

# **Establishment Survey of TV Homes**

## **BBC Area Report**

**June 2009**



Produced for the Broadcasters' Audience Research Board by **Ipsos MORI**



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## **Introduction**

This report gives details of the overall populations and television populations for each BBC area. Results are based on Survey work conducted between July 2007 and June 2009.

The tables provide smoothed results which have an effective date of 1st June 2009. Appendix I contains a detailed explanation of the weighting, smoothing and projection techniques

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



## All Areas

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	26716	100	25930	100	
<b>Receiving ITV</b>	25929	97	25929	100	
<b>Receiving any CH4</b>	25841	97	25841	100	
<b>Receiving five</b>	25068	94	25068	97	
<b>Receiving BBC1</b>	25930	97	25930	100	
<b>Receiving BBC2</b>	25930	97	25930	100	

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	26716	100	25930	100	22846	100	
		100		97		86	
				100		88	
<b>Social Class :-</b>							
AB	5717	21	5584	22	5201	23	
C1	7439	28	7193	28	6487	28	
C2	5162	19	5068	20	4714	21	
D	4081	15	3943	15	3364	15	
E	4317	16	4141	16	3080	13	
<b>Housewife Age :-</b>							
Under 25	1535	6	1397	5	1244	5	
25 - 34	4252	16	4026	16	3669	16	
35 - 44	5151	19	5019	19	4741	21	
45 - 54	4843	18	4734	18	4437	19	
55 - 64	4369	16	4288	17	3887	17	
65 +	6567	25	6465	25	4868	21	
<b>Size of Household :-</b>							
1	8891	33	8400	32	6247	27	
2	8731	33	8572	33	7896	35	
3	4044	15	3984	15	3837	17	
4	3449	13	3407	13	3351	15	
5 +	1602	6	1567	6	1516	7	
<b>Average Household Size</b>	2.28		2.30		2.41		
<b>Children :-</b>							
Without	19942	75	19249	74	16357	72	
With	6774	25	6681	26	6489	28	
0 - 3	2514	9	2464	10	2361	10	
4 - 9	3189	12	3151	12	3051	13	
10 - 15	3317	12	3286	13	3215	14	



<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		25930	100
<b>Screen Size :-</b>	Under 20"	12187	47
	20 to 29"	14288	55
	30" and over	13878	54
<b>Household with :-</b>	Single Set	10226	39
	2 Sets	9042	35
	3 Sets	3966	15
	4 Sets	1792	7
	5+ Sets	904	3
<b>Recorders :-</b>	With VCR	11217	43
	2+ VCR	1990	8
	With PVR	6326	24
	2+ PVR	1275	5
	With DVD-R	3957	15
	2+ DVD-R	337	1
	With Any Recorder	16350	63
2+ Recorders	6210	24	

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		52790	100
<b>Screen Size :-</b>	Under 20"	17670	33
	20 to 29"	17365	33
	30" and over	16579	31
<b>Recorders :-</b>	VCR connected	13817	26
	PVR connected	8187	16
	DVD-R connected	4409	8
	Any recorder	21596	41

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	60929	100	59575	100	55094	100
<b>Age :-</b>						
0 - 3	3002	5	2940	5	2824	5
4 - 9	4176	7	4121	7	3985	7
10 - 15	4398	7	4355	7	4270	8
16 - 19	3189	5	3124	5	3008	5
20 - 24	3922	6	3698	6	3441	6
25 - 34	8011	13	7658	13	7133	13
35 - 44	8996	15	8808	15	8429	15
45 - 54	8315	14	8172	14	7764	14
55 - 64	7278	12	7176	12	6663	12
65 +	9641	16	9522	16	7577	14
<b>Adults :- Total</b>	49352	100	48158	100	44015	100
AB	11345	23	11135	23	10580	24
C1	14001	28	13587	28	12635	29
C2	10497	21	10360	22	9848	22
D	7624	15	7403	15	6468	15
E	5885	12	5673	12	4484	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	29960	100	30969	100	29172	100	30403	100
<b>Age :-</b>								
0 - 15	5948	20	5629	18	5866	20	5551	18
16 - 24	3613	12	3498	11	3461	12	3360	11
25 - 34	3991	13	4021	13	3772	13	3886	13
35 - 44	4449	15	4547	15	4330	15	4477	15
45 - 54	4098	14	4217	14	4012	14	4160	14
55 - 64	3565	12	3713	12	3501	12	3676	12
65 +	4297	14	5344	17	4230	14	5292	17
<b>Adults :-</b>	24012	100	25340	100	23306	100	24852	100
AB	5670	24	5675	22	5551	24	5584	22
C1	6564	27	7438	29	6324	27	7263	29
C2	5673	24	4824	19	5578	24	4782	19
D	3747	16	3877	15	3616	16	3786	15
E	2358	10	3527	14	2236	10	3437	14
Working F/T	14389	60	8475	33	14047	60	8323	33
Working P/T	813	3	3874	15	781	3	3833	15
Not Working	8810	37	12991	51	8478	36	12696	51
<b>Housewives :-</b>	5943	100	20773	100	5526	100	20404	100
Working F/T	2726	46	6677	32	2537	46	6561	32
Working P/T	226	4	3551	17	208	4	3516	17
Not Working	2991	50	10545	51	2781	50	10327	51

## London

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	4948	100	4726	100	
<b>Receiving ITV</b>	4726	96	4726	100	
<b>Receiving any CH4</b>	4702	95	4702	99	
<b>Receiving five</b>	4622	93	4622	98	
<b>Receiving BBC1</b>	4726	96	4726	100	
<b>Receiving BBC2</b>	4726	96	4726	100	

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	4948	100	4726	100	4043	100	
		100		96		82	
				100		86	
<b>Social Class :-</b>							
AB	1364	28	1317	28	1195	30	
C1	1525	31	1449	31	1266	31	
C2	743	15	720	15	637	16	
D	586	12	556	12	433	11	
E	730	15	685	14	512	13	
<b>Housewife Age :-</b>							
Under 25	275	6	236	5	193	5	
25 - 34	1040	21	960	20	848	21	
35 - 44	1076	22	1029	22	948	23	
45 - 54	859	17	836	18	770	19	
55 - 64	672	14	660	14	567	14	
65 +	1026	21	1006	21	717	18	
<b>Size of Household :-</b>							
1	1730	35	1592	34	1152	29	
2	1396	28	1354	29	1200	30	
3	788	16	771	16	735	18	
4	691	14	679	14	639	16	
5 +	343	7	331	7	316	8	
<b>Average Household Size</b>	2.32		2.35		2.48		
<b>Children :-</b>							
Without	3629	73	3434	73	2817	70	
With	1319	27	1292	27	1225	30	
0 - 3	547	11	533	11	498	12	
4 - 9	625	13	612	13	569	14	
10 - 15	593	12	584	12	556	14	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
<b>Total</b>		4726	100
<b>Screen Size :-</b>	Under 20"	1959	41
	20 to 29"	2365	50
	30" and over	2482	53
<b>Household with :-</b>	Single Set	2136	45
	2 Sets	1563	33
	3 Sets	609	13
	4 Sets	273	6
	5+ Sets	146	3
<b>Recorders :-</b>	With VCR	1782	38
	2+ VCR	300	6
	With PVR	1146	24
	2+ PVR	209	4
	With DVD-R	628	13
	2+ DVD-R	64	1
	With Any Recorder	2693	57
2+ Recorders	987	21	

Table 4		TV Set Profile	
		TV Households	
		000's	%
<b>Total</b>		9155	100
<b>Screen Size :-</b>	Under 20"	2756	30
	20 to 29"	2955	32
	30" and over	2966	32
<b>Recorders :-</b>	VCR connected	2220	24
	PVR connected	1472	16
	DVD-R connected	723	8
	Any recorder	3573	39

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	11502	100	11110	100	10007	100
<b>Age :-</b>						
0 - 3	661	6	644	6	605	6
4 - 9	824	7	805	7	759	8
10 - 15	786	7	773	7	740	7
16 - 19	548	5	537	5	514	5
20 - 24	753	7	688	6	622	6
25 - 34	1998	17	1871	17	1688	17
35 - 44	1873	16	1804	16	1679	17
45 - 54	1476	13	1445	13	1341	13
55 - 64	1100	10	1085	10	959	10
65 +	1482	13	1459	13	1099	11
<b>Adults :- Total</b>	9231	100	8888	100	7902	100
AB	2698	29	2623	30	2422	31
C1	2872	31	2751	31	2504	32
C2	1530	17	1499	17	1352	17
D	1133	12	1074	12	856	11
E	998	11	940	11	768	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	5678	100	5824	100	5444	100	5666	100
<b>Age :-</b>								
0 - 15	1154	20	1117	19	1125	21	1097	19
16 - 24	658	12	643	11	620	11	604	11
25 - 34	993	17	1005	17	915	17	956	17
35 - 44	961	17	912	16	917	17	886	16
45 - 54	733	13	743	13	713	13	732	13
55 - 64	528	9	573	10	517	10	567	10
65 +	652	11	831	14	636	12	823	15
<b>Adults :-</b>	4524	100	4707	100	4319	100	4569	100
AB	1366	30	1331	28	1322	31	1302	28
C1	1352	30	1520	32	1283	30	1468	32
C2	852	19	678	14	828	19	671	15
D	564	12	569	12	530	12	544	12
E	389	9	609	13	356	8	585	13
Working F/T	2912	64	1747	37	2797	65	1691	37
Working P/T	173	4	645	14	164	4	633	14
Not Working	1440	32	2316	49	1358	31	2245	49
<b>Housewives :-</b>	1206	100	3742	100	1085	100	3641	100
Working F/T	647	54	1322	35	583	54	1282	35
Working P/T	54	4	587	16	47	4	579	16
Not Working	506	42	1833	49	454	42	1780	49

## South East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	913	100	893	100	
<b>Receiving ITV</b>	893	98	893	100	
<b>Receiving any CH4</b>	890	97	890	100	
<b>Receiving five</b>	795	87	795	89	
<b>Receiving BBC1</b>	893	98	893	100	
<b>Receiving BBC2</b>	893	98	893	100	

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	913	100	893	100	780	100	
		100		98		85	
				100		87	
<b>Social Class :-</b>							
AB	216	24	211	24	194	25	
C1	273	30	267	30	244	31	
C2	185	20	181	20	161	21	
D	125	14	123	14	95	12	
E	115	13	111	12	87	11	
<b>Housewife Age :-</b>							
Under 25	37	4	36	4	30	4	
25 - 34	110	12	106	12	105	13	
35 - 44	171	19	169	19	161	21	
45 - 54	168	18	165	18	162	21	
55 - 64	162	18	159	18	138	18	
65 +	265	29	258	29	184	24	
<b>Size of Household :-</b>							
1	292	32	277	31	201	26	
2	312	34	309	35	279	36	
3	131	14	130	15	124	16	
4	120	13	120	13	117	15	
5 +	57	6	57	6	58	7	
<b>Average Household Size</b>	2.30		2.32		2.45		
<b>Children :-</b>							
Without	679	74	661	74	547	70	
With	234	26	232	26	233	30	
0 - 3	87	9	86	10	83	11	
4 - 9	114	12	113	13	111	14	
10 - 15	121	13	120	13	123	16	



<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		893	100
<b>Screen Size :-</b>	Under 20"	431	48
	20 to 29"	503	56
	30" and over	443	50
<b>Household with :-</b>	Single Set	371	42
	2 Sets	302	34
	3 Sets	138	15
	4 Sets	57	6
	5+ Sets	25	3
<b>Recorders :-</b>	With VCR	466	52
	2+ VCR	72	8
	With PVR	251	28
	2+ PVR	59	7
	With DVD-R	132	15
	2+ DVD-R	8	1
	With Any Recorder	641	72
	2+ Recorders	260	29

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		1814	100
<b>Screen Size :-</b>	Under 20"	646	36
	20 to 29"	606	33
	30" and over	527	29
<b>Recorders :-</b>	VCR connected	574	32
	PVR connected	333	18
	DVD-R connected	145	8
	Any recorder	861	47

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	2099	100	2070	100	1912	100
<b>Age :-</b>						
0 - 3	103	5	102	5	103	5
4 - 9	152	7	152	7	147	8
10 - 15	159	8	159	8	165	9
16 - 19	119	6	118	6	107	6
20 - 24	108	5	104	5	95	5
25 - 34	206	10	201	10	196	10
35 - 44	297	14	295	14	284	15
45 - 54	288	14	285	14	280	15
55 - 64	278	13	274	13	247	13
65 +	388	18	381	18	289	15
<b>Adults :- Total</b>	1684	100	1657	100	1498	100
AB	428	25	422	25	395	26
C1	501	30	493	30	465	31
C2	376	22	372	22	342	23
D	229	14	224	14	180	12
E	150	9	147	9	116	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	1017	100	1082	100	1001	100	1069	100
<b>Age :-</b>								
0 - 15	212	21	203	19	210	21	202	19
16 - 24	117	12	110	10	114	11	108	10
25 - 34	97	10	109	10	94	9	106	10
35 - 44	139	14	158	15	138	14	157	15
45 - 54	140	14	149	14	138	14	146	14
55 - 64	139	14	139	13	136	14	137	13
65 +	173	17	215	20	169	17	211	20
<b>Adults :-</b>	805	100	879	100	790	100	867	100
AB	209	26	219	25	205	26	216	25
C1	230	29	271	31	226	29	268	31
C2	196	24	180	20	193	24	179	21
D	113	14	115	13	111	14	113	13
E	57	7	93	11	56	7	91	11
Working F/T	471	59	255	29	464	59	251	29
Working P/T	36	5	163	19	34	4	162	19
Not Working	298	37	461	52	292	37	455	52
<b>Housewives :-</b>	168	100	746	100	159	100	734	100
Working F/T	67	40	204	27	63	40	200	27
Working P/T	9	5	152	20	8	5	151	21
Not Working	92	55	390	52	88	55	383	52

## Midlands

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	3554	100	3457	100	
<b>Receiving ITV</b>	3457	97	3457	100	
<b>Receiving any CH4</b>	3443	97	3443	100	
<b>Receiving five</b>	3406	96	3406	99	
<b>Receiving BBC1</b>	3457	97	3457	100	
<b>Receiving BBC2</b>	3457	97	3457	100	

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	3554	100	3457	100	2983	100	
		100		97		84	
				100		86	
<b>Social Class :-</b>							
AB	698	20	684	20	628	21	
C1	932	26	903	26	800	27	
C2	722	20	712	21	659	22	
D	613	17	597	17	509	17	
E	589	17	560	16	386	13	
<b>Housewife Age :-</b>							
Under 25	201	6	184	5	162	5	
25 - 34	552	16	523	15	481	16	
35 - 44	670	19	656	19	615	21	
45 - 54	638	18	622	18	571	19	
55 - 64	585	16	578	17	514	17	
65 +	907	26	893	26	641	21	
<b>Size of Household :-</b>							
1	1211	34	1150	33	809	27	
2	1115	31	1096	32	997	33	
3	526	15	518	15	502	17	
4	454	13	449	13	441	15	
5 +	248	7	244	7	233	8	
<b>Average Household Size</b>	2.31		2.32		2.46		
<b>Children :-</b>							
Without	2643	74	2557	74	2112	71	
With	912	26	899	26	870	29	
0 - 3	344	10	337	10	318	11	
4 - 9	434	12	429	12	415	14	
10 - 15	453	13	450	13	441	15	

<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		3457	100
<b>Screen Size :-</b>	Under 20"	1610	47
	20 to 29"	1998	58
	30" and over	1772	51
<b>Household with :-</b>	Single Set	1373	40
	2 Sets	1220	35
	3 Sets	533	15
	4 Sets	229	7
	5+ Sets	102	3
<b>Recorders :-</b>	With VCR	1548	45
	2+ VCR	272	8
	With PVR	690	20
	2+ PVR	119	3
	With DVD-R	435	13
	2+ DVD-R	22	1
	With Any Recorder	2094	61
2+ Recorders	749	22	

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		7022	100
<b>Screen Size :-</b>	Under 20"	2326	33
	20 to 29"	2455	35
	30" and over	2114	30
<b>Recorders :-</b>	VCR connected	1911	27
	PVR connected	867	12
	DVD-R connected	481	7
	Any recorder	2734	39

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	8196	100	8025	100	7342	100
<b>Age :-</b>						
0 - 3	417	5	408	5	385	5
4 - 9	571	7	564	7	540	7
10 - 15	608	7	602	8	588	8
16 - 19	453	6	444	6	423	6
20 - 24	533	7	505	6	478	7
25 - 34	1025	13	981	12	924	13
35 - 44	1195	15	1175	15	1110	15
45 - 54	1090	13	1068	13	1010	14
55 - 64	982	12	972	12	883	12
65 +	1322	16	1306	16	1000	14
<b>Adults :- Total</b>	6599	100	6450	100	5828	100
AB	1400	21	1380	21	1300	22
C1	1740	26	1691	26	1579	27
C2	1465	22	1450	22	1359	23
D	1178	18	1151	18	1012	17
E	816	12	779	12	577	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	4052	100	4143	100	3950	100	4075	100
<b>Age :-</b>								
0 - 15	829	20	767	19	816	21	758	19
16 - 24	499	12	487	12	478	12	471	12
25 - 34	507	13	518	13	478	12	503	12
35 - 44	600	15	595	14	588	15	587	14
45 - 54	539	13	551	13	526	13	542	13
55 - 64	486	12	496	12	480	12	493	12
65 +	594	15	728	18	585	15	722	18
<b>Adults :-</b>	3224	100	3376	100	3133	100	3317	100
AB	697	22	704	21	686	22	694	21
C1	818	25	922	27	788	25	903	27
C2	798	25	667	20	787	25	663	20
D	579	18	600	18	562	18	589	18
E	333	10	483	14	311	10	468	14
Working F/T	1899	59	1084	32	1865	60	1071	32
Working P/T	109	3	529	16	105	3	525	16
Not Working	1215	38	1763	52	1164	37	1721	52
<b>Housewives :-</b>	767	100	2787	100	717	100	2739	100
Working F/T	330	43	866	31	313	44	857	31
Working P/T	28	4	487	17	26	4	484	18
Not Working	409	53	1434	51	378	53	1399	51

