	17.9%	68.2%	36.2%	32.1%

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

%*V* = percentage of vertical total

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

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

DATA PERIOD: QUARTERLY
October - December 2010

Set level data

Table 11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52673	50727	24580	8572	38508	20169	18339
%H		96.3%	46.7%	16.3%	73.1%	38.3%	34.8%
Under 20"	14243	13678	6346	2385	10951	5767	5184
%V	27.0%	27.0%	25.8%	27.8%	28.4%	28.6%	28.3%
%H		96.0%	44.6%	16.7%	76.9%	40.5%	36.4%
20" - 29"	15816	14861	6400	2349	11517	5205	6312
%V	30.0%	29.3%	26.0%	27.4%	29.9%	25.8%	34.4%
%H		94.0%	40.5%	14.9%	72.8%	32.9%	39.9%
30" - 39"	14202	13894	6841	2349	10238	5351	4887
%V	27.0%	27.4%	27.8%	27.4%	26.6%	26.5%	26.6%
%H		97.8%	48.2%	16.5%	72.1%	37.7%	34.4%
40" and over	7757	7709	4719	1397	5375	3639	1736
%V	14.7%	15.2%	19.2%	16.3%	14.0%	18.0%	9.5%
%H		99.4%	60.8%	18.0%	69.3%	46.9%	22.4%
Don't know	656	585	275	92	427	207	220
%V	1.2%	1.2%	1.1%	1.1%	1.1%	1.0%	1.2%
%H		89.2%	41.9%	14.0%	65.1%	31.6%	33.5%

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 2010

Set level data

Table 12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52673	50727	24580	8572	38508	20169	18339
%H		96.3%	46.7%	16.3%	73.1%	38.3%	34.8%
Main living room	26108	24709	10793	3883	18005	7724	10281
%V	49.6%	48.7%	43.9%	45.3%	46.8%	38.3%	56.1%
%H		94.6%	41.3%	14.9%	69.0%	29.6%	39.4%
Kitchen	3629	3512	1722	527	2826	1497	1329
%V	6.9%	6.9%	7.0%	6.1%	7.3%	7.4%	7.2%
%H		96.8%	47.5%	14.5%	77.9%	41.3%	36.6%
Adult's bedroom	14568	14264	7392	2636	11085	6600	4485
%V	27.7%	28.1%	30.1%	30.8%	28.8%	32.7%	24.5%
%H		97.9%	50.7%	18.1%	76.1%	45.3%	30.8%
Child's bedroom	3188	3178	1873	699	2567	1870	697
%V	6.1%	6.3%	7.6%	8.2%	6.7%	9.3%	3.8%
%H		99.7%	58.8%	21.9%	80.5%	58.7%	21.9%
Other bedroom	1195	1171	690	212	923	621	303
%V	2.3%	2.3%	2.8%	2.5%	2.4%	3.1%	1.7%
%H		98.0%	57.7%	17.7%	77.2%	52.0%	25.4%
Second living/dining room	2878	2804	1472	438	2242	1306	935
%V	5.5%	5.5%	6.0%	5.1%	5.8%	6.5%	5.1%
%H		97.4%	51.1%	15.2%	77.9%	45.4%	32.5%
Study/office	577	570	344	96	426	275	151
%V	1.1%	1.1%	1.4%	1.1%	1.1%	1.4%	0.8%
%H		98.8%	59.6%	16.6%	73.8%	47.7%	26.2%
TV room	230	228	136	35	177	111	66
%V	0.4%	0.4%	0.6%	0.4%	0.5%	0.6%	0.4%
%H		99.1%	59.1%	15.2%	77.0%	48.3%	28.7%
No specific location	54	54	26	14	49	30	19
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		100.0%	48.1%	25.9%	90.7%	55.6%	35.2%
Other	246	239	133	32	208	134	74
%V	0.5%	0.5%	0.5%	0.4%	0.5%	0.7%	0.4%
%H		97.2%	54.1%	13.0%	84.6%	54.5%	30.1%

