Establishment Survey Fact Sheet

ES Fast Facts – all you need to know at a glance

Nationally representative sample of people aged **15 years+**
25 000 per annum, across 2 waves

Measures **media behaviour** across:
Viewing (TV)
Listening (Radio)
Reading (Newspapers, Magazines)
Digital
Cinema
Out of home

IHS partnership
Sample updated
bi-annually

**Respondent pool
for panel studies**

Consistent
Same question format
across all media where
relevant

**New socio-economic
measure** to be
developed

Questionnaire **extensively tested**
400 quantitative pilots and
numerous cognitive pilots

Platform agnostic
Media behaviour regardless
of platform… thus covers
changing media habits

TNS

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ES fact sheet
Approach

- The Establishment Survey goes live on **1 July 2016**

- It is a bespoke survey designed to measure **multi-media behaviour across different devices**

- Covers **seven media categories**: Viewing (TV), Listening (Radio), Reading (Newspapers, Magazines), Digital, Cinema and Out of home

- Consistent question flow per category to measure level of category participation and usage across various devices/platforms

- Category level only (no brand level data collected)

- Data will be released twice a year based on six months worth of data

- First industry release of data will be in **March 2017** (July to December 2016 data)

- **New socio-economic measure** to be developed

ES fact sheet
Sample

- Annual sample of **25 000 households** (12 500 per wave) amongst people **15 years or older**

- The master sample frame is delivered by **IHS** – expert demographers - and provides bi-annual updates, including latest boundary information, **ensuring ongoing national representation** across urban metro, urban non-metro, rural metro and rural non-metro areas

- Probability proportionate to size approach ensures a random selection of Small Areas

- RIM weighting at individual and household level

- Interviewing is spread over 49 weeks of the year ensuring that all periods in a year are covered – and is conducted continuously in all area types and provinces to ensure **consistent and stable data**