## East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	1900	100	1850	100	
<b>Receiving ITV</b>	1850	97	1850	100	
<b>Receiving any CH4</b>	1843	97	1843	100	
<b>Receiving five</b>	1781	94	1781	96	
<b>Receiving BBC1</b>	1850	97	1850	100	
<b>Receiving BBC2</b>	1850	97	1850	100	

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	1900	100	1850	100	1604	100	
		100		97		84	
				100		87	
<b>Social Class :-</b>							
AB	408	21	398	22	369	23	
C1	531	28	516	28	472	29	
C2	402	21	395	21	372	23	
D	288	15	278	15	223	14	
E	271	14	264	14	168	10	
<b>Housewife Age :-</b>							
Under 25	97	5	88	5	71	4	
25 - 34	294	15	282	15	261	16	
35 - 44	361	19	354	19	334	21	
45 - 54	337	18	328	18	302	19	
55 - 64	340	18	334	18	305	19	
65 +	471	25	465	25	332	21	
<b>Size of Household :-</b>							
1	584	31	555	30	386	24	
2	686	36	674	36	602	38	
3	283	15	279	15	269	17	
4	241	13	238	13	241	15	
5 +	107	6	104	6	105	7	
<b>Average Household Size</b>	2.28		2.30		2.45		
<b>Children :-</b>							
Without	1421	75	1378	74	1146	71	
With	479	25	473	26	458	29	
0 - 3	178	9	174	9	166	10	
4 - 9	223	12	221	12	229	14	
10 - 15	236	12	234	13	229	14	



<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		1850	100
<b>Screen Size :-</b>	Under 20"	955	52
	20 to 29"	1065	58
	30" and over	909	49
<b>Household with :-</b>	Single Set	736	40
	2 Sets	633	34
	3 Sets	285	15
	4 Sets	129	7
	5+ Sets	67	4
<b>Recorders :-</b>	With VCR	891	48
	2+ VCR	171	9
	With PVR	458	25
	2+ PVR	95	5
	With DVD-R	211	11
	2+ DVD-R	13	1
	With Any Recorder 2+ Recorders	1242 438	67 24

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		3799	100
<b>Screen Size :-</b>	Under 20"	1429	38
	20 to 29"	1251	33
	30" and over	1072	28
<b>Recorders :-</b>	VCR connected	1127	30
	PVR connected	600	16
	DVD-R connected	222	6
	Any recorder	1654	44

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	4339	100	4249	100	3927	100
<b>Age :-</b>						
0 - 3	210	5	205	5	195	5
4 - 9	298	7	293	7	301	8
10 - 15	318	7	313	7	313	8
16 - 19	221	5	218	5	212	5
20 - 24	235	5	221	5	197	5
25 - 34	542	12	521	12	481	12
35 - 44	633	15	621	15	604	15
45 - 54	586	14	575	14	528	13
55 - 64	574	13	567	13	538	14
65 +	722	17	715	17	559	14
<b>Adults :- Total</b>	3514	100	3438	100	3118	100
AB	822	23	805	23	760	24
C1	977	28	954	28	895	29
C2	810	23	798	23	793	25
D	547	16	532	15	435	14
E	358	10	349	10	235	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	2141	100	2198	100	2091	100	2158	100
<b>Age :-</b>								
0 - 15	420	20	405	18	413	20	398	18
16 - 24	228	11	228	10	219	10	220	10
25 - 34	273	13	269	12	262	13	259	12
35 - 44	312	15	321	15	304	15	317	15
45 - 54	287	13	299	14	282	13	294	14
55 - 64	285	13	289	13	280	13	286	13
65 +	336	16	386	18	331	16	384	18
<b>Adults :-</b>	1720	100	1793	100	1678	100	1760	100
AB	408	24	413	23	399	24	406	23
C1	460	27	518	29	446	27	507	29
C2	437	25	373	21	430	26	367	21
D	276	16	272	15	266	16	266	15
E	139	8	218	12	136	8	213	12
Working F/T	1081	63	615	34	1056	63	600	34
Working P/T	59	3	281	16	56	3	279	16
Not Working	580	34	897	50	565	34	881	50
<b>Housewives :-</b>	379	100	1521	100	356	100	1495	100
Working F/T	188	50	506	33	177	50	494	33
Working P/T	16	4	261	17	14	4	259	17
Not Working	175	46	754	50	165	46	741	50

**West**

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	1008	100	986	100	
<b>Receiving ITV</b>	986	98	986	100	
<b>Receiving any CH4</b>	983	98	983	100	
<b>Receiving five</b>	946	94	946	96	
<b>Receiving BBC1</b>	986	98	986	100	
<b>Receiving BBC2</b>	986	98	986	100	

<b>Table 2</b>		<b>Analysis of Households</b>				
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	1008	100	986	100	865	100
		100		98		86
				100		88
<b>Social Class :-</b>						
AB	210	21	206	21	195	23
C1	316	31	307	31	278	32
C2	227	23	224	23	213	25
D	147	15	144	15	108	12
E	108	11	105	11	70	8
<b>Housewife Age :-</b>						
Under 25	51	5	47	5	39	5
25 - 34	156	15	150	15	134	15
35 - 44	200	20	196	20	182	21
45 - 54	189	19	186	19	174	20
55 - 64	165	16	163	17	153	18
65 +	247	25	244	25	183	21
<b>Size of Household :-</b>						
1	320	32	306	31	212	25
2	357	35	353	36	334	39
3	140	14	138	14	135	16
4	135	13	134	14	131	15
5 +	56	6	54	6	54	6
<b>Average Household Size</b>	2.28		2.29		2.42	
<b>Children :-</b>						
Without	764	76	745	76	637	74
With	244	24	241	24	228	26
0 - 3	80	8	78	8	65	8
4 - 9	114	11	114	12	113	13
10 - 15	128	13	127	13	121	14

<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		986	100
<b>Screen Size :-</b>	Under 20"	477	48
	20 to 29"	546	55
	30" and over	505	51
<b>Household with :-</b>	Single Set	409	42
	2 Sets	331	34
	3 Sets	144	15
	4 Sets	78	8
	5+ Sets	24	2
<b>Recorders :-</b>	With VCR	490	50
	2+ VCR	73	7
	With PVR	274	28
	2+ PVR	41	4
	With DVD-R	148	15
	2+ DVD-R	7	1
	With Any Recorder	708	72
2+ Recorders	241	24	

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		1966	100
<b>Screen Size :-</b>	Under 20"	683	35
	20 to 29"	661	34
	30" and over	593	30
<b>Recorders :-</b>	VCR connected	583	30
	PVR connected	329	17
	DVD-R connected	159	8
	Any recorder	888	45

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	2296	100	2257	100	2098	100
<b>Age :-</b>						
0 - 3	96	4	94	4	80	4
4 - 9	152	7	152	7	152	7
10 - 15	174	8	173	8	164	8
16 - 19	121	5	120	5	123	6
20 - 24	136	6	127	6	115	5
25 - 34	278	12	269	12	261	12
35 - 44	348	15	344	15	328	16
45 - 54	331	14	325	14	309	15
55 - 64	282	12	280	12	270	13
65 +	378	16	374	17	295	14
<b>Adults :- Total</b>	1873	100	1838	100	1701	100
AB	426	23	419	23	414	24
C1	585	31	570	31	533	31
C2	463	25	459	25	452	27
D	260	14	255	14	202	12
E	141	8	137	7	99	6

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	1127	100	1169	100	1104	100	1153	100
<b>Age :-</b>								
0 - 15	211	19	211	18	210	19	208	18
16 - 24	135	12	122	10	129	12	118	10
25 - 34	140	12	138	12	134	12	134	12
35 - 44	168	15	180	15	165	15	178	15
45 - 54	160	14	171	15	156	14	168	15
55 - 64	143	13	139	12	141	13	139	12
65 +	170	15	208	18	168	15	206	18
<b>Adults :-</b>	916	100	958	100	894	100	944	100
AB	213	23	213	22	209	23	210	22
C1	272	30	312	33	262	29	307	33
C2	249	27	213	22	247	28	212	22
D	122	13	137	14	119	13	136	14
E	59	6	82	9	57	6	80	8
Working F/T	558	61	304	32	548	61	300	32
Working P/T	35	4	198	21	34	4	195	21
Not Working	323	35	456	48	312	35	449	48
<b>Housewives :-</b>	194	100	814	100	183	100	803	100
Working F/T	82	42	252	31	77	42	248	31
Working P/T	8	4	186	23	7	4	184	23
Not Working	104	54	376	46	99	54	371	46

### South West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	867	100	847	100	
<b>Receiving ITV</b>	847	98	847	100	
<b>Receiving any CH4</b>	845	97	845	100	
<b>Receiving five</b>	782	90	782	92	
<b>Receiving BBC1</b>	847	98	847	100	
<b>Receiving BBC2</b>	847	98	847	100	

<b>Table 2</b>		<b>Analysis of Households</b>				
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	867	100	847	100	759	100
		100		98		88
				100		90
<b>Social Class :-</b>						
AB	191	22	188	22	172	23
C1	233	27	228	27	211	28
C2	190	22	188	22	172	23
D	119	14	115	14	92	12
E	134	15	128	15	112	15
<b>Housewife Age :-</b>						
Under 25	44	5	41	5	43	6
25 - 34	104	12	98	12	86	11
35 - 44	144	17	142	17	145	19
45 - 54	154	18	151	18	143	19
55 - 64	167	19	163	19	144	19
65 +	254	29	252	30	199	26
<b>Size of Household :-</b>						
1	281	32	269	32	213	28
2	316	36	312	37	284	37
3	116	13	114	13	116	15
4	101	12	100	12	99	13
5 +	53	6	53	6	47	6
<b>Average Household Size</b>	2.25		2.27		2.34	
<b>Children :-</b>						
Without	669	77	652	77	563	74
With	198	23	196	23	196	26
0 - 3	70	8	68	8	69	9
4 - 9	93	11	92	11	86	11
10 - 15	103	12	103	12	107	14



<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		847	100
<b>Screen Size :-</b>	Under 20"	431	51
	20 to 29"	514	61
	30" and over	435	51
<b>Household with :-</b>	Single Set	294	35
	2 Sets	317	37
	3 Sets	136	16
	4 Sets	58	7
	5+ Sets	42	5
<b>Recorders :-</b>	With VCR	403	48
	2+ VCR	78	9
	With PVR	235	28
	2+ PVR	45	5
	With DVD-R	188	22
	2+ DVD-R	13	2
	With Any Recorder	590	70
2+ Recorders	254	30	

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		1798	100
<b>Screen Size :-</b>	Under 20"	622	35
	20 to 29"	650	36
	30" and over	504	28
<b>Recorders :-</b>	VCR connected	509	28
	PVR connected	305	17
	DVD-R connected	206	11
	Any recorder	795	44

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	1951	100	1920	100	1777	100
<b>Age :-</b>						
0 - 3	86	4	84	4	81	5
4 - 9	123	6	122	6	116	7
10 - 15	140	7	140	7	145	8
16 - 19	100	5	99	5	95	5
20 - 24	113	6	110	6	91	5
25 - 34	209	11	201	10	185	10
35 - 44	251	13	249	13	255	14
45 - 54	262	13	258	13	241	14
55 - 64	281	14	276	14	252	14
65 +	386	20	383	20	319	18
<b>Adults :- Total</b>	1602	100	1575	100	1436	100
AB	366	23	361	23	336	23
C1	433	27	426	27	400	28
C2	390	24	388	25	357	25
D	228	14	221	14	177	12
E	185	12	179	11	165	11

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	965	100	986	100	946	100	974	100
<b>Age :-</b>								
0 - 15	186	19	163	17	184	19	161	17
16 - 24	109	11	105	11	107	11	102	11
25 - 34	107	11	102	10	101	11	99	10
35 - 44	121	12	131	13	119	13	130	13
45 - 54	129	13	132	13	127	13	131	13
55 - 64	135	14	145	15	133	14	143	15
65 +	178	18	209	21	176	19	207	21
<b>Adults :-</b>	779	100	823	100	762	100	813	100
AB	181	23	186	23	179	23	182	22
C1	195	25	238	29	191	25	235	29
C2	208	27	182	22	206	27	181	22
D	116	15	112	14	111	15	110	13
E	80	10	106	13	75	10	104	13
Working F/T	442	57	240	29	434	57	237	29
Working P/T	33	4	142	17	32	4	141	17
Not Working	304	39	441	54	296	39	435	54
<b>Housewives :-</b>	174	100	693	100	164	100	683	100
Working F/T	68	39	188	27	64	39	185	27
Working P/T	8	5	131	19	7	4	130	19
Not Working	99	57	373	54	93	57	368	54

## South

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	2157	100	2106	100	
<b>Receiving ITV</b>	2106	98	2106	100	
<b>Receiving any CH4</b>	2100	97	2100	100	
<b>Receiving five</b>	2004	93	2004	95	
<b>Receiving BBC1</b>	2106	98	2106	100	
<b>Receiving BBC2</b>	2106	98	2106	100	

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	2157	100	2106	100	1919	100	
		100		98		89	
				100		91	
<b>Social Class :-</b>							
AB	646	30	634	30	605	32	
C1	662	31	644	31	586	31	
C2	395	18	389	18	372	19	
D	235	11	228	11	193	10	
E	218	10	210	10	163	8	
<b>Housewife Age :-</b>							
Under 25	94	4	83	4	77	4	
25 - 34	326	15	308	15	289	15	
35 - 44	415	19	407	19	385	20	
45 - 54	398	18	394	19	376	20	
55 - 64	364	17	358	17	343	18	
65 +	560	26	554	26	449	23	
<b>Size of Household :-</b>							
1	688	32	657	31	521	27	
2	750	35	741	35	694	36	
3	312	14	308	15	304	16	
4	288	13	284	13	284	15	
5 +	118	5	117	6	117	6	
<b>Average Household Size</b>	2.28		2.29		2.39		
<b>Children :-</b>							
Without	1641	76	1596	76	1419	74	
With	516	24	510	24	500	26	
0 - 3	191	9	188	9	186	10	
4 - 9	251	12	249	12	244	13	
10 - 15	251	12	249	12	241	13	

<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		2106	100
<b>Screen Size :-</b>	Under 20"	1074	51
	20 to 29"	1229	58
	30" and over	1056	50
<b>Household with :-</b>	Single Set	803	38
	2 Sets	720	34
	3 Sets	344	16
	4 Sets	142	7
	5+ Sets	96	5
<b>Recorders :-</b>	With VCR	946	45
	2+ VCR	180	9
	With PVR	549	26
	2+ PVR	111	5
	With DVD-R	316	15
	2+ DVD-R	23	1
	With Any Recorder 2+ Recorders	1361 531	65 25

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		4312	100
<b>Screen Size :-</b>	Under 20"	1537	36
	20 to 29"	1471	34
	30" and over	1236	29
<b>Recorders :-</b>	VCR connected	1159	27
	PVR connected	711	16
	DVD-R connected	337	8
	Any recorder	1779	41

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	4915	100	4825	100	4580	100
<b>Age :-</b>						
0 - 3	224	5	219	5	217	5
4 - 9	332	7	330	7	318	7
10 - 15	335	7	332	7	326	7
16 - 19	241	5	238	5	243	5
20 - 24	297	6	276	6	277	6
25 - 34	630	13	603	12	567	12
35 - 44	726	15	715	15	684	15
45 - 54	698	14	694	14	680	15
55 - 64	602	12	595	12	571	12
65 +	829	17	822	17	697	15
<b>Adults :- Total</b>	4024	100	3944	100	3719	100
AB	1261	31	1244	32	1217	33
C1	1251	31	1218	31	1137	31
C2	823	20	813	21	806	22
D	411	10	400	10	342	9
E	278	7	270	7	218	6