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 2010

Set level data

Table 13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52673	50727	24580	8572	38508	20169	18339
%H		96.3%	46.7%	16.3%	73.1%	38.3%	34.8%
PVR	14890	14871	10303	2238	9606	6986	2620
%V	28.3%	29.3%	41.9%	26.1%	24.9%	34.6%	14.3%
%H		99.9%	69.2%	15.0%	64.5%	46.9%	17.6%
DVDR	5184	5053	2448	825	3811	1957	1853
%V	9.8%	10.0%	10.0%	9.6%	9.9%	9.7%	10.1%
%H		97.5%	47.2%	15.9%	73.5%	37.8%	35.7%
VCR	5573	5163	1996	821	3956	1540	2416
%V	10.6%	10.2%	8.1%	9.6%	10.3%	7.6%	13.2%
%H		92.6%	35.8%	14.7%	71.0%	27.6%	43.4%
Any recorder	21549	21044	12348	3264	14621	8820	5801
%V	40.9%	41.5%	50.2%	38.1%	38.0%	43.7%	31.6%
%H		97.7%	57.3%	15.1%	67.9%	40.9%	26.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	52673	50727	24580	8572	38508	20169	18339
%H		96.3%	46.7%	16.3%	73.1%	38.3%	34.8%
Receives HDTV (via STB or built-in reception)	9705	9705	5581	2511	6537	4705	1832
%V	18.4%	19.1%	22.7%	29.3%	17.0%	23.3%	10.0%
%H		100.0%	57.5%	25.9%	67.4%	48.5%	18.9%
DVD/Blu-ray player or recorder	30093	29399	14727	5095	21974	11944	10031
%V	57.1%	58.0%	59.9%	59.4%	57.1%	59.2%	54.7%
%H		97.7%	48.9%	16.9%	73.0%	39.7%	33.3%

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 2010

Set level data

Table 15: Main Set Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Main Sets	26197	24765	10812	3872	18054	7725	10329
%H		94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
Under 20"	1091	865	167	98	719	116	603
%V	4.2%	3.5%	1.5%	2.5%	4.0%	1.5%	5.8%
%H		79.3%	15.3%	9.0%	65.9%	10.6%	55.3%
20" - 29"	7576	6743	2021	888	5103	1211	3893
%V	28.9%	27.2%	18.7%	22.9%	28.3%	15.7%	37.7%
%H		89.0%	26.7%	11.7%	67.4%	16.0%	51.4%
30" - 39"	10453	10168	4469	1638	7384	3244	4140
%V	39.9%	41.1%	41.3%	42.3%	40.9%	42.0%	40.1%
%H		97.3%	42.8%	15.7%	70.6%	31.0%	39.6%
40" and over	6766	6728	4035	1215	4672	3084	1588
%V	25.8%	27.2%	37.3%	31.4%	25.9%	39.9%	15.4%
%H		99.4%	59.6%	18.0%	69.1%	45.6%	23.5%
Don't know	311	260	120	34	175	70	105
%V	1.2%	1.0%	1.1%	0.9%	1.0%	0.9%	1.0%
%H		83.6%	38.6%	10.9%	56.3%	22.5%	33.8%

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 2010

Set level data

Table 16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26197	24765	10812	3872	18054	7725	10329
%H		94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
PVR	11498	11478	7606	1773	7514	5225	2289
%V	43.9%	46.3%	70.3%	45.8%	41.6%	67.6%	22.2%
%H		99.8%	66.2%	15.4%	65.4%	45.4%	19.9%
DVDR	3724	3606	1615	560	2653	1184	1469
%V	14.2%	14.6%	14.9%	14.5%	14.7%	15.3%	14.2%
%H		96.8%	43.4%	15.0%	71.2%	31.8%	39.4%
VCR	3997	3630	1236	551	2760	885	1875
%V	15.3%	14.7%	11.4%	14.2%	15.3%	11.5%	18.2%
%H		90.8%	30.9%	13.8%	69.1%	22.1%	46.9%
Any recorder	15793	15340	8549	2346	10614	5958	4655
%V	60.3%	61.9%	79.1%	60.6%	58.8%	77.1%	45.1%
%H		97.1%	54.1%	14.9%	67.2%	37.7%	29.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	26197	24765	10812	3872	18054	7725	10329
%H		94.5%	41.3%	14.8%	68.9%	29.5%	39.4%
Receives HDTV (via STB or built-in reception)	7407	7407	4222	1891	4923	3482	1440
%V	28.3%	29.9%	39.0%	48.8%	27.3%	45.1%	13.9%
%H		100.0%	57.0%	25.5%	66.5%	47.0%	19.4%
DVD/Blu-ray player or recorder	19165	18562	8525	3020	13352	6139	7213
%V	73.2%	75.0%	78.8%	78.0%	74.0%	79.5%	69.8%
%H		96.9%	44.5%	15.8%	69.7%	32.0%	37.6%