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	2416	100	2499	100	2364	100	2462	100
<b>Age :-</b>								
0 - 15	465	19	426	17	462	20	420	17
16 - 24	271	11	266	11	259	11	256	10
25 - 34	320	13	310	12	302	13	301	12
35 - 44	360	15	366	15	352	15	364	15
45 - 54	350	14	349	14	347	15	347	14
55 - 64	288	12	314	13	283	12	312	13
65 +	363	15	466	19	360	15	463	19
<b>Adults :-</b>	1951	100	2072	100	1902	100	2042	100
AB	624	32	637	31	612	32	631	31
C1	587	30	664	32	568	30	649	32
C2	444	23	379	18	436	23	377	18
D	194	10	217	10	187	10	213	10
E	102	5	175	8	99	5	171	8
Working F/T	1240	64	707	34	1215	64	700	34
Working P/T	73	4	366	18	68	4	363	18
Not Working	639	33	999	48	619	33	979	48
<b>Housewives :-</b>	419	100	1737	100	392	100	1714	100
Working F/T	199	48	573	33	184	47	567	33
Working P/T	20	5	345	20	18	5	343	20
Not Working	200	48	819	47	189	48	804	47

## Yorkshire and Lincolnshire

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
<b>Total</b>	2574	100	2506	100
<b>Receiving ITV</b>	2506	97	2506	100
<b>Receiving any CH4</b>	2500	97	2500	100
<b>Receiving five</b>	2457	95	2457	98
<b>Receiving BBC1</b>	2506	97	2506	100
<b>Receiving BBC2</b>	2506	97	2506	100

<b>Table 2 Analysis of Households</b>						
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	2574	100	2506	100	2227	100
		100		97		87
				100		89
<b>Social Class :-</b>						
AB	450	17	440	18	431	19
C1	698	27	673	27	596	27
C2	529	21	522	21	496	22
D	446	17	436	17	382	17
E	451	18	435	17	322	14
<b>Housewife Age :-</b>						
Under 25	178	7	163	7	142	6
25 - 34	396	15	377	15	340	15
35 - 44	477	19	467	19	442	20
45 - 54	470	18	460	18	433	19
55 - 64	424	16	418	17	396	18
65 +	628	24	620	25	474	21
<b>Size of Household :-</b>						
1	810	31	764	30	568	26
2	887	34	876	35	832	37
3	411	16	406	16	382	17
4	329	13	327	13	319	14
5 +	137	5	133	5	125	6
<b>Average Household Size</b>	2.28		2.30		2.39	
<b>Children :-</b>						
Without	1919	75	1857	74	1602	72
With	654	25	650	26	625	28
0 - 3	244	9	242	10	227	10
4 - 9	306	12	304	12	289	13
10 - 15	317	12	316	13	304	14



Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
<b>Total</b>		2506	100
<b>Screen Size :-</b>	Under 20"	1355	54
	20 to 29"	1390	55
	30" and over	1405	56
<b>Household with :-</b>	Single Set	871	35
	2 Sets	861	34
	3 Sets	443	18
	4 Sets	220	9
	5+ Sets	111	4
<b>Recorders :-</b>	With VCR	984	39
	2+ VCR	196	8
	With PVR	606	24
	2+ PVR	120	5
	With DVD-R	484	19
	2+ DVD-R	53	2
	With Any Recorder	1503	60
	2+ Recorders	628	25

Table 4		TV Set Profile	
		TV Households	
		000's	%
<b>Total</b>		5441	100
<b>Screen Size :-</b>	Under 20"	2063	38
	20 to 29"	1636	30
	30" and over	1695	31
<b>Recorders :-</b>	VCR connected	1221	22
	PVR connected	791	15
	DVD-R connected	550	10
	Any recorder	2028	37

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	5878	100	5762	100	5332	100
<b>Age :-</b>						
0 - 3	286	5	284	5	269	5
4 - 9	390	7	388	7	383	7
10 - 15	416	7	414	7	399	8
16 - 19	332	6	313	5	279	5
20 - 24	421	7	400	7	367	7
25 - 34	737	13	708	12	643	12
35 - 44	840	14	829	14	799	15
45 - 54	803	14	791	14	757	14
55 - 64	721	12	714	12	683	13
65 +	932	16	923	16	753	14
<b>Adults :- Total</b>	4786	100	4678	100	4281	100
AB	906	19	891	19	880	21
C1	1325	28	1275	27	1140	27
C2	1075	22	1064	23	1032	24
D	854	18	839	18	743	17
E	626	13	608	13	486	11

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	2899	100	2978	100	2827	100	2935	100
<b>Age :-</b>								
0 - 15	557	19	534	18	554	20	531	18
16 - 24	389	13	364	12	367	13	345	12
25 - 34	370	13	368	12	350	12	358	12
35 - 44	410	14	430	14	402	14	426	15
45 - 54	401	14	403	14	392	14	399	14
55 - 64	355	12	366	12	349	12	365	12
65 +	418	14	514	17	412	15	510	17
<b>Adults :-</b>	2342	100	2444	100	2273	100	2404	100
AB	450	19	457	19	441	19	450	19
C1	624	27	701	29	594	26	681	28
C2	575	25	499	20	568	25	496	21
D	435	19	419	17	425	19	414	17
E	258	11	368	15	245	11	363	15
Working F/T	1355	58	767	31	1328	58	758	32
Working P/T	66	3	394	16	65	3	392	16
Not Working	921	39	1283	52	880	39	1254	52
<b>Housewives :-</b>	546	100	2028	100	503	100	2004	100
Working F/T	239	44	620	31	223	44	613	31
Working P/T	16	3	361	18	15	3	359	18
Not Working	291	53	1046	52	265	53	1032	52

## North East and Cumbria

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	1515	100	1492	100	
<b>Receiving ITV</b>	1492	98	1492	100	
<b>Receiving any CH4</b>	1488	98	1488	100	
<b>Receiving five</b>	1465	97	1465	98	
<b>Receiving BBC1</b>	1492	98	1492	100	
<b>Receiving BBC2</b>	1492	98	1492	100	

<b>Table 2 Analysis of Households</b>						
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	1515	100	1492	100	1386	100
		100		98		91
				100		93
<b>Social Class :-</b>						
AB	302	20	299	20	278	20
C1	380	25	370	25	352	25
C2	295	19	293	20	298	22
D	252	17	251	17	231	17
E	285	19	278	19	227	16
<b>Housewife Age :-</b>						
Under 25	86	6	81	5	77	6
25 - 34	198	13	191	13	174	13
35 - 44	276	18	273	18	277	20
45 - 54	288	19	286	19	279	20
55 - 64	276	18	272	18	260	19
65 +	392	26	388	26	318	23
<b>Size of Household :-</b>						
1	500	33	489	33	397	29
2	526	35	520	35	502	36
3	228	15	226	15	224	16
4	188	12	186	12	192	14
5 +	73	5	71	5	70	5
<b>Average Household Size</b>	2.23		2.23		2.32	
<b>Children :-</b>						
Without	1140	75	1120	75	1008	73
With	375	25	372	25	378	27
0 - 3	130	9	128	9	127	9
4 - 9	166	11	165	11	166	12
10 - 15	195	13	193	13	199	14

<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		1492	100
<b>Screen Size :-</b>	Under 20"	750	50
	20 to 29"	820	55
	30" and over	868	58
<b>Household with :-</b>	Single Set	509	34
	2 Sets	528	35
	3 Sets	268	18
	4 Sets	127	9
	5+ Sets	60	4
<b>Recorders :-</b>	With VCR	633	42
	2+ VCR	139	9
	With PVR	379	25
	2+ PVR	73	5
	With DVD-R	305	20
	2+ DVD-R	57	4
	With Any Recorder	960	64
2+ Recorders	430	29	

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		3153	100
<b>Screen Size :-</b>	Under 20"	1077	34
	20 to 29"	998	32
	30" and over	1041	33
<b>Recorders :-</b>	VCR connected	796	25
	PVR connected	469	15
	DVD-R connected	377	12
	Any recorder	1316	42

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	3379	100	3329	100	3222	100
<b>Age :-</b>						
0 - 3	152	5	151	5	150	5
4 - 9	213	6	211	6	209	6
10 - 15	255	8	252	8	260	8
16 - 19	172	5	169	5	176	5
20 - 24	224	7	212	6	202	6
25 - 34	376	11	362	11	356	11
35 - 44	474	14	469	14	469	15
45 - 54	496	15	494	15	482	15
55 - 64	449	13	445	13	436	14
65 +	568	17	564	17	483	15
<b>Adults :- Total</b>	2759	100	2716	100	2603	100
AB	590	21	586	22	545	21
C1	722	26	697	26	684	26
C2	595	22	592	22	604	23
D	461	17	459	17	439	17
E	391	14	382	14	331	13

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	1655	100	1724	100	1628	100	1701	100
<b>Age :-</b>								
0 - 15	316	19	304	18	313	19	301	18
16 - 24	204	12	192	11	195	12	186	11
25 - 34	187	11	189	11	179	11	183	11
35 - 44	231	14	243	14	228	14	240	14
45 - 54	245	15	252	15	244	15	250	15
55 - 64	221	13	228	13	219	13	226	13
65 +	250	15	317	18	249	15	315	19
<b>Adults :-</b>	1339	100	1420	100	1315	100	1401	100
AB	303	23	287	20	301	23	285	20
C1	342	26	380	27	328	25	369	26
C2	320	24	275	19	318	24	275	20
D	221	17	240	17	220	17	239	17
E	153	11	238	17	149	11	233	17
Working F/T	757	57	443	31	751	57	441	31
Working P/T	35	3	244	17	35	3	242	17
Not Working	547	41	733	52	529	40	718	51
<b>Housewives :-</b>	312	100	1203	100	303	100	1189	100
Working F/T	132	42	354	29	130	43	352	30
Working P/T	9	3	231	19	8	3	230	19
Not Working	171	55	618	51	165	54	607	51

## North West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	2925	100	2822	100	
<b>Receiving ITV</b>	2822	96	2822	100	
<b>Receiving any CH4</b>	2812	96	2812	100	
<b>Receiving five</b>	2783	95	2783	99	
<b>Receiving BBC1</b>	2822	96	2822	100	
<b>Receiving BBC2</b>	2822	96	2822	100	

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	2925	100	2822	100	2544	100	
		100		96		87	
				100		90	
<b>Social Class :-</b>							
AB	485	17	475	17	463	18	
C1	769	26	749	27	689	27	
C2	548	19	534	19	498	20	
D	501	17	470	17	428	17	
E	621	21	595	21	466	18	
<b>Housewife Age :-</b>							
Under 25	229	8	217	8	211	8	
25 - 34	443	15	423	15	390	15	
35 - 44	547	19	528	19	499	20	
45 - 54	518	18	498	18	473	19	
55 - 64	468	16	455	16	415	16	
65 +	719	25	701	25	556	22	
<b>Size of Household :-</b>							
1	985	34	919	33	717	28	
2	956	33	933	33	885	35	
3	454	16	447	16	422	17	
4	365	12	361	13	361	14	
5 +	165	6	162	6	158	6	
<b>Average Household Size</b>	2.26		2.28		2.38		
<b>Children :-</b>							
Without	2166	74	2077	74	1807	71	
With	758	26	745	26	737	29	
0 - 3	272	9	265	9	268	11	
4 - 9	354	12	347	12	345	14	
10 - 15	368	13	363	13	361	14	



<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		2822	100
<b>Screen Size :-</b>	Under 20"	1092	39
	20 to 29"	1401	50
	30" and over	1705	60
<b>Household with :-</b>	Single Set	1165	41
	2 Sets	1047	37
	3 Sets	367	13
	4 Sets	176	6
	5+ Sets	66	2
<b>Recorders :-</b>	With VCR	1161	41
	2+ VCR	143	5
	With PVR	750	27
	2+ PVR	193	7
	With DVD-R	583	21
	2+ DVD-R	26	1
	With Any Recorder	1864	66
2+ Recorders	684	24	

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		5636	100
<b>Screen Size :-</b>	Under 20"	1577	28
	20 to 29"	1729	31
	30" and over	2124	38
<b>Recorders :-</b>	VCR connected	1391	25
	PVR connected	1037	18
	DVD-R connected	636	11
	Any recorder	2460	44

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	6608	100	6443	100	6049	100
<b>Age :-</b>						
0 - 3	328	5	320	5	320	5
4 - 9	464	7	455	7	438	7
10 - 15	481	7	475	7	462	8
16 - 19	362	5	356	6	350	6
20 - 24	458	7	440	7	424	7
25 - 34	826	12	800	12	759	13
35 - 44	958	15	932	14	899	15
45 - 54	900	14	873	14	838	14
55 - 64	790	12	771	12	719	12
65 +	1042	16	1021	16	840	14
<b>Adults :- Total</b>	5336	100	5193	100	4828	100
AB	972	18	955	18	940	19
C1	1493	28	1462	28	1387	29
C2	1090	20	1067	21	1013	21
D	915	17	872	17	807	17
E	866	16	837	16	682	14

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	3253	100	3355	100	3165	100	3278	100
<b>Age :-</b>								
0 - 15	658	20	615	18	649	21	601	18
16 - 24	413	13	407	12	402	13	394	12
25 - 34	412	13	414	12	398	13	402	12
35 - 44	472	15	486	14	457	14	475	14
45 - 54	443	14	457	14	426	13	447	14
55 - 64	390	12	400	12	381	12	391	12
65 +	465	14	577	17	453	14	568	17
<b>Adults :-</b>	2596	100	2740	100	2516	100	2677	100
AB	487	19	485	18	478	19	478	18
C1	714	28	779	28	697	28	765	29
C2	584	22	506	18	570	23	497	19
D	456	18	459	17	434	17	438	16
E	355	14	512	19	337	13	500	19
Working F/T	1459	56	946	35	1419	56	927	35
Working P/T	92	4	336	12	89	4	332	12
Not Working	1045	40	1458	53	1008	40	1417	53
<b>Housewives :-</b>	871	100	2054	100	812	100	2010	100
Working F/T	400	46	678	33	373	46	663	33
Working P/T	31	4	276	13	30	4	272	14
Not Working	440	51	1100	54	410	50	1074	53

## Scotland

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	2352	100	2287	100	
<b>Receiving ITV</b>	2287	97	2287	100	
<b>Receiving any CH4</b>	2283	97	2283	100	
<b>Receiving five</b>	2191	93	2191	96	
<b>Receiving BBC1</b>	2287	97	2287	100	
<b>Receiving BBC2</b>	2287	97	2287	100	

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	2352	100	2287	100	2037	100	
		100		97		87	
				100		89	
<b>Social Class :-</b>							
AB	440	19	427	19	390	19	
C1	621	26	600	26	548	27	
C2	453	19	445	19	413	20	
D	429	18	416	18	380	19	
E	410	17	398	17	306	15	
<b>Housewife Age :-</b>							
Under 25	133	6	121	5	109	5	
25 - 34	344	15	326	14	301	15	
35 - 44	438	19	429	19	408	20	
45 - 54	454	19	445	19	421	21	
55 - 64	396	17	386	17	355	17	
65 +	587	25	581	25	443	22	
<b>Size of Household :-</b>							
1	861	37	820	36	635	31	
2	767	33	751	33	690	34	
3	341	14	336	15	333	16	
4	282	12	279	12	281	14	
5 +	102	4	101	4	99	5	
<b>Average Household Size</b>	2.16		2.18		2.28		
<b>Children :-</b>							
Without	1801	77	1743	76	1496	73	
With	552	23	544	24	542	27	
0 - 3	188	8	184	8	182	9	
4 - 9	255	11	251	11	246	12	
10 - 15	274	12	271	12	267	13	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
<b>Total</b>		2287	100
<b>Screen Size :-</b>	Under 20"	1125	49
	20 to 29"	1261	55
	30" and over	1255	55
<b>Household with :-</b>	Single Set	852	37
	2 Sets	813	36
	3 Sets	370	16
	4 Sets	175	8
	5+ Sets	78	3
<b>Recorders :-</b>	With VCR	992	43
	2+ VCR	191	8
	With PVR	525	23
	2+ PVR	120	5
	With DVD-R	326	14
	2+ DVD-R	33	1
	With Any Recorder	1429	63
2+ Recorders	551	24	

Table 4		TV Set Profile	
		TV Households	
		000's	%
<b>Total</b>		4701	100
<b>Screen Size :-</b>	Under 20"	1626	35
	20 to 29"	1504	32
	30" and over	1512	32
<b>Recorders :-</b>	VCR connected	1219	26
	PVR connected	695	15
	DVD-R connected	359	8
	Any recorder	1900	40

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	5083	100	4976	100	4653	100
<b>Age :-</b>						
0 - 3	221	4	217	4	214	5
4 - 9	326	6	322	6	317	7
10 - 15	359	7	356	7	357	8
16 - 19	255	5	252	5	245	5
20 - 24	332	7	314	6	290	6
25 - 34	629	12	600	12	568	12
35 - 44	742	15	728	15	708	15
45 - 54	751	15	740	15	713	15
55 - 64	639	13	626	13	590	13
65 +	828	16	821	16	651	14
<b>Adults :- Total</b>	4176	100	4082	100	3765	100
AB	852	20	834	20	786	21
C1	1136	27	1103	27	1033	27
C2	904	22	894	22	843	22
D	755	18	737	18	693	18
E	528	13	514	13	409	11