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 2010

Set level data

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	26476	25962	13768	4699	20454	12444	8010
<i>%H</i>		98.1%	52.0%	17.7%	77.3%	47.0%	30.3%
Under 20"	13152	12813	6179	2287	10232	5651	4580
<i>%V</i>	49.7%	49.4%	44.9%	48.7%	50.0%	45.4%	57.2%
<i>%H</i>		97.4%	47.0%	17.4%	77.8%	43.0%	34.8%
20" - 29"	8240	8118	4379	1461	6413	3994	2419
<i>%V</i>	31.1%	31.3%	31.8%	31.1%	31.4%	32.1%	30.2%
<i>%H</i>		98.5%	53.1%	17.7%	77.8%	48.5%	29.4%
30" - 39"	3749	3725	2371	712	2853	2106	747
<i>%V</i>	14.2%	14.3%	17.2%	15.2%	13.9%	16.9%	9.3%
<i>%H</i>		99.4%	63.2%	19.0%	76.1%	56.2%	19.9%
40" and over	991	981	684	182	703	555	148
<i>%V</i>	3.7%	3.8%	5.0%	3.9%	3.4%	4.5%	1.8%
<i>%H</i>		99.0%	69.0%	18.4%	70.9%	56.0%	14.9%
Don't know	345	325	155	58	252	137	115
<i>%V</i>	1.3%	1.3%	1.1%	1.2%	1.2%	1.1%	1.4%
<i>%H</i>		94.2%	44.9%	16.8%	73.0%	39.7%	33.3%

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 2010

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	26476	25962	13768	4699	20454	12444	8010
<i>%H</i>		98.1%	52.0%	17.7%	77.3%	47.0%	30.3%
PVR	3392	3392	2697	464	2093	1761	332
<i>%V</i>	12.8%	13.1%	19.6%	9.9%	10.2%	14.2%	4.1%
<i>%H</i>		100.0%	79.5%	13.7%	61.7%	51.9%	9.8%
DVDR	1460	1447	833	265	1158	774	384
<i>%V</i>	5.5%	5.6%	6.1%	5.6%	5.7%	6.2%	4.8%
<i>%H</i>		99.1%	57.1%	18.2%	79.3%	53.0%	26.3%
VCR	1575	1533	760	270	1196	655	541
<i>%V</i>	5.9%	5.9%	5.5%	5.7%	5.8%	5.3%	6.8%
<i>%H</i>		97.3%	48.3%	17.1%	75.9%	41.6%	34.3%
Any recorder	5756	5704	3799	918	4008	2862	1146
<i>%V</i>	21.7%	22.0%	27.6%	19.5%	19.6%	23.0%	14.3%
<i>%H</i>		99.1%	66.0%	15.9%	69.6%	49.7%	19.9%

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	26476	25962	13768	4699	20454	12444	8010
<i>%H</i>		98.1%	52.0%	17.7%	77.3%	47.0%	30.3%
Receives HDTV (via STB or built-in reception)	2297	2297	1359	620	1614	1223	392
<i>%V</i>	8.7%	8.8%	9.9%	13.2%	7.9%	9.8%	4.9%
<i>%H</i>		100.0%	59.2%	27.0%	70.3%	53.2%	17.1%
DVD/Blu-ray player or recorder	10928	10837	6202	2074	8622	5805	2817
<i>%V</i>	41.3%	41.7%	45.0%	44.1%	42.2%	46.6%	35.2%
<i>%H</i>		99.2%	56.8%	19.0%	78.9%	53.1%	25.8%

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 2010

Individual level data

Table 21: Age of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	61532	59882	57555	28337	9881	40964	20832	20131
<i>%H</i>		97.3%	93.5%	46.1%	16.1%	66.6%	33.9%	32.7%
Total Children	11583	11362	11127	6192	2127	7433	4403	3030
<i>%V</i>	18.8%	19.0%	19.3%	21.9%	21.5%	18.1%	21.1%	15.1%
<i>%H</i>		98.1%	96.1%	53.5%	18.4%	64.2%	38.0%	26.2%
0 - 3	3097	3037	2960	1599	485	1874	954	920
<i>%V</i>	5.0%	5.1%	5.1%	5.6%	4.9%	4.6%	4.6%	4.6%
<i>%H</i>		98.1%	95.6%	51.6%	15.7%	60.5%	30.8%	29.7%
4 - 15	8486	8325	8167	4594	1642	5559	3449	2110
<i>%V</i>	13.8%	13.9%	14.2%	16.2%	16.6%	13.6%	16.6%	10.5%
<i>%H</i>		98.1%	96.2%	54.1%	19.3%	65.5%	40.6%	24.9%
4 - 9	4271	4179	4094	2278	803	2649	1546	1103
<i>%V</i>	6.9%	7.0%	7.1%	8.0%	8.1%	6.5%	7.4%	5.5%
<i>%H</i>		97.8%	95.9%	53.3%	18.8%	62.0%	36.2%	25.8%
10 - 15	4215	4146	4073	2315	839	2910	1903	1008
<i>%V</i>	6.9%	6.9%	7.1%	8.2%	8.5%	7.1%	9.1%	5.0%
<i>%H</i>		98.4%	96.6%	54.9%	19.9%	69.0%	45.1%	23.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY
October - December 2010