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	2460	100	2623	100	2401	100	2576	100
<b>Age :-</b>								
0 - 15	467	19	440	17	461	19	434	17
16 - 24	295	12	291	11	286	12	279	11
25 - 34	312	13	317	12	293	12	307	12
35 - 44	355	14	387	15	347	14	382	15
45 - 54	363	15	389	15	358	15	383	15
55 - 64	311	13	328	13	302	13	324	13
65 +	357	15	471	18	354	15	467	18
<b>Adults :-</b>	1993	100	2183	100	1940	100	2142	100
AB	424	21	428	20	415	21	419	20
C1	516	26	620	28	498	26	605	28
C2	488	24	416	19	480	25	413	19
D	356	18	399	18	345	18	392	18
E	209	10	319	15	201	10	313	15
Working F/T	1176	59	726	33	1148	59	714	33
Working P/T	52	3	320	15	51	3	316	15
Not Working	765	38	1137	52	741	38	1112	52
<b>Housewives :-</b>	513	100	1839	100	481	100	1806	100
Working F/T	216	42	593	32	201	42	583	32
Working P/T	16	3	300	16	15	3	296	16
Not Working	281	55	947	51	265	55	927	51

## Ulster

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	703	100	685	100	
<b>Receiving ITV</b>	685	97	685	100	
<b>Receiving any CH4</b>	681	97	681	99	
<b>Receiving five</b>	633	90	633	92	
<b>Receiving BBC1</b>	685	97	685	100	
<b>Receiving BBC2</b>	685	97	685	100	

<b>Table 2 Analysis of Households</b>						
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	703	100	685	100	529	100
		100		97		75
				100		77
<b>Social Class :-</b>						
AB	111	16	109	16	96	18
C1	158	22	155	23	128	24
C2	154	22	151	22	122	23
D	116	16	112	16	96	18
E	164	23	157	23	88	17
<b>Housewife Age :-</b>						
Under 25	35	5	33	5	27	5
25 - 34	112	16	109	16	94	18
35 - 44	148	21	145	21	125	24
45 - 54	134	19	131	19	110	21
55 - 64	114	16	111	16	84	16
65 +	160	23	156	23	88	17
<b>Size of Household :-</b>						
1	215	31	203	30	117	22
2	210	30	207	30	164	31
3	110	16	109	16	95	18
4	98	14	97	14	91	17
5 +	69	10	69	10	62	12
<b>Average Household Size</b>	2.47		2.50		2.71	
<b>Children :-</b>						
Without	498	71	482	70	346	65
With	205	29	203	30	183	35
0 - 3	73	10	73	11	66	12
4 - 9	101	14	100	15	89	17
10 - 15	108	15	107	16	100	19



Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
<b>Total</b>		685	100
<b>Screen Size :-</b>	Under 20"	352	51
	20 to 29"	423	62
	30" and over	377	55
<b>Household with :-</b>	Single Set	211	31
	2 Sets	271	40
	3 Sets	121	18
	4 Sets	45	7
	5+ Sets	37	5
<b>Recorders :-</b>	With VCR	300	44
	2+ VCR	63	9
	With PVR	123	18
	2+ PVR	31	4
	With DVD-R	39	6
	2+ DVD-R	5	1
	With Any Recorder	396	58
	2+ Recorders	129	19

Table 4		TV Set Profile	
		TV Households	
		000's	%
<b>Total</b>		1388	100
<b>Screen Size :-</b>	Under 20"	477	34
	20 to 29"	490	35
	30" and over	415	30
<b>Recorders :-</b>	VCR connected	345	25
	PVR connected	157	11
	DVD-R connected	43	3
	Any recorder	486	35

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	1738	100	1709	100	1431	100
<b>Age :-</b>						
0 - 3	87	5	86	5	79	5
4 - 9	134	8	133	8	115	8
10 - 15	148	8	147	9	135	9
16 - 19	104	6	102	6	89	6
20 - 24	125	7	123	7	111	8
25 - 34	223	13	217	13	191	13
35 - 44	257	15	254	15	221	15
45 - 54	231	13	228	13	197	14
55 - 64	190	11	186	11	152	11
65 +	239	14	233	14	142	10
<b>Adults :- Total</b>	1369	100	1344	100	1103	100
AB	241	18	239	18	222	20
C1	319	23	315	23	262	24
C2	343	25	338	25	283	26
D	231	17	225	17	202	18
E	234	17	227	17	134	12

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	853	100	885	100	837	100	872	100
<b>Age :-</b>								
0 - 15	190	22	179	20	189	23	177	20
16 - 24	116	14	112	13	114	14	111	13
25 - 34	110	13	113	13	106	13	111	13
35 - 44	126	15	132	15	123	15	131	15
45 - 54	113	13	118	13	111	13	117	13
55 - 64	93	11	97	11	91	11	96	11
65 +	105	12	134	15	103	12	131	15
<b>Adults :-</b>	663	100	706	100	648	100	695	100
AB	121	18	120	17	120	19	118	17
C1	149	23	170	24	148	23	168	24
C2	183	28	160	23	180	28	158	23
D	113	17	119	17	109	17	117	17
E	97	15	138	20	93	14	134	19
Working F/T	400	60	230	33	392	60	227	33
Working P/T	17	3	105	15	17	3	104	15
Not Working	246	37	372	53	240	37	364	52
<b>Housewives :-</b>	137	100	565	100	129	100	556	100
Working F/T	61	44	178	31	57	44	176	32
Working P/T	5	4	97	17	5	4	96	17
Not Working	71	52	291	51	67	52	284	51

## Wales

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
<b>Total</b>	1300	100	1272	100
<b>Receiving ITV</b>	1272	98	1272	100
<b>Receiving any CH4</b>	1270	98	1270	100
<b>Receiving five</b>	1205	93	1205	95
<b>Receiving BBC1</b>	1272	98	1272	100
<b>Receiving BBC2</b>	1272	98	1272	100

		<b>Analysis of Households</b>					
		<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		1300	100	1272	100	1172	100
			100		98		90
					100		92
<b>Social Class :-</b>							
AB		198	15	193	15	185	16
C1		341	26	332	26	317	27
C2		317	24	313	25	301	26
D		222	17	218	17	195	17
E		223	17	215	17	174	15
<b>Housewife Age :-</b>							
Under 25		74	6	68	5	64	5
25 - 34		177	14	172	13	165	14
35 - 44		228	18	224	18	219	19
45 - 54		236	18	231	18	224	19
55 - 64		235	18	231	18	214	18
65 +		350	27	346	27	285	24
<b>Size of Household :-</b>							
1		415	32	398	31	319	27
2		453	35	446	35	432	37
3		203	16	201	16	195	17
4		157	12	156	12	154	13
5 +		73	6	71	6	72	6
<b>Average Household Size</b>		2.27		2.28		2.36	
<b>Children :-</b>							
Without		972	75	948	74	856	73
With		328	25	325	26	315	27
0 - 3		110	8	108	9	105	9
4 - 9		153	12	152	12	149	13
10 - 15		170	13	169	13	166	14

<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		1272	100
<b>Screen Size :-</b>	Under 20"	569	45
	20 to 29"	766	60
	30" and over	671	53
<b>Household with :-</b>	Single Set	499	39
	2 Sets	437	34
	3 Sets	208	16
	4 Sets	79	6
	5+ Sets	49	4
<b>Recorders :-</b>	With VCR	617	48
	2+ VCR	110	9
	With PVR	343	27
	2+ PVR	61	5
	With DVD-R	163	13
	2+ DVD-R	14	1
	With Any Recorder 2+ Recorders	867 327	68 26

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		2605	100
<b>Screen Size :-</b>	Under 20"	823	32
	20 to 29"	957	37
	30" and over	795	31
<b>Recorders :-</b>	VCR connected	765	29
	PVR connected	428	16
	DVD-R connected	184	7
	Any recorder	1137	44

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	2946	100	2899	100	2765	100
<b>Age :-</b>						
0 - 3	130	4	128	4	125	5
4 - 9	197	7	195	7	191	7
10 - 15	222	8	220	8	216	8
16 - 19	161	5	158	5	152	6
20 - 24	188	6	179	6	173	6
25 - 34	333	11	324	11	315	11
35 - 44	400	14	394	14	389	14
45 - 54	402	14	396	14	388	14
55 - 64	390	13	385	13	364	13
65 +	524	18	520	18	451	16
<b>Adults :- Total</b>	2398	100	2355	100	2232	100
AB	383	16	377	16	363	16
C1	646	27	632	27	614	28
C2	633	26	627	27	612	27
D	422	18	414	18	379	17
E	314	13	305	13	264	12

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	1443	100	1504	100	1414	100	1484	100
<b>Age :-</b>								
0 - 15	283	20	266	18	280	20	263	18
16 - 24	178	12	171	11	171	12	165	11
25 - 34	165	11	168	11	159	11	165	11
35 - 44	193	13	207	14	189	13	204	14
45 - 54	196	14	206	14	193	14	203	14
55 - 64	191	13	199	13	189	13	197	13
65 +	236	16	288	19	234	17	286	19
<b>Adults :-</b>	1160	100	1238	100	1134	100	1221	100
AB	188	16	195	16	185	16	192	16
C1	304	26	342	28	295	26	336	28
C2	338	29	295	24	335	30	293	24
D	201	17	220	18	197	17	217	18
E	128	11	186	15	122	11	183	15
Working F/T	639	55	412	33	628	55	407	33
Working P/T	32	3	150	12	32	3	148	12
Not Working	489	42	676	55	475	42	665	54
<b>Housewives :-</b>	256	100	1044	100	242	100	1030	100
Working F/T	97	38	343	33	92	38	340	33
Working P/T	8	3	136	13	7	3	134	13
Not Working	152	59	564	54	143	59	556	54

## Midlands West

Table 1		Television Reception		
	All Households		Total TV Households	
	000's	%	000's	%
<b>Total</b>	2592	100	2533	100
<b>Receiving ITV</b>	2533	98	2533	100
<b>Receiving any CH4</b>	2526	97	2526	100
<b>Receiving five</b>	2494	96	2494	98
<b>Receiving BBC1</b>	2533	98	2533	100
<b>Receiving BBC2</b>	2533	98	2533	100

<b>Table 2</b>		<b>Analysis of Households</b>					
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>		
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	
<b>Total</b>	2592	100	2533	100	2197	100	
		100		98		85	
				100		87	
<b>Social Class :-</b>							
AB	512	20	504	20	464	21	
C1	663	26	648	26	575	26	
C2	518	20	514	20	473	22	
D	449	17	439	17	392	18	
E	449	17	429	17	293	13	
<b>Housewife Age :-</b>							
Under 25	133	5	124	5	109	5	
25 - 34	394	15	379	15	354	16	
35 - 44	485	19	475	19	446	20	
45 - 54	472	18	461	18	422	19	
55 - 64	440	17	434	17	393	18	
65 +	670	26	661	26	473	22	
<b>Size of Household :-</b>							
1	903	35	863	34	620	28	
2	792	31	782	31	710	32	
3	383	15	379	15	368	17	
4	332	13	329	13	325	15	
5 +	183	7	180	7	174	8	
<b>Average Household Size</b>	2.30		2.32		2.46		
<b>Children :-</b>							
Without	1931	75	1880	74	1562	71	
With	661	25	653	26	635	29	
0 - 3	251	10	247	10	233	11	
4 - 9	318	12	315	12	305	14	
10 - 15	329	13	327	13	322	15	



<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		2533	100
<b>Screen Size :-</b>	Under 20"	1178	47
	20 to 29"	1468	58
	30" and over	1308	52
<b>Household with :-</b>	Single Set	1005	40
	2 Sets	914	36
	3 Sets	381	15
	4 Sets	160	6
	5+ Sets	73	3
<b>Recorders :-</b>	With VCR	1087	43
	2+ VCR	179	7
	With PVR	510	20
	2+ PVR	93	4
	With DVD-R	349	14
	2+ DVD-R	18	1
	With Any Recorder	1521	60
2+ Recorders	534	21	

<b>Table 4</b>		<b>TV Set Profile</b>	
		<b>TV Households</b>	
		<b>000's</b>	<b>%</b>
<b>Total</b>		5134	100
<b>Screen Size :-</b>	Under 20"	1696	33
	20 to 29"	1797	35
	30" and over	1564	30
<b>Recorders :-</b>	VCR connected	1338	26
	PVR connected	655	13
	DVD-R connected	387	8
	Any recorder	1991	39

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	5970	100	5871	100	5394	100
<b>Age :-</b>						
0 - 3	303	5	299	5	281	5
4 - 9	420	7	416	7	399	7
10 - 15	445	7	441	8	435	8
16 - 19	329	6	324	6	306	6
20 - 24	370	6	357	6	347	6
25 - 34	738	12	714	12	669	12
35 - 44	861	14	847	14	802	15
45 - 54	799	13	784	13	743	14
55 - 64	730	12	723	12	670	12
65 +	975	16	966	16	741	14
<b>Adults :- Total</b>	4802	100	4715	100	4279	100
AB	1029	21	1017	22	963	23
C1	1234	26	1212	26	1134	27
C2	1048	22	1042	22	974	23
D	865	18	846	18	773	18
E	625	13	598	13	435	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	2942	100	3027	100	2884	100	2987	100
<b>Age :-</b>								
0 - 15	601	20	567	19	594	21	562	19
16 - 24	354	12	345	11	344	12	337	11
25 - 34	364	12	374	12	349	12	365	12
35 - 44	431	15	430	14	423	15	424	14
45 - 54	396	13	403	13	387	13	397	13
55 - 64	360	12	370	12	356	12	368	12
65 +	436	15	539	18	431	15	535	18
<b>Adults :-</b>	2341	100	2460	100	2290	100	2425	100
AB	509	22	520	21	502	22	515	21
C1	576	25	658	27	564	25	649	27
C2	577	25	471	19	572	25	470	19
D	421	18	444	18	410	18	436	18
E	258	11	367	15	242	11	356	15
Working F/T	1379	59	788	32	1361	59	781	32
Working P/T	84	4	384	16	80	3	381	16
Not Working	878	38	1289	52	850	37	1263	52
<b>Housewives :-</b>	565	100	2027	100	535	100	1998	100
Working F/T	245	43	626	31	234	44	621	31
Working P/T	23	4	351	17	21	4	349	17
Not Working	298	53	1050	52	279	52	1028	51

## Midlands East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
<b>Total</b>	962	100	923	100	
<b>Receiving ITV</b>	923	96	923	100	
<b>Receiving any CH4</b>	917	95	917	99	
<b>Receiving five</b>	912	95	912	99	
<b>Receiving BBC1</b>	923	96	923	100	
<b>Receiving BBC2</b>	923	96	923	100	

<b>Table 2</b>		<b>Analysis of Households</b>				
	<b>All Households</b>		<b>TV Households</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	962	100	923	100	786	100
		100		96		82
				100		85
<b>Social Class :-</b>						
AB	186	19	181	20	164	21
C1	269	28	255	28	225	29
C2	204	21	198	21	186	24
D	164	17	158	17	118	15
E	140	15	131	14	93	12
<b>Housewife Age :-</b>						
Under 25	69	7	60	6	53	7
25 - 34	158	16	145	16	127	16
35 - 44	186	19	181	20	169	22
45 - 54	166	17	162	18	148	19
55 - 64	146	15	144	16	120	15
65 +	237	25	232	25	168	21
<b>Size of Household :-</b>						
1	309	32	287	31	189	24
2	323	34	314	34	287	37
3	144	15	139	15	134	17
4	122	13	120	13	117	15
5 +	65	7	63	7	59	8
<b>Average Household Size</b>	2.31		2.33		2.48	
<b>Children :-</b>						
Without	711	74	677	73	550	70
With	251	26	246	27	236	30
0 - 3	94	10	90	10	85	11
4 - 9	116	12	114	12	110	14
10 - 15	124	13	123	13	119	15

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
<b>Total</b>		923	100
<b>Screen Size :-</b>	Under 20"	432	47
	20 to 29"	530	57
	30" and over	464	50
<b>Household with :-</b>	Single Set	369	40
	2 Sets	306	33
	3 Sets	151	16
	4 Sets	68	7
	5+ Sets	29	3
<b>Recorders :-</b>	With VCR	460	50
	2+ VCR	93	10
	With PVR	180	19
	2+ PVR	26	3
	With DVD-R	86	9
	2+ DVD-R	4	0
	With Any Recorder	572	62
2+ Recorders	215	23	

Table 4		TV Set Profile	
		TV Households	
		000's	%
<b>Total</b>		1888	100
<b>Screen Size :-</b>	Under 20"	629	33
	20 to 29"	659	35
	30" and over	552	29
<b>Recorders :-</b>	VCR connected	574	30
	PVR connected	213	11
	DVD-R connected	94	5
	Any recorder	743	39

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
<b>Total</b>	2226	100	2154	100	1948	100
<b>Age :-</b>						
0 - 3	114	5	109	5	104	5
4 - 9	151	7	148	7	141	7
10 - 15	163	7	162	8	154	8
16 - 19	124	6	120	6	117	6
20 - 24	163	7	148	7	130	7
25 - 34	287	13	267	12	255	13
35 - 44	334	15	327	15	308	16
45 - 54	291	13	284	13	268	14
55 - 64	252	11	249	12	213	11
65 +	347	16	341	16	259	13
<b>Adults :- Total</b>	1798	100	1735	100	1550	100
AB	371	21	363	21	337	22
C1	506	28	479	28	446	29
C2	417	23	408	24	386	25
D	313	17	304	18	239	15
E	191	11	181	10	142	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	1110	100	1116	100	1066	100	1089	100
<b>Age :-</b>								
0 - 15	228	21	200	18	222	21	197	18
16 - 24	144	13	143	13	134	13	135	12
25 - 34	143	13	144	13	129	12	138	13
35 - 44	169	15	165	15	165	15	163	15
45 - 54	143	13	148	13	138	13	145	13
55 - 64	126	11	126	11	124	12	125	11
65 +	158	14	189	17	154	14	187	17
<b>Adults :-</b>	882	100	915	100	843	100	892	100
AB	188	21	183	20	184	22	179	20
C1	242	27	264	29	224	27	255	29
C2	220	25	196	21	215	25	194	22
D	157	18	156	17	152	18	152	17
E	75	9	116	13	69	8	112	13
Working F/T	520	59	296	32	504	60	290	32
Working P/T	25	3	145	16	25	3	144	16
Not Working	337	38	474	52	314	37	458	51
<b>Housewives :-</b>	202	100	760	100	182	100	741	100
Working F/T	86	42	241	32	79	43	235	32
Working P/T	5	2	135	18	5	3	134	18
Not Working	112	55	384	51	99	54	371	50

### Multichannel Homes

Table 1		Television Reception											
	All Households		Total TV Households		Multichannel Households								
	000's	%	000's	%	ALL		DSAT		DTT		Cable		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
<b>Total</b>	26716	100	25930	100	22846	100	9683	100	14482	100	3629	100	
Receiving ITV	25929	97	25929	100	22846	100	9683	100	14482	100	3629	100	
Receiving any CH4	25841	97	25841	100	22828	100	9682	100	14482	100	3629	100	
Receiving five	25068	94	25068	97	22823	100	9681	100	14482	100	3629	100	
Receiving 1+ Non Terrestrial	22846	86	22846	88	22846	100	9683	100	14482	100	3629	100	
Receiving BBC1	25930	97	25930	100	22846	100	9683	100	14482	100	3629	100	
Receiving BBC2	25930	97	25930	100	22846	100	9683	100	14482	100	3629	100	

Table 2		Analysis of Households											
		All Households		TV Households		Multichannel Households							
						Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
<b>Total</b>		26716	100	25930	100	22846	100	9683	100	14482	100	3629	100
			100		97		86		36		54		14
					100		88		37		56		14
<b>Social Class :-</b>													
AB		5717	21	5584	22	5201	23	2346	24	3263	23	753	21
C1		7439	28	7193	28	6487	28	2833	29	4078	28	1070	29
C2		5162	19	5068	20	4714	21	2150	22	2960	20	773	21
D		4081	15	3943	15	3364	15	1401	14	2082	14	573	16
E		4317	16	4141	16	3080	13	952	10	2098	14	460	13
<b>Housewife Age :-</b>													
Under 25		1535	6	1397	5	1244	5	499	5	770	5	204	6
25 - 34		4252	16	4026	16	3669	16	1783	18	1998	14	668	18
35 - 44		5151	19	5019	19	4741	21	2374	25	2794	19	859	24
45 - 54		4843	18	4734	18	4437	19	2088	22	2799	19	755	21
55 - 64		4369	16	4288	17	3887	17	1554	16	2580	18	586	16
65 +		6567	25	6465	25	4868	21	1384	14	3541	24	557	15
<b>Size of Household :-</b>													
1		8891	33	8400	32	6247	27	1779	18	4356	30	870	24
2		8731	33	8572	33	7896	35	3265	34	5030	35	1178	32
3		4044	15	3984	15	3837	17	1975	20	2266	16	681	19
4		3449	13	3407	13	3351	15	1778	18	1989	14	629	17
5 +		1602	6	1567	6	1516	7	886	9	841	6	271	7
<b>Average Household Size</b>		2.28		2.30		2.41		2.70		2.32		2.55	
<b>Children :-</b>													
Without		19942	75	19249	74	16357	72	6297	65	10766	74	2456	68
With		6774	25	6681	26	6489	28	3386	35	3716	26	1173	32
0 - 3		2514	9	2464	10	2361	10	1235	13	1277	9	403	11
4 - 9		3189	12	3151	12	3051	13	1622	17	1685	12	548	15
10 - 15		3317	12	3286	13	3215	14	1706	18	1918	13	616	17



<b>Table 3 Household Penetrations - TV Sets/VCRs</b>											
		<b>TV Households</b>		<b>Multichannel Households</b>							
				<b>Total</b>		<b>DSAT</b>		<b>DTT</b>		<b>Cable</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		25930	100	22846	100	9683	100	14482	100	3629	100
<b>Screen Size :-</b>											
	Under 20"	12187	47	11078	48	4791	49	7577	52	1800	50
	20 to 29"	14288	55	12289	54	4913	51	8109	56	1892	52
	30" and over	13878	54	13390	59	6670	69	8283	57	2287	63
<b>Household with :-</b>											
	Single Set	10226	39	7942	35	2731	28	4570	32	1182	33
	2 Sets	9042	35	8355	37	3501	36	5317	37	1310	36
	3 Sets	3966	15	3885	17	1880	19	2682	19	668	18
	4 Sets	1792	7	1766	8	1002	10	1234	9	311	9
	5+ Sets	904	3	898	4	569	6	678	5	158	4
<b>Recorders :-</b>											
	With VCR	11217	43	9912	43	3992	41	6501	45	1529	42
	2+ VCR	1990	8	1873	8	902	9	1243	9	308	8
	With PVR	6326	24	6326	28	5143	53	2823	19	970	27
	2+ PVR	1275	5	1275	6	1134	12	517	4	155	4
	With DVD-R	3957	15	3957	17	1810	19	2591	18	580	16
	2+ DVD-R	337	1	337	1	185	2	238	2	42	1
	With Any Recorder	16350	63	15051	66	7530	78	9117	63	2290	63
	2+ Recorders	6210	24	6047	26	3760	39	3438	24	920	25

Table 4		TV Set Profile									
		TV Households		Multichannel Households							
				Total		DSAT		DTT		Cable	
				000's	%	000's	%	000's	%	000's	%
<b>Total</b>		52790	100	48689	100	22644	100	31987	100	7901	100
<b>Screen Size :-</b>	Under 20"	17670	33	16356	34	7445	33	11246	35	2653	34
	20 to 29"	17365	33	15223	31	6311	28	10141	32	2318	29
	30" and over	16579	31	16062	33	8400	37	9977	31	2723	34
<b>Recorders :-</b>	VCR connected	13817	26	12370	25	5180	23	8058	25	1915	24
	PVR connected	8187	16	8187	17	6804	30	3522	11	1171	15
	DVD-R connected	4409	8	4409	9	2046	9	2895	9	645	8
	Any recorder	21596	41	20158	41	10810	48	12000	38	3000	38
<b>Sets Receiving 1+ Non-Terrestrial Channels</b>		36056	68	36056	74	17028	75	24437	76	5784	73

Table 5		Analysis of Individuals									
		All Households		Multichannel Households							
				Total		DSAT		DTT		Cable	
				000's	%	000's	%	000's	%	000's	%
<b>Total</b>		60929	100	55094	100	26128	100	33657	100	9243	100
<b>Age :-</b>	0 - 3	3002	5	2824	5	1471	6	1516	5	489	5
	4 - 9	4176	7	3985	7	2133	8	2191	7	708	8
	10 - 15	4398	7	4270	8	2277	9	2530	8	817	9
	16 - 19	3189	5	3008	5	1581	6	1901	6	543	6
	20 - 24	3922	6	3441	6	1639	6	2079	6	648	7
	25 - 34	8011	13	7133	13	3623	14	3897	12	1292	14
	35 - 44	8996	15	8429	15	4330	17	4918	15	1542	17
	45 - 54	8315	14	7764	14	3827	15	4858	14	1318	14
	55 - 64	7278	12	6663	12	2853	11	4337	13	1001	11
	65 +	9641	16	7577	14	2394	9	5431	16	885	10
<b>Adults :-</b>	<b>Total</b>	49352	100	44015	100	20247	100	27420	100	7229	100
	AB	11345	23	10580	24	5054	25	6586	24	1562	22
	C1	14001	28	12635	29	5916	29	7864	29	2160	30
	C2	10497	21	9848	22	4764	24	6133	22	1667	23
	D	7624	15	6468	15	2982	15	3867	14	1147	16
	E	5885	12	4484	10	1530	8	2970	11	693	10

Table 6a Analysis of Individuals								
	All Households				MC Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	29960	100	30969	100	27243	100	27851	100
<b>Age :-</b>								
0 - 15	5948	20	5629	18	5704	21	5376	19
16 - 24	3613	12	3498	11	3290	12	3159	11
25 - 34	3991	13	4021	13	3495	13	3639	13
35 - 44	4449	15	4547	15	4135	15	4294	15
45 - 54	4098	14	4217	14	3803	14	3961	14
55 - 64	3565	12	3713	12	3262	12	3401	12
65 +	4297	14	5344	17	3555	13	4022	14
<b>Adults :-</b>	24012	100	25340	100	21539	100	22475	100
AB	5670	24	5675	22	5317	25	5263	23
C1	6564	27	7438	29	5962	28	6673	30
C2	5673	24	4824	19	5259	24	4589	20
D	3747	16	3877	15	3164	15	3304	15
E	2358	10	3527	14	1838	9	2646	12
Working F/T	14389	60	8475	33	13174	61	7916	35
Working P/T	813	3	3874	15	750	3	3654	16
Not Working	8810	37	12991	51	7615	35	10905	49
<b>Housewives :-</b>	5943	100	20773	100	4754	100	18092	100
Working F/T	2726	46	6677	32	2291	48	6170	34
Working P/T	226	4	3551	17	188	4	3330	18
Not Working	2991	50	10545	51	2275	48	8592	47

Table 6b Analysis of Individuals												
	DSAT				DTT				Cable			
	Males		Females		Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
<b>Total</b>	13231	100	12897	100	16490	100	17167	100	4612	100	4631	100
<b>Age :-</b>												
0 - 15	3058	23	2823	22	3170	19	3066	18	1045	23	969	21
16 - 24	1713	13	1507	12	2013	12	1966	11	614	13	577	12
25 - 34	1792	14	1831	14	1932	12	1965	11	622	13	670	14
35 - 44	2103	16	2227	17	2409	15	2508	15	765	17	776	17
45 - 54	1886	14	1941	15	2378	14	2479	14	637	14	681	15
55 - 64	1438	11	1415	11	2107	13	2229	13	500	11	501	11
65 +	1241	9	1154	9	2479	15	2952	17	428	9	457	10
<b>Adults :-</b>	10172	100	10075	100	13319	100	14101	100	3567	100	3662	100
AB	2574	25	2480	25	3295	25	3291	23	797	22	765	21
C1	2899	29	3017	30	3660	27	4204	30	1026	29	1134	31
C2	2534	25	2229	22	3268	25	2865	20	896	25	771	21
D	1508	15	1474	15	1876	14	1991	14	565	16	581	16
E	657	6	874	9	1219	9	1751	12	283	8	410	11
Working F/T	6757	66	3957	39	7796	59	4694	33	2270	64	1400	38
Working P/T	351	3	1776	18	459	3	2273	16	123	3	631	17
Not Working	3065	30	4341	43	5064	38	7134	51	1174	33	1631	45
<b>Housewives :-</b>	1761	100	7922	100	3113	100	11369	100	778	100	2851	100
Working F/T	964	55	3072	39	1418	46	3632	32	405	52	1065	37
Working P/T	79	4	1607	20	115	4	2072	18	35	4	568	20
Not Working	719	41	3243	41	1581	51	5665	50	338	43	1218	43

<b>Table 7</b>										
<b>Multichannel Penetration by Region</b>										
	<b>Total TV Households</b>		<b>Multi-channel Households</b>		<b>DSAT</b>		<b>DTT</b>		<b>Cable</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>All Areas</b>	25930	100	22846	100	9683	100	14482	100	3629	100
London	4726	18	4043	18	1731	18	2336	16	748	21
South East	893	3	780	3	393	4	455	3	86	2
Midlands	3457	13	2983	13	1128	12	1906	13	597	16
East	1850	7	1604	7	730	8	944	7	224	6
West	986	4	865	4	305	3	587	4	142	4
South West	847	3	759	3	351	4	492	3	63	2
South	2106	8	1919	8	729	8	1294	9	291	8
Yorkshire and Lincolnshire	2506	10	2227	10	918	9	1487	10	295	8
North East and Cumbria	1492	6	1386	6	542	6	1018	7	189	5
North West	2822	11	2544	11	1042	11	1849	13	414	11
Scotland	2287	9	2037	9	830	9	1256	9	374	10
Ulster	685	3	529	2	292	3	268	2	95	3
Wales	1272	5	1172	5	691	7	589	4	112	3
Midlands West	2533	10	2197	10	833	9	1426	10	416	11
Midlands East	923	4	786	3	296	3	480	3	181	5

## **Appendices**



## Appendix A

### 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 marginal and 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 Class  
 Total set usage  
 ITV/BBC share of set usage  
 Age  
 Sex  
 Working status (adults)  
 Terminal age of education  
 Stations received  
 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 ITV area and BBC 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.

ITV reception areas are effectively determined by the signal strength allowed from the transmitters allocated to each ITV franchise holder. Therefore ITV areas overlap with each other, generating area segments where two or three ITV stations can be received. The interlacing of ITV reception areas generates 43 ITV area segments:

17	Non-overlap areas-single ITV reception
20	Dual overlap areas-dual ITV reception
6	Triple overlap areas-triple ITV reception

BBC editorial regions are non-overlapping geographically defined regions. There are 13 BBC editorial regions.

When ITV areas and BBC regions are overlaid, a total of 63 mutually exclusive BBC/ITV area segments are generated. For sampling purposes there are a total of 68 BBC/ITV segments.

#### 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)
- ITV Overlap area sub-segment
- Geodemographic

From July 2007 an ethnic stratifier was added to this list.

BBC/ITV Segment is the primary stratification. Sample requirements within the 68 BBC/ITV Segments are calculated with reference to ITV area panel sizes and the following

- a) The annual sample size is 52,500.
- b) The minimum annual sample size in each ITV area is 1000, except for Channel Islands (500).
- c) The design should yield 100 dual receiving homes in the overlap of each ITV area, with the exception of Scotland/Border where the tiny overlap (about 1,000 homes) makes this requirement unsustainable and unnecessary.
- d) The design 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, one for ITV overlap areas and most parts of non-overlap areas (about 85% of the population), the other covering the less densely populated parts of ITV non-overlap areas where a more clustered design is necessary to create a workable fieldwork task.

#### *Type A - ITV overlap areas and more densely populated parts of non-overlap*

Within each BBC/ITV non-overlap area, output areas are ordered within the following hierarchy:

- Cable Areas (Yes/No)
- five Reception Areas (Yes/No)
- DTT Area
- Ethnic stratifier (from July 2007)

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.

Within ITV overlap areas the procedure is the same, except that the area is first divided into three sub-segments based on proximity to competing transmitters, before the further stratification is imposed.

*Type B - Less densely populated parts of ITV non-overlap areas*

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

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

b) Selection of addresses

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

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

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



## Appendix C

### **FIELDWORK AND RESULTS**

The tables in this report are based on Establishment Survey interviews carried out between July 2007 and June 2009.

The following table shows the fieldwork results. Data are given for the total sample and for each BBC area.

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 known to be occupied but no reply was obtained from at least 3 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 the head of household or housewife are included in this group.

Response Analysis: Jul 2007 - Jun 2009										
	Total		Mid		E		W		SW	
Addresses Issued	157898		21212		9724		5129		5154	
Shop / Business	1680		187		107		39		58	
Demolished / Incomplete	445		35		40		6		7	
Empty	12859		1727		817		389		330	
Holiday Home	1444		133		77		24		180	
Other Non Effective	3564		412		178		140		124	
Eligible Addresses	137906		18718		8505		4531		4455	
Substitute Addresses	19576		2471		1201		593		676	
Multiple Occupancy Addresses	1835		88		36		70		51	
Additional Households	2616		315		185		49		120	
Total Households	161933	100%	21592	100%	9927	100%	5243	100%	5302	100%
Non Contacts	26660	16%	3172	15%	1455	15%	895	17%	919	17%
No English Spoken	295	*	43	*	21	*	9	*	15	*
Refusals	22491	14%	3020	14%	1373	14%	614	12%	1015	19%
Total Interviews	112487	69%	15357	71%	7078	71%	3725	71%	3353	63%

\* = Less than 0.5%

Response Analysis: Jul 2007 - Jun 2009										
	S		N		NE		NW		Scot	
Addresses Issued	11971		9368		7446		10319		14916	
Shop / Business	112		64		51		94		193	
Demolished / Incomplete	24		21		14		15		99	
Empty	679		612		569		903		1448	
Holiday Home	65		18		113		53		207	
Other Non Effective	233		96		139		271		428	
Eligible Addresses	10858		8557		6560		8983		12541	
Substitute Addresses	1093		798		855		1320		2325	
Multiple Occupancy Addresses	86		67		32		67		121	
Additional Households	204		107		88		216		301	
Total Households	12241	100%	9529	100%	7535	100%	10586	100%	15288	100%
Non Contacts	2093	17%	1111	20%	956	13%	1831	17%	2276	15%
No English Spoken	25	*	11	*	2	*	13	*	8	*
Refusals	2020	17%	1281	14%	850	11%	1351	13%	2047	13%
Total Interviews	8103	66%	7126	67%	5727	76%	7391	70%	10957	72%

\* = Less than 0.5%

Response Analysis: Jul 2007 - Jun 2009										
	Uls		Wal		Lon		SE			
Addresses Issued	8734		18363		30268		5294			
Shop / Business	168		208		330		69			
Demolished / Incomplete	54		29		79		22			
Empty	1168		2195		1649		373			
Holiday Home	61		418		48		47			
Other Non Effective	403		437		521		182			
Eligible Addresses	6880		15076		27641		4601			
Substitute Addresses	1758		3213		2599		674			
Multiple Occupancy Addresses	11		106		1062		38			
Additional Households	189		311		372		159			
Total Households	8838	100%	18706	100%	31674	100%	5472	100%		
Non Contacts	1300	15%	1834	10%	7819	25%	999	18%		
No English Spoken	3	*	10	*	133	*	2	*		
Refusals	724	8%	1228	7%	5972	19%	996	18%		
Total Interviews	6811	77%	15634	84%	17750	56%	3475	64%		

\* = Less than 0.5%

## Appendix D

### DEFINITIONS

#### **BBC AREAS**

The tables given in this report refer to BBC areas, as defined by BARB at the date of the survey.