Individual level data

Table 22: Adults - 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 Inds	61532	59882	57555	28337	9881	40964	20832	20131
%H		97.3%	93.5%	46.1%	16.1%	66.6%	33.9%	32.7%
Total Adults (16+)	49949	48520	46428	22145	7754	33531	16429	17101
%V	81.2%	81.0%	80.7%	78.1%	78.5%	81.9%	78.9%	84.9%
%H		97.1%	93.0%	44.3%	15.5%	67.1%	32.9%	34.2%
16 - 19	3185	3083	3021	1608	595	2199	1339	860
%V	5.2%	5.1%	5.2%	5.7%	6.0%	5.4%	6.4%	4.3%
%H		96.8%	94.9%	50.5%	18.7%	69.0%	42.0%	27.0%
20 - 24	3936	3677	3522	1740	640	2496	1306	1190
%V	6.4%	6.1%	6.1%	6.1%	6.5%	6.1%	6.3%	5.9%
%H		93.4%	89.5%	44.2%	16.3%	63.4%	33.2%	30.2%
25 - 34	8227	7780	7525	4048	1383	4738	2558	2180
%V	13.4%	13.0%	13.1%	14.3%	14.0%	11.6%	12.3%	10.8%
%H		94.6%	91.5%	49.2%	16.8%	57.6%	31.1%	26.5%
35 - 44	8748	8514	8295	4495	1488	5628	3187	2442
%V	14.2%	14.2%	14.4%	15.9%	15.1%	13.7%	15.3%	12.1%
%H		97.3%	94.8%	51.4%	17.0%	64.3%	36.4%	27.9%
45 - 54	8611	8450	8192	4149	1573	6022	3426	2596
%V	14.0%	14.1%	14.2%	14.6%	15.9%	14.7%	16.4%	12.9%
%H		98.1%	95.1%	48.2%	18.3%	69.9%	39.8%	30.1%
55 - 64	7307	7188	6928	3174	1171	5240	2566	2673
%V	11.9%	12.0%	12.0%	11.2%	11.9%	12.8%	12.3%	13.3%
%H		98.4%	94.8%	43.4%	16.0%	71.7%	35.1%	36.6%
65+	9936	9829	8947	2931	904	7207	2047	5160
%V	16.1%	16.4%	15.5%	10.3%	9.1%	17.6%	9.8%	25.6%
%H		98.9%	90.0%	29.5%	9.1%	72.5%	20.6%	51.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 2010

Individual level data

Table 23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	49949	48520	46428	22145	7754	33531	16429	17101
<i>%H</i>		97.1%	93.0%	44.3%	15.5%	67.1%	32.9%	34.2%
AB	12200	11967	11587	5826	1846	8117	4056	4062
<i>%V</i>	24.4%	24.7%	25.0%	26.3%	23.8%	24.2%	24.7%	23.8%
<i>%H</i>		98.1%	95.0%	47.8%	15.1%	66.5%	33.2%	33.3%
C1	14429	13872	13363	6526	2349	9620	4906	4714
<i>%V</i>	28.9%	28.6%	28.8%	29.5%	30.3%	28.7%	29.9%	27.6%
<i>%H</i>		96.1%	92.6%	45.2%	16.3%	66.7%	34.0%	32.7%
C2	10910	10731	10388	5378	1735	7516	4118	3398
<i>%V</i>	21.8%	22.1%	22.4%	24.3%	22.4%	22.4%	25.1%	19.9%
<i>%H</i>		98.4%	95.2%	49.3%	15.9%	68.9%	37.7%	31.1%
D	7459	7228	6855	3078	1179	5031	2369	2662
<i>%V</i>	14.9%	14.9%	14.8%	13.9%	15.2%	15.0%	14.4%	15.6%
<i>%H</i>		96.9%	91.9%	41.3%	15.8%	67.4%	31.8%	35.7%
E	4952	4721	4235	1337	645	3246	980	2266
<i>%V</i>	9.9%	9.7%	9.1%	6.0%	8.3%	9.7%	6.0%	13.3%
<i>%H</i>		95.3%	85.5%	27.0%	13.0%	65.5%	19.8%	45.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2010

Individual level data

Table 24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	49949	48520	46428	22145	7754	33531	16429	17101
<i>%H</i>		97.1%	93.0%	44.3%	15.5%	67.1%	32.9%	34.2%
Working full time	22495	21977	21369	11542	3962	14787	8617	6171
<i>%V</i>	45.0%	45.3%	46.0%	52.1%	51.1%	44.1%	52.4%	36.1%
<i>%H</i>		97.7%	95.0%	51.3%	17.6%	65.7%	38.3%	27.4%
Working part time	5284	5149	5007	2457	920	3587	1895	1692
<i>%V</i>	10.6%	10.6%	10.8%	11.1%	11.9%	10.7%	11.5%	9.9%
<i>%H</i>		97.4%	94.8%	46.5%	17.4%	67.9%	35.9%	32.0%
Not working	22171	21393	20052	8146	2872	15156	5917	9239
<i>%V</i>	44.4%	44.1%	43.2%	36.8%	37.0%	45.2%	36.0%	54.0%
<i>%H</i>		96.5%	90.4%	36.7%	13.0%	68.4%	26.7%	41.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY
October - December 2010