#### **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.

#### **TV HOUSEHOLD**

A TV Household is a household which has at least one television either in working order or for which arrangements have been made for its repair in the next seven days.

#### **MULTICHANNEL HOUSEHOLDS**

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.

## **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 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**

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 of the same sex has equal claims to be the housewife, the elder is taken as the housewife.
- e) A man is the housewife in an all male household.
- f) In some cases a man may be the housewife in a mixed sex household if he is chiefly responsible for the household duties.
- g) A servant is never the housewife.



## **HEAD OF THE 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.

If the wife owns or rents the property, and the husband is a member of the household, then the husband is the Head of the Household.

## **SOCIAL CLASS**

The social class of 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.

## **“PORTABLE” SETS**

A “portable” set is a set described by the respondent as a “portable”.

## **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.

## **PERCENTAGES**

Percentages given in the tables are quoted to the nearest “1 percent”. This means that a “total” percentage will not necessarily agree with the sum of the component percentages.

## 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 report 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 do not sum to the total and values in the one table do not sum to a value in another table (e.g. men + women might not equal adults).

The reason for this procedure is to ensure that the values given in this report can be reproduced exactly by users of the Establishment Survey tape.

Tables in the second part (projections) have been subjected to a different rounding procedure. These are used in the processing of panel data and it is required that component parts do sum to totals in a particular hierarchy.



## Appendix G

<b>SAMPLE BASES FOR THE TABLES</b>
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The following tables give sample bases for the main report tables. They are an aggregation of all fieldwork from July 2007 to June 2009.

SAMPLE BASES FOR REPORT TABLES  
TABLES 1 - 3

	<b>All Households</b>	<b>TV Households</b>	<b>Multichannel</b>
<b>All Areas</b>	<b>112487</b>	<b>109749</b>	<b>21964</b>
London	17750	17096	3891
South East	3475	3408	749
Midlands	15357	14997	2870
East	7074	6908	1541
West	3725	3657	831
South West	3353	3292	728
South	8107	7943	1843
Yorkshire and Lincolnshire	7126	6964	2138
North East and Cumbria	5727	5646	1330
North West	7391	7157	2446
Scotland	10957	10689	1960
Ulster	6811	6649	509
Wales	15634	15343	1127
Midlands West	11141	10928	2113
Midlands East	4216	4069	757



SAMPLE BASES FOR REPORT TABLES  
TABLE 4

	<b>Sets in TV Households</b>
<b>All Areas</b>	<b>226947</b>
London	34273
South East	7021
Midlands	30961
East	14283
West	7422
South West	7136
South	16601
Yorkshire and Lincolnshire	15316
North East and Cumbria	12114
North West	14329
Scotland	22195
Ulster	13472
Wales	31824
Midlands West	22488
Midlands East	8473

SAMPLE BASES FOR REPORT TABLES  
TABLE 5

	<b>Individuals in All Households</b>	<b>Individuals in TV Households</b>	<b>Individuals In Multichannel Households</b>
<b>All Areas</b>	<b>264133</b>	<b>259128</b>	<b>53023</b>
London	43930	42636	9639
South East	8207	8107	1840
Midlands	36336	35664	7074
East	16258	15953	3777
West	8671	8545	2017
South West	7739	7633	1707
South	19162	18847	4405
Yorkshire and Lincolnshire	16565	16268	5125
North East and Cumbria	13059	12888	3097
North West	16966	16576	5822
Scotland	24187	23740	4482
Ulster	16690	16422	1378
Wales	36363	35849	2660
Midlands West	26390	26003	5195
Midlands East	9946	9661	1879

SAMPLE BASES FOR REPORT TABLES  
TABLE 5

	<b>Adults in All Households</b>	<b>Adults in TV Households</b>	<b>Adults in Multichannel Households</b>
<b>All Areas</b>	<b>213240</b>	<b>208902</b>	<b>42346</b>
London	34702	33603	7610
South East	6609	6516	1441
Midlands	29278	28706	5613
East	13198	12943	2998
West	7034	6922	1635
South West	6324	6233	1379
South	15665	15388	3576
Yorkshire and Lincolnshire	13456	13176	4113
North East and Cumbria	10699	10550	2501
North West	13716	13381	4645
Scotland	19829	19439	3626
Ulster	13245	13013	1062
Wales	29485	29032	2148
Midlands West	21231	20905	4119
Midlands East	8047	7801	1494

## SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Individuals in All Households		Individuals in All TV Households	
	Males	Females	Males	Females
<b>All Areas</b>	<b>127833</b>	<b>136300</b>	<b>125041</b>	<b>134087</b>
London	21304	22626	20570	22066
South East	3945	4262	3892	4215
Midlands	17684	18652	17297	18367
East	7918	8340	7753	8200
West	4189	4482	4119	4426
South West	3774	3965	3712	3921
South	9323	9839	9148	9699
Yorkshire and Lincolnshire	8077	8488	7901	8367
North East and Cumbria	6364	6695	6273	6615
North West	8190	8776	7993	8583
Scotland	11579	12608	11336	12404
Ulster	8039	8651	7893	8529
Wales	17447	18916	17154	18695
Midlands West	12798	13592	12583	13420
Midlands East	4886	5060	4714	4947

## SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Adults in All Households		Adults in All TV Households	
	Males	Females	Males	Females
<b>All Areas</b>	<b>101830</b>	<b>111410</b>	<b>99385</b>	<b>109517</b>
London	16650	18052	16028	17575
South East	3138	3471	3089	3427
Midlands	14047	15231	13718	14988
East	6363	6835	6224	6719
West	3371	3663	3306	3616
South West	3020	3304	2967	3266
South	7519	8146	7357	8031
Yorkshire and Lincolnshire	6482	6974	6314	6862
North East and Cumbria	5150	5549	5070	5480
North West	6484	7232	6309	7072
Scotland	9348	10481	9135	10304
Ulster	6312	6933	6182	6831
Wales	13946	15539	13686	15346
Midlands West	10162	11069	9982	10923
Midlands East	3885	4162	3736	4065



## Appendix H

### **MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES**

Establishment Survey interviewers are issued with a set of pre-selected addresses. They may only interview at those addresses. It is possible for more than one household to exist resident at a single address. 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

### SMOOTHING AND PROJECTION

The objective of this report is to provide the best possible estimates of overall populations and television populations, broken down by detailed demographic and TV equipment-related categories, for each defined television area, for the dates given in the introduction to this report.

Data contributing to this report are from survey work conducted between July 2008 and June 2009. To provide estimates from these data which relate to the time periods required, it is necessary to use smoothing and projection techniques. This appendix outlines the smoothing and projection methods used.

#### WEIGHTING

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

- Household Size by Geographical Segment
  - Household Size 1
  - Household Size 2+ for each of the BBC/ITV Segments (68 in total)
- Sex by Age Profiles for Standard Regions. Profiles controlled are:
 

	Male	
	Female	
	<b>X</b>	
0-4	15-24	45-54
5-9	25-34	55-64
10-14	35-44	65+

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

#### STATIC AND DYNAMIC VARIABLES

This report contains data, which can be divided into two categories:

- “Static Variables”. These are measurements such as TV households and age profiles, which change only by a small amount over time.
- “Dynamic Variables”. These are measurements such as VCR penetration and multichannel penetration, which can change significantly over time.

## SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

### Static Variables

All Household and TV Household measurements in tables 1, 2, 5 and 6 for each area in section 1, and all measurements in section 2, are deemed to be static variables. The profiles of static variables are obtained by averaging the eight quarters data, which contribute to the report.

### Dynamic Variables

With the exception of multichannel estimates, which are discussed below, the dynamic variables in this report are the top-line equipment ownership data in tables 3-4. These are projections of profiles given by quarterly data, using the projection model described later in this appendix. The projection model is also applied to five reception in table 1.

### Multichannel

Cable estimates are taken from OFCOM estimates of cable penetration. Within this digital cable is forecasted from historical trend data.

Other multi-channel total universe projections are produced by using statistical forecasting procedures on a combination of trend data from the Establishment Survey and BARB panel.

In this way top-line Multichannel estimates for June 2009 in this report accord with estimates used in processing BARB panel data in June 2009. This is the current procedure used for estimates in this report, as well as for monthly projections of additional channel universes from April 1992.

Previously the following methodologies were employed:

- |                       |   |
|-----------------------|---|
| August-December 1991: | Projection of Establishment Survey Data using the smoothing model.  |
| January-March 1992:   | Projection of Establishment Survey Data using the smoothing model, and including a different version of ITC cable data (using actual rather than smoothed, values), and an estimate of the SMATV areas. This survey took place in November 1991 and comprised 500 interviews. |

## The Smoothing Model

The following is a guide to the smoothing model.

Each quarter, the Establishment Survey provides an estimate of each dynamic universe (for example) based upon that quarter's sample only. This is then used in conjunction with the smoothed estimates of the trend and universe from the previous quarter to produce the smoothed estimates of the trend and universe for the latest quarter. The formulae are:

- (a) In quarter m we have the following data:

$U_m$  = Actual estimate of universe in quarter m (i.e. based upon the latest quarter's sample only)

$SU_{m-1}$  = Smoothed estimate of universe in quarter m-1

$ST_{m-1}$  = Smoothed estimate of trend in quarter m-1

- (b) Then the first step is to calculate:

$T_m$  = "Actual" estimate of trend from quarter m-1 to quarter m

=  $U_m - SU_{m-1}$

- (c) The smoothed estimate of the trend for quarter m is:

$ST_m$  =  $\alpha \cdot T_m + (1-\alpha) \cdot ST_{m-1}$

Which is a weighted average of the latest quarter's "actual" estimate of trend and the previous quarter's smoothed estimate of the trend.

With a value of  $\alpha = 1/10$  for example:

$ST_m = 1/10 T_m + 9/10 ST_{m-1}$

- (d) The smoothed estimate of the universe for quarter m is:

$SU_m$  =  $SU_{m-1} + ST_m$

i.e. the previous quarter's smoothed estimate of the universe is simply increased by the smoothed estimate of the trend for the latest quarter.

**For Example:**

- (i)  $U_m = 100,000$  (Actual universe estimate, quarter m)
- $SU_{m-1} = 90,000$  (Smoothed Universe estimate, quarter m-1)
- $ST_{m-1} = 5,000$  (Smoothed trend estimate, quarter m-1)
- (ii)  $T_m = 100,000 - 90,000 = 10,000$  (Actual trend estimate, quarter m)
- (iii)  $ST_m = 1/10 \times 10,000 + 9/10 \times 5,000$  (Smoothed trend estimate, quarter m)
- $= 5,500$
- (iv)  $SU_m = 90,000 + 5,500$  (Smoothed universe estimate, quarter m)
- $= 95,500$

N.B. For quarterly measurements an  $\alpha$  value of 0.3 is used.

## **Appendix J**

### **The Questionnaire (June 2009)**



# **Barb Establishment Survey**

## **Questionnaire Script**

**June 2009**

**Version 1 – 12/12/08**

**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 HEAD OF HOUSEHOLD OR HOUSEPERSON, AS DESCRIBED IN YOUR MANUAL. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.**

<b>QA SHOW SCREEN</b> Which of the following kinds of TV programmes do you like to watch?				MP
1. Films	8. Quiz/Game Shows	15. Pop/Rock Music	22. Current Affairs	
2. British Drama	9. Chat Shows	16. Classical Music	23. National News	
3. US Drama	10. Animation	17. Arts	24. Local/Regional News	
4. British soaps	11. DIY/Home/garden improvement	18. Science/technology		
5. Australian Soaps	12. Cookery	19. Documentaries	25. Financial/Business	
6. British comedy	13. Sport	20. Nature/wildlife	26. Consumer	
7. US comedy	14. Fashion	21. Religious	27. Reality TV	

How much do you agree or disagree with each of the following statements?	
<b>SHOW SCREEN</b>	
QB1. Watching TV is my main leisure activity	SP
QB2. I can usually find something to watch on TV	SP
QB3. I always make sure I have the latest TV technology	SP
QB4. I structure my evening's activity around the TV schedule	SP
QB5. I watch programmes my friends or colleagues talk about	SP
QB6. 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	

Now I would like to ask you some detailed questions about your television sets and the channels you can receive and then I will go on to ask you about your television viewing.

1. 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 >
--	------------

**ASK Q1A IF Q1 > 19. IF CODED AS NO, ROUTE BACK TO Q1**

1a. You have said that you have <<insert number of TVs claimed at Q1>> TV sets. Is this correct Yes No	SP
--	----

**ASK Q3A FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 GOTO Q2a2.**

3a. <b>SHOW SCREEN</b> Which of the statements on this card applies for each of the television sets in your household. Starting with your <b>main set</b> , is this television set ..... <b>REPEAT FOR EACH SET SUBSTITUTING main set FOR 2<sup>nd</sup> set, 3<sup>rd</sup> set ETC AS APPLICABLE</b> 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 <b>Never</b> used as a television set (for example only used with computer or games console) Permanently out of order	SP
--	----



<b>ASK Q3B FOR ANY TV SET CODED 3 AT Q3A. IF NO SETS CODED 3 AT Q3A SKIP TO Q8A</b>		
3b. How often do you expect to use this set in the future? More than once a month Every month Once every 3 months Once every 6 months Less often		SP
<b>COMMENT – REPEAT QUESTIONS Q8A – Q23A FOR ALL WORKING TV SETS - THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:</b> <b>A) IN USE (CODE 1 AT Q3A)</b> <b>B) TEMPORARILY OUT OF ORDER (TO BE REPAIRED WITHIN THE NEXT 4 WEEKS) (CODE 2 AT Q3A)</b> <b>C) IN WORKING ORDER AND USED AT LEAST ONCE EVERY SIX MONTHS OR MORE OFTEN (CODE 3 AT Q3A AND ALSO CODE 1 OR 2 OR 3 OR 4 AT Q3B FOR THAT SET)</b>		
<b>(IF TV) Talking about your main set only.</b> <b>(IF PC) Talking about your 1<sup>st</sup> PC only.</b> <b>(IF LAPTOP) Talking about your 1<sup>st</sup> laptop only.</b> <b>FOR ALL OTHER TVS, PCS AND LAPTOPS START “NOW TALKING ABOUT YOUR 2<sup>nd</sup> set/PC/laptop, 3<sup>rd</sup> set/PC/laptop ...” ETC AS APPLICABLE FOR Q8a-23d DISPLAY ON SCREEN WHICH TV, PC OR LAPTOP IS BEING TALKED ABOUT</b>		
<b>ASK Q8a IF TV, IF PC/LAPTOP SKIP TO Q14a</b>		
8a. What is the screen size, in inches? By that I mean the diagonal measurement across the screen. <b>NOTE: If the screen size is not known, measure diagonally across the screen</b> WRITE IN (2 digits required) Don't know		
8a2. <b>NOTE: Was the diagonal screen measurement ...?</b> Claim Actual measurement		SP
13b. Is this set mounted on a wall? Yes No Don't Know		SP
14a. Where is the set <b>(IF TV) PC (IF PC) laptop (IF LAPTOP)</b> usually located? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room Study /office No specific location/frequently moved Other (WRITE IN)		SP
<b>IF “NO SPECIFIC LOCATION...” (CODE 6 Q14a) GO TO Q14c OTHERWISE GO TO 16a</b>		
14c. <b>SHOW SCREEN</b> On average, how often would you say this set <b>(IF TV) PC (IF PC) laptop (IF LAPTOP)</b> 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		SP
<b>ASK Q16a IF TV OR (PC/LAPTOP AND NOT INTERNET (CODE 2) AT Q2c/Q2g) OTHERWISE SKIP TO Q23b</b>		
16a. <b>SHOW SCREEN</b> Which of the following channels can be received on this set <b>(IF TV) PC (IF PC) laptop (IF LAPTOP)</b> ? BBC1 BBC2 ITV1 Channel 4 S4C (Sianel Pedwar Cymru) five (formerly Channel 5) RTE 1 (Radio Telefis Eireann) RTE 2 TV3 (Ireland) TG4 (Ireland – formerly TnaG)		MP