Individual level data

Table 25: Males - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	24385	23568	22640	11072	3861	16221	8250	7971
%H		96.6%	92.8%	45.4%	15.8%	66.5%	33.8%	32.7%
16 - 19	1653	1593	1556	868	312	1129	743	386
%V	6.8%	6.8%	6.9%	7.8%	8.1%	7.0%	9.0%	4.8%
%H		96.4%	94.1%	52.5%	18.9%	68.3%	44.9%	23.4%
20 - 24	1979	1848	1780	875	318	1260	646	614
%V	8.1%	7.8%	7.9%	7.9%	8.2%	7.8%	7.8%	7.7%
%H		93.4%	89.9%	44.2%	16.1%	63.7%	32.6%	31.0%
25 - 34	4142	3882	3755	1970	703	2396	1272	1124
%V	17.0%	16.5%	16.6%	17.8%	18.2%	14.8%	15.4%	14.1%
%H		93.7%	90.7%	47.6%	17.0%	57.8%	30.7%	27.1%
35 - 44	4329	4199	4081	2237	752	2742	1583	1159
%V	17.8%	17.8%	18.0%	20.2%	19.5%	16.9%	19.2%	14.5%
%H		97.0%	94.3%	51.7%	17.4%	63.3%	36.6%	26.8%
45 - 54	4238	4140	4015	2034	742	2925	1637	1288
%V	17.4%	17.6%	17.7%	18.4%	19.2%	18.0%	19.8%	16.2%
%H		97.7%	94.7%	48.0%	17.5%	69.0%	38.6%	30.4%
55 - 64	3573	3492	3361	1587	577	2554	1306	1248
%V	14.7%	14.8%	14.8%	14.3%	14.9%	15.7%	15.8%	15.7%
%H		97.7%	94.1%	44.4%	16.1%	71.5%	36.6%	34.9%
65+	4472	4413	4090	1501	457	3216	1064	2152
%V	18.3%	18.7%	18.1%	13.6%	11.8%	19.8%	12.9%	27.0%
%H		98.7%	91.5%	33.6%	10.2%	71.9%	23.8%	48.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2010

Individual level data

Table 26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	24385	23568	22640	11072	3861	16221	8250	7971
<i>%H</i>		96.6%	92.8%	45.4%	15.8%	66.5%	33.8%	32.7%
AB	6093	5975	5803	2976	923	4038	2069	1970
<i>%V</i>	25.0%	25.4%	25.6%	26.9%	23.9%	24.9%	25.1%	24.7%
<i>%H</i>		98.1%	95.2%	48.8%	15.1%	66.3%	34.0%	32.3%
C1	6671	6374	6167	3091	1147	4378	2351	2027
<i>%V</i>	27.4%	27.0%	27.2%	27.9%	29.7%	27.0%	28.5%	25.4%
<i>%H</i>		95.5%	92.4%	46.3%	17.2%	65.6%	35.2%	30.4%
C2	5966	5850	5669	2926	931	4102	2226	1876
<i>%V</i>	24.5%	24.8%	25.0%	26.4%	24.1%	25.3%	27.0%	23.5%
<i>%H</i>		98.1%	95.0%	49.0%	15.6%	68.8%	37.3%	31.4%
D	3605	3462	3278	1532	576	2374	1174	1200
<i>%V</i>	14.8%	14.7%	14.5%	13.8%	14.9%	14.6%	14.2%	15.1%
<i>%H</i>		96.0%	90.9%	42.5%	16.0%	65.9%	32.6%	33.3%
E	2050	1907	1723	548	283	1329	430	898
<i>%V</i>	8.4%	8.1%	7.6%	4.9%	7.3%	8.2%	5.2%	11.3%
<i>%H</i>		93.0%	84.0%	26.7%	13.8%	64.8%	21.0%	43.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: QUARTERLY

October - December 2010

Individual level data

Table 27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	24385	23568	22640	11072	3861	16221	8250	7971
<i>%H</i>		96.6%	92.8%	45.4%	15.8%	66.5%	33.8%	32.7%
Working full time	14157	13787	13384	7261	2470	9196	5357	3839
<i>%V</i>	58.1%	58.5%	59.1%	65.6%	64.0%	56.7%	64.9%	48.2%
<i>%H</i>		97.4%	94.5%	51.3%	17.4%	65.0%	37.8%	27.1%
Working part time	1007	957	915	417	157	653	299	353
<i>%V</i>	4.1%	4.1%	4.0%	3.8%	4.1%	4.0%	3.6%	4.4%
<i>%H</i>		95.0%	90.9%	41.4%	15.6%	64.8%	29.7%	35.1%
Not working	9221	8825	8341	3394	1234	6373	2594	3779
<i>%V</i>	37.8%	37.4%	36.8%	30.7%	32.0%	39.3%	31.4%	47.4%
<i>%H</i>		95.7%	90.5%	36.8%	13.4%	69.1%	28.1%	41.0%