<p>16b. <b>SHOW SCREEN</b> Which of the following <u>ITV1</u> channels can be received on this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>)? I am thinking of the channels themselves, not just the programmes they make.  <b>NOTE: Check that there is no confusion between ITV1 programmes and ITV1 channels received</b></p> <p>ITV1 Anglia  ITV1 Border  ITV1 Central  ITV1 Westcountry  ITV1 London (formerly Carlton and London Weekend/LWT)  Channel  STV (formerly Grampian), with local news North Tonight  ITV1 Granada  ITV1 West (formerly HTV West)  ITV1 Wales (formerly HTV Wales)  STV, with local news Scotland Today  ITV1 Meridian  ITV1 Tyne Tees  UTV (Ulster)  ITV1 Yorkshire (formerly Yorkshire - YTV)</p>	MP
<b>IF IN ULSTER NEEDS TO INCLUDE RTE, TV3 AND TG4 IN Q17a.</b>	
<p>17a. Are you able to receive, on this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>), any additional channels apart from BBC1, BBC2, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5) <b>(AND RTE1 or RTE 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW)?</b></p> <p>Yes  No</p>	SP
<b>IF NO (Q17a CODE 2) SKIP TO Q18a. IF YES OR DK AT Q17a, ASK Q17b(i/ii/iii/iv)</b>	
<p><b>SHOW SCREEN</b> I would now like to ask you about the reception method that this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) uses to receive the additional channels. Before asking these questions I would like to explain what the main reception methods are:</p> <p>(<b>IF TV</b>) 1) Via a normal aerial – this is either with a separate box that connects to your TV or by a TV set that has digital TV reception built in.  (<b>IF PC/LAPTOP</b>) 1) Via a normal aerial – this is either with a separate box that connects to your PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) or by a PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) TV card that has digital TV reception built in. The service provided is known as Freeview and gives you a selection of around 30 channels. You do not need a satellite or cable connection to receive these extra channels.  2) Via a connection to a cable TV supplier – cable TV suppliers transmit their signal through underground cables. The cable network is connected to your TV (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) via a set top box.  3) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) via a set top box, for example a Sky dish.</p>	
<p>By which of the following methods <b>can</b> you receive the additional channels on this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>)? If you can receive your channels by more than one method on this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) we are interested in all methods <b>whether they are used or not.</b></p>	
<p>17b(iii). <b>SHOW SCREEN</b> A normal aerial and digital signal (known as Freeview).  Yes  No</p>	SP
<p>17b(ii). <b>SHOW SCREEN</b> A connection to a cable TV Supplier.  Yes  No</p>	SP
<p>17b(i). <b>SHOW SCREEN</b> A satellite dish, for example a Sky dish.  Yes  No</p>	SP
<p>17b(iv). <b>SHOW SCREEN</b> Another method.  Yes  No</p>	SP
<b>IF OTHER METHOD (Q17b(iv) = Yes) ASK Q17a1, OTHERWISE SKIP TO Q20a</b>	
<p>17b1 <b>SHOW SCREEN</b> Which service provider do you receive your additional channels from via this other method?  <b>NOTE: For a more detailed explanation click on further information</b></p> <p>Tiscali TV  BT Vision  Other  Further information</p>	MP

<p><b>ASK Q20a IF YES AT Q17b(i/ii) OTHERWISE GO TO Q20a2.</b></p> <p>20a. <b>SHOW SCREEN</b> Does this set (IF TV) PC (IF PC) laptop (IF LAPTOP) receive digital satellite (IF Q17b(i) = Yes) or (IF Q17b(i)and(ii) = Yes) digital cable (IF Q17b(ii) = Yes) TV services? If your set (IF TV) PC (IF PC) laptop (IF LAPTOP) does not receive digital satellite most of the channels would be foreign, for example, you would not receive Sky One, E4, BBC 3 or ITV2. (IF Q17b(i) = Yes)</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <ul style="list-style-type: none"> <li>Does not receive digital TV</li> <li>Receives digital satellite (IF Q17b(i) = Yes)</li> <li>Receives digital cable (IF Q17b(ii) = Yes)</li> <li>Don't know</li> <li>Further information</li> </ul>	MP
<p><b>IF TV ASK Q20a2 OTHERWISE GO TO Q20a6</b>  <b>IF YES AT Q17b(iii), ASK Q20a2, OTHERWISE GO TO Q20a3</b></p>	
<p>20a2. Do you receive your digital signal from your normal aerial via a separate box or does your TV have digital reception built in?</p> <ul style="list-style-type: none"> <li>Separate box</li> <li>Built in digital reception</li> <li>Don't know</li> </ul>	SP
<p><b>IF YES AT Q17b(i) ASK Q20a6, OTHERWISE GO TO Q20a5</b></p>	
<p>20a6. <b>SHOW SCREEN</b> How do you receive your satellite service?</p> <ul style="list-style-type: none"> <li>Sky with subscription</li> <li>Sky without subscription</li> <li>Freesat</li> <li>Other – <b>not</b> Sky or Freesat</li> <li>Don't know</li> </ul>	SP
<p><b>IF ANY SKY (CODE 1 OR 2) AT Q20a6, ASK Q20a3, OTHERWISE GO TO Q20a4</b></p>	
<p>20a3. Is this set (IF TV) PC (IF PC) laptop (IF LAPTOP) connected to Sky+? Sky+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs.</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Don't know</li> <li>Further information</li> </ul>	SP
<p><b>IF SKY SUBSCRIPTION OR FREESAT (CODE 1 OR 3) AT Q20a6, ASK Q20a4, OTHERWISE GO TO Q20a5</b></p>	
<p>20a4. <b>SHOW SCREEN</b> I would now like to ask you about High Definition television, or HDTV. You need an HDTV set top box to view HDTV.</p> <p>Is this set (IF TV) PC (IF PC) laptop (IF LAPTOP) connected to Sky HD (IF Q20a6 = 1) / freesat HD(IF Q20a6 = 3)? Sky HD (IF Q20a6 = 1) / freesat HD(IF Q20a6 = 3) is the high definition service available with Sky (IF Q20a6 = 1) / freesat (IF Q20a6 = 3).</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Don't know</li> <li>Further information</li> </ul>	SP
<p><b>IF YES AT Q17b(ii) ASK Q20a5, OTHERWISE GO TO Q22a</b></p>	
<p>20a5. Is this set (IF TV) PC (IF PC) laptop (IF LAPTOP) connected to V+ or cable PVR service? V+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs.</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Don't know</li> <li>Further information</li> </ul>	SP
<p><b>IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a), SKIP Q22a AND ASK Q22b, OTHERWISE SKIP TO Q17d.</b>  <b>IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT Q17b(i/ii/iii/iv) AND Q20a) ASK Q22a, OTHERWISE SKIP TO Q17d</b></p>	
<p>22a <b>ASK FOR ADDITIONAL SETS ONLY:</b> Does this set (IF TV) PC (IF PC) laptop (IF LAPTOP) receive exactly the same additional channels as the main set?</p> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> </ul>	SP

<b>IF YES (CODE 1) AT Q22a SKIP TO Q23. IF NO (CODE 2) ASK Q22b</b>		
22b	<b>SHOW SCREEN</b> Which of the following channels are <b>currently</b> received on this set (IF TV) PC (IF PC) laptop (IF LAPTOP)?	
<b>ROTATE ORDER OF SCREENS</b>		
<b>SHOW SCREEN (1)</b> BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic	<b>SHOW SCREEN (2)</b> Sky Movies Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra	
<b>IF ADDITIONAL CHANNELS RECEIVED AT Q22b CONFLICT WITH PLATFORM CODED AT Q17b(i/ii/iii/iv)/Q20a ASK Q17c2 (IF Q17b(i) = Yes and Q20a = 2) or Q17c3 (IF Q17b(iii) = Yes) or Q17c4 (IF Q17b(ii) = Yes and Q20a = 2) OTHERWISE ASK Q17d</b>		
17c2.	Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite? Yes No	SP
17c3.	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? Yes No	SP
17c4.	Some of the channels you have stated are not available unless you receive digital cable, for example ( <b>ENTER 1ST 3 CONFLICT CHANNELS CODED</b> ). Is it possible you receive digital cable? Yes No	SP
<b>IF YES (CODE 1 AT Q17c3) STATE</b>		
In that case I need to ask you a couple of questions again. <b>ASK Q17b(i/ii/iii/iv) and Q20a AGAIN, DO NOT ASK Q22b AGAIN EVEN IF CONFLICT REMAINS.</b>		
<b>IF SATELLITE DISH (YES AT Q17b(i)) ASK 17d</b>		
17d.	Is the satellite dish that you receive your signal from.....? <b>READ OUT</b>  A dish used <u>only</u> by your household A dish shared with one or more households	SP
<b>ASK ALL WITH ADDITIONAL CHANNELS</b>		
17e.	<b>SHOW SCREEN</b> By which of these other methods can this set (IF TV) PC (IF PC) laptop (IF LAPTOP) receive its TV signal?  An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with other households An indoor set top aerial or an aerial built into the set None of these	SP
<b>IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a (CODE 1), ASK Q18a</b>		
18a.	<b>SHOW SCREEN</b> How does this set (IF TV) PC (IF PC) laptop (IF LAPTOP) receive its television signal? Do you receive the pictures on this set (IF TV) PC (IF PC) laptop (IF LAPTOP) from .....?  An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with other households An indoor set top aerial or an aerial built into the set A cable system	MP

<b>IF Q16a (CODE 5) FIVE AND Q17a (CODE 2) NO</b>		
16c.	<b>SHOW SCREEN</b> Which of the statements on this card best describes the reception quality on this set (IF TV) PC (IF PC) laptop (IF LAPTOP) for five? Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies	SP
<b>ASK IF TV OR (PC/LAPTOP AND NOT INTERNET (CODE 2) AT Q2c/Q2g)</b>		
23a.	<b>SHOW SCREEN</b> Which of the following pieces of equipment are connected to this set (IF TV) PC (IF PC) laptop (IF LAPTOP)?  VCR or Video Cassette Recorder (that can record programmes on to tape) DVD recorder (that can record programmes on to DVDs) PVR or Personal Video Recorder (that can record programmes with no need for tapes or DVDs) DVD player (able to play back bought or rented DVDs, but not able to record television programmes) None of these Don't know	MP
<b>ASK Q23b, Q23c AND Q23d IF PC OR LAPTOP BUT IF INTERNET (CODE 2) AT Q2c/Q2g GO TO Q23d IF TV THEN SKIP</b>		
23b.	Do you or anyone in your household ever access the internet on this PC (IF PC) / laptop (IF LAPTOP)? Yes No	SP
<b>IF YES (CODE 1) AT Q23b ASK Q23c OTHERWISE SKIP</b>		
23c.	Do you subscribe to a broadband provider in order to access the internet through this PC (IF PC) / laptop (IF LAPTOP)? Yes No Don't know	SP
<b>IF YES (CODE 1) AT Q23c ASK Q23d OTHERWISE SKIP</b>		
23d.	Do you or anyone in your household use on demand TV services on this PC (IF PC) / laptop (IF LAPTOP)? On demand TV services allow programmes and films to be watched as they get sent to your computer, or to be downloaded and watched later. Yes No Don't know	SP
<b>REPEAT Q8a TO Q23d FOR ALL OTHER TVS/PCS/LAPTOPS</b>		
<b>ASK ALL</b>		
2a2.	How many personal computers (PCs) are there in your household? Please do not include laptops as I will ask about these separately.  <p style="text-align: right;">WRITE IN &gt; _____</p>	
<b>ASK Q2A2A IF Q2A2 &gt; 19. IF CODED AS NO, ROUTE BACK TO Q2A2</b>		
2a2a.	You have said that you have <<insert number of PCs claimed at Q2a2>> PCs. Is this correct Yes No	SP
<b>IF NUMBER OF PCS &gt;0 AT Q2A2, ASK Q2B, OTHERWISE GO TO Q2E</b>		
2b.	<b>SHOW SCREEN</b> How many of your PCs receive standard TV transmissions? By this I mean you can watch channels on your PC as if it was an ordinary television so does not include programmes that are downloaded and watched outside of a channel's normal schedule. <p style="text-align: right;">WRITE IN &gt; _____</p> <b>NOTE: For a more detailed explanation click on further information</b> Further information	
<b>ASK Q2C/Q2D FOR EACH PC MENTIONED AT Q2B, OTHERWISE GO TO Q2E</b>		

<p>2c. <b>SHOW SCREEN</b> In which way do you receive the standard TV transmissions on your PC?  TV card – this allows you to connect an aerial, satellite or cable system to your PC  Internet – you do not need an aerial connection but can watch TV programmes as live  Don't know</p>	SP
<p>2d. How often do you use your PC for this purpose?  More than once a month  Every month  Once every 3 months  Once every 6 months  Less often</p>	SP
<b>ASK ALL</b>	
<p>2e. How many laptops are there in your household?</p> <p style="text-align: right;">WRITE IN &gt; _____</p>	
<b>ASK Q2E2 IF Q2E &gt; 19. IF CODED AS NO, ROUTE BACK TO Q2E2</b>	
<p>2e2. You have said that you have &lt;&lt;insert number of laptops claimed at Q2a2&gt;&gt; laptops. Is this correct  Yes  No</p>	SP
<b>IF NUMBER OF LAPTOPS &gt;0 AT Q2E, ASK Q2F, OTHERWISE GO TO Q14A OR Q2I</b>	
<p>2f. <b>SHOW SCREEN</b> How many of your laptops receive standard TV transmissions? By this I mean you can watch channels on your laptop as if it was an ordinary television so does not include programmes that are downloaded and watched outside of a channel's normal schedule.  WRITE IN &gt; _____  <b>NOTE: For a more detailed explanation click on further information</b>  Further information</p>	_____
<b>ASK Q2G/Q2H FOR EACH LAPTOP MENTIONED AT Q2F, OTHERWISE GO TO Q8A OR Q2I</b>	
<p>2g. <b>SHOW SCREEN</b> In which way do you receive the standard TV transmissions on your laptop?  TV card – this allows you to connect an aerial, satellite or cable system to your laptop  Internet – you do not need an aerial connection but can watch TV programmes as live  Don't know</p>	SP
<p>2h. How often do you use your Laptop for this purpose?  More than once a month  Every month  Once every 3 months  Once every 6 months  Less often</p>	SP
<b>COMMENT – REPEAT QUESTIONS Q14A – Q23D FOR ALL PCS/LAPTOPS USED TO RECEIVE STANDARD TV TRANSMISSIONS AT LEAST ONCE EVERY SIX MONTHS (CODE 1 OR 2 OR 3 OR 4 AT Q2D/Q2H) OTHERWISE GO TO Q2I</b>	
<b>ASK Q2i IF Q2a2 &gt; Q2b OR Q2e &gt; Q2f OTHERWISE GO TO Q26b OR Q43</b>	
<p>2i. Thinking about your PC (<b>IF 1 PC</b>) / PCs (<b>IF PCs</b>) and (<b>IF PC AND LAPTOP</b>) laptop (<b>IF LAPTOP</b>) / laptops (<b>IF LAPTOPS</b>) that does (<b>IF ONLY 1 PC OR LAPTOP</b>) /do (<b>IF MORE THAN 1 PC OR LAPTOP</b>) not receive standard TV transmissions, do you or anyone in your household ever access the internet on this (<b>IF ONLY 1 PC OR LAPTOP</b>) / any of these (<b>IF MORE THAN 1 PC OR LAPTOP</b>)?  Yes  No</p>	SP
<b>IF YES (CODE 1) AT Q2i ASK Q2j OTHERWISE GO TO Q26b OR Q43</b>	
<p>2j. Do you subscribe to a broadband provider in order to access the internet through this PC (<b>IF PC</b>) these PCs (<b>IF PCs</b>) or (<b>IF PC/PCs AND LAPTOP/LAPTOPS</b>) this laptop (<b>IF LAPTOP</b>) these laptops (<b>IF LAPTOPS</b>)?  Yes  No  Don't know</p>	SP
<b>IF YES (CODE 1) AT Q2j ASK Q2k</b>	