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 2010

Individual level data

Table 28: Females - Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	25564	24951	23788	11073	3893	17309	8179	9130
%H		97.6%	93.1%	43.3%	15.2%	67.7%	32.0%	35.7%
16 - 19	1532	1490	1465	740	283	1070	596	474
%V	6.0%	6.0%	6.2%	6.7%	7.3%	6.2%	7.3%	5.2%
%H		97.3%	95.6%	48.3%	18.5%	69.8%	38.9%	30.9%
20 - 24	1956	1828	1741	865	322	1236	660	576
%V	7.7%	7.3%	7.3%	7.8%	8.3%	7.1%	8.1%	6.3%
%H		93.5%	89.0%	44.2%	16.5%	63.2%	33.7%	29.4%
25 - 34	4085	3897	3769	2078	680	2343	1287	1056
%V	16.0%	15.6%	15.8%	18.8%	17.5%	13.5%	15.7%	11.6%
%H		95.4%	92.3%	50.9%	16.6%	57.4%	31.5%	25.9%
35 - 44	4419	4315	4213	2258	737	2887	1604	1283
%V	17.3%	17.3%	17.7%	20.4%	18.9%	16.7%	19.6%	14.1%
%H		97.6%	95.3%	51.1%	16.7%	65.3%	36.3%	29.0%
45 - 54	4373	4310	4177	2115	831	3096	1788	1308
%V	17.1%	17.3%	17.6%	19.1%	21.3%	17.9%	21.9%	14.3%
%H		98.6%	95.5%	48.4%	19.0%	70.8%	40.9%	29.9%
55 - 64	3734	3696	3566	1587	594	2686	1260	1425
%V	14.6%	14.8%	15.0%	14.3%	15.3%	15.5%	15.4%	15.6%
%H		99.0%	95.5%	42.5%	15.9%	71.9%	33.7%	38.2%
65+	5465	5416	4857	1430	447	3991	983	3008
%V	21.4%	21.7%	20.4%	12.9%	11.5%	23.1%	12.0%	32.9%
%H		99.1%	88.9%	26.2%	8.2%	73.0%	18.0%	55.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2010

Individual level data

Table 29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	25564	24951	23788	11073	3893	17309	8179	9130
<i>%H</i>		97.6%	93.1%	43.3%	15.2%	67.7%	32.0%	35.7%
AB	6106	5992	5785	2850	923	4079	1987	2092
<i>%V</i>	23.9%	24.0%	24.3%	25.7%	23.7%	23.6%	24.3%	22.9%
<i>%H</i>		98.1%	94.7%	46.7%	15.1%	66.8%	32.5%	34.3%
C1	7758	7498	7196	3435	1202	5242	2555	2687
<i>%V</i>	30.3%	30.1%	30.3%	31.0%	30.9%	30.3%	31.2%	29.4%
<i>%H</i>		96.6%	92.8%	44.3%	15.5%	67.6%	32.9%	34.6%
C2	4944	4881	4720	2452	803	3414	1892	1522
<i>%V</i>	19.3%	19.6%	19.8%	22.1%	20.6%	19.7%	23.1%	16.7%
<i>%H</i>		98.7%	95.5%	49.6%	16.2%	69.1%	38.3%	30.8%
D	3855	3766	3577	1546	603	2657	1195	1462
<i>%V</i>	15.1%	15.1%	15.0%	14.0%	15.5%	15.4%	14.6%	16.0%
<i>%H</i>		97.7%	92.8%	40.1%	15.6%	68.9%	31.0%	37.9%
E	2901	2814	2511	790	362	1917	550	1368
<i>%V</i>	11.3%	11.3%	10.6%	7.1%	9.3%	11.1%	6.7%	15.0%
<i>%H</i>		97.0%	86.6%	27.2%	12.5%	66.1%	19.0%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: QUARTERLY

October - December 2010

Individual level data

Table 30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	25564	24951	23788	11073	3893	17309	8179	9130
<i>%H</i>		97.6%	93.1%	43.3%	15.2%	67.7%	32.0%	35.7%
Working full time	8338	8191	7985	4281	1492	5592	3260	2332
<i>%V</i>	32.6%	32.8%	33.6%	38.7%	38.3%	32.3%	39.9%	25.5%
<i>%H</i>		98.2%	95.8%	51.3%	17.9%	67.1%	39.1%	28.0%
Working part time	4276	4192	4092	2040	763	2934	1596	1338
<i>%V</i>	16.7%	16.8%	17.2%	18.4%	19.6%	17.0%	19.5%	14.7%
<i>%H</i>		98.0%	95.7%	47.7%	17.8%	68.6%	37.3%	31.3%
Not working	12950	12569	11712	4752	1638	8783	3323	5460
<i>%V</i>	50.7%	50.4%	49.2%	42.9%	42.1%	50.7%	40.6%	59.8%
<i>%H</i>		97.1%	90.4%	36.7%	12.6%	67.8%	25.7%	42.2%

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 2010

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: October - December 2010	
	Total Network
Addresses Issued	19,849
Shop / Business	235
Demolished / Incomplete	41
Empty	1,355
Holiday Home	145
Other Non Effective	317
Eligible Addresses	17,756
Substitute Addresses	2,098
Multiple Occupancy Addresses	185
Total Additional Households	2,283
Total Valid Households	20,020
	<i>100.0%</i>
Non Contacts	2,118
	<i>10.6%</i>
No English Spoken	37
	<i>0.2%</i>
Refusals	3,908
	<i>19.5%</i>
Total Interviews	13,957
	<i>69.7%</i>

Appendix D

Definitions

Population

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

Private household

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

Working TV Set

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

TV household

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

Multichannel household

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

DSAT / DTT / Cable

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

BBC areas

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

ITV areas

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

Household member

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

Household members include:

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

Household member (cont)

Household members exclude:

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

Housewife or Houseperson

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

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

Head of household

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

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

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

Social Grading

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

Chief income earner

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

Screen size

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

Employment status

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

Appendix E

Number of televisions in the household

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

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

Appendix F

Rounding

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

Appendix G

Sample bases for the tables

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

	All Households	Total TV Households	Multichannel Households
All Households	13957	13565	12888
All Sets	28040	28040	27105
All Individuals	33501	32696	31497
Children 0-15	6492	6371	6234
All Adults	27009	26325	25263
Adult Males	13086	12708	12229
Adult Females	13923	13617	13034

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 2010)

BARB Establishment Survey

Questionnaire Script

December 2010

Version 1 – 11/10/2010

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

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

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

ASK ALL			
H1	SHOW CARD		MP
	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 H10.		
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** **SHOW SCREEN**

Intro

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

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

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

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

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

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

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

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

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

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

ASK IF YES AT S11, OTHERWISE GO TO S24		
S18	SHOW SCREEN	MP
How do you receive your satellite service?		(only 1 Sky code permitted)
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 its channels via cable. *(IF S9, S11 OR S12 = YES)* Is this
set connected to V+? V+ is a box that enables you to record TV programmes without the need for
tapes or DVDs.

NOTE: For a more detailed explanation click on further information

Yes
No
Don't know
Further information

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

S53 SHOW SCREEN

SP

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

NOTE: For a more detailed explanation click on further information

Yes
No
Don't know
Further information

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

S25 SHOW SCREEN SP

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

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

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

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

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

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

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

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

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

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

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

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

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further information

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

S50 SHOW SCREEN SP

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

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

NOTE: For a more detailed explanation click on further information

Yes

No

Don't know

Further information

ASK FOR ALL TVS

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

In addition to the

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

(**S21=1**) Sky+ HD box

(**S22=1**) Freesat+ box

(**S24=1**) V+ box

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

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

Yes

No

Don't know

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

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
<p>Yes No Don't know</p>		

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

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

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

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

S28 ASK FOR ADDITIONAL SETS ONLY SP

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

- Yes
- No
- Don't know

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

S29 SHOW SCREEN MP

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

ROTATE ORDER OF SCREENS

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

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

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

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

- Yes
- No

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

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

- Yes
- No

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

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

- Yes
- No

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

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

- Yes
- No

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

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

Yes
No

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

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

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

IF SATELLITE DISH (YES AT S11) ASK S34

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

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

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

S35 **SHOW SCREEN** SP

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

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

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

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

S36 **SHOW SCREEN** SP

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

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

REPEAT S4 – S36 FOR ALL TV SETS

END OF SET LOOPS – RETURN TO HOUSEHOLD QUESTIONS

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

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

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

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

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

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

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

NOTE: Answers must add up to 10

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

Yes
No

If correct code appropriately, if incorrect ask again

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

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

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

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

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

H23 **SHOW SCREEN** **MP**

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

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

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

H54 SHOW SCREEN MP

In addition to playing games; which of the following do you use your games console(s) for?

- To connect to the internet
- To watch TV programmes
- To play DVD or Blu-ray disks
- None of these
- Don't know

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

H16 Do you or anyone in your household ever access the internet at home by any method SP

- Yes
- No
- Don't know

ASK IF YES (CODE 1) AT H16

H17 Do you or anyone in your household subscribe to a broadband provider to access the internet at home? This can be via a standard broadband connection or via mobile. SP

- Yes
- No
- Don't know

PC AND LAPTOP SECTION

ASK ALL

H51 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? SP
(IF 2+ COMPUTERS) Are any of these computers ever used to watch TV programmes via the internet?