<p>2k. Do you or anyone in your household use on demand TV services on this PC (<b>IF PC</b>) these PCs (<b>IF PCs</b>) or (<b>IF PC/PCs AND LAPTOP/LAPTOPS</b>) this laptop (<b>IF LAPTOP</b>) these laptops (<b>IF LAPTOPS</b>)? On demand TV services allow programmes and films to be watched as they get sent to your computer, or to be downloaded and watched later.</p> <p>Yes No Don't know</p>	SP
<p><b>IF ANY SET HAS YES AT Q17b(iii), ASK Q26b, OTHERWISE GO TO Q28a</b></p>	
<p>26b. Does your household <b>currently</b> pay a subscription for receiving extra digital TV channels via a normal aerial?</p> <p>Receive channels free of charge only Pay subscription e.g. Top Up TV or Setanta Don't know/Not sure</p>	
<p><b>IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b(ii) =Yes OR Q17b(ii) =Yes AND Q20a CODE 4) OTHERWISE GO TO Q29a</b></p>	
<p>28a. Does the _____ set (<b>ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL</b>) have its own exclusive set-top-box for receiving cable channels, or does it receive these channels from a set-top-box which is also <b>shared</b> with another set?</p> <p>Exclusive Shared</p>	SP
<p><b>REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a</b></p>	
<p>28b. You said that the _____ set (<b>ENTER DETAIL OF FIRST SET CODED 2 AT Q28a</b>) and _____ set(s) (<b>ENTER DETAILS OF SECOND SET CODED 2 AT Q28a</b>) share a set-top-box. Which of these sets would you say has the <b>main</b> connection to the actual set-top-box?</p> <p><b>NOTE:</b> That is, which set is located near to (or in the same room as) the set-top-box?</p>	
<p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p> <p><b>IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b(i) =Yes OR Q17b(i) =Yes AND Q20a CODE 3) OTHERWISE GO TO Q30a</b></p>	
<p>29a. Does the _____ set (<b>ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL</b>) have its own exclusive set-top-box for receiving satellite channels, or does it receive these channels from a set-top-box which is also <b>shared</b> with another set?</p> <p>Exclusive Shared</p> <p><b>REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a</b></p>	SP
<p>29b. You said that the _____ set (<b>ENTER DETAIL OF FIRST SET CODED 2 AT Q29a</b>) and _____ set(s) (<b>ENTER DETAILS OF SECOND SET CODED 2 AT Q29a</b>) share a set-top-box. Which of these sets would you say has the <b>main</b> connection to the actual set-top-box?</p> <p><b>NOTE:</b> That is, which set is located near to (or in the same room as) the set-top-box?</p> <p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p> <p><b>IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b(iii) = Yes) OTHERWISE GO TO Q30c</b></p>	

<p>30a. Does the _____ set (<b>ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL</b>) have its own exclusive set-top-box for receiving digital channels, or does it receive these channels from a set-top-box which is also <b>shared</b> with another set?</p> <p style="padding-left: 40px;">Exclusive Shared</p>	SP
<p><b>REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30A) ASK Q30B OTHERWISE GO TO Q30i</b></p> <p>30b. You said that the _____ set (<b>ENTER DETAIL OF FIRST SET CODED 2 AT Q30a</b>) and _____ set(s) (<b>ENTER DETAILS OF SECOND SET CODED 2 AT Q30a</b>) share a set-top-box. Which of these sets would you say has the <b>main</b> connection to the actual set-top-box?</p> <p><b>NOTE:</b> That is, which set is located near to (or in the same room as) the set-top-box?</p> <p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p>	
<p><b>ASK ALL</b></p>	
<p>30i Do you have a second home either in the UK or abroad?</p> <p style="padding-left: 40px;">Yes – UK Yes - abroad No</p>	MP  (SP)
<p><b>IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j</b></p>	
<p>30j Do you have any equipment for receiving additional UK channels at any of these households?</p> <p><b>READ OUT</b></p> <p style="padding-left: 40px;">Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No</p>	MP
<p><b>ASK IF ANY SET/PC OR LAPTOP LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO Q43</b></p>	
<p>Now some questions about other ways that television sets can be used.</p>	
<p>31a. <b>SHOW SCREEN</b> Which of the following equipment do you have which is used with any of your TV sets?</p> <p style="padding-left: 40px;">Personal computer (PC)/laptop Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these</p>	
<p><b>IF GAMES COMPUTER/CONSOLE (CODE 2) AT Q31a ASK Q31b</b></p>	
<p>31b <b>SHOW SCREEN</b> Which games console or consoles do you have which are used with any of your TV sets?</p> <p style="padding-left: 40px;">Nintendo Game Cube Nintendo Wii Other Nintendo PS2 PS3 Other Playstation Xbox Xbox 360 Any other games/computer console Don't know</p>	MP
<p>33 I would now like to ask you about the viewing of the <u>whole household</u>, including yourself to each of your television sets/PCs/laptops at this time of year. This includes all time spent <u>viewing</u> video recordings of television programmes made in the household as well as the time spent viewing any TV channel.</p> <p>Thinking about your <b>main set</b> could you give me your best estimate of how many hours the set is switched on during an <b>average weekday</b>:</p>	
<p><b>FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday</b></p> <p><b>THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2<sup>nd</sup> set, 3<sup>rd</sup> set AS APPLICABLE</b></p>	



**NOTE: Answer must be to the nearest whole hour, e.g. 6 hours. If any TV set is switched on for less than half an hour in any day enter as 0. If not switched on at all, use "not switched on at all".**

WRITE IN (2 DIGITS REQUIRED)

**IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40**

38. You have said you receive \_\_\_\_ (**ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B WHICH HAVE BEEN CODED 3, 4, 5 OR 6 AT Q16C**) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?

**ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED**

SP

ITV1 Anglia  
ITV1 Border  
ITV1 Central  
ITV1 Westcountry  
ITV1 London (formerly Carlton and London Weekend/LWT)  
Channel  
STV (formerly Grampian), with local news North Tonight  
ITV1 Granada  
ITV1 West (formerly HTV West)  
ITV1 Wales (formerly HTV Wales)  
STV, with local news Scotland Today  
ITV1 Meridian  
ITV1 Tyne Tees  
UTV (Ulster)  
ITV1 Yorkshire (formerly Yorkshire - YTV)

**NOTE: Answers must add up to 10**

"So out of every ten hours you and your household watch ITV1 stations, you would view \_\_ hours of \_\_\_\_ (**FIRST CHANNEL RECEIVED AT Q16B**), \_\_ hours \_\_ (**SECOND CHANNEL RECEIVED AT 16B**) and..... (**INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE**)

**If correct code appropriately, if incorrect ask again**

**IF BOTH UTV AT 16B AND EITHER RTE 1 OR RTE 2 OR TV3 OR TG4 RECEIVED AT Q16A ASK Q40 OTHERWISE SKIP TO Q41**

40. For every 10 hours viewing to UTV and \_\_\_\_ (**ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/RTE 2/TV3/TG4**), how would you and your household divide the 10 hours between Ulster Television and \_\_\_\_ (**ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/RTE 2/TV3/TG4**)?

**ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED**

UTV  
RTE/TV3/TG4

**NOTE: Answers must add up to 10**

"So out of every ten hours you would view \_\_ hours of UTV and \_\_ hours of RTE/TV3/TG4 television?"

**If correct code appropriately, if incorrect ask again**

**IF BOTH CHANNEL 4 AND S4C ARE RECEIVED AT Q16A ASK Q41 OTHERWISE SKIP TO Q43**

41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? **2 DIGITS REQUIRED FOR EACH**

Channel 4  
S4C

**NOTE: Answers must add up to 10**

"So out of every ten hours you would view \_\_ hours of Channel 4 and \_\_ hours of S4C?"

**If correct code appropriately, if incorrect ask again**

SP

<p><b>HOUSEHOLD COMPOSITION</b>  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).  <b>NOTE: See manual for further details of who to include as household members.</b></p>	
<p>43. <b>SHOW SCREEN</b> I would like to just check some details about each person, starting with yourself. The details we need are...  - Is this person male or female?  - How old is this person?  - Is this person...  Married or living as married?  Single/widowed/divorced or separated?</p> <p><b>FOR P2 ONWARDS:</b> Is there anyone else living here?  Yes  No</p>	
<p><b>NOTE: Complete the demographic details for each household member in the following order – respondent (must be Head of Household, Housperson or both), partner, children starting with the eldest, anyone else</b></p>	
<p>44. Record sex of <b>respondent (1st ITERATION) household member (ALL FURTHER ITERATIONS)</b>  (MAY NOT BE BLANK)  Male  Female</p>	SP
<p>45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS  <b>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</b></p>	
<p>46. Record age group household member falls into (MAY NOT BE BLANK)  <b>(1<sup>st</sup> ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age.</b>  Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+  <b>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</b></p>	
<p><b>ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48</b></p>	
<p>47. Record marital status of household member (MAY NOT BE BLANK)  Married/living as married  Single/widowed/divorced/separated</p>	SP
<p><b>ASK ALL</b></p>	
<p>48. <b>SHOW SCREEN</b> Which of the categories on the card applies to you/this person? Please look at the show card for the definition of the head of the household. (MAY NOT BE BLANK)  <b>NOTE: If 2 or more household members of different sex fit the description of head of household, the male counts as the HoH. If two or more of the same sex could be described as the HoH, the eldest is the HoH. In these circumstances others count as co-householder only if they cannot be defined as any of the other categories.</b>  Head of household  Spouse/partner of head of household  Parent of head of household  Son/daughter of head of household  Co-householder  Other</p>	SP
<p>49. Are you/is this person the parent or guardian of anyone in the household?  Yes  No</p>	
<p>50. Are you/is this person the child or dependant of anyone in the household?  Yes  No</p>	
<p><b>ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53</b></p>	
<p>51. <b>SHOW SCREEN</b> Record household member's working status (MAY NOT BE BLANK)  30+ hours/week  8-29 hours/week  Less than 8 hours/week  Unemployed  Retired  Not Employed i.e. not working or housewife/husband  Full time education</p>	SP

<b>IF CODE 5 AT Q51 SKIP TO Q53</b>		
52. <b>SHOW SCREEN</b>	Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education	SP
53. <b>SHOW SCREEN</b>	Can household member speak Welsh? Yes No	SP
<b>IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q54a</b>		
54. <b>SHOW SCREEN</b>	How well does household member 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	SP
<b>IF IN BBC SCOTLAND REGION ASK Q54a OTHERWISE GO TO Q55d</b>		
54a. <b>SHOW SCREEN</b>	Can household member speak Gaelic? Yes No	SP
<b>IF YES (CODE 1 AT Q54a) ASK Q54b OTHERWISE GO TO Q55d</b>		
54b. <b>SHOW SCREEN</b>	How well does household member 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	SP
55d	Does household member have any long-term disability, health problem or illness, which limits their daily activities or the work they can do? Yes No	SP
64.	<b>SHOW SCREEN</b> Which of these ethnic backgrounds do you consider <b>yourself / the household member (IF RESPONDENT USE YOURSELF)</b> to belong to? White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused	SP
<b>IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q55h</b>		

55f	<b>SHOW SCREEN</b> What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know	SP
<b>IF ANY PERSON CODE 1,2,3 or 4 AT Q54b ASK Q55f ELSE SKIP TO Q55g</b>		
55h	<b>SHOW SCREEN</b> What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other	SP
55g	<b>SHOW SCREEN</b> Do you work for or have a connection with any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for, or have a connection with, any of these? (ASK IF 2+ PERSON HOUSEHOLD) A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these	MP
<b>IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)</b>		
56	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. <b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE</b>  <b>NOTE: If 2 or more household members of different sex could be defined as the chief income earner, the man is the CIE. If 2 or more household members of the same sex could be defined as the CIE, the eldest is the CIE.</b>	
57	And 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. <b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON</b>  <b>NOTE: If 2 or more household members of different sex fit this description, the woman is the Houseperson. If 2 or more household members of the same sex could be defined as the Houseperson, the eldest is the Houseperson.</b>	
<b>IF QAA = 2 (HOUSEPERSON) or 3 (BOTH) AND Q57 NOT = 1 THEN ASK Q57 AGAIN WITH THE FOLLOWING INTERVIEWER NOTE:</b>  <b>NOTE: You stated at the start of your interview that the respondent (person 1) was the houseperson but at Q57 you stated that person (ENTER CODE AS CODED AT Q57) was the houseperson. Please check the person you have coded.</b>		
58	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. (N.B in a situation where there are two people involved, eg. 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). <b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER</b>  <b>NOTE: If 2 or more household members of different sex fit this description, the woman is the Chief Shopper. If 2 or more household members of the same sex could be defined as the Chief Shopper, the eldest is the Chief Shopper.</b>	

59a	<b>SHOW SCREEN</b> Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? Daily Telegraph    The Guardian    The Scotsman    The Herald    The Daily Mirror    The Independent Daily Record    Daily Star    Financial Times    The Sun    The Times    Daily Express Daily Mail    Daily Sport    Any Evening Paper    None of these	
59b	<b>SHOW SCREEN</b> Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? Sunday Telegraph    The Observer    Sunday Post    Sunday Mirror    Independent on Sunday Sunday Mail    News of the World    The Business    The Sunday Times    The Sunday People Sunday Express    Mail on Sunday    Sunday Sport    Daily Star Sunday    None of these	
<b>IF CIE NOT RETIRED (CODE 7 AT Q51) OR UNEMPLOYED (CODE 6 AT Q51), THEN SKIP TO Q61</b>		
<b>IF CIE RETIRED (CODE 7 AT Q51) ASK Q60B, OTHERWISE IF CIE UNEMPLOYED (CODE 6 AT Q51) ASK Q60C</b>		
60b.	Are <b>you/is the chief income earner</b> ( <b>ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</b> )..... <b>READ OUT</b>  Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?	SP
<b>PLEASE NOW SKIP TO Q61</b>		
60c.	<b>Have you/Has the chief income earner</b> ( <b>ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</b> ) been unemployed for... <b>READ OUT</b> Less than 2 months More than 2 months	SP
<b>IF UNEMPLOYED LESS THAN 2 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E</b>		
60d.	And previously, were <b>you/the chief income earner</b> ( <b>ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</b> ).... <b>READ OUT</b>  In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education	SP
<b>PLEASE NOW SKIP TO Q61</b>		
60e.	Is that .... <b>READ OUT</b> Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?	SP
<b>Q61 ASK ALL</b>		
61.	Please give full details of the Chief income earner's <b>present job</b> ( <b>ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51</b> ) / <b>previous job</b> ( <b>ENTER THIS TEXT IF THE CIE IS UNEMPLOYED/RETIRED</b> )	
61a.	What type of firm or organisation does (did) he/she work in? WRITE IN	
61b.	What <b>is/(was)</b> ( <b>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</b> ) the position held or job title? <b>NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.</b> WRITE IN	
61b2.	<b>Is/(Was)</b> ( <b>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</b> ) he/she self-employed? <b>PLEASE GIVE DETAILS.</b> Yes No	
<b>IF SELF EMPLOYED (CODE 1 AT Q61b2) ASK Q61b3, OTHERWISE SKIP TO Q61c</b>		

61b3. How many staff <b>does/(did)</b> ( <i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i> ) he/she employ? <b>PLEASE GIVE DETAILS.</b> ENTER NUMERICAL RESPONSE DK																													
61c. What jobs <b>does/(did)</b> ( <i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i> ) he/she actually do? <b>PLEASE GIVE DETAILS.</b> WRITE IN																													
61d. <b>Is/was</b> ( <i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i> ) the Chief Income earner a manager or a foreman/supervisor? Yes - manager Yes – foreman/supervisor No	SP																												
<b>ASK Q61E IF CODE 3 OR 4 AT 61D, OTHERWISE SKIP TO Q61G</b>																													
61e. How many people work at the place? ENTER NUMERICAL RESPONSE DK																													
61f. How many people <b>is/was</b> ( <i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i> ) he/she responsible for? ENTER NUMERICAL RESPONSE DK																													
61g. Has he/she any qualifications? <b>NOTE: If teacher - state whether primary, secondary or other level. (Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details.</b> WRITE IN																													
<b>IF CIE RETIRED, UNEMPLOYED OR NOT EMPLOYED (CODES 6, 7 OR 8 AT Q51) ASK Q61f, OTHERWISE SKIP TO Q62</b>																													
61h. <b>SHOW SCREEN</b> What is <b>your/ the chief income earners</b> ( <i>ENTER WHICHEVER TEXT APPLIES, I.E. YOUR IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</i> ) net income - that is after deducting income tax, national insurance and contributions to pension schemes? <table border="0" data-bbox="287 1153 1157 1377"> <thead> <tr> <th></th> <th><b>Weekly</b></th> <th><b>Monthly</b></th> <th><b>Yearly</b></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Under £100</td> <td>Under £435</td> <td>Under £5,200</td> </tr> <tr> <td>2</td> <td>£100 - £194</td> <td>£435 - £844</td> <td>£5,200 - £10,149</td> </tr> <tr> <td>3</td> <td>£195 - £379</td> <td>£845 - £1,659</td> <td>£10,150 - £19,899</td> </tr> <tr> <td>4</td> <td>£380 - £749</td> <td>£1,660 - £3,239</td> <td>£19,900 - £38,799</td> </tr> <tr> <td>5</td> <td>£750 or more</td> <td>£3,240 or more</td> <td>£38,800 or more</td> </tr> <tr> <td></td> <td>Refused</td> <td></td> <td></td> </tr> </tbody> </table>		<b>Weekly</b>	<b>Monthly</b>	<b>Yearly</b>	1	Under £100	Under £435	Under £5,200	2	£100 - £194	£435 - £844	£5,200 - £10,149	3	£195 - £379	£845 - £1,659	£10,150 - £19,899	4	£380 - £749	£1,660 - £3,239	£19,900 - £38,799	5	£750 or more	£3,240 or more	£38,800 or more		Refused			
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<b>BRING UP SUMMARY SCREEN FOR Q61a-g</b>																													
62. CODE SOCIAL GRADE A B C1 C2 D E <b>MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.</b>																													
63a. Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP																												
<b>IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64b</b>																													
63b. Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both Other																													

<p>63d. What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection?  <b>NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number</b></p> <p style="text-align: center;">WRITE IN</p>	
<p><b>ASK ALL:</b>  64b. 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, AGB Nielsen Media Research, TNS and RSMB Television Research.</p> <p style="text-align: center;">Yes  No</p>	