- Yes
- No

ASK ALL

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

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

START OF PERSON LOOP

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

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

P2 Intro1	I'm going to ask you some questions about each person in your household. Please tell me about the members of your household in the following order: <ul style="list-style-type: none"> - you - your spouse or partner - any children starting with the eldest - anyone else 	
---------------------	---	--

P2 Intro2	Now thinking about the second/third/fourth (IF PERSON 2, 3, 4 etc) household member	
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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 <u>respondent</u> (IF RESPONDENT) What is household member <<INSERT HOUSEHOLD MEMBER NUMBER>>'s sex? (IF NOT RESPONDENT) (MAY NOT BE BLANK) Male Female	SP

ASK ALL		
P3	What was your (IF RESPONDENT) their (IF NOT RESPONDENT) age on your (IF RESPONDENT) their (IF NOT RESPONDENT) last birthday? MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER (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 (IF RESPONDENT) they (IF NOT RESPONDENT)...	SP
(MAY NOT BE BLANK)		

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

ASK ALL (REMOVE PENDING CONFIRMATION)

P6 SHOW SCREEN SP

~~Which of the categories on this screen applies to you (IF RESPONDENT) this person (IF NOT RESPONDENT)? By head of household we mean the person who either owns the property or is legally responsible for the rent or mortgage. For 2 or more household members to share this responsibility then they must be equally responsible.~~

~~Head of household — if only 1 head of household
Joint head of household — if 2 or more households members share this responsibility
equally
Spouse/partner of head of household
Parent of head of household
Son/daughter of head of household
Other~~

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P8

P7 Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the parent or guardian of anyone in the household? SP

Yes
No

ASK ALL

P8 Are you (IF RESPONDENT) this person (IF NOT RESPONDENT) the child or dependant of anyone in the household? SP

Yes
No

ASK ONLY FOR THOSE AGED 16+ (OR BLANK) AT P4. OTHERWISE SKIP TO P11

P9 SHOW SCREEN SP

What is your (IF RESPONDENT) their (IF NOT RESPONDENT) 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)

ASK IF NOT 'FULL TIME EDUCATION' (CODE 4) AT P9, OTHERWISE SKIP TO P11

P10 SHOW SCREEN SP

At what age did you (IF RESPONDENT) they (IF NOT RESPONDENT) complete full time education?

15 years and under
16-18 years
19 years and over
Still in full time education
Don't know
Refused

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

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

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

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

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

ASK ALL		
P16	SHOW SCREEN	SP
Which of these ethnic backgrounds do you consider yourself (IF RESPONDENT) this person (IF NOT RESPONDENT) to belong to?		
<ul style="list-style-type: none"> White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused (Code from list to continue) 		
LOOP BACK TO P1 FOR MAXIMUM OF 9 PERSONS		

END OF PERSON LOOP – RETURN TO HOUSHOLD QUESTIONS

ASK IF ANY PERSON CODE 1,2,3 or 4 AT P12, OTHERWISE SKIP TO H26		
H25	SHOW SCREEN	SP
What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD)		
What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)		
<ul style="list-style-type: none"> 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)		
<ul style="list-style-type: none"> Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other Don't know 		

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

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

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

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

IF A SINGLE ADULT HOUSEHOLD SKIP TO H35 INTRO (CODE H28-H30 = 1)		
H30	And which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. For 2 or more household members to be defined as the chief income earner they must have incomes that are equal .	MP
LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE		

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

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

ASK ALL	
H57	IF CIE IS: RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of your <u>present job</u> RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of your <u>previous job</u> NOT RESPONDENT AND CODE 1-4 AT EMPLOYMENT STATUS: Please give full details of < INSERT CIE PERSON NUMBER'S > <u>present job</u> NOT RESPONDENT AND CODE 5-7 AT EMPLOYMENT STATUS: Please give full details of < INSERT CIE PERSON NUMBER'S > <u>previous job</u>
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)?

Daily Telegraph	The Sun
The Guardian	The Times
The Scotsman	Daily Express
The Herald	Daily Mail
The Daily Mirror	Daily Sport
The Independent	Any Evening Paper
Daily Record	None of these
Daily Star	Don't know
Financial Times	

ASK ALL

H46 SHOW SCREEN **MP**

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

Sunday Telegraph	The Sunday Times
The Observer	The Sunday People
Sunday Post	The Sunday Express
Sunday Mirror	The Mail on Sunday
Independent on Sunday	Sunday Sport
Sunday Mail (Scotland)	None of these
News of the World	Don't know
Daily Star Sunday	

ASK ALL

H47 Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? **SP**

Yes
No
Don't know

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

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

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

ASK ALL WITH ANY TELEPHONE AT H48

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

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

WRITE IN

Refused

ASK ALL:

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

Yes